

Neighbourhood Plan Summary of Consultation



August 2022

MAYLAND PARISH NDP
Summary of Consultation

August 2022

PREPARED ON BEHALF OF:
Mayland Parish Council



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1. Introduction

During July and August 2022 consultation on the Mayland Neighbourhood Plan was undertaken. The purpose of this was to ask whether the set of draft objectives prepared based on the findings of previous consultation undertaken prior to the pandemic were still relevant for Mayland or, if not, whether there were other challenges and issues to be addressed. The consultation also gathered feedback on the draft set of locational criteria to be used to inform future development, as well as on the design qualities and infrastructure improvements needed for the Parish.

This consultation took the form of a questionnaire that sought to capture feedback electronically (via the Parish Council website) as well as by hand. Copies of the questionnaire were made available to pick up from the local Post Office.

It was supported by a leaflet distributed to all households in the Parish as well as a set of summary information posters which were displayed online and around the village, including Parish noticeboards. Copies of the material are included in the appendix to this report.

Alongside the questionnaire a consultation drop in event was held on Saturday 16 July at Lawling Park Hall which displayed all consultation material and allowed residents to discuss the Plan in person.

In addition to the leaflet distribution the Parish Council promoted the questionnaire and drop in event through their Facebook page, as shown in Figure 1. They also created a dedicated Neighbourhood Plan page on their website, which included information surrounding the plan making process and links to consultation material. A screenshot of the homepage at the time of consultation is shown in Figure 2. This could also be accessed directly via a 'news item' displayed prominently on the home page of the website.

A total of 136 responses to the questionnaire were received. The vast majority of responses were received from residents of the parish (134 out of 136 responses), with the others being a business / organisation in the Parish, and an employee in the Parish.

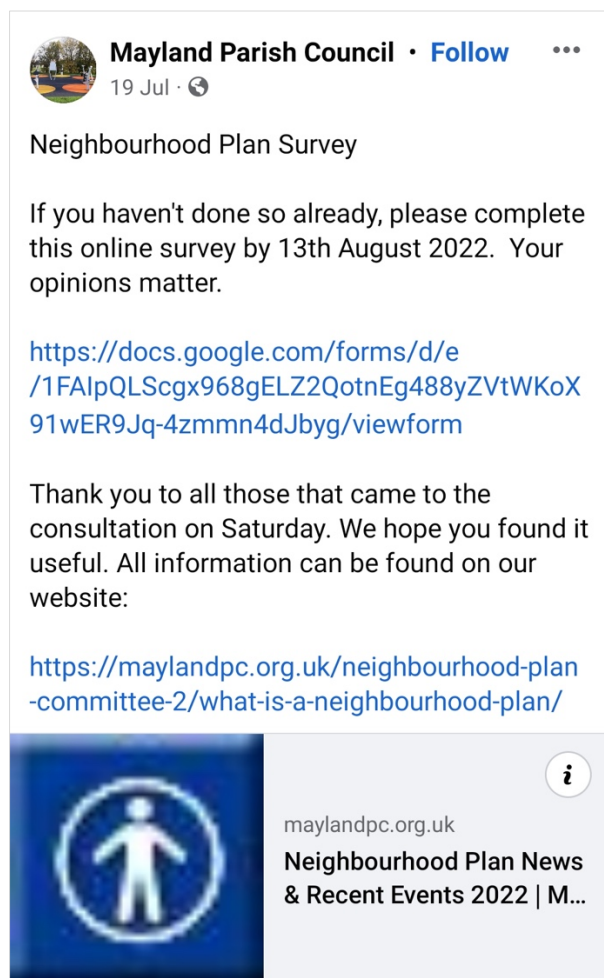
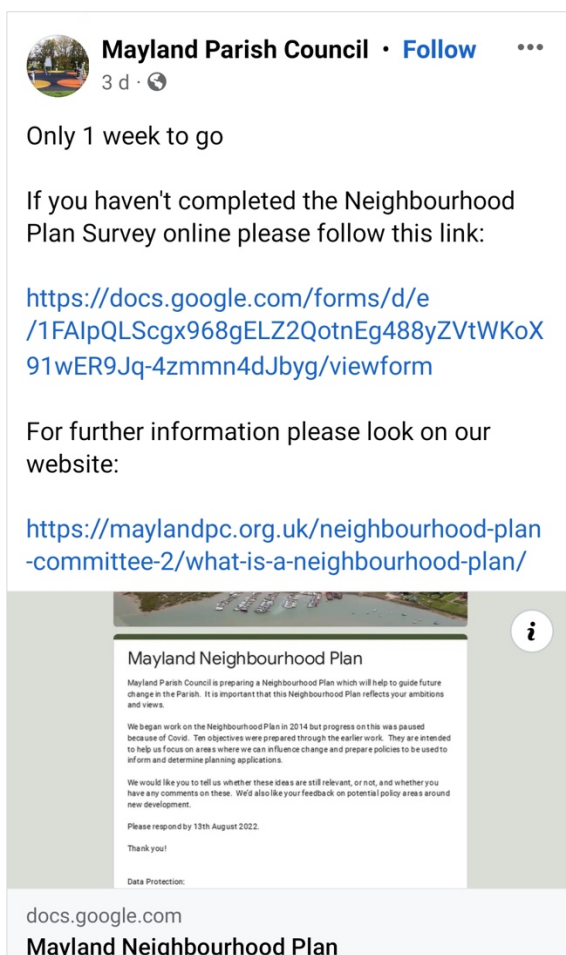
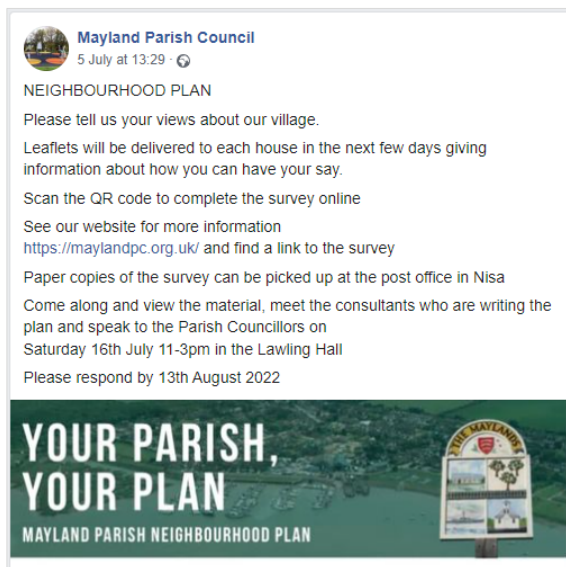


Figure 1: Selection of Facebook posts in July and August 2022 about the Neighbourhood Plan consultation

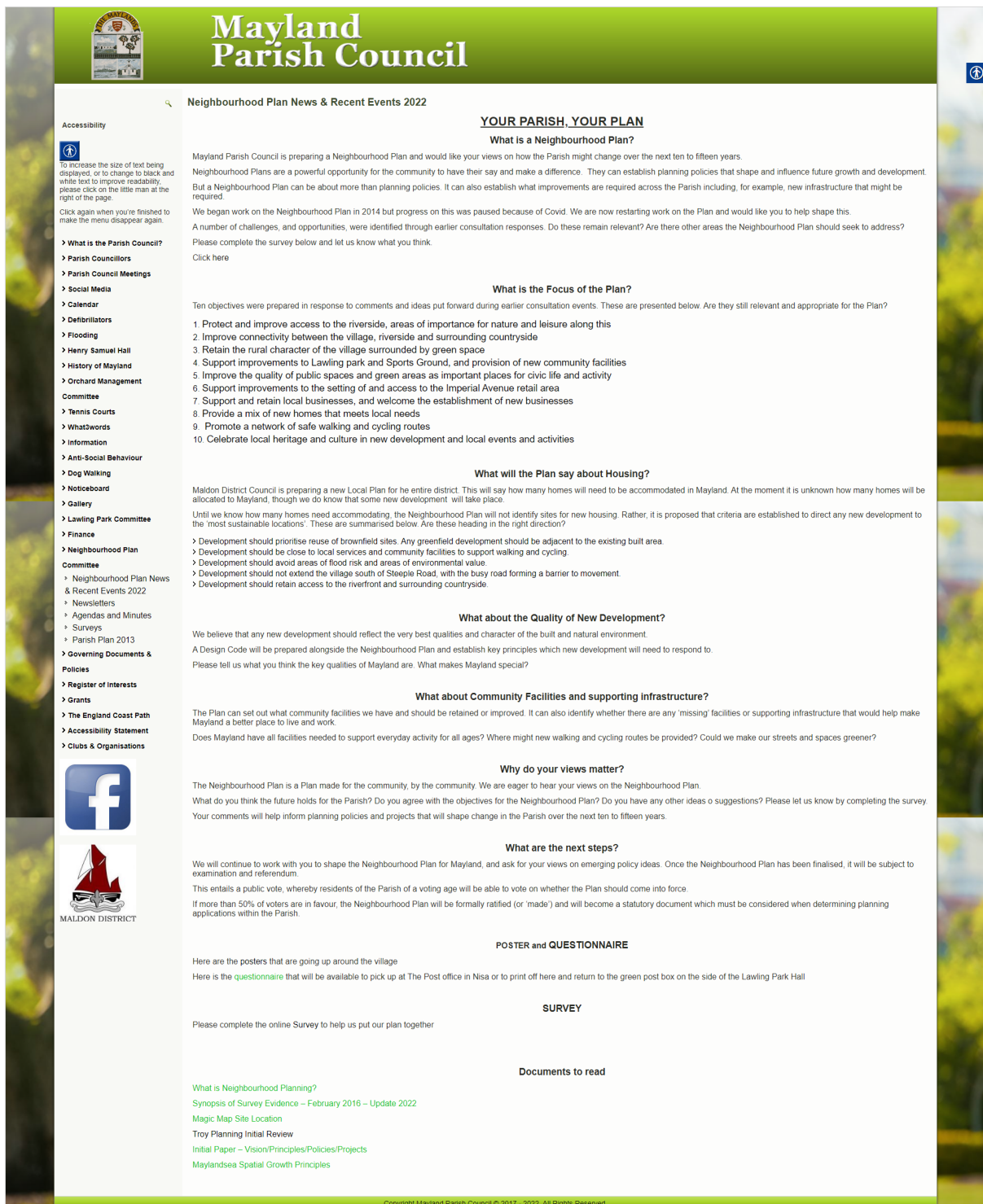


Figure 2: Maylandsea Parish Council Neighbourhood Plan page during consultation

2. Feedback on the Objectives

2.1 Overview

The survey presented respondents with a series of draft objectives which had been prepared following feedback from earlier consultation events undertaken before the onset of the Covid pandemic. Ten objectives were presented, being:

1. Protect and improve access to the riverside, areas of importance for nature and leisure along this
2. Improve connectivity between the village, riverside and surrounding countryside
3. Retain the rural character of the village surrounded by green space
4. Support improvements to Lawling Park and Sports Ground, and provision of new community facilities
5. Improve the quality of public spaces and green areas as important places for civic life and activity
6. Support improvements to the setting of and access to the Imperial Avenue retail area
7. Support and retain local businesses, and welcome the establishment of new businesses
8. Provide a mix of new homes that meets local needs
9. Promote a network of safe walking and cycling routes
10. Celebrate local heritage and culture in new development and local events and activities

For each objective, respondents were asked to what extent they agreed with the objective for the Neighbourhood Plan, answering either strongly agree, agree, neither disagree nor agree, disagree, or strongly disagree. Respondents were also asked whether they had any comments on the objective(s).

A summary of the responses to all objectives is displayed in Figure 3, followed by further analysis of the wider comments.

All of the objectives (with the exception of one) were well supported by all respondents, with more than 74% of respondents expressing either agreement or strong agreement to each objective. The objective receiving the strongest level of support was Objective 3 (retain the rural character), to which 98% of respondents either agreed or strongly agreed. Objective 10 (celebrate local heritage and culture) had a lower level of support than others (74% either agreed or strongly agreed), but this also had a relatively high proportion of respondents neither agreeing or disagreeing, with supporting comments then stating that some did not fully understand the objective and how it might be fulfilled.

The exception to the above is in respect of Objective 8 (provide a mix of new homes to meet local needs), with as many people agreeing to this as disagreeing. The caveat to this is that many of the respondents disagreeing with the objective said there should be no new development in the area.

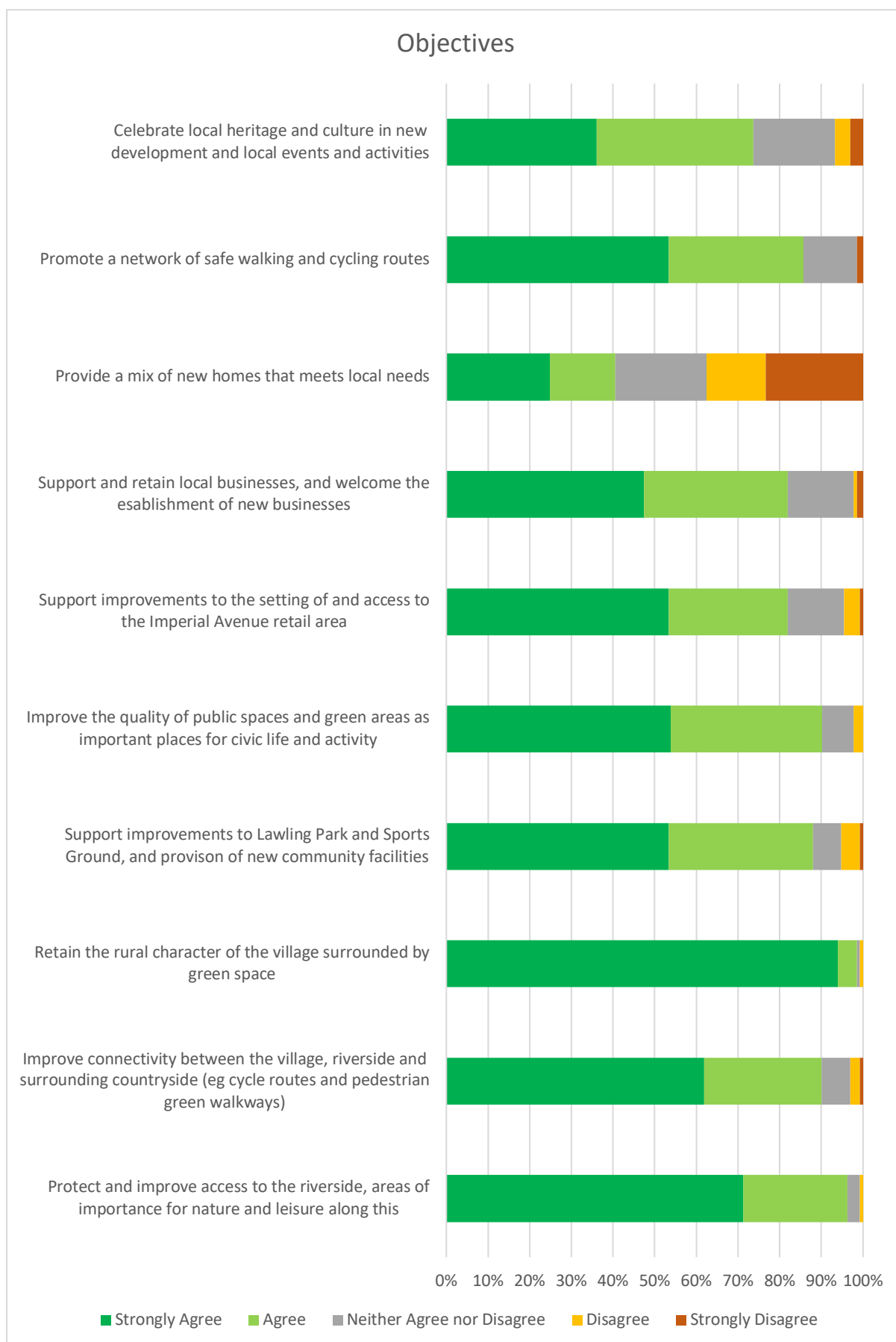


Figure 1. Graph displaying responses to the objectives

2.2 Wider comments

Respondents were also provided with the opportunity to submit any other ideas, suggestions or concerns regarding these objectives.

The main comments made in response to this question are summarised as:

- The 'village feel' should be retained, with no or limited new development.
- There should be no development until / unless supporting infrastructure is provided, including new schools and healthcare facilities.
- If development is to happen it should be on brownfield sites.
- More should be made of the riverfront, both in terms of improved access to and along this, but also in terms of activities and events along it (e.g.: café, seating areas, viewing points etc).
- The local centre on Imperial Avenue is an asset but parking is poor, can be dangerous for pedestrians, and undermines the appearance of the shops and services here.
- Public toilets need providing at Lawling Park.
- Protection of local wildlife should be a priority.

3. Future Development

Participants were presented with a set of criteria which might be used to help direct potential new development. This was set in the context of the emerging Maldon Local Plan which is likely to identify Mayland as a place for future growth but that, until the Local plan progresses, proposals for development will come forward and which the Neighbourhood Plan can seek to influence. Respondents were asked to what extent they agreed, or not, with the emerging criteria to be used to direct development to appropriate locations?

The criteria were presented as follows:

- Development should prioritise the reuse of brownfield sites.
- Any greenfield development should be adjacent to the existing built area.
- Development should be close to local services and facilities to support walking and cycling.
- Development should avoid areas of flood risk and areas of environmental value.
- Development should not extend the village south of Steeple Road as the busy road is a barrier to movement.
- Development should retain access to the riverfront and surrounding countryside.

A summary of responses is displayed in Figure 3. This indicates good support for all except one of the proposed criteria. In particular, respondents were in agreement with the need to avoid areas of flooding, retain access to the riverfront and surrounding countryside, and to prioritise the reuse of brownfield sites for development.

The criteria around greenfield sites was less well received than others, with less than half expressing support. A third neither agreed nor disagreed, with around a quarter expressing disagreement. This could suggest that respondents might be comfortable with greenfield sites coming forward for development that are not adjacent to the existing built-up area. However, comments left in response to this section make clear that those people who disagreed with this criteria were using their response to express concern about development and that Mayland should not be a place for any new development.

In terms of other comments received, respondents suggested:

- Brownfield sites should be prioritised over greenfield.
- Agricultural land needs to be preserved.
- There should be no new development until schools, healthcare and better public transport services are provided.
- New development should not be to the detriment of the village, waterfront or surrounding environmental assets.
- The character of the village should be retained, with any new development small scale and making use of opportunities to reuse previously developed land.

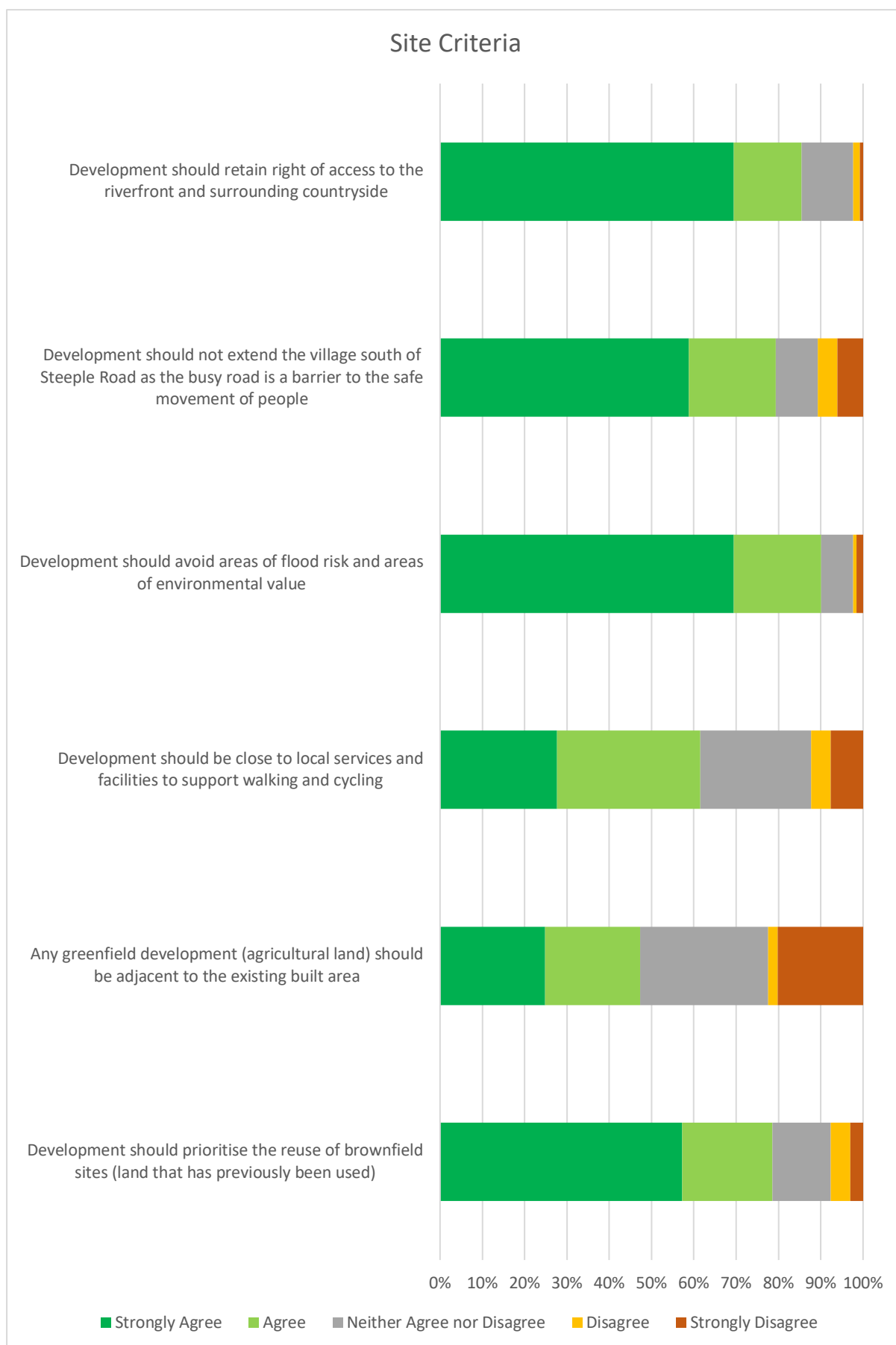


Figure 2: Graph displaying responses to the suggested criteria for future development locations

4. Design quality, services and facilities

4.1 Design qualities

Respondents were provided with the opportunity to outline what they consider to be the best design qualities that characterise the area and which any new development should respond to. Many respondents used this question to express concerns about new development and infrastructure provision (as also noted in earlier sections of the survey). In terms of those who commented on design qualities, character and identity, headline messages were:

- There is a variety of housing types in the area and this should be reflected in any future development, with 'standard' or 'volume' house types avoided.
- Relatively low density and low rise housing with a rural, village feel and proximity of the waterfront.

The key messages above should inform new development. Respondents also noted other design considerations for future development, including:

- There should be sufficient parking provision for new homes and this should be provided 'on-plot'.
- A mix of homes should be provided for younger families and the elderly, including affordable homes, detached properties and bungalows, all with good sized gardens.
- New development should be well integrated with the existing street network.
- Renewable energy sources and other sustainable design and construction features should be incorporated into new development.

4.2 Infrastructure

Respondents were also provided with the opportunity to suggest any local infrastructure improvements that might be needed in Mayland. Suggestions included:

- A new or extended school.
- Healthcare facilities.
- Retention of green spaces.
- Café on the waterfront.
- Improvements to quality of sports facilities, including 'all surface courts' for use by young people.
- Improvements to bus services.
- New and improved walking and cycling routes, including improvements to the coastal path.
- Measures to slow traffic speeds on streets within the village.
- Improved road connections to and from the Dengie peninsula.

Other suggestions included:

- Improvements to the parking, public realm and appearance of the retail area along Imperial Avenue.

5. Other comments

A 'free-form' box was included in the survey to provide respondents with the opportunity to set out any other comments, ideas or suggestions they had in respect of the Neighbourhood Plan. Where comments were provided these generally reiterated messages made elsewhere in the survey. These are summarised below:

- There should be no new development in the village as (a) the infrastructure is inadequate to cope with this, and (b) it would spoil the character of the village, including its countryside setting.
- There is a need for local health care and new school places.
- The character of the village should be retained.
- There has been and is a large amount of development taken place across the Dengie Peninsula but highways connections are limited and unable to cope with the volume of traffic. These need improving before any development takes place.
- Green spaces and agricultural land should be retained and used for the growing of food.
- If new development is to take place it should generally be small scale to help integration with the village.
- Traffic calming measures are needed within the village. The quality of the roads and pavements all need improving too.
- Improvements should be made to the quality and appearance of the Imperial Avenue retail area.
- Improvements should be made to the coastal path, including places to sit and enjoy the view.
- Sustainable design and development should be maximised, including solar panels and other renewable energy sources.

6. Summary

There was a positive response to the proposed objectives, with all, except one, being strongly supported. That receiving a mixed response (Objective 8: provide a mix of new homes to meet local needs), is explained by many of the comments made, stating that there should be no new development in the area.

It should be noted, and made clear through the next steps in the Plan process, that the Neighbourhood Plan is not seeking to allocate land for new development, but rather recognises that should new development come forward (as required through the emerging Maldon Local Plan), then these should respond to local requirements and needs (both in terms of size and affordability).

Many respondents commenting on new development also noted that if development is to go ahead, then the supporting infrastructure needs providing (particularly in terms of health care and school places) and that it should not undermine the character of the village. Smaller developments well integrated with the existing built form, rather than larger scale growth onto greenfield areas, are preferred.

Many respondents noted the importance of the retail area on Imperial Avenue, but that the quality and appearance of this needs improving, with parking arrangements improved. Others suggested that the quality of the coastal path should be improved and enhanced, with opportunities taken to provide scope to increase enjoyment of the area, potentially through improvements to the path itself, a waterfront café and places to sit and enjoy the view.

There was good support for walking and cycling routes in and around the village, and measures to reduce the speed of traffic in the village. The importance of sustainability was also recognised, particularly in respect of incorporating energy efficiencies in new buildings, retaining and providing opportunities for local food production.

The feedback ratified the objectives and criteria for directing potential new development (with the caveat above that many said they do not want to see more development) and made suggestions as to wider initiatives and projects that should be delivered in the area.

Appendix A: Leaflet



YOUR PARISH, YOUR PLAN

Please tell us what you think by completing
the survey on the website

<https://maylandpc.org.uk/>

Alternatively, a paper copy of the survey can be completed.
Please collect and return to:

Mayland Parish Council
Lawling Park Hall
Katoria Avenue
Mayland, CM3 6AD

Please also come along to meet us, view the material
and find out more:

Lawling Park Hall
Saturday 16 July, 11am - 3pm

Please respond by 13 August 2022

neighbourhoodplan



MAYLAND NEIGHBOURHOOD PLAN CONSULTATION

What should Mayland Parish be like in ten to fifteen years' time?

The Parish Council is preparing a Neighbourhood Plan.
This is an exciting opportunity to influence the
future of Mayland Parish.

It will establish policies setting out how we, the
community, wish to see the Parish change. It can also
identify how and where improvements should be made,
such as to community facilities and green spaces.

It is a Plan for the community, by the community.
It will be used to inform and help determine future
planning applications in the Parish.

Please tell us what you think.

**Mayland
Parish Council**

PLAN OBJECTIVES

We began work on the Neighbourhood Plan in 2014 but progress on this was paused because of Covid. Ten objectives were prepared through the earlier work. These are presented below. Are they still relevant?

SCAN FOR
SURVEY



1. Protect and improve access to the riverside, areas of importance for nature and leisure along this



2. Improve connectivity between the village, riverside and surrounding countryside



3. Retain the rural character of the village surrounded by green space



4. Support improvements to Lawling Park and Sports Ground, and provision of new community facilities



5. Improve the quality of public spaces and green areas as important places for civic life and activity

6. Support improvements to the setting of and access to the Imperial Avenue retail area

7. Support and retain local businesses, and welcome the establishment of new businesses

8. Provide a mix of new homes that meets local needs

9. Promote a network of safe walking and cycling routes

10. Celebrate local heritage and culture in new development and local events and activities.

Policies in the Neighbourhood Plan will be used to help determine proposals for new development.

Maldon Council is preparing a new Local Plan which will say how many new homes need accommodating in Mayland over the next ten - fifteen years.

We don't yet know how many homes Maldon will say are needed in Mayland.

The Neighbourhood Plan can't stop this, but it can help direct new homes to the most appropriate locations. It can also establish guidance around the design and quality of new development, as well as wider improvements to local infrastructure, streets, spaces and community facilities.

The Neighbourhood Plan is a powerful opportunity for the community to shape any future change that takes place.

Find out more by viewing the material on the website or coming along to meet us at Lawling Park Hall, Saturday 16 July 2022, 11am-3pm.

Please tell us what you think by completing the survey on the Parish Council website.

Please respond by 13 August 2022

<https://maylandpc.org.uk/>

Appendix B: Display Posters

YOUR PARISH, YOUR PLAN

MAYLAND PARISH NEIGHBOURHOOD PLAN



WELCOME!

Mayland Parish Council is preparing a Neighbourhood Plan and would like your views on how the Parish might change over the next ten to fifteen years.

Neighbourhood Plans are a powerful opportunity for the community to have their say and make a difference. They can establish planning policies that shape and influence future growth and development.

But a Neighbourhood Plan can be about more than planning policies. It can also establish what improvements are required across the Parish including, for example, new infrastructure that might be required.

We began work on the Neighbourhood Plan in 2014 but progress on this was paused because of Covid. We are now restarting work on the Plan and would like you to help shape this.

A number of challenges, and opportunities, were identified through earlier consultation responses. Do these remain relevant? Are there other areas the Neighbourhood Plan should seek to address?

Please complete the survey and let us know what you think.

Please tell us what you think by completing the survey on the website:
<https://maylandpc.org.uk/>

Alternatively, a paper copy of the survey can be completed. Please collect and return to:
Mayland Parish Council, Lawling Park Hall, Katonia Avenue, CM3 6AD

Please respond by 13 August 2022

Scan for
Survey



YOUR PARISH, YOUR PLAN

MAYLAND PARISH NEIGHBOURHOOD PLAN



WHAT IS THE FOCUS OF THE PLAN?

Ten objectives were prepared in response to comments and ideas put forward during earlier consultation events. These are presented below. Are they still relevant and appropriate for the Plan?



1. Protect and improve access to the riverside, areas of importance for nature and leisure along this
2. Improve connectivity between the village, riverside and surrounding countryside
3. Retain the rural character of the village surrounded by green space
4. Support improvements to Lawling Park and Sports Ground, and provision of new community facilities
5. Improve the quality of public spaces and green areas as important places for civic life and activity
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8. Provide a mix of new homes that meets local needs
9. Promote a network of safe walking and cycling routes
10. Celebrate local heritage and culture in new development and local events and activities.

Please tell us what you think by completing the survey on the website:
<https://maylandpc.org.uk/>

Alternatively, a paper copy of the survey can be completed. Please collect and return to:
Mayland Parish Council, Lawling Park Hall, Katonia Avenue, CM3 6AD

Please respond by 13 August 2022

Scan for
Survey



YOUR PARISH, YOUR PLAN

MAYLAND PARISH NEIGHBOURHOOD PLAN



WHAT WILL THE PLAN SAY ABOUT HOUSING?

Maldon Council is preparing a new Local Plan for the entire district. This will say how many homes will need to be accommodated in Mayland. At the moment it is unknown how many homes will be allocated to Mayland, though we do know that some new development will take place.

Until we know how many homes need accommodating, the Neighbourhood Plan will not identify sites for new housing. Rather, it is proposed that criteria are established to direct any new development to the 'most sustainable locations'. These are summarised below. Are these heading in the right direction?

- Development should prioritise reuse of brownfield sites. Any greenfield development should be adjacent to the existing built area.
- Development should be close to local services and community facilities to support walking and cycling.
- Development should avoid areas of flood risk and areas of environmental value.
- Development should not extend the village south of Steeple Road, with the busy road forming a barrier to movement.
- Development should retain access to the riverfront and surrounding countryside.



Please tell us what you think by completing the survey on the website:
<https://maylandpc.org.uk/>

Alternatively, a paper copy of the survey can be completed. Please collect and return to:
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Please respond by 13 August 2022

Scan for
Survey



YOUR PARISH, YOUR PLAN

MAYLAND PARISH NEIGHBOURHOOD PLAN



WHAT ABOUT THE QUALITY OF NEW DEVELOPMENT?

We believe that any new development should reflect the very best qualities and character of the built and natural environment.

A Design Code will be prepared alongside the Neighbourhood Plan and establish key principles which new development will need to respond to.

Please tell us what you think the key qualities of Mayland are. What makes Mayland special?

WHAT ABOUT COMMUNITY FACILITIES AND SUPPORTING INFRASTRUCTURE?

The Plan can set out what community facilities we have and should be retained or improved. It can also identify whether there are any 'missing' facilities or supporting infrastructure that would help make Mayland a better place to live and work.

Does Mayland have all facilities needed to support everyday activity for all ages? Where might new walking and cycling routes be provided? Could we make our streets and spaces greener?



Please tell us what you think by completing the survey on the website:
<https://maylandpc.org.uk/>

Alternatively, a paper copy of the survey can be completed. Please collect and return to:
Mayland Parish Council, Lawling Park Hall, Katonia Avenue, CM3 6AD

Please respond by 13 August 2022

Scan for
Survey



YOUR PARISH, YOUR PLAN

MAYLAND PARISH NEIGHBOURHOOD PLAN



WHY DO YOUR VIEWS MATTER?

The Neighbourhood Plan is a Plan made for the community, by the community. We are eager to hear your views on the Neighbourhood Plan.

What do you think the future holds for the Parish? Do you agree with the objectives for the Neighbourhood Plan? Do you have any other ideas or suggestions? Please let us know by completing the survey.

Your comments will help inform planning policies and projects that will shape change in the Parish over the next ten to fifteen years.

WHAT ARE THE NEXT STEPS?

We will continue to work with you to shape the Neighbourhood Plan for Mayland, and ask for your views on emerging policy ideas. Once the Neighbourhood Plan has been finalised, it will be subject to examination and referendum.

This entails a public vote, whereby residents of the Parish of a voting age will be able to vote on whether the Plan should come into force.

If more than 50% of voters are in favour, the Neighbourhood Plan will be formally ratified (or 'made') and will become a statutory document which must be considered when determining planning applications within the Parish.

Please tell us what you think by completing the survey on the website:
<https://maylandpc.org.uk/>

Alternatively, a paper copy of the survey can be completed. Please collect and return to:
Mayland Parish Council, Lawling Park Hall, Katonia Avenue, CM3 6AD

Please respond by 13 August 2022

Scan for
Survey



Appendix C: Questionnaire

(Note: the survey was also available electronically, created in google Forms and accessed via the Parish website or by scanning the QR code on the leaflet or posters presented in Appendix A and B respectively)

YOUR PARISH, YOUR PLAN

MAYLAND NEIGHBOURHOOD PLAN QUESTIONNAIRE

Mayland Parish Council is preparing a Neighbourhood Plan which will help to guide future change in the Parish. It is important that this Neighbourhood Plan reflects your ambitions and views.

We began work on the Neighbourhood Plan in 2014 but progress on this was paused because of Covid. Ten objectives were prepared through the earlier work. They are intended to help us focus on areas where we can influence change and prepare policies to be used to inform and determine planning applications.

We would like you to tell us whether these ideas are still relevant, or not, and whether you have any comments on these. We'd also like your feedback on potential policy areas around new development.

You can return this questionnaire to Mayland Parish Council (Lawling Park Hall, Katonia Avenue, Mayland, CM3 6AD) or by completing online via the Parish website:

<https://maylandpc.org.uk/>

Please respond by 13th August 2022

Thank you!

PLEASE TELL US ABOUT YOURSELF

1) Are you (please tick all that apply):

A resident of the Parish	<input type="checkbox"/>	Visiting the Parish	<input type="checkbox"/>
An employee in the Parish	<input type="checkbox"/>	A business or organisation in the Parish	<input type="checkbox"/>
Other (please state)			

2) How old are you (please tick only one):

Under 18	18-25	26-35	36-45	46-55	56-65	Over 65	Would rather not say
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OBJECTIVES

3) To what extent do you agree with the Objectives for the Neighbourhood Plan?

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Protect and improve access to the riverside, areas of importance for nature and leisure along this					
Improve connectivity between the village, riverside and surrounding countryside					
Retain the rural character of the village surrounded by green space					
Support improvements to Lawling Park and Sports Ground, and provision of new community facilities					
Improve the quality of public spaces and green areas as important places for civic life and activity					
Support improvements to the setting of and access to the Imperial Avenue retail area					
Support and retain local businesses, and welcome the establishment of new businesses					
Provide a mix of new homes that meets local needs					
Promote a network of safe walking and cycling routes					
Celebrate local heritage and culture in new development and local events and activities					

4) Do you have any comments on the objectives?

FUTURE DEVELOPMENT

5) To what extent do you agree that the criteria outlined below could be used to direct development to appropriate locations?

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Development should prioritise the reuse of brownfield sites					
Any greenfield development should be adjacent to the existing built area					
Development should be close to local services and facilities to support walking and cycling					
Development should avoid areas of flood risk and areas of environmental value					
Development should not extend the village south of Steeple Road as the busy road is a barrier to movement					
Development should retain access to the riverfront and surrounding countryside					

6) Do you have any comments on the criteria?

DESIGN QUALITY, SERVICES AND FACILITIES

7) The Plan has the opportunity to encourage high quality, locally responsive design in new development. Please tell us what you feel are the top three design qualities of the area which should be incorporated into new development.

i.
ii.
iii.

8) The Plan can be used to identify any local infrastructure improvements that might be needed in Mayland. Please let us know if there are any improvements that you think are needed. This could include, but is not limited to, community facilities, green spaces, walking and cycling links.

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OTHER COMMENTS

9) Do you have any other comments, ideas or suggestions for inclusion in the Plan?

KEEP IN TOUCH

If you would like to be kept updated on the Neighbourhood Plan please provide your email address:

DATA PROTECTION

Data is being collected by Troy Planning and Design on behalf of Mayland Parish Council. Data in this questionnaire will be analysed to inform the contents of the Neighbourhood Plan. Anonymous data may be shared as evidence that the Plan reflects the aspirations of the community. Email addresses will only be used as stated and will not be shared with third parties.

Mayland Parish Council

Mayland Parish Neighbourhood Plan

Consultation Summary:

August 2022