

# Worstead Parish Plan Interim Report

Results of Public “Visual” Events  
September 2006



## **Introduction**

Working towards the development of a Parish Plan for Worstead, the Plan steering group has recently completed the first phase of its polling of the community. Two “Visual Polling Events” have been held with the aim of identifying the key issues that the community needs to see addressed in its Plan. The results of this exercise will allow appropriate focus in a more detailed “questionnaire” based survey in phase two.

This document, an interim report of results from the “Visual Polling Events”, should provide interested parties with an outline of the “shape of things to come”, may additionally enable immediate account of parishioners views and immediate actions in their interest.

## **The Events and their Promotion**

The “Visual Polling”, promoted as a “15 minute drop-in event”, was based around eight large pin boards, each dealing with different aspects of Parish governance. Visitors were asked to identify their key issues by placing a limited number of pins into each board.

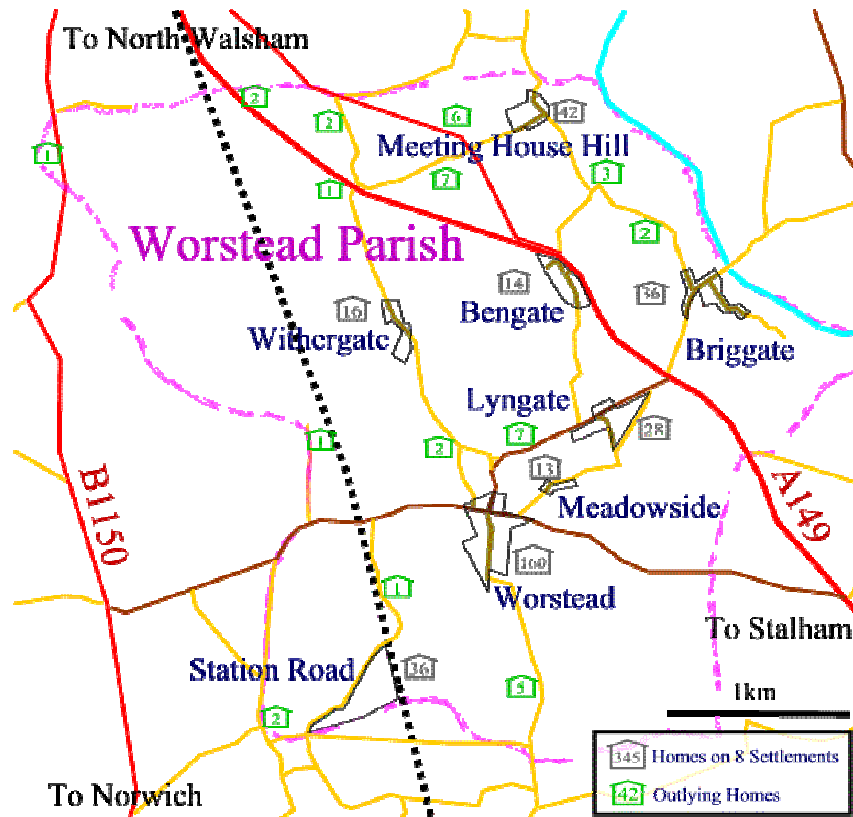
Two weekend events were promoted, both a full day duration, one in Worstead Village Hall, the other at Meeting Hill Day Care Centre. The former had an early evening follow-on event, run by Young people of the Parish especially for their age group.

A promotional flyer to every Parish household, large and prominent banners, and newspaper coverage ensured that all Parishioners were aware of their opportunity to “have their say”.

## **A Parish Overview**

Readers should be aware that the Parish of Worstead covers an area greater than 10km<sup>2</sup> and comprises eight settlements. The village of Worstead was once the heart of a much larger town, most of the remaining settlements lie at the old gates (the periphery) of that town. The settlements are thus some distance from the main village, which itself is not central within the Parish boundary; and the Parish is bisected by the main “A149” road. It is reasonable to expect that population in the outlying settlements might consider themselves somewhat remote from the central village and it’s surrounding amenities.

The map below identifies the settlements and their size in terms of number of homes.



## Event Method

The potential issues upon which we asked the Parishioners to vote were identified by brainstorm and via review of other Parish Plan questionnaires (if they asked it, perhaps we needed to). The issues were partitioned between six main Pin Boards of similar design, each covering a distinct aspect of Parish governance. All potential issues were included, in some cases on more than one Pin Board.

The Six Main Pin Boards were titled:

- Amenities within the Parish
- Transport and Access to Remote Amenities
- The Environment and Rural Life
- Entertainment, Clubs and Events
- Expansion and The Local Economy
- A Design Statement for the Parish

Each issue had its own box (an example Pin Board is shown in Appendix 5) with one or two “Pin Boxes” below its title. In the majority case of two pin boxes, the voter could indicate their leaning on that issue.

<b>Railway</b>	
<i>Invest &amp; Improve</i>	<i>Protect &amp; Preserve</i>

At each Pin Board the voter took just five pins and could use them to indicate their five most important issues (actual instructions are shown with the results below). The voter could identify standout issues by using any or all of his five pins in just one issue. However, pins could not be transferred between boards. At most of the Pin Boards, pin colour was used to identify where the voter lived within the Parish.

Two special Pin Board designs were used to discover the mix of people attending the event, how they felt they were integrated within the Parish community and to deal with the thorny issue of where to site housing and business developments, if they were needed.

“Lost Pins” and “Supplementary Comment” sheets were provided at each Pin Board to capture issues that did not seem to be represented on the board. As the number is fairly low Appendix 6 records every comment that was submitted.

The exercise took around 20minutes to complete, but certainly got people thinking. Those wishing to rest were given teas, coffees, squash and biscuits.

## Demographic of Voters

Along with the results from each Pin Board, the instructions for the use of that board are shown.






### ***Pin Board Instruction***

#### How to Use this Pin Board

This Pin Board design differs from the others and is designed to discover your feeling of belonging in the Parish of Worstead.

Please remember when using this board that the “Parish of Worstead” is probably a somewhat larger entity than your settlement or neighbourhood. Try to think of your Parish as a community, a collection of small villages, settlements and outlying homes with shared amenities and interests. Please disregard any religious connection or origin that the word “Parish” may have for you.

1) Please take a single pin from one of the trays.  
The colour of pin shows us where you live, own a property or have a business interest in the Parish. So please use:

-   Yellow or White if you are based in the main village of **Worstead**
-  Red if based in the settlement of **Station Road** or down by **Hall Farm**
-  Green if based in **Meeting Hill, Sandy Bank, Briggate** or **Swan Farm**
-  Blue if based in **Bengate, Withergate, Lyngate** or **Meadowside**

2) Study the 16 sectors (cake slices) around the board and decide which one best describes you as a member of this Parish. You are asked please to place your pin in this sector. BUT before you do .....

3) Take a look at the three rings around the central Heart. Place your pin in your chosen sector, but also in one of the three rings OR in the Heart, to show your sense of belonging in the Parish community.

**“Supplementary” comment slips**

If you feel a need to comment further on this question please fill out a “Supplementary” comment slip. One of our volunteers will be on hand to discuss or help if needed.

**Large Pins**

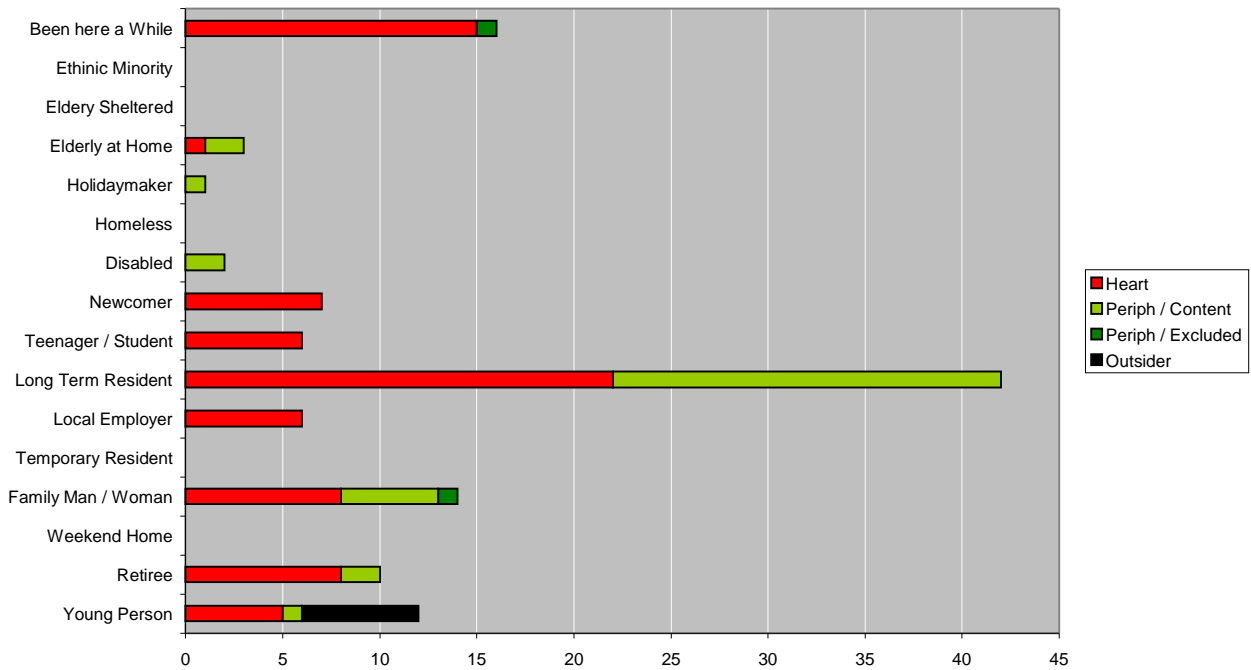
It is possible that you will see large pins in some of the sectors. These will have been placed by our volunteer helpers. Each represents five of the smaller pins that you are asked to use.

**Results and Comment**

Results (a photograph of the Pin Board) are shown in Appendix 1. The photograph preserves data on where each voter lived and the precise location of pins – e.g. close to borderlines. We should note from this and every other Pin Board a very low turn out for Red pins – Station Road and Hall Farm. Clearly of concern and requiring phase 2 attention.

The plot below summarizes the attendees by population group and their perceived fit within the community. There are a Total of 119 voters recorded here. The actual number may have been slightly higher as some couples were noted to place only one pin in this Board.

**Where I fit in the Community**



An observation that might be drawn here is that the disenfranchised, if they exist, did not turn out to the event. There is a significant youth element that feel they do not belong or are not welcome in the community.






## Five Main Pin Boards

### *Pin Board Instruction*

#### How to Use this Pin Board

There are several Pin Boards of similar design, each covers a major aspect of Parish governance and each is designed to allow you to identify your most important issues (up to five issues on each board) ..... these will be the issues that you think should be addressed in a future Plan for the Parish of Worstead.

1) Please take five pins of a single colour from one of the trays.  
The colour of pin shows us where you live, own a property or have a business interest in the Parish. So please use:

-   Yellow or White if you are based in the main village of **Worstead**
-  Red if based in the settlement of **Station Road** or down by **Hall Farm**
-  Green if based in **Meeting Hill, Sandy Bank, Briggate** or **Swan Farm**
-  Blue if based in **Bengate, Withergate, Lyngate** or **Meadowside**

2) Study the selection boxes available on this Pin Board and decide the issues that are most important to you .... a maximum of five.

3) Place your pins in the boxes below your key issues to show us your feelings (to the left or right) on each. You may indicate your strength of feeling on each issue by using more than one, or even all of your five pins beneath a given issue.

#### **“Lost Pins” comment slips**

If you have an important issue that does not appear on the Pin Board we want to know about it. Please hold back a pin (or pins) and surrender them to fill out a “Lost Pins” comment slip. One of our volunteers will be on hand to discuss or help if needed.

#### **“Supplementary” comment slips**

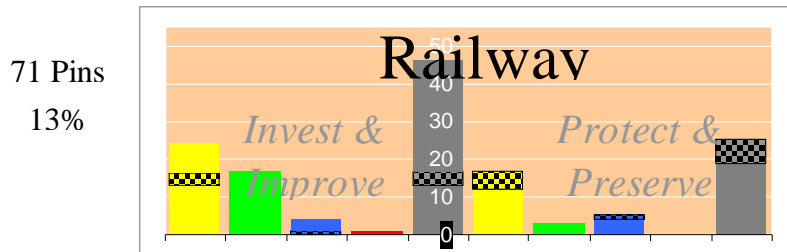
If you feel a need to comment further on a choice or choices that you have made, please fill out a “Supplementary” comment slip. One of our volunteers will be on hand to discuss or help if needed.

#### **Large Pins**

It is possible that you will see large pins in some of the boxes. These will have been placed by our volunteer helpers. Each represents five of the smaller pins that you are asked to use.

### Explanation of Result Plots

To present results on the six main Pin Boards, photographs of the boards have been converted into simple bar charts of pin count against each issue. The charts plot pin count in each pin box (1 or 2) under each issue title (example below).



For a quick perspective on pin count in each box, the grey bars record Total pins. Add the two together for the Total pins recorded against the issue, this number is shown to the top left of the box and below that the percentage of all pins in the board that this represents. For the next phase of the Parish Plan, Total pins is used to identify the “key” or “focus” issues.

To see how that grey bar “Total” comprised of coloured pins, look at the coloured bars to the left. These indicate strength of feeling against home location.

Each bar is broken out into three regions. These record votes taken at the Worstead Event (bottom), votes taken at the Youth Event (middle, patterned region) and votes taken at the Meeting Hill Event (top). This is particularly valuable in separating out the Youth votes. Although it must be remembered that all ages were welcome at every event and that each event was dominated by, not exclusively attended by its intended group. Young people as young as eight / nine were deciding their own vote with limited adult assistance.

Amongst the colours and the three bar sections it is possible to spot unusual voting patterns, e.g. a key issue amongst the blue population, perhaps not the others.

The method, based upon a limited number of pins for each Pin Board, results in data of a particular nature. Every Pin is a “key” issue for somebody! In a questionnaire based survey, in which every question is answered, votes are counted against serious and minor issues, perhaps without distinction. The voting is also influenced by other Parishioners voting patterns – although this is not thought to be detrimental.

We saw very little evidence of voting with multiple pins against a single issue.

## **Results and Comment**

Results off each Pin Board are recorded in Appendix 2. The emerging “key” issues are commented below, in priority (Total Pin Count) order for each Board.

### **Amenities within the Parish**

- Paths and Street Lighting (Note the heavy Youth vote in favour and Adult against on this one)
- Improve Paths and Road Safety  
NB Taken together (49 + 33 pins) these are certainly the key issues
- Support for a Youth Room or Shelter (Adult voting stronger than might be expected)
- Support for the School
- Improve Local Transport (This vote establishes an overall priority for the next Pin Board)
- Support for a Local Shop (note there is no relevance for Meeting Hill or Briggate)
- Improvement of Play Areas (An especially strong vote in the Meeting Hill / Briggate (green) group)
- Support for Open Access to the Countryside
- Support for the Pub (more for the “Local” style than “Family” style, again no apparent relevance for Meeting Hill or Briggate)
- Support for CCTV protection of Amenities (The Young people heavily in favour as they wish to re-direct misplaced blame)

Note also an unusually strong Meeting Hill / Briggate vote against Mobile Phone Masts and a Youth interest in improved Mobile Phone coverage.

### **Transport and Access to Remote Amenities**

- Improve or Protect the Railway service
- A need for Transport / Access to the Coast and the Countryside
- Taken together, improved access to Primary Health and Dentist Services comes high priority
- Improve Bus Services and Shelters
- Improve Transport to local Schools and Colleges
- Improve Transport to Leisure and Sports Facilities
- To Restaurants and Pubs
- To Local Towns

There is a possible misinterpretation of meaning on this Board. Did people vote to improve Transport to a Remote Amenity or to improve the Amenity itself ? In practice, the board does in either case identify the most important remote facilities.

## **The Environment and Rural Life**

- Concern over traffic rat-runs and HGV noise
- Taken together, protection of the Countryside, Green Land, Hedgerows, Woodland and Natural Habitat would come top
- Support for Nature Walks and Trails (Note heavy Youth support for this one)
- Support for Parks and Gardens (Note very heavy Youth support for this one)
- Concerns for Antisocial Behaviour
- The need to Conserve the Dilham Canal
- Attitudes towards Wind Generators, Solar Panels and Wind Farms
- Concern over Pet Poo (Note a strong showing in the Meeting Hill / Briggate vote)

## **Entertainment, Clubs and Events**

- Support for the annual Worstead Festival
- Improve provision of Youth Clubs and Sports Clubs – but note a stronger vote from Adults than from the Young of the Parish.
- Taken together a Total of 75 pins for improved Village Hall entertainment. The Cinema comes out top in an otherwise very diverse vote.
- Improve Nature Walks and Rambling
- Protect and/or improved use of the Queen Elizabeth Village Hall
- Improve Craft and Farmers Markets
- Support for and concern over Music in the Pub
- Taken together improved Sports and Health / Fitness provision
- Support for the new annual Firework event
- Support for a Quads and Bike track. (A heavy Youth vote)
- A mixed message over the improved use or protection of sanctity at St. Mary's
- Support for the provision of Flood Lighting on the Sports fields (Young people and Adults voting here)

Note that Comment Slips (see below) picked up disappointment in Meeting Hill that the creation of the Day Care centre (a Millennium Project) had caused the village a loss of its meeting hall. However, the issue does not get a strong showing on this Board.

## **Expansion and The Local Economy**

- Support for a Café or Shop
- Support for the provision of Affordable Homes
- Support for Local Job creation
- Concern over the development of Holiday Homes and In-Fill housing
  
- Regarding the future use of Coltishall airbase – Support for Homes, Light Industry, Leisure developments (strong Youth vote) or return to Agriculture. Strong vote against use of the base for internment. “If homes and business development are needed, why wouldn't they go to Coltishall ?”

## **Proposed Design Statement and Pin Board**

The last of the main Pin Boards was of slightly different design, to achieve results against more specific questions. This board design resulted from co-operation with the Worstead Amenities Society. The group are compiling a Design Statement for the Parish, and this was their public consultation opportunity. The group displayed a proposed Design Statement, which included beneath, an historic summary for the Parish. The display and Pin Board results are shown in Appendix 3. Comment upon these results and a revised Design Statement will be separately provided by the Worstead Amenities Society. The key issues are summarised below, again in priority order:

- Protection of Green Field Sites
- Preservation of Historical Character
- Rejection of New Modern Estates
- Protection of Privacy
- Support for residential Barn Conversions, not Holiday Homes
- Prevention of Light Pollution (But note also the Youth support for better Street Lighting on the Local Amenities Pin Board)
- Concern for the design of Affordable Homes
- Concern over In-Fill Developments
- Support for Traditional New Building Design
- Support for a limit of four bedrooms in new housing developments
- Taken together, support for more consultation on Planning Applications and for site visits by the planning officials

## Where to Develop and Where to Protect

### ***Pin Board Instruction***

#### How to Use this Pin Board

This, the largest Pin Board, differs greatly from the others and is designed to address the thorny issue of planning consent for any housing or business development that may be deemed necessary within the Parish of Worstead.

#### **Where should development be allowed and where should it not ?**

This aerial photograph shows the Parish of Worstead within the white boundary. An expanded ‘map’ view of the main village centre is shown bottom right.

- 1) Please take three Black pins and three White pins from the two trays.
- 2) Please study the photograph and map to locate up to three sites that you would wish to PROTECT from development. You are asked to place your BLACK pins on your chosen sites, which can be anywhere or anything on the photograph or the expanded map, but must lie within the Parish boundary.  
*We have marked in orange the sites that are known to have been recently considered for development.*
- 3) BUT, before you place a BLACK pin to PROTECT a site, you must be prepared to place a WHITE pin in an ALTERNATIVE site. Again these could be anywhere on the photograph or map, but must be within the Parish Boundary. To be a credible alternative (at least in this exercise) we would ask you please to limit your alternative sites to those likely to have viable (cost effective) road access and services close by.  
*For inclusion in your consideration we have marked in mauve sites that might be considered to ‘Link’ one or more settlements within the Parish.*



Black to PROTECT



White your ALTERNATIVE site

#### **“Supplementary” comment slips**

If you feel a need to comment further on your site selection please fill out a “Supplementary” comment slip. One of our volunteers will be on hand to discuss or help if needed.

#### **Large Pins**

It is possible that you will see large pins in the board. These will have been placed by our volunteer helpers. Each represents five of the smaller pins that you are asked to use.

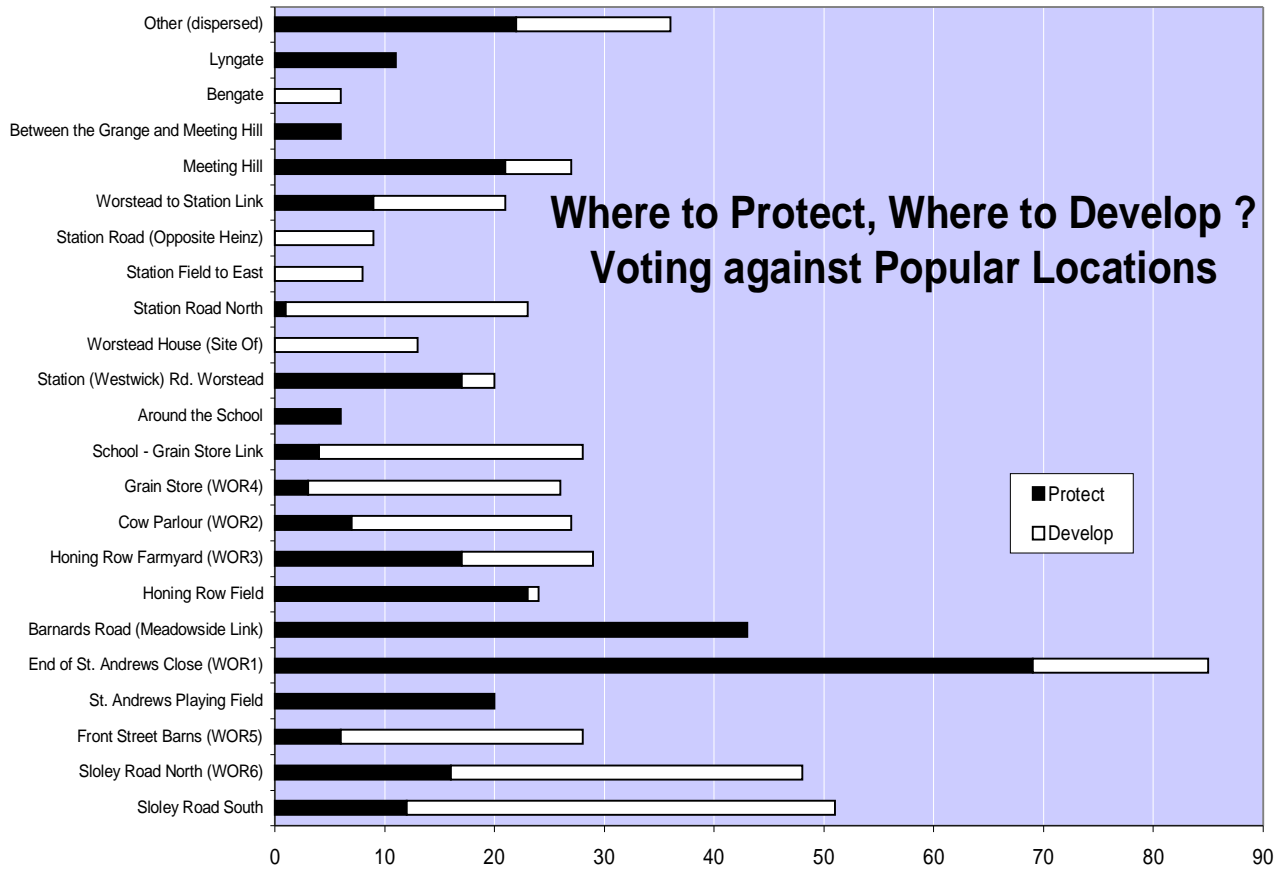
### ***Results & Comment***

Results, photographs of the completed Pin Boards following both events, are shown in Appendix 4. Please note that in the absence of large Black pins, large Blue pins have been used to replace five Black voter pins.

The reader must please understand the context for this voting .....

As can be seen from the Pin Board instructions, voters were forced to consider where development should be sited IF IT WERE NEEDED. A “Develop” vote does not therefore imply support for development in any location, rather a preference for one site over another, given that the case for development is established.

The plot below summarises the voting against the most popular locations in the Parish.



### Recently Considered or Proposed Sites

Sites that are known to have been recently considered for development by North Norfolk District Council or by the local landowners “Worstead Farms”, were marked on the Aerial view or map in order to gain specific feedback on these sites. NNDC sites are identified as (WOR1) thru (WOR6) in the Location names above. Taking each of these in turn, including further sites that “Worstead Farms” have considered, the bullets below indicate an overall vote to Protect against development (Black), a vote for development (White) or a slightly grey outcome:

- **End of St. Andrews Close (WOR1)** – Largest response by far, 69 against, 16 in favour of development
- **Cow Parlour (WOR2)** – Moderate response, 6 against, 32 in favour of development
- **Honing Row Farmyard (WOR3)** – Moderate response, 17 against, 12 in favour with an additional comment here that development should lie back from Honing Row to avoid impacting the front aspect that the houses of the row enjoy. This verbal comment from three voters is supported by actual Black and White pin positioning in the Map (See Appendix 4)  
\*\*

- **Grain Store (WOR4)** – Moderate response, 3 against, 24 in favour of development. Note also the relatively favourable vote for development of the field to the North, between the Grain Store and the School
- **Front Street Barns (WOR5)** – Moderate response, 6 against, 22 in favour
- **Sloley Road (North of road) (WOR6)** – Heavy response, 16 against, 32 in favour

\*\* The author declares a personal interest in this comment which was made without prompting and in two cases I believe without awareness of my interest.

Two additional sites considered for development by “Worstead Farms”

- **Sloley Road (South of the road)** – Heavy response, 12 against, 39 in favour. Taken together with the site north of the road this voting exceeds that for WOR1. It should also be noted that those wishing to protect these sites may have been disadvantaged by having to split their pins between the two.
- **Worstead House (Site of)** – Low to Moderate response, but all 13 in favour.

Readers should please be aware that a certain amount of cheating has been detected on this board. Total Black pins exceeds Total White pins by 313 to 282. Readers may wish to consider a pro-rata reduction of votes to Protect a site when drawing their own conclusions.

## Alternative Sites

Other sites attracting Moderate to Heavy voting were:

- **Honing Row Field and Barnards Road (link to Meadowside)** – Moderate level of voting on these two adjacent sites. Taken together these attract a Heavy vote (66) to Protect with just 1 in favour of development.
- **Field between Grain Store and School** – A small number of early session Black pins seemed to attract a deluge of White pins. Mentioned in connection with WOR2 above, this site records 4 against and 24 in favour of development.
- **Meeting Hill area** – A Moderate cluster of pins around the settlement, 21 against development and 6 in favour.
- **Station Road (north of road)** – A Moderate level of votes, heavily in favour of development 22, versus 1 against. We must however note (whilst possibly withholding some sympathy) the very low voter turn-out from the south side of the road.
- **Worstead Village to Station link site** – A moderate voting level, fairly evenly split. 9 against and 11 in favour of development.

## Comment Slips

Take up of the Supplementary Comment Slips was much lighter than expected. Never-the-less some important new issues came to light, particularly at the Meeting Hill event.

All Comment submissions are captured in Appendix 6

### **Highlights**

**Meeting Hill Day Care Centre** – A recent (Millennium Project) conversion of the Old School building into a splendid Day Care facility used on two days of the week. The community clearly feels that they have lost access their local meeting place. Hire of the School or the neighbouring chapel is now very restricted. (3 forms)

**“Meeting Hill, Worstead” addresses** can’t be found by delivery and EMERGENCY services. There are very few signs to Meeting Hill from nearby landmarks, such as the A149 or the Village of Worstead. Once in Meeting Hill there are no road names. As emergency services have been delayed, clearly a matter of utmost importance. (7 forms)

**Meeting Hill needs play and toddler facilities.** (4 forms)

**Meeting Hill has no Bus Service**, only an unofficial stop at the Grange. Worstead Bus Service has declined in recent years. (1 form)

**The intended use of housing in Max Carter Close** in Worstead should be clarified. Should these properties be reserved as sheltered homes for local residents ? (1 form)

## The Danger in Numerical Analysis

Clearly the Parish Plan has to have some focus upon the issues that surface as the “Key Issues” amongst the community. However we must account the afore mentioned nature of these results, “Every Pin is a Key Issue for somebody”. In governing for a community, minority interests have also to be accounted. These results will also be reviewed for minority interests that might lie hidden within.

## Acknowledgements

The author, Mark Ashcroft, thanks the Worstead Parish Plan steering group and Worstead Amenities Society for their support in holding these public events. Significant and rapid progress has been made towards a plan for Worstead.

Steve Henderson and Simon Cole, promotion of the events.

Peter Brice, Simon Cole and Michael Bunting Worstead Amenities Society displays

Ray and Stephanie Reed, Michael Bunting, Roy Payne, Trevor Middleton, Marilyn Nisbet and Jilly Smerdon for their invaluable assistance at the events and in delivering flyers.

Photo-Worx of North Walsham, reproduction of the voting Pin Boards.