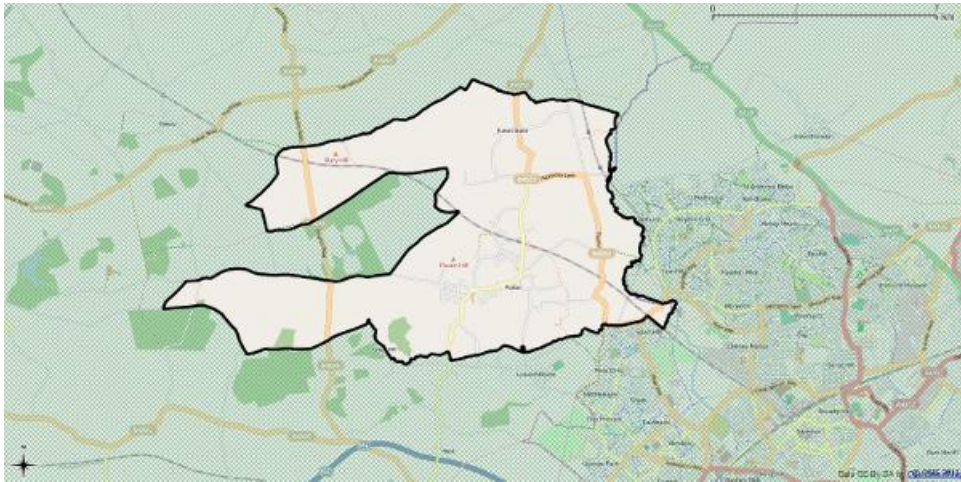


TRANSFORMING PURTON PARISH

***Foresight and Resilience
(Threats and Opportunities)***



Ps and Qs

January 2013

CONTENTS

ABOUT <i>Ps and Qs</i>	3
FOR CLARIFICATION	3
EXECUTIVE SUMMARY	4
1. Sustainability.....	5
2. Key Parish Issues	9
3. Our Parish.....	11
3.1 Our Water	12
3.2 Our Food.....	19
3.3 Our Energy.....	26
3.4 Our Waste.....	32
3.5 Our Health.....	35
3.6 Our Education	42
3.7 Our Safety.....	45
3.8 Our Housing.....	52
3.9 Our Transport.....	66
3.10 Our Economy.....	70
3.11 Our Recreation	74
3.12 Our Connectivity	76
3.13 Our Democracy.....	77
4. Our Future.....	80
Appendix 1 Resilience ~ Re-thinking Sustainable Development.....	81
Appendix 2 <i>Ps and Qs</i> Commentary in the Purton Magazine 2003	82
Appendix 3 <i>Ps and Qs</i> Workshop on Sustainable Development in Purton (2004)	84
Appendix 4 <i>Ps and Qs</i> Vision to 2030 (February, 2010).....	97
Appendix 5 Some History	108
Appendix 6 Some Geography.....	110
Appendix 7 Some Geology	112
Appendix 8 Some Natural History	113
Appendix 9 Parish Profile	116
Appendix 10 Our Neighbourhood Planning Process	117
Appendix 11 Potential Land for Housing Development	120
Appendix 12 Case Study: <i>Resilience or Convenience?</i>	137
Appendix 13 Some useful pointers for the Parish Plan.....	139
Appendix 14 Some useful pointers for the Neighbourhood Plan	141
Appendix 15 A Foresight and Resilience Plan for the Parish	143

Some basic facts and figures about the parish may be obtained from the *Ps and Qs* web site which has links to other parish organisations with further information

www.purtoninfo.org.uk

For a list of Useful Contacts ***The Purton Directory***

For a list of Places to Recycle (and their facilities)..... ***The Recycling Directory***

ABOUT *Ps and Qs*

Ps and Qs was established in 1994 shortly after the first Earth Summit in Rio as a Local Agenda 21 organisation. During the years, *Ps and Qs* has run major exhibitions on matters such as waste management, planning and climate change. It publishes four series of monthly articles in the village magazine (*Green Tips*, *Going Wild in Purton*, *Planning Alert!* and *Cool Communities*). Periodically, there is a *Good News* slot at the end of the articles to highlight good things that are happening.

It is important to be able to react quickly these days to get information out and so *Ps and Qs* operates an electronic network (*Village Alert!*) that keeps villagers up to date with village and parish matters. It also runs surveys and polls on issues of interest to the parish, to help make informed decisions on critical issues. Occasionally, it sets up on-line petitions on really critical issues that have profound consequences for the parish as a whole e.g. the potential Ridgeway Farm development ~ more than 600 persons voted and left comments which were forwarded to the planning authority, and these were referred to by the Planning Inspector during the recent appeal.

Ps and Qs has been at the heart of community planning, for the best part of twenty years and jointly began the Village Design Statement/Parish Plan with the parish council some ten years ago (long before community planning became mainstream). It has a long history of mature and informed reflection of how communities are shaped, what works and what does not.

Bringing all of its work together, *Ps and Qs* has a flagship programme (*Transform Purton Parish*) which is looking at food, water, waste, work, energy and many other issues across the parish. Because it recognises that the key to future resilience (Appendix 1 for a fuller explanation of *resilience*) is the parish land space *Ps and Qs* began a neighbourhood planning dialogue via the *Purton Magazine*, and also via the *Local Day*¹.

Ps and Qs began *Transform Purton Parish* in 2009 and received the nominal support of the Wiltshire Council and the Purton Parish Council. For three years it has been gathering information on a range of issues and this report is an accumulation, to date, of that effort.

Ps and Qs stands for *Purton's Qualities* and is about enhancing the resilience of the parish for the longer term.

FOR CLARIFICATION

This is not the Purton Parish Plan or the Neighbourhood Plan. Although it has elements of similarity (and could inform both) it is more about longer term issues that may not be addressed by either of the other two shorter-term plans. Whilst both the Parish and Neighbourhood plans will likely be occasionally updated, unless there is a bigger vision and a way to progress towards that, the situation as it exists now will continue; a piecemeal approach which never seems to tackle the big (and very difficult) issues. Tinkering at the edges with short-term solutions does not suffice and simply allows the big issues to continue, and to become increasingly insurmountable. The evidence for this is that the key issues that pop up in every survey (see the latest Parish Plan survey results for instance) are precisely the same as those that have plagued the parish for at least twenty years.

This report is an attempt to demonstrate how to tackle these issues and not ignore them.

Contact:

Dr Richard Pagett advice@purtoninfor.org.uk

¹ An event funded by *Ps and Qs* to showcase village businesses and organisations in order to encourage more local use of producers and suppliers.

EXECUTIVE SUMMARY

Parish issues concerning water, food, energy, waste, health, education, safety, housing transport, economy, recreation, connectivity, and democracy are evaluated and discussed. Pointers are provided for the parish plan and the neighbourhood plan.

It is often remarked that there is some resistance to those who are not born in the parish by those who are. It is also said how welcoming the parish is. Some bemoan change and that the place is not like it just to be.

With UK population at an all-time high of 60 million and predictions to add a further 10 million during the next 40 years or so, it is inevitable, for good or bad, that the parish will continue to change. The future lies in all our hands; of those who were born here and of those who have made it their home.

But there is a choice: one which is about letting others do what they like and the other which is about grasping the nettle and trying to define a future that is more equitable, more appropriate and more fulfilling.

In all surveys about the parish the majority value the local identity, the tranquillity and the openness.

A vision has been developed:

- 50% of all goods and services come from no more than 10 miles away
- People value the quality of life not their standard of living
- People have respect for the land, for nature, for each other
- People have time to invest in their family, friends and community and are not too busy
- Young people walk to school
- 50% of all work is local and people no longer need to commute great distances
- Purton no longer serves a dormitory function to Swindon
- Houses are homes, built to last, energy efficient, capturing and using solar energy and rainwater
- Homes are large enough to accommodate different generations under one roof, and have decent-sized gardens
- Houses are affordable (where “affordable” means that the houses are able to be bought by those that need them, based on average salaries)
- New houses are built that respect the constraints of the land and the climate
- Gardens are used to grow food and provide a haven for wildlife and there are enough allotments for everyone who wants one
- There are wildlife-rich havens within easy walking distance where the wildlife is abundant and wildlife habitats are interconnected; and footpaths are well maintained
- Land is farmed productively, growing crops for local consumption and free from chemicals
- Energy is valued and generated locally, water is valued and not wasted, waste is minimal
- The law is respected; less speeding, less litter, less selfish parking
- Local decisions are made locally

To embed appropriate resilience for the future, a *Foresight and Resilience Plan* has been suggested which would lead towards that vision, and much more.

1. Sustainability

1. First, it is crucial to sort out what this term, *sustainability*, actually means in everyday language. The usual definitions² such as seen in the Government's *National Planning Policy Framework* and the *Wiltshire Core Strategy* are pretty meaningless and simply cannot be translated into what it means at any given location. The *Wiltshire Core Strategy* which uses the word "*sustainable*" or "*sustainable development*" dozens of times throughout its 385+ pages defines it.....not once.
2. *Ps and Qs* first attempted to assess *sustainability*, in terms of a place to live, back in 2003 and wrote in the *Purton Magazine* at the time:

*To be able to live in a place from which you can: go to work, go to the shops, go to school, go to the doctor's, go to the dentist's, attend a religious centre of choice, take recreation (at a centre, on a sports field, walk in countryside), exercise all your democratic rights, breathe clean air, drink clean water, have your sewage taken away, not get flooded, not have routine power blackouts, maintain your chosen traditions and so on – this all adds up to a certain quality of life. If you are able to keep your chosen quality of life with its values and pass those on to your children with the same possibilities (or better) then that, in a nutshell, is **sustainability**.*

3. Of course, it does not say how that is reached, though it does provide a useful yardstick by which it could be gauged when it has been attained. It also, crucially, does not help when looking at potential changes to the parish and predicting or forecasting what could happen as a result of those changes. In Appendix 2 is the full article (*Purton Magazine* 2003) in the context of the then Swindon and Wiltshire Structure Plan 2016. Sadly, the same commentary would apply to the emerging successor "plan", the *Wiltshire Core Strategy*, 2026. The *Wiltshire Core Strategy* mentions "*sustainability*" and "*sustainable development*" dozens and dozens of times yet provides a definitionnot once in 380+ pages.
4. Recognising the problem, *Ps and Qs* in 2005 set out to assess various potential development locations (in the parish) being proposed for the *North Wiltshire Local Plan 2011*. At the time (as now) there was no recognised way in which these development locations could be assessed for how they may degrade or improve the "*sustainability*" of Purton.
5. Developers and landowners had put forward several potential development locations within Purton. Assessing the potential for any development in the community and assessing the merits of individual locations is a complex business and was part of the Village Design Statement which, at the time, was being developed. The *Ps and Qs* general strategy was to work, initially, with representatives from partner organisations in the villages and interested individuals to develop awareness of the issues involved in site selection for development. Those representatives then reported back to their organisations with the intention that there would be a multiplier effect in spreading the word. Subsequent meetings were open to everyone. In this way as many people as possible were engaged in the process. The first meeting (23 June 2004) was attended by representatives from 15 village organisations and several individuals. At the meeting, there was an introductory presentation, which explained the aims and process. Some preliminary thinking was done on the kinds of effects that development could have on the villages and on the factors that might vary according to the location of a development. At the second meeting (9 September 2004) further work was done and a scoring system, for assessing proposed new developments, was devised and tested.
6. The aim was to develop thoughtful and credible opinions of how the parish could develop in the future.
7. The first task was to consider aspects of a community that may be affected by any development in any location. Various attributes were identified. The second task was to identify aspects that could test the merits of developments in different locations.

² "...meeting the needs of the present without compromising the ability of future generations to meet their own needs"

8. Appendix 3 describes this process in detail. In this way, a shared understanding was developed of which a community attributes would respond to development in any location and which would respond differently to different development locations. The next step was to determine how to use the latter in a systematic way in order to differentiate development sites based on their attributes, the sum of which contribute, more or less, to the “sustainability” of Purton or Purton Stoke.

Then, any development location could be “tested” with a series of simple questions, based on a common set of attributes.

9. Based on the above process, various potential locations were ranked in order of preference according to their potential impact on the sustainability of Purton. (Incidentally, even then, Widham Farm was clearly a flawed prospect).

All this was more than seven years ago.

10. Since then, a more sophisticated system has been developed which tests not only a development location but also strategies, programmes, plans. This system is currently out to consultation with:

UK Government Agencies

Centre for Environment, Fisheries & Aquaculture Science
Department for Food, Environment and Rural Affairs

Local Government

Brighton and Hove City Council

Private Sector

GE Capital Real Estate
Keen Marine Limited
ESS Ecology
EMU Limited
Buro Happold Limited (Sustainability and Alternative Technologies)
Sustain Value
MottMac

Universities

Bangor University (Sustainability Hub)
Newcastle University (Masters Programme)
University College London

Non-Governmental Organisations

Thamesbank

Worldwide

Regional Ministry of Agriculture, Fisheries and Environment, Andalusia
Environment and Climate Research Institute, National Water Research Centre, Cairo, Egypt
Earth Sciences Department, King Fahd University of Petroleum and Minerals, Saudi Arabia

11. In addition, the Chartered Institution of Water and Environmental Management³ is now using this new definition and system to underpin its policy document: *Re-framing Sustainable Development*.

³ <http://www.ciwem.org/>

12. The Government has said that the characteristics of a sustainable community are⁴:

- Governance - *Well-run communities with effective, inclusive participation, representation and leadership*
- Transport and Connectivity - *Well-connected communities with good transport services and communications linking people to jobs, health and other services*
- Services - *Public, private, community and voluntary services that are accessible to all*
- Providing places for people to live in an environmentally-friendly way
- Equity - *Fair for everyone in our diverse world and for both today's and tomorrow's communities*
- Economy - *A thriving and vibrant local economy*
- Housing and the Built Environment - *High-quality buildings*
- Social and Culture - *Active, inclusive and safe with a strong local culture and other shared community activities*

13. It does not offer insight on how to do that within a framework of dwindling resources, pressure on jobs and a warming world. The likely reason that the Government offers no insight into how to build a “sustainable” community is because the word “sustainability” is completely the wrong word to use. The Government really meant “resilience”⁵. That would make sense and is do-able, with effort.

14. In the Parish of Purton there are some classic issues of weak resilience; closing shops, high levels of car ownership and dependency, a school that requires high levels of commuting pupils to survive, a police force that finds it difficult to respond to simple nuisances, a planning system that lives in fear of the appeal, rights of way under threat from unhelpful landowners, a landfill that relies on waste being bussed in from as far afield as South Wales and Devon, speeding cars, rat-runs and so on.

15. There are also some great opportunities; a vibrant community with dozens of different social organisations, a post office, a library, some good venues, a hotel, some interesting landscapes and walks, a range of small businesses employing local people a network of around 200 connected individuals on an electronic network that *Ps and Qs* keeps informed on critical parish and village issues, and critical of all, a large ratio of land space to existing infrastructure.

16. There are many pressures on the parish which will be overwhelming if some basic assumptions (e.g. real housing need, how much, who for and where) remain unchallenged. Although resilience is not just about housing, housing (particularly, its scale) determines everything else on which parishioners rely; food choices, how and where waste is managed, traffic, speeding and parking, where and how parishioners get to work, and so on.

17. Although, the housing issue is always a hot topic and one that has to be dealt with in a serious way, it cannot be dealt with without proper consideration of all the other linked issues. For far too long, land use and spatial planning have really just been about houses; how many and where. That is just not a sophisticated enough approach ~ it has been letting the parish down for years. It has to be better: some **foresight is needed**.

18. Based on what parishioners have been telling *Ps and Qs* for nearly twenty years and formalised in three surveys:

- 1994 (the first *Ps and Qs* survey)
- 2000 (Village Appraisal)
- 2007 (Climate Change & Local Attitude Survey)

⁴ <http://www.communities.gov.uk/documents/communities/pdf/151384.pdf>

⁵ Resilience is about having the capacity in place to absorb reasonably foreseeable shocks (fuel strike, drought, flooding and so on) yet still be able to, more or less, conduct one's activities/life without great drama or misfortune

...and countless workshops, meetings, emails, letters, and telephone calls since, the following vision, within a timeframe to 2030, has been developed (for full description and reasoning see Appendix 4).

19. A **resilient** Purton Parish would be where (as a minimum):

- 50% of all goods and services come from no more than 10 miles away
- People value the quality of life not their standard of living
- People have respect for the land, for nature, for each other
- People have time to invest in their family, friends and community and are not too busy
- Young people walk to school
- 50% of all work is local and people no longer need to commute great distances
- Purton no longer serves a dormitory function to Swindon
- Houses are homes, built to last, energy efficient, capturing and using solar energy and rainwater
- Homes are large enough to accommodate different generations under one roof, and have decent-sized gardens
- Houses are affordable (where “affordable” means that the houses are able to be bought by those that need them, based on average salaries, relevant to the parish)
- New houses are built that respect the constraints of the land and the climate
- Gardens are used to grow food and provide a haven for wildlife and there are enough allotments for everyone who wants one
- There are wildlife-rich havens within easy walking distance where the wildlife is abundant and wildlife habitats are interconnected; and footpaths are well maintained
- Land is farmed productively, growing crops for local consumption and free from chemicals
- Energy is valued and generated locally, water is valued and not wasted, waste is minimal
- The law is respected; less speeding, less litter, less selfish parking
- Local decisions are made locally

20. The above are some key resilience attributes (though not fully exhaustive).

2. Key Parish Issues

21. *Ps and Qs* flagship project, *Transform Purton Parish*, aims to address and improve the overall resilience of the parish with respect to parish needs concerning:

- Water
- Food
- Energy
- Waste
- Health
- Education
- Safety
- Housing
- Transport
- Economy
- Recreation
- Connectivity
- Democracy

22. Meanwhile, it is imperative to fix those niggling issues which seem ever-present:

- Threat of coalescence with Swindon
- Inappropriate housing
- Litter and dog fouling
- Threats to open space within village
- Threats to rights of way
- Potholes, traffic, speed, parking, HGVs, and public transport
- Flooding
- Lack of shop diversity
- Lack of local employment
- Water supply and mains sewage capacity
- Energy supply capacity
- Food supply capacity
- Slow internet access

23. Many of the above could be resolved through the Parish Plan and some through the Neighbourhood Plan.

24. *Ps and Qs* has been working on the above issues for several years and in the following pages options are considered and proposed for the each of the above issues; linking short-term options that could inform the Parish Plan, and linking land-use issues that could inform the Neighbourhood Plan and indicates a sensible, reasonable and entirely practicable way forward to develop resilience of the parish for the future.

The Ps and Qs Blueprint for the Future of the Parish follows...

NOTE

Some years ago (2000) Ps and Qs and the Parish Council undertook a Village Appraisal. The aim of which was to develop a Parish Plan. At the time, the North Wiltshire District Council (this is prior to when the Unitary Council was formed) considered that there was nothing that could be put into a parish plan that could not be achieved by a Local Plan, and were generally unsupportive. Having mobilised the goodwill of dozens of parishioners, Ps and Qs and the Parish Council decided not to lose the value of the Appraisal and its information (more than 1000 responses) and re-focussed on developing a Village Design Statement. Eight focus groups worked on all the key issues of the day and developed a draft Statement in 2005. Sadly, North Wiltshire District Council were not as positive as the Wiltshire Council is now and, over time, enthusiasm waned. As a tribute to all that hard work that went into the Village Appraisal and Village Design Statement, Ps and Qs has incorporated as much value as possible from that process ~ much of which is still relevant today.

The acknowledgements below reflect the diversity and commitment of those pioneers some of whom have now left the parish and some of whom have died. They deserve to be acknowledged for their work.

PARTICIPANTS IN THE VILLAGE APPRAISAL AND THE VILLAGE DESIGN STATEMENT

Members of *Ps and Qs*

Members of the Purton Parish Council (of the day)

Members of the Purton Structure Alliance

Members of Focus Groups

Various individuals:

Avril Ainscough	Godfrey Fowler	Anna Jachnik	Bob Stimpson
David Ainscough	Sheila Fowler	Sarah Kernon	Joanne Stimpson
Dave Bissett	Madeleine Harvey	Graham Ling	David Sweet
Sandy Bletso	George Hawkesworth	Janet McCarthy	Pauline Tilley
Eve Booy	Brenda Hobbs	Neil Saunders	Jan Walker
John Butcher	Mick Hull	Barbara Smith	Hazel Wykes
Helen Dixon			

Plus, of course, the hundreds of villagers who completed questionnaires and gave freely of their time, anecdotes, recollections, maps, and photographs ~ their work should not be ignored or squandered.

3. Our Parish

25. The basics of the parish are well-known and available, yet are in widely dispersed sources of information. *Ps and Qs* acknowledges these and makes some of them available in the various appendices. Web resources are indicated where appropriate.
26. Much of the mapping in the text is generated by *Ps and Qs* on its own geographical information system (GIS)⁶.
27. All material in this report is freely available to others.

Something of our History

Appendix 5 contains extracts developed first in the Village Design Statement and later incorporated by the [Purton Parish Council](#). Other direct sources of information about the parish may be found with the Purton Historical Society and its [Purton Museum](#).

Something of our Geography

Appendix 6 contains various maps which may be of interest; further ones are available at the [Wiltshire and Swindon Archives](#)

Something of our Geology

Appendix 7 contains a map indicating the broad geology of the area

Something of our Natural History

Appendix 8 contains lists of animals and plants that may be seen from the footpaths in the parish

Occasionally, other information about the parish has been generated by other village organisations for specific purposes. For instance, the Diocese of Bristol published a Parish Profile (Appendix 9) to support the recent search for a new Priest-in-Charge.

⁶ A computerised system to capture, store, manipulate, analyse, manage, and present all types of geographical data

3.1 Our Water

28. In general, the parish water comes via Thames Water Utilities Limited. It abstracts about 65 % from rivers and stores this in large, open, surface reservoirs before putting it through a treatment process to turn it into drinking (potable) water. The remaining 35 % comes from underground boreholes (water originally falling as rain that has seeped into the ground, hence referred to as groundwater). In addition to this, there are various private supplies (springs and wells) throughout the parish.

29. Below, are two tables of water quality data (for 2011) for the zone that includes the parish:

THAMES WATER UTILITIES WATER QUALITY REPORT - 2011 DATA

Water Supply Zone: S 2 ASHTON KEYNES			Zone No.: 0209 Population: 26,414					
Time Period: 01/01/2011 to 31/12/2011 Date extracted: 10/04/2012			Concentration or Value (all samples)			No. of Samples		% of samples contravening PCV
Parameter	Units	PCV	Min	Mean	Max	Total	Contra- vening	
Bromoxynil	µg/l	0.1	<0.002	<0.002	<0.002	7	0	0
Carbetamide	µg/l	0.1	<0.003	<0.003	<0.003	8	0	0
Chlortoluron	µg/l	0.1	<0.002	<0.002	<0.002	8	0	0
Clopyralid	µg/l	0.1	<0.008	<0.008	<0.008	8	0	0
2,4-D	µg/l	0.1	<0.002	<0.002	<0.002	7	0	0
Dicamba	µg/l	0.1	<0.004	<0.004	<0.004	8	0	0
Dichlorprop	µg/l	0.1	<0.003	<0.003	<0.003	7	0	0
Diuron	µg/l	0.1	<0.003	<0.003	<0.003	8	0	0
Fluroxypyr	µg/l	0.1	<0.004	<0.004	<0.004	7	0	0
Isoproturon	µg/l	0.1	<0.002	<0.002	<0.002	8	0	0
Ioxynil	µg/l	0.1	<0.002	<0.002	<0.002	8	0	0
Linuron	µg/l	0.1	<0.004	<0.004	<0.004	8	0	0
Mecoprop	µg/l	0.1	<0.003	<0.003	<0.003	7	0	0
MCPA	µg/l	0.1	<0.002	<0.002	<0.002	7	0	0
MCPB	µg/l	0.1	<0.004	<0.004	<0.004	8	0	0
Pentachlorophenol	µg/l	0.1	<0.002	<0.002	<0.002	8	0	0
Propazine	µg/l	0.1	<0.003	<0.003	<0.003	8	0	0
Prometryn	µg/l	0.1	<0.003	<0.003	<0.003	8	0	0
Propyzamide	µg/l	0.1	<0.002	<0.002	<0.002	8	0	0
Simazine	µg/l	0.1	<0.003	<0.003	<0.003	8	0	0
2,3,6-TBA	µg/l	0.1	<0.004	<0.004	<0.004	8	0	0
2,4,5-T	µg/l	0.1	<0.002	<0.002	<0.002	7	0	0
Terbutryn	µg/l	0.1	<0.002	<0.002	<0.002	8	0	0
2,4-DB	µg/l	0.1	<0.004	<0.004	<0.004	7	0	0
Fenoprop	µg/l	0.1	<0.002	<0.002	<0.002	7	0	0
Monuron	µg/l	0.1	<0.002	<0.002	<0.002	8	0	0
Picloram	µg/l	0.1	<0.003	<0.003	<0.003	8	0	0
Triclopyr	µg/l	0.1	<0.003	<0.003	<0.003	7	0	0
Tebuthiuron	µg/l	0.1	<0.002	<0.002	<0.002	8	0	0
Ametryne	µg/l	0.1	<0.002	<0.002	<0.002	8	0	0
Carbendazim	µg/l	0.1	<0.001	<0.001	<0.001	8	0	0
Metaldehyde	µg/l	0.1	<0.004	0.005	0.006	7	0	0
Total Pesticides	µg/l	0.5	0	0.001	0.006	9	0	0

THAMES WATER UTILITIES

WATER QUALITY REPORT - 2011 DATA

Water Supply Zone: S 2 ASHTON KEYNES			Zone No.: 0209 Population: 26,414					
Time Period: 01/01/2011 to 31/12/2011 Date extracted: 10/04/2012			Concentration or Value (all samples)			No. of Samples		% of samples contravening PCV
Parameter	Units	PCV	Min	Mean	Max	Total	Contra- vening	
Coliform bacteria	no./100ml	0	0	0	0	69	0	0
<i>E. coli</i>	no./100ml	0	0	0	0	69	0	0
<i>Enterococci</i>	no./100ml	0	0	0	0	7	0	0
<i>Clostridium perfringens</i>	no./100ml	0	0	0	0	7	0	0
Colony count 22°C	cfu/ml	-	0	0	2	22	0	0
Colony count 37°C	cfu/ml	-	0	0.68	10	22	0	0
Residual Disinfectant	mg/l	-	0.05	0.23	0.38	69	0	0
Colour (Pt/Co scale)	mg/lPt/Co	20	<0.5	0.768	2.1	22	0	0
Hydrogen Ion	pH	6.5 to 9.5	7.2	7.3	7.6	22	0	0
Turbidity	FTU	4	<0.07	0.07	0.11	22	0	0
Conductivity at 20°C	uS/cm	2500	576	586	591	22	0	0
Ammonium as NH4	mg/l	0.5	<0.03	<0.035	<0.05	22	0	0
Chloride as Cl	mg/l	250	19.2	21.9	30.9	7	0	0
Sodium as Na	mg/l	200	12.5	13.7	14.5	7	0	0
Sulphate as SO4	mg/l	250	57.3	59.1	63.7	7	0	0
Nitrate as NO3	mg/l	50	7.5	11.643	29.2	7	0	0
Nitrite as NO2	mg/l	0.5	<0.01	<0.01	<0.01	7	0	0
Nitrate/Nitrite calculation	mg/l	1	0.16	0.266	0.58	7	0	0
Total Organic Carbon as C	mg/l	-	0.5	0.8	1	8	0	0
Total Hardness as CaCO3	mg/l	-	317	322.5	328	2	0	0
Odour (quantitative)	dilution no.	0	0	0	0	22	0	0
Taste (quantitative)	dilution no.	0	0	0	0	22	0	0
Iron as Fe	µg/l	200	<1	2.6	13.2	11	0	0
Manganese as Mn	µg/l	50	<0.7	0.9	1.9	7	0	0
Aluminium as Al	µg/l	200	<6.3	7.4	10.7	7	0	0
Antimony as Sb	µg/l	5	<0.5	<0.5	<0.5	7	0	0
Arsenic as As	µg/l	10	<0.3	<0.3	<0.3	7	0	0
Cadmium as Cd	µg/l	5	<0.2	<0.2	<0.2	7	0	0
Chromium as Cr	µg/l	50	<1.2	<1.2	<1.2	7	0	0
Copper as Cu	mg/l	2	0.029	0.045	0.067	7	0	0
Lead as Pb	µg/l	25	0.6	3.114	16.2	7	0	0
Mercury as Hg	µg/l	1	<0.12	<0.12	<0.12	7	0	0
Nickel as Ni	µg/l	20	<1.6	<1.6	<1.6	7	0	0
Fluoride as F	mg/l	1.5	0.22	0.27	0.302	7	0	0
Selenium as Se	µg/l	10	<0.8	0.83	1	7	0	0
Boron as B	mg/l	1	0.033	0.04	0.04	7	0	0
Bromate as BrO3	µg/l	10	<0.2	<0.2	<0.2	7	0	0
Cyanide as CN	µg/l	50	<1	<1	<1	7	0	0
PAHs (Sum of 4 substances)	µg/l	0.1	0	0	0	7	0	0
Benzo (a) pyrene	µg/l	0.01	<0.001	<0.001	<0.001	7	0	0
Trihalomethanes	µg/l	100	4.6	7.0	9.8	7	0	0
Tetra- & Trichloroethene calc.	µg/l	10	0	0	0	7	0	0
Tetrachloromethane	µg/l	3	<0.1	0.114	0.2	7	0	0
1,2 dichloroethane	µg/l	3	<0.1	<0.1	<0.1	7	0	0
Benzene	µg/l	1	<0.1	<0.1	<0.1	7	0	0
Atrazine	µg/l	0.1	<0.003	<0.003	<0.003	8	0	0
Bentazone	µg/l	0.1	<0.003	<0.003	<0.003	8	0	0

30. Understanding the water quality report:

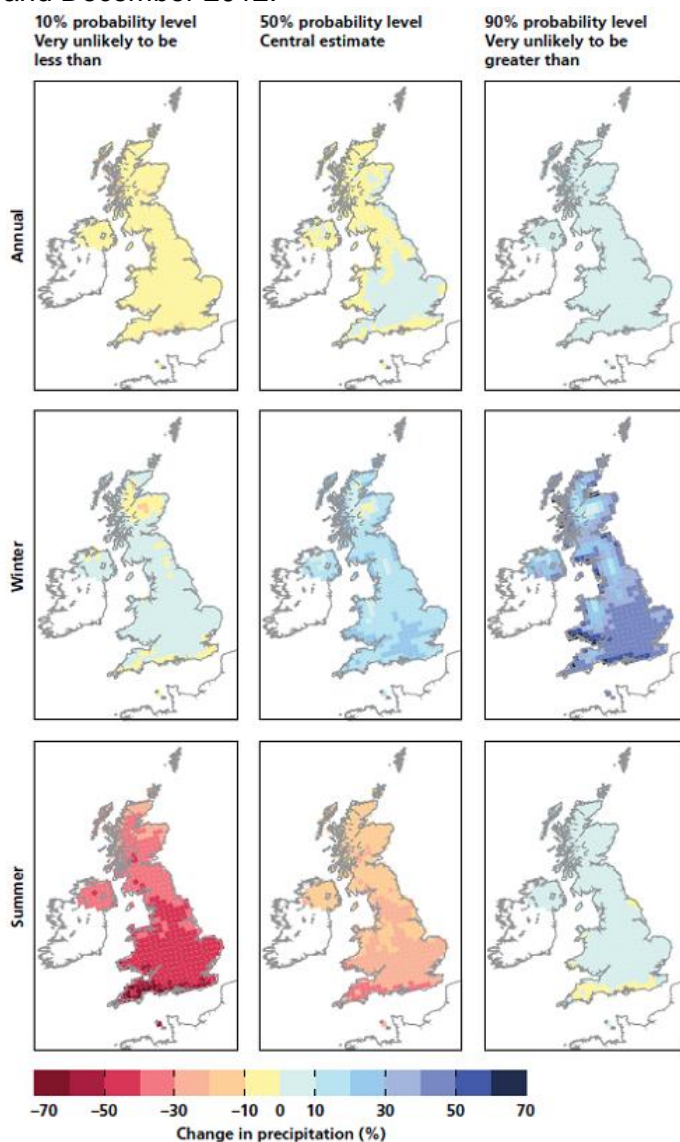
- The parish is in the Water Supply Zone of Ashton Keynes; the zone has an estimated population of 26 414 (of which the parish is about 4000)
- The Parameter column lists all the parameters that are tested, for example organisms (such as coliform bacteria) substances (such as lead or nitrate) or sometimes physical properties (such as colour)

- The next column indicates the unit of measurement for each parameter (mg/l means milligram per litre; µg/l (micrograms per litre)
- PCV (Prescribed Concentration or Value) indicates the maximum amount allowable of each parameter permitted in drinking water under UK regulations
- The measured values for each parameter results are shown in three ways: Min(imum), the lowest result during the period; Mean, the average of the results; and, Max(imum), the highest result during the period
- A '<' symbol means a result was less than the value at which a parameter can be detected
- A '>' symbol means a result was greater than the range within which a parameter is normally detected
- Number of samples
- Total taken – is the number of samples tested for each parameter
- Contravening – shows the number of samples that exceeded the PCV
- % of samples contravening PCV – the number of samples that contravened the PCV compared with the total number of samples taken, expressed as a percentage

31. On the whole, the parish drinking water is of excellent quality (with no infringements recorded during 2011).
32. There are still some areas of the parish (e.g. parts of Hoggs Lane) that currently rely on septic tank and might benefit from mains sewerage
33. Drainage and flooding issues have been a perennial problem in the parish for some time⁷. In general the Environment Agency looks after rivers, whilst other flooding issues are the responsibility of the Wiltshire Council. The Environment Agency and the Wiltshire Council have flood maps showing the extent of flooding arising from rivers breaching their banks. There is limited budget available to them to be able to spend on areas where only a limited number of properties are affected that is, they will put in flood defences to protect larger urban areas. There is a tendency by the authorities to rely on computer modelling and standardised equations when looking at the risk of flooding in any particular area, rather than using local knowledge and local circumstances.
34. There has been some attempt to rectify this by Wiltshire Council under the auspices of the *North Wiltshire Flood Working Group* (originally established by North Wiltshire District Council). Parish and unitary councillors have worked with engineers and Environment Agency representatives to document the issues (together with potential management solutions). Many of the local flood hotspots have been considered by Wiltshire Council engineers and negotiations with landowners have been ongoing and have been fruitful with some, though not with all.
35. The report highlights the worst hit areas and suggests ways forward into tackling the issues, also justifying the need for engineered solutions in some areas. *Flooding Report and Flood Management Plan, Wiltshire Council (2010 with May 2010 updates)*. **This report was never formally published by Wiltshire Council**, though a 2012 version has been drafted.
36. The Report concluded that most of the severe flooding problems occurred as a direct result of the extreme weather conditions experienced in the summer of 2007 and winter 2008. These events also highlighted particular areas that required attention. It also concluded that there must have been a period in the past (possibly 20-30 years ago) when landowners and developers were left to do as they pleased with drainage, so that the parish has ended up with a series of inadequate, poorly-maintained systems that do not link up, function correctly or are fit-for-purpose .

⁷ 4 % reported serious flooding problems (surface water or storm drainage) 18 % a few problems (*Village Appraisal 2000*)

37. Since the 2007/2008 events, an extensive programme of improvement works has been carried out in Purton by North Wiltshire District Council/Wiltshire Council to help alleviate some of the flooding problems that were experienced. This was achieved with very little participation from the majority of landowners. There are some areas that may still require attention in the near future and these areas have been clearly identified in this, as yet, unpublished report. The Report highlights how difficult it is to deal with some simple management options (cleaning culverts and ditches) due to the reluctance of certain landowners (named in the report) to engage in the process and carry out their land or riparian⁸ ownership responsibilities.
38. It is a concern that this useful report remains publically unavailable more than two years after being drafted. Before it can be published it will, however, need to be updated and ideally available on a GIS so that it can be updated in real time and be available when considering planning applications.
39. The kinds of flooding and deluge rainfall that we have seen in 2007 and since (particularly November 2012) are not likely to be atypical. Indeed, current government projections (<http://ukclimateprojections.defra.gov.uk>) suggest an increasing frequency of floods, deluges, and droughts for north Wiltshire. The parish experienced something of this during November and December 2012.



⁸ Relating to a water course (stream, river and so on)

40. So, tinkering with a few ditches, which will ameliorate matters in the short term, is likely to be insufficient for the future. For that, a more considered reflection is needed on the use of the parish land space. **That reflection needs to be now.** Simply waiting for, say, another twenty years is likely to mean that the land with which processes may need to be managed may well have been built on (e.g. Ridgeway Farm) through short-sighted and old-fashioned approaches to “growth”.
41. Other parishes have already started to get to grips with their flooding and general water management issues⁹
42. The need for urgency in all this has been recently demonstrated by the decision on Ridgeway Farm (for about 700 houses and some infrastructure). The Planning Inspector’s main consideration seemed to rely on the assumption that building these houses would add to the local economy and, therefore, be the appropriate thing to do. What the Planning Inspector did not do, mostly because the “rules” do not allow such obvious thinking, was to consider the effects of the planning application through a lens of a wider perspective: what could be the other options for that land space?
43. It really was a small-minded, short term decision that leaves the parish with fewer options for the future than it had before. The relevance of all this is all too clear, just from the November and December 2012 floods:
- Residents in Locks Lane were up all night sandbagging and pumping water away from their properties as it cascaded off the Widham Farm site
 - The Fire Brigade was out twice pumping water away from homes at Church End and had to close off the road
 - Every road in and out of the village flooded
 - Restrop Road flooded and was impassable
 - Braydon Crossroads flooded with water backing up and flooding farm buildings
 - Bentham Lane flooded and cut off residents without 4x4s
 - Purton Stoke Road flooded
 - Packhorse Lane (at Barkimber) flooded
 - Broadleaze (at Cricklade) flooded - this was currently our route out of the village due to Tadpole Lane being closed
 - Newths Lane flooded
 - Hayes Knoll flooded and was closed off for several days
 - The Pry flooded
 - Collins Lane flooded
 - Church/End and The Fox flooded
 - Manor Hill closed for two weeks
 - Watkins Corner ~ the fields were like lakes (between Packhorse Corner and Jubilee Gardens)
 - Every ditch (many of which are watercourses all year round) in the area was full - and many were very deep
 - Moredon Bridge/Moulden View (where the 200 houses are being built) the remaining fields between the houses and river were flooded
44. The parish was fortunate this time (though not some individuals) since it did not receive the volume of water as on previous occasions so it was all mostly absorbed in a few days but it does concern residents especially if there is going to be more and more inappropriate housing (density, urban style). The levels of water on the surrounding fields draining onto the highways, causing road closures, were indicative of how important the fields are to absorption of water levels during normal rainfall periods.

⁹ <http://www.dauntsey.org/floodingwhatsbeingdone.php>

45. There are a number of sunken roads around Purton where the field levels are higher on one or both sides of the road causing water to spill out onto direct routes through the village – Restrop, Manor Hill and Pavenhill in particular.
46. The development at Ridgeway may not help all or any of the above but impermeable surfaces of several hectares in extent will certainly add to the challenge.
47. Of course, developers maintain that new flood design and material for housing estates will deal with this. There was not one local news item that showed any new development that was dry. The reality is that Government is typically slow to act and local authorities and agencies are afraid to speak out and demand changes. These local authorities let down the people they serve.
48. Three river basin management plans have been prepared for Wiltshire (and surrounding areas) which recognise that many of Wiltshire's rivers are already over-abstracted or over-licensed putting stresses on the rivers that are likely to be exacerbated in the future due to climate change.
49. In addition, new housing developments must use water efficiently. The *Code for Sustainable Homes*¹⁰ provides water efficiency standards for new homes. Policies in the new draft Wiltshire Core Strategy sets levels of the code to be met by new homes and for water efficiency measures that should be incorporated within non-residential development.
50. In addition to these requirements, Wiltshire Council is supposed to maintain dialogue with infrastructure providers and neighbouring planning authorities to ensure an overall improvement in the management of critical water resources, and to ensure that development proposals can be serviced without increasing the pressure on existing natural systems. In practice, it is not as seamless as one might expect. Water companies have a statutory duty to provide water and rarely, if ever, object to new residential developments; since their job is to provide water come what may. If they object or say they cannot provide then they could be open to legal challenge.
51. The parish is fortunate in having a large number of wells, aquifers, two main watercourses (River Key to the west of the village and the River Ray to the east) small watercourses, ponds and a vast ditch system. In addition, the parish has the small wheel-wash at Restrop, the Weir Pond at Church End, the lake at Purton House, and the Mill Pond at Mill House. Potentially, the village could have a good supply of water for the future and also be able to manage its flooding challenges.
52. So, although the parish should never "run out" of water, it could be anticipated that it will be scarce on occasions, and be far more than the parish would like at other times.
53. Thinking more creatively, there could even be opportunities to use naturally-occurring wet land (such as behind Jewels Ash and Vasterne Close) and the storm water from the top of the village, to develop new recreational amenity in the village, perhaps with a series of small lakes and parkland, whilst providing a buffer for flooding and a source of water during drier periods.

¹⁰ <http://www.planningportal.gov.uk/buildingregulations/greenerbuildings/sustainablehomes>

Our Foresight and Resilience Plan is to call for:

What is needed	Mechanism	When by/comments
Updating and publishing the <i>Flooding Report and Flood Management Plan, Wiltshire Council (2010 with May 2010 updates)</i> on a GIS with open access	Purton Parish Plan	Incorporate into Plan by Q1, 2013
Keeping ditch and watercourses clear and identifying blocked drainage systems	Purton Parish Plan	Incorporate into Plan by Q1, 2013
Upgrading culverts under railway and creating holding ponds north of railway	Purton Parish Plan	Incorporate into Plan by Q1, 2013
Requiring all new houses in Parish to be built with rainwater harvesting capability and with water efficiency capability	Neighbourhood Plan	Incorporate into Plan by mid 2013
Upgrade River Ray to take increased volume from Swindon	Neighbourhood Plan	Incorporate into Plan by mid 2013
Dredge/upgrade River Ray to take increased volume of water from Swindon/maintain a dedicated flood plain	Neighbourhood Plan	Incorporate into Plan by mid 2013
Feasibility of creating a lake behind Jewels Ash to provide a long term buffer, resource and amenity	Foresight & Resilience Plan	Parish Foresight & Resilience Group (including but not limited to PPC, WC, EA and landowners)

3.2 Our Food

54. Interest in local food has been growing steadily in recent years (several *Ps and Qs* magazine articles during the last ten years) with people seeing not only just its nutritional and taste benefits, but also its ability to strengthen local economies (food hubs, farmers' markets and so on).
55. The eruption of the Icelandic volcano Eyjafjallajokull in 2010¹¹ demonstrated very clearly just how fragile UK supply chains are. UK Government reports on climate change indicate that changes to UK climate and weather patterns are anticipated to affect the agricultural landscape quite profoundly¹². With only a few days of food in the supermarkets at any one time (and much less in local shops) parishioners are quite exposed.
56. The phrase '*nine meals from anarchy*' sounds more like the title of a bad Hollywood movie than any genuine threat. But that was the expression coined by Lord Cameron of Dillington, a farmer who was the first head of the Countryside Agency¹³.

The scenario goes like this:

- Imagine a sudden shutdown of oil supplies; a sudden collapse in the petrol supply at the pumps, and into the engines of the lorries which deliver food around the country, stocking up the supermarket shelves as soon as any item runs out;
 - If the trucks stopped moving, people would start to worry and would dash to the shops, stocking up. By the end of Day One, if there was still no petrol, the shelves would be looking pretty empty. Imagine, then, Day Two: the fourth, fifth and sixth meal. People would be in a panic. Day three: still no petrol; so,
 - What then? With hunger kicking in, and no notion of how long it might take for the supermarkets to restock, how long before those who had not stocked up began stealing from their neighbours? Or looting shops for remaining supplies? There might be 11 million gardeners in Britain, but the summer peas will not go far when people are hungry and the baked beans have run out.
57. It was Lord Cameron's estimation that it would take just nine meals - three full days without food on supermarket shelves - before law and order started to break down, and British streets would descend into chaos.
58. Hardly far-fetched because that is exactly what happened in the U.S. in the aftermath of Hurricane Katrina. People looted in order to feed themselves and their families¹⁴. And people know what it is like when petrol delivery tankers block the refineries in the UK and the panic-buying begins¹⁵. People know how they behave. It is not pretty; it is not edifying.
59. Britain is not self-sufficient in food production; it imports 40% of the total food consumed and the proportion is rising. Britain relies on imports to feed itself. Food chains are sensitive to markets. Behind the always-full-looking supermarket shelves lies a supply chain that is at risk of economic, political, environmental and climatic shocks. Too much or too little rain can reduce harvests. Emerging exotic diseases such as bluetongue and African swine fever threaten to devastate livestock industries. The UK is also exposed to volatile global markets for products such as animal feed that have strong impacts on supermarket prices.

¹¹ <http://news.bbc.co.uk/2/hi/8578576.stm>

¹² <http://archive.defra.gov.uk/foodfarm/landmanage/climate/documents/climate-ag.pdf>

¹³ A statutory body in England set up in 1999 with the task of improving the quality of the rural environment and the lives of those living in it. It has since been disassembled into other statutory bodies.

¹⁴ http://www.msnbc.msn.com/id/9131493/ns/us_news-katrina_the_long_road_back/t/looters-take-advantage-new-orleans-mess/#.UIJ-OWcw-So

¹⁵ <http://www.guardian.co.uk/uk/2012/mar/29/panic-buying-fuel-prospect-peace-talks>

60. Yet despite this, a recent report by the Institute of Mechanical Engineers¹⁶, *Global Food; Waste Not, Want Not*,¹⁷ has noted that as much as 30% of crops in the UK are never harvested simply because supermarkets dismiss whole fields of crops based on appearance and lack of conformity.
61. Several have written about what it might take to change the dependency on food from abroad. David Fleming 2006¹⁸ has written about the concepts of 'food zones' and 'foods sheds'. In 2007, Simon Fairlie¹⁹ re-visited the Kenneth Mellanby question²⁰ of 1975 '*Can Britain Feed Itself?*'
62. The research and findings are very much a work-in-progress, and raise many aspects for further investigation. Many of the key datasets, that a thorough version of the work would need, are not in the public domain and are prohibitively expensive to access. Some of the data sets about land use are out of date, and many of the statistics have to be inferred from an overlapping of several data sets. However, despite these limitations and imperfections, the findings of this work to date are fascinating, with far-reaching implications for individual settlements and for the UK as a whole.
63. The conclusions identify the need for a rethink of how agriculture is practised, as well as the urgent need for research into new models of food production for the UK. The UK Foresight Committee²¹ has completed its work on *The Future of Food and Farming*, advising government on the options.
64. So where does that leave the parish?
65. The parish is rich in undeveloped land space, as the simple Google Earth graphic below indicates:



The outline of the parish boundary is indicated for reference

¹⁶ <http://www.imeche.org>

¹⁷ http://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&ved=0CDkQFjAB&url=http%3A%2F%2Fwww.imeche.org%2Flibraries%2Freports%2FIMEchE_Global_Food_Report.sflb.ashx&ei=fLXxUMTyErGZ0QX_n4H4Dw&usq=AFQjCNG3Fx1CGdPv2T6LJhFxJHlcNu3tlq&bvm=bv.1357700187,d.d2k

¹⁸ Fleming, D. (2006) *The Lean Economy: a survivor's guide to a future that works*

¹⁹ <http://transitionculture.org/2007/12/20/can-britain-feed-itself>

²⁰ <http://www.thelandmagazine.org.uk/articles/can-britain-feed-itself>

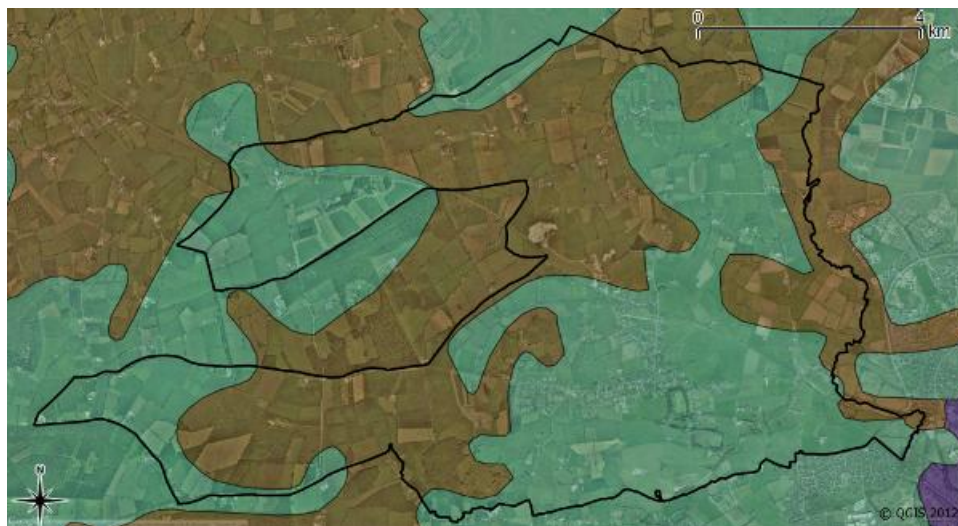
²¹ Since its creation in 1994 the *Foresight Programme* has helped the UK Government to think systematically about the future, advising government about how to ensure today's decisions are robust to future uncertainties

66. All agricultural land across the country has been classified by the Department for Environment, Food and Rural Affairs (Defra)²² and assigned a grade between one and five. These are based on the quality of the land, the limitations of arable (crops) production, climate, location, and soil characteristics. The proportion of high quality agricultural land (grades 1 and 2) is roughly equivalent in Wiltshire and England. The proportion of Grade 3 is significantly higher in Wiltshire, and the county also contains significantly less poor quality land (Grades 4 and 5). Incidentally, Swindon Borough has a higher proportion of Grade 2 and 3 land than the England average, but less Grade 1 land.

- **Grade 1:** excellent quality agricultural land, suitable for a wide range of crops including top fruit, soft fruit, salad crops and winter vegetables;
- **Grade 2:** very good quality agricultural land, suitable for all but the most demanding crops, with yields possibly lower and more variable than Grade 1;
- **Sub-grade 3a:** good quality agricultural land, capable of producing moderate/high yields of a narrower range of arable crops including cereals, grass, rape, potatoes and so on;
- **Sub-grade 3b:** moderate quality, capable of growing moderate yields of cereals or high yields of grazing grass;
- **Grade 4:** poor quality agricultural land, with severely restricted crop range or yield, mainly suited to grass or occasional forage crops; also includes droughty arable land; and,
- **Grade 5:** very poor quality agricultural land, only usable for permanent pasture or rough grazing.

(Full definitions and grading methodology can be found at www.defra.gov.uk/farm/environment/land-use)

67. Below, in brown, is the Grade 4 agricultural land within the parish boundary, the rest within the parish boundary is mostly Grade 3.



Agricultural land status within the parish

68. The Totnes Study²³ has suggested the following characteristics of a system capable of feeding the parish into the future:

- Withstand shocks such as: to the food supply system itself; **of** rapidly rising energy costs and of climate change. The UK Climate Projections 2009 estimate that by 2050

²² A government department that makes policy and legislation in areas such as: the natural environment, biodiversity, plants and animals, sustainable development and the green economy, food, farming and fisheries, animal health and welfare, environmental protection and pollution control, and rural communities and issues

²³ <http://transitionculture.org/wp-content/uploads/cantotnesfeeditself1.pdf>

the climate for the South West in 2050 will be 2-3⁰C warmer than present, with around 30% less summer rainfall²⁴;

- Deliver improved access to nutritious and affordable food²⁵;
- Deliver far more diversity than at present, in terms of produce, occupations, and so on;
- Provide a significantly greater source of employment than at present;
- Provide an enhanced carbon sink (which will lead to farming becoming more based on perennial, tree-based systems;
- Be more intrinsically linked to local markets than at present, both supplying and being supplied by local markets by default, reducing the need for extensive transport of foodstuffs and people; and,
- Provide a much-reduced dependence on fossil fuel-based fertilisers and other agrochemicals (ideally enabled by a shift to organic practices)²⁶.

In addition, there will also be the need for a large increase in the amount of food produced from back gardens, allotments and other more 'urban' food sources²⁷.

69. It could be foreseen that the countryside could be home to a range of businesses and a greater range of land use types with a landscape that fully integrates food production and intensive market gardening.

But

70. This is not about reverting to some dimly-imagined rural idyll (pre-World War II). Rather, it is about preparing for tomorrow in such a way as to be able to thrive and flourish in uncertain and volatile times, and to live within realistic energy constraints.
71. The settlement framework boundary (thick black line) for the village of Purton²⁸ within the parish boundary is indicated below:



The Settlement Framework Boundary within the parish

72. The settlement framework boundary puts a brake on development outside its perimeter. The graphic above shows that the parish is largely undeveloped land and is either used for agriculture or is unused.

²⁴ www.ukclimateprojections.defra.gov.uk/content/view/1334/543/index.html

²⁵ Cummins, J. & Macintyre, S. (2002) "Food Deserts": evidence & assumptions in health policy-making. BMJ (2002) 325:436-438

²⁶ At present, nitrogen fertilisers are made using the Haber-Bosch process which uses natural gas

²⁷ Drescher *et al* (2000) Urban Food Security: Urban agriculture, a response to crisis? UA Magazine (2000) and Vijoen Andre, *et al* (2005) Continuous Productive Urban Landscapes, Architectural Press, Burlington MA

²⁸ The equivalent for Purton Stoke is being removed under the emerging Wiltshire Core Strategy 2026

73. So, first, it would be necessary to determine how land in the parish is being used (taking into account any rotations). There are estimated to be more than 15 working farms active in the parish (though some also have, and work with, land parcels lying outside the parish). It would be necessary to know what could be done with the land; what is grown, and importantly, what could be grown. Although much of the agricultural activities have been shaped by decades of EU subsidy and the Common Agricultural Policy, it would be necessary to consider, from first principles, the potential of the parish land. For instance, mixed farming systems and agro-forestry may offer greater opportunities to increase overall yields, especially on Grade 3 land.
74. The Totnes Study indicated that it will also be necessary to assess “back gardens” and their status: adequately fertile, south-facing, un-shadowed and accessible (that is, not covered in concrete slabs, gravel or decking). This does not take into account any interest in householders in growing food. Not for a moment should this be so idealistic as to expect all householders to be skilled growers, reaching the kinds of yields achieved by World War II allotment gardeners.
75. Even if it is possible to produce and supply vegetables, especially to feed a population eating more seasonal produce, meeting demand for cereals would be harder, and for meat, more challenging still.
76. Any food system of the future would anticipate consumption of significantly less meat than at present, which raises the possibility of much more grain being grown for local consumption. There would need to be a move away from grain-fed cattle, towards grass-fed animals. It also needs more consumption of chickens and pigs, and these being used as part of integrated, mixed farming systems.
77. The Totnes Study found that a significant proportion of the protein required, presently supplied by meat, could be provided instead by nut production. Hybrid walnut and sweet chestnut varieties could produce, after 15 years, one ton of walnuts per acre, roughly equivalent to the organic production of wheat. This agro-forestry approach carries the advantage that it could be worked around current farming without requiring an overnight change in conventional farming practices, although it is an element that requires a longer lead-in time than other approaches. One ton of walnuts is estimated to yield 60% of its weight in edible oil²⁹.
78. There would also be a need to identify the amount of land required to provide alcoholic drinks: wine, cider and beer. Orchards would need to be replaced and hops grown too.
79. Each person needs 568g of milk (slightly over a pint) per day and if grass-fed, organic cows were used this would also include calves and heifers, so there would also be the potential to produce some beef from this. Of course, little remains of the infrastructure of local dairy processing that was once a feature of life in the area. Gone is the network of local creameries, local bottling plants and the idea that milk produced locally is consumed locally. Interestingly, processing of the milk into skimmed and non-skimmed milks, yoghurt, cream and butter creates far more jobs than the actual milk production, emphasising the benefits to the local economy of more localised milk processing.
80. The Totnes Study concluded that the provision of fertility is the principal limiting factor in current UK agriculture. Well-designed farming systems are able to provide for their own fertility, through a combination of good waste management as well as well-managed rotations of pasture and arable.
81. The above are just some thinking points to identify some of the challenges and issues. It does not take into account climatic and meteorological impacts that will arise from climate change. Much of the land in the parish is unsuited for grain production. Exploration of new ways of using such land productively will be a key part of the conversations to be had for the future.

²⁹ Crawford 1996

82. Of course all this is just the supply side: the equally difficult aspect is that of creating the demand for locally-grown produce, in the age of supermarkets and convenience foods. *Ps and Qs* is aware from surveys³⁰ in the parish that there is a high resistance to shopping locally.
83. The issue of population would also need to be explored; to establish whether or not there are too many people or not enough in the parish; how many live alone; who will actually do the work required by this approach to feeding the parish.
84. Another challenge revolves around issue of nature conservation. Clearly the expansion of food production requires reassessment of current concepts of nature conservation, in which food production and habitat protection are often viewed as being mutually exclusive (as indeed with intensive agriculture they often are).
85. Another challenge lies with the planning system, and the tensions that will arise as more people need to live in agricultural areas.
86. The area of re-skilling is also vital. Most people no longer have any experience or knowledge of food growing on any kind of scale, and farming as a profession has lost skills during the last 40 years.
87. Previously, far more people lived on and worked the land; and a very different diet was eaten to the one consumed today. Those current eating habits, current levels of meat consumption, as well as the long supply chain, and just-in-time distribution models on which the current food system is based, are all key factors in the inability of our parish to meet its food needs.
88. An alternative to the current situation could be envisaged, arguing that interests of resilience, health and nutrition and long-term economic stability are best served by a move, through a well-designed and integrated approach, towards the parish meeting its food needs as close to home as is practicably possible. **But will current generations buy into that?**
89. It raises the question as to whether, in times of increasing unemployment and economic contraction, the 'outsourcing' of food to whoever can produce it cheapest in the world was and is an economic own goal. It could be that the re-localisation of the food economy would have huge benefits to the local economy, creating a wide range of jobs. Although the mechanisms and structures needed to make this possible are, in some cases, still at a very early stage of development.
90. It can be foreseen that changes will be necessary to the forms of agricultural land use from being separate and un-integrated; dairy farming happens in one place, forestry in another, and fruit growing somewhere else again. One of the areas for future research that emerged from the Totnes Study was the need for more hard data about integrated systems, well-designed forms of land use which integrate the production of fuel, medicine, freshwater fish, fruit, vegetables, herbs and so on.

³⁰ *Ps and Qs Climate Change and Local Attitudes Survey (2007)*

Our Foresight and Resilience Plan is to call for:

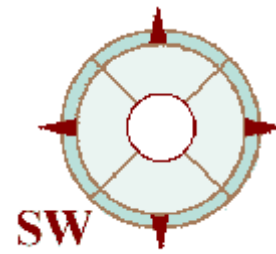
What is needed	Mechanism	When by/comments
Some minimal efforts to develop local food sources and demand	Purton Parish Plan	Incorporate into Plan by Q1, 2013
Some minimal efforts to develop awareness of food sources and encourage demand	Purton Parish Plan	Incorporate into Plan by Q1, 2013
All new homes to have adequate gardens to grow food* <i>* owners may not wish to of course but the important thing is that the potential is there for future owners</i>	Neighbourhood Plan	Incorporate into Plan by mid 2013
New allotments areas to be considered in relation to any new build clusters	Neighbourhood Plan	Incorporate into Plan by mid 2013
Develop data sets and models to test feasibility and desirability of feeding the parish in part	Foresight & Resilience Plan	Parish Foresight & Resilience Group (including but not limited to PPC, WC, EA, Defra and landowners)

3.3 Our Energy

91. Energy, in the form of electricity, gas, solid fuel, and oil comes from a variety of sources; all of which are not renewable, and all of which are subject to geopolitical changes and price fluctuations. During the previous ten years, prices have increased inexorably and even if the UK government moves to “control” this (for pure, short term political gain) prices will form an increasingly large part of household budgets. To think otherwise would be completely foolish. Of course, we do tend to think that the magical panacea, “technology” will sort this out. Hindsight would suggest that this merely buys time, which we tend to squander through complacency; a good example is the historically poor level of funding into wind power.
92. In terms of renewable energy for average households the options are: solar photovoltaic, heat pumps (ground and air) and wind. With a life span of at least twenty years and an average cost for an average 4 kW household system of £6000 - £7000 (2012 prices) solar panels could pay for themselves within 5.8 to 6.8 years or so with the 2012 government subsidy and be producing free energy for the next twenty years or so. If a house or any roof space faces south or south west it makes no financial sense not to install such panels.
93. If houses have sufficient garden then a ground source heat pump is the obvious answer and again pays for itself in a few years. For those with less garden space to spare, then an air source heat pump is the next best thing. To produce serious energy, for a wider basis than a single household, the only candidate is wind. There are at least a couple of places where wind would work in the parish.
94. A bit like local shopping; either one “likes” wind or solar or does not. Surveys and conversations suggest that resistance to wind and solar is ideological, and thus difficult/impossible to engage in debate. The parish has plenty of opportunity to produce a lot of its own energy either as electricity or as heat (water or space). This report is not about trying to push arguments for or against specific technologies. There is enough overwhelming evidence to support the basic technologies for solar, heat pumps and wind.
95. The challenge, as for local shopping or local food, is all about attitude ~ probably the hardest challenge of all.
96. Looking at buildings only within the settlement framework boundary (below)

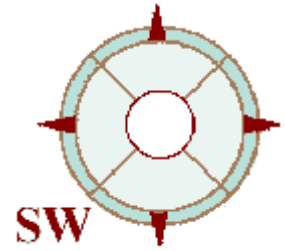


Most of the built-up area in the parish lies within the settlement framework boundary



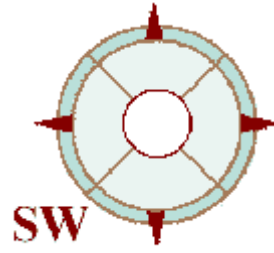
Do you have a roof that faces south or south west?





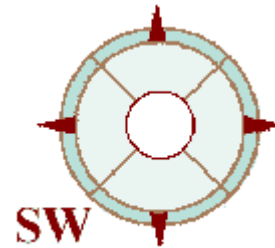
Do you have a roof that faces south or south west?





Do you have a roof that faces south or south west?





Do you have a roof that faces south or south west?



97. Dozens of properties would be suitable for producing electricity; perhaps 300 (a quarter of the properties within the settlement framework boundary) or more could be capable of producing 4 kWh (about 3400 units). Ofgem notes that an average UK household uses about 3300 units of electricity each year (a working couple about 4167 units, a family with two children about 5480 units, and a single person about 3084 units).
98. The Forestry Commission (1988) estimated that yields from well-designed coppice range from 2 tonnes/ha for most varieties (i.e. oak, alder, sweet chestnut) and up to 6 t/ha for poplar and willow. This is without knowing how the impacts of climate change may influence, with increasing risks of pest or disease outbreaks and of fire, although for some species, and for plantings that take this into consideration, yields may turn out to be higher.
99. An average house, retrofitted with an efficient woodstove and solar thermal panels (panels that heat water rather than produce electricity) using wood for central heating and backed up by solar panels for hot water, would require around 7 tons of dried timber per year. Just with Purton (assume 2000 households) at 7 tons of dried firewood per household, 14,000 tons of firewood would be needed. At an output of 3 tons of firewood per hectare, meeting this demand would require 4666 hectares of well-managed coppice woods. The parish contains just over 2,821 ha of land in total. Some of that land is already covered in housing and other infrastructure (schools, churches, surgeries, shops, roads and so on) and some is used for agriculture.
100. Whilst there is clearly a major role for energy conservation, and other technologies such as heat pumps, anaerobic digestion (utilising slurry and other farm wastes, as well as waste food) could also play some role in providing heat, the parish could not heat itself.
101. What is particularly disappointing is the Wiltshire Council policy of requiring “affordable” (or more accurately known as social housing) to be designed and constructed to satisfy the Code for Sustainable Homes Level 3 ~ a fairly modest requirement given that exemplar building

would be to Level 6. Level 3 locks in far more running costs to those already managing with constrained budgets.

102. Ofgem³¹ has recently produced new guidance for community installations of photovoltaic (electricity generating) panels which provides for installations by social enterprises on community buildings, schools and so on. A key element is that for installations up to 50kW applicants are now able to pre-register (and be eligible for the tariff at the time of registration) with up to a year to organise the actual installation. This will protect against any tariff changes. In addition, community installations do not need to meet the Energy Performance Certificate Level D of energy efficiency³².
103. Of course, managers of buildings should do at least the minimum in terms of energy efficiency e.g. switching off lights when they are not needed.



Lights left on during the hours of daylight waste energy and money

Our Foresight and Resilience Plan is to call for:

What is needed	Mechanism	When by/comments
Some minimal efforts to develop local energy sources and demand	Purton Parish Plan	Incorporate into Plan by Q1, 2013
Some minimal efforts to develop awareness of local energy sources and encourage demand	Purton Parish Plan	Incorporate into Plan by Q1, 2013
All new homes to have solar (photovoltaic and water heating) where appropriate	Neighbourhood Plan	Incorporate into Plan by mid 2013
Develop data sets and models to test feasibility and desirability of developing local community wind	Foresight & Resilience Plan	Parish Foresight & Resilience Group (including but not limited to PPC, WC, Defra and landowners)

³¹ Office of the Gas and Electricity Markets

³² The banding is from A to G with the most efficient homes (which should have the lowest fuel bills) being in band A

3.4 Our Waste

104. In general, household waste is one of things to which little attention is paid. It is put out and it is collected. In recent years, kerbside collection has been introduced (something *Ps and Qs* was advocating for a full decade before it was introduced) increasing the recycling rate, though even now some Purton residents still do not recycle.
105. For more than 100 years the site at Mopes Lane has dominated the landscape of the parish; first as a brickworks site and then later as a landfill site. It has been expanded three times; its second was when it went “across the railway”. As *Ps and Qs* said at the time (1996) once the railway line is crossed it can continue right the way round “under” Upper Pavenhill. And, in the last year, intentions for became clear.



The thick black line indicates the potential growth of waste management activities between Upper and Lower Pavenhill

106. Of wider concern, is that the site, at Mopes Lane, has been designated as a strategic waste management site, that is, it serves more than the immediate area. From *Ps and Qs* road surveys in the late 1990s HGVs were observed coming from all contiguous counties (Avon, Berkshire, Dorset, Gloucestershire, Hampshire, Oxfordshire and Somerset) and as far to the west as south Wales. One villager also recorded waste originating in Plymouth (South Devon).
107. When the site was first given its waste disposal licence and its planning permission, it was always expected that it would cease operations and close after 14 years. As those years drew to a close, an extension was requested; local opinion acquiesced assuming this would be the last time. Then another extension was requested and the site came south across the railway. Then planning permission was requested for a cement-bagging factory and then for tyre shredding and so on. *Ps and Qs* always argued that need for landfill would decline as pressure on land space increased and the short-sightedness of just putting waste into the ground without extracting further value (e.g. as heat or energy) would be recognised for what it was ~ folly, and short-sighted folly at that.
108. Now, of course, waste is recognised as a resource with value but the parish is saddled with being designated as a strategic waste management site and the site operators are planning to bus green waste from all over Wiltshire. This does not make much sense since it elevates the Council's greenhouse gas emissions which runs counter to its commitments to reduce those emissions (the Carbon Reduction Commitment³³). Unfortunately, the Council is locked into long term (20 years) agreements with contractors so is unable to respond to changes in need without hefty penalties.
109. During the long drawn out process into where waste sites are allocated, *Ps and Qs* made strenuous efforts (for more than seven years) arguing that the Mopes Lane site should cease to be a **strategic** site but a **local need** one.

³³ Wiltshire Council Environmental Select Committee, March 2011

110. The Planning Inspector's report³⁴ (on the examination into the Waste Site Allocations Local Plan of Swindon Borough Council and Wiltshire Council) has been issued and the two councils are likely to adopt, formally, the Plan during January and February 2013 at their respective Council meetings.
111. In relation to the Parkgate Farm and Purton Brickworks sites the Inspector noted that the sites are already associated with various large scale facilities. **The Inspector noted the problematic nature of the links to the primary route network and that the sites are not ideally located for strategic scale development** (as continually pointed out by *Ps and Qs*). However, the Inspector concluded that if further development was to be restricted to local scale only, this would run counter to national policy due to the risk of stifling the scope for further innovation in relation to the existing facilities. Surprisingly, the Inspector commented that whilst the links to Swindon may be affected by the planned expansion in the area of Ridgeway Farm, the information at this stage suggests that it would not adversely affect vehicle movements for these sites. Sadly, the "information" referred to was poor in its scope and quality.
112. The Inspector noted further that although some villages (i.e. Purton) would be particularly vulnerable to impacts associated with higher levels of traffic movement, this would fall within the scope of a Transport Assessment (in other words the problem would be dealt with later when the decision to extend the strategic nature of Mopes Lane would be a done deal and therefore irreversible). As such, the Inspector concluded that it had not been demonstrated that the sites should be designated as suitable only for local scale development. In conclusion, the Inspector did record that the Parkgate Farm allocation (see map above) would allow waste-related activities to extend beyond the existing public rights of way so that there is some basis for the concerns over the potential visual impact within this area of open countryside. This concern was simply dismissed by stating that all mitigation measures should be used.
113. The Household Recycling Centre at Mopes Lane is well-used and obtains good recycling rates, and attracts many from outside the parish which means there is a carbon penalty for the car journeys involved. *Ps and Qs* would like to see more of these facilities closer to the point of waste production, and that all new builds are designed with efficient waste storage areas. *Ps and Qs* would also like to see clusters of new builds with a centralised waste management facility.

34

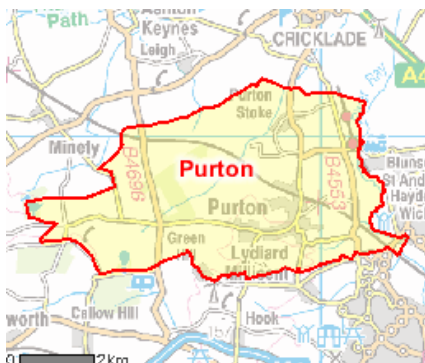
<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/planningpolicyevidencebase/submissiondraftwastesitesexamination.htm>

Our Foresight and Resilience Plan is to call for:

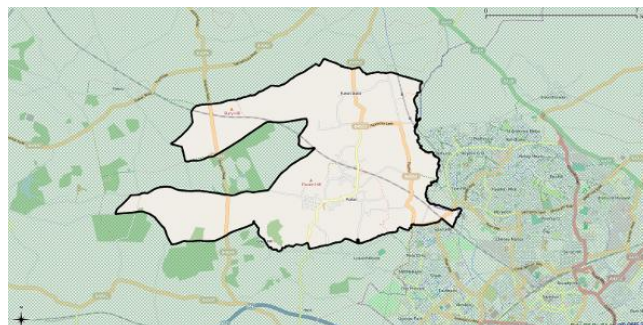
What is needed	Mechanism	When by/comments
Maintaining awareness to keep recycling rates up	Purton Parish Plan	Incorporate into Plan by Q1, 2013
Improved facilities for plastics	Purton Parish Plan	Incorporate into Plan by Q1, 2013
Require all new houses in Parish to be built with efficient waste storage	Neighbourhood Plan	Incorporate into Plan by mid 2013
Require all clusters of new houses in Parish to be built with efficient, communal, waste management facilities	Neighbourhood Plan	Incorporate into Plan by mid 2013
Develop data sets and models to test feasibility and desirability of re-using waste in a more beneficial way rather than just depositing into the ground	Foresight & Resilience Plan	Parish Foresight & Resilience Group (including but not limited to PPC, WC, EA, Defra and landowners)

3.5 Our Health

114. The smallest unit of population measurement from the Census 2001 is the ward. The left-hand image below indicates the ward area (which includes Braydon) whilst on the right-hand side is the parish of Purton.



The Ward area



The Parish area

115. The Census 2001 population for the ward was 3983 persons.
116. The parish is well-served by its own surgery and referrals are made as required to Swindon's Great Western Hospital, Wroughton's Ridgeway Hospital or elsewhere (the out-of-hours service, for instance, refers to Chippenham or Marlborough, rather than more local hospitals). Attending these hospitals is problematic if one does not have a car or is too unwell to drive. None has access via direct public transport route, and requires at least one bus change if travelling from the parish. Some transport services are available: *Swindon Dial a Ride*³⁵, *Connect 2* and the *Purton and District Age Concern* mini bus.
117. As well as the doctors' surgery, there are two dental surgeries and a pharmacy in the parish. In addition there are various private practices for chiropractics, homeopathy and allergy testing, and physiotherapists.
118. There is a good provision for elderly residents at the privately run Norbury Court (flats and cottages) and various bungalows and houses with 'granny' annexes throughout the parish. There are also various nursing homes: White Lodge, Ashgrove House, Quarrydene and The Cedars.
119. The general doctor-patient ratio in the UK³⁶ is about 2.4 per 1000 of population (well below that of France and Germany). In Purton, definitive figures are difficult to come by as doctors come and go. In general, the population of the parish is registered with the Purton surgery. The total on the surgery list is of the order 9500³⁷ which covers a catchment much greater than the parish itself. On the basis of the UK requirement it would suggest that the catchment should have nearly 23 doctors! We have five full-time doctors and one locum doctor, with possibly another to be appointed. In addition, there are two training GPs allocated (though this changes every six months). Of the catchment list of 9500+, the parish accounts for 3999³⁸ (Purton: 3788 and Purton Stoke: 211).
120. During the years, the surgery has expanded its capacity to meet the growing population, though 20% of patients answering a Surgery Questionnaire still find obtaining an appointment for the time they wanted "not very easy".

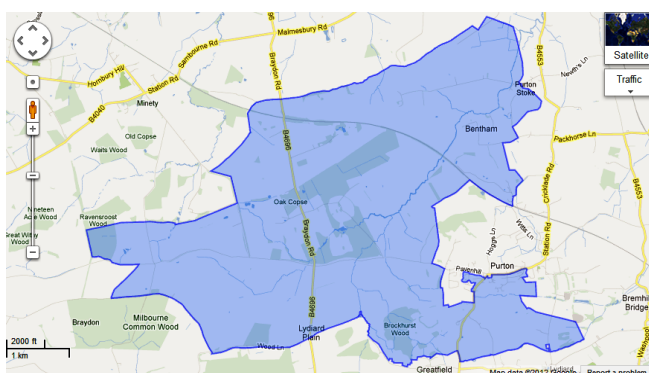
³⁵ <http://www.wiltshirecommunitytransport.org.uk/districts/north-wilts/north-wilts-minibus.html>

³⁶ <http://www.bmj.com/content/336/7640/353.2>

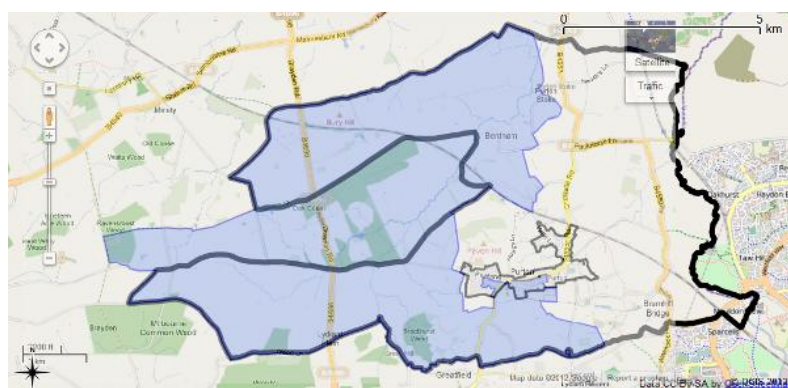
³⁷ Using statistics from April 2009 - March 2010 of the *Quality and Outcomes Framework*

³⁸ As of 17 December 2012

121. A couple of years ago, a study was undertaken by the South West Public Health Observatory³⁹. This study concerned the incidence of cancer around the landfill site at Mopes Lane. Despite 82 cases being diagnosed between 2003-2007, the study concluded that the incidence of cancer in the area around the landfill site was not significantly different from elsewhere in the south west, or in England.
122. There have been incidents in the past with the landfill which have caused health concerns to local people. In particular in September 2004 a TCP-like odour was released from the existing site. The waste had been taken by the contractor to two other landfills (and been refused) before coming to Purton. The loads met the relevant waste acceptance criteria though when tipped the odour became apparent. A second odour release occurred a few days after the first one. This incident caused physical problems to a small group of nearby residents. The incident was dealt with quickly and later investigated by the Environment Agency and measures put in place to ensure a quicker response should another incident occur.
123. There has been some health and lifestyle profiling done in North Wiltshire in 2008⁴⁰ but again this did not dis-aggregate the findings to any useable extent. Some limited trend information is available for the “neighbourhood” which for health is *North Wiltshire 003C* (see map below). This is not particularly helpful since much of the “neighbourhood” lies outside the parish and even only part of the “built-up” area of Purton is included.



The “Neighbourhood” for health statistics



The “health” Neighbourhood within a superimposed parish and settlement framework boundary

³⁹ <http://www.swpho.nhs.uk>

⁴⁰ <http://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CC4QFjAA&url=http%3A%2F%2Fwww.apho.org.uk%2Fresource%2Fview.aspx%3FRID%3D52508&ei=Xhy-UP3zGpO00QW4toHwCw&usq=AFQjCNGkHhd893m2n9Q2cyy3kThAK7MZww>

124. The “health” neighbourhood covers half of the parish (approximately a third lies outside the parish) and covers less than half of the settlement framework boundary (where most patients reside).
125. The statistics that are available⁴¹ include:
- Life expectancy at birth (2007-2009)
 - Infant mortality (2007-2009)
 - Children's health (2007-2009)
 - General health (from the 2001 Census)
 - Long term illness (from the 2001 Census)
 - Providing unpaid care to family, friends or neighbours with long-term physical or mental health problems (from the 2001 Census)
 - People claiming health-related benefits (2010)
 - Adults accessing NHS specialist mental health services (2009–2010)
126. Unfortunately, with little real trend information on those living within the parish it is difficult to see which health issues will need addressing in the future.
127. In 2011 Wiltshire Council and its partners compiled a Joint Strategic Assessment⁴² covering the community area of Royal Wootton Bassett and Cricklade. One aspect covered by the Strategy was the health of the community area. Various community area statistics are available such as:
- Average age (men and women)
 - Main causes of death (cardiovascular disease and cancer)
 - Alcohol-related admissions to hospital
 - Obesity in children
 - Falls in older people
 - Premature mortality
 - Unintentional or deliberate injuries
128. Again, these data sets are not readily disaggregated by parish and, in terms of considering how to make the parish more resilient in terms of its health, are fairly limiting. Having said that, we are inundated with general information on how to live a healthier lifestyle. It is pretty basic stuff: lots of exercising, sensible eating and drinking, no smoking ~ seems fairly obvious.
129. The data for the “health” neighbourhood and the Joint Strategic Assessment need to be disaggregated and then normalised for the parish so true trends and indications could be identified.
130. With the latest census figures⁴³ indicating a national trend that we are all living longer, provision needs to be made for this in the parish. Already there are charities that assist the older generation; *Purton and District Age Concern*, *Helping Hand*, *Luncheon Club*, and the more recently-established *Purton and Lydiard Charity Fund* (though the later is not restricted to the older generation). *Purton and District Age Concern* has a street warden living on or near most roads in the parish. It also operates a minibus service to take elderly and disabled residents to local towns, and events within the village.

⁴¹ Source: Office for National Statistics; Dept. for Work and Pensions; NHS Health and Social Care Information Centre

⁴² <http://www.intelligence-network.org.uk/joint-strategic-assessment/>

⁴³ <http://www.ons.gov.uk/ons/guide-method/census/2011/index.html>

131. Looking to the future, it is clear that the need for day care provision within the parish is not likely to diminish. Whether or not this is continued to be provided within the parish or based on one of the two market towns (Royal Wootton Bassett or Cricklade) has to be decided.
132. This requires serious thought and should not just be based on short term budgetary considerations, since this could lock-in costs for the future. Currently, *The Cedars* is known to be at risk of closing since it does not comply with latest legislation (need for *en suite* bathrooms or sufficiently-sized bedrooms). If this does happen and current and future residents accommodated outside the parish then there is an obvious risk of feeling isolated, not only from friends and families (more difficult to visit) but also from the parish.
133. The *Quality and Outcomes Framework*⁴⁴ is a national voluntary annual reward and incentive programme for all GP surgeries in England and is part of the GP contract. The Framework's *Clinical Disease Registers* can be used to calculate disease prevalence estimates (either based on the total population or specific age groups). For instance, using the statistics for April 2009 - March 2010, Purton surgery had 9551 on its patient register of whom:

Coronary Heart Disease	319
Stroke	183
Diabetes	405
Asthma	502
Dementia	38
Depression	506
Kidney Disease	190
Obesity	583

134. For some of the above, the surgery offers a number of additional health facilities, such as clinics for chronic diseases such as asthma and diabetes and a wide variety of other medical services including antenatal and postnatal care, minor surgery, childhood vaccinations and well-person check-ups.
135. About 750,000 people in the UK have dementia⁴⁵ – and this number is expected to double during the next thirty years⁴⁶. Early recognition of dementia can prolong the quality of life. The Framework indicates that currently in the Community Area there are around 146 known cases with 38 in the catchment of the Purton Surgery (so, not necessarily in the parish). It is reckoned in certain age groups (70-79 and 80+) that there is under-reporting and that the locally diagnosed cases are likely to be more. Wiltshire Council is in the process of creating a DVD on memory loss which has potential to be used as a training aid for the general public and service providers in understanding the issues. Similar projects on stroke survivors and living with learning difficulties and autism have already been done in the county.
136. Although it is known that there is a number of young people, now maturing to adulthood, within the parish who have special educational needs (SEN) the precise figures appear to be unknown. Since it is not the case that there are automatic reciprocal SEN arrangements between the two local authorities (Swindon and Wiltshire) this needs to be addressed for the longer term.
137. The 2011 Census for England and Wales⁴⁷ provides local information and is now available at: <http://www.ons.gov.uk/ons/guide-method/census/2011/index.html>

⁴⁴ <http://www.ic.nhs.uk/statistics-and-data-collections/audits-and-performance/the-quality-and-outcomes-framework>

⁴⁵ Dementia is not a single illness but a group of symptoms caused by damage to the brain. The symptoms include loss of memory, mood changes and confusion. The most common form is Alzheimer's disease.

⁴⁶ <http://www.dh.gov.uk/health/category/policy-areas/social-care/dementia/>

⁴⁷ <http://www.ons.gov.uk/ons/guide-method/census/2011/index.html>

138. The JSA classifies “deprivation” based on various criteria: income, employment, health, disability, education, skills and training, barriers to housing and services, crime, and living environment. Based on these criteria, Wiltshire has five areas of deprivation of which three occur within our Community Area. Parts of Purton fall into an area of deprivation. This supports an older evaluation (*Challenging Perceptions – a Report on Rural Deprivation (2003)*) undertaken by the former Wiltshire County Council. Purton was named as one of Wiltshire’s rural poverty hotspots showing high levels of people on low incomes, on disability living allowance and severe disablement allowance.
139. The Health and Social Care Act 2012 makes a number of changes to the architecture of the National Health Service, public health and social care including the shifting of responsibility to local authorities for improving the health of their local populations
140. Recent work undertaken in Wiltshire has explored the nature of rural deprivation in the county. Rural deprivation can be difficult to identify because it is dispersed spatially unlike urban deprivation which tends to be geographically concentrated. The research classified deprivation into economic, transport, service and housing deprivation, the incidence of which varies across the county and across the various indicators, making generalisations hard to make.
141. The incidence of economic deprivation is attributed to the limited amount of permanent employment in rural areas and the need for men, in particular, to have a number of part-time or seasonal jobs. This has been further compounded by the reduction of the agricultural labour force by almost a fifth between 1990 and 2000. Job opportunities which exist in rural areas are also characterised by low wages and a reticence to claim benefits so there are several pressures on families in difficult circumstances. In addition, access to, and the cost of, childcare is problematic for both two- and lone-parent households further restricting their economic opportunities. Furthermore, social isolation and economic deprivation may go together due to the difficulties in accessing and affording social and leisure activities.
142. Indeed the research cites that social networks are important in rural areas though the sense of community in many villages is being undermined by in-migration making these social networks harder to maintain.
143. Access to transport, public or private, has the potential to affect an individual’s economic prospects and impacts on their ability not only to access employment but also goods, services, education and training. Public transport services may be restricted, lengthy and expensive. This impacts all household members who do not have access to a car. It has also been found that some employers could be prejudiced against those applicants who do not have access to their own transport which further isolates those living in rural areas and thus fuels the need for young members of the community to move, leaving an increasingly unbalanced population structure.
144. Access to services has also become increasingly difficult for those living in rural areas and who do not have access to their own transportation. The trend for the development of out-of-town shopping and leisure facilities in the 1980s and 1990s has made these developments all but impossible to access by public transport for anyone living outside of the immediate vicinity. People may also become isolated and face difficulties in accessing central services such as hospitals, dentists and opticians. This is true of all people living on low incomes in rural areas but may be particularly harsh on the elderly who are unable to access essential services even within their own communities e.g. the local shop, nearest supermarket or healthcare facility. Carers may also face low incomes, higher costs and isolation in the community. The number of carers is increasing.
145. There are levels of deprivation identified in the JSA and further work needs to be done on this to ensure that residents feel that they have opportunities to live healthy and fulfilled lives.

Meanwhile, the older population need to know that they will be able to continue to stay in the parish if they wish to, with full care available at an appropriate facility.

146. Living in the parish would seem to offer a healthy lifestyle with opportunities for rural walks and participation in a variety of different sports. Even so, regular preventative care is important. However, if one does not fall into some obvious categories e.g. asthma sufferers, pregnancy, or of a certain age (men in particular) it may be more difficult to obtain basic check-ups.
147. There are two facilities that come under the *Control of Major Accidental Hazards*⁴⁸ (COMAH) one at Bremhill Bridge and the other at Mopes Lane. Both are COMAH Top Tier; the one at Bremhill Bridge is formally known as the Oil and Pipelines Agency and is the Government Pipelines and Storage System, Defence Fuel Storage Depot. The Mopes Lane facility formerly Handygas and later BP is now GB LPG Limited and trading as MacGas. The Civil Contingencies Act 2004 and the COMAH Regulations (1999) require that an emergency plan is in place should there be an incident which will affect public health and safety. The off-site plans are prepared by the companies and issued by the local authority.
148. All those who live in the parish have a right to be buried at the local cemetery. Whilst not everyone chooses burial these days, the parish cemetery is gradually filling up. In the nearly 90-page decision by the Planning Inspector, concerning the Ridgeway Farm development, there was a brief reference to the provision of a financial sum towards the purchase of additional land for burial purposes. The sum is defined as a “contribution”. Given that a potential 1500+ persons could expect, even demand, space in the cemetery and each person needs a nominal 6 m² that means a land space of about 9000 m² (just under a hectare) will be needed. Current prices for agricultural land are about £ 27 000/ha.
149. In 2000-2001 the Environment, Transport and Regional Affairs Committee completed an inquiry⁴⁹ into cemeteries. The Committee’s report was wide-ranging, and made a large number of recommendations, particularly with regard to reuse of graves. The Committee concluded: *‘If the public are to continue to have access to affordable, accessible burial in cemeteries fit for the needs of the bereaved, there appears to be no alternative to grave reuse’*.
150. In 2004, the Home Office issued a consultation document on possible changes to burial law. The public was invited to respond to suggested changes in Burial Law and Policy in the 21st Century: *The Need for a Sensitive and Sustainable Approach*. The changes introduced the possible reuse of graves and indicated the intention to *‘consider sympathetically the case for enabling the re-use of old burial grounds, seeking a balance between the interests of relatives and descendents and the wider needs of the local community.’* On 27 February 2007, it was stated, in response to a House of Commons question, that the Government was moving forward ‘innovatively’ on the reuse of old burial grounds.
151. Some research during this period found that the majority of respondents would not object to this approach if it was well-regulated, and if disturbance took place only after one hundred years.
152. In the first instance, this reuse would be practical only for graves laid out in the fairly uniform and regimented style of the cemetery itself, rather than the Church graveyard. Applying the 100-year rule would not release too many graves for reuse in the near future. So, a hectare of land needs to be identified for the deceased of Ridgeway Farm, until the 100-year rule allows for much more of the existing graves in the cemetery to be reused. Also, let us not forget the 200 households (and potentially another fifty) at Moredon Bridge with another 500 or so persons potential wishing to be buried at the cemetery.

⁴⁸ <http://www.hse.gov.uk/comah/public-register.htm>

⁴⁹ <http://www.parliament.the-stationery-office.co.uk/pa/cm/cmenvtra.htm>

Our Foresight and Resilience Plan is to call for:

What is needed	Mechanism	When by/comments
Commissioning further research into the requirement for burial	Purton Parish Plan	Incorporate into Plan by Q1, 2013
Identifying the appropriate land requirements for the cemetery	Neighbourhood Plan	Incorporate into Plan by mid 2013
Requesting statistics that mean something on a parish population basis in order to plan more openly for the normalised health profile of the parish	Foresight & Resilience Plan	Parish Foresight & Resilience Group (including but not limited to PPC, WC, and doctors)
Integrated Study for Day Care Provision	Foresight & Resilience Plan	Parish Foresight & Resilience Group (including but not limited to PPC, WC, and doctors)

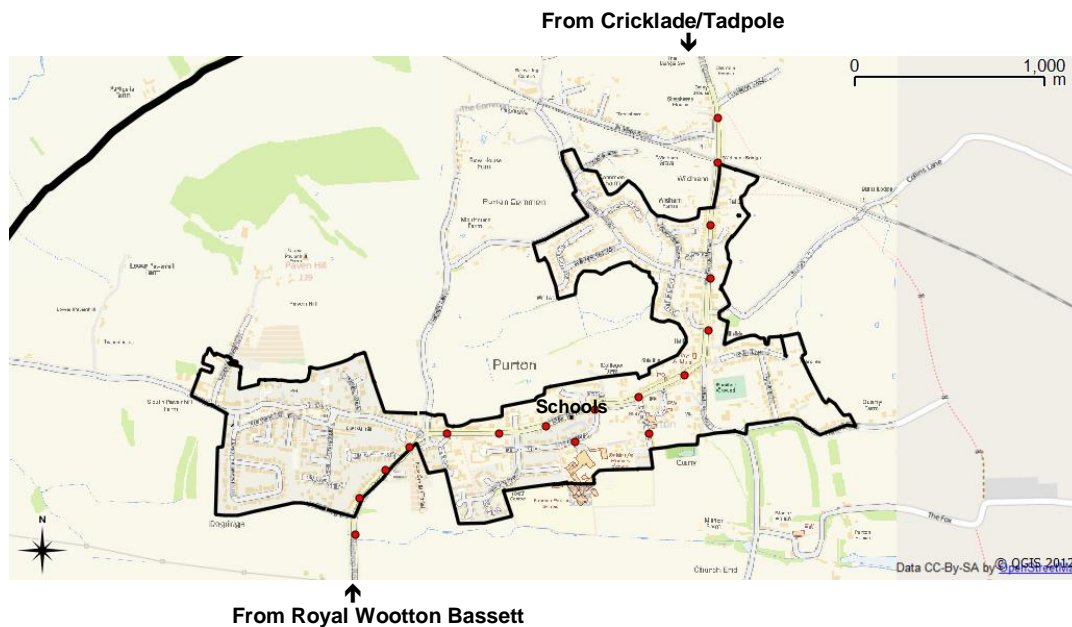
3.6 Our Education

153. The parish benefits from a primary school (St Mary's Church of England Primary School) and a secondary school (Bradon Forest School⁵⁰). The primary school has recently been rebuilt and caters for 306⁵¹ children of whom 64 live too far away to walk to school (60 being out of the catchment area). None uses the school buses. The assumption is that the majority are driven to school in cars.
154. The secondary school opened in 1962 to cater for 390 students of secondary age, becoming fully comprehensive in 1974, grant maintained in 1993, and a Foundation school in 1999. It is now an 11 to 16 co-educational comprehensive, with approximately 1000 students on roll drawing from: Purton, Cricklade and the surrounding villages in North Wiltshire as well as the north and west of the Swindon area. Of the 1000, 221 are from Purton and two from Purton Stoke. Currently, the school has a pupil deficit of about 250 places (mostly due to Swindon Borough Council's decision not to pay for free school transport, from Swindon to Purton).
155. The schools' main impacts derive from (1) the intense traffic (cars and buses) twice each school day to deliver and then collect the pupils, and (2) the litter in the immediate vicinity of the school estates.
- Unless there is a radical change in the numbers and origin of those using the schools, the traffic associated with the two schools is unlikely to diminish making the High Street a fairly unpleasant and unsafe place to be walking, twice each day, for the foreseeable future. [With the recent decision on Ridgeway Farm there has been talk of even shifting the secondary school to the Ridgeway Farm site]
 - On the other hand, solving the litter problem should be straightforward. Litter is dealt with in more detail in Section 3.7 *Our Safety*. Suffice it to say, it is an ongoing problem which has a significant cost and which is paid for, currently, by the council tax payers of the parish.
156. Assuming that the numbers and origin of those using the schools remain broadly as now then the twice-daily congestion in the High Street, its noise and pollution will continue without a radical solution. Given that the recent Ridgeway Farm Appeal has been allowed, it can be anticipated that significant additional numbers of pupils will be attending Bradon Forest School in due course. Indeed, Wiltshire Council and the Appellants have agreed a planning obligation under Section 106 of the Town and Country Planning Act 1990 (as amended) to provide a contribution for an extension to Bradon Forest Secondary School. We know that Ridgeway Farm development is assumed to require 210 additional primary school places (to be met by a new on-site school). Bradon Forest School is the assumed secondary school and is likely to trigger additional buses and cars arriving from the development.
157. As far as is known, none of the school children travel to and from St Mary's by bus. In contrast, there are several double-decker buses and coaches that ferry pupils to and from Bradon Forest School, twice each day using these primary access routes; from the general directions of Royal Wootton Bassett and Cricklade. Once the new Tadpole Bridge is open, and the newly-permitted 1700 houses have been built (an additional 3500+ residents plus at least 2000 cars) and Ridgeway Farm (700 houses) significant additional traffic through the village of Purton could be reasonably anticipated, based on what has occurred with previous housing expansions at Tadpole and environs in recent years.

⁵⁰ ...derives its name from the nearby medieval forest ~ Braydon Forest

⁵¹ ...as of November 2012

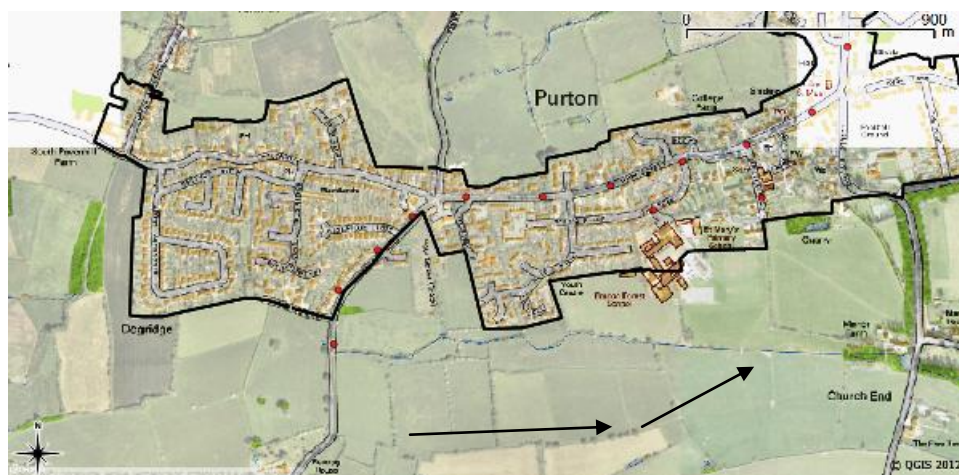
158. Below are the schools in context with the High Street and their predominant access routes:



159. Looking at the flows from Royal Wootton Bassett first, there would seem to be some potential re-routing (putting aside, appropriate permissions, land ownership, environmental issues and the views of local people). This would allow all school (buses, coaches and private cars) traffic, entering Purton at Battlewell, to be diverted east around the rear of Willis Way and Reid's Piece.

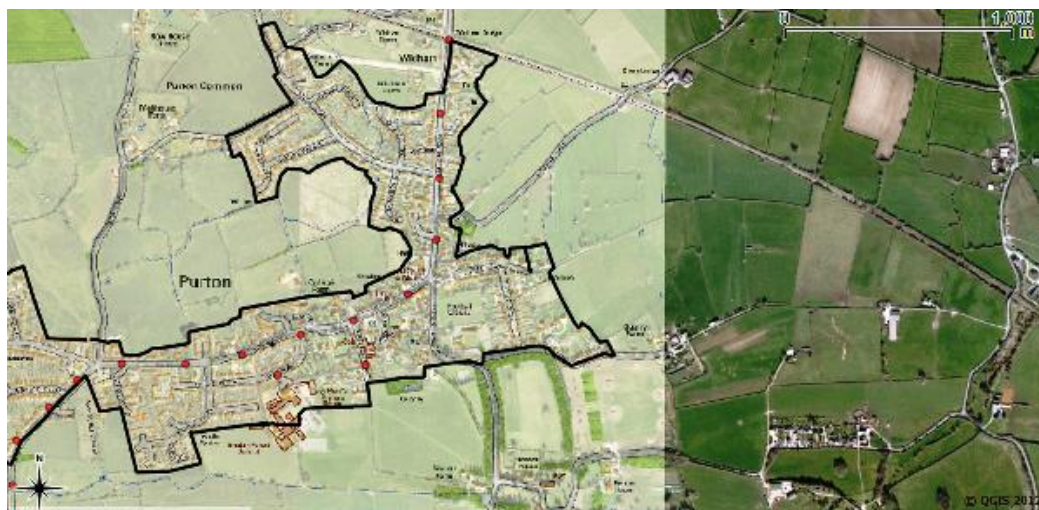
160. A feasibility study would be needed but, in principle, it would seem achievable. This option would reduce traffic congestion (and its associated noise and pollution) substantially and also make the upper part of the High Street a more pleasant and certainly safer place to be. This could be extremely unpopular with those who live near this alternative routing.

161. Of course, this would also extend the psychological framework boundary, if not the physical one, and provide some "added value" options for some housing (that could satisfy resilience criteria) some formalised parking area for users of the Pavenhill retail area, and some additional allotment space.



Potential routing to Bradon Forest School (for those coming from Royal Wootton Bassett)

162. Traffic flows accessing the schools from the direction of Cricklade or Tadpole are not so easily finessed. These flows are likely to remain and only decline if school size declines.



Routing to Bradon Forest School (for those coming from Cricklade or Tadpole)

163. Of course, education should be a life-long activity. In this regard the parish is not particularly well served though variously, courses have been available by Swindon College in Royal Wootton Bassett and at Nova Hreod. It would be useful to see a range of courses based at the two schools.

Our Foresight and Resilience Plan is to call for:

What is needed	Mechanism	When by/comments
A more radical approach to littering by the school	Purton Parish Plan	Incorporate into Plan by Q1, 2013
Outline a feasibility study for a schools feeder road with the off-take prior to Battlewell	Neighbourhood Plan	Incorporate into Plan by mid 2013
A feasibility study for a schools feeder road with the off-take prior to Battlewell, including options for housing, parking and allotments	Foresight & Resilience Plan	Parish Foresight & Resilience Group (including but not limited to PPC, WC, and landowners)

3.7 Our Safety

164. Although Wiltshire is one of the safest areas in the country, there is still a need to reassure and work with communities in relation to crime, drugs and alcohol and anti-social behaviour and to increase public confidence in the criminal justice system. It is the fear of crime that is the barometer of how safe the public feels.
165. The aim of good policing should be to improve the quality of life for everyone who lives and works in the parish. This is done by paying attention to crime, community safety and substance misuse reduction and by assisting in strengthening the communities and dealing with issues as they are identified. This is done by various surveys and assessments or by matters raised locally through the Royal Wootton Bassett and Cricklade Area Board for example.
166. Community safety is frequently measured on the level of crime within an area. When Wiltshire County is compared to a number of similar geographical areas across the country, it shows the lowest level of crime per 1000 of population. This figure has remained constant for a number of years substantiating Wiltshire's position as one of the safest counties in the country when it comes to recorded crime.
167. The key issues, below, were identified in the Community Safety Strategic Assessment which was completed in 2010.

1. Anti-Social Behaviour, criminal damage and deliberate fires
2. Road safety
3. Violence during the night-time economy and domestic abuse
4. Substance misuse (drugs and alcohol)
5. Integrated offender management

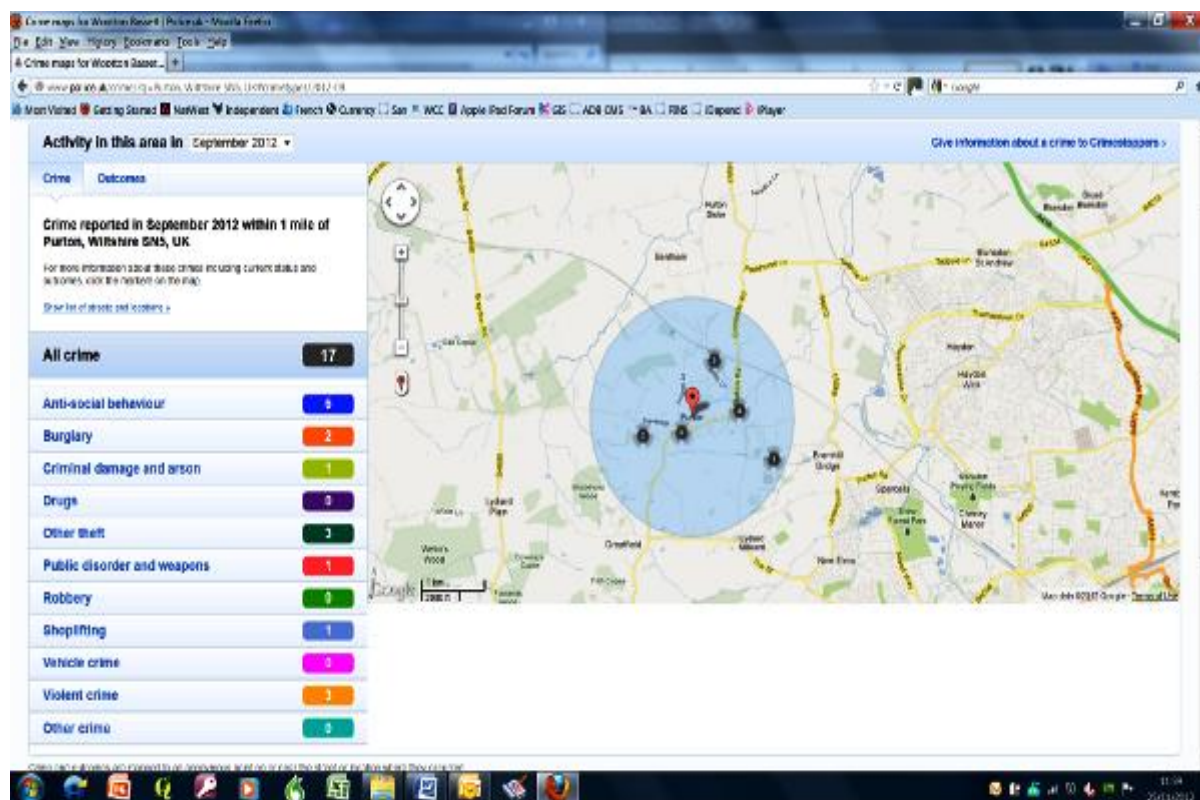
168. Each month at the Royal Wootton Bassett and Cricklade Area Board, the police give a monthly review of policing issues for the towns and parishes of the Area⁵². Wiltshire is a pretty safe county. At the Crime and Community Safety Briefing Paper presented at the Royal Wootton Bassett and Cricklade Community Area Board in June 2011, the following statistics were provided.

Wootton Bassett	Crime				Detections	
	May 2009 - April 2010	May 2010 - April 2011	Volume Change	% Change	May 2009 - April 2010	May 2010 - April 2011
Violence Against the Person	153	126	-27	-18%	46%	54%
Dwelling Burglary	43	59	16	37%	7%	17%
Criminal Damage	282	202	-80	-28%	9%	10%
Non Dwelling Burglary	122	145	23	19%	2%	6%
Theft from Motor Vehicle	54	65	11	20%	7%	0%
Theft of Motor Vehicle	22	16	-6	-27%	14%	13%
Total Crime	1043	988	-55	-5%	20%	25%
Wiltshire Police are compared against a group of 8 most similar forces. Wiltshire Police have performed better than peers in All Recorded Crime and Violent Crime for the most recently reported 3 month period (Feb - Apr 2011)						
*Total Crime comprises all Crime Groupings listed above and also includes Theft and Handling, Fraud and Forgery, Robbery and Sexual Offences						
** Detections include both Sanction Detections and Local Resolution						

⁵² Braydon, Broad Town, Clyffe Pypard, Cricklade, Latton, Lydiard Millicent, Lydiard Tregoze, Lyneham & Bradenstoke, Marston Meysey, Purton, Royal Wootton Bassett, and Tockenham

169. Each year, the police give a summary for the parish, at the Annual Parish Meeting. In keeping with the county findings, the parish is a pretty safe place too. A crime map month-by-month is available from

<http://www.police.uk/crime/?q=Purton,%20Wiltshire%20SN5,%20UK#crimetypes/>



Parish Crime Map for September 2012

170. Even so the fear of crime is a critical factor. The Wiltshire Police Authority carries out regular public surveys. Their most recent, to explore quality of life, reassurance and fear of crime across Wiltshire and Swindon, was completed in early October 2012⁵³. Its findings are available from the Office of the Police and Crime Commissioner for Wiltshire and Swindon⁵⁴. A key finding was to put more police back on the beat. Of course, day to day, most parishioners are irked by seemingly simple things which are apparently impossible to deal with; speeding, littering, parking on double yellow lines, parking on pavements and the ubiquitous dog fouling.

Speeding

171. Speed is not always what it seems but walking along the High Street or Station Road in Purton can often be an uncomfortable experience⁵⁵. It is necessary to find ways to respond to the growing volume of local traffic whilst at the same time there is an urgent need to protect and promote the attractiveness and viability of the parish. National policy has often resulted in standardised road layouts, signage and lighting which has eroded local distinctiveness.

172. During the years there have been many suggestions to tackle “speeding”; from the Lydiard Millicent style “sleeping policemen”, to speed restrictions (particularly near to the schools) and to street furniture that indicates speed. The first step in the longer term solution to speed is to look at the more innovative techniques that are available.

⁵³ The next is due January/February 2013

⁵⁴ <http://www.wiltshire-pcc.gov.uk/Home.aspx>

⁵⁵ 75% consider speeding to be a problem [Village Appraisal 2000]

173. As long ago as 1996 *Ps and Qs* advocated that the parish council look at the Dutch experience. More recently, and closer to home (in Dorset) there has been some useful research on new ways to slow traffic and these are beginning to gain traction⁵⁶. For instance:

- Understanding and exploiting the quality and character of the built and natural environment to increase driver awareness and to influence driver behaviour;
- Avoiding the imposition of standardised highway measures that can erode the distinctiveness and quality of the villages and serve to isolate drivers from their surroundings;
- Signs, road markings, barriers should be kept to a minimum to reduce roadside clutter, and to engage drivers with the environment outside their car;
- Employing the principles of “psychological traffic calming” to influence driver speeds and responses;
- “Self-reading” roads that inform drivers appear to reduce speeds and improve drivers’ awareness of their surroundings by increasing interest and changing perceptions of time (research suggests that the more the brain engages with interpreting the immediate environment, the less time is sensed as passing. This seems in turn to promote lower speeds and a reduced sense of urgency);
- Expanding the menu of measures available to local communities and local highway authorities beyond standardised highway measures. Such measures are intended to build on the principles of “place-making”, to make the villages more distinctive and recognisable, introducing elements of intrigue, uncertainty and interest to alert drivers to the specific context of their surroundings; and,
- Redefining the boundaries for responsibility and management of village streets and spaces.

174. In the foreseeable future cars are here to stay and, given the ongoing development of Swindon on the parish perimeter, it should be assumed that cars and the sense they are speeding (or actually speeding) will increase year-on-year. It is time for new techniques.

Litter

175. Litter, of course, is at the same time an easy and difficult problem to resolve. It is easy because it is an anti-social habit and so it should be unacceptable to litter, and it is difficult because there are serial offenders and there are few meaningful ways to encourage behavioural change. Recall this; *BBC News (London) 18 July 2008 ~ Mob attacks officers over litter*

“...Two police officers were attacked by a mob in south London when they asked a 15-year-old girl to pick up some litter she dropped. Metropolitan Police said one of the officers suffered injuries including a bite wound in the attack. Up to 30 people attacked the officers when the girl refused to pick up the litter and became aggressive. Police Inspector Simon Ellingham said the girl initially picked up the litter when asked, but immediately dropped it again sparking a confrontation leading to the attack...”

176. Survey after survey has indicated that much litter occurs around the perimeter of the two schools. In years past the schools, after pressing by *Ps and Qs* and the parish council, have been able to make improvements. Unfortunately these improvements tend to be short-lived.

There have been countless clean-up days, and special initiatives such as Pride in Purton ~ it is largely wasted effort. It tidies the place up but days later it is back to where it was



Of course, one of the reasons for general untidiness is when front gardens appear to be used as scrap yards. Many neighbours complain about the state of their neighbours’ properties especially when appearing to be used as a dump

⁵⁶ <http://www.hamilton-baillie.co.uk/files/publications/50-1.pdf>

177. The law is broken dozens of times a day in the parish by the irresponsible behaviour of quite a few individuals. If this problem persists then, as with dog fouling, the parish council **should** employ someone who will clear up at a cost to all households in the parish (through the parish contribution to the council tax). **The cost for clean-up around the schools should then be passed to the schools to pay.**

Parking on Double Yellow Lines

178. The use of hazard warning lights to give temporary permission wherever and whenever that driver chooses because “*I’ll only be a few minutes*” seems to be on the increase. What that driver fails to appreciate is that that vehicle may be the 30th or 40th to park in that spot “*for just a few minutes*”. The law is broken dozens of times a day in the parish by the irresponsible behaviour of quite a few individuals.



Parking on double yellow lines outside the post office and at the top of Hoggs Lane

179. The responsibility to deal with this is not with the police but with Parking Services of Wiltshire Council. The procedure that is followed is that when a car is parked on double yellow lines, Parking Services passes on the report to the Supervising Civil Enforcement Officers who will then pass the information on to their officers who will make note and investigate when possible. The overall aim is to provide sufficient enforcement in order to prevent any wrongful or improper parking. However, enforcement levels are determined by the resources available and unfortunately there are occasions when a contravention occurs but no officer is in the area in order to issue a Penalty Charge Notice. This gentle policy may work in some areas but at the top of Hoggs Lane, dozens of drivers decide to park temporarily on double yellow lines while they visit the shops. As in the photograph [above right] parking on the double yellow lines obscures the traffic coming from Pavenhill and so cars exiting Hoggs Lane constantly have near misses since most cars coming from Pavenhill look to their right (towards Restrop) and then zoom round the corner to their left.
180. After monitoring this for more than a year, *Ps and Qs* considers the current approach to parking on double yellow lines is flawed and produces no measurable improvement. Another way is needed⁵⁷.

⁵⁷ 62 % consider that street parking is a safety risk (*Village Appraisal* 2000)

Parking on Pavements

181. Parking on a pavement is not itself breaking the law ~ obstructing the pavement, by parking across it, is. Again, it seems that because it may be only for a short period that it is alright, despite displacing wheelchairs and buggies and just the ordinary pedestrian on to the road ~ it is alright.



Parking and obstructing pavement

182. The law is broken dozens of times a day in the parish by the irresponsible behaviour of quite a few individuals. The responsibility to deal with this lies with the police and the procedure that is followed is that when a car is parked on the pavement and is causing an obstruction, the police can prosecute if they see it themselves. They do not prosecute even if sent a photograph in real time unless they can get to the location and the offending vehicle is still there. Resources typically do not allow that. Retrospectively, local officers are tasked to offer words of advice and deal with any offences that they come across.
183. After monitoring this for more than a year, Ps and Qs considers the current approach to parking on pavements is flawed and produces no measurable improvement. Another way is needed.
184. In one unique situation, a car was permanently parked in the lay-by on Restrop Road for several weeks and was only moved a few days before the road fund licence expired. This is a popular lay-by for long term parking since there is no time restriction.



Long term parking in the lay-by by the Pavenhill shops

Since then, the vacated space has been taken by a car of a nearby resident thus blocking it again, for those who wish to park for a few minutes to visit the shops.

Dog Fouling

185. After monitoring this for more than a year, Ps and Qs considers the current approach to parking on pavements is flawed and produces no measurable improvement. Another way is needed.
186. Apart from the inconvenience of it sticking to one's shoe and the smell that lingers, there are other concerns of pavement users. Dog fouling contains high levels of bacteria which can be spread (via flies, pets' feet or footwear) to surfaces that are used. If children step in it on the way to school then potentially the school corridors and where children play will be tainted.
187. Dog fouling contains more nasty bacteria per gram than any other animal (human, cat, wild animals) and ten times more than that of a cow. There are also high levels of nutrients which, if washed into water courses; ditches, streams, rivers, and so on cause unsightly and harmful algal growth, plus the bacteria could cause sickness to anyone paddling or playing in that water. A good general rule is to ensure that all dogs, cats and other cuddly pets are regularly wormed, and to have a good hygiene programme if pet or other animals are handled; hands should be washed.



Note: putting dog fouling in a plastic bag and leaving the bag does not constitute cleaning it up

188. The community area seems to be having a big problem with dog fouling and the issue was taken to the Area Board in May 2012 and a task group was agreed to be set up to look at ways of dealing with the problem.
189. For some time Purton Parish Council has been trying to get the message across that dog fouling must be cleared up by dog owners otherwise the parish council could employ someone who will clear up at a cost to all parish households.
190. Legislation is in place (*Clean Neighbourhoods and Environment Act 2005*) with Dog Control Orders, and Wiltshire Council is in the process of updating the Dog Control Orders across Wiltshire. The penalty for committing an offence contained within a Dog Control Order is a maximum fine – currently £1,000, or a fixed penalty – in Wiltshire this is £75 (reduced to £50 if payment is made within ten days). Who can implement legislation? Wiltshire Council has two dog wardens to cover the whole county however parish councils are able to appoint people to issue Fixed Penalty Notices and many across the country have done so – local people dealing with a local issue.
191. Where do you have to pick up? Everywhere that the public has access: public highways, pavements, parks and fields with public footpaths. There are exemptions: police dogs, working dogs, registered blind people, deaf people and for other people with disabilities who make use of trained assistance dogs. Where should you dispose of the fouling? Wrap and tie in small plastic bags and put into dog bins, litter bins or take home and put in general rubbish, or burn it. Do not compost or flush down the toilet as the bacteria and toxocara can survive and return to the environment/watercourses/ garden again.

192. In Swindon only two people had been fined for failing to pick up their dog's faeces in the town since 2005 and no one had been fined since December 2009. Wiltshire Council has issued at least 22 fixed penalty notices since April 2005. Though it may be more, since the individual district councils (before the unitary process) recorded data differently and there appear to be gaps in the data sets.

Our Foresight and Resilience Plan is to call for:

What is needed	Mechanism	When by/comments
A more radical approach to speeding	Purton Parish Plan	Incorporate into Plan by Q1, 2013
A more radical approach to littering by the school	Purton Parish Plan	Incorporate into Plan by Q1, 2013
A more radical approach to parking issues	Purton Parish Plan	Incorporate into Plan by Q1, 2013
A more radical approach to dog fouling	Purton Parish Plan	Incorporate into Plan by Q1, 2013
Outline a feasibility study into Pavenhill Shops as a means to deal with parking, school access and housing	Neighbourhood Plan	Incorporate into Plan by mid 2013
Feasibility Study into Pavenhill Shops as a means to deal with parking, school access, housing and food production	Foresight & Resilience Plan	Parish Foresight & Resilience Group (including but not limited to PPC, WC, and landowners)

3.8 Our Housing

193. This is the topic that most concerns those who live in the parish. It features as the number one issue in every survey during the past twenty years and is the one that arouses most passion. For the most part the commentary is very reasonable; most are not “anti-housing” itself. Very few people are outright NIMBY⁵⁸. It is the apparent relentless pursuit of the parish’s green fields for mundane housing that is inappropriate for the location or for the specific needs of the parish that most irks parishioners.
194. Also, the gradual coalescing with Swindon, which is taking place with the recent decisions to build at Moredon Bridge and Ridgeway Farm, is of considerable concern. There should be improved strategic plans which protect identities of settlements; strong rural buffer policy or green belt. One option is to place “buffer land” into “trust” so it cannot be easily eroded by subsequent government ideology that is not evidence-based.



The Settlement Framework Boundary within the parish

195. In general, planning applications should be for development within the settlement framework boundary (thick black line on the above). Development outside the settlement framework boundary should be only for agricultural or related uses. Developers try to build outside the boundary of course. A classic recent case is that of Widham Farm. It has appeared three times in various guises (with diminishing house numbers until an “acceptable” level is reached) and gone to appeal twice. It has been defeated at appeal most recently in October 2012. In little more than two months, the application was re-submitted.
196. *Ps and Qs* surveys during the years have indicated a regular response to the need for housing: small clusters not large estates, principally infill or re-development of existing sites and within the settlement framework boundary. Whilst it has always been recognised that a range of housing is needed, there has been a noticeable lack of houses for first-time buyers, for those requiring specialist support or for those who wish to downsize.
197. It does not take much thinking to realise that some housing is desirable, though it has to be in the right place and aimed for the right people. These two criteria do not always produce the most profit and therein is the challenge. Those who seek to build houses are trying to maximise their return on investment. That is not unnatural; though it is a powerful drug and that is why tens of thousands of pounds have been spent by investors in fighting local people during recent years to develop mass housing schemes in the parish. Similarly, local people have spent months of their time in fighting inappropriate housing applications.

⁵⁸ Not In My Back Yard

198. There has to be a more equitable and better way than this continuing confrontational approach.
199. For years there has been a growing sense that planning officers within North Wiltshire District Council and, later, Wiltshire Council have been reluctant to engage ordinary people in the planning process. Similarly, there is a growing feeling that ordinary people are not able to influence the system. Yet Government during the same period has been exhorting local people to get involved.
200. There is a sense that most if not all “consultations” are simply a box-ticking exercise with a real reluctance to accommodate reasonable views if they differ from the accepted wisdom. Sometimes, of course, there is a lack of understanding about how planning works and sometimes about what is allowable. Even at appeals it is quite clear that both sides are able to argue very convincingly for housing or not for housing at a particular location, despite the apparent rules. Even planning inspectors seem to argue differently about how various policies should be understood.
201. A related issue is the lack of enforcement once planning has been granted. For instance, when the original Handygass site was being developed there was a planning condition that required that an extensive perimeter of trees should be planted. This was never done and despite several notifications to North Wiltshire District Council (at that time) no enforcement has ever taken place.
202. On one memorable occasion, the Purton Parish Council frustrated by the lack of enforcement by the planning authority invited the local MP to attend a council meeting and view the photographs of the various planning breaches. Armed with photographs, enforcement duly took place. It should never have come to that. Planning breaches were clearly evident and should simply have been enforced.
203. The parish needs housing in many forms: for young adults from families in the parish, for the elderly who wish to stay in the parish, for those with specialist requirements, and for those who wish to move to the parish seeking its special qualities. In the *Village Appraisal* (2000) 42 % considered the number of houses built in Purton during the last ten years was about right, with 26 % considering it was too much. As to future housing, 61 % considered that Purton could not accommodate any more new housing. Concerning costs, 24 % considered the houses to be too expensive.
204. Wiltshire Council considers that there is a strong housing need in the community area with 506 households seeking social housing. Furthermore, the *District Wide Housing Need Survey for the North of Wiltshire*⁵⁹ indicted a shortfall of 780 social homes per annum and more than 10,000 people seeking a social home across Wiltshire. The tenure mix should be 80% social rented and 20% home buy. The mix of homes should be 20% 1 bed, 40% 2 bed, 30% 3 bed and 10% 4 bed houses in line with NWDC Affordable Housing Supplementary Planning Document and identified housing needs.
205. Perhaps a word on “affordable” or “social” housing is due. Wiltshire Council’s emerging Core Strategy has two main policies referring to affordable housing that are relevant to the parish. Core Policy 43 sets out when affordable housing provision will be required and indicates the proportions which will be sought from housing developers. While developments of five houses and above will be expected to make provision on-site, on sites of four dwellings or fewer, a financial contribution will be sought. The affordable housing provision on sites of five or more dwellings will be 40 %.

59

<https://cms.wiltshire.gov.uk/Data/Overview%20and%20Scrutiny%20Committee%20%28NWDC%29/20080911/Agenda/Appendix%201%20to%20Report%2011.pdf>

206. The provision of affordable housing may vary on a site-by-site basis taking into account evidence of local need, mix of affordable housing proposed and where appropriate, the viability of the development. Affordable housing is to be dispersed throughout a development and is to be designed to a high quality, so as to be indistinguishable from other development.
207. The second relevant policy is Core Policy 44 and concerns exceptions to be made in the case of rural locations. The policy allows for the allocation of or granting of planning permission for small sites comprising affordable housing only. This allows a larger number of affordable homes to be built without the need to have a large housing estate (such as Ridgeway Farm). The council may permit small-scale residential development (ten dwellings or less) outside but adjoining the development limits of Large Villages (a classification in the Core Strategy into which Purton falls).
208. The proposed criteria are that the proposal:
- Has clear support from the local community (could be done through the neighbourhood plan);
 - Is being delivered to meet an identified and genuine local need (currently affordable housing usage in Purton is based on a waiting list approach from anywhere in Wiltshire);
 - Is within, adjoining or well related to the existing settlement and does not compromise environmental considerations;
 - Consists of ten dwellings or fewer;
 - Is accessible to employment and services;
 - Is of a scale and type that is appropriate to the nature, character and setting of the settlement; and,
 - Creates affordable housing that will always be available for defined local needs.
209. In practice, a recent development in the parish at Moredon Bridge had 50 units of social housing some of which turned out to be rather small and close to the road. The feeling there is that the whole development (of 200 houses) needed some sort of community focus such as a community centre and something for young people. Once again, a case of building homes and not communities.
210. Interestingly, GreenSquare⁶⁰ (formerly Westlea Housing) has indicated that it could re-configure and develop its existing housing stock to provide the 23 affordable housing units needed for the parish, without further land acquisition.
211. Wiltshire Council has identified in the *Older People's Accommodation Development Strategy – Meeting Future Needs in Partnership*⁶¹ a need to provide more care in the home for the older population and this includes also a requirement to provide suitable accommodation for the older residents in the parish.
212. The National Housing Federation South West recently published its *South West Home Truths 2012: The housing market in south west England*, which details key facts and figures about the housing situation in the South West⁶². The report highlights the continued and growing need for more social housing in the region, with one in twelve households in the south west now on a waiting list for a social home.
213. The recently introduced Localism Act 2012 allows for neighbourhood plans. These plans are approved by local people (by a simple majority during a referendum) and must be in alignment (that is, not in conflict) with any existing local plan. The "local plan" in the case of the parish is (or will be) the Wiltshire Core Strategy. A purpose of the neighbourhood plan is

⁶⁰ <http://www.greensquaregroup.com>

⁶¹ <http://cms.wiltshire.gov.uk/ielIssueDetails.aspx?Ild=2682&Opt=3>

⁶² <http://www.housing.org.uk/pdf/Home%20Truths%202012%20-%20South%20West.pdf>

to specify where housing could be located within the neighbourhood that would be additional to any specified in the local plan. At the time of this report there is no provision in the local plan for large numbers of houses within the parish.

214. An early decision, therefore, is to define the neighbourhood.
215. As the Localism Bill was going through Parliament a scheme was mooted called the *Vanguard* (later called *Front Runners*) which was to fund pilot schemes that based the notion of “neighbourhood” on various possibilities. Wiltshire Council allocated some funds to the Royal Wootton Bassett and Cricklade Area Board to begin a process whereby the “neighbourhood” would be predicated on the community area of the two market towns (Royal Wootton Bassett and Cricklade) and their satellite parishes: Braydon, Broad Town, Clyffe Pypard, Latton, Lydiard Millicent, Lydiard Tregoze, Lyneham and Bradenstoke, Marston Meysey, Purton, and Tockenham.
216. The neighbourhood planning process itself has been a cause for some concern (see Appendix 10 *Our Neighbourhood Planning Process*).
217. On 27th June 2012, the Neighbourhood Plan Steering Group (nominally representatives of the constituent towns/parishes and any existing town/parish plan leaders, Wiltshire Council and Common Places⁶³) convened to progress the Neighbourhood Development Plan.
218. At the meeting it was agreed to begin the process of designating a Neighbourhood Area prior to the next meeting of the Steering Group (July 2012). It was noted at the meeting that the Wiltshire Core Strategy February 2012 Pre-Submission Draft had been approved (by Wiltshire Council) for submission to the Secretary of State, with several minor proposed changes to be considered through the public examination. There are now several hundred objections and proposed changes to the Strategy, many of which are quite fundamental.
219. At that June meeting it was agreed that the next stage would be to submit an application to Wiltshire Council to have the community area designated as a Neighbourhood Area. The application should be submitted by a single lead parish/town council (for purely administrative purposes) but written consent would be required from each town/parish council/meeting to indicate that they wished their parish area to be included within the area application.
220. Once the application was received by Wiltshire Council it would trigger a six-week consultation process for the proposed area. During this period Wiltshire Council is required as a minimum to publicise the application on its web site. After the six-week consultation period Wiltshire Council must determine whether or not to designate the proposed neighbourhood area.
221. There was some discussion around whether this was a suitable step for the Steering Group at this stage and concerns were raised about support at community level for a whole-area approach. It was noted at the meeting that support at town/parish council level was high for this approach and the application process would provide a clear forum for community feedback which could then be addressed and taken into account. This is interesting since it is counter-intuitive that a whole-area approach would be appropriate.
222. *Ps and Qs* had already presented to the parish council and the Area Board in early February 2012 a *Thinking Point on Neighbourhood Planning*, practically four months before “...It was noted at the meeting that support at town/parish council level was high for this approach...”. *Ps and Qs* hosted a Local Day in Purton a little more than a month later in March 2012 and held a short meeting afterwards to consider what might constitute a “neighbourhood”. The

⁶³ Wiltshire Council's neighbourhood planning consultants <http://www.commonplaces.co.uk>

thinking point was also circulated to CPRE and others. At no stage was there any support or evidence for a whole-area approach.

223. It was suggested that in order to better progress neighbourhood planning in the area, representatives (of the town and parish councils) should provide written statements of support for the Wiltshire Core Strategy and Wiltshire Council was tasked to circulate a draft template for the written statement of support. Given there are hundreds of objections to the Strategy as it currently stands (the public examination has been delayed until later in 2013) this circulation of a support template seems most improper since much of the Strategy needs revision. Town and parish councils are in no position to make an informed “support” yet. It is simply premature. If any town or parish council does submit a statement then they have acted “out of faith” with their electorate.
224. At this time (July 2012) it was reported that Wiltshire Council had received only four consent forms in support of making a whole-area application. A deadline of the 30 September was set for Wiltshire Council to receive the completed consent forms, with the assumption that no consent received meant that the town/parish did not want to participate. The group agreed this was reasonable and those that had not already submitted a consent form would raise the issue at their next parish or town council.
225. The Steering Group were keen to begin informal public consultation and community engagement as soon as possible. Discussion followed around whether it was possible to carry out these activities prior to the neighbourhood area application being submitted. The Group expressed concern that this might have a negative impact on progress. **In other words the Steering Group was concerned that the public consultation would not be in favour of a whole-area approach.**
226. Interestingly, these meetings are never advertised in the Area Board’s Newsletter and information is very hard to come by on the web site⁶⁴.
227. In late September 2012, Cricklade Town Council resolved not to give its consent to be included in the application to be part of the Royal Wootton Bassett Neighbourhood Area. It recognised risks associated with an isolationist stance when a united approach was vital on important issues such as coalescence with Swindon (an issue which the parish shares) and the problems of HGV traffic both common to the parish and whole area, the lack of progress compared to those *Front Runner* schemes covering fewer parishes and smaller areas (e.g. Malmesbury and Sherston) but considered that the pilot was faltering chiefly due to the size and disparate nature of the Community Area. Interestingly, the obvious concern was expressed that a referendum where all parishes would vote on the needs of so many other parishes may not be democratic.
228. In early October 2012, Royal Wootton Bassett Town Council believed that the *Front Runner* pilot was no longer the most appropriate way to deliver a robust neighbourhood plan for Royal Wootton Bassett. In order to expedite such a plan the Town Council withdrew from the scheme and focused its efforts on producing its own neighbourhood plan for the town.
229. Later in October, the next Steering Group met and considered that the remaining members (now Cricklade and Royal Wootton Bassett had left) had more in common with each other as rural areas than with either of the larger towns. A new name was agreed for the steering group: *North East Wiltshire Villages Steering Group*.
230. The *North East Wiltshire Villages* comprise: Broad Town, Clyffe Pypard, Lydiard Millicent, Lydiard Tregoz, Lyneham & Bradenstoke, Tockenham as well as Purton [and Purton Stoke]. Not exactly an intuitive grouping for a “neighbourhood”. In fact it is merely the rump of parishes left over after Cricklade and Royal Wootton Bassett had left (and some other

⁶⁴ At the time of writing, the site had not been updated since the summer due to “problems with the web site”

parishes had also declined). If this was a cohesive planning unit then surely that is how it should have started out?

231. The application for defining the neighbourhood was submitted on 14 January to Wiltshire Council which triggers a statutory six-week period of consultation. At the end of this period of consultation the representations received will be taken into account as part of the decision process to approving the application. Under the provisions of the Wiltshire Council constitution it will be a delegated decision by the relevant service director.
232. The neighbourhood plan will then be elaborated taking into account the Wiltshire Core Strategy and local parish plans.
233. The critical end step will be approval of the neighbourhood plan. This requires a referendum with a simple majority. The current thinking is that there will be individual neighbourhood plans for each parish with an overarching document. There can only be one formal referendum (as provided for in the Localism Act 2012) and it should be a simple question “do you approve” (or some such) with an equally simple answer of “yes” or “no”. The concern is that people in parish A may not like their own plan and vote “no” but if there was a majority across all the parishes that liked the plan as a whole and said “yes” then parish A could get a plan by default it did not want.
234. Initially, the “neighbourhood” had two larger communities (Royal Wootton Bassett and Cricklade) whose populations were large enough to potentially skew the overall voting numbers. Whilst the mismatch of population size with regard to referendum voting has been evened out somewhat as a result of the two towns leaving the “neighbourhood”, the scenario of parish A ending up with a neighbourhood plan that it did not vote for still exists.
235. Wiltshire Council will resource and run the referendum and the regulations only demand that they resource the referendum for the entire “neighbourhood”. The resourcing of individual local referendums is something that the Council would be extremely unlikely to resource and undertake.
236. The individual/“local” neighbourhood plan for Purton parish will have to be signed off/ratified by the parish council prior to it being presented to Wiltshire Council. It will be essential that an unofficial referendum is run to determine local support of that local plan and give the mandate to the parish council to ratify the plan.
237. So, what is the potential for housing in the parish? Wiltshire Council has produced, as part of its development of the Wiltshire Core Strategy, a set of Strategic Housing Land Availability Assessments⁶⁵. Of course not all the sites will be suitable and the land owners may not all be willing to put the sites forward for development. Appendix 11 *Potential Land for Housing Developments* lists some of the potential sites that could be developed in the parish.
238. The only criteria that are currently available to determine suitability are:
- Yield (potential number of houses)
 - Is the site within existing settlement boundary (the settlement framework boundary)
 - Land Type (green or brown field)
 - Impact on Area of Outstanding Natural Beauty (AONB)
 - Impact on Local Plan Zoned Public or Private Open Space
 - Impact on Allotment Land
 - Impact on Green Belt
 - Access Infrastructure Constraints

65

<http://www.wiltshire.gov.uk/corestrategydocument?directory=Studies%2C%20Surveys%20and%20Assessments&filter=Wiltshire%20Strategic%20Housing%20Land%20Availability%20Assessment.pdf>

- Drainage Infrastructure Constraints
- Ground Condition Constraints
- Impact on Flood Risk Areas
- Nature Conservation (e.g. a Site of Special Scientific Interest)
- 'Bad Neighbour' Constraint
- Legal/Ownership
- Market/Cost/Delivery (e.g. how easy will it be for this site to be developed or to come forward for development)

239. The above criteria are pretty superficial and do not take into account, for instance, any added value of the potential housing to the parish, whether or not it adds to the resilience of the parish such as, would the site be better if developed for certain kinds of housing (e.g. first time buyers, or for older residents wishing to down-size) or for shops or for business units?.
240. On the above criteria, houses could be developed anywhere within the settlement framework boundary with the appropriate tweaks to access and density. In the past, this has led to some odd shaped houses with almost no garden, so as to fit odd parcels of land or, in the past, in the gardens themselves. The latter ("garden grabbing") no longer happens, though while the option was in place it has changed the villages' streetscapes for ever (or, at least for a hundred years).
241. The linear layout and development of Purton village has resulted in "glimpses" of spectacular views. From some vantage points, the views may extend to some 20 to 30 miles to the north and west. These "glimpses" are under threat as new development fills in the "gaps". Current planning criteria completely ignore this quality.



A familiar "glimpse" from the High Street

242. Whilst the new National Planning Policy Framework⁶⁶ has changed the planning landscape it is a rather blunt instrument when planning applications are being considered. *Ps and Qs* has long argued for a more intelligent approach to housing, an approach that has the flexibility to determine housing that is appropriate and fit for a variety of purposes; for the first time buyer, the elderly, those that have specialist requirements and the larger family homes; housing that is in keeping with its surroundings, housing that adds to the community, and for housing that does not lock-in problems (or costs) for the future.
243. Recognising this problem, *Ps and Qs* has pioneered the use of an approach to assessing sites in the parish in terms of how much they add to the resilience of the parish.

⁶⁶ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf

244. The approach is using dependency⁶⁷ modelling which is well established as a method of looking at vulnerabilities. What *Ps and Qs* has done is to use this for assessing resilience. In other words, it looks at something (in this case a house or group of houses) and considers what are the characteristics that determine whether or not a house at a particular location will be resilient (able to withstand shocks such as flooding for instance) or adds resilience to the parish (e.g. is within walking distance to shops).
245. Parish life is becoming ever more affected by its dependency on services and systems, whose interconnectivity are increasingly more apparent. Consider the following challenges; flooding in the same old places year after year preventing easy access to and from the village, the lack of off-road parking in certain parts of the parish, particularly near to shops, creating nuisance for neighbours, the lack of enforcement for planning breaches which undermines trust, and so on. Each challenge has consequences far beyond its immediate problem.
246. The current planning criteria, listed above, are largely irrelevant when trying to judge if a housing application is appropriate. They merely judge whether or not it passes a certain test (for example does it impact an AONB). Either it is “yes” or “no”. Whatever the answer, it is not balanced with other tests; there is no interdependency test. The more interdependency the more likely is a decision to be robust (that is, if one aspect of a development is less beneficial another part may outweigh that). Dependency modelling concentrates on only those things which are vital for a successful (in this case, resilient) outcome. This cuts out most of the usual yet irrelevant tests. This allows critical needs (dependencies) to be related and linked using whatever characteristics as necessary and further to integrate these mutual interactions to obtain an overall assessment of their resulting individual status and their interdependent effects.
247. This means the impact of a house or housing cluster in a particular location can be visualised and its effect can be assessed for consequences and potentially reveal less obvious implications than if simply tested against the usual criteria listed above. So, now it is not necessary to wait for several years for those who take those decisions to recognise that a poor housing decision was made in order to learn from that particular decision.
248. How does this work in practice?
249. Every “lifestyle” survey ever done in the parish has recorded that one key attribute of the “parish”, “community” or “village” (they are all synonymous in this context) is that it is friendly and supportive. This is the foundation of a resilient “parish”, “community” or “village”. If part of the parish social network cannot help, another part is able to.
250. Think of the overlapping characteristics, aims, activities of just a selection of the organisations below and it is easy to see where a bit of slack (lack of support) in one area of parish life could be picked up by another. Whilst each organisation has its own character, merits and values each is able to offer some support where others are also active. They do not replace or compete with each other but rather each has its own strengths.
251. For instance:
- Age Concern, Helping Hand, Luncheon Club, Coffee & Chat
 - Evening WI, After Eights, Probus
 - Ps and Qs, Climate Friendly Purton, Parish Council, Purton Magazine
 - Purton Youth Club, Young Farmers, Scouts/Guides
 - Tennis, Bowls, Cricket, Football

⁶⁷ Dependency refers to anything that is relied upon to achieve or sustain a desired outcome

- St Mary's, Methodists
- Historical Society, Gardeners' Guild
- PADS, Purton Artists, Library

252. Although the quality of parish life would be diminished if some of the above were not there, life would not come to a standstill of course. It would not be the end of the world, though life would be lessened without the richness of the parish's social network.

253. Using the above "network" as an example, consider what makes a resilient parish (just from the standpoint of its social cohesion).

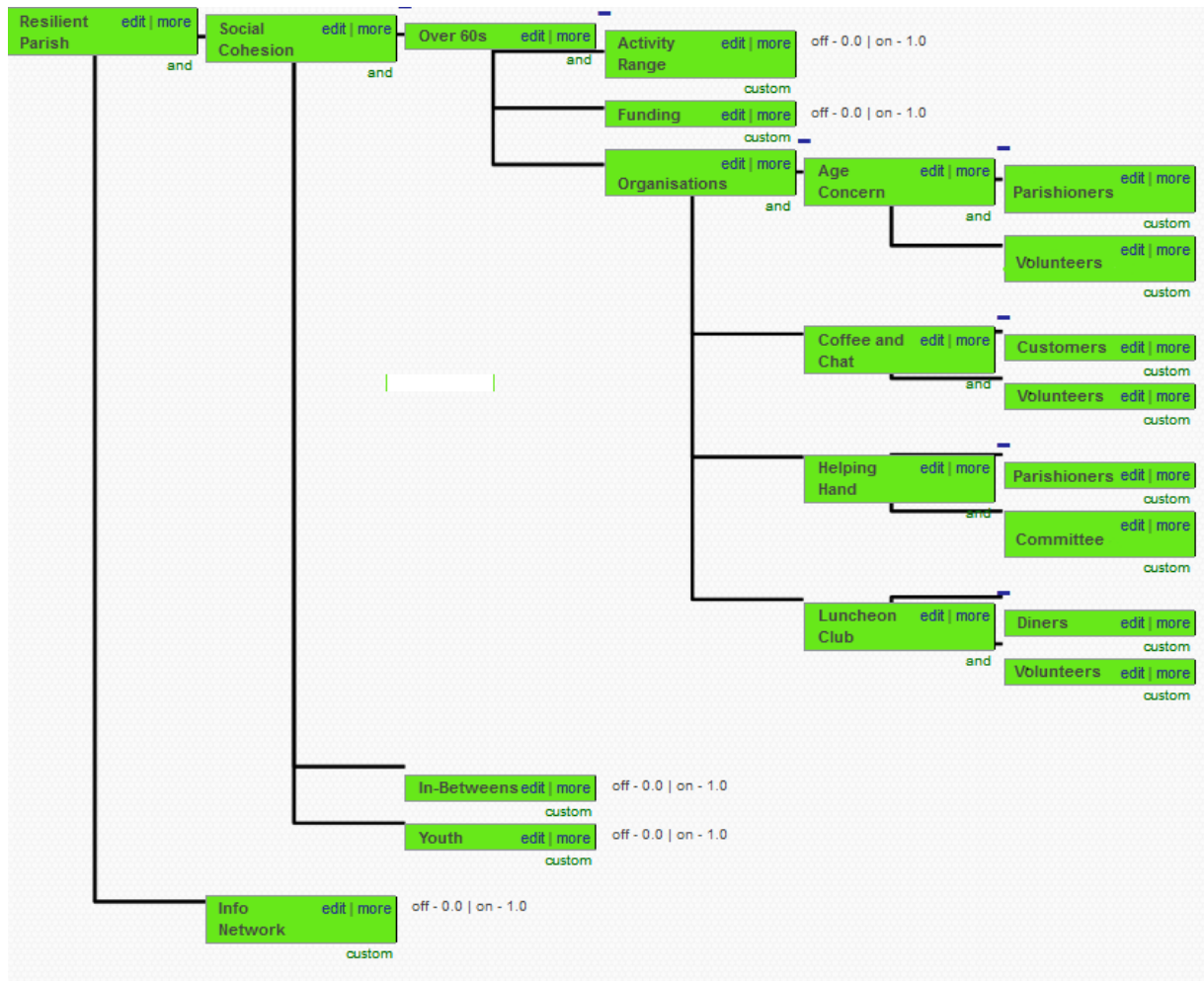
254. Perhaps:

- A resilient parish depends on a functioning and effective social network
- A functioning and effective social network depends on functioning and effective organisations
- A functioning and effective organisation depends on its members and volunteers

255. Using just those three statements a linked network can be drawn which indicates the dependencies between the linkages of each statement.

256. So, referring to the diagram overleaf:

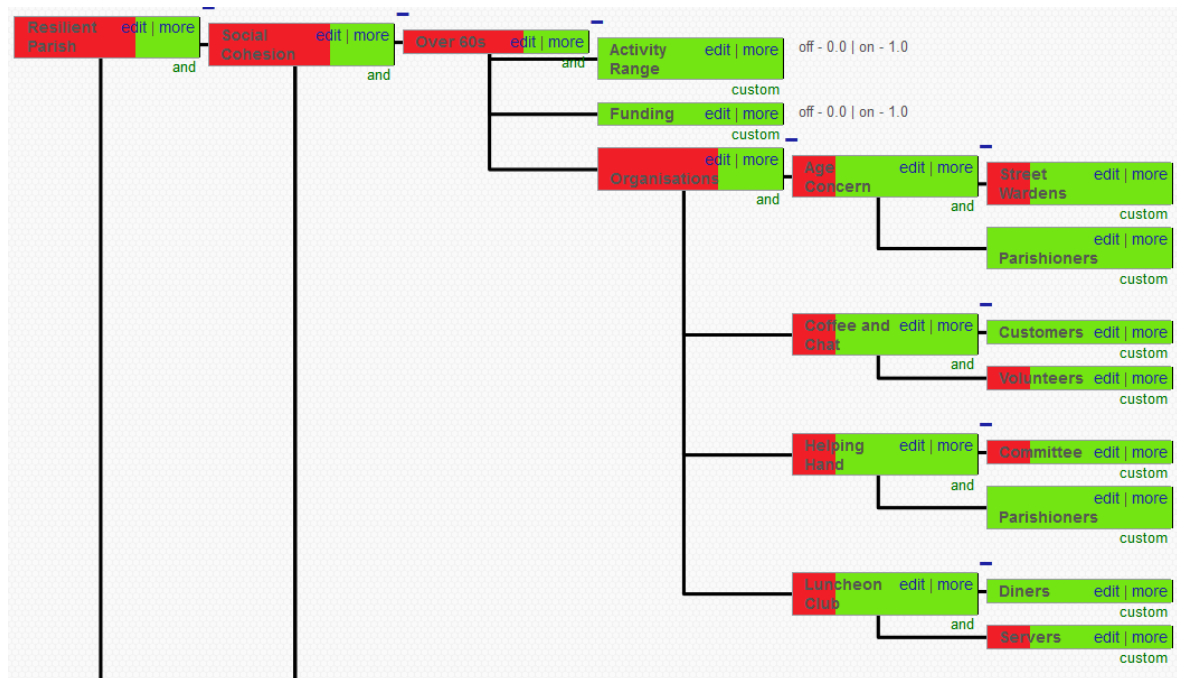
- A "resilient parish" depends on many aspects for its resilience; social cohesion, information network and so on
- Social Cohesion also has many aspects; those who are the Over 60s, the Youth and those in between to name a few groups
- Taking just the Over 60s, for this to be a vibrant section of the community requires a good range of activities, a certain amount of funding, and several organisations that fulfil certain roles
- For instance, amongst other benefits, Age Concern runs a transport service, Coffee and Chat provide conversational space, Helping Hand provides vouchers at Christmas and Luncheon Club provide lunches twice a week
- Each has its "customers" (those who benefit from the service) and volunteers (those who deliver the service)
- When all works well, there is social cohesion and that contributes to a resilient parish



257. In the above example, all aspects are functioning well. But if, say, there are not enough volunteers then the service is less beneficial and reduces the benefits and the social cohesion and thus the resilience.

258. It is possible to reflect this by altering the “success” of the volunteer aspect.

259. In the example below, the likelihood that all the volunteers are available, are working well, are on time and so on has been changed so that they are only 80% effective (the red bar on the volunteers indicating loss of effectiveness). The model then re-computes that loss of effectiveness for each organisation which then affects the amount of social cohesion and ultimately the degree of resilience of the parish.



256. This general logic can be used to test the value of a house or housing in terms of adding value to the overall resilience of the parish. It can thus be used to assess which locations are more or less desirable.

257. In December 2011, Wiltshire Council reported on the *Strategic Housing Land Availability Assessment* which identified various potential housing locations throughout the parish (and elsewhere). The sites identified included:

- Land at Mardove
- Blake House
- Land at Northcote
- Ridgeway Farm
- Land off Willis Way
- Land at Restrop Road
- College Farm
- Corner at Pear Tree/Witts Lane
- Land North of Pavenhill
- The Pry
- Widham Farm
- Land to the Rear of Purton Court No 3
- Land at Hansells Farm
- Land at Hansells Farm 2
- Land off Station Road
- Land Rear of Jewels Ash
- Land North of Moredon Bridge
- Land at Locks Lane

258. Some of course have been through the planning system and are now built (Moredon Bridge⁶⁸) permitted and awaiting construction (Ridgeway Farm).

259. For the rest, it is possible to develop a set of resilience factors and then model each location to identify which could add value to the parish and which would simply undermine the overall resilience, using dependency modelling.

⁶⁸ Though a further fifty houses are in the planning process

260. Appendix 11 *Potential Land for Housing Development* indicates each of the above housing locations on the *Ps and Qs* GIS and a modelling output (similar to the two “social cohesion” diagrams above). From that it is possible to rank the sites with those towards the top giving the best contributions to parish resilience and those towards the bottom giving the least, or none.

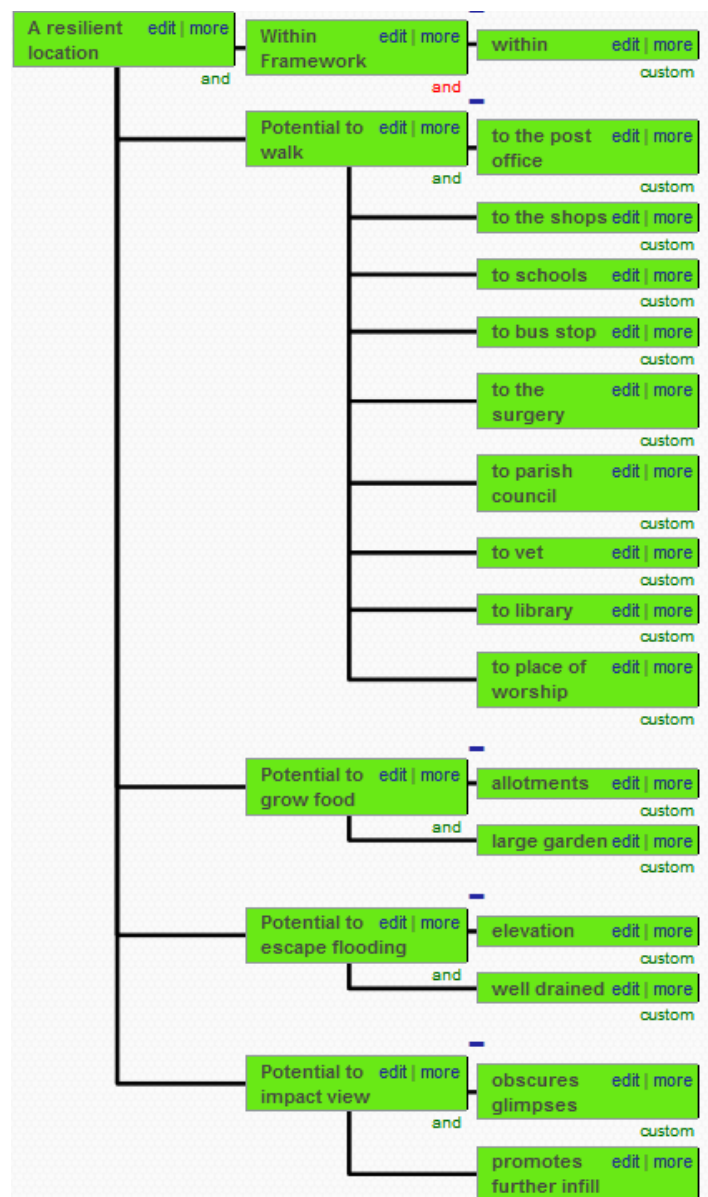
261. The following “resilience” factors have been used:

- Within the settlement framework boundary
- Distance to post office
- Distance to shops
- Distance to schools
- Distance to bus stop
- Distance to surgery
- Distance to place of worship
- Distance to parish council
- Distance to vet
- Distance to library
- Proximity to allotments
- Potential for large garden
- Elevated location
- Potential flooding
- Potential to impact view

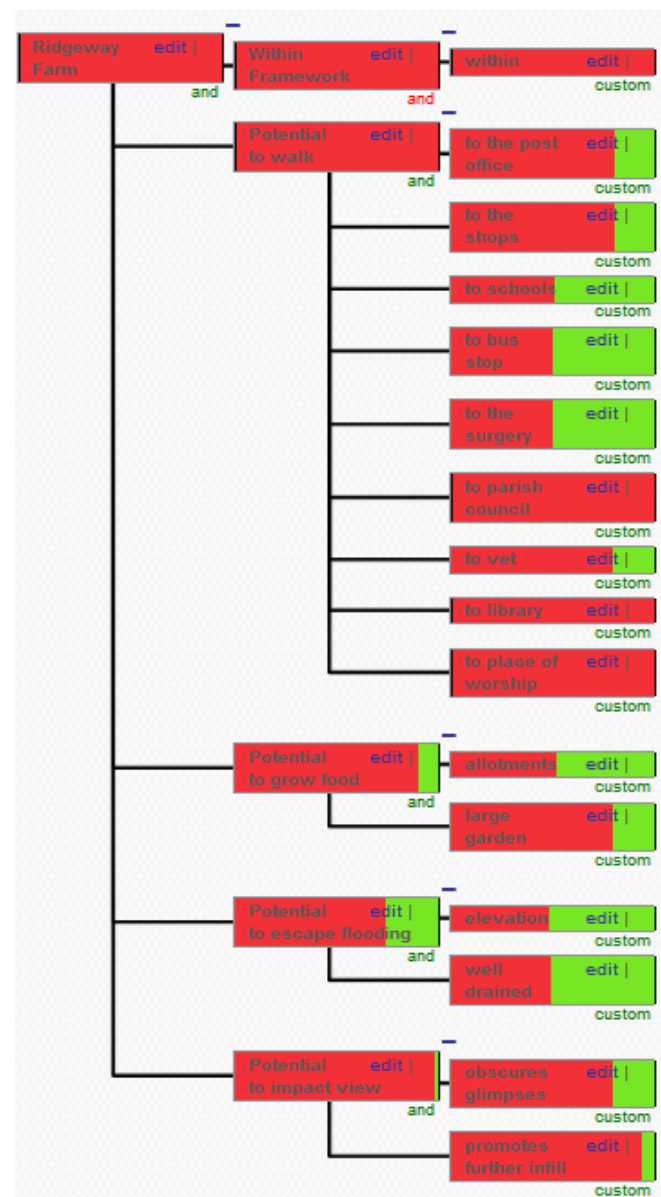
262. Of course to any particular owners of a property some of the above may or may not be applicable or relevant, but not perhaps in the future with different owners ~ this is planning for resilience.

263. The two diagrams below compare a “resilient” location with Ridgeway Farm to demonstrate what a poor decision Ridgeway Farm was in terms of resilience.

A resilient location



Ridgeway Farm



264. Compiling the results in Appendix 11, the following sites were assessed according to the contributions to parish resilience.

Potentially resilient locations:

- Land at Mardove
- Blake House
- Land at Northcote
- College Farm
- Corner at Pear Tree/Witts Lane
- Land to the Rear of Purton Court No 3

Non-resilient locations:

- Ridgeway Farm
- Land off Willis Way
- Land at Restrop Road
- Land North of Pavenhill
- The Pry
- Widham Farm
- Land at Hansells Farm
- Land at Hansells Farm 2
- Land off Station Road
- Land Rear of Jewels Ash
- Land at Locks Lane

Our Foresight and Resilience Plan is to call for:

What is needed	Mechanism	When by/comments
Propose types of housing required	Purton Parish Plan	Incorporate into Plan by Q1, 2013
Propose types and numbers of housing and where based on resilience criteria	Neighbourhood Plan	Incorporate into Plan by mid 2013
Propose a plan integrating water, food, energy, waste, transport and housing	Foresight & Resilience Plan	Parish Foresight & Resilience Group (including but not limited to PPC, WC, and landowners)

3.9 Our Transport

260. After housing, transport-related issues have appeared universally high on the list from previous *Ps and Qs* surveys. The two are linked of course and, to a certain extent, simply reflect modern-day life and needs. Decisions on housing developments of course do not help. The effects of housing developments (e.g. Tadpole Farm, or Ridgeway Farm) are never properly tested for their impact on nearby settlements. The parish has been blighted for years by outside traffic passing through. Sometimes Purton is used as an informal park and ride whereby those from outside, park up and then use one car to go to work. Of course, car sharing is nominally a good thing, though it needs to be done thoughtfully.
261. Given the recent approvals of large housing developments on the perimeter of the parish at Tadpole Farm (about 1700 houses) and Ridgeway Farm (about 700 homes) it is inconceivable that this will not have a deleterious effect along Station Road and the High Street. Speeding (perceived or otherwise), inappropriate parking, difficulties in crossing the road will continue to plague residents. The key to all this is to avoid the knee-jerk reaction and gratification of short term fixes which bring longer term problems. A classic was recent yellow lining of various areas including near Pavenhill shops. During the consultations in 2009, comments were made that the effect on local businesses had not been adequately taken in to account, that much of the proposed yellow lining would merely shunt the problem elsewhere, and, that if the parking attitudes were not addressed, simply putting up signs and painting yellow lines will be futile. This has been the case.
262. Wiltshire Council Highways routinely make No Objection to planning applications even though it is easy to foresee parking challenges. Many new applications result in more on-road parking because Government guidelines are such that the amount of cars to be assumed by a house or cluster of houses is under-estimated.
263. Using just those three statements a linked network can be drawn which indicates the classic problem is indicated below:



Note the inconsiderate parking across a dropped kerb

264. Not only is the car above parking on double yellow lines, it is also parked across a dropped kerb that is specifically there to assist those with mobility challenges. Also in the picture [top right] is yet another car parked on double yellow lines and obscuring the view of those exiting Hoggs Lane. These two problems, alone, occur dozens of times each day, every day, in this location.

265. As mentioned in a previous section, there are some local solutions to transport provision (Purton & District Age Concern for instance) and there are various bus services (times etc available from the parish council) but it has to be recognised that for regular commuting and shopping, the car is here to stay.
266. And so, too, are HGVs. Although the main thoroughfare is weight-restricted, there are still some HGVs (which do not need a local access, which is allowable) that do use the Station Road/High Street as a means to access the M4. There should be more reporting of this by both the local residents to the parish council and then published information on follow-up.
267. But what of a station: every few years someone or a group raises the issue of a station at Purton, so *Ps and Qs* set out the issues earlier in 2012 as one of its *Thinking Points*.
268. The UK lost a significant portion of the rail network in the 1960s as a result of the Beeching Report which resulted in one third of the country's 7,000 stations closing (including Purton) and 5000 miles of train lines being taken out of service. Despite, the widespread concern, Beeching understood accurately, the difficulty of integrating a train station into a rural community when the basis for work was changing.
269. As a result of low population density and scattered distribution, it is still not geographically feasible for rural train stations to be easily accessible for everyone in the countryside, meaning car ownership is likely to remain higher per capita than in urban areas. Despite the potential practicality of a rural train station, with increased car ownership, rural dependence on the train network is inevitably reduced
270. However, the demands of the rural rail network in the 21st century are now different. There is an underlying trend of rising passenger numbers on the rural railways, with some lines experiencing a 55% increase in passengers. Though this has been recently and inevitably affected somewhat by a financial constraint brought about by the current economic climate.
271. The more obvious advantages of a station include:
- Potential encouragement of rural regeneration
 - Potential benefit in creating socially sustainable rural communities
 - Siting of retail and other facilities adjacent to the station (could be a disadvantage also)
 - Some limited employment perhaps
 - Easier (quicker?) trips into Swindon, with onward connections
 - Potential delivery of waste off a spur into the waste site at Mopes Lane (though Hills has dismissed this on previous occasions)
272. The more obvious disadvantages of a station include:
- Increased noise and pollution in the area (mostly due to increased traffic flows from passengers using the station from outside the village)
 - Increased congestion (due to arriving/departing passenger cars at peak times) though this depends on the location of the station
 - Siting of retail and other facilities adjacent to the station (could be an advantage also)
 - Greater footprint than just the station ~ (significant parking area needed for customer parking)
273. Some of the more obvious issues that need to be considered include:
- Location: old railway site, further up the track with access via Mopes Lane, somewhere completely different?
 - Timetabling and scheduling of trains which is complex
 - A railway station would change Purton quite considerably and could promote a dormitory situation (even more than it is currently). Is this desirable?

- Could it work so as to reduce the number of busses passing through the village to the school?
- A station could alter Purton's status to a Local Service Centre and thereby attract future development because of the public transport link
 - Dualling of the railway line between Swindon and Kemble is in Network Rail's next five year plan
 - Trains are only viable when they go where and when we want to go
 - Station stops slow down trains and, depending on the specific services, may encourage car use

274. If trains stopped at Purton then the village character would change irreversibly. So, lobbying for a station requires very careful consideration.

275. Probably of more widespread usefulness, would be a review of the parish road network much of which is now serving several purposes which, whilst not incompatible, create local difficulties; road sharing with speed cycling, horse riding, HGVs, walkers, passing-through traffic, local (within parish) traffic. Typical issues include local speeding (along Station Road, High Street, and The Fox) damaged verges (by HGVs) and eroded road edges (Hoggs Lane).

276. As mentioned previously, there has been some useful research on new ways to slow traffic⁶⁹ many offer different ways to address perennial issues (repeated for easy reference).

- Understanding and exploiting the quality and character of the built and natural environment to increase driver awareness and to influence driver behaviour;
- Avoiding the imposition of standardised highway measures that can erode the distinctiveness and quality of the villages and serve to isolate drivers from their surroundings;
- Signs, road markings, barriers should be kept to a minimum to reduce roadside clutter, and to engage drivers with the environment outside their car;
- Employing the principles of "psychological traffic calming" to influence driver speeds and responses;
- "Self-reading" roads that inform drivers appear to reduce speeds and improve drivers' awareness of their surroundings by increasing interest and changing perceptions of time. Research suggests that the more the brain engages with interpreting the immediate environment, the less time is sensed as passing. This seems in turn to promote lower speeds and a reduced sense of urgency;
- Expanding the menu of measures available to local communities and local highway authorities beyond standardised highway measures. Such measures are intended to build on the principles of "place-making", to make the villages more distinctive and recognisable, introducing elements of intrigue, uncertainty and interest to alert drivers to the specific context of their surroundings; and,
- Redefining the boundaries for responsibility and management of village streets and spaces.

277. In the foreseeable future, cars are here to stay⁷⁰ and it is time to be more innovative than simply calling for sleeping policemen, 20 mph speed limits, more urbanised structures such as mini-roundabouts and flashing signs and so on. The mind set needs to be changed; both of those drivers who cause nuisance and those who experience the problem.

278. As with speeding, yellow lines and parking on pavements addressed in the section on *Our Safety* general parking is a reflection of current lifestyles, poor housing developments, mind-sets and a village infrastructure than can no longer absorb the numbers of cars. The usual solutions such as tinkering with lay-by parking times, adding/removing yellow lines (double

⁶⁹ <http://www.hamilton-baillie.co.uk/files/publications/50-1.pdf>

⁷⁰ 75.2 % have daytime access to a car, 19.3 % use their car for business journeys, 42 % use their car for getting to work, 66 % for leisure, and 60 % for shopping (*Village Appraisal 2000*)

and single) are largely ineffective. The problem is overwhelming and needs a far more thoughtful approach. The views of all users need to be considered including those of businesses.

279. The challenges posed by the “school bus” have been dealt with under *Our Education*. These challenges are set to become significantly greater with the approval of Ridgeway Farm and the assumption that most secondary school age pupils will commute to Bradon Forest rather than Nova Hreod.

Our Foresight and Resilience Plan is to call for:

What is needed	Mechanism	When by/comments
A more radical approach to speeding and parking issues	Purton Parish Plan	Incorporate into Plan by Q1, 2013
A more radical approach to transport issues	Neighbourhood Plan	Incorporate into Plan by mid 2013
Feasibility study on options for the parish road network	Foresight & Resilience Plan	Parish Foresight & Resilience Group (including but not limited to PPC, WC, and landowners)

3.10 Our Economy

280. The economic life of the parish has been largely agricultural for most of its history. Only during the 20th Century has the majority of the workforce come to work off the land, principally in nearby Swindon. The industrial revolution brought engineering to Swindon and a great number of jobs. The local economy still includes light engineering and fabrication. The parish's attractive surroundings and settlements, convenient position near to the A419 and the M4 and close proximity to the larger settlements of Cirencester, Bath and Bristol contribute to its economic activity. The parish economy, itself, is very diverse with a few large employers such as Associated Dental Products [locally known as "The Dental"], MacGas [formerly Handygas and then BP], Hills Waste and The Peartree at Purton, at least 14 farms, and a variety of retail outlets, and with more than 150 small businesses.
281. Rural businesses often find themselves constrained by a framework of national legislation that has resulted in a failure to realise the true potential of rural economies. Rural business owners value living and working in the countryside – they can be trusted to look after it. A successful local rural economy provides community cohesion and creates opportunities for people to live and work in the same area helping to create resilient communities which could overcome many of the usual long term problems faced by rural parishes such as limited access to services, poor transport infrastructure or lack of appropriate housing.
282. Wealth generated by rural entrepreneurs and their use of local resources is a key to the resilience of parishes. So, effort should focus on supporting local businesses through appropriate policies. Small businesses dominate our rural economies. There are more businesses in rural areas (*pro rata* per head of population) than in the urban counterparts. Businesses in rural areas are smaller, the majority employ fewer than 10 people and 31% of rural businesses have no employees compared to 17 % in urban areas. Self-employment and home-based working is a key feature of business in the countryside with self employment in rural areas at 12 % compared to just 9 % in urban areas (The Taylor Review on Rural Economy and Affordable Housing⁷¹).
283. Post Offices in villages provide a vital service for local businesses yet urgent action is needed to support the wider rural post office network of which more than 80% are unprofitable. Of course the post offices need to help themselves by evolving to meet current business needs. For instance, half-day closing is now out of step with modern business life. There are lots of opportunities such as developing retail banking facilities linked to the big four banks as well as providing access to business banking services. Bank branches have long disappeared from our parish and a Post Bank initiative would provide a vital community service as well as supporting local businesses and maintaining our rural Post Office network. Quicker methods of paying in cash/cheques at the Post Office than the current way of queuing up at the counter. Most banks have quick drop facilities; this does not yet exist at the post office.
284. The business-rate burden falls disproportionately on small businesses. Rates are five times more expensive for small businesses as a proportion of turnover than they are for large companies. This is particularly exacerbated for small parish firms which are predominately of micro-size (less than ten employees) in nature. The burden of businesses rates should be lifted from the rural small business owner.
285. Rural businesses have the potential to play a huge role in the economy, generally, in the 21st century by embedding resilience in the parish. A role that can develop resilience in rural parishes and address the long term challenges that have plagued the countryside, particularly planning. The first priority is to secure the post office, the village shops and pubs to ensure that

⁷¹ http://www.wensumalliance.org.uk/publications/Taylor_Review_Livingworkingcountryside.pdf

they not only survive but also continue to act as the heart of rural village life for generations to come. The second priority is to address the fiscal framework in which rural businesses operate. A vibrant, diversified rural business community should be encouraged.

286. This means several things need to change:

- Greater, even preferential, use of local businesses
- Sorting out the parking challenge (scarcity, restricted nature and designations⁷² to reduce “blocking” of spaces for long periods during trading hours)
- Provision of small business units

287. In addition, Wiltshire Council needs to change attitudes too and recognise the value of rural businesses. In mid 2012, the Department for Environment, Food and Rural Affairs announced that *Rural Growth Networks*⁷³ would be established utilising a funding pot of £15 million. These Networks would:

- Consist of small enterprise hubs on underused business parks or brown-field sites
- Provide infrastructure, premises and a simplified planning regime
- Offer enhanced networking within and between hubs
- Provide targeted support to women-led enterprises

288. The approved networks are as: Cumbria, Devon & Somerset, Durham & Northumberland, Coventry & Warwickshire and Swindon & Wiltshire. The Government also published *The Rural Statement*⁷⁴ (September 2012) affirming the Government’s overarching commitment to rural communities, setting out a vision of successful rural businesses and thriving rural communities in a living, working countryside.

289. *Ps and Qs* approached Wiltshire Council which is leading the Swindon and Wiltshire Local Enterprise Partnership and offered to work with the partnership in the parish. Neither the lead Wiltshire councillor nor the lead Wiltshire officer had the courtesy to respond.

290. In all the *Ps and Qs* surveys and the *Village Appraisal*, the appearance of the Pavenhill Shops comes in for the most comment. The split ownership of the site creates, though not insurmountable, difficulty. It is time for a complete refurbishment.



There has to be a better way...?

⁷³ <http://www.defra.gov.uk/rural/economy>

⁷⁴ <http://www.defra.gov.uk/publications/2012/09/12/rural-statement-2012>

291. There is an opportunity for creating something more compelling than just a set of shops. Parking at Pavenhill is steadily worsening. Without a radical solution that situation will deteriorate. One argument against aspiring to radical change is that it will be difficult to achieve and money will not be available and that goals should not be set too high. Because something is difficult or money is short, is certainly inconvenient though no argument **for inactivity**. Setting goals too low and problems are simply locked-in for the future.
292. The solution is radical but parking, quality shopping experience, social housing and an alternative route into Bradon Forest School could re-set the parish for the next 100 years. This will have to be done very carefully and with due consideration to the future shape of Purton. Simply picking a field at random and spreading tarmac over it would be foolhardy. The green space in the parish is a key to the future resilience of the parish as a whole. Having said that, parking, shopping, and traffic will simply worsen ~ now is the time to set the foundations even if not the whole deal. A master plan is needed so that short term fixes do not compromise the future.
293. A revitalised Pavenhill corner could re-set buying attitudes. Local buying is a key to developing resilience in the parish. Most residents choose to live in the parish for a variety of reasons; they value the parish. That choice comes with a cost. Too many parishes become absorbed into greater urban areas. To avoid that, the parish needs to be thriving, it needs to be a place where people want to be and it needs to have inner vitality. The engine of that vitality is its economy and its people. One without the other simply does not work.
294. So, on the one hand we must use as much local goods and services as possible and on the other, the provision of goods and services has to be professional and of high customer focus; anything less is not acceptable.
295. Also needed is a more flexible business park to allow small businesses to move out of their start-up locations (often homes) into more professional settings where there could be some synergy between businesses. There are no business parks available in the parish which means travel to work, and this is to be discouraged.
296. Although in its infancy, it is easy to foresee the increasing value of additive manufacturing⁷⁵ (otherwise known as 3D printing). This allows physical objects to be “printed” (like an inkjet printer prints onto a page). Even now, both plastic-based and metal mixtures can be printed into various forms. It can be foreseen that the parish will have a 3D printing hub by which a parishioner will select a purchase, the design will be downloaded to the hub, customised (colour, size and so on) and printed ready for collection. Very specific goods could be made to order by tweaking designs with no gain in price since there would be no extra labour costs or losses due to lack of economy of scale.
297. One of the downsides of developing business is that there does seem to be a plague of unauthorised advertising that is blighting the appearance of our main streets. It is understood that businesses need to advertise but fly posting is not the way.



This example is timeless, is made of plastic and is cable-tied so is unlikely to be taken down, unless enforced by Wiltshire Council (Technical Support, Development Services).

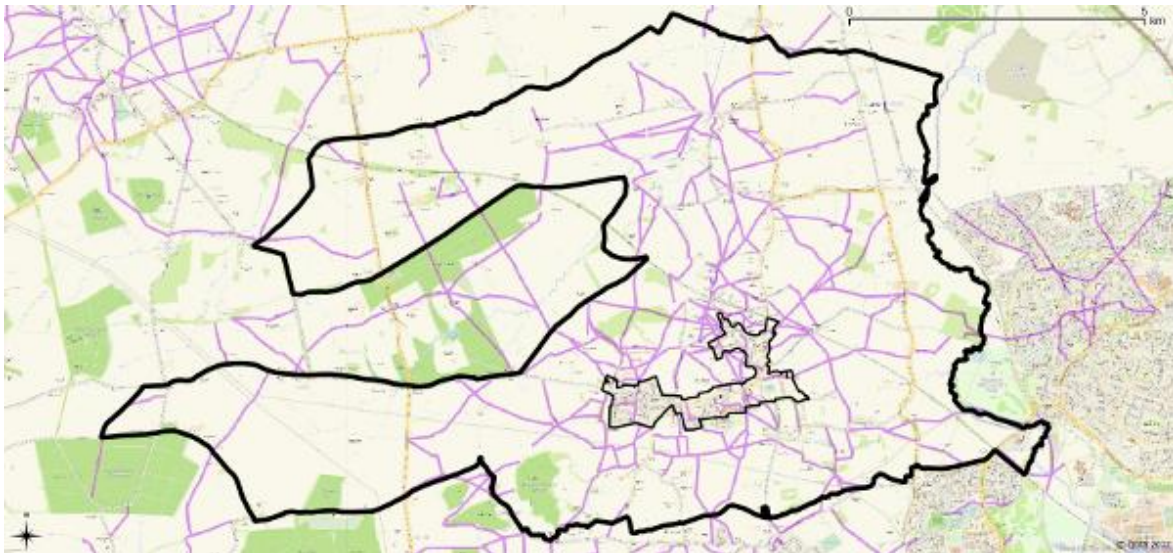
⁷⁵ <http://www.economist.com/blogs/schumpeter/2012/11/additive-manufacturing>

Our Foresight and Resilience Plan is to call for:

What is needed	Mechanism	When by/comments
Outline a master plan for Pavenhill	Purton Parish Plan	Incorporate into Plan by Q1, 2013
Identify location for a business park	Neighbourhood Plan	Incorporate into Plan by mid 2013
Feasibility study on a Pavenhill Master Plan	Foresight & Resilience Plan	Parish Foresight & Resilience Group (including but not limited to PPC, WC, business owners)

3.11 Our Recreation

298. Many years ago North Wiltshire District Council⁷⁶ (NWDC) did a comprehensive survey of what those in the parish would like to see as an additional recreational benefit, to be based at the Bradon Forest School. There was a resounding call for a swimming pool or a fitness facility. Sadly, neither of these was on the “*this is what is available*” list. So, NWDC funded some small refurbishments of the sports hall. Interest in having a swimming pool or a fitness facility persists, though in the *Village Appraisal* (2000) the majority of people (62-82%) never used leisure, sports, swimming or youth club facilities.
299. Purton has the Purton Village Centre (locally known as the Red House) which belongs to the village and is operated by Purton Charities. At the Centre there is a wide range of facilities. The Red House itself could offer a lot more with the appropriate direction and management, especially with multi-use strategy for its space.
300. Purton has a significant network of public rights of way, in many cases providing a safe alternative to the main roads. The network established during many centuries link the outlying areas to each other, to the centre of the village and the neighbouring villages. They enable and encourage safe accessibility of the countryside and views to give a sense of the rural setting, and help define the character of the parish. Due to the linear pattern of Purton, no household is more than five minutes walk from a public footpath and the open countryside. There are by-ways, bridleways and footpaths, totalling 68 miles, which makes the parish the second largest rights of way network in Wiltshire. Most of the rights of way are currently open and well used, and there is an ongoing maintenance programme.



Taken from Wiltshire Council database (NB it is their choice of colour depicting the network!)

301. During the years there have been various comments concerning the signing of rights of way, even just numbering them; often cost and time has been cited as a constraint. “Use it or lose it” whilst not strictly speaking applicable to rights of way, there are recent instances when lack of use has been cited in the arguments to divert a right of way from its original line, usually to benefit an interested party. It is therefore critical to use the network, particularly those that run close to or through properties. This is because these are tending to be the most under threat. Also, there are some routes that have been blocked either through difficulties with a landowner or through the local authority reluctant to fulfil its statutory duties to maintain a route. It is essential to keep pressing the local authority to fulfil its mandatory obligations to clear rights of way.

⁷⁶ Now absorbed into the unitary Wiltshire Council

302. Of course, not everyone wishes to feel they are intruding, by using a right of way close to a property, and so there could be some scope for creating a new area to walk and play, perhaps in conjunction with the concept of a lake mentioned in the section: *Our Water*. Having said that, it is the case that some land owners try to incorporate the right of way into their garden in attempt to deter its use.
303. Recognising that there is an extensive network of rights of way that do stretch Wiltshire Council budgets, there is an argument for closing some in order to ensure adequate resources for future maintenance. Sadly, it is likely that a sensible approach to discussion of this selective closing would be abused and so it is not advocated in this report.
304. There are already rights of way that have been allowed to decline and “close”, for example at West Marsh Farm, and so there should be continuing pressure on Wiltshire Council to undertake its statutory maintenance duties.
305. A growing problem is when new developments, through which rights of way pass, provide those rights of way with hard surfaces altering the experience. The Widham Farm proposals were a particular case in point.
306. As mentioned previously, the parish has a rich diversity of clubs, sports and activities for all ages and interests. The *Purton Directory* lists most of these, and several write in the *Purton Magazine*. Many organisations hold meetings or events and the parish is rich in its venue portfolio: The Angel, Village Hall, Millennium Hall, The Red House, Scout Hut (to be refurbished), Purton Development Centre for Young People, Silver Threads, the Bowls Pavilion, both schools, and the Purton Young Farmers hut in Purton Stoke. The parish is rich in opportunity.
307. Also, mentioned previously in the section: *Our Education*, there is a gap in adult education which could be filled based on the schools.

Our Foresight and Resilience Plan is to call for:

What is needed	Mechanism	When by/comments
Greater awareness on need to use all rights of way	Purton Parish Plan	Incorporate into Plan by Q1, 2013
Outline a multi-use strategy for the Red House	Neighbourhood Plan	Incorporate into Plan by mid 2013
Feasibility study on a multi-use strategy for the Red House	Foresight & Resilience Plan	Parish Foresight & Resilience Group (including but not limited to PPC, WC, sports clubs, and other activities)

3.12 Our Connectivity

308. Commitments made by the Government in *The Rural Statement*⁷⁷ recognise that effective, reliable and fast communications are vital for the economic prosperity and social resilience of rural places such the parish. As well as being a key driver to growth in rural areas, access to effective broadband also has the potential to make services more accessible to rural communities.
309. There is a clear commitment to the UK having the best superfast broadband network in Europe by 2015, and the Government set this out in an action plan to deliver this in the *2010 Broadband Strategy*⁷⁸.
310. Alongside this availability there needs to be assistance to help maximise the benefits of the internet for individuals, organisations and small businesses in rural communities, and with local authorities to develop an effective approach to demand. Local authority policies should be designed to promote business and support economic growth to benefit rural communities.
311. Wiltshire Council has its *Wiltshire Online Programme*⁷⁹ which aims to improve access to broadband for residents and businesses in Wiltshire with a basic service to all and superfast broadband to businesses (to at least 85%) across the county in due course.
312. BT is due to bring *Infinity*⁸⁰ to parts of Wiltshire in 2013.
313. Internet usage is likely to increase inexorably and offers great opportunities to improve access to services and to make the more routine activities less of a drudge, freeing up time for quality activities. It also offers much more opportunity for participation in the management of parish life (see *Our Democracy*)

Our Foresight and Resilience Plan is to call for:

What is needed	Mechanism	When by/comments
Detailed survey on internet usage	Purton Parish Plan	Incorporate into Plan by Q1, 2013
Pressure on Wiltshire to include parish in its programmes	Neighbourhood Plan	Incorporate into Plan by mid 2013
Strategy for the Parish internet	Foresight & Resilience Plan	Parish Foresight & Resilience Group (including but not limited to PPC, WC, and business owners)

⁷⁷ <http://www.defra.gov.uk/publications/2012/09/12/rural-statement-2012>

⁷⁸ <http://www.culture.gov.uk/publications/7829.aspx>

⁷⁹ <http://www.wiltshire.gov.uk/wiltshireonline>

⁸⁰ <http://www.productsandservices.bt.com/products/broadband/infinity>

3.13 Our Democracy

314. For our parish, democracy is delivered via the national Government, the local authority (Wiltshire Council) and the Purton Parish Council. All are elected bodies, though the latter is not party politically based. Towards the end of the last century there was a growing sense and expectation that democracy was not simply a case of voting some person in, and then letting them get on with it. Whilst that had served the UK quite well for a very long time, education, social mobility, and an increasing sense of entitlement began to be far less accommodating of inappropriate decision-making and behaviour.
315. Generally speaking, people are now far less forgiving of “authority” if authority appears cumbersome, outdated and even ignorant sometimes. Of course, there is a yawning chasm between those who are quite happy to moan and groan about something (one of the British Diseases⁸¹) and those who actually try doing something about that. Even so, the parish council has been under-strength for some years.
316. An interesting consequence of some of the recent planning decisions is that with 200, possibly 250, houses at Moredon Bridge and 700 houses at Ridgeway Farm is our present complement of one unitary councillor and the parish council sufficient for adequate representation?
317. ***What follows below is a series of examples of why it is difficult to engage people actively in local democracy. Some of the examples may not make for easy reading; all are true and all indicate why attitudes within “authority” have to change if local democracy is going to be resilient, and something worth having.***
318. One of the main drivers of democracy is trust; trust between those who are elected and those who elect. Trust takes time to win and may be lost in seconds. Most are relaxed about genuine errors, though are increasingly intolerant to lack of professionalism, occasional arrogance and insensitive attitude.
319. The theme of this report is about the future and the resilience that will be needed now. This is a well-known issue. Professor John Beddington, the UK's chief scientist, warned in March 2009 that political and business leaders have just 20 years to prepare for a "perfect storm" of climate change-related impacts on food, water and energy supplies or risk public unrest, conflict and mass migration. The combination of climate change, a growing global population and changing dietary habits will result in a surge in demand for food, water and energy by 2030 that will drive up prices and could lead to widespread shortages. Demand for food and energy will increase 50 % by 2030, while demand for fresh water will rise 30 % as the population grows to top 8.3 billion. Falling levels of agricultural productivity and water shortages across many hot regions will be leading to mass migration and increased risks of cross-border conflict. Professor Beddington heads up the Government's Foresight Group⁸².
320. At a Wiltshire Environmental Alliance meeting (Wiltshire Council and stakeholders), *Ps and Qs* representing WorldChangers⁸³, mentioned several Government Foresight Group reports that look to 2030 and how the UK may have to adapt ~ energy, food and water security and land use. It was suggested that planners should be particularly cautious about approving large green-field developments until the full implications of future climate-population-resource-economic change had been taken into account, especially important to a rural county and economy. **The (senior) planners present were completely dismissive and the minutes issued made no record of such discussion.**

⁸¹ Others include: binge drinking and industrial action

⁸² <http://www.bis.gov.uk/Foresight>

⁸³ <http://www.wiltshireworldchangers.org>

321. Some months later (January 2011) this issue of foresight was raised again directly with one of Wiltshire Council's Service Directors who responded that: "...I will ensure you get a response...". **Nearly a year laternothing.** This was followed up with a suggestion that Wiltshire Council should have some sort of Foresight Committee ~ **again, no response.**
322. There are many examples during the years whereby suggestions are made to Wiltshire Council, at all levels, and are simply ignored. Topics have covered; participatory budgeting, organisation of meetings, parish plans, neighbourhood plans and so on. This kind of attitude chimes with those who think that Wiltshire Council is generally unresponsive, especially during consultations in general and to planning issues specifically.
323. An interesting example is that despite the Localism Act being about local people and their aspirations, the Neighbourhood Plan Steering Group (steering the development of the neighbourhood plan for the parish) agreed that whilst the approved minutes of each meeting should be made publicly available online (they are almost impossible to find) advice would be sought from Wiltshire Council's legal team prior to a decision on whether or not to allow the public into the meetings themselves.
324. Neighbourhood planning should not be a "secrecy" issue. Of course the people are entitled to attend and listen. This small-minded and unnecessarily secretive approach to basic parish matters is unhelpful **and does not build trust.**
325. Of course, an easy (and idle) response from "authority" when people complain, is to say "...well you do it then...", and therein lies the challenge. For most working age people, participating fully in the democratic process is quite difficult. Even attending evening meetings can be quite difficult. One of the nuisances with modern decision-making at, say, area board level is that it is difficult to participate unless one is present at the meeting, especially with electronic voting being used more and more. Although, some may argue that written views can also be considered, there is no evidence that that is the case. What should be done is that there should be on-line (web-based) voting, open for a set period, and then that is assembled with votes taken on the night. A fuller participation would be achieved and democracy would be better served. The cost is almost minimal ~ all it needs is a change in attitude. **This was proposed to Wiltshire Council ~ no response.**
326. Of course, when people do become involved in focus groups, working groups, and steering groups they invest a lot of time and energy and if change does not occur then it is difficult to keep reaching out to engage if nothing comes of it. A classic example of how a few people decided the outcome of a strategic analysis of the key issues facing Wiltshire is described in Appendix12 *Case Study Resilience or Convenience.*
327. Increasingly, *Ps and Qs* has appreciated that people prefer to have information in order to make informed choices. Recognising this, some years ago *Ps and Qs* established an electronic network (*Village Alert!*) which sends out information, as and when required. It has grown steadily and in July 2011, *Ps and Qs* invited the Purton Parish Council to consider using the *Ps and Qs* network when the parish council had something that it would like to distribute more quickly than could be achieved using notice boards, the *Purton Magazine*, or its current web site⁸⁴ which is largely ineffective for today's needs. Sadly, nearly 18 months later, after an initial acknowledgement of the offer, there was **no further reply.**
328. At about the same time (mid-2011) the parish council asked *Ps and Qs* about its experience with survey software. After taking the time to reply and offer advice ~ **no acknowledgement.**
329. The *Ps and Qs* Local Day (March 2011) funded totally by *Ps and Qs* invited the parish council to take a stall so that it could explain its work and perhaps encourage more participation in parish council work ~ **no response.**

⁸⁴ <http://www.communicate.co.uk/wilts/purtonparishcouncil>

330. Whilst not all suggestions will necessarily be of interest some sort of response would be welcome. If “authority” keeps exhorting the community to become engaged the least that it can do is to respond (even negatively) when attempts are made to engage it. Our local democratic institution, the parish council should be leading the way.

It is appreciated some of the examples above may not make for comfortable reading but trust and responsiveness is everything

Our Foresight and Resilience Plan is to call for:

What is needed	Mechanism	When by/comments
Greater awareness of civic responsibility	Purton Parish Plan	Incorporate into Plan by Q1, 2013
Incorporate the parish council offices into a multi-use strategy for the Red House Centre	Neighbourhood Plan	Incorporate into Plan by mid 2013
Strategy for Parish Democracy	Foresight & Resilience Plan	Parish Foresight & Resilience Group (including but not limited to PPC, WC and parish organisations)

4. Our Future

331. So, parish issues concerning water, food, energy, waste, health, education, safety, housing transport, economy, recreation, connectivity, and democracy have been discussed. Pointers have been provided for the parish plan and the neighbourhood plan (Appendices 12 and 13).
332. In the *Village Appraisal* (2000) about a third had lived in the parish for 26 years or more (with 2.4% for longer than 51 years) whilst two thirds had lived in the parish for up to 25 years (with 5% for less than a year). It is often remarked that there is some resistance to those who are not born in the parish by those who are. It is also said how welcoming the parish is. Some bemoan change and that the place is not like it just to be.
333. With UK population at an all-time high of 60⁸⁵ million and predictions to add a further 10 million during the next 40 years or so, it is inevitable, for good or bad, that the parish will continue to change. The future lies in all our hands; of those who were born here and of those who have made it their home.
334. But there is a choice: one which is about letting others do what they like and the other which is about grasping the nettle and trying to define a future that is more equitable, more appropriate and more fulfilling.
335. In the *Village Appraisal* more than half valued the local identity, the tranquillity and the openness.
336. Earlier, a vision was promoted:
- 50% of all goods and services come from no more than 10 miles away
 - People value the quality of life not their standard of living
 - People have respect for the land, for nature, for each other
 - People have time to invest in their family, friends and community and are not too busy
 - Young people walk to school
 - 50% of all work is local and people no longer need to commute great distances
 - Purton no longer serves a dormitory function to Swindon
 - Houses are homes, built to last, energy efficient, capturing and using solar energy and rainwater
 - Homes are large enough to accommodate different generations under one roof, and have decent-sized gardens
 - Houses are affordable (where “affordable” means that the houses are able to be bought by those that need them, based on average salaries)
 - New houses are built that respect the constraints of the land and the climate
 - Gardens are used to grow food and provide a haven for wildlife and there are enough allotments for everyone who wants one
 - There are wildlife-rich havens within easy walking distance where the wildlife is abundant and wildlife habitats are interconnected; and footpaths are well maintained
 - Land is farmed productively, growing crops for local consumption and free from chemicals
 - Energy is valued and generated locally, water is valued and not wasted, waste is minimal
 - The law is respected; less speeding, less litter, less selfish parking
 - Local decisions are made locally
337. To embed appropriate resilience for the future, a *Foresight and Resilience Plan* (Appendix 15) has been suggested which would lead towards that vision, and much more.

⁸⁵ The UK is reckoned to be able to support 30-35 million, without being dependent on the rest of the world for resources

Appendix 1 Resilience ~ Re-thinking Sustainable Development

For governments, non-governmental organisations, and various professional groups there has been an assumed panacea that with the right blend of policies, technology and social awareness that it would be possible to achieve an everlasting balance between human aspirations, planetary resources and growth. This universal balance has been called “*sustainable development*”. Whilst it is true that there are interconnected issues such as economic growth, environmental pollution, poverty, and climate change, it is a delusion that there is an optimal balance to be had. Not with 7 billion people to feed and 190+ different governance systems that are invariably short-term driven.

Unless there is a massive reduction in global population and carbon dioxide emissions, the next 100 years will need to see politicians, the professions, and others change tack and not pursue some unobtainable goal called “*sustainable development*” but rather seek to develop “*resilience*” and embed capacity to adapt and develop in the face of unforeseen changes, using crisis, renewal and re-organisation to evolve and prosper. Resilience is about having the capacity in place to absorb reasonably foreseeable shocks (fuel shortages, drought, flooding and so on) yet still be able to, more or less, conduct one’s activities/life without great drama or misfortune.

Sustainable development should be used in a very restricted sense. Sustainable development is normally assessed by reference to its “three pillars”; economic growth, human development and environmental protection, at local, national, regional or global levels. **In practice though, the emphasis has been on economic growth, with due regard to natural resources (environment) only where it does not compromise the overall goal of human development.** Sustainability is simply about staying within planetary limits, balanced population and good governance, and it is the latter that has the opportunity to bring about the first two.

To be sustainable, a strategy, a plan, or an activity must not lead, or contribute, to depletion of a finite resource or, use of a resource exceeding its regeneration rate.

In contrast, resilience is about managing in an unbalanced world, about developing, in governments and communities, a greater flexibility and responsiveness to challenges in water, food, energy, waste, transport, housing and so on. It means adjustment to how hard infrastructure (such as roads and bridges) and soft infrastructure (such as wetlands or forest) are designed and built, or managed. It also means building social resilience (such as social networks, close relationships, access to resources, beliefs and so on).

Of course, resilience does not address root causes of the unbalanced world; that is for governments to recognise and address. Though, it is unlikely that, short of a nuclear war or a pandemic, governments have the capability to address root causes in the near future. For instance, looking objectively at the outcomes of the climate change meetings, since 2009, in Copenhagen, Cancún, Durban and Doha little has been achieved. Politicians have undoubtedly finessed their embarrassment through reapolitik, but they do not amount to much in the scheme of things if viewed through a lens of reality. The world cannot wait while imperfect politicians fritter away time and place bets on something called “sustainable development”.

Some might argue that by accepting that “sustainable development” has merely served to distract governments for the last couple of decades, and that by re-focussing on resilience (in essence adapting to the problems handed out during those lost decades) that this is an acceptance of that outcome without compensation (some countries have undoubtedly lost out).

Others note that the world is already in harm’s way; better to respond (by adapting and developing resilience) and in parallel try to tackle root causes. Simply plodding on with dealing with root causes, only, means that all the insecurities currently faced: in water, food, energy and so on will continue to roll in for years to come due to their internal momentum.

Better to prepare for apparent constant disequilibrium through trying, failing, adapting, learning and evolving (resilience).

Appendix 2 Ps and Qs Commentary in the Purton Magazine 2003

There is something nasty in the woodshed...

To be able to live in a place from which you can: go to work, go to the shops, go to school, go to the doctor's, go to the dentist's, attend a religious centre of choice, take recreation (at a centre, on a sports field, walk in countryside), exercise all your democratic rights, breathe clean air, drink clean water, have your sewage taken away, not get flooded, not have routine power blackouts, maintain your chosen traditions and so on – this all adds up to a certain quality of life.

If you are able to keep your chosen quality of life with its values and pass that on to your children with the same possibilities (or better) then that, in a nutshell, is **sustainability**.

Probably the hardest thing about “*sustainability*” is to say, simply, what it means. Sustainability is rather like sunshine – nominally a Good Thing. Unfortunately, there the similarity ends. We all know what sunshine is; we can see it, feel it and know when we have got it - but sustainability...? Yet, we are constantly inundated with documents saying they are sustainable this, or aspiring to be sustainable that. If we cannot easily say what sustainability means to us how can we judge all these supposedly fine pronouncements? Of course we cannot.

So when planners say to us that a particular plan respects sustainable principles, is that helpful? It may give us a warm glow inside, it may assuage our conscience, if there are difficult choices involved, but does it mean much? To the average, reasonably well-educated citizen, it does not.

The *Swindon and Wiltshire Structure Plan 2016* is riddled with deference to sustainable principles. Yet even from first principles of commonsense, it is clear that some of the essential assumptions are at least suspect, if not flawed. An example - nowhere does the plan say what it understands “*sustainability*” to be – is it the sustainability of Swindon, the sustainability of surrounding villages, a compromise between the two? Whatever it is, it has never been spelled out. Does anyone know, has anyone even thought about it?

A quick way of judging this, is to ask just one basic question:

*What is the **effect of** the Swindon and Wiltshire Structure Plan 2016 on: employment, on the retail outlets, on schools, on medical facilities, on religious centres, on local government, on the landscape, on air and water quality, on energy supply etc **on**: Cricklade, Wootton Bassett, Lydiard, Purton, Highworth or any other settlement of your choice*

The *Swindon and Wiltshire Structure Plan 2016* is **completely silent – it has no view**. It has absolutely nothing to say about how, for instance, Swindon's future development will affect any other settlement in its vicinity– not one word. How desperately poor is that.

Another simple example:

Anyone who has participated in the recent Structure Plan consultation process may well have given up the will to live when confronted with the prospect of just obtaining a copy of the Plan, let alone responding to it. Sure, it is available free in libraries and some other public places but, unless one works in a library, that may not work for many of us. Sure, for those with Internet access it may be downloaded from the web site but it is costly if there is no broadband access (applies to many of the villages covered by the Plan) ... hurdles all the way, accessible to all? Hardly. Although the consultation process is fundamental to the development of a sustainable plan, the planners did not even step outside Swindon to consult with those who live in nearby settlements, during the most recent (November) round of consultations. How desperately poor is that.

It is quite clear that the document called the *Swindon and Wiltshire Structure Plan 2016* will have a profound effect on settlements that surround Swindon. It is just so obvious.

Yet when Swindon's future shape is under review, the so-called sustainability principles to which the authors of the Plan so routinely allude, are applied only to Swindon, not to the settlements around Swindon.

The future (economically, socially, and environmentally) of the surrounding settlements is intimately and inevitably bound up in the future of Swindon. Yet, to pay scant regard to these settlements completely undermines any sustainability logic that is being applied to the Plan.

From commonsense, let alone sustainability principles, the Plan is a non-starter. What needs to happen? It is quite simple. The sustainability of the settlements surrounding Swindon should be considered at the same time as the sustainability of Swindon, not in isolation and certainly not afterwards.

For instance, what does a sustainable Highworth, Cricklade, Purton or Wootton Bassett look like? What are their educational needs, their medical support requirements, their transport needs, their basic community values – there is a long list. The time to be doing this is now, not after the Plan has been finished.

There needs to be urgent debate and discussion, leading to real outcomes, at settlement-level to inform the Plan process. Only then can a *Swindon and Wiltshire Structure Plan 2016** come close to being a meaningful expression of democratic intent.

Those debates and discussions are long overdue.

Richard Pagett
Chair, *Ps and Qs*

Ps and Qs stands for *Purton's Quality*- a citizen sustainability group - established since 1994 in Purton

* The *Regional Spatial Strategy* (a planning document that covered the south west) which referred extensively to the *Swindon and Wiltshire Structure Plan 2016* began to be challenged and, with it, the housing numbers in *Swindon and Wiltshire Structure Plan 2016*. A subsequent change in government made the *Regional Spatial Strategy* obsolete and the *Wiltshire Core Strategy* began to emerge, replacing the *Swindon and Wiltshire Structure Plan 2016*.

Appendix 3 Ps and Qs Workshop on Sustainable Development in Purton (2004)

A number of potential development locations are being proposed for the *Local Plan 2011*. Currently there is no recognised way in which these development locations can be assessed for how they may degrade or improve the sustainability of Purton.

The *Local Plan 2011* is riddled with deference to sustainable principles. Yet even from first principles of commonsense, it is clear that some of the essential assumptions are at least suspect, if not flawed. An example - nowhere does the Plan say what it understands “*sustainability*” to be – is it the sustainability of Purton, the sustainability of surrounding villages, a compromise between the two? Whatever it is, it has never been spelled out. Does anyone know, has anyone even thought about it?

A quick way of judging this is to ask just one basic question:

*What is the **effect of** the Local Plan 2011 on: employment, on the retail outlets, on schools, on medical facilities, on religious centres, on local government, on the landscape, on air and water quality, on energy supply etc **on**: Purton or any other settlement of your choice (e.g. Cricklade, Wootton Bassett, Lydiard, Highworth)*

The *Local Plan 2011* is **completely silent – it has no view**.

So, what does a sustainable Purton look like? What is its educational needs, its medical support requirements, its transport needs, its basic community values – there is a long list. The time to be doing this is now, not after the Plan has been finished.

There needs to be urgent debate and discussion, leading to real outcomes, at settlement-level to inform the Plan process. Only then can a *Local Plan 2011* come close to being a meaningful expression of democratic intent. Those debates and discussions are long overdue.

Beginning the debate and discussion

Developers and landowners have put forward several proposed development locations within Purton. Currently, the Parish Council has decided that there should be no further development. Despite that, Ps and Qs and the Parish Council have adopted the strategy that it would be prudent to be prepared for the situation where development might be minded to be included in the Plan.

Assessing the potential for any development in the community and assessing the merits of individual locations is a complex business and is part of the Village Design Statement, which is in progress. Our general strategy has been to work, initially, with representatives from partner organisations in the villages and interested individuals to develop awareness of the issues involved in site selection for development. The representatives then reported back to their organisations with the intention that there would be a multiplier effect in spreading the word. Subsequent meetings were open to everyone. In this way we hoped to engage as many people as possible in the process. The First Meeting took place on 23 June 2004 and was attended by representatives from 15 village organisations and several individuals. At the meeting, there was an introductory presentation, which explained the aims and process. Some preliminary thinking was done on the kinds of effects that development could have on the villages and on the factors that might vary according to the location of a development.

The Second Meeting took place on 9 September 2004 and further work was done on the lists and a scoring system, for assessing proposed new developments, was devised and tested.

This paper sets out the scoring system and draws preliminary conclusions on the overall suitability of potential development locations in Purton. **Work will continue and the findings will inform the Village Design Statement which is currently in progress.**

The assessment process

The aim was to develop thoughtful and credible opinions of how Purton, Purton Stoke and Braydon should develop in the future [*In such a way that respects the needs of future generations whilst ensuring or enhancing the vitality of what we have now*].

The first task was to consider aspects of community that may be affected by any development in whatever location.

The following attributes were identified:

<ul style="list-style-type: none">• Stewardship• Keeping rural feel• Keeping separate identities• Sense of community• Sense of security• Spirit of Involvement• Sense of Continuity• Sense of the Spiritual• Sense of Belonging• Common Space	<ul style="list-style-type: none">• Administration/Governance• Utilities & Services• Voluntary Sector• Noise• Employment• Medical• Schools• Village economics• Entertainment, pubs• Local Food
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The second task was to identify aspects that could test the merits of developments in different locations. The following attributes were identified:

<ul style="list-style-type: none">• Visual impact• Drainage• Traffic• Access on to Road• (Built) conservation value• Nature conservation• Trees & hedgerows• Views & glimpses• Ability to blend in and not dominate• Green spaces within the village	<ul style="list-style-type: none">• Avoid over dominance of parked cars, vehicles• Size of development• Size of dwellings• Creative and generous use of space• Traffic• Parking• Road surfaces• Industry• Pollution
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In this way, a shared understanding was developed of which community attributes would respond to development in any location and which would respond differently to different development locations. The next step was to determine how to use the latter in a systematic way in order to differentiate development sites based on their attributes, the sum of which contribute, more or less, to the sustainability of Purton. We can then ask of any development location, a series of simple questions, based on a common set of attributes:

- Take a community attribute such as *traffic*
- It has a number of aspects: intrusiveness, noise, street parking, road safety *etc*
- Taking one e.g. street parking, we can then pose a specific question of any particular development
- Would street parking be improved a lot, a little, worsened a lot or a little?
- We can then give a score + 2, + 1, -2, -1 according to the degree of its effect

By summing the scores we will then be able to compare the overall effects of different developments, in broad terms (see Location Assessment spreadsheet). Of course, we may have to give weight to certain aspects – that is why we have worked up the thinking points (Annex 1 and 2) so we have a fuller picture of the implications of any given aspect. Interestingly, only three broad sets of community attributes are critical in determining location (bearing in mind the thinking points that support these attributes).

Findings

Based on the above process, the following potential locations were ranked in order of preference according to their potential impact on the sustainability of Purton

- | | |
|-------------------------|----------------------|
| 1 Purton Road | 6 "Pontings" |
| 2 Moredon Bridge | 7 Hansells Farm |
| 3 Willis Way | 8 Widham Farm |
| 4 Land off Collins Lane | 9 Behind Jewel's Ash |
| 5 Restrop Road | |

Conclusions

Work will continue and the findings will inform the Village Design Statement which is currently in progress. The essential message is that understanding sustainability in a location is a complex business and whilst this is being undertaken, thoughtfully, it would be helpful if this Plan did not compromise the future by incorporating developments (identified above) that do not contribute to the sustainability of Purton.

ANNEX 1 THINKING POINTS - Aspects of community that may be affected by any development

COMMUNITY ATTRIBUTE	THINKING POINTS	
Stewardship	<p>Keeping it “nice”</p> <p>Feeling responsible (not littering, keeping frontages tidy)</p> <p>Prepared to play a role</p>	<p>What is it reasonable to expect of people</p> <p>Custodians – leaving something behind for others to find pleasing and a resemblance of the past</p> <p>Leading by example and getting involved!</p> <p>Is there a danger if the usual suspects do everything (always turn up at the jumble sales, village hall events)</p>
Keeping rural feel	<p>No traffic lights, No roundabouts</p> <p>No dual carriageways</p> <p>Lighting areas</p> <p>Keeping street lighting to a minimum, but what are effects on vandalism, feeling safe? Too much light pollution?</p> <p>Footpaths</p> <p>Keep as mud tracks; some (identified) as hard surfaces e.g. through estates, Church Path)</p> <p>Retain hedges & grass verges</p> <p>House boundaries – better/worse than walls and fences</p> <p>Main road edges – maintenance, visibility</p> <p>Field boundaries – maintain even as part of development</p> <p>No further than a 5 minute walk from any footpath</p> <p>Signs – too many or not enough – keep to a minimum subject to safety considerations</p> <p>Are they – an improvement, a hazard, really necessary?</p>	<p>Adopting and/or using the footpaths across fields</p> <p>Taking time to appreciate the rural beauty of countryside</p> <p>Create a bypass around the village</p> <p>Isolated houses owners may not want neighbours</p> <p>Events - keep village type fetes – use of village amenities</p> <p><i>Chickens/cows/tractors/</i></p> <p>Smells</p> <p>Grass/Trees/hedges/</p> <p>Wildlife</p>

COMMUNITY ATTRIBUTE	THINKING POINTS	
Sense of community	<p>Everyone knows nearly everyone in their road</p> <p>There is a good number of organisations</p> <p>People stop and talk/acknowledging people in the street.</p> <p>Basic shops (grocery, newsagents, butchers, fruit & veg)</p> <p>Know who is on the parish council</p> <p>Have community events e.g. carnival</p> <p>Have community projects e.g. tree-planting</p> <p>Have a physical focal point (e.g. "Triangle", "Top Shops")</p> <p>Knowing generations of families</p> <p>Knowing our village history</p> <p>Being consulted on licences and planning issues</p>	<p>Being able to speak to the Community Policeman</p> <p>Using notice boards to inform residents of planned activities for benefit of village</p> <p>Have more frequent "annual" parish meetings – Open Meetings</p> <p>Parish Council do good job - need/want more powers?</p>
Sense of security	<p>Feeling safe in house and garden</p> <p>Lack of change</p> <p>Neighbours to look after your property</p> <p>Community spirit</p> <p>Neighbourhood Watch</p> <p>Not having rowdy groups when leaving the pubs etc.</p> <p>Security – sympathetic change (helps sense of security)</p>	<p>What would make people feel safer</p> <p>Feeling secure about walking on your own in the village</p> <p>Prompt reaction to requests for help from the Police</p> <p>More monitoring of traffic speed through Purton</p> <p>Wider footpaths on main road through a village</p> <p>Reduced speed limit on winding roads</p> <p>Normally no problem but Ghost Train getting out of hand</p>

COMMUNITY ATTRIBUTE	THINKING POINTS	
Keeping separate identities	Physical space, Perception of separation Own name, Not being Swindon Sense of belonging Own community magazine Set of shops Own twinning Balance of housing – between old and new, large & small Pubs, Church Sports teams Work for local people in the village	Keeping public areas attractive throughout the year Attracting and using more shops to villages Leave the word “Swindon” out of villages’ addresses!
Spirit of Involvement	<i>No information</i>	<i>No information</i>
Sense of Continuity	Linking the Past with the Present Protecting /promoting legacy of previous generations Protecting the countryside around and within the villages	
Sense of the Spiritual	Being able to experience the major joys and sorrows of life together Being able to experience the natural world Enabling people to participate in village organisations and keeping the sense of the spirit alive in the village	
Sense of Belonging	Growth dilutes sense of belonging Growth from nearby communities affect us	

COMMUNITY ATTRIBUTE	THINKING POINTS	
Common Space	Proportionate Protection of	
Voluntary Sector	Pool of volunteers Meeting space Networking/information	
General	Useful to have regular list of all useful numbers and local organisations. Plus things to do in and around the village. How to get there. Who has what – such as marquee, crockery etc. Computer in the library for public use – maintain Ensure we keep a library	Computer courses in Wootton Bassett. Evening classes school Bus tables and contact numbers for the obscure buses National organisations relevant to Purton – RSPB, etc.
Administration/Governance	Pressure Linking of organisations and people Co-ordination of voluntary sector Community involvement - people power – lobby	
Village economics	More houses, more shops Too many take-aways. Top shops need to be revamped to include flats above. Houses must be of village character and not estate. Too many estates in the village already. Houses also need to be variety of sizes to accommodate all needs	For local shops to remain viable or for new shops to open requires a fundamental change in the mindset of residents. The existing population could easily support more local shops but people have got used to/want to shop elsewhere because of price/variety factors? e.g. why pay Purton petrol prices!? Self-sufficiency Passing trade!! Enough traffic through the village but perhaps not convenient to stop May be we have to accept a premium on prices if we want to live in a village?

COMMUNITY ATTRIBUTE	THINKING POINTS	
Employment	<p>Effect of where people work on community, potential 'dormitory village' effect.</p> <p>Current employment being in shops/ schools/ telephone exchange/ small local businesses/ self employed working from home.</p> <p>Poor public transport service increases traffic – home/work runs</p> <p>Local work/home working/community working e.g. shops</p>	<p>More employment in village would lead to more 'industrial' type development?</p> <p>Scope to increase small businesses - Mopes Lane is not utilised enough with Hills, Handy Gas and metal works.</p> <p>Old Farm is in poor state and could easily be converted to small units plus there is some additional land for small units to be put on. Is the area too unattractive/hazardous because of the landfill?</p>
Local Food	<p>Available from the Butchers, Purton House, Local farmers, honey, eggs. Allotments and home grown</p> <p>Many allotments available – is there a club or some way to encourage more to start an allotment to 'grow your own'</p>	<p>Local prices!! Locally grown is great but prices must be affordable</p> <p>Locally grown</p>
Utilities & Services	<p>Power (gas, electricity), water supply, sewage disposal, waste disposal, telecommunications</p> <p><i>Policing/fire/ambulance</i></p> <p>Transportation</p> <p>Parish Council/District</p>	<p>In theory, most of these community aspects are provided by statutory rights however such is the delay in upgrading certain facilities (e.g. sewerage system) that backing up and flooding have been repeatedly recorded</p> <p>Look at eco alternatives</p> <p>Being able to make contact and understand how they work and what their responsibilities are</p>
Transport	<p>Audit Needs</p>	

COMMUNITY ATTRIBUTE	THINKING POINTS	
Noise	Rural noise Traffic noise/speeding/noisy cars & bikes Lack of vegetation – less absorbance Noise from public events and pubs.	Being able to hear the birds Machinery out of place. Overhead traffic Being aware that the noise in the village carries
Waste	Increase in fly-tipping Dumping of unwanted vehicles Leaving lorry trailers in lay-bys	
Schools	Increase in houses means increases in children Both the Junior and Senior School are taking in children from outside the community. Rural community thus the children should predominately be from the surrounding rural communities and not from the urban adjoining area. Do urban children have less sense of belonging and care for their environment?	Would Bradon Forest need increase in size? If local child population increases then daily Swindon influx should be reduced? Adequate space to be provided for local children. Buses could stop outside the village and then children walk in the last bit? A new Primary School will be needed, preferably on one site, if numbers get too great for existing space in school buildings
<i>Medical</i>	Increased young or old population increases load on medical services Disabled access Alternative medicine available	GPs should know the people – reluctance/refusal to get involved in community issues NHS dentist
Entertainment, pubs	Pubs, Clubs, Village Halls, Play areas, Youth Club, Sporting facilities, Walking facilities, private gardens.	There are enough pubs already which seem to have spare capacity. Not to levels of towns. Not too much noise or signs everywhere all the time.

COMMUNITY ATTRIBUTE	THINKING POINTS	
	<p>Provision for young adults who want different forms of entertainment (from that mentioned above) in their own village /hamlet</p> <p>Where can children find entertainment in villages?</p> <p>Scouts/Guides, sports clubs, youth club</p> <p>Youth Club needs to be looked at and if need be moved or have CCTV to stop bad behaviour.</p>	<p>Now living in a generation where children are discouraged to explore local countryside thus need larger gardens to play in. There is nowhere for the young to meet and play football/rounders etc. as the football pitch seems to be out of bounds all the time. Perhaps look to see if NWDC will allow some use of the land the schools are on during the holidays for informal team games. Youth club is adjacent to Bradon School fields so perhaps open out the hedge and incorporate the club and school fields for the children to use during school time and out of hours and holidays.</p> <p>Could be used as a coffee house to keep the adult presence.</p>
Change of Use of Agricultural Land	Further development, which is a spin-off from permitted agricultural use - e.g. building a house beside a milking parlour or building an equestrian centre by stables.	

ANNEX 2 THINKING POINTS - Aspects of community that may be affected differently by different development

COMMUNITY ATTRIBUTE	THINKING POINTS	
Size of development	Having audit by type New estates/infilling Making the most of space	
Visual impact	This with nature conservation, tree preservation, views and green spaces should be firmly built into all planning matters/applications	Keep it pretty New buildings must not dominate a view if possible New buildings must blend in with content of green spaces
Views and Glimpses	Between buildings	Both from and to the villages Should these be built into new developments?
Size of dwellings	Covenants restricting extensions to and lettings of low cost and/or 1 st time buyer properties by owners.	
Ability for any development to blend in and not dominate existing buildings	Very important. Need to look at styles of buildings more and not build boxes which mirror town estates Use of building materials which are sympathetic to those already used in buildings nearby	
Green spaces within the village	Parks & recreation areas	Do we need these bearing in mind the amount of land around us. Should we be considering the future growth and thus protect some green areas, such as The Common and Widham Farm for green lungs of the future.
Creative and generous use of space	Planning the planting of trees/plants, integral to developments Plant greenery in highly visible places in villages	

COMMUNITY ATTRIBUTE	THINKING POINTS	
Traffic	Intrusiveness, street parking, noise, road safety	Too much, too fast How do we stop village being used as a rat race. More car parking near shops Less parking encouraged near conservation areas
Parking	Access to own property Parking not permitted where it obstructs view as people come on to main roads Indiscriminate parking can cause safety problems when leaving or returning to one's home (blocked access, on kerbs etc.)	
Avoid over dominance of parked cars and vehicles, whether in streets or frontages	Removal of walls to park on frontages and partly on pavements create a hard visual impact	Should cars be off the streets as much as possible for easy flow or used as traffic calming? Should parking on verges be stopped
Access on to Road	A little more signage in areas where access is not very obvious to through traffic (e.g. Hoggs Lane into High Street by top of Pavenhill) Ensure that special needs of disabled are met	Exiting right from Hoggs Lane has been made far more dangerous by the 4-car parking outside In-Touch/Present Event Off road parking should be planned for new development
Road Surfaces	Poor, thus noisy	
Road Rage	Caused by queuing traffic, parked cars, increase in traffic Village linear development thus easily blocked	

COMMUNITY ATTRIBUTE	THINKING POINTS	
Drainage	Soakaways within property curtilage	Must not overload system
(Built) Conservation value	Maintain oldest part of village Awareness of the historic value of some individual buildings e.g. Church, Tithe Barn, Pike House, Maltsters, College Farmhouse, (many are listed) need map Protect from development in close proximity	Why do we only value the oldest part, we should place some values on other more modern parts too.
Nature Conservation	Keeping wildlife where it belongs	Braydon Forest, hay meadows
Trees & Hedgerows	Good to mask ugly buildings, create shade and absorb noise Plans should involve planting native plants when replacing fauna uprooted by developers	Would preservation orders on certain trees be beneficial?
Industry	Enforce restrictions and legislate on operating times Keep to remit of business (e.g. operating out of hours e.g. tip & lorries)	Should new developments include some small business units?
Pollution	From vehicles	

Appendix 4 Ps and Qs Vision to 2030 (February, 2010)

Introduction

1. To take a Vision for most communities seriously, certainly those in the UK, one has to work backwards from the external situation; in the world at large, in the UK generally and then, finally, develop a Vision that takes these two drivers into account. Communities do not live in isolation.

So, what will be happening in the world at large in 2030?

2. There are various base scenarios, one of which could foresee that the world will consist of three essential dynamics:
 - A globalising area (E Europe, North America, Oceania, NE Asia, India, SE Asia, C America) about half the world with a growing middle class;
 - A stagnating area (Middle East, Africa, S Asia) about a third of world population with low incomes, economic regression, and controlled by unpopular and harsh governance systems; and,
 - A declining area (European Union and South America) with less than 10% of the world population yet a quarter of the wealth.
3. The world economic power is likely to be concentrated around the Pacific Ocean. The growing middle class in China and India means the emergence of a large, well-educated work force at a relative low cost with a huge thirst for the world's base resources. The European Union will continue to import poorer migrants and export its professionals (particularly its scientists and engineers) and will endure the main shock of this evolution, with its middle class suffering the most; the "class" that tends to get climate change and resource constraints, yet is constrained in its ambition by a resisting and unresponsive government.
4. Based on updated projections⁸⁶ the world population will attain 8.2 billion in 2030. The ten most populated countries/areas in 2004 and a projection for 2030, representing about 2/3rd of the world's population, are/were (in millions)⁸⁷:

Influences our Vision ~ a consumption explosion by the Indian and Chinese middle classes will command and demand access to the world's resources

2004		2030	
China (1,315)	Brazil (186)	India (1,449)	Pakistan (262)
India (1,103)	Pakistan (157)	China (1,346)	Brazil (235)
EU (470)	Russia (143)	EU* (605)	Nigeria (217)
USA (298)	Bangladesh (141)	USA (360)	Bangladesh (205)
Indonesia (222)	Nigeria (131)	Indonesia (270)	Ethiopia (136)

* assumes enlargement to Balkans and Turkey

⁸⁶ of the United Nations (Medium Growth Scenario, 2004)

⁸⁷ www.freeworldacademy.com

5. Three relevant consequences may be inferred:

- Net population increase will exclusively occur in newly-industrialising countries such as India and Malaysia and in the agrarian economies of sub Saharan Africa; potentially retaining their resources or retaining their “export”, for home markets; and,

Influences our Vision ~ potential interruption of flows of basic resources e.g. manufacturing raw materials and agricultural products e.g. fruits and vegetables

- Sub Saharan Africa will have a higher growth than any other region, with potential mass exoduses from land made marginal due to climate change. This will have two main effects; action based on an unsubstantiated belief that an escape to western Europe (via the southernmost countries (Spain, France and Italy) is a solution to a desperate situation; triggering unprecedented levels of mass entries potentially overwhelming the southerly border controls of western Europe; and, an increasingly autocratic response in many African countries to rural exoduses into the swelling urban areas which will precipitate further additions to the “escape” to Europe.

Influences our Vision ~ potential mass migrations from Sub-Saharan Africa through southern Europe

- Thirdly, we will see more and more countries, unable to secure food for their populations, leasing land from other countries (particularly from those that have control over their people and importantly, their land). Already we see Qatar dealing with Kenya to lease 40,000 hectares of land to grow crops. In Kenya fertile land is unequally distributed. Several prominent political families own huge tracts of farmland, while millions of people live in densely packed slums. The country is also experiencing a food crisis, with the government forced to introduce subsidies and price controls on maize after poor production and planning caused the price of the staple “ugali” flour to double in less than a year. Qatar, which has large oil and gas revenues, imports most of its food, as most of its land is barren desert with just 1% suitable for arable farming. Saudi Arabia and the United Arab Emirates have also been negotiating leases of large tracts of farmland in countries such as Sudan and Senegal. Deals are already in place to grow rice in Cambodia, maize and wheat in Sudan and vegetables in Vietnam; much of the produce will be exported to the Gulf. South Korea has a lease in Madagascar to grow crops on 1.3 million ha of land.

Influences our Vision ~ food will gradually begin to be available to only those countries that can afford to pay and are prepared to deal with autocratic countries with questionable human rights

6. The sudden rush by foreign governments and companies to secure food supplies in Africa has some experts worried. Jacques Diouf ⁸⁸ recently spoke of the risk of a “neo-colonial” agricultural system emerging. The FAO said some of the first overseas projects by Gulf companies in Sudan, where more than 5 million people receive international food aid, showed limited local benefits, with much of the specialist labour and farming inputs imported. Some food imports are already being paid for in arms shipments, which cannot be good.
7. Potentially, all nations will shift towards a fertility rate of about 2.1 children per woman (replacement level) a rate at which, historically, people tend to focus on well being, use of contraceptives and gender equality (a facsimile for a developing middle class). However, the fall in fertility rates may be faster in some countries (notably in the EU) and much slower in many other countries, particularly those dominated by political Islam.
8. The Islamic population will rapidly increase its share in the world population. The world population is projected to increase by 1.7 billion between 2004 and 2030; of which nearly half will be in countries dominated by political Islam. Religious tensions will manifest themselves in

⁸⁸ Director General of the UN Food and Agricultural Organisation

different ways ~ perhaps with conflict over control of resources, being a facsimile for power especially in those countries with an abundance of natural resources that are in demand (e.g. gas).

9. The expected decline of the European population would only be an adjustment, compared to the rapid growth occurring in the past, and may be welcome: less population could allow a better living and less pollution. In practice, migration may be used (as historically) to solve the problem of a declining work force in Europe, in order to support an increasingly longer-lived population that is straining health and welfare services.
10. The increase of population in poorer countries is not necessarily helpful; for instance, UNICEF⁸⁹ reported in 2003 that more than 1 billion children were suffering from basic needs; clean water, sanitation, good nutrition, and education. One billion children means about 500 millions girls, living mostly in sub Saharan Africa and the Middle East (with high fertility rate) and with each girl having an average of three children before 2030. This means that the expected increase of the population (1.7 billion) will mainly come from these mothers who have been deprived of good nutrition, education, health and so on. This increase of population in poorer countries will result in other consequences: more deforestation, with rainforests in SE Asia and Central Africa being seriously damaged by 2030 with irreversible consequences for the climate. The availability of water will be also a serious threat in the entire North Africa and Middle East, as well as in Central Asia.
11. The general picture above may be further complicated by future, unpredictable regional shortages in food, water, and energy, and the effect of pandemics, natural catastrophes, wars and continual low-level armed conflict. With world economic power being concentrated around the Pacific Ocean: that could represent two thirds of the world global national income with the following characteristics:
 - USA and Canada the same as in 2004;
 - China and the newly reunited Korea growing by a third;
 - The area dominated by authoritarian governance systems and/or political Islam may only have a few percent of the world's global national income, yet host a third of the world population; and,
 - The European Union share falling from a third, despite enlargement to the Balkans and Turkey.

Influences our Vision ~ chronic water shortages may trigger mass migration

Thus, the fifteen major economic powers* are/or will be (in £ Billion)⁹⁰:

2004		2030	
USA: 7, 594	Spain: 550	USA: 16,250	Russia: 1.384
Japan: 2, 968	Mexico: 437	China: 11,250	Canada: 1,218
Germany: 1,556	India: 425	Japan: 4,639	Italy: 1,172
China: 1,131	Korea: 418	India: 2,975	Spain 968
UK: 1, 262	Brazil: 344	UK: 2,075	Mexico 950
France: 1,162	Australia: 338	Germany: 1,937	Australia: 937
Italy: 937	Netherlands: 322	Korea 1,937	Brazil: 743
Canada: 562		France 1,562	

** representing about 80% of global national income yet hosting little more than half of the world population*

⁸⁹ http://www.unicef.org/media/media_15082.html

⁹⁰ www.freeworldacademy.com

At first glance, the major economic powers will not change too much: The USA will remain the first economic power. Only one country, Russia, will enter the group. On the other hand, the ranking differs with China, India and Korea outpacing most of the European countries. In 2030, a third of the world population will be on an income that exceeds £6,250 per capita (16% in 2004) with a huge consumerist thirst.

12. The most important fact is that the growing middle class will represent two thirds of the world population in 2030 (25% in 2004). For example, China and India's middle class will sharply increase (650 million expected in China by 2030). In turn, this larger middle class will mean a consumption explosion and with corresponding pressure on all known resources, constraining the supply to Europe.

13. As a result, the percentage of poor people will decrease from 75% to under a half and will concentrate in South Asia (except India) and in Africa (except South Africa). Large segments of the world population will endure a greater poverty than in 2004. For example, the situation in Sub Saharan Africa will be catastrophic with the world global national income per capita (already a tiny £ 222 in 2004) dropping a further 20% promoting mass exodus to urban areas in search of work and causing massive social unrest (which will be ruthlessly suppressed) and environmental pollution, as the already poorly maintained and barely functioning water and sewerage systems struggle to cope and collapse.

Influences our Vision ~ India and China
will discover consumerism on an
unimaginable scale

14. There are some uncertainties; the effect of future pandemics, a future Israeli strike against Iran triggering further de-stabilising of the Middle East region (a source of significant oil and gas) a people revolution in China which could trigger unprecedented levels of consumer demand in that country, a great depression in the US (far more than recently experienced in 2008/9) and/or a complete domination of basic resources by an increasingly autocratic and belligerent China (in the absence of the people revolution).

15. There have been more discoveries from 1945 until today than since the beginning of mankind until 1945. The effect of mobile computing and the internet especially in leveraging market development of agricultural products in poor countries may shift export to domestic consumption. Nano- and bio- technology may enhance human resilience; extending life spans with a consequent drain on country medical resources. Nuclear fusion that could provide mankind with an unlimited supply of energy will still be 30 years away. A manned landing on Mars could be expected by 2030 changing mankind's perception of itself, and with renewed optimism for future access to mineral resources.

Influences our Vision ~ the uncertainties
~ but what are the "unknown unknowns"?

16. Development of non-lethal weapons (e.g. microwaves) could represent an unwelcome step change in the history of humanity, by avoiding the killing inherently associated with conflicts. This will lower the barrier to solving conflict through military means, especially to secure scarce resources.
17. Climate change, already the cause of extreme and unpredictable weather around the world, will almost certainly have worsened by 2030. Even if the world magically stopped emitting greenhouse gases today, those gases emitted during the last thirty years will continue to influence the Earth's atmosphere deleteriously until at least the middle of the 21st century. In 2030, 2009 will be known as the *Year of Failure* when governments of nations were seen to be undeniably selfish, and some inherently evil. For this reason, adapting to the effects of climate change is one of two of humankind's greatest and most important challenges during the period to 2030. The other is to adapt to the increasing restriction (actual, economic or political) of the flows of resources of all kinds from those that have them (predominantly China, India and the

poorer nations) to those whose lifestyles and basic assumptions rely on that steady, uninterrupted flow ~ us in Europe.

18. Nor convinced yet? A case in point is that of the rare earth metals, so called because they are. Rare earths are used in a host of technologies from iPhones, to fibre-optic cables, to missile guidance systems. They are also essential for a range of low-carbon technologies from catalytic converters, to nuclear power rods; a market that is set to expand exponentially over the coming decades as nations seek to reduce their use of fossil fuels. These obscure metals are used in so many everyday things: photovoltaic modules (gallium) lasers (dysprosium) battery electrodes (lanthanum) self-cleaning ovens (cerium) ceramic capacitors (neodymium) x-ray tubes and computer memory (gadolinium) and fluorescent lamps (terbium) to name just a few. Demand for neodymium will increase by a factor of 3.8 by 2030, while demand for gallium will grow by a factor of six. Yet the main source is China and the signals coming from Beijing are unmistakable: the percentage of rare earths approved for export is shrinking. In 2009 China decided to reduce its exports by about a third compared with the same period in the previous year, keeping most of its output for its own use. The resulting shortage is part of the new natural resources strategy that the powerful Ministry of Industry and Information Technology is pursuing. The government planners have scaled back production, apparently to boost prices, which fell sharply as a result of the financial crisis. Their efforts were successful: recently the price of neodymium has been about £16 per kilo, four times as much as in 2003. Dysprosium is now selling for more than £94 per kilo, a tenfold price increase over 2003. Deng Xiaoping, China's legendary reformer, was once quoted as saying: "*The Middle East has oil, China has rare earth.*"

Influences our Vision ~ take the rare earth metals for instance...

19. Even as it stockpiles its own mineral resources, China is systematically securing its access to other resources around the world, including investments in iron mines in Australia, cobalt in Congo and bauxite in Fiji. At the same time, China is filling up its warehouses. Its zinc inventories have more than doubled since March 2009, while its lead supplies have grown by close to 600 percent. A battle over coveted natural resources has now begun, as industrialised nations worldwide vie for access to the biggest reserves.

Influences our Vision ~ natural resources will not always be available, or cheap

20. In Europe we have relied on the belief that natural resources would always be available, cheap and abundant, preferring to worry about access to crude oil and natural gas than from where it will get its tungsten or indium.
21. Of course these sought-after resources are also found buried underground elsewhere in the world. In fact, geologically speaking, there should be no shortages at all. The availability of rare metals is more a question of price. Smelting companies in the industrialised world (except China) are reluctant to make the substantial investments needed to obtain a few tons of exotic metals. China, with its cheap labour force and lax environmental laws, can afford to extract the materials, however. Rare earth mines are being developed in South Africa, Greenland and Canada. But these mines are at least five years away from being able to generate a significant level of production
22. Global demand for these materials is booming, tripling over the past decade from 40,000 to 120,000 tonnes. China provides 97 per cent of the global supplies of rare earth elements, most coming from a single mine in Inner Mongolia. By 2014 global demand for rare earth materials is forecast to hit 200,000 tonnes a year. But for several years China has been steadily reducing the amount of material it makes available for export. Supplies of Chinese-produced terbium and dysprosium – irreplaceable elements of magnets used in the batteries of hybrid cars and wind turbines – are likely to be cut sharply in the coming months.

23. The World Bank reports that 80 countries now have water shortages⁹¹ that threaten health and economies while 40 percent of the world — more than 2 billion people — have no access to clean water or sanitation. In this context, we cannot expect water conflicts to always be amenablely resolved. More than a dozen nations receive most of their water from rivers that cross borders of neighbouring countries viewed as hostile. These include Namibia, Cambodia, the Congo, the Sudan, and Syria, all of whom receive 75 percent or more of their fresh water from the river flow of often hostile upstream neighbours. In the Middle East, a region marked by hostility between nations, obtaining adequate water supplies is a high political priority. For example, water has been a contentious issue in negotiations between Israel and Syria and with Jordan. In recent years, Iraq, Syria and Turkey have exchanged verbal threats over their use of shared rivers⁹².

24. A prime cause of the global water concern is the ever-increasing world population. As populations grow, industrial, agricultural and individual water demands escalate. According to the World Bank, world-wide demand for water is doubling every 21 years, more in some regions. Water supply cannot possibly keep pace with demand, as populations soar and cities explode. Population growth alone does not account for increased water demand. Since 1900, there has been a six-fold increase in water use for only a two-fold increase in population size. This reflects greater water usage associated with rising standards of living (e.g. diets containing less grain and more meat).

Influences our Vision ~ the growing middle classes in India and China are already increasing their intake of meat.

and finally...

25. Professor John Beddington, the UK's chief scientist, warned in March 2009 that political and business leaders have just 20 years to prepare for a "perfect storm" of climate change-related impacts on food, water and energy supplies or risk public unrest, conflict and mass migration. The combination of climate change, a growing global population and changing dietary habits will result in a surge in demand for food, water and energy by 2030 that will drive up prices and could lead to widespread shortages. Demand for food and energy will increase 50 per cent by 2030, while demand for fresh water will rise 30 per cent as the population grows to top 8.3 billion. Falling levels of agricultural productivity and water shortages across many hot regions will be leading to mass migration and increased risks of cross-border conflict.

Influences our Vision ~ this is what our own chief scientist to the UK government said...

So, how will the UK respond, or need to respond, to the above in 2030?

26. Quite simply, the UK will need to work towards becoming self-reliant in food, water, energy, travel, waste management, goods and services etc. There will need to be a cultural shift in attitudes towards consumerism (though the externalities of supply will do more to achieve this than any self-sacrificing proclamation by "green" types). In fact, green will become the new black and be a self-evident necessity. Most of all, and hardest of all, the population of the UK will need to reduce to a sustainable level of about 35 million, half of the 70 million currently projected for 2050. Without this reduction in population, there will not be sufficient quality space for providing the essential services needed in the future, on a sustainable basis.

Influences our Vision ~ the UK will need to change dramatically ~ and the population is the biggest challenge of all

⁹¹ <http://web.worldbank.org>

⁹² The words "river" and "rival" share the same Latin root; a rival is "someone who shares the same stream."

Food

27. The future of the UK's food supply will have changed; the favouring of local foods over imported by the majority, the rejection of genetically-modified food and reliance on "food miles" to measure the environmental cost of food. The way food is bought and sold in the UK will have been revolutionised. International food-policy experts already predict similar strategies will be elaborated in developed countries all over the world as the availability of food is increasingly linked to national security, lack of certainty of supply due to climate change and political manoeuvring and ambition.
28. There will need to be a shift to increase in-country food production with a smaller environmental footprint (via adoption of greener farming techniques). The age-old argument that avoiding imported foods will have a negative economic impact on poorer, exporting countries and prevent them lifting themselves out of poverty will have been shown to have been flawed and condescending, as many knew at the time.
29. Some argued that the buy-local philosophy could lead to a desire to "*erect walls around countries instead of seeing ourselves as having a shared destiny.*" That we are far more mutually dependent than ever before is an argument for re-aligning so that we are not dependent on others to feed us. Of course, limited trading with developing countries is beneficial, but not near the wholesale dependency, as now.

Influences our Vision ~ the UK will need to change its view of food supply dramatically

Water

30. In England, the average person uses about 150 litres of water a day. This is water that has been cleaned, treated and pumped from reservoirs, rivers and aquifers, with much still leaking out of pipes before it ever gets into the consumer. We have become accustomed to an almost endless supply; for brushing our teeth, filling a glass to drink, taking a shower in the morning or preparing food. But we also use this water to heat our homes and offices, clean our clothes, water our gardens, wash our cars and in thousands of industrial processes.
31. Much of the water we use is then disposed of through sewers. We demand safe bathing water and good public health, so we clean sewage to high standards. But along with direct pollution, for example from agriculture, sewer discharges continue to cause problems for the natural environment of our rivers, lakes and seas. Because of our need to adapt to climate change, our water intensive lifestyle and other pressures such as changing land use, will have forced us to find ways of using water much more efficiently and sustainably if we are to continue to enjoy a reasonable standard and constant supply.
32. Certain parts of the UK (such as the south east and east of England) already face increasing demand on a finite water supply. The drought of 2004-06 was only managed through controls on what we were allowed to use. This was not a one-off; indeed droughts are likely to be more common. By 2080, some long term climate projections forecast half as much rainfall in summer (nothing like fully offset by 30% more rainfall in winter) in the south east for instance.
33. We have, of course, not only to cope with too little water. Recently there has been too much water with serious flooding in many parts of the country. We still have lessons to learn as a country about defending ourselves from, and learning to live with, floods. One particular issue is how we cope with 'surface water' flooding. Just as climate change seems likely to mean less water on average, it is also likely to mean more extreme weather events, with more inland and coastal flooding. Urban design will have to take into account monsoon-like deluges of water with open waterways rather than the block-prone pipework on which we currently rely.

Influences our Vision ~ the UK will need to reduce demand of water and use it better

34. The practical steps that we will have taken will include: improving the supply of water; agreeing on important new infrastructure such as reservoirs; proposals to time-limit abstraction licences, and severe penalties for non-reduction of leakage. We will have reduced demand, through better building design, more efficient appliances and improving industrial processes, and ensuring that as we move increasingly towards water metering in areas where supplies are under pressure, this is done in the fairest and most effective way.

Energy

35. By 2020, the UK may be generating only about 80% of the electricity it needs. Although fossil fuels will remain the mainstay of supply, with renewables expanding, nuclear power will still be advocated, arguing that if the UK is to remain on the path of reducing atmospheric emissions of greenhouse gases, it will need to retain some nuclear capacity. Renewables could supply 40% of generation by 2050 but a short-sighted lack of research and development between 1990 and 2010 ensured twenty years of delay.

Influences our Vision ~ the UK will need to invest immediately in renewables research and development

36. The immediate issue is the impending closure of most British nuclear power stations and many coal-fired units. By 2015, all four Magnox nuclear stations still operating will have shut down, as will five of the seven stations running Advanced Gas-Cooled Reactors. Under the European Large Combustion Plant Directive, many of the nation's coal-fired plants will also close during the next decade.
37. In principle, the gap could be bridged by new power stations burning gas or coal; but this would work against the UK's agreed short term targets and long term aspirations of reducing greenhouse gas emissions. Meanwhile, demand will continue to rise; and managing that demand will be a key issue. Technologies exist to increase efficiencies, but they are not being used to anything like their full potential, largely because the public is not properly engaged in the energy issue.
38. Investment in renewables has been long overdue and so that the gap in electricity supplies left by nuclear closures will almost certainly have to be bridged by building new reactors, if the UK is to fulfil its long term ambitions on climate change. That is one view. Another is that more than 50% of Britain's greenhouse gas emissions come directly or indirectly from buildings; and the key to dealing with that source of emissions lies in renewables and energy efficiency.

Travel

39. The amount we travel in the UK is rising quickly, and although we travel to gain access to goods, services, people and employment that will boost our quality of life, there are major economic and environmental costs to pay. Congestion and delays cost businesses money, and almost every mode of transport creates pollution and contributes to climate change. We will need to invest ever greater sums in improving our capacity and acceptance in Information and Communication Technology (ICT).

40. ICT-use has the potential to reduce the amount we travel, for example by making it easier to work or shop from home. The government has yet to understand this and develop appropriate policies. The concept of car ownership will need to change, however unpalatable this is to currently living generations, and public transport will need to be taken seriously and developed as a common good.

Influences our Vision ~ the UK will need to understand and use ICT more

Waste Management

41. The four-fold increase in UK recycling rates during the last decade means that one third of our waste is now diverted from landfill, a figure that seemed unattainable just a few years ago. The best local authorities (not Wiltshire) in the UK are now recycling or composting over half of their waste, so the national figure could increase even further. Even so the UK is at serious risk of failing to reach EU targets to cut the amount of waste it sends to landfill.

42. To cut down on what we send to landfill, we need to do three things; increase recycling, reduce the overall amount of waste we produce and, perhaps most controversially, find new approaches to how we deal with what is left over.

Influences our Vision ~ the UK will need to recycle more, reduce waste at source more and deal differently with what is left over

43. Encouraging people to cut the waste they produce is a much more complex communications and policy challenge than simply promoting recycling, which is a relatively simple message to convey. It requires fundamental shifts in not only 'at-home' behaviours, such as re-use and home composting, but also changing peoples' purchasing decisions and their fundamental attitudes towards consumption.

Work

44. The world's economy, emerging from the downturn, is set to double in size creating major new opportunities for UK business. But global competition is increasingly tougher and technological change increasingly faster. The UK will need to invest and skill-up to win in high-value markets and sectors. To succeed in this hi-tech, low carbon economy of the future, to drive growth and to secure more high-value jobs in the UK, we need to act. Key areas identified for immediate action and reform to win a bigger share of the opportunities ahead are centred on innovation, skills, finance, infrastructure and trade.

Influences our Vision ~ the UK will need to work differently

45. They include:

- making sure high growth, high innovation firms have the financing they need;
- more support for turning bright ideas into products that win in the marketplace and maximising economic opportunities from the work of our university researchers;
- improving our ability to identify the skills needed for future success and making sure the education and training system delivers them;
- smarter, more joined-up government that; understands the importance of creating wealth, is better at identifying economic opportunities from the big public challenges facing us (especially moving to a low carbon world) and uses its buying power to support innovation and skills; and,
- a coherent strategy for making sure the UK has the modern infrastructure and networks, from energy to super-broadband, that will be the foundation of future prosperity.

Housing and Spatial Planning

46. The UK housing system is large and complex, being intrinsically linked to almost every major area of government policy. It has become increasingly flawed and now has significant dysfunctional components, the breadth and depth of which are illustrated by a number of failings, including the:

- Negative impact of the housing system on the wider UK economy;
- Increasing lack of affordability of housing for many people;
- Failure of housing supply to respond to changes in demand;
- Unsuitability of the housing stock for current and future needs; and
- Failure to meet acute housing need.

47. We now have a rare opportunity to respond to the challenges posed by the dysfunction in the current system, to evaluate the role that housing should play in a low-carbon society and to act to deliver changes that will improve the system. There is now a widespread recognition of the need to address the failure of the current system as a whole, rather than tinker with various component parts. This historic opportunity to improve the UK housing system has arisen with the convergence of a number of significant changes. These include changes that have

occurred within the housing system, such as the re-emergence of the private rented sector, and changes in the wider economy including the nationalisation of major UK mortgage lenders. Viewed together, this combination of changes will cause major shifts in the housing system. Without intervention these changes are likely to increase the dysfunction in the system, but with the right programme of actions they could provide an opportunity to make changes that would lead to significant improvements.

48. The potential of spatial planning to deliver sustainable development failed in the years to 2010 due to the confusion about its purpose, a failure to integrate planning with other sectors, and a lack of integrated delivery mechanisms. Regional spatial strategies were designed to put a sustainable approach at the heart of the planning system. Spatial planning was hampered by a widespread failure to arrive at a shared vision of what sustainable development means for a particular region. Central government and key local government actors were complicit in this and failed to work closely with a far wider range of local key players to ensure that spatial planning realised its potential to deliver sustainable development.
49. Central government should not be allowed to “hand out” house numbers non-negotiably. Planning professionals traditionally have poor linkages with professionals in departments such as health, welfare and education on whose spending decisions will have a critical impact on the spatial strategy. House builders should have no input into the spatial planning decisions of the future. Their role is to build the required number of houses to the standards required.

Influences our Vision ~ the UK will need to leave spatial planning to local decision makers

... and finally Governance

50. Increasing desperation that the current political system was simply unable to deal with the challenges of the 21st century became apparent and acute in the second decade. The lack of ability, painful resistance to admit mistakes, gross errors of judgement and, at times, outright deception in government sparked a National Debate in 2010 – 2015 triggering realignments, from the increasingly overly-centralised governments since 1945, to more locally-based and increasingly accountable decision-making. In 2030, history records that the National Debate period was the turning point at which the UK was allowed to aspire to be sustainable. It was just in time.

Influences our Vision ~ But was it just in time?

So, how will our community need to respond, to the above in 2030, what would a Vision for Purton in 2030 look like, and do we want that?

51. A sustainable Purton parish would need to recognise and adapt to the changes in food, water, energy, travel, waste management, goods and services etc.

A sustainable Purton parish would be where:

- 50% of all goods and services come from no more than 10 miles away
- People value the quality of life not their standard of living
- People have respect for the land, for nature, for each other
- People have time to invest in their family, friends and community and are not too busy
- Young people walk to school
- 50% of all work is local and people no longer need to commute great distances
- Purton no longer serves a dormitory function to Swindon
- Houses are homes, built to last, energy efficient, capturing and using solar energy and rainwater
- Homes are large enough to accommodate different generations under one roof, and have decent-sized gardens

- Houses are affordable (where “affordable” means that the houses are able to be bought by those that need them, based on average salaries)
- New houses are built that respect the constraints of the land and the climate
- Gardens are used to grow food and provide a haven for wildlife and there are enough allotments for everyone who wants one
- There are wildlife-rich havens within easy walking distance where the wildlife is abundant and wildlife habitats are interconnected; and footpaths are well maintained
- Land is farmed productively, growing crops for local consumption and free from chemicals
- Energy is valued and generated locally, water is valued and not wasted, waste is minimal
- The law is respected; less speeding, less litter, less selfish parking
- Local decisions are made locally

A specific vision is that the landfill which has, for so many years, blighted our parish by taking in waste from as far away as Devon and south Wales will be sold to the village for £1 (with an environmental bond to cover all future liabilities). In 2025 new technologies will be installed, underground, able to mine the waste and extract valuable materials; becoming a source of local income; all unseen from above.

Do we want this Vision; do we have a choice?

52. In many ways, life in the UK and in our community in 2030 will be unrecognisable compared with life today. But not all of the changes during the period to 2030 are going to be beneficial. By 2030 currently unthinkable scientific breakthroughs will have occurred – in computing, in healthcare, in communications, in wealth generation, in materials performance (including smart plastics) in travel and in robotics. Most of the world’s futurists, futurologists and computer scientists currently agree that shortly after 2030 a milestone in technological development will have been reached that will cause a rupture in human development.
53. Around this time, the first computer will have been developed that will be the intellectual equal of a human. Because of the accelerating, exponential nature of technological development (fuelled entirely by faster and richer information flows) it follows that a short time after that we will be assisted by our super-intelligent computers to build a machine twice as clever as the most capable human. Shortly after, will appear a machine four times as clever as a human, then eight times as clever, then sixteen times as clever, and so on. Once super-intelligent machines begin to take over the task of technological development, as they surely will, change will be so rapid that most people will be controlled by it, rather than the converse, and the future could then take unforeseeable directions.
54. Fortunately, our Vision⁹³ stops at 2030.

⁹³ This Vision has been crafted by Ps and Qs of Purton in Wiltshire, February 2010, and is being implemented under its Transform Purton Parish programme www.purtoninfo.org.uk. Ps and Qs is a community group, established since 1994, campaigning for sustainable communities.

Appendix 5 Some History

The following extract is from the work of the Village Design Statement Team:

“... Purton is first mentioned, in writing, in Saxon times, though Ringsbury Camp, at the south-western end of the village, was a fortified Iron Age camp long before the time of Christ. Later, the Romans were in Purton and their relics have been discovered in many parts of the village. There was at least one Roman villa within the village and a Romano-British cemetery was discovered in 1987, during redevelopments at Northview Hospital.

In the late 7th century, it was recorded in the charters of Malmesbury Abbey that Chedwalla, the Saxon king of this part of Wessex at that time, endowed the monks with land at Purton. This is the first time that Purton is mentioned in writing. The Saxons called the village ‘Piriton’, ‘Periton’, ‘Puriton’, or ‘Pirton’; all are different forms of spelling of the ‘Peartree Village’. At this time there was probably a small Saxon church on the site of the present 13th century parish church and a Saxon cemetery existed at The Fox.

After the coming of the Anglo Saxons there were two further invasions. Firstly, in about 789AD by the Danes, when Purton, on the borders of Alfred’s Wessex, may well have been the scene of a battle still commemorated in the names ‘Restrop’, ‘Battlewell’ and ‘Battle Lake’, and secondly, in 1066 by the Normans.

William I ordered a survey of the whole country to make it easier to raise taxes. In 1086, the year that the Domesday survey was made, the records show that there were at Purton; a mill, a wood three miles square, sixty acres of meadow and many acres of plough land, which suggests a large village and population. Originally built round the parish church, the manor and the tithe barn, at some time in the past, perhaps as a result of the Great Plague or a fire, the village moved to spread out along the Bristol to Oxford coach road.

Since those early days, Purton has developed in a linear form along the main roads with various infillings during the years (e.g. Willowbrook) and is a mixture of houses of all ages and styles from 12th century cottages through 16th and 17th century and red brick Victorian houses to modern housing estates and developments built from the 1940s to date. Notable older examples include; College Farm House once the home of Edward Hyde, Earl of Clarendon, The Court, The Close and Sissells.

Whilst many of the older houses were built from stone from local quarries many of the more recent buildings are of local and non-local brick and reconstituted stone blocks. The coming of the railway in the late 19th century created another upsurge in building. Many dwellings have been further extended. Roofs include thatch, Cotswold stone tiles and modern concrete tiles. There has been a recent tendency for large modern houses to be built in small lanes and in the large gardens of some properties.

Today, Purton and Purton Stoke inhabitants are a mixture of the descendants of landowners, cottagers and farm workers and former railway employees, together with many who have come to work in the expanding job markets of Swindon, or whose employment has been re-located to Swindon or who commute to London on a daily basis.

Currently, Purton is home to more than 4000 people living in approximately 1800 dwellings...”

For an excerpt of the Domesday entry:

<http://www.pase.ac.uk/jsp/locations/DisplayLocation.jsp?allLocationKey=823>

In 1870-72, John Marius Wilson's *Imperial Gazetteer of England and Wales* described Purton like this:

PURTON, a village and a parish in Cricklade district, Wilts. The village stands on an eminence near the Swindon and Gloucester railway, 1 mile W of the North Wilts canal, and 4¾ N W of Swindon; and has a station on the railway, a post-office‡ under Swindon, and fairs on the Tuesday before 6 May and the Friday after 19 Sept. The parish contains:

- Braydon hamlet
- Cricklade Workhouse
- Acres: 7, 878+
- Rated property: £10157
- Population: 2,087
- Houses: 453

Referring to the church; the property is subdivided. The living is a vicarage in the diocese of Gloucester and Bristol (value, £690) Patron, the Earl of Shaftesbury. The church is a handsome edifice, with two towers and a spire; and contains monuments of the Maskelynes. There are chapels for Independents and Primitive Methodists, an endowed school with £17 a year, and charities £80.

From the **Purton Stoke** web site (<http://www.purtonstoke.org.uk/platt.html>)

“On 19th November in 1631 King Charles I granted the poor of Purton Stoke 25 acres of land in the Braden Forest (it was later found to be 29 acres) to compensate them for the loss of their ancient rights to graze their cattle and to gather wood for fences and firewood etc. This was confirmed on 2nd June 1657 by Letters Patent by Oliver Cromwell, and Decree of the Court of Exchequer and Decree of the Court of Exchequer on the tenth day of July in eighth year of his reign in 1735. Unfortunately over the next 100 years this was taken over by the overseers of the poor at Purton to use for their poor. The poor of Purton Stoke eventually said stop, this has gone too far and we want it to be restored to its original use as decreed by Charles I. They employed a solicitor from London at enormous expense to plead their case and so it was on 20th August in 1733 the case was heard by the Attorney General in the upstairs room at the Bell Inn.”

The draft *Village Design Statement*⁹⁴ noted:

Purton Stoke has been inhabited since Roman times and is believed to have been established at that time as a settlement to support the surrounding farming activities. It lies approximately midway between Purton and Cricklade. It was mentioned in the Saxon chronicles and referred to as ‘Stocke’ in the Domesday Book. Haxmoor Farm was first mentioned in the Land Charter of 796AD as ‘Hassuksmoor’. In 1631 a local charity, ‘Poors Platt’ was established when land was given to the village by Royal Charter as compensation. Since then the annual rental from several acres of surrounding land has been contributed for the benefit of the village. Purton Stoke boasts many listed buildings, including Stoke Cottage, Manor Farm and Dairy Farm, and a fine 17th century house on the edge of the village. The local public house, The Bell, has existed since 1733, and the Methodist Church, first erected in The Street in 1832, was dismantled and rebuilt in Ponds Lane in 1868. Remains are still visible of the 18th century Purton Stoke Spa along Stoke Common Lane, which was widely renowned in Victorian times for its curative waters. Local notoriety was briefly assured in 1819, when a common thief named Robert Watkins was hanged from an oak tree at the site of what is today Watkins Corner. A once-thriving village school, built in 1896, was forced to close in 1986 because of diminishing pupil numbers. It was redeveloped as the Jubilee Gardens Project, a horticultural enterprise run specifically by and for people with learning difficulties.

⁹⁴ Version 5 – 17 July 2003

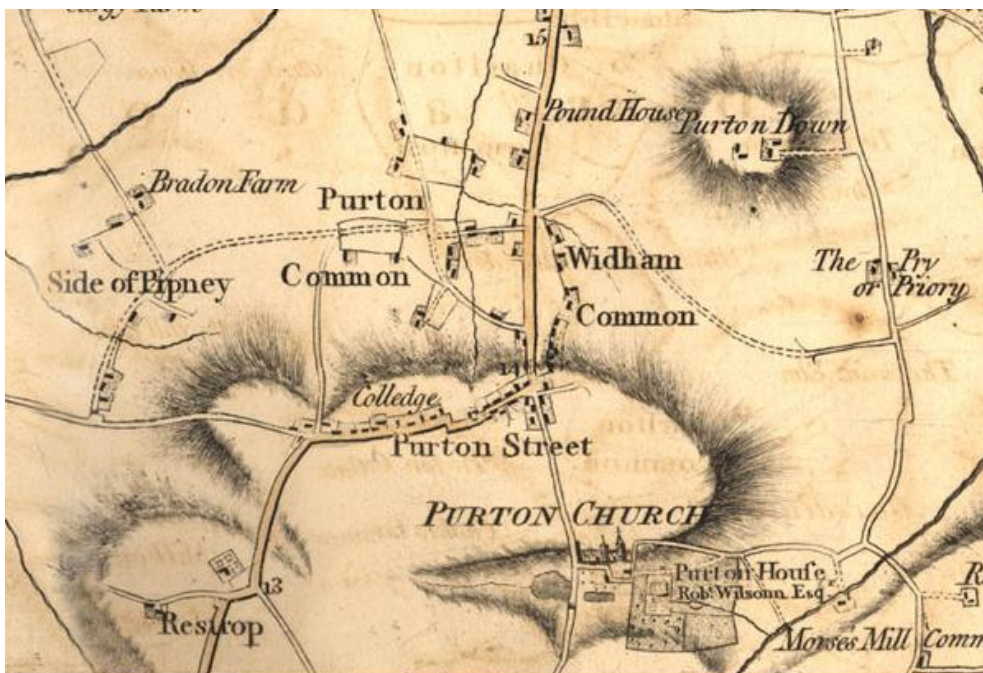
Appendix 6 Some Geography

Various maps may be of interest; further ones are available at the [Wiltshire and Swindon Archives](#)

Extracted from Andrews' and Dury's Map of Wiltshire (1773)

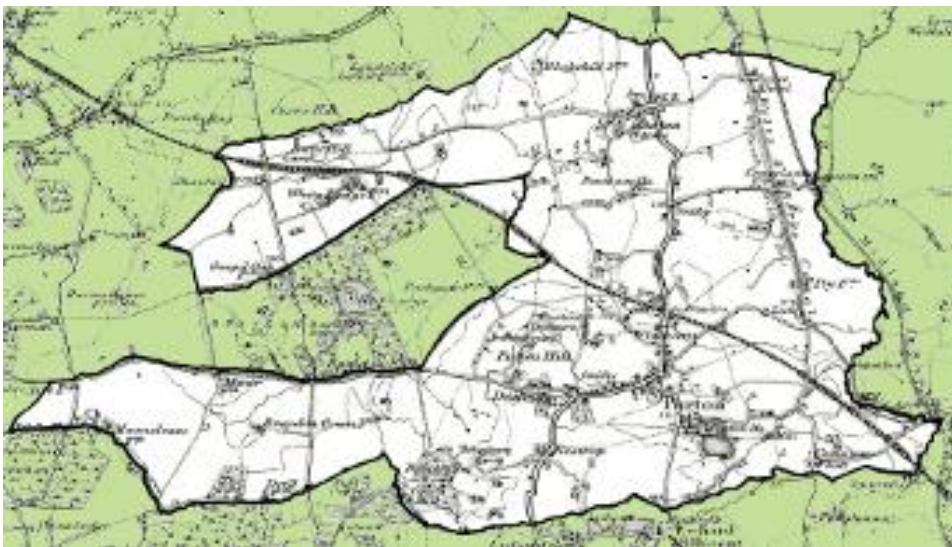


Extracted from Andrews' and Dury's Map of Wiltshire (1810)

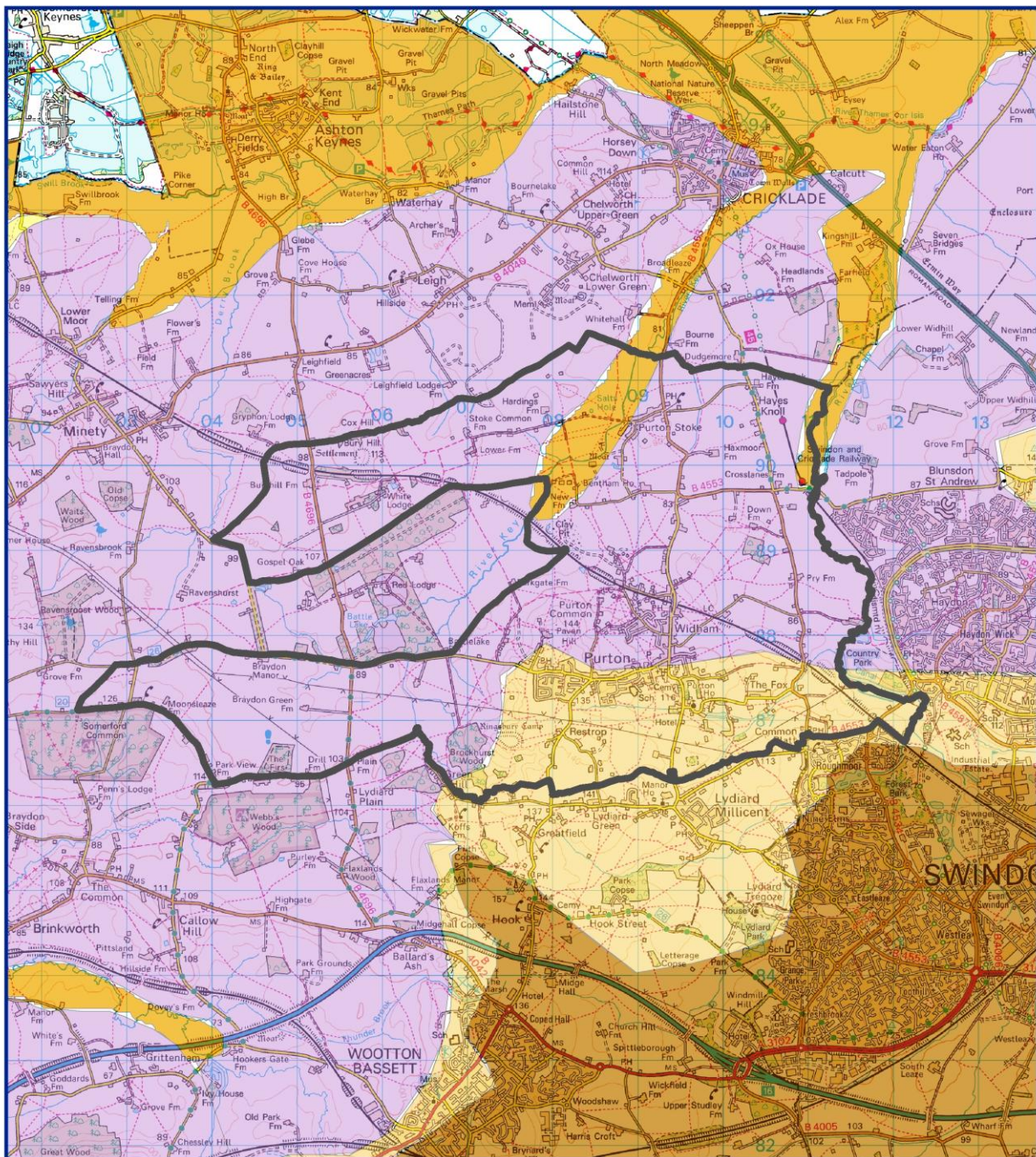





Map of the Civil Parish of Purton (1896)



Appendix 7 Some Geology



- | | |
|--|--|
|  Purton parish boundary |  Oxford Clay |
|  Sand and Gravel |  Corallian Deposits |
|  Cornbrash / Kellaways Clay |  Kimmeridge Clay |

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NOT TO SCALE

Appendix 8 Some Natural History

SOME OF THE ANIMALS THAT CAN BE SEEN FROM THE PUBLIC FOOTPATH NETWORK

Birds

Blackbird
Starling
Song Thrush
Mistle Thrush
Dunnoek
Robin
Wren
Blue Tit
Great Tit
Marsh Tit
Greenfinch
Linnet
Chaffinch
Cuckoo
Swallow
House Martin
Swift
Carrion Crow
Magpie
Jackdaw
Skylark
Greater Whitethroat
Lesser Whitethroat
Chiff Chaff
Willow Warbler
Blackcap
Pied Wagtail
Wood Pigeon
Sparrowhawk
Kestrel
Hobby
Pheasant
Moorhen

Collared Dove
Barn Owl
Tawny Owl
Little Owl
Green Woodpecker
Great Spotted Woodpecker
Goldcrest
Spotted Flycatcher
Wheatear
Fieldfare
Redwing
Coal Tit
Long tailed Tit
Nuthatch
Tree Creeper
Yellow Hammer
Reed Bunting
Goldfinch
House Sparrow
Jay
Rook
Mallard
Buzzard
Yellow Wagtail
Common Grebe
Mute Swan
Kingfisher
Heron
Peewit
Lapwing
Curlew
Snipe

Mammals

Fox
Rabbit
Common Shrew
Mole
Badger
Brown Hare
Grey Squirrel
Sika Deer
Muntjac Deer
Hedgehog
Roe Deer
Pipistrelle Bat
Long-eared Bat
Stoat
Weasel
Mink
Brown Rat
Water Vole
House Mouse

Butterflies

Orange Tip
Meadow Brown
Small Brown
Speckled Wood
Gatekeeper
Green veined White
Marbled White
Small Copper
Large Skipper
Small Tortoiseshell
Small Blue
Brimstone
Painted Lady
Red Admiral
White Admiral
Marbled White
Small Heath
Large White
Peacock
Comma
Wall
Common Blue
Holly Blue
Brown Hairstreak
White-letter Hairstreak
Ringlet
Clouded Yellow
Silver-washed Fritillary
Dark-green Fritillary
Small Skipper

Reptiles

Grass snake
Slow worm
Adder
Amphibians

Common Toad
Frog
Great crested newt

Moths

Orange Underwing

Other Insects

Eyed Ladybird
Damsel Fly
Dragon Fly
Dark Bush Cricket

SOME OF THE PLANTS THAT CAN BE SEEN FROM THE PUBLIC FOOTPATH NETWORK

Creeping Buttercup	Figwort	Nettle-leaved	Ground-ivy
Meadow Buttercup	Water Mint	Bellflower	Ivy
Lesser Spearwort	Bugle	Cuckoo-flower	Hogweed
Cowslip	Ground Ivy	Common	Hop
Yellow Archangel	Red Deadnettle	Knapweed	Bluebell
Dandelion		Greater	Hairy St. John's-wort
	Spear Thistle	Knapweed	Trailing St. John's-wort
Black Bryony	Meadow Cranesbill	Common Mouse-	Square-stalked St.
White Bryony	Cut Leaved	ear	John's-wort
Common Sorrel	Cranesbill	Enchanter's-	Cat's-ear
Sharp Dock	Brown Knapweed	nightshade	Holly
Cuckoo-pint	Herb Robert	Dwarf Thistle	Sharp-flowered Rush
Dogs Mercury	Rose Bay Willow	Creeping Thistle	Jointed Rush
Stinging Nettle	Herb	Marsh Thistle	Toad Rush
Jack-by-the-hedge	Blackthorn	Spear Thistle	Compact Rush
Water Chickweed	Hawthorn	Pignut	Soft Rush
	Privet	Field Bindweed	Hard Rush
Bog Stitchwort	Spurge Laurel	Dogwood	Yellow Archangel
Greater Stitchwort	Elder	Hazel	Larch
	Maple	Midland	Meadow Vetchling
Common Mouse-ear	Ash	Hawthorn	Autumnal Hawkbit
Chickweed	Elm	Hawthorn	Lesser Hawkbit
Chickweed	Crab Apple	Smooth Hawk's-	Oxeye Daisy
Meadow-sweet	Guelder Rose	beard	Wild Privet
	Bullace	Common	Fairy Flax
White Clover	Ox-eye Daisy	Spotted-orchid	Honeysuckle
Red Clover	Hemlock	Marsh Orchid	Common Bird's-foot-
Hogweed	Field Woundwort	Heath Spotted-	trefoil
Wild Angelica	Mares-tail	orchid	Large Bird's-foot-trefoil
	Field Maple	Broad Buckler-	Field Wood-rush
Goosegrass	Norway Maple	fern	Ragged Robin
	Yarrow	Common Male	Creeping-Jenny
Marsh Bedstraw	Sneezewort	Fern	Apple
Marsh Speedwell	Agrimony	Great Willowherb	Black Medick
Daisy	Bugle	Hoary Willowherb	Water Mint
Ragged Robin	Ramsons	Broad-leaved	Dog's Mercury
Devils Bit Scabious	Alder	Helleborine	Changing Forget-me-not
Cuckoo Flower	Wood Anemone	Field Horsetail	Tufted Forget-me-not
Dog Rose	Wild Angelica	Marsh Horsetail	Water Forget-me-not
Trailing/Field Rose	Lesser Burdock	Great Horsetail	Spiny Restharrow
Blackberry	Lords-and-Ladies	Spindle	Corsican Pine
Water Avens	Daisy	Hemp-agrimony	Ribwort Plantain
Common Vetch	Silver Birch	Meadowsweet	
Tufted Vetch	Downy Birch	Ash	
Yellow Meadow Vetchling		Cleavers	<i>Sedges</i>
Spindle		Hedge Bedstraw	
Oak	Moonwort	Woodruff	Lesser Pond-sedge
Dogwood	Crack Willow	Common Marsh-	Spring Sedge
	Elder	bedstraw	Glaucous Sedge
	Great Burnet	Fen Bedstraw	Hairy Sedge
Woody Nightshade	Sanicle	Lady's Bedstraw	Common Sedge
Betony	Water Figwort	Cut-leaved	False Fox-sedge

SOME OF THE PLANTS THAT CAN BE SEEN FROM THE PUBLIC FOOTPATH NETWORK

Hoary Plantain	Hoary Ragwort	Crane's-bill	Oval Sedge
Common Milkwort	Common Ragwort		Carnation Sedge
Hard Shield-fern	Saw- wort		Pendulus Sedge
Aspen	Pepper-saxifrage	<i>Grasses</i>	Remote Sedge
Silverweed	Wood-sorrel		Spiked Sedge
Tormenti1	Lousewort	Common Bent	Wood – sedge
Creeping Cinquefoil	Red Campion	Creeping Bent	
Barren Strawberry	Bittersweet	Marsh Foxtail	
Hybrid Cinquefoil	Prickly Sow-thistle	Meadow Foxtail	
Cowslip	Wild Service-tree	Sweet Vernal	<i>Mosses</i>
Foxslip	Betony	Grass	
Primrose	Marsh Woundwort	False Oat-grass	
Selfheal	Hedge Woundwort	False-brome	Brachythecium
Wild Cherry	Greater Stitchwort	Quaking-grass	nutabulum
Blackthorn	Lesser Stitchwort	Hairy Brome	<i>Calliergon cuspidatum</i>
Common Fleabane	Bog Stitchwort	Meadow Brome	<i>Campylium stellatum</i>
Turkey Oak	Devil's-bit	Crested Dog's-tail	<i>Eurhynchium</i>
Pedunculate Oak	Scabious	Cock's-foot	<i>praelongum</i>
Marsh Marigold	Common Comfrey	Heath-grass	<i>Fissidens taxifolius</i>
Meadow Buttercup	Black Bryony	Tufted Hair-grass	<i>Plagiomnium undulatum</i>
Goldilocks Buttercup	Dandelion	Bearded Couch	<i>Rhytidiadelphus</i>
Bulbous Buttercup	Small-leaved Lime	Tall Fescue	<i>squarrossus</i>
Lesser Celandine	Lesser Trefoil	Giant Fescue	
Lesser Spearwort	Red Clover	Meadow Fescue	
Creeping Buttercup	White Clover	Red Fescue	
Dog Rose	Yellow-rattle	Yorkshire-fog	
Bramble	Red Currant	Meadow Barley	
Common Sorrel	Field Rose	Perennial Rye-	
Clustered Dock	Greater Plantain	grass	
Curled Dock		Wood Melick	
Broad-leaved Dock		Reed Canary-	
White Willow		grass	
Goat Willow		Smaller Cat's-tail	
Grey Willow		Timothy	
Adder's-tongue		Common Reed	
		Rough Meadow-	
		grass	
		Yellow Oat-grass	

Appendix 9 Parish Profile

Extract from the Parish Profile produced by the Diocese of Bristol

“...The parish of Purton has a population of around 4,500, and is located at the eastern edge of North Wiltshire. It is made of up the village of Purton along with two hamlets, Purton Stoke and Braydon.

Located just fifteen minutes from the M4, Purton is well connected to towns and cities to the east and west. It provides all the benefits of a rural setting while having easy access to the facilities of a large town, including the national rail network. The village of Purton is a thriving community boasting two pubs, two social clubs, a doctors' surgery, dentists, post office, library and several small shops and businesses.

With over eighty clubs and societies, village life is socially rich and inclusive, offering something for everyone. The Purton Magazine, published monthly, provides full details of what's going on in the village (www.purtonmagazine.co.uk/).

Purton has two schools; St Mary's Church of England Primary School, with a current roll of 315 pupils, and Bradon Forest School, a 1150 pupil strong comprehensive serving Purton, Cricklade and parts of West Swindon & the Lydiards. St Mary's School is currently being enlarged with a complete rebuild – opening January 2012. Church staff and members of the congregation are actively involved in both schools.

*For more information on the schools, see their websites at:
www.wiltshire.schooljotter.com/stmaryspurton (St Mary's) and
www.bradonforest.wilts.sch.uk (Bradon Forest)*

Historically a largely agricultural parish, today's Purton retains its farming backbone, but has increasingly become home to people working in nearby Swindon, Wootton Bassett or Cirencester, as well as those who commute to Bath, Bristol, London and other points along the M4.

Purton is socially diverse and has avoided becoming a middle-class ghetto, as have so many villages. Purtonians are new-comers and natives, affluent and struggling, pensioners and students, and everything in between. This mixture keeps the village active and lively, and gives St Mary's both challenge, and opportunity.

The congregation of St Mary's is deeply rooted and integrated into the wider community; from taking part in the annual carnival, raising money for the Age Concern mini-bus, to chairing the Parish Council, being a school governor, or helping with the uniformed organisations or contributing to The Purton Magazine, we have always played a key part in the life of the village.

We see our mission in serving the diverse needs of our multifaceted community and putting Christ at the centre of our common life... “.

[sic]

Appendix 10 Our Neighbourhood Planning Process

The neighbourhood planning process itself has been a cause for some concern. On 27th June 2012, the Neighbourhood Plan Steering Group (nominally representatives of the constituent towns/parishes and any existing town/parish plan leaders, Wiltshire Council and Common Places⁹⁵) convened to progress the Neighbourhood Development Plan.

At the meeting it was agreed to begin the process of designating a Neighbourhood Area prior to the next meeting of the Steering Group (July 2012). It was noted at the meeting that the *Wiltshire Core Strategy February 2012 Pre-Submission Draft* had been approved (by Wiltshire Council) for submission to the Secretary of State, with several minor proposed changes to be considered through the public examination. There are now several hundred objections and proposed changes to the Strategy, many of which are quite fundamental.

Despite the Localism Act being about local people and their aspirations the meeting agreed that whilst the approved minutes of each meeting should be made publicly available online, **advice would be sought from Wiltshire Council's legal team prior to a decision on whether or not to allow the public into the meetings themselves.**

At that June meeting it was agreed that the next stage would be to submit an application to Wiltshire Council to have the community area designated as a Neighbourhood Area. The application should be submitted by a single lead parish/town council (for purely administrative purposes) but written consent would be required from each town/parish council/meeting to indicate that they wished their parish area to be included within the area application.

Once the application was received by Wiltshire Council it would trigger a six-week consultation process for the proposed area. During this period Wiltshire Council is required as a minimum to publicise the application on its web site. After the six-week consultation period Wiltshire Council must determine whether or not to designate the proposed neighbourhood area.

There was some discussion around whether this was a suitable step for the Steering Group at this stage and concerns were raised about support at community level for a whole-area approach. It was noted at the meeting that support at town/parish council level was high for this approach and the application process would provide a clear forum for community feedback which could then be addressed and taken into account. This is interesting since it is counter-intuitive that a whole-area approach would be appropriate.

Ps and Qs had already presented to the parish council and the Area Board in early February 2012 a *Thinking Point on Neighbourhood Planning*, practically four months before "...It was noted at the meeting that support at town/parish council level was high for this approach...". *Ps and Qs* hosted a Local Day in Purton a little more than a month later in March 2012 and held a short meeting afterwards to consider what might constitute a "neighbourhood". The thinking point was also circulated to CPRE and others. At no stage was there any support or evidence for a whole-area approach.

It is surprising, therefore, that a conclusion could be drawn that "...support at town/parish council level was high for this approach...". It seems to be a few individuals who are advocating this approach, it appears to be ideological, and it is certainly bypassing local views. The one thing we have learned about "consultation" is that any given "official" position is defended almost to the death, "Official" views are virtually impossible to overturn.

Despite this, a vote was taken at the Steering Group meeting on whether or not to make an application to designate the community area as a Neighbourhood Area. There were two

⁹⁵ Wiltshire Council's neighbourhood planning consultants <http://www.commonplaces.co.uk>

abstentions and 11 in favour. Royal Wootton Bassett was voted to act as the lead parish solely for administrative purposes of the Neighbourhood Area application. **Interestingly, it was agreed that there would be no press release.**

The next meeting took place on the 31 July 2012 and was advised that the Government's position (Department for Communities and Local Government) was that a whole-area approach to neighbourhood planning need not be achieved '*at any cost*' but should instead be in its most appropriate form for the area. **A key point was that the funding provided would not be rescinded if the Steering Group decided a different approach would be more appropriate, and in this case it would be up to Wiltshire Council to decide how to spend the grant money.**

It was suggested that in order to better progress neighbourhood planning in the area, representatives (of the town and parish councils) should provide written statements of support for the Wiltshire Core Strategy and Wiltshire Council was tasked to circulate a draft template for the written statement of support. Given there are hundreds of objections to the Strategy as it currently stands (the public examination has been delayed until later in 2013) this circulation of a support template seems most improper since much of the Strategy needs revision. Town and parish councils are in no position to make an informed "support" yet. It is simply premature. If any town or parish council does submit a statement then they have acted "out of faith" with their electorate.

At this time (July 2012) it was reported that Wiltshire Council had received only four consent forms in support of making a whole-area application. A deadline of the 30 September was set for Wiltshire Council to receive the completed consent forms, with the assumption that no consent received meant that the town/parish did not want to participate. The group agreed this was reasonable and those that had not already submitted a consent form would raise the issue at their next parish or town council.

After an update on the recent activity of Common Places and Community First it was agreed to make two applications for financial support from both the Design Council and for Planning Aid.

The Steering Group were keen to begin informal public consultation and community engagement as soon as possible. Discussion followed around whether it was possible to carry out these activities prior to the neighbourhood area application being submitted. The Group expressed concern that this might have a negative impact on progress. **In other words the Steering Group was concerned that the public consultation would not be in favour of a whole-area approach.**

Wiltshire Council reported to the Group on the situation surrounding the public attendance at the meetings and advised that while there is no legal obligation to allow attendance, community engagement should nonetheless be encouraged. It was agreed that members of the public would be welcome to attend meetings but emphasis should be placed on the administrative nature of the Steering Group (presumably to discourage attendance). Interestingly, these meetings are never advertised in the Area Board's Newsletter and information is very hard to come by on the Wiltshire Council web site⁹⁶.

At the next meeting (5 September 2012) the Steering Group agreed to keep the deadline for the completed consent forms as the end of September, prior to submitting the Neighbourhood Area Application (for designating the neighbourhood area itself).

Wiltshire Council representatives noted that the Wiltshire Core Strategy would be going out for another period of consultation on the schedules of proposed changes, the updated Sustainability Appraisal, and the soundness of the submitted Core Strategy with regard to the National Planning Policy Framework.

⁹⁶ At the time of writing, the site had not been updated since the summer due to "problems with the web page"

The Steering Group was again encouraged to provide support for the Wiltshire Core Strategy, despite that it is still an early draft, still subject to consultation and still subject to the Examination in Public.

There was no update concerning how Neighbourhood Area applications would be determined.

The Steering Group agreed, again, that there was no need for a press release.

A few days after the meeting, Cricklade Town Council resolved not to give its consent to be included in the application to be part of the Royal Wootton Bassett Neighbourhood Area. It recognised risks associated with an isolationist stance when a united approach was vital on important issues such as coalescence with Swindon and the problems of HGV traffic both common to the whole area, the lack of progress compared to those *Front Runner* schemes covering fewer parishes and smaller areas (e.g. Malmesbury and Sherston) but considered that the pilot was faltering chiefly due to the size and disparate nature of the Community Area. Interestingly, the obvious concern was expressed that a referendum where all parishes would vote on the needs of so many other parishes may not be democratic.

In early October 2012, Royal Wootton Bassett Town Council believed that the *Front Runner* pilot was no longer the most appropriate way to deliver a robust neighbourhood plan for Royal Wootton Bassett. In order to expedite such a plan the Town Council withdrew from the scheme and focused its efforts on producing its own neighbourhood plan for the town.

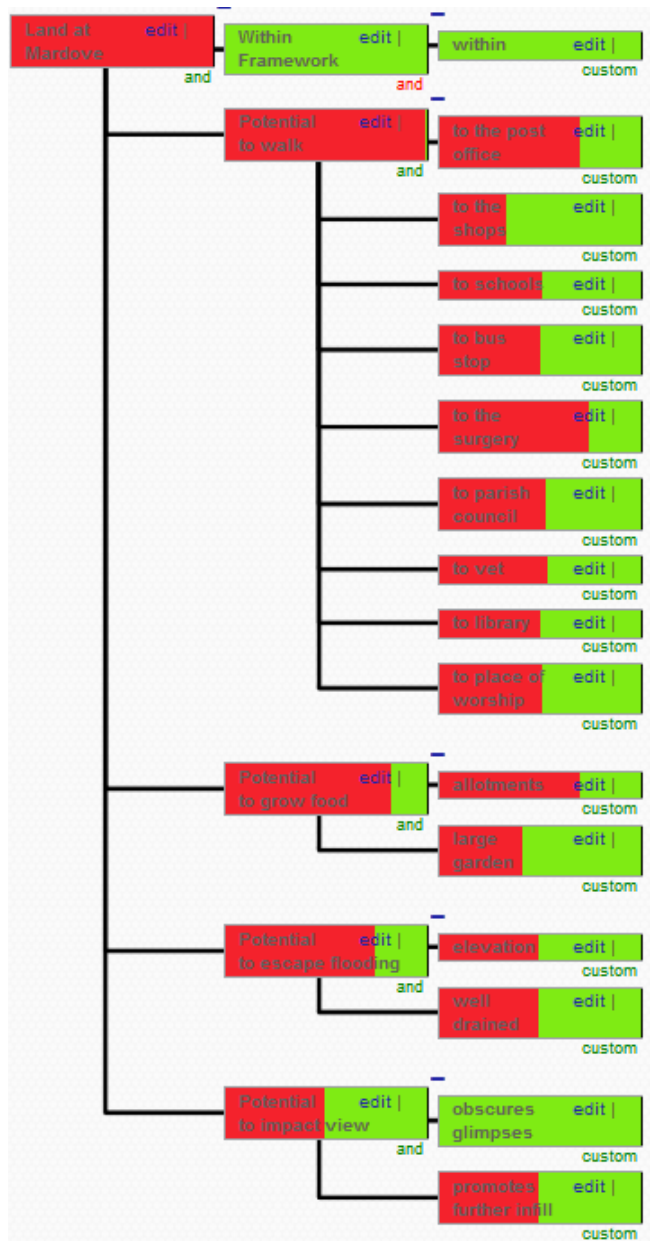
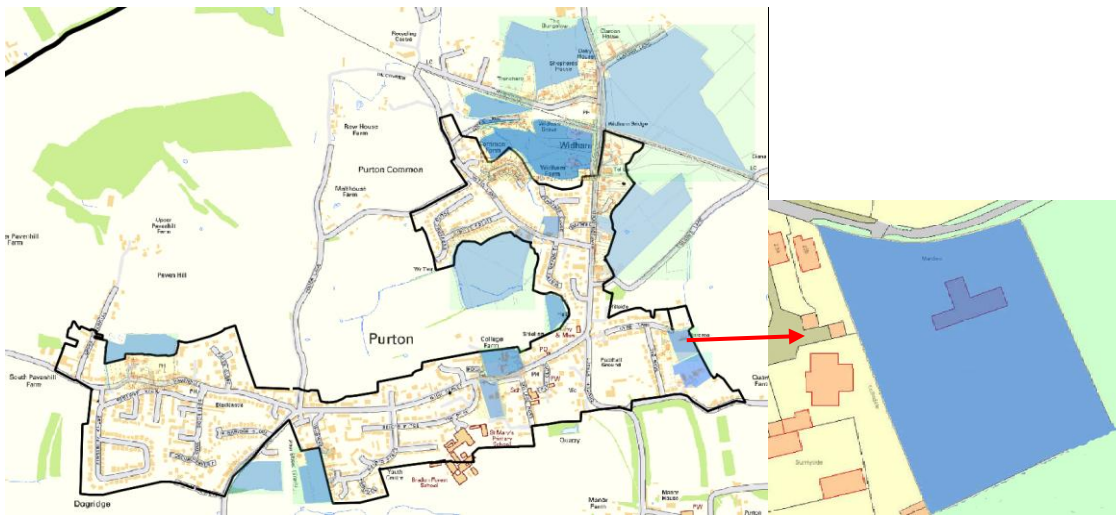
Later in October, the next Steering Group met and considered that the remaining members (now Cricklade and Royal Wootton Bassett had left) had more in common with each other as rural areas than with either of the larger towns. Now there is a surprise. Purton Parish Council noted that it would be calling an extraordinary meeting to determine its future involvement in neighbourhood planning. This took place and Purton Parish Council resolved to continue with the Steering Group in Neighbourhood Planning process. Interestingly, this meeting was supposed to be with the parish council and the Parish Plan Steering Group; the latter were to be invited. No one was specifically invited. Since previously Royal Wootton Bassett had been acting as lead parish for a Neighbourhood Area submission, Purton Parish Council agreed to act as the lead parish. A new name was agreed for the steering group: *North East Wiltshire Villages Steering Group*. The Steering Group agreed that it would be appropriate to issue a press release after Purton Parish Council's extraordinary meeting.

The November meeting was cancelled due to very poor weather.

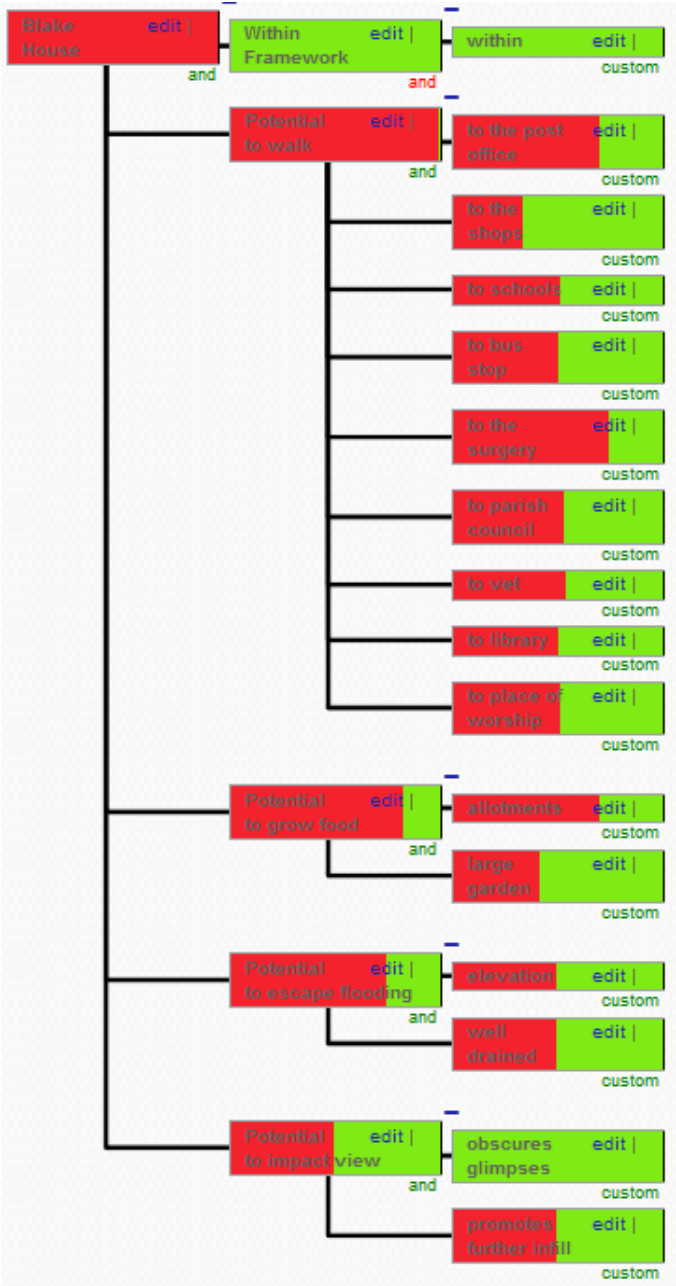
The application for defining the neighbourhood was submitted on 14 January to Wiltshire Council which triggers a statutory six-week period of consultation. At the end of this period of consultation the representations received will be taken into account as part of the decision process to approving the application. Under the provisions of the Wiltshire Council constitution it will be a delegated decision by the relevant service director.

Appendix 11 Potential Land for Housing Development

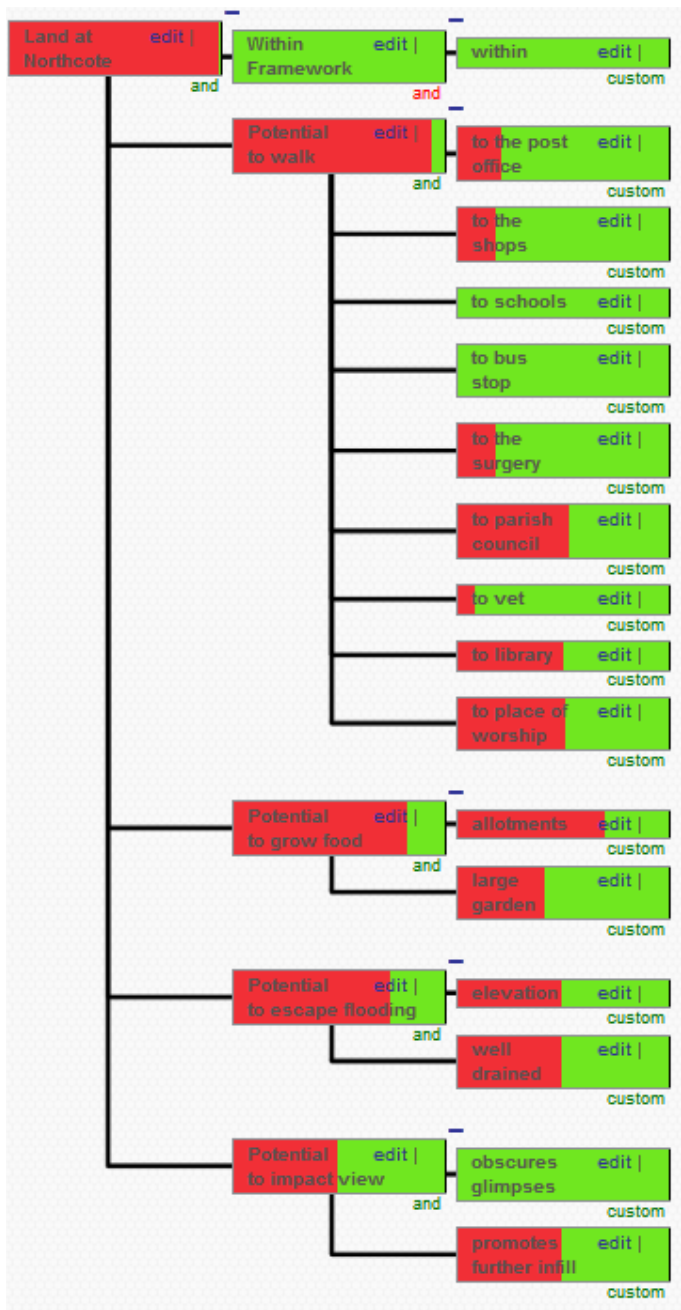
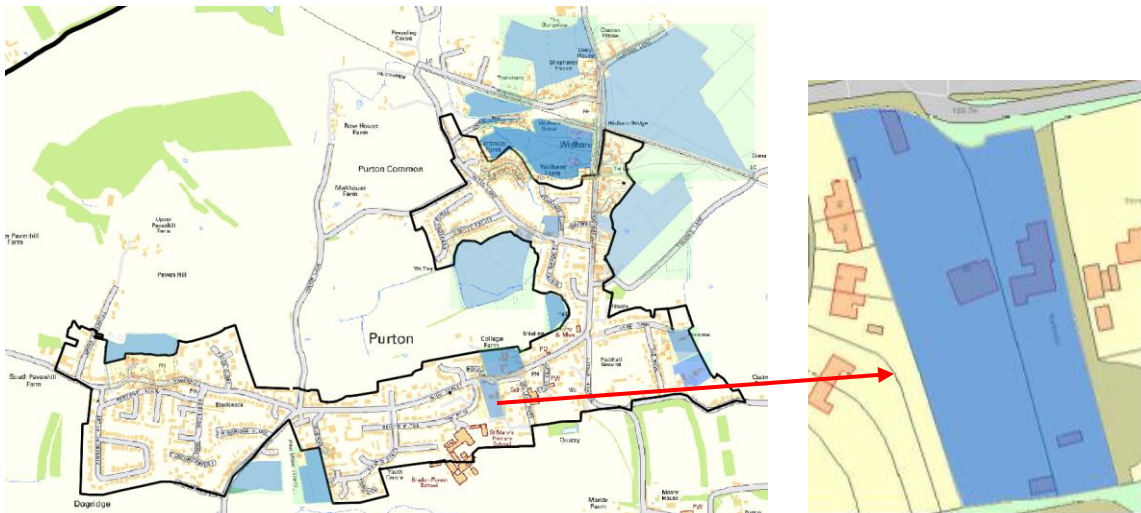
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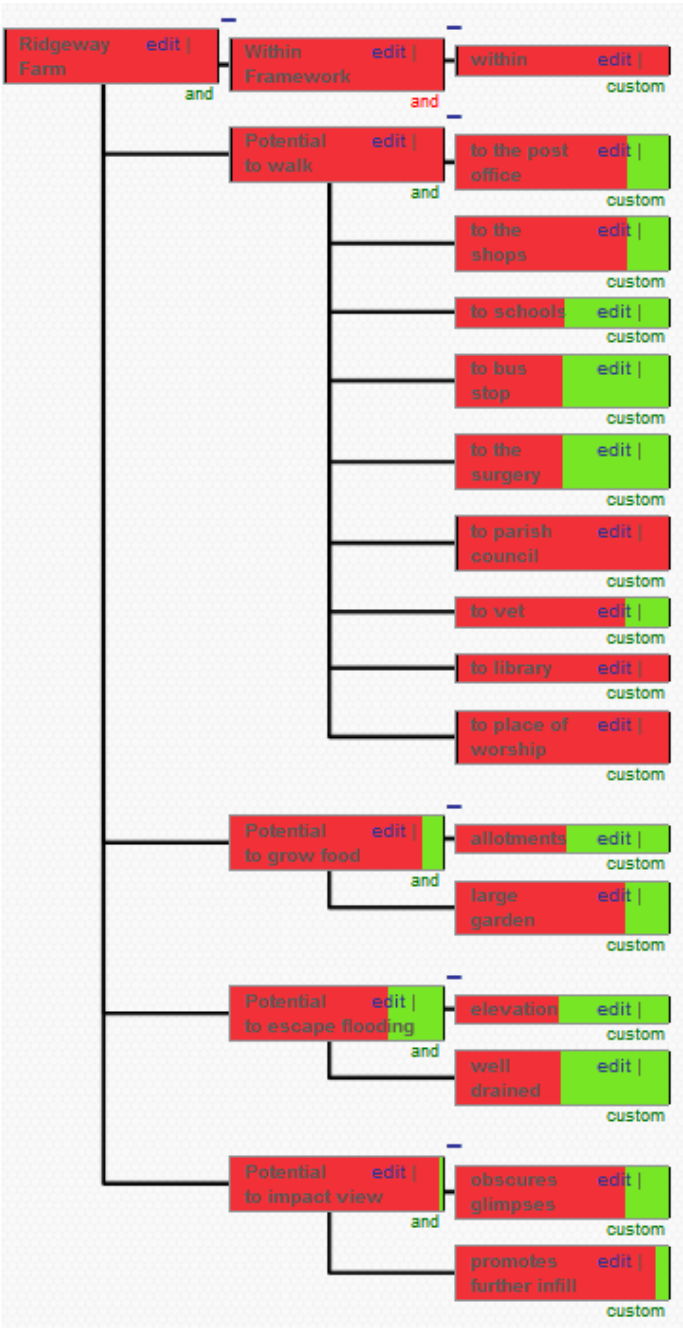
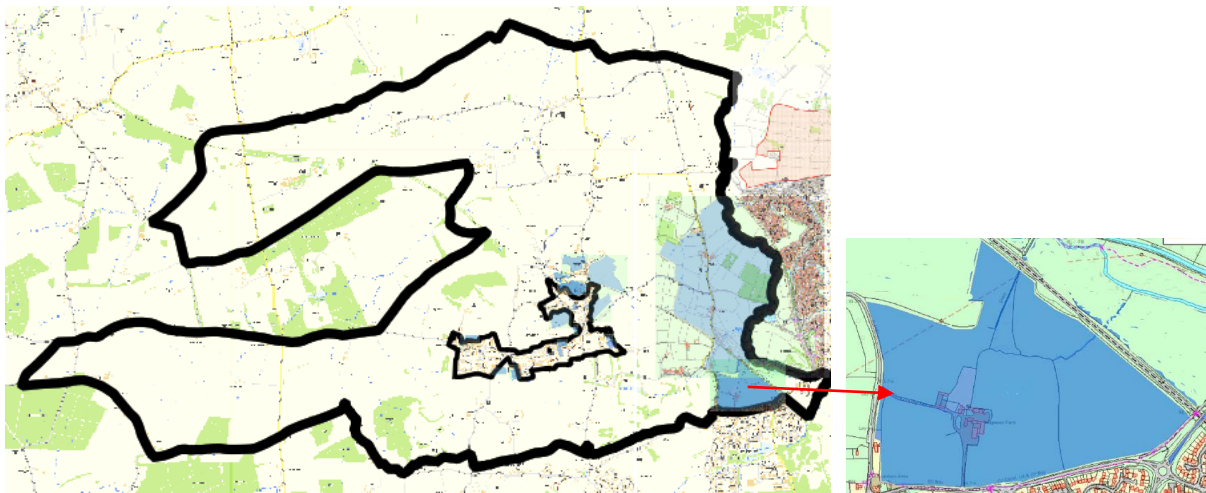
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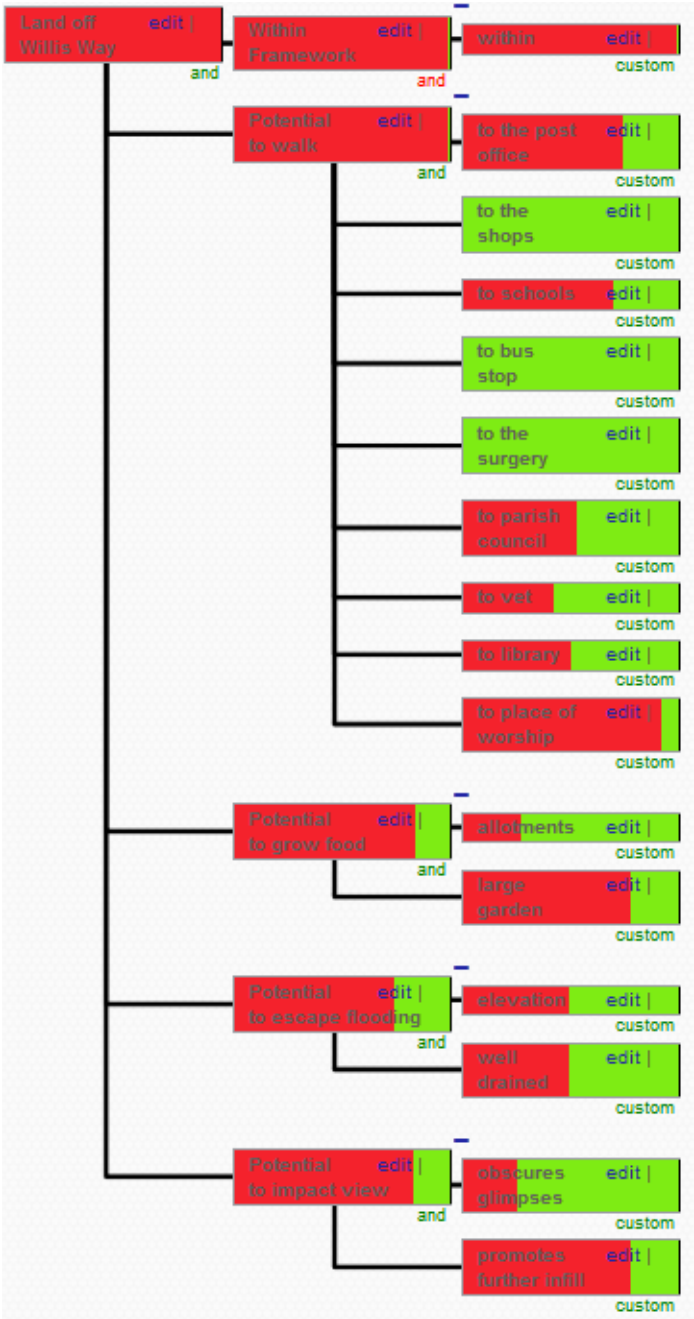
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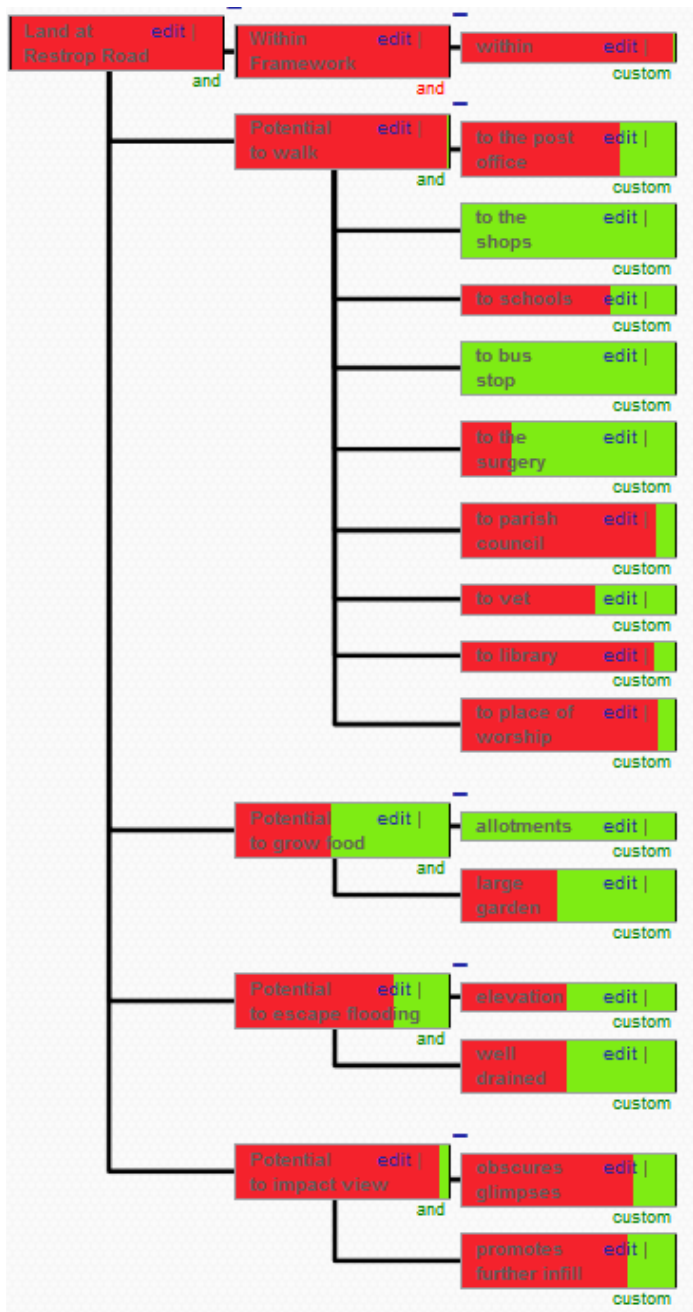
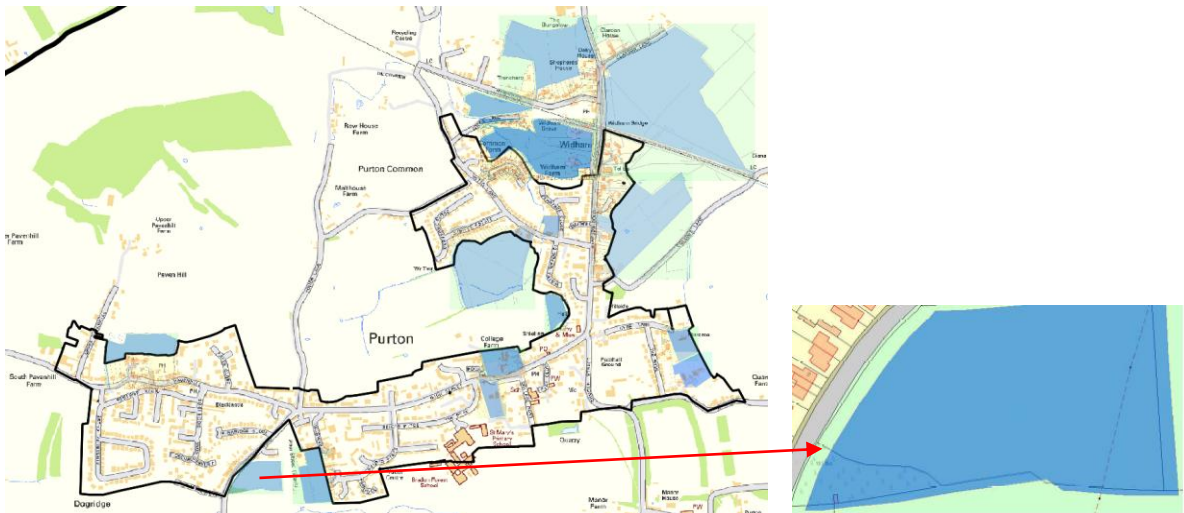
Ridgeway Farm



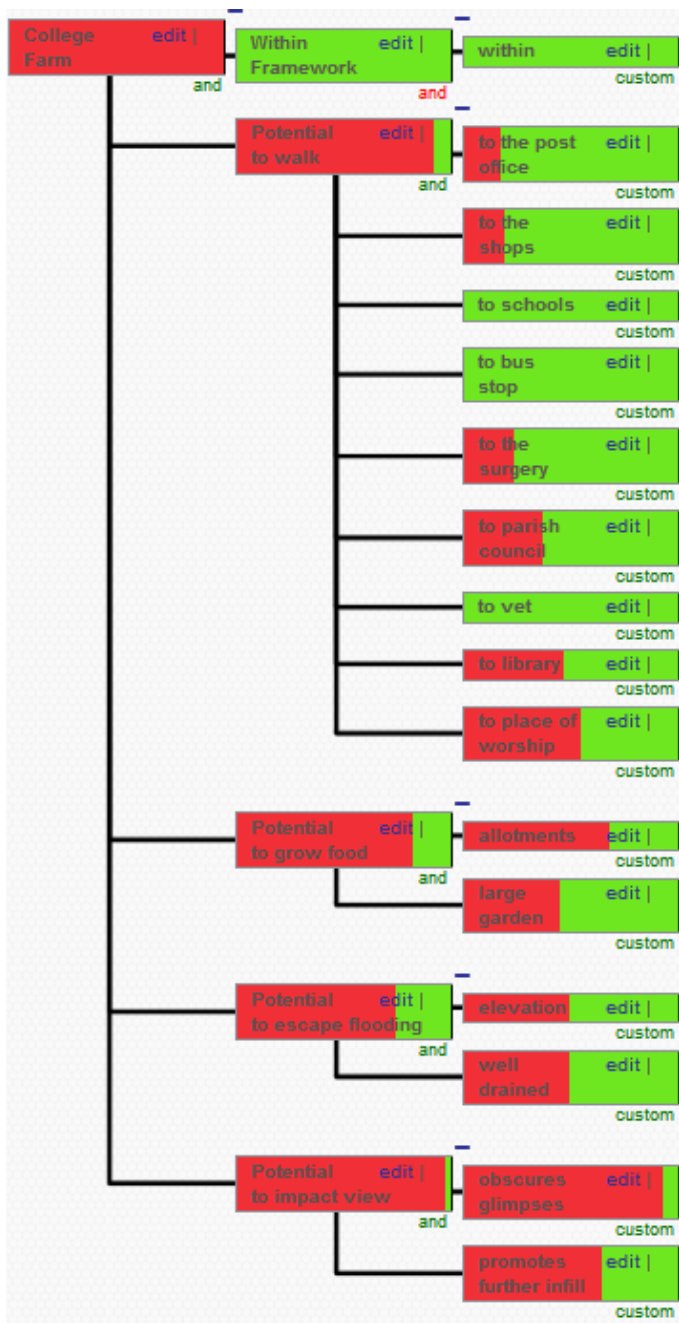
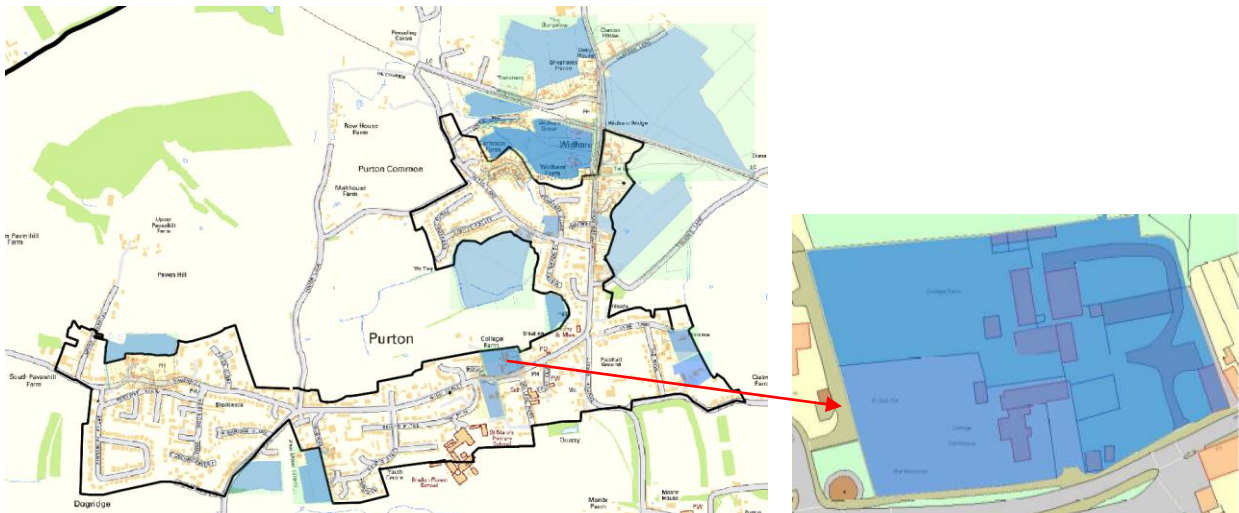
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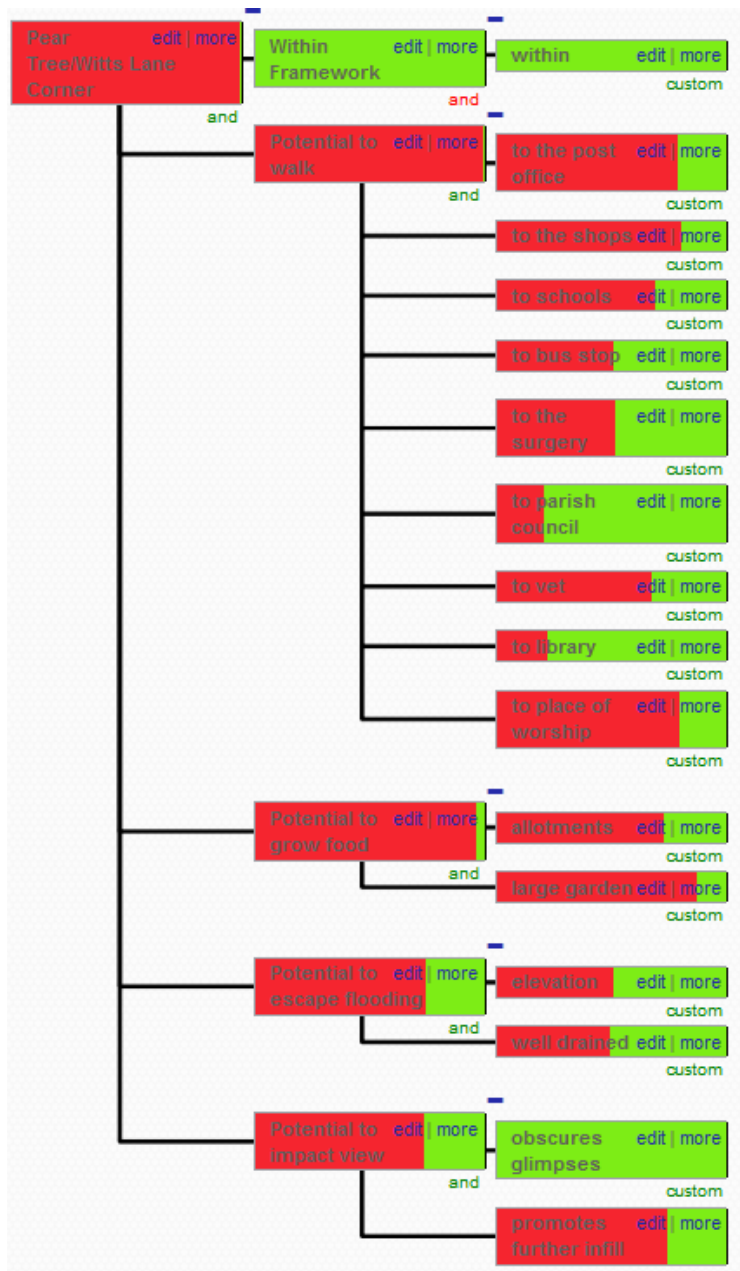
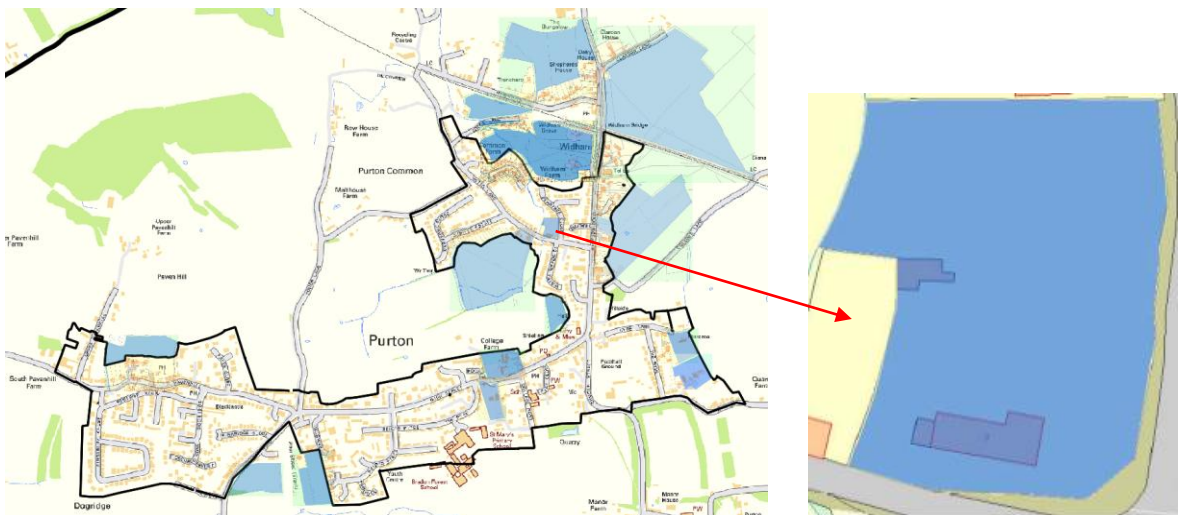
Land at Restrop Road



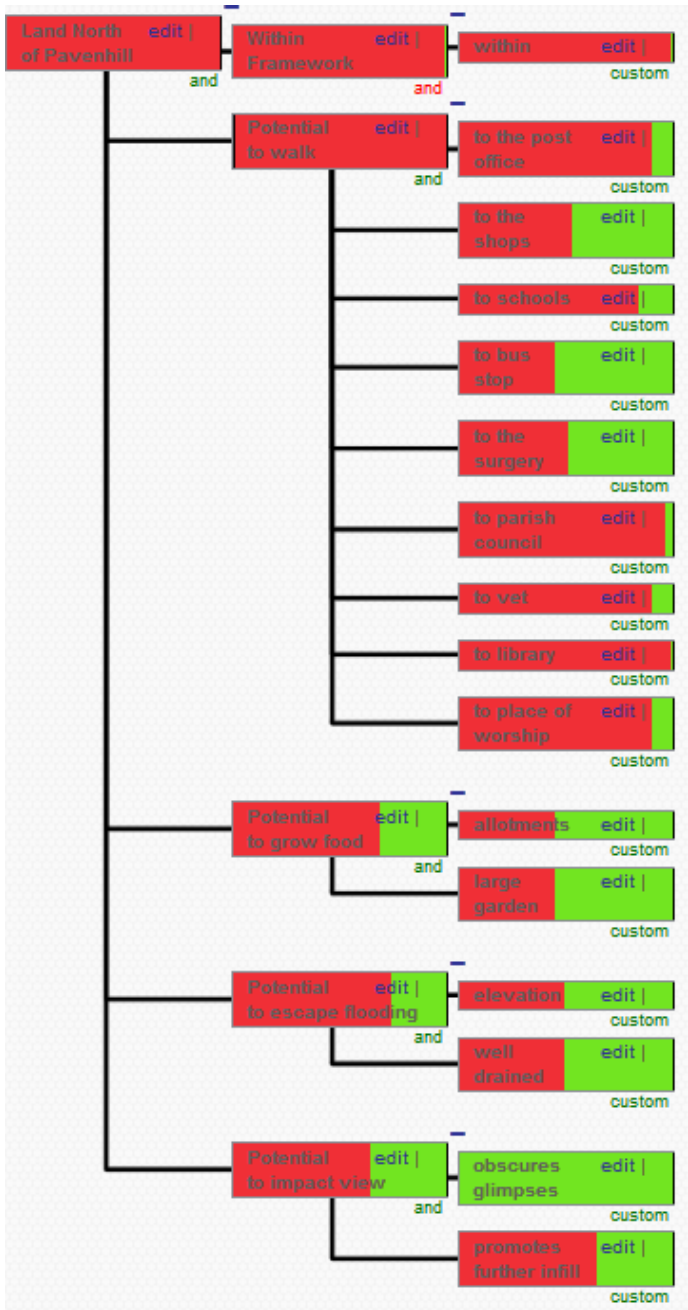
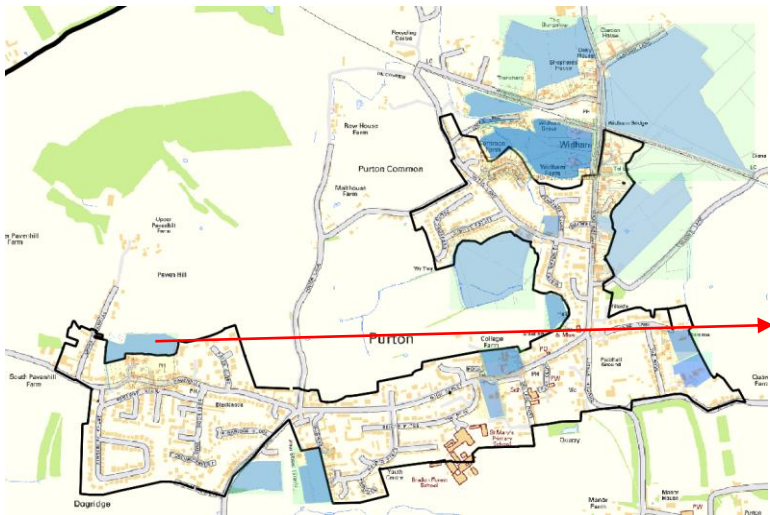
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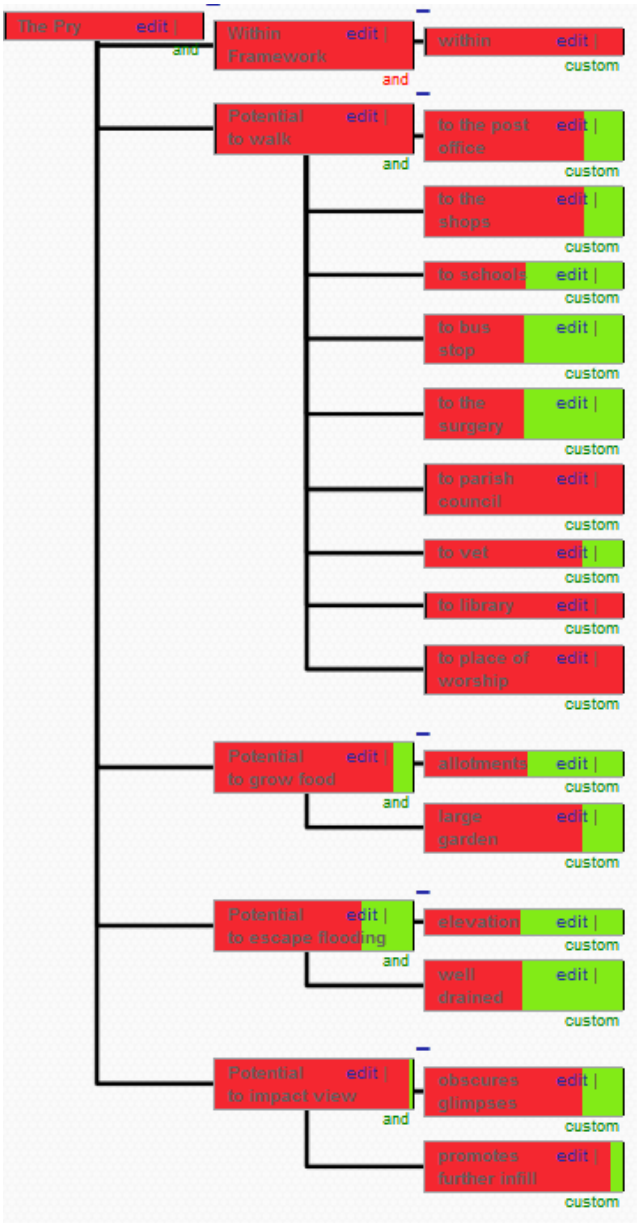
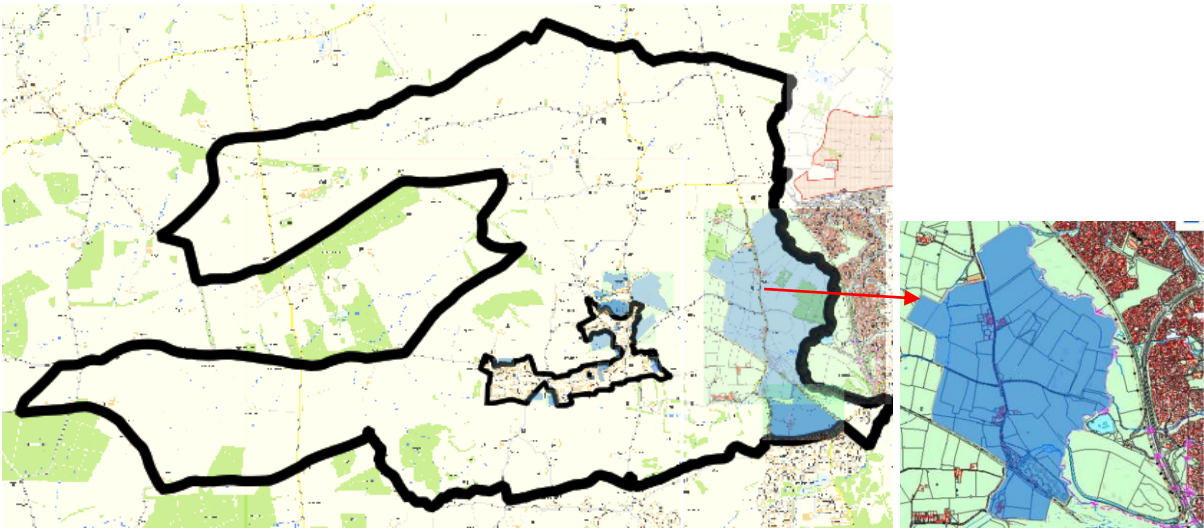
Corner at Pear Tree/Witts Lane



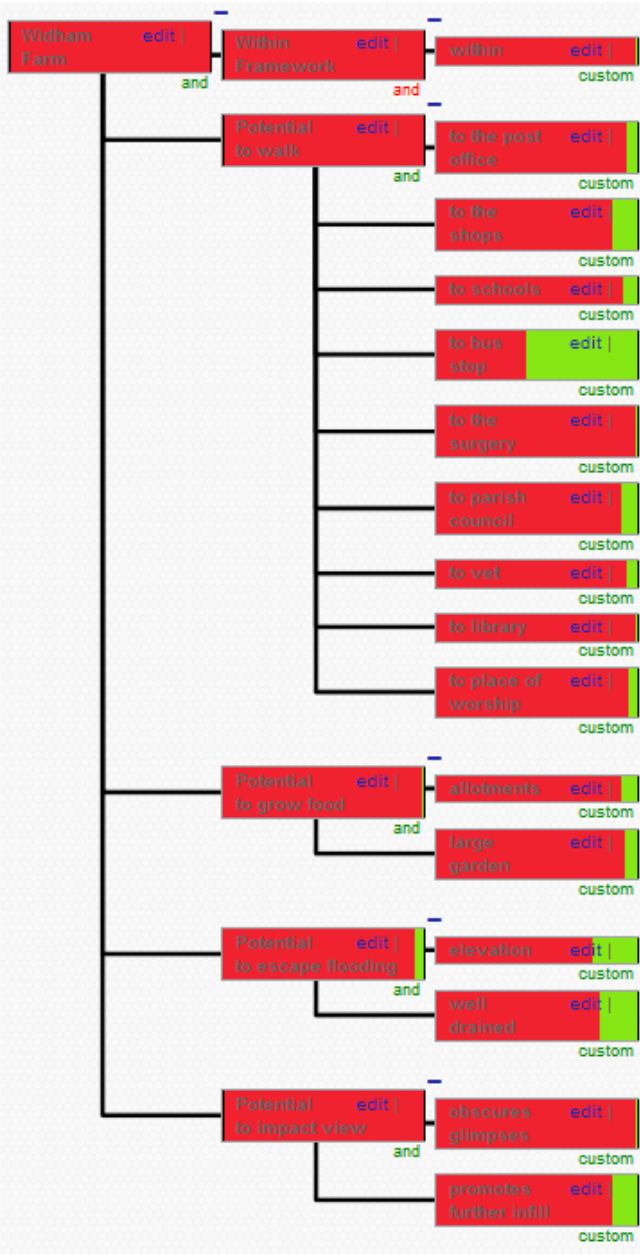
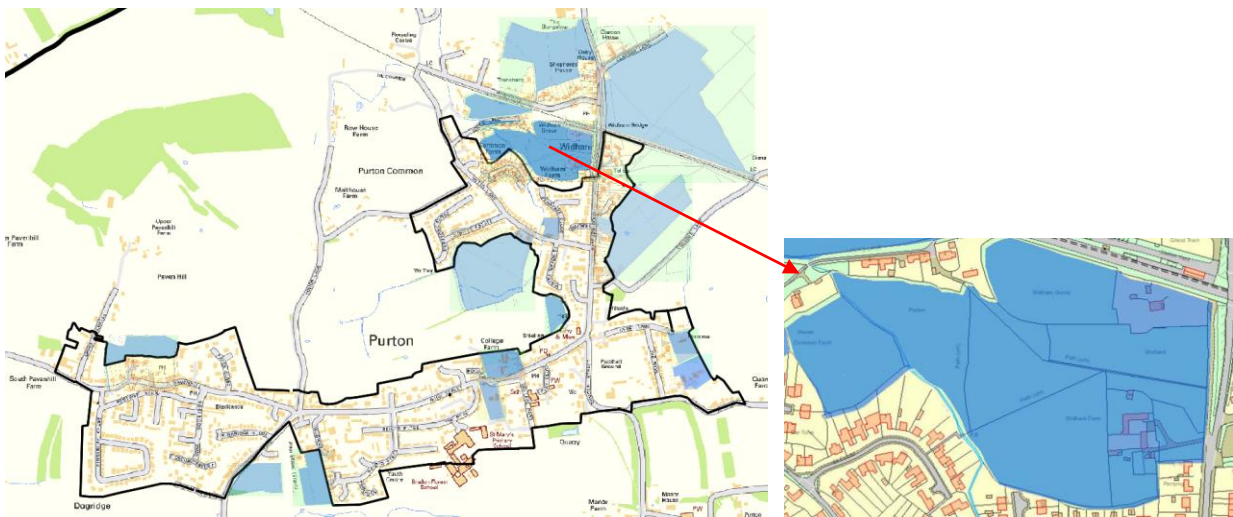
Land North of Pavenhill



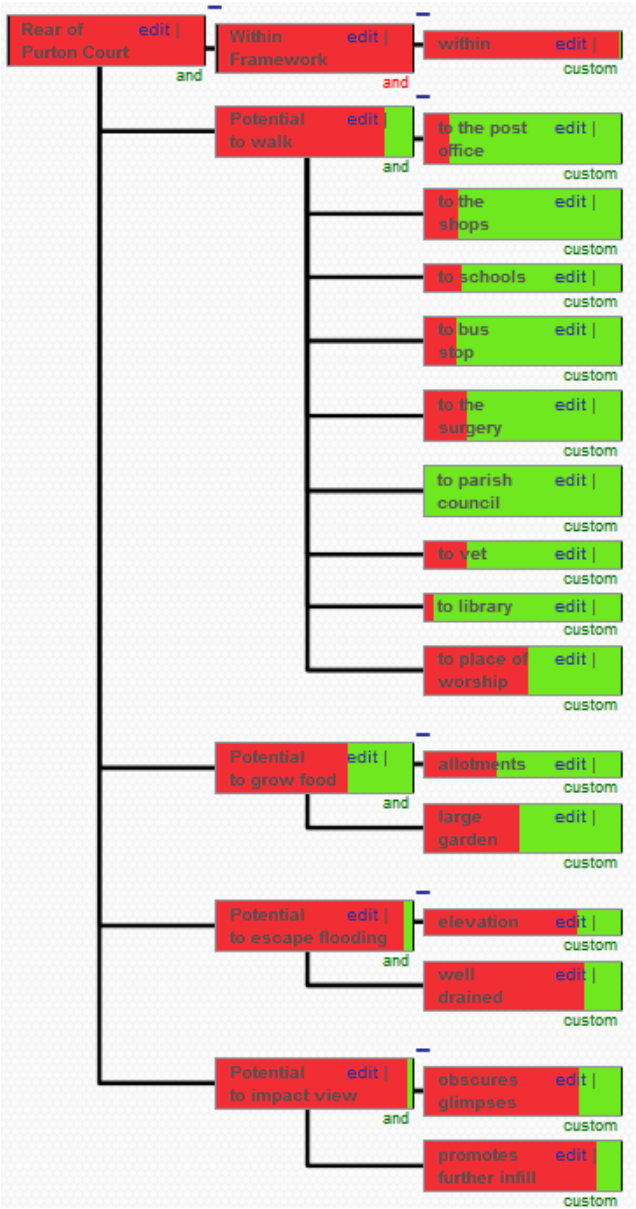
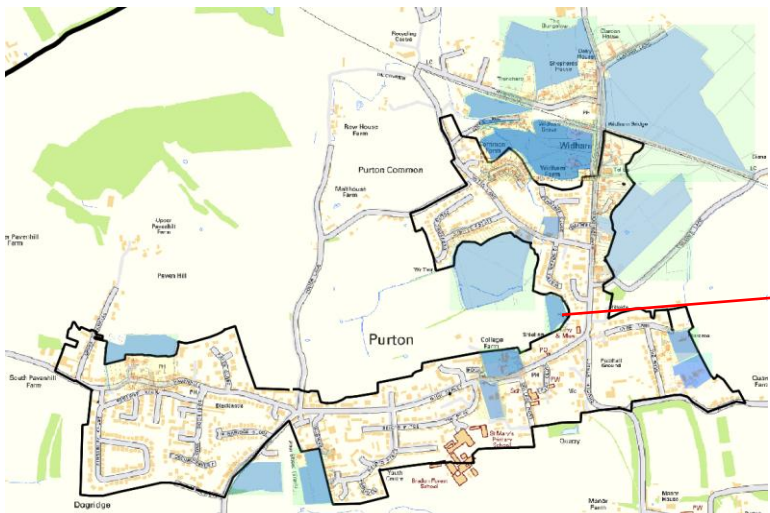
The Pry



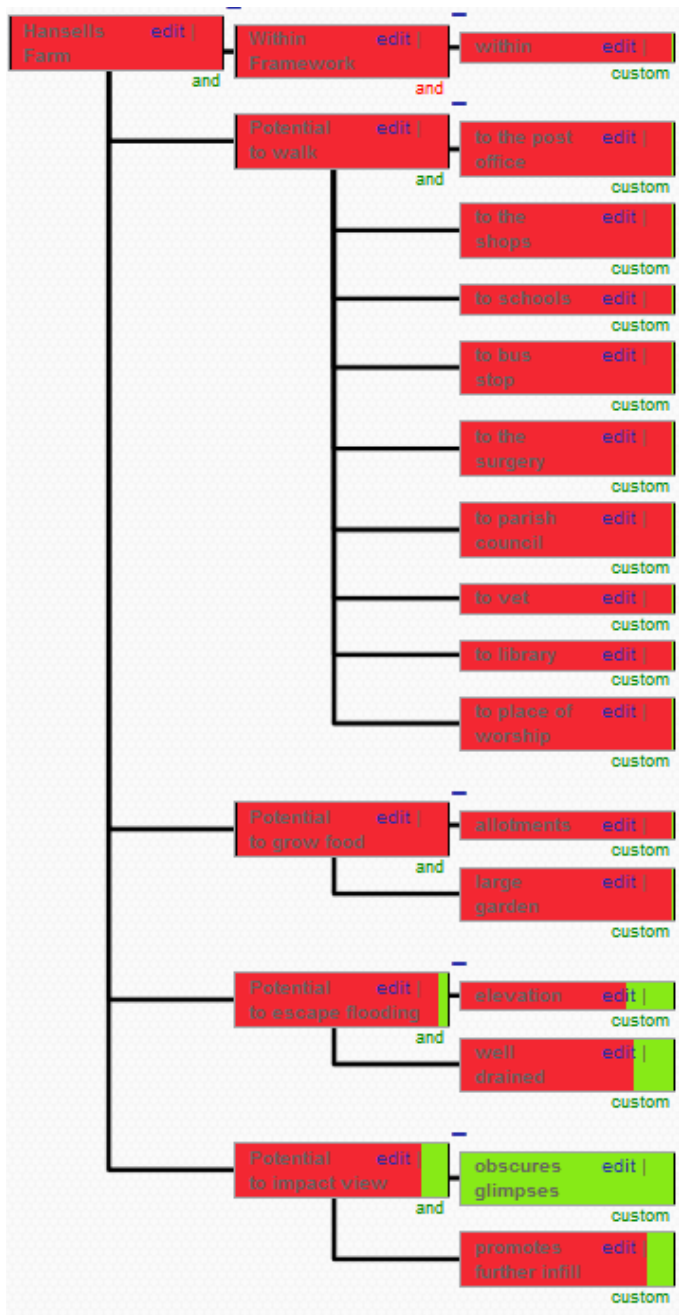
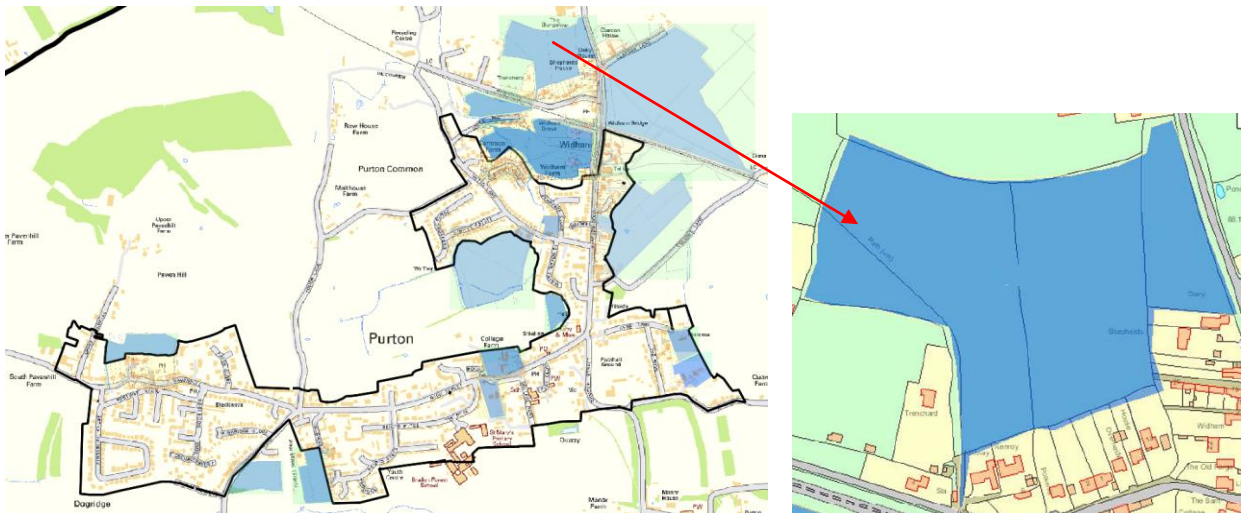
Widham Farm



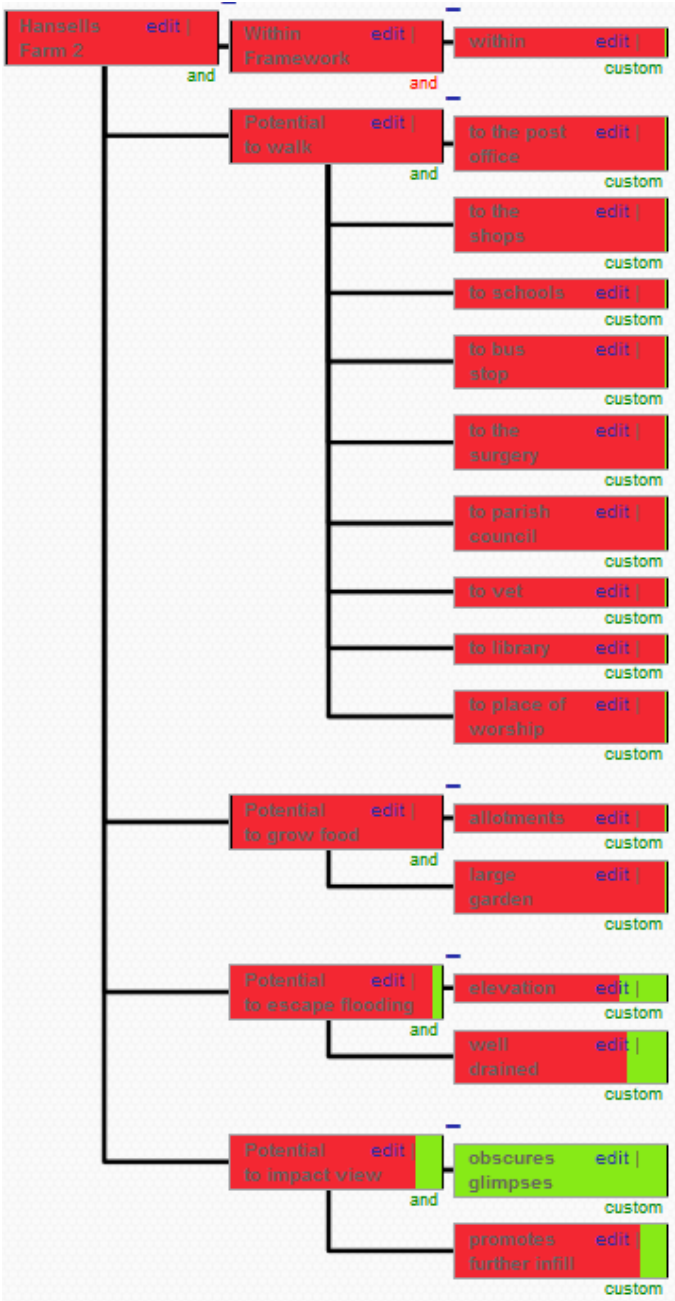
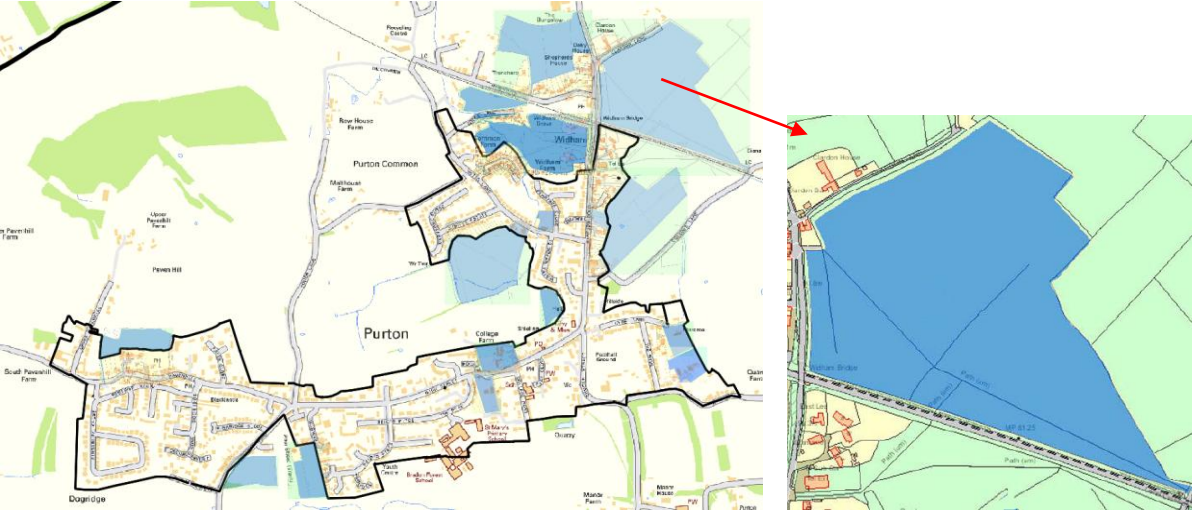
Land to the Rear of Purton Court No 3



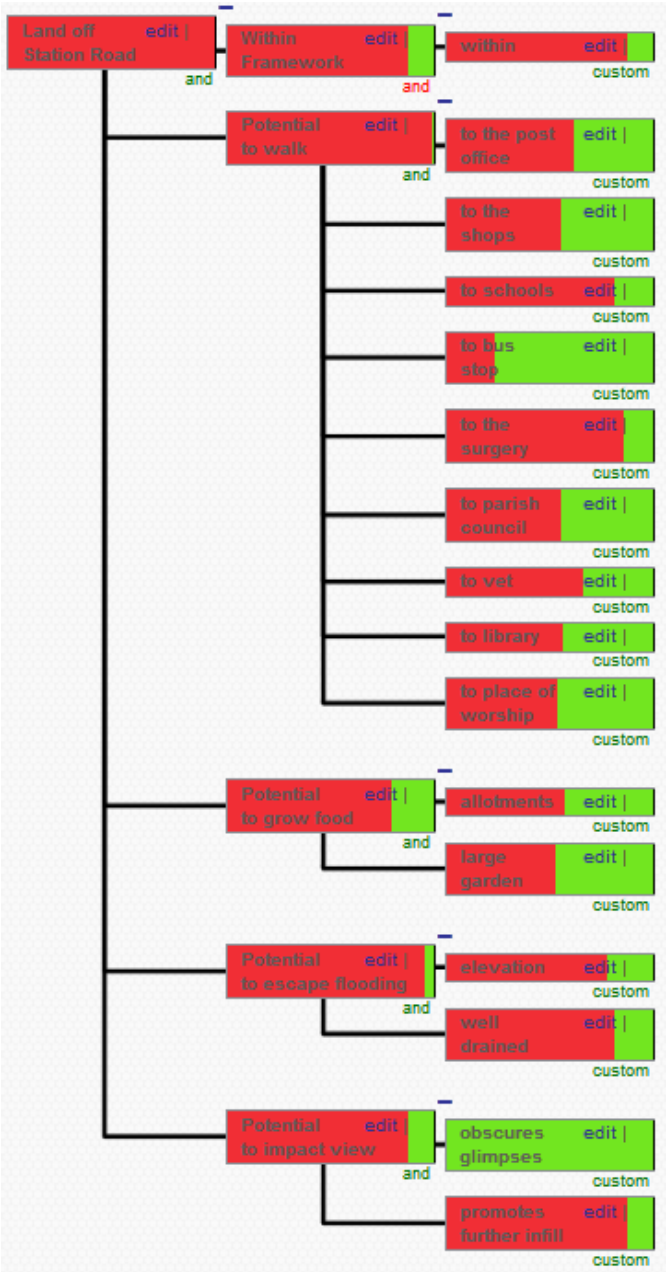
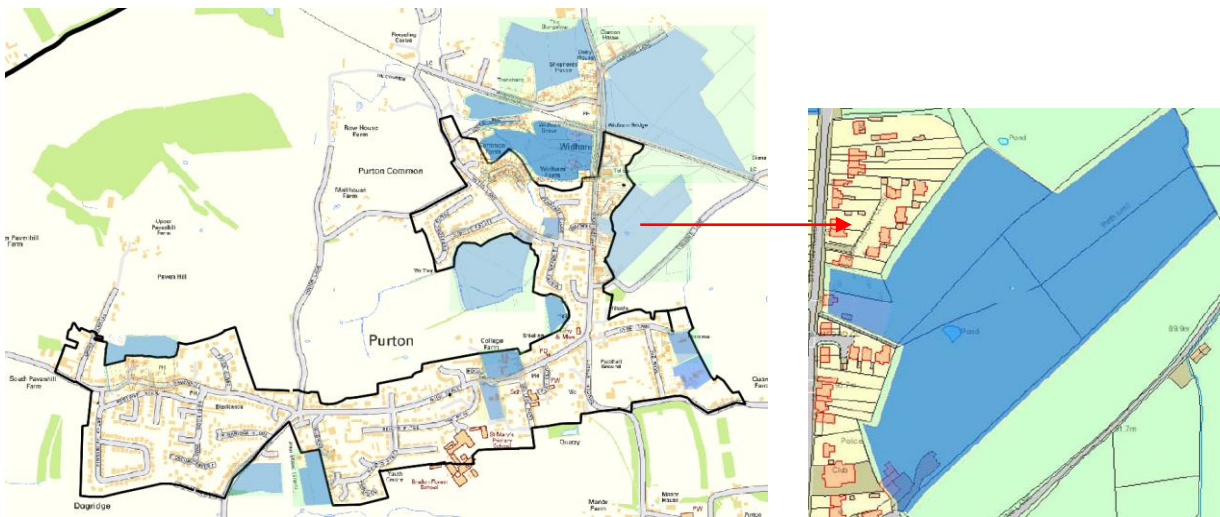
Land at Hansells Farm



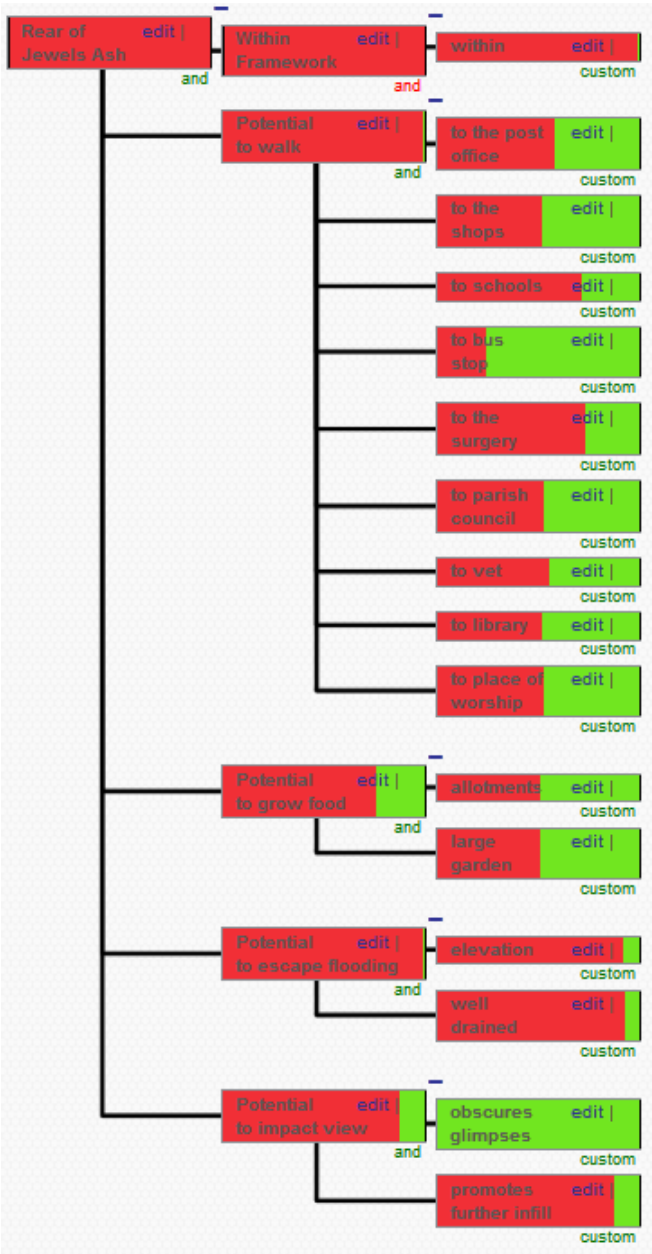
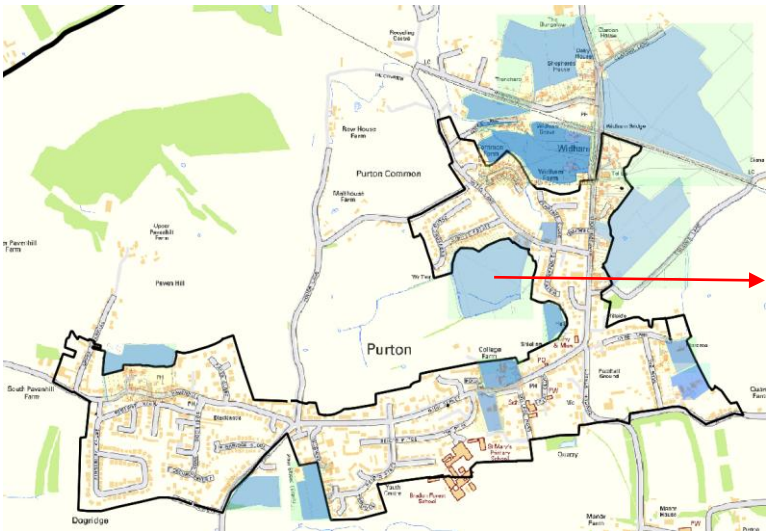
Land at Hansells Farm 2



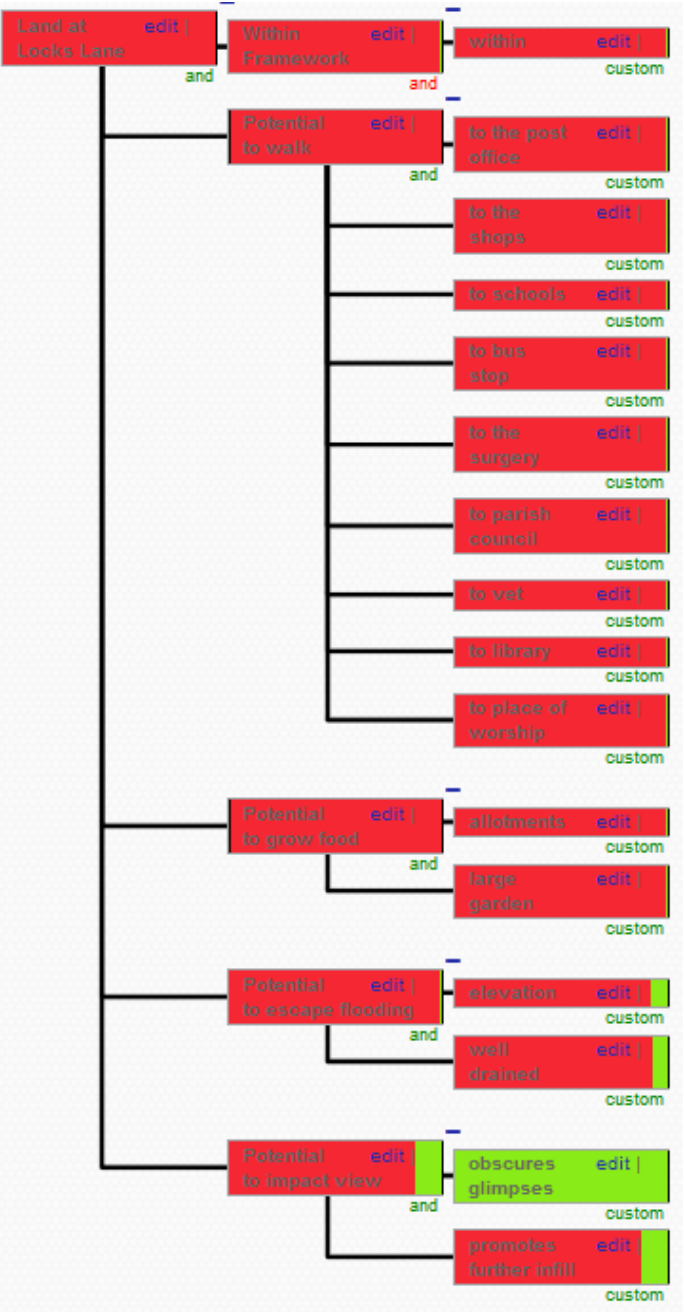
Land off Station Road



Land Rear of Jewels Ash



Land at Locks Lane



Appendix 12 Case Study: *Resilience or Convenience?*

The Wiltshire Strategic Board first met in February, 2002 and commissioned a strategic analysis of the key issues facing Wiltshire. The Strategic Analysis was an attempt to bring together, for the first time, relevant information about the key issues facing Wiltshire from as wide a range of sources as possible. These sources included key strategies and plans for Wiltshire, research reports and studies, Census and other statistical data, and discussions with experts in various local organisations. Many of the documents are, in themselves, the result of extensive consultation. The Analysis was widely circulated and used.

For instance, it was a base document in the County Council's first *State of Wiltshire* debate in November, 2002 and the economic section was debated by the Wiltshire and Swindon Economic Partnership, and more up-to-date data supplied. The Board commissioned the production of a community strategy for the county, it also used a matrix tabulation of issues to inform on the eight policy themes which together covered the whole policy agenda. This grid included headline summaries of national and local Public Service Agreement targets, the issues identified in the *Strategic Analysis*, *People's Voice* concerns, *Wiltshire Quality of Life* indicators, community planning priorities (as of November, 2002), and ideas from a conference held at the Kingston Manor. Members then suggested possible issues for a work programme.

The next significant stage in the process was the use of *Forum for the Future*⁹⁷ to assist the Wiltshire Strategic Board's officer executive (WiSBEx). **The consultants preferred not to start from the detailed research base that was available but bypass that** and skip to "... *tap into participants' intuitive and experiential feel for what objectives and principles would together deliver the Board's vision of 'creating a county fit for our children'*". The workshop also identified some possible "early wins".

The workshop report and the list of suggested key issues were used to produce a draft community strategy for the Board's June, 2003, meeting, which focussed on 15 broad objectives. The Board were asked to give an indication of the relative order of priority between these issues. WiSBEx (the officer executive) met in July, 2003, and following a detailed debate decided that whilst the longer list of issues was important to retain in the eventual Strategy, the Board itself needed to focus on a few issues if it was going to be able to demonstrate that it was making a difference. Initially, the revised version of the Strategy that went to the Board's September, 2003, meeting contained three issues, namely reducing waste, improving public health, and improving Wiltshire's street scene. At the Board's September, 2003, meeting a fourth issue of adult basic skills was suggested and agreed.

To quote the final Strategy itself:

'In choosing these issues the Board has not attempted to grade all the strategic issues according to impact or severity, but has rather chosen issues where there is known public concern and where the results of these projects will be visible to all Wiltshire residents. An additional reason was that there was interest and energy from particular Board members to drive these particular initiatives forward'.

The draft strategy was revised to give these four issues prominence and was tested at a Senior Managers' Conference within the County Council, held on 7 October, 2003, and at the large Strategic Board Conference held at Tidworth later in the same month. The Tidworth Conference, which was attended by 120 representatives, was particularly focussed on the four issues which the Board had chosen to champion.

WiSBEx discussed the Conference and the draft Strategy again in November, 2003, and the group strongly confirmed its support for the draft Strategy and for the choice of the four issues. The

⁹⁷ <http://www.forumforthefuture.org>

Strategy was then put to the Board in early December, where it was agreed, and subsequently printed, and distributed widely from the end of January, 2004, onwards.

In essence, the strategic issues were highlighted initially by those attending the Forum of the Future's workshop, by those where there was public concern, where results could be visible and reinforced by those present who were interested.

This is not how to develop a strategy ~ Forum of the Future decided to begin with interest of those present, public concern is typically short term, residential visibility also emphasises short term ~ basically it was driven by those present at the workshop and their particular interests.

Resilience or Convenience...?

Appendix 13 Some useful pointers for the Parish Plan

Whilst it is clear that some of the recommendations below may require funding and may appear to be financially unachievable under current political circumstances, the important thing is that the outcomes of the parish plan do not compromise what is possible in the future, and to plan wisely.

What is needed
WATER
Updating and publishing the <i>Flooding Report and Flood Management Plan, Wiltshire Council (2010 with May 2010 updates)</i> on a GIS with open access
Keeping ditch and watercourses clear and identifying blocked drainage systems
Upgrading culverts under railway and creating holding ponds north of railway
FOOD
Some minimal efforts to develop local food sources and demand
Some minimal efforts to develop awareness of food sources and encourage demand
ENERGY
Some minimal efforts to develop local energy sources and demand
Some minimal efforts to develop awareness of local energy sources and encourage demand
WASTE
Maintaining awareness to keep recycling rates up
Improved facilities for plastics
HEALTH
Commissioning further research into the requirement for burial
EDUCATION
A more radical approach to littering by the school
SAFETY
A more radical approach to speeding
A more radical approach to littering by the school
A more radical approach to parking issues
A more radical approach to dog fouling

What is needed
HOUSING
Propose types of housing required
TRANSPORT
A more radical approach to speeding and parking issues
ECONOMY
Outline a master plan for Pavenhill
RECREATION
Greater awareness on need to use all rights of way
CONNECTIVITY
Detailed survey on internet usage
DEMOCRACY
Greater awareness of civic responsibility

Appendix 14 Some useful pointers for the Neighbourhood Plan

An important part of the neighbourhood plan will be the description of the character areas of the parish. For this, the *Village Appraisal (2000)* made a good starting point as many of the areas were at least partly described.

Whilst it is clear that some of the recommendations below may require funding and may appear to be financially unachievable under current political circumstances, the important thing is that the outcomes of the neighbourhood plan do not compromise what is possible in the future, and to plan wisely.

What is needed
WATER
Requiring all new houses in Parish to be built with rainwater harvesting capability and with water efficiency capability
Upgrade River Ray to take increased volume from Swindon
Dredge/upgrade River Ray to take increased volume of water from River Kennet/maintain a dedicated flood plain
FOOD
All new homes to have adequate gardens to grow food*
<i>* owners may not wish to of course but the important thing is that the potential is there for future owners</i>
New allotments areas to be considered in relation to any new build clusters
ENERGY
All new homes to have solar (photovoltaic and water heating) where appropriate
WASTE
Require all new houses in Parish to be built with efficient waste storage
Require all clusters of new houses in Parish to be built with efficient, communal, waste management facilities
HEALTH
Identifying the appropriate land requirements for the cemetery
EDUCATION
Outline a feasibility study for a schools feeder road with the off-take prior to Battlewell
SAFETY
Outline a feasibility study into Pavenhill Shops as a means to deal with parking, school access and housing

What is needed
HOUSING
Propose types and numbers of housing and where based on resilience criteria
TRANSPORT
A more radical approach to transport issues
ECONOMY
Identify location for a business park
RECREATION
Outline a multi-use strategy for the Red House
CONNECTIVITY
Pressure on Wiltshire to include parish in its programmes
DEMOCRACY
Incorporate the parish council offices into a multi-use strategy for the Red House Centre

Appendix 15 A Foresight and Resilience Plan for the Parish

Whilst it is clear that some of the recommendations below may require funding and may appear to be financially unachievable under current political circumstances, the important thing is that the outcomes of the parish plan and the neighbourhood plan do not compromise what is possible in the future, and to plan wisely.

A FORESIGHT AND RESILIENCE PLAN FOR THE PARISH OF PURTON	
What is needed	Who to be involved
WATER	
Feasibility of creating a lake behind Jewels Ash to provide a long term buffer, resource and amenity	Parish Foresight & Resilience Group (including but not limited to PPC, WC, EA and landowners)
FOOD	
Develop data sets and models to test feasibility and desirability of feeding the parish in part	Parish Foresight & Resilience Group (including but not limited to PPC, WC, EA, Defra and landowners)
ENERGY	
Develop data sets and models to test feasibility and desirability of developing local community wind	Parish Foresight & Resilience Group (including but not limited to PPC, WC, Defra and landowners)
WASTE	
Develop data sets and models to test feasibility and desirability of re-using waste in a more beneficial way rather than just depositing into the ground	Parish Foresight & Resilience Group (including but not limited to PPC, WC, EA, Defra and landowners)
HEALTH	
Requesting statistics that mean something on a parish population basis in order to plan more openly for the normalised health profile of the parish	Parish Foresight & Resilience Group (including but not limited to PPC, WC, and doctors)
Integrated Study for Day Care Provision	Parish Foresight & Resilience Group (including but not limited to PPC, WC, and doctors)
EDUCATION	
A feasibility study for a schools feeder road with the off-take prior to Battlewell, including options for housing, parking and allotments	Parish Foresight & Resilience Group (including but not limited to PPC, WC, and landowners)

A FORESIGHT AND RESILIENCE PLAN FOR THE PARISH OF PURTON	
What is needed	Who to be involved
SAFETY	
Feasibility Study into Pavenhill Shops as a means to deal with parking, school access, housing and food production	Parish Foresight & Resilience Group (including but not limited to PPC, WC, and landowners)
HOUSING	
Propose a plan integrating water, food, energy, waste, transport and housing	Parish Foresight & Resilience Group (including but not limited to PPC, WC, and landowners)
TRANSPORT	
Feasibility study on options for the parish road network	Parish Foresight & Resilience Group (including but not limited to PPC, WC, and landowners)
ECONOMY	
Feasibility study on a Pavenhill Master Plan	Parish Foresight & Resilience Group (including but not limited to PPC, WC, business owners)
RECREATION	
Feasibility study on a multi-use strategy for the Red House	Parish Foresight & Resilience Group (including but not limited to PPC, WC, sports clubs, and other activities)
CONNECTIVITY	
Strategy for the Parish internet	Parish Foresight & Resilience Group (including but not limited to PPC, WC, and business owners)
DEMOCRACY	
Strategy for Parish Democracy	Parish Foresight & Resilience Group (including but not limited to PPC, WC and parish organisations)