Consultation Summary Report

Daventry District Community Strategy 2010-2026

2014 Update

February 2014
INTRODUCTION
Public consultation on the Daventry District Corporate Strategic Plan was undertaken between 1st November 2013 and the 24th January 2014. Consultation was mainly via an online survey, supplemented by paper copies of the questionnaire where requested. The link to the online survey was posted on the Council website and other Council social media sites, advertised in local media and sent to members of the LSP, People’s Panel, parish councils, DDC Members and officers. Officers attended meetings with the voluntary sector, parish councils and the Disability Access Forum to promote the consultation on the strategy.

169 responses to the survey were received by the closing date.

VISION STATEMENT

1a. Do you agree with the draft vision statement?
There were 165 responses to this question. The majority of those that responded agreed with the draft vision statement (78.8%).

![Pie chart showing responses to the vision statement question]

1b. If there is something you don’t agree with in the above vision statement please let us know what it is and why?

<table>
<thead>
<tr>
<th>Comments</th>
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</thead>
<tbody>
<tr>
<td>There is no timeframe, is there a vision that will expand this to say something like &quot;by 2025 over 95% of residents in the district will report they have a good quality of life&quot;?</td>
</tr>
<tr>
<td>There is no reference within the vision statement to creating a safe place for people to live, work, visit and no mention to community safety.</td>
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<tr>
<td>The vision statement is fine but it has to be &quot;lived by&quot;. The current reality is different to this. Current actions in terms of planning &amp; development are in conflict with this vision statement.</td>
</tr>
<tr>
<td>Great vision if it is realisable, turning it in to reality is the challenge.</td>
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<tr>
<td>There is no plan to resist over-development in the villages of the area. Village development is often unsustainable because of lack of transport/extra car use. There is</td>
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</table>
no sign of the development of the proposed "high quality integrated transport system."

How is a "vibrant centre" to be achieved? Apart from supermarkets and Sheaf Street there is very little feel of vibrancy in the centre.

Wouldn’t want villages to grow/expand too much so that they become an extension of Daventry. Personally I think the iCon building is an eyesore, doesn’t complement its surroundings, stands out like a sore thumb.

Daventry town is losing its green open spaces at an alarming rate to housing and commercial developers, where are the "network of green open spaces" in Daventry going to be? I hope Daventry town will have a vibrant centre. Community Facilities can only get better!

Too vague.

Daventry District Council fails to satisfy the needs of its outlying rural communities.

How do you know the local economy will expand? That depends on the global economy.

There needs to be clarification of what a 'high quality integrated transport system' is and how it’s likely to be implemented, maintained and run.

Whilst I agree with the sentiments of the above vision, achieving it is going to be a serious challenge. How for example do you intend to expand the local economy, diversify into what? And for what purpose and at what cost is the 'high quality integrated transport system'. If one is not careful very fashionable statements can be made but with any real substance and thought process of what are we trying to achieve and why, is it achievable and how will we do it, what will it cost and what are the alternatives?

The towns 'vibrancy' needs to come from within making an attractive shopping centre that people will choose over bigger towns (with decent shops - either the Market Harborough model of bespoke, independents or Rugby - with the big names).

Many people would have this vision for the District in which we live. However, as usual the vision contains no ideas on how it can be achieved.

Many rural settlements already at breaking point and beyond sustainability.

Partly agree - There must be strict control over the amount of building both residential and commerce in villages around Daventry. In no time will villages find themselves being connected to Daventry Town making it a whole conurbation and village life lost forever.

Any facilities in the villages should be restricted. People need to remember that they live in a village not a town. This is why the majority of people live in a village ... those that want different need to move elsewhere

The 'Vision Statement' sounds ideal for people living near Daventry. However, being 22 miles from Daventry town centre, none of these benefits apply to the far-flung areas of the 'district'. I am closer to Leicester, Kettering or Northampton.

Villages must have a certain amount of affordable housing built and not all the executive type of houses that DDC Planning Department give preference to. This is vital to maintain a balanced community.

In practice this means giving planning permission to development in the countryside eg Barrett houses in Brixworth. There is no development in place.

Villages will be swamped and no longer able to be called 'villages'. I have yet to see any 'high quality transport systems' to rural areas despite years of promises just the same old cuts

Your vision statement is very good but we live in the reality of life. I live in West Haddon and we are having over 120 houses, probably more, foisted on us. We cannot get any
more children in our school, someone has moved into our road and can only get two of
their children in the school, so the others have to go elsewhere and yet planning has
been granted for masses more. The small areas of green are now becoming more
houses.
I hope you achieve your aims, meanwhile, I await for the 'Market Field' in Ylvertoft Road,
to be built on, the By-pass does not bother me but views will be gone.

If some rural communities will grow this surely is at odds with maintaining the charm and
tranquillity of the countryside and villages due to more cars.
By all means grow within the confines of Daventry as the new growth would have less
need for cars etc. Any growth beyond Daventry should only be attempted if a proper
integrated public transport system is envisaged and put into operation

"Integrated transport system connecting Daventry to its rural hinterland" sounds great.
But what about us in Lilbourne? No transport connection to Daventry other than by car.
Not expecting miracles but don’t make boast about something that does not exist

When I came to live here the Daventry District had no HINTERLAND! It was an entirely
rural but excellent service. Do you want a list of what has gone!

No integrated transport system is evident. Green spaces already built upon in town
centre area.

The number of dwellings being allocated to the Daventry district will result in too many
houses, with no Ambulance cover, no Fire Service, insufficient Doctor cover, insufficient
schools. Transport connections are already poor, and there are no plans to improve
them. The A45 link road will terminate on the Weedon side of Dodford, thus not even
connecting to Daventry.

Plans to expand certain villages have not always taken into account the concerns of the
residents resulting in unhappy locals with the integrity of the village being totally ruined.
So far I see very little of what has already happened fitting into the above description.
The number of planning applications being pushed through in the villages will reduce the
tranquillity currently existing there. Already some villages are being expanded out of all
proportion with no heed given to Parish Councils when they try to stop it. So much for
localism. With the current government’s attitude to building on greenfield sites along
with their presumption of approval policy, no blade of grass is safe!!

Town and rural communities cannot grow without sacrificing green spaces to do so.
Having lived in Daventry for 27 years new housing developments have been built but the
supporting infrastructure is lacking. i.e schools, medical centres, local shops and facilities.

As something is said about Daventry Town, perhaps there should be said at least
something about the Villages, albeit in general and at a strategic level.

I agree that work needs to be done to improve the vibrancy of the town centre, but
facilities need to be available where people are. Where there are new housing
developments community facilities, shops, employment opportunities need to be
included so that people feel that they are living in a place where it is good to be, not that
they have to travel to get to everything. More services need to be available in the
villages, again so that people, especially vulnerable people and those on low incomes,
are not having to travel to large centres for everything.

Due to the large amount of dwellings intended for the town and surrounding area,
tranquil will be the last description that will apply. Furthermore, transport links into and
out of Daventry are very poor. Even the proposed improved link A45 road will only link
to Weedon/Dodford from there the route remains as poor as at present.

Charm and Tranquillity sounds very idealistic. Some of the villages on the outskirts of Daventry are being left behind - no transport / no development of local services / nothing for young people so evidence of Anti-Social Behaviour.

'High quality integrated transport system' - do not understand this statement

More focus on the rural area required and less on Daventry town

How were people asked their views??

Transport systems. The introduction of parking restrictions through outsourced wardens is a retrograde step. Vision in rural locations such as ours should be to embrace private modes of travel. Encourage private/independent modes of travel and provide sufficient parking. The car is here to stay. Independence of the individual paramount.

Living in Moulton, what happens in Daventry Town is of little interest or relevance to me

Where is the heritage left in Daventry, it has been destroyed by successive councils in their development strategies, with little or no consultation with residents past and present.

There are no plans that I know of to produce 'a high quality integrated transport system'. Daventry is connected by 18th century roads to the 'hinterland' and we have no railway. The A361 is a red route ie high risk of accidents and the A45, despite the tinkering at Weedon crossroads, barely able to cope with present traffic flows, let alone the increase that will accrue from future planned development in Daventry. As for community facilities, there is a huge shortfall since none of the recent developments, Ashby Fields, Lang Farm, Timken and Middlemore have any community facilities at all

By when. Is this five, ten, fifteen years into the future? I think it would be more helpful to say by such a year such a thing will be in place; by such a later year this other thing will be the case etc.

Daventry is bigger than Daventry.

The government & yourselves appear to be hell bent on ruining Moulton & it may as well be a suburb of Northampton as DDC do very little to make this particular "village" a nice place to live. It will be gridlocked within a couple of years & I for one will be moving away - hopefully to somewhere outside DDC or where you truly believe “charm & tranquillity” to be important.

"The charm and tranquillity of our countryside" will not be maintained because housing developments are being proposed and approved which can only be serviced by already overloaded and under-maintained minor roads. Planning should include provision of truly sustainable infrastructure.

Too much building in villages like Brixworth without any increase in services such as Surgeries-school expansion-roads maintenance

High quality integrated transport system

The villages at the furthest point from Daventry are being affected unfairly by the development of housing. The requirement for housing is appreciated yet the houses built in Overstone will attract people living and working in Northampton and not Daventry. They will use the facilities supplied by Northampton and have very little input into Daventry’s economy. Villages much closer to Daventry have no development earmarked and as a consequence will not be affected by the increased traffic congestion, overcrowding or loss of countryside so no I do not believe that Daventry is working sustainably. For the villages of Moulton, Overstone and Sywell the worst possible
outcome is likely to occur.

The statement says "Daventry town and some rural communities will grow, but for the most part, the charm and tranquillity of our countryside and villages will be maintained". This is an implicit acceptance that growth will necessarily result in a reduction in "charm and tranquillity" - and I don't agree that this should be the case.

Rural communities should not grow. This will simply increase the number of cars on the road as people travel into towns for work. Much better to expand existing urban communities, especially with the use of brownfield developments.

But for the most part, the charm and tranquillity. Not keen on the wording "most part" what if I'm not in the "most part"

Agree in general to above statement but not enough emphasis on open space for healthier living. Also, seems not to take into account the change in high street shopping with the advent of technology and the change in how consumer now purchase their goods. Perhaps thought should be what type of outlets are needed so that vast expansion does not then re in empty, ie abbey retrial centre - one large until never taken up and now another is empty plus several in Abbey Street, no real consideration given to, the footfall required for these businesses.

Not considering the impact of new housing developments on the existing facilities.

Concern about transport in rural villages, is county connect really working? Would some definite buses with a timetable be better?

Why doesn't Mr Miller ask the people of Daventry what they want? How can someone who lives the other side of Northants have a vision for this town?

I do not like the comment "some rural communities will grow". That implies some communities are already destined to become more urban. Before agreeing to the Vision statement, it must be clear what and where this could take place.

I agree if its a vision statement but I don't believe that can or will happen.

Only if the road infrastructure supports this statement, for example the A361 to the M1 and DIRFT needs widening due to the large volume of slow moving traffic.

Use of English. It should be "...a place of which people are proud..."

Everything is based on Daventry town and improving their facilities. Some villages will grow, Brixworth is increasing, but poor/ no inside leisure facilities. Villages are forgotten every time. Magazine Daventry Calling also focus in Daventry.

I agree although I am concerned about the development taking place so close to the canal which I feel impinges on the rights and lifestyle of people who live there.

The charm and tranquillity of the countryside is ruined by Traffic (esp. HGVs using back lanes) and by noise pollution.

**LSP RESPONSE**

Partners have considered the comments received and after reviewing them have concluded that it is appropriate to make some general rewording to the vision section to make it clearer. Partners felt that the actual vision statement was the first sentence with the remainder of the section providing more descriptive background statements. They were aware that the vision could be seen as very aspirational but considered that is what a document such as this needs to offer. Partners considered that some rewording was required to the comment around transport systems to better reflect community needs. The words ‘even safer’ have been added to the last sentence to incorporate concerns raised by...
the Police. Some explanation text has also been added to set out why we have a vision which should address issues raised including those expressed about the lack of a timeframe.

A number of respondents felt that the strategy was heavily Daventry town focused with a lack of benefit from the strategy to the ‘far flung areas of the district’. It has always been the intention of the partnership since it was established in 2002 that they deliver outcomes across the district not just in Daventry town for example the ‘Wise and Well Road shows’ which have taken place in Braunston, Brixworth, Daventry, Moulton, Naseby, Weedon and Woodford Halse; and the canal volunteer scheme that carried out conservation management work at sites along the Grand Union and Oxford Canal. However, in delivering the strategy we are very conscious that we are limited by the partners we have around the table and the resources they have available which does sometimes mean that some initiatives have to be focused in areas of greatest population.

Respondents expressed concern about development in rural areas and the sustainability of these developments. Whilst this is expressed as a key component of the vision statement and other elements within this strategy and others will influence it, the main policy mechanism for ensuring sustainable development will occur through the West Northamptonshire Joint Core Strategy and the Daventry District Settlements and Countryside Plan (Local Plan) when this is prepared. Comments received on the Community Strategy will be forwarded to officers preparing the Local Plan for their consideration and members of the public will have the opportunity to be further involved in the consultation on that document later in the year.

**AMBITIONS**

2a. Do you agree with the proposed ambitions?

![Bar chart showing percentage agreement]

2b. Is there anything you don’t agree with about the proposed ambitions or think should be changed?
### COMMENTS – Health and Wellbeing

<table>
<thead>
<tr>
<th>Comment</th>
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<tbody>
<tr>
<td>Is it a realisable ambition that everyone can enjoy good health, should the ambition not be to provide access to services that promote health and well-being?</td>
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<tr>
<td>This means very little. Who would propose the opposite?</td>
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<tr>
<td>Health and Wellbeing - Daventry Country Park should be free of charge for people to have their health walks each day.</td>
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<tr>
<td>Stop trying to impact on how people conduct their lives. If someone is foolish enough to take drugs etc then don’t waste any resources on them. Spend valuable resources on those that conduct their lives in a satisfactory manner.</td>
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<tr>
<td>Do not see what a District Council is going to do.</td>
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<tr>
<td>Health and welfare ambition over ambitious.</td>
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<tr>
<td>Whilst no one can object to the sentiment of is it not rather pious. The ambition would be more achievable if it said something along the lines of &quot;maintain and encourage healthy and safe facilities and environments for the people of the town to enjoy&quot;.</td>
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<tr>
<td>Ensure current facilities are fully utilised. Danetre hospital must be one of the counties shamefully underutilised facilities. Could provide so much more.</td>
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<tr>
<td>How you champion&quot; Health and Wellbeing&quot; when we have lost rehab beds, cardiac rehab and partial chiropody services, I haven’t heard the DDC asking why and acting for the people of Daventry.</td>
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<tr>
<td>It is simply not possible for everyone to enjoy good physical and mental health - this needs the context of what is controllable by the partnership.</td>
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<tr>
<td>&quot;Health and wellbeing&quot;-a meaningless statement! What alternative would you propose?</td>
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<tr>
<td>More open space for population to enjoy rather than strips of land between housing areas.</td>
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<tr>
<td>Access to facilities.</td>
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<tr>
<td>Is it in your gift to do so?</td>
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<tr>
<td>Mental health is vastly underfunded and is a very real social problem. More help needed. Healthy eating could be encouraged by more publicity and inclusion in school curriculum, together with entries in local newspapers/ publications.</td>
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### LSP RESPONSE

Partners have considered the comments received and wish to reiterate that this is a partnership plan and not solely the responsibility of Daventry District Council to deliver. There are a number of partners involved with the delivery of this plan and therefore their scope of influence is much wider and they are delivering health and wellbeing outcomes as part of their day to day activities. Projects that will be undertaken under the banner of this partnership will be outlined in the Action Plan at the end of the revised Strategy.

Partners note the concerns raised by respondents and have decided to amend the wording of this priority area to read “..to encourage everyone in Daventry District to be healthier and have a better quality of life”.

### COMMENTS – Economy, Learning, Skills & Employment

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<th>Comment</th>
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<tr>
<td>Depends on reasonable rents and business taxes, which at the moment DDC is very bad at.</td>
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</table>
There must be a definite distinction between town/shopping area/industrial and villages. Mergers or mixtures are happening up and down Britain and in the near future the green and pleasant land of this country lost.

Put economy, learning, skills and employment first.

I believe that insufficient emphasis is laid on the need to improve the infrastructure for villages that will be necessary due to the proposed large housing development plans. To at least maintain the peace and tranquillity in villages should be an expressed aim.

Too many logistics businesses in Daventry which provide only low skill, low wage employment and also put extra strain on roads.

On employment the issue I have is of workers from the eastern block having first choice of jobs before local people, caused by the likes of Tesco with a recruiting office say Poland and other eastern countries so giving them the choice of work BEFORE they get here our employment guru on the council should be on top of this, he hasn’t a clue what they are doing.

Only a fool would disagree with these ambitions - but they are just that - ambitions. I believe DDC as an organisation can only hope to make minimal impact in these areas. High employment for example is clearly key to our prosperity - but what will happen if this employment goes to migrant workers leaving the workshy & young to a life on benefits?

Who decides which are appropriate businesses to establish in a rural environment? Do the planning laws have enough teeth to control this?

Far too many industrial units remain empty whilst new build is happening. These older sites should be the areas to redevelop before new land is used.

Our district would be an attractive place to live work & play if we had less mess and fewer unsightly closed/boarded up/decaying buildings & shops.

Perhaps "Low Unemployment" would be a better and more pointed aim than "High Employment".

**LSP RESPONSE**

*Partners have considered the comments received and wish to reiterate that this is a partnership plan and not solely the responsibility of Daventry District Council to deliver. The comments received are noted and will be considered in the preparation of Action Plans for this theme group. Partners note the comment around “low unemployment” but have concluded that this should remain as “high employment”.*

**COMMENTS – Protect and Enhance our Environment**

Any discussion of "climate change" is utterly futile at District Council level. What will DDC do about Chinese or Indian government plans to build dozens more coal burning power stations in their own lands?

Daventry has a lot to offer but it has become a 'scruffy' place.

Climate change will only get worse and the impact of over development and the loss of green open spaces is the main cause of a polluted environment. Green transport alternative options need to be given priority such as electric/solar vehicles, cycles and safer routes for cycles to use.

Would be dependent on financial impact on residents.

To protect and enhance our environment, people need to live in a clean and well cared
for environment in the first place. This is not the case in parts of the town where verges, footpaths and roads neglected or only attended to when residents complain about them.

Add protecting the natural environment and rural countryside.

Limited money we have to spend should not be spend on climate change as that is a national issue to be covered by national government.

Climate change is not the only - and perhaps not the principle challenge to our environment. Threat to villages from urbanisation is a major concern.

Protect and enhance what exactly?

Climate change as a phenomenon and mans supposed impact on it is not proven.

When does the average local citizen have time to study the difficult science of climatology? And what difference can Daventry make to GLOBAL warming?

The impact of climate change is a variable which still has to be defined. Current data modelling is based on parameters which have subsequently not been met.

I would be less focused on climate change and more focused on the more immediate contribution people can make by picking up their own litter, putting gum & dog mess in bins etc. People are sick of hearing about climate change - "we are a tiny drop in a vast ocean and if the USA, China etc are not willing to do their part, why should we?"

Nobody has convinced me about climate change yet!

I think the attractive place to live, work and play should take prominence in the statement. In terms of outcomes, what in reality will the statement around climate change do? Is it about renewable energy and supporting wind farms in our rural area? What about lobbying the utility companies to lay pip work for mains gas to rural villages, rather than being reliant on oil for heating.

I consider that Northamptonshire now has more than its share of wind turbines, mainly due to good road access and despite the low wind speeds. They are not only bad for health due to the low frequency noise they emit, they spoil the landscape. Their intermittent output means that they need to be installed together with pumped storage, which requires mountainous terrain. We do not have mountains in this county.

Would not support an increase in Wind farms in our area as I do not believe are the long term answer to green energy.

Climate change measures should not include the building of wind turbines which damage our environment.

No mention that DDC has to take corporate steps to combat climate change.

I am against the so called rush for green energy. Wind turbines are a real blot on our landscape. Expensive white elephants.

Climate change isn't certain. also what is the point of expensive policies in a tiny country like ours when huge countries like China and India ignore climate change policies.

Local groups to help keep areas litter free with council assistance (eg local wardens and free bags, pick up pincers).

I would like to see greater emphasis placed upon the following:
1. Street and roadside cleanliness in town and rural areas
2. Management of vehicle congestion and parking in town and rural areas
3. I support the idea of organising volunteers, such as for the canal scheme, to support the community and environment. I think this type of involvement and improvement should be further developed by the council by means of encouragement, focus, harnessing skills and enthusiasm and providing organisation and safe facilities. I would
hope that such initiatives could be powerful and to the advantage of all.

**LSP RESPONSE**

*Partners have considered the comments received and note the number of comments particularly in relation to ‘climate change’. Rewording is proposed to this section – please refer to the section on Protect and Enhance the Environment for more detail.*

*All comments are noted and will be considered in the development of future Action Plans and in the on-going work of the partnership.*

### COMMENTS - General

<table>
<thead>
<tr>
<th>The problem with ambitions is that they can very quickly become pious hopes. Does Daventry have the skilled managers to make this happen?</th>
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<tbody>
<tr>
<td>Again these are very nice 'touchy feely' statements but do they actually connect with reality and do we stand a chance of success. It is oh so easy to make statements such as this but the cold hard financial facts of life may well prevent it. I would like to see more on the 'how' you intend to make this happen.</td>
</tr>
<tr>
<td>It’s good to have a true vision but they are a bit naive - &quot;everyone&quot; is very hopeful.</td>
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<tr>
<td>Again good vision but little on the How? Development of businesses will lead to more impact on climate change and a larger population will stretch the local services such as doctors, hospitals, schools and housing etc.</td>
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<tr>
<td>Health care is in Market Harborough or Kettering. Distance too far to take advantage of training or employment in Daventry. Travelling so far would impact on environment.</td>
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<tr>
<td>Do what you promise.</td>
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<tr>
<td>Points i and ii are important but point ii could have an impact upon point iii ie more business, more employment etc = more journeys more transport - more cars and vehicles which will not protect the environment.</td>
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<tr>
<td>No disagreement, but how will i) be achieved with insufficient doctors? Same with ii) when there aren’t enough school places and iii) when the whole area will be so full of people and traffic that there will be no room to move let alone relax and enjoy?</td>
</tr>
<tr>
<td>For those of us in rural communities we seldom if ever see Daventry town and are unlikely to feel an identity with it. Transport does not presently facilitate this. How can this be addressed?</td>
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<tr>
<td>There should be something to represent the challenges the Rural residents are subject to as services are mainly in Daventry Centre - the Elderly do become very isolated and so do some young people.</td>
</tr>
<tr>
<td>Because they are aspirations - bit like Miss World candidates wanting to eliminate world poverty. Can you really expect EVERYBODY in the district to be healthy?</td>
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<tr>
<td>Only an idiot would disagree ...but the essence seems to be focussed on Daventry ...and DDC extends BEYOND the town boundaries.</td>
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<tr>
<td>More emphasis in the north of the county on this in rural areas.</td>
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<td>Outlying villages do not feel any of these inputs from Daventry council.</td>
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<tr>
<td>I think that Community Safety is more important than the &quot;...impacts of climate change...&quot;</td>
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<tr>
<td>An addition should include creating a safe place to live and work, creating safe leisure...</td>
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LSP RESPONSE
Partners have considered the comments received. All comments are noted and will be considered in the development of future Action Plans and in the on-going work of the partnership.

The comment requesting the addition of ‘safe place to live and work’ is noted and this has been included as part of the wider vision statement. Issues around community safety would form part of the Health and Wellbeing section of the Strategy (better quality of life) but will be specifically delivered by the Daventry District and South Northamptonshire Community Safety Partnership.

HEALTH & WELLBEING

3a. Do you agree with the proposed objectives for this priority area?
The majority of respondents agreed with the proposed objectives for this priority area.

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<th>1%</th>
<th>3%</th>
<th>1%</th>
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<tbody>
<tr>
<td>Healthy Start</td>
<td>99%</td>
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<tr>
<td>Healthy Choices</td>
<td>97%</td>
<td></td>
<td></td>
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<tr>
<td>Healthier for Longer</td>
<td>99%</td>
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3b. Is there anything you don’t agree with about these objectives or think should be changed?

COMMENTS – Healthy Start
Means very little. Who would propose the opposite?
Better access to child centred multiagency.
If parents do not care appropriately for their child then deal with them with a strict approach don’t encourage them to shift responsibility to others.
Dependent upon government finance etc and maybe unable to be implemented.
Daventry are not the Child care/support authority. The ambition therefore creates an overly optimistic view of what can be achieved.
It will be difficult to measure these. Keeping children safe and giving them the best start is the most important as this helps to break a cycle, particularly around inadequate parents. How can this be measured?

**LSP RESPONSE**

Partners have considered the comments received. Refer to section on Health & Wellbeing Priority above which explains further that delivery of this strategy is on behalf of a partnership of agencies and not solely the responsibility of Daventry District Council. Therefore there is a wider sphere of influence available. Respondents should note that this objectives has been adopted from the Northamptonshire Health and Wellbeing Strategy of which the Daventry District Health and Wellbeing Partnership Board has a key role to deliver. Partners will consider the comments received on this issue to identify projects that can be undertaken under the banner of this partnership and within the work of their own agencies. Partnership activities will be outlined in the annual Action Plan at the end of the revised Strategy.

**COMMENTS – Healthy Choices**

<table>
<thead>
<tr>
<th>For healthy lifestyles - is this more about education people to be able to choose healthier lifestyles?</th>
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<tbody>
<tr>
<td>You cannot make people choose a healthier lifestyle whilst you encourage takeaway food outlets.</td>
</tr>
<tr>
<td>People's &quot;choice&quot; would work best with incentives. Better access to child centred multiagency.</td>
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<tr>
<td>Do not waste resources on drug users.</td>
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<tr>
<td>Dependent upon government finance etc and maybe unable to be implemented.</td>
</tr>
<tr>
<td>Who decides what is a 'healthier lifestyle'?</td>
</tr>
<tr>
<td>Daventry has only limited authority here. The NHS is independent. Highways is a joint responsibility. Budget constraints will force the use of private enterprise the control of which is complex.</td>
</tr>
<tr>
<td>How can you hope to get people to choose healthier lifestyles - the sensible ones will, but there are a lot who do not come into that category</td>
</tr>
<tr>
<td>Aren’t you being rather patronising?</td>
</tr>
<tr>
<td>I cannot see how anyone can have greater control over their health and wellbeing, nor how the partnership can in any way give greater control. Individuals are entirely in control of themselves. You could support people with information etc but you cannot give us control - we already have it.</td>
</tr>
<tr>
<td>Individuals do NOT need a council to tell them to live healthier lifestyles - leave that to the medics &amp; national legislation on fatty foods etc.</td>
</tr>
<tr>
<td>Warm-hearted but meaningless unless you know what you can do and what effect it will have. Persuading people towards &quot;better choices&quot; sounds creepily totalitarian.</td>
</tr>
<tr>
<td>You say, &quot;...people choose...&quot; and &quot;...have greater control...&quot;; so, please make sure that this doesn’t become, &quot;DDC choose&quot; &amp; &quot;DDC have greater control&quot;!</td>
</tr>
<tr>
<td>This is laudable but you are dealing with real people.</td>
</tr>
</tbody>
</table>
**LSP RESPONSE**

Partners have considered the comments received. Refer to responses above that delivery of this objective is as part of a wider partnership and not solely based on the actions of Daventry District Council. As noted above this objectives has been adopted from the Northamptonshire Health and Wellbeing Strategy of which the Daventry District Health and Wellbeing Partnership Board has a key role to deliver. Partners will consider the comments received on this issue to identify projects that can be undertaken under the banner of this partnership and within the work of their own agencies. Partnership activities will be outlined in the annual Action Plan at the end of the revised Strategy.

**COMMENTS – Healthier for Longer**

| How are services and support for the vulnerable and elderly to be budgeted? |
| More facilities directed to rural areas with a high elderly population in winter time especially. |
| The ambition is overly optimistic. |
| Aren’t you being rather patronising in the last two statements? Statement 3 would be fine if the elderly and disabled were not having care visits rationed to 15 mins a visit, and often not knowing if or when a carer might arrive. |
| Need to focus on the subject of loneliness with elderly people. |
| How will this be translated in rural villages to ensure equality of service provision compared to urban settings. |
| Vulnerable and elderly people are experiencing real difficulty with the reduced lighting in the villages. |
| Healthier for longer - great ambition but homes for elderly being closed, hospital units closing together with ambulance stations, therefore great biting but today's current climate of lack of finances makes this ambition virtually impossible to achieve. |

**LSP RESPONSE**

As noted above this objectives has been adopted from the Northamptonshire Health and Wellbeing Strategy of which the Daventry District Health and Wellbeing Partnership Board has a key role to deliver. Partners will consider the comments received on this issue to identify projects that can be undertaken under the banner of this partnership and within the work of their own agencies. Partnership activities will be outlined in the annual Action Plan at the end of the revised Strategy.

**COMMENTS - General**

| They are each very laudable. |
| Agreed but we do not want to become a Nanny state which leads to people becoming dependent on that state, as we have now with the present welfare state! We need to encourage independent thinking and empower people to make sensible life choices for themselves and then reap both the physical and mental rewards of those choices. |
| Have not these ideas been what people have always wanted? |
| Services are too distant. |
| Do what you promise. |
| Travel - will need to be reviewed and how services are then accessed. |
| Again transport can be an issue. |
I think that communities should be consulted before implementation.

Another vision of Utopia. How you are going to do it interests me more.

These are still high-level and visionary rather than SMART objectives.

**LSP RESPONSE**

*Partners will consider the comments received on this issue to identify projects that can be undertaken under the banner of this partnership and within the work of their own agencies. Partnership activities will be outlined in the annual Action Plan at the end of the revised Strategy.*

**3c. What activities do you think the partnership should be doing to help to achieve these objectives?**

**COMMENTS**

- Maintaining transport links with surrounding villages will enable both young and old to visit Daventry and other villages therefore increasing the opportunity to meet other people and support mental wellbeing.

- Ensuring that all have access to services should be a key priority, this would link into the vision of integrated transport.

- I suspect there is little that can be usefully done about "start" and "choices". DDC should concentrate on financing support for vulnerable and elderly, preferably via existing services and voluntary groups.

- Making sure that these objectives are managed by skilled people. Are any quantitative and qualitative instruments planned to achieve the required result?

- Free information to people, free exercise sessions for folk on benefits etc. Cookery sessions eg similar to Jamie Oliver initiative - place in town to go and learn to cook simple dishes eg lasagne, chilli, fish pie etc.

- The Partnership should be working together to achieve mental and physical harmony to all the residents in Daventry and District. Physical activities need increasing and safer cycling routes should be a priority!

- Work collaboratively with the statutory and voluntary sectors. Voluntary sector needs supporting to help achieve these objectives.

- It is very difficult to answer just a yes or no on this questionnaire. There are too many if’s, and’s, and but’s.

- Education at school into the benefits of exercise and mandate physical training in schools, whether it be proper PT in a gym, walking, playing games or other cardiovascular exercises. Weaning youngsters away from mobile phone, gaming consoles and some social media...get them writing, talking and engaging in their communities. Educate about the world, eating, caring and sharing and for goodness sake, whilst accepting that we are all equal stop ridiculous political correctness and teach...and I mean teach common sense!

- Reward private enterprise that tries to improve local amenities whether, property development, land development, leisure facilities and similar. If we wish to expand and achieve the goals set out in the 'vision' we need to embrace all forms of investment, be it time, money or people. We must steer clear of the 'it’s my right culture'

- Development of properties that enables the elderly and vulnerable members of our
society to live, work and play together, we MUST not segregate these folk or make them feel like outcasts. Educating all ages to care for one another and importantly what that means and HOW to achieve it.

Ensure close multiagency co-ordination. Identify and concentrate resources on those with greatest need or most at risk.

Sustaining communities by providing services to elderly residents to enable them to remain in their existing locale.

Cheap/free leisure centre activities.

Compare the welfare and conditions of other developed areas in the country with what we have at present and see if growth is always an advantage.

Rural communities have limited or over stretched Doctors Surgeries with increasing waiting times. Working people need an out of hours GP service.

Give more opportunities for vulnerable and elderly adults to engage in social and sport activities.

To continue to liaise with local parish councils and organisations.

Encourage walking its free!

1) Maintain funding for parent child activities. There is talk of Surestart (for example) having to cut activities or restrict places to the least well off as their funding is cut. These kinds of activities are essential to both child and parent education and sanity!
2) Improve links (and therefore usage rates) between family activities and libraries. Eg set up cafes in libraries, toy areas, post office areas.

I am very aware of the increasing loneliness of older people in communities across the UK. Encouraging and harnessing volunteers from the community would help to address this.

Send out a clear message that people are responsible for their own actions.

Planning for healthier and sustainable choices, e.g. walking routes and bus stops more conveniently placed for shopping centres than are car parks. Introduce car park charges and use the proceeds to enhance walking and cycling routes and transport for the infirm.

No services in this village (other than mobile library and waste collection).

Control the number of food takeaways in the town and try to encourage healthier eating by improving cooking skills (workshops etc).

Fine words, what the District Council is going to do with limited resources is questionable.

Keep to the objectives.

The following which are impractable - less use of cars, less use of computers, do not give planning permission for more fast-food outlets (Long Buckby is a good example of this bad example).

Maintain as many open spaces for walking and exercise as possible. promote safe cycle ways where appropriate.

Getting out and about and really talking to people.

Ensuring that there is sufficient capacity in all the supporting networks to ensure that the aims can be fulfilled. For example closing the fire station and ambulance station in an expanding town does not bode well for existing inhabitants let alone when the population has increased 10 fold. Not all elderly people can live independently and some
Children: Improvements to parks in housing areas. Daneholme Park play area needs updating and better maintenance.

Health: Make it safer for people to exercise outdoors - currently no safe areas to run/cycle in the evenings due to poorly lit streets and parks.

Older/vulnerable people: better transport to surrounding towns - not just Rugby and Northampton. Need transport to Coventry. This will allow better sense of freedom.

More cycle tracks separate from other road users and pedestrians would make it much easier for people to make the healthy and environmentally friendly choice to cycle. Not just within the town but to travel into the town from surrounding villages. Cycle parking in the town centre and at the secondary schools would also help.

Campaign for people with learning disabilities to have enough funding and professional support to live independent and dignified lives. Look after the needs of their carers.

More police presence.

Make sure old people have extended memory tests.

Identify what objectives can be influenced by LSP and by how much. Produce an Action Plan including resource allocation. Monitor and Review.

Services need to be available where people are. People who need support find it hard to get to support services. Many services are not available to people in the villages, especially the south of the district.

Local involvement - getting the message to villages.

Improve access to rural environment encourage health and fitness and outdoor and sporting activities making facilities accessible.

3a iii. The increase in volume of traffic through villages such as Moulton will create a greater hazard for very young and for elderly people unless it is seen and handled as an important issue.

Ensure that we have links to the closest resources, not solely focusing upon Daventry (town)

Transport should be included in such a large rural area.

As much communication as possible to get this message out to as many DDC residents as possible.

Refuse to give people supported housing unless they can prove they lead a healthy life.

Support for drugs education in schools.

Check shoppers baskets as they come out of the supermarkets!!!!!!

We are our own people and can only be guided not dictated to.

Social service provision is integrated with other local services so that if issues at home impact on a child’s education they can be effectively resolved quickly and the child can be protected. There is support in place to promote healthy lifestyles. There is effective support in place for vulnerable adults and the elderly to promote their independence.

Work with 'local' contributors - for honest and continual appraisals.

Improving lifestyles can only be achieved by better education.
Switching the street lights on again so the elderly don't trip over pot holes & I don't step in dog poo when I go out for a run in darkness.

Greater publicity and thus access to sports and other well-being activities. Daventry is a largely rural district. Good public transport is essential if people are to live as independently as possible.

These are areas where, inter alia, NHS, schools, police, social services are already active. Consider what influence you will have over these services. How will you judge and redirect their existing efforts?

As governor with the NHS Trust see where you can work with them with the frail and elderly programme.

I think you should be following some of the work described in this link http://www.nice.org.uk/niceMedia/documents/improving_patient_access.pdf

Healthy food option in parker E-act for impressionable growing teens to be able to make healthy food choices away from the home. No more fast food stores.

Organise competitive inter school and intercommunity area sports tournaments and ensure all school children undertake two periods or more exercise.

Leave the countryside intact so that future generations can enjoy and appreciate it

Incentives for people to participate in sports, especially children. Build a retirement village in the local area - similar to that at Duston - so older people can retain independence but within an environment which cares specifically for their needs.

Involvce people, make sure the objectives are shared with the community and get local input. Not just from members of the peoples panel but everyone, particularly young people. Maybe focus groups or involvement with schools

Children playing more sports

Working together more closely, ignoring political ambitions and having a residents panel not just made up of town and district councillors who appear to have their own agendas and have their hands tied. Public do need to be kept in touch, the Daventry Calling is just a slap on the back for district council, no real basic information given, would suggest stopping this magazine.

More healthcare choices available, and quicker. Help for the elderly and disabled priority transport to and from villages

Must ensure that there is adequate capacity within schools and medical services. That capacity must be assessed by the USERS as well as local authorities.

They should not be closing old people’s homes.

Giving free activity days to the older over 60's folk

All of these objectives require budgets to allow them to happen. Are fund available long term

It's all very well to support them to live independently, which I take to mean at home, but I think plans for the elderly should include some form of social interaction to counteract loneliness and resultant emotional problems

Provide enough schools, elderly care homes, sports facilities and bringing decent national stores to Daventry.

maintaining the existing greenbelt around the country park and ensuring developers include plenty of green space for play activities

Better public transport, more cycle ways. Foot paths to be kept clear and free from
obstructions such as locked gates etc. More GPs and radical revision of our underperforming hospitals, which may not be in the Daventry Council region but to which people who live in the region have to attend. Better education and making it easier for Head Teachers to replace poor teaching staff. The standard of education has been severely eroded by successive governments over the last 40 to 50 years and standards of literacy, and numeracy are now very poor. The introduction of pointless degrees has undermined the whole of tertiary education, and there is a need to make local colleges of technology present many skilled trades as desirable and worthwhile jobs to aspire to for young people today.

<table>
<thead>
<tr>
<th>Strategic role, working with Nene commissioning and bringing partners together to inform service delivery to maximise resources and avoid duplication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lobby government to raise pensions. Pensioners spend money. Fat Cat Bankers etc send money to Tax Havens thus removing money from the economy. Pensioners help maintain spending in the High Street - high earners don’t.</td>
</tr>
<tr>
<td>Better use of outdoor spaces to promote physical activities. Cycling is an increasingly popular sport and accessible to all age groups. Daventry has the beginnings of a good cycle network but this could be much improved and much better promoted as a means of taking the Healthy Choice. We have a skate park but not a cycle park, it would be fantastic to have a cycle track, it does not need to be expensive. Also it is fantastic to see that the awful cinder athletics track has been upgraded but only half of it? How can we aspire to develop, attract and train the best with only half a track? This sends all the wrong messages, i.e. we are only half serious about it? Let’s have a campaign to get it finished as a priority for the town, many of our youngsters use this facility let’s give them something to be proud of.</td>
</tr>
<tr>
<td>Other than making sure that the maximum number of services are available locally and where applicable are affordable these issues can only be further pursued at a national level.</td>
</tr>
<tr>
<td>Lobby to stop Government wasting our money for no useful outcome in military action and political intervention in places like Afghanistan and Iraq and Libya etc. etc. Then you might get a bit more money to help build your/our Daventry Utopia.</td>
</tr>
<tr>
<td>Easy access to sports. Nearest is in Northampton and we do not get offers to try or a cheaper rate.</td>
</tr>
<tr>
<td>Understand that living in poor housing has severe impacts on health. Look to invest resources into improved energy efficiency, renewables etc to reduce the requirement for increasingly expensive energy</td>
</tr>
<tr>
<td>Could you please address the problems with restricted lighting? Some of us, particularly those with cataracts are really struggling to take part in village life during the winter, myself included. I often feel isolated.</td>
</tr>
<tr>
<td>More public engagement, and more involvement by local health &amp; wellbeing board</td>
</tr>
<tr>
<td>Encouraging healthy eating (less sugar, less salt, reduce meat consumption, use more basic materials less pre-prepared meals. Retain as many facilities as possible at our local hospital</td>
</tr>
</tbody>
</table>

**LSP RESPONSE**
Partners have considered the suggestions received and were particularly pleased with the number of people who took the time to submit their ideas. Partners agreed with many of the comments submitted and will look at how these can be incorporated into the annual Action Plans over the course of the strategy and within the work of their own organisations.

**ECONOMY, LEARNING, SKILLS AND EMPLOYMENT**

**4a. Do you agree with the proposed objectives for this priority area?**
The majority of respondents agreed with the skills and learning objective for this priority area. Support for the other two objectives, Development and Regeneration and Housing, was lower at 88% each.

![Bar chart showing agreement with proposed objectives]

**4b. Is there anything you don’t agree with about these objectives or think should be changed?**

**COMMENTS – Skills & Learning**
People should be responsible for their own education - there are already plenty of options out there for them to do this with colleges, online learning, apprenticeships etc.

**LSP RESPONSE**
Comments noted.

**COMMENTS – Development & Regeneration**
Surely regeneration should be in identified places where needed and not just limited to Daventry Town centre.

Regeneration of Daventry town centre, even if it were necessary, has nothing to do with "a diverse range of businesses etc". This is a different subject.

The caveat regarding Daventry town centre is the cost to regenerate it. Will the funds be
made available? Time is of the essence as other surrounding towns will take business away from Daventry the longer the proposed regeneration takes.

The regeneration of Daventry Town centre should be kept to developing brown field sites and not recreation or green open spaces.

In Overstone we don’t seem to get any regeneration but we will get at least 2000 new houses with absolutely no benefit to my village.

Regenerate the town centre, yep sounds good but to what? commercial reality has to play its part in this too...engage with the big supermarkets, and see if they are prepared to scale down their big stores for local 'convenience stores'. Talk to the local traders and see what their real issues and concerns are? It may be that town centres have had their day, let's open our eye to the alternative of greening up the centres, knocking a load of those concrete monoliths down and creating village environments where we can create the facilities to give, freedom for exercise health and care...need to think seriously about this.

Daventry was a pleasant town. Putting those ugly buildings in front of a wonderful council office building, I hope, is not a sample of what is to come.

The town centre requires quality shops. Not arty or Junk/Charity. To find good clothing Men’s/Ladies, DIY, Furniture, house supplies are only available in Northampton at the moment.

Same comments apply. Very pleasant for Daventry to regenerate town centre but of no benefit when living so far away.

Need to regenerate all the communities - it should not just focus on Daventry Town Centre.

Need to regenerate rural business and employment opportunities rather than spend money on Daventry town centre.

I do not perceive town in need of regeneration.

On regeneration projects understand what the aspirations are of the MODERN consumer. Cloned towns are not the way forward. With the choices offered within a 15 mile radius of Daventry our town needs a USP promoting to exist.

Daventry town centre is full of charity shops, estate agents and hairdressers get rid of half of those, and we may encourage more independent retailers.

Daventry does not need bolt on shopping arcades as there are empty shops aplenty at the moment.

I would like to see this extended further afield than just Daventry Town Centre.

Building on brown land should be encouraged and green spaces should be respected. Please start capping the number of charity shops.

A vast amount of money was spent on Daventry only a few years ago. The rural areas have been starved of funding for many years and should have more money before any more is spent in Daventry.

Regeneration of Daventry has no impact on outlying villages as we are too far away to visit and use Daventry. We are closer to Northampton, Kettering and Wellingborough. Building in the villages of Overstone does not help with housing in Northampton as people would not commute this distance. Daventry will not benefit from the people living here as the money would be spent in Northampton.

Daventry district is much wider than Daventry town - and the regenerate the town centre is of little or no benefit to many in the district e.g. those living in Brixworth.
Whilst I do personally agree that the town does need regeneration I cannot agree with how it is perceived it is going to happen. Yet more open space is scheduled to be used for what, in my opinion, could be a white elephant of development. Yes, we need more shops but those that the majority of local people seem to want, ie M&S, Next, BHS, etc are not likely to open up here as they already exist in Rugby, Northampton, MK, Banbury. There may be a case for these shops to have 'express' type outlets perhaps.

Again Daventry at the fore front.

**LSP RESPONSE**

Partners have considered the comments received and note in particular respondents concerns about the focus of regeneration activity in Daventry town centre. The reality is that the partnership is limited in delivery of outcomes by the organisations we have involved in the group. The key agency delivering regeneration activity is Daventry District Council. Their focus particularly over the life of this version of the strategy will be the delivery of the Mulberry Place retail development and Sites 3, 5 and 6 as part of the town centre vision which is why it is highlighted as an objective. The Council is also involved in regeneration activity outside of Daventry town, working in partnership to facilitate the restoration and return to sustained productive use of Overstone Hall and Weedon Depot.

**COMMENTS – Employment**

Nothing changes more than change itself. Let us not kid ourselves into thinking that we can create employment for all! Technology is growing at a tremendous rate and that WILL NOT change. There simply are too many people and not enough jobs to go around. Simple remember when companies had switchboards, now all computerised, buses had conductors? The world is changing so we must change with it and look into the future, not just 4 years but 40 years! There are many factors that are outside of our control and until central government or the EU changes things we need to protect the very people that you mention in your vision.

**LSP RESPONSE**

Comments noted

**COMMENTS – Housing**

Spending on housing for future residents is a waste of money until they arrive. Housing should be for the indigenous population, not for European immigrants. Housing provision needs to be sensitive to the existing population.

An obvious statement but what does it actually mean? Of course we need a complete range of housing, for example in smaller villages and towns the addition of smaller flats, bungalows to permit elderly residents who have lived their lives to date in and areas to downsize and stay there permitting younger families to move into those larger properties. We have to be sensitive to the needs of others within these communities, be flexible with planning consents and engage with local communities to see what they would like and how those aspirations can realistically be achieved. Again let’s look at 40 years from now and work out how we are going to make that journey?

Possible consultation with local people re housing needs.

Whilst housing opportunities need to be improved, it is essential that population growth
is managed, that rural areas are protected and that infrastructure and facilities are developed sensitively in line with any additional housing.

**DDC should have retained ownership of the housing stock. Do not allow any social housing slubs to be built. Look for social housing 'quality homes' that will not be a blot on the landscape.**

It seems that new development is permitted anywhere that a developer decides is appropriate.

**Housing should not be built on greenfields. At the rate development is progressing there will be no green fields for future generations.**

**The crying need is for more affordable homes and more social housing but what gets built - large executive homes and homes to buy.**

Building homes in large ‘estates’ will not meet these needs. We should follow the Milton Keynes example and build areas that have their own community facilities, shops and schools. These to be built at the same time as the house, and not fought for by the residents in the years following.

Focus on genuine affordable housing. Too many schemes are passed particularly in the villages which only involve larger houses.

**Ensure that housing programmes take into account climate change and offer resilience to the risks associated with it.**

Apart from providing some council owned housing for the elderly or starter homes to keep some youth in the area, leave the rest to the market & developers. Do not continue with your social engineering ideals of putting affordable housing into every development. If I want to aspire to live in a leafy village in a smart detached house I don’t expect to see affordable homes taking the prime plots - ref Boughton Road Moulton. When I moved here I lived in Abington where houses were cheaper & transport easy for non-car owners - why do young/less well-off expect a "right" to live in a village? Surely people should aspire & work up to this level.

Building in the villages of Overstone does not help with housing in Northampton as people would not commute this distance. Daventry will not benefit from the people living here as the money would be spent in Northampton.

Please consider carefully where affordable & council housing is placed. I know it isn’t PC but many occupants of this type of housing tend to have an adverse effect on the quality of life of their neighbours.

Providing it is not at the expense of the older generation and the countryside.

Daventry already has too many houses for the facilities that are available in the town. The town centre itself has no room to expand.

**Will the housing developments be to the usual dreary and unimaginative standards, cheaply built for maximum profit and maximum land utilisation? If so then the further expansion of Daventry will produce a clone town of commuters, too much traffic, little community value, and a low value environment which is simply a replication of suburban districts of dull towns countrywide. Could we please have some enlightened and imaginative planning with thought to the aesthetic and emotional needs of people, and with a genuine attempt to enhance the environment? Daventry still has some features which hint at its history as a pleasant small town, Developments over the last 50 years have detracted from this and given the town an air of dreariness.**
**LSP RESPONSE**

Comments noted, however, the main policy mechanism for ensuring sustainable development will occur through the West Northamptonshire Joint Core Strategy and the Daventry District Settlements and Countryside Plan (Local Plan) when this is prepared. Comments on housing received on the Community Strategy will be forwarded to officers preparing the Local Plan for their consideration and members of the public will have the opportunity to be further involved in the consultation on that document later in the year. Organisations engaged with the LSP will look at what activity they can undertake in partnership to deliver on the housing objectives and these will be included in the annual action plans in the revised strategy.

<table>
<thead>
<tr>
<th>COMMENTS – General</th>
</tr>
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<tbody>
<tr>
<td>Redevelopment of business/jobs across the district - creates need for more housing, more cars, more environmental damage.</td>
</tr>
<tr>
<td>Transport and access will be a challenge for many residents of the target population to use these resources.</td>
</tr>
<tr>
<td>This is all a bit weasley. Support people to develop the skills they need - isn't that really just educate people properly. And &quot;provide a range of housing opportunities&quot; - should' that just be &quot;build more smaller homes for rent&quot; so older people can free up the two and three bed family homes and not be subject to the bedroom tax?</td>
</tr>
<tr>
<td>...these are almost panaceas - nobody in their right mind would disagree - BUT this HAS to go beyond the town limitations</td>
</tr>
<tr>
<td>The devil is in the detail, (and the budget!)</td>
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</tbody>
</table>

**LSP RESPONSE**

Comments noted.

4c. **What activities do you think the partnership should be doing to help to achieve these objectives?**

<table>
<thead>
<tr>
<th>COMMENTS – Skills and Learning</th>
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<tbody>
<tr>
<td>Learning skills of over 55s important to be updated in order to remain independent and involved in the future as technological age will only increase. Courses on further use of computers, skype texting, forming folders and storing and using important information on time. Local libraries already do much to encourage people in this direction and perhaps they could be expanded.</td>
</tr>
<tr>
<td>Support schools and further education.</td>
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<tr>
<td>Sessions to support low esteem, speaking to people, confidence building, ways to dress appropriately.</td>
</tr>
<tr>
<td>More 'apprenticeships', training courses etc for practical working skills</td>
</tr>
<tr>
<td>Ensure that more schools are built and that the level of education given is of sufficient quality to make the youngsters employable.</td>
</tr>
<tr>
<td>Better evening classes for adults/younger people. Better children's area in the library to encourage reading.</td>
</tr>
<tr>
<td>Support organisations that provide non-formal learning and advice such as youth centres</td>
</tr>
</tbody>
</table>
and counselling agencies.
Support good schools.
Make employers more committed to Apprenticeship programmes, so people have more enthusiasm for what they can bring to the learner.
An honest approach to education, It is no point in telling students they are better achievers than they are.
There is a need to ask industry and commerce what skills and knowledge they need and then to lean on the education system to provide those requirements!
Introduce inter school quiz and numeracy competitions with a trophy for each age band.

**LSP RESPONSE**

Comments noted. Partners agreed with many of the comments submitted and will look at how these can be incorporated into the annual Action Plans over the course of the strategy and within the work of their own organisations.

**COMMENTS – Development and Regeneration**

Provide plenty of car parking spaces so visitors feel welcome and will shop in Daventry.
Produce a "measles map" of areas identified for regeneration and consult with the people living and working in those areas to identify opportunities to regenerate.
The empty shops in the High Street should be returned to being houses so that people live in the Town. Bowen Square should be regenerated before knocking down older buildings which give Daventry its charm.
Develop 'brownfield' sites only for all development (business - housing) make education facilities spread across district so that people don’t have to travel into Daventry to attend.
In order to achieve a diverse range of businesses in the town it's necessary to encourage interesting, small, individual shops. Daventry does not need any more estate agents or charity shops. However, many cannot afford the business rates currently being charged so a good first step would be for the council to reduce this cost. Also please make sure that when developing the town there are sufficient leisure activities included, especially for the young. Do not expand the town to such a size that it becomes more like a city than a nice country town.
Listen to the residents. Many people objected to the sculpture on the iCon roundabout yet you are still allowing the plans to go ahead. The people spoke out and you ignored them. The police have voiced their concerns about the black path and you have ignored them. You need to listen. The community makes the town. Housing: consult existing residents on their needs and listen.
Support small local businesses rather than try to bring in national chains. The former working men’s club site development with Homebase, Pets at Home etc seems to have led to the closure of several High Street shops eg Nobles, Pet Shop etc and actually provides less choice and value for shoppers.
Daventry is an appalling Town Centre when compared with many others. Much work is needed to improve it. We should be looking at towns like Market Harborough for example that appear to have succeeded in developing centres that are attractive to the eye and encourage people to visit.
Encourage large manufacturing businesses into the town not just warehouses.
<table>
<thead>
<tr>
<th>Reduce rents drastically to encourage small businesses to use the buildings you already have - surely a little rent is better than none at all?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find a way of attracting some big business names to the town centre. Perhaps attractive leasing arrangements. Maintain and enhance the input from independent retailers.</td>
</tr>
<tr>
<td>A poll amongst locals to find out exactly what they would like to see in the redevelopment of the town. Bowling alleys, cinema all sound great but may not be viable. We have already been down the route of a cinema which closed. Whilst I really do respect the aims of all involved in attempting to create a vibrant town a lot more work needs to be done before contacts signed - look at the mess Norfolk CC are in due to the quickness in signing contracts for an incinerator! Also councillors need to very carefully consider applications for future problems, to mention just one real blight on Daventry is the car scrap yard; this should never have had planning permission.</td>
</tr>
<tr>
<td>Encourage more businesses / multi nationals to the area to create jobs.</td>
</tr>
<tr>
<td>Maintain the style of the town with traditional building styles.</td>
</tr>
<tr>
<td>Don’t waste time and money on vanity projects no one wants, for example the canal arm.</td>
</tr>
<tr>
<td>There is not enough progress in the areas of development and building of affording housing. These should be happening now to take full advantage of the improving economic recovery. In the meantime the town and area continue to stagnate.</td>
</tr>
<tr>
<td>Find partners who have some stake in the area or at least some decent values which might help the Strategy to enhance Daventry rather than to make money from it and disappear to the next banal project. Is it not possible to be creative and to try and make Daventry different to the other small towns in the Midlands, not an overgrown dormitory like Towcester, nor a post-industrial dump like Rushden. Daventry is part of a rural area which is largely fairly affluent and could become an attractive centre for that area given some creative thought and action. No high-street clone shops please, could we not encourage smaller individual traders, and balance the impact of Supermarkets and other such retail ‘sheds’ on the community? Encourage people to get out of their cars and meet one another. In terms of employment the plethora of warehousing seems to generate few good jobs and a vast increase in Heavy Goods vehicles, will this define the character of Daventry for the foreseeable future? Already the approach from the North and North East of the town shows a vista of big White Sheds with a church and small town somewhere on its periphery. We have the delights of DIRFT on our doorstep why not concentrate all of that traffic etc. in that now blighted area?</td>
</tr>
<tr>
<td>Support the proposals for regeneration of town centre.</td>
</tr>
<tr>
<td>More provision for the rural areas, especially the south of the district would be welcome.</td>
</tr>
<tr>
<td>Networking opportunities linking together those facing challenges.</td>
</tr>
<tr>
<td>Support and facilitate an independent business forum.</td>
</tr>
<tr>
<td>Consider out of town shopping areas and support town centre independent traders. Revitalise the Market.</td>
</tr>
<tr>
<td>It comes down to investment in the end.</td>
</tr>
<tr>
<td>There should be mention under objective ii to designing out crime in development and regeneration areas. Part of ensuring sustainable built environments is the need to ensure places are designed to minimise opportunities for crime, ASB and fire. Achieved through consultation with Crime Prevention Design Advisors.</td>
</tr>
</tbody>
</table>
**LSP RESPONSE**
Comments noted. Partners will look at how these can be incorporated into the annual Action Plans over the course of the strategy and within the work of their own organisations.

**COMMENTS – Employment**
- An awareness of the villages. Supporting their access to jobs.

**LSP RESPONSE**
Comments noted.

**COMMENTS – Housing**
- Much better coordination/planning of housing development with industrial, commercial, education and infrastructure development.
- Sort out infrastructure, let the developers pay for this, or no build.
- Planned provision - not just left to the market. Successful planning needs to be based on full awareness of existing provision and future needs.
- Ensure the housing criteria are fair for all.
- Instead of villages fighting development plans, they need to embrace change. Parish councils need to recruit fresh talent to establish and implement changing policies.
- Provide affordable self-build plots of land for all types of housing needs ie first time buyers and others moving up the chain and the support on how to self-build.
- Protect the villages. Villagers feel constantly under attack by developers, and that ultimately it is a losing game. I would rather the government invested in a new city with planned infrastructure rather than trying to cram more houses in to villages that cannot sustain them.
- Wherever possible, look to make use of existing buildings and housing stock, with an emphasis wherever possible on brownfield rather than greenfield developments.
- Listen to local people but more importantly not let big business, who are only interested in profits, ruin green belt areas or blight villages.
- Continue to ensure planning permission is granted to developments that include a proportion of affordable housing.
- No 'affordable' housing locally.
- Look closely at Planning this department gives me great concern.
- Brown field sites should always be a 'first choice' and a second is where infill is practical. The 'green belt' should always be the last choice.
- Key is building houses to rent not houses to buy.
- Housing: consult existing residents on their needs and listen.
- Assisting with amenities in rural communities.
- Keep buying homes rather than lending.
- Be stricter with planning applications. Also - it is unfair to build huge estates on the outskirts of Northampton - build more around Daventry town.
- Build schools not just houses.
- Build on brownfield sites in towns so that people can walk to work, have easy access to retail services and improve the urban environment.
- Don't build on greenfield sites.
<table>
<thead>
<tr>
<th>Have more affordable housing.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lot of 'infill' in villages results in additional housing BUT the infrastructure reviews not always triggered by each individual plan - this would be the case of a developer came and built the same number of houses.</td>
</tr>
<tr>
<td>Building more social housing</td>
</tr>
<tr>
<td>Need for social housing to be a priority. Sufficient smaller houses for the elderly to move in to, thus freeing larger homes.</td>
</tr>
<tr>
<td>Provide low cost housing, to prevent all the villages becoming completely full of the retired and commuters. This needs to be provided together with local small industrial sites which will not spoil the character of villages but reduce the need for people to travel long distances to work and allow the young to continue to live in villages if they so wish. This should not result in large changes to the size of any village.</td>
</tr>
<tr>
<td>Go ahead with the Danetre village or churchfields proposal.</td>
</tr>
<tr>
<td>New housing - should always only be allowed when it encompasses a wide age and economic mix. So for instance a school and old people’s home should be on the same site and communication both ways possible. Housing should be a mix of one-bed, two-bed, three-bed and four bed and have a variety of selling prices, although care must be taken when mixing social groups to design in such a way that stress between social factions is minimised.</td>
</tr>
<tr>
<td>Building social housing.</td>
</tr>
<tr>
<td>Provide more affordable housing.</td>
</tr>
<tr>
<td>Find out what is required in the villages - ensure these become vibrant communities.</td>
</tr>
<tr>
<td>Have a concern over to many houses going to the eastern block they have a right but not to take them ALL.</td>
</tr>
<tr>
<td>Many more suitable houses to be available for renting and buying, NOT 3, 4 and 5 bed houses the majority and young couples can only dream about.</td>
</tr>
<tr>
<td>Encourage building on brownfield sites. One reason people love Daventry is that it is rural and largely unspoiled. Don't ruin that in a drive for something else!</td>
</tr>
<tr>
<td>Hardware should be provided at minimum cost and maximum preservation of existing good architecture and landscape.</td>
</tr>
<tr>
<td>Housing should be energy efficient and particularly aimed at first time buyers. Housing development should not be at the expense of the open spaces that makes Daventry a pleasant place to live.</td>
</tr>
</tbody>
</table>

**LSP RESPONSE**

Comments noted. Partners agreed with many of the comments submitted and will look at how these can be incorporated into the annual Action Plans over the course of the strategy and within the work of their own organisations.

**COMMENTS – General**

Continuous and meaning consultation to shape these objectives.

Engaging with local land owners, businesses and people who genuinely care about their community and the country. Sure if some people profit from it financially that's fine...PROVIDING...other profit too whether that means a healthier lifestyle, better quality of life or just the ability to stay in the area they wish too.

Look to the future...40 years what do we NEED and opposed to just what we WANT,
there is a huge difference. trees, parks, rivers, lakes, and other leisure facilities take years to establish, nurture and flourish we need to be planning them now. Transport how will that change, think electric, think hydrogen, think community transport, think centralised delivery systems. Did the store home delivery service exist 10 years ago...barely and it was in its infancy how will that develop, should we be working/developing that with the community and the stores themselves to help achieve, say, that help for the elderly and vulnerable? Help to stop the culture of 'not in my back yard' by empowering people to take part and feel wanted and make decisions. Don't keep saying NO.

Provide improvement in the District not an influx of newcomers.
Keep to the objectives.
The choice of your councillors matters.
Transport, Quality Food and Access, Health care and in Rural villages support & grants to help maintain services that are vital for residents young & old.
Look wider.
Put more effort into areas where 2 thirds of your voters live - not just a dead town centre (see also Northampton BC).
The Icon building looks great but seems permanently closed, What's it being used for? As a resident I genuinely don't know. Surely I should do? Why such little use? Let's promote it and get it used more by the community. If we want to see anything in a theatre we have to travel to the Derngate or Lemington. Why not at the Icon??
Engagement with schools etc.
Strategic role, bringing partners together to inform service delivery to maximise resources and avoid duplication.

LSP RESPONSE
Comments noted. Partners agreed with many of the comments submitted and will look at how these can be incorporated into the annual Action Plans over the course of the strategy and within the work of their own organisations.

PROTECT AND ENHANCE OUR ENVIRONMENT

5a. Do you agree with the proposed objectives for this priority area?
There were 148 responses to Priority 3a (Tackling Climate Change). 116 responses agreed with this priority and 32 disagreed. There were 146 responses to Priority 3b (Improve the Environment). 141 responses agreed with this priority and 5 disagreed.
5b. Is there anything you don’t agree with about these objectives or think should be changed?

The majority of comments received on this section related to Priority 3a (Encourage individuals and organisations to address climate change).

**COMMENTS – Climate Change**

This is silly (and out-of-date) bandwagon-jumping. Climate change is totally outside the control of DDC. I suspect that reduction in the amount of waste is also outside DDC’s powers, although good management is valuable.

Is climate change something that individuals can address, would it not be better to educate people to understand climate change and then be in a position to respond.

How is Daventry council aiming to address the significant minority who couldn't care less about making a personal contribution to climate change?

Education not legislation.

The terminology on climate change is far too vague in respect of the encouragement of individuals to tackle climate change.

I am not sure that climate change should be a key objective, focus more on the local environment.

First of all people must be convinced there is 'climate change'. Secondly people must be convinced that putting up wind turbines is a good use of money. There are proud claims about the number of homes provided with power - when the wind is blowing. But power for eg the railway system? I think not. Maybe all new properties should be built with solar panels.

I feel we are being conned on this subject.

Cost of climate change policies is unaffordable for most people, and puts this country's companies at a disadvantage in world trade.

Perhaps add to (i) ("Tackling Climate Change") "and support them in doing so".

Is there really evidence of "climate change" or is it a natural occurrence, which we can do very little about.

Tackling climate change is a national and international issue. Yes we have to do our part.
locally but is it really a strategic partnership priority? Surely locally it's about avoiding landfill and energy efficiency?

As before it is not proved that we have an impact on climate change.

I agree, but climate change as generally perceived (i.e. only in one direction) is largely unproved. Climate has always changed and cycles are very long term (as any proper analysis of 20th century records will show). Beware of those with vested interests here.

The concept of one smallish UK town "tackling climate change" is an utter nonsense. What influence do you have over, eg, the industrial development of China, shale gas drilling in the USA, German nuclear power policies etc etc. Forget it or you'll just look trivial-minded.

I believe we are over egging the effects of climate change and do not understand what the first point really means in practice. How can an individual address climate change?

Preoccupation with climate change is setting Britain behind many other countries. Check the facts now with what was predicted before pouring money down the drain. Currently satellite pictures of the polar ice caps show there is more ice in total than in any year since 1979 when satellite pictures were first taken.

Change to generating renewable energy.

Addressing climate change is 'a good thing' but money could be better spent elsewhere. Icon building wood looks awful, scout hut roof looks dead. Unattractive!

Don't let "Encourage individuals and organisations to address climate change" be an excuse for yet more wind-farms!

I'm 50/50 about climate change I need convincing that any positives issues addressed will outweigh the negatives.

I disagree that climate change is a priority as latest research does not support it. I further think is more of a national than local issue.

Encourage or require? If one merely encourages people won't do it.

Whatever we do, climate change has happened for millennia with no intervention by mankind. I'm not suggesting we pollute our environment or have no regard for Mother Nature, but we also should not be so conceited that we believe we can stop Ice Ages or significant changes in climate. These are largely due to our distance and angle from the sun (which changes over centuries), our own earth’s geothermal activity, and unavoidable general Universe interactivity.

I'm sick of paying a fortune for fuel when there are huge subsidies paid with my money to so-called green power systems that otherwise would be totally untenable from an economic and environmental point of view.

I AM in favour of community-based and dwelling-based initiatives which make economic sense eg. water heating panels, locally-owned and profit-shared wind-powered electricity generation where it makes economic sense.

OK, provided this does not cost the rest of us money, like subsidising PV & wood burning installations.

**LSP RESPONSE**

Partners have considered the comments received and after reviewing them have concluded that it is appropriate to amend this objective so that it is focused at a more local level and reflects what action individuals, organisations, and the partnership can make on
environmental outcomes. The objective and Action Plans in this section should reflect the need to:

- reduce waste sent to landfill;
- maximise recycling;
- work across the partnership to reduce carbon emissions and improve sustainable use of resources; and
- to raise awareness amongst the local community to reduce energy consumption and preserve natural resources.

Therefore it is recommended that this objective is amended to ‘Promote environmental sustainability’.

**COMMENTS – Waste/Litter**

Individuals do more than their fair share - we need to focus more on organisations & also penalising litter louts etc. The answer is NOT another recycling box to deal with.

Daventry does a very good job in recycling its waste.

Education not legislation.

How are people going to afford this change? Householders are not getting value for money through the taxes they pay in contribution to waste collection more input in local people who regularly clear their own immediate area of litter and rubbish.

Greater emphasis on educating (carrot and stick) residents and visitors regarding litter and waste and keeping towns, villages and roadsides cleaner (enlisting the help of residents wherever possible to achieve these objectives).

Waste collections are already adequate but reminders to recycle are good.

It is not just about the amount of waste that is produced. That is reliant upon the retail sector and the over packaging of products.

I think as a district we already do a lot and this should not be a priority. We already have 5 different bins (black, brown red box, blue box, food waste).

**LSP RESPONSE**

Partners have considered the comments received. The issues raised will be included within the revised objective ‘Promote environmental sustainability’. Partners agree that a key area to focus on is waste reduction and education and this will be a particular focus in Year 1 of the plan. Over the longer term partners will look at other ways they can work together to address waste and litter issues.

**COMMENTS – Sustainable Development**

The major threat to the general environment is development--supposedly sustainable, actually not so.

Too much development increases climate change and waste disposal problems.

Be more selective about the number of houses given planning permission for the new 'City' of Moulton

**LSP RESPONSE**

Partners have considered the comments received. The issues raised around sustainable development are addressed through the planning process and the statutory planning
documents including the West Northamptonshire Joint Core Strategy and will be more locally considered by the Daventry District Local Plan when this is completed.

**COMMENTS – Use of Resources**

I do not agree that wind farms are the answer. Other more productive alternatives must be explored

Using less of natural resources would be good but out here we have to rely on oil heating and car transport

A concerted stand should be taken against the addition of further turbines which are blighting our countryside. These turbines have been allowed partially because DDC do not have a district plan and hence national politics trumps us. Our officers should act to put this right without any further prevarication.

No further wind farms in the DDC area please!

Its all words - we need actions but government, local councils and people will not change. We need less cars - use of energy should be reduced in homes, people should be encouraged to eat better, local food - but most people don’t give a damn

However better grants for ordinary people to make their homes more efficient to avoid fuel poverty is a priority that needs urgent attention. Being warm in winter should not be a compromise for Health impacts that follow.

All new build should have solar panels and the highest level of insulation

I have already mention wind turbines, but our houses are very poorly insulated. We should follow the designs of houses in France Canada and Sweden for example, where the lower floor is partially below ground level in colder regions triple glazing is used and external walls and lofts are far better insulated. In large conurbations the waste heat from power stations is used for local space heating despite the high capital cost.

**LSP RESPONSE**

Partners have considered the comments received. The issues raised around wind turbines are addressed through the statutory planning process. Other comments around the use of resources are noted and will be considered in the development of future Action Plans and in the on-going work of the partnership.

**COMMENTS – Public transport**

To be realistic about the creation of jobs if there are no public transports services from the rural areas the car would the option.

**LSP RESPONSE**

Comments are noted and will be considered in the development of future Action Plans and in the on-going work of the partnership.

**COMMENTS - General**

I agree providing measures are not too costly or detrimental to the profitability of individual businesses.

They should not be a priority - they should be there, but other things are more important.
The objectives are fine but there is conflict between these objectives and current actions/ plans especially regarding the protection of the environment.

Define the 'priority area'...

I'm wary of improving the environment without some kind of context. From what to what? In whose opinion?

**LSP RESPONSE**

*Comments are noted and will be considered in the development of future Action Plans and in the on-going work of the partnership.*

5c. **What activities do you think the partnership should be doing to help to achieve these objectives?**

**COMMENTS – Waste/Litter**

- Daventry already has very good recycling service therefore maintain.
- DDC waste management is already fairly good, although waste is not necessarily directly related to environmental harm.
- Waste reduction has to start at source. The council should be working with manufacturers and retailers to reduce the amount of packaging used.
- Provide places to take rubbish/recycling that are free to access so fly tipping is lessened.
- Product packaging is still a major issue and more focus is needed to ensure that manufacturers and suppliers use only recyclable material.
- Have 3 big bins, like South Northants do!
- Encourage commerce and residents to recycle more! Find a further council recycling site the other side of town to encourage more to use this method. I know people who will not fill their cars and drive across town.
- Stop Saturday bin collections.
- Waste collections are already adequate but reminders to recycle are good.
- One huge step forward in the reduction of waste would be to enforce all supermarkets to only use packaging which can be recycled. Once this is in place there is no reason for any individual not to recycle all their waste.
- Move away from Enterprise - their service this year has been poor and has resulted in overgrown parks and verges, missed bin collections and reluctance to recycle.
- Discuss with retailers how they might reduce their packaging and keep doing the excellent job your contractors do in recycling.
- Ban plastic carrier bags and increase recycling.
- Ban all fast food shops within the town area. There are too many rats in the area already.
- Change the recycling boxes to a bin, segregate at depot. Reduce size of black bin.
- Litter patrols and rigorously enforce fines for littering. Get rid of McDonalds if people won’t put litter in the bin - might just make those who use it a lot and drop their rubbish on road etc about putting litter where it belongs. McDonald’s staff do clear some of it up but they cannot do it all.
- Give more opportunities for people to recycle. Maybe have more central recycling in town centre. E.g have bins for recycling drinks cans. Maybe a slogan like yes you CAN.
- To reduce waste we need to have more paper packaging less plastic. More recycled
items collected from the kerb side.

Fine people for dropping litter.

Food waste recycling, the little brown bins are failing and seeing very little use? why, let’s find out and improve it.
Also, moving cardboard recycling from the brown bin to the little red box is a backwards step, it discourages recycling as they get full after a few days and the rest goes in the bin, whereas the big brown bin is underutilised need to improve this arrangement.

Try to get everything recycled where possible.

Really don’t know as I am sure DCC and others have attempted to help householders make their homes more energy efficient and reduce waste. The 'tip' is well run but small; I have heard there could be a new tip developed but would be nearer Northampton and the local one closed. This would be an absurd move s fly tipping would most certainly result.

A green approach - maximum recycling etc.

Require polluters to pay? Litter is an issue which is entirely avoidable, is offensive and costly for a community to clear up. Litter is mostly some form of packaging why not negotiate a compact with local retailers etc. to consistently discourage their clients to litter? Fining McDonalds £1,000 for every bit of logo-ed packaging picked up from our environment would be OK by me but maybe difficult to legislate for.

Continue recycling

Could the council deliver the compost made from recycled green waste? It is a service provided by Leicester County Council I believe.

Need to ensure that waste management is improved within Daventry - the bins and boxes provided do not support recycling. I am fed up of having my village covered in rubbish every bin day.

Less wheelie bins for the householder to store in gardens, so far 5, in Rugby there are 2, and the council sorts the waste themselves.

Packaging needs to be restricted. Producers should only use biodegradable packaging & should be responsible for ensuring their by products, such as food packages comply.

Bring back the previous system whereby paper & card could be recycled with green waste - the small boxes are never big enough & result in paper being blown all over the place on collection days.

Daventry already does very well on waste recycling vs disposal. This should continue.

**LSP RESPONSE**

 Partners have considered the suggestions received and note the concerns of respondents in relation to waste reduction and recycling. This will therefore be a particular focus for the partnership in the development of the annual action plans.
## COMMENTS - Sustainable Development

<table>
<thead>
<tr>
<th>Comment</th>
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<tbody>
<tr>
<td>Maintain green spaces in villages, especially of having new estates built as the countryside is a real asset to the Daventry area and is the reason people choose to live in the villages. If they build without leaving fields etc to walk dogs and just walk the special village atmosphere could be lost and they become Daventry suburbs.</td>
</tr>
<tr>
<td>Reduction in environmental damage by development could be achieved by application of a tight definition of &quot;sustainability&quot; in line with the original Brundtland Commission definition ie--very briefly--&quot;do not borrow from tomorrow&quot;.</td>
</tr>
<tr>
<td>Daventry should really stop trying to build on its green open spaces. There will be a world shortage of food in the next 50 years. We might need these spaces to grow food!</td>
</tr>
<tr>
<td>See above re the absence of a district plan.</td>
</tr>
<tr>
<td>Ensure that all main transport links are upgraded to allow for a continual free-flow of traffic, reducing the amount of carbon emissions caused by vehicles standing in traffic jams.</td>
</tr>
<tr>
<td>Protect rural countryside from development.</td>
</tr>
<tr>
<td>More robust scrutiny of planning applications, and creation of a land bank to cut off some of these developer led 'ambushes'.</td>
</tr>
<tr>
<td>Assist further villages to draw up Neighbourhood Plans.</td>
</tr>
<tr>
<td>Improve guidelines to developers.</td>
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<tr>
<td>Development should be truly sustainable, (a definition of the word exists!), not just using &quot;sustainability&quot; as a magic word to justify any/all proposals.</td>
</tr>
</tbody>
</table>

## LSP RESPONSE

Partners have considered the comments received. The majority of the comments received apply to work carried out by Daventry District Council and these comments will be forwarded to the relevant officers. The issues raised around sustainable development are addressed through the planning process and the statutory planning documents including the West Northamptonshire Joint Core Strategy. Interested parties will have the opportunity to be involved with the consultation on the Settlements and Countryside Local Plan when this takes place following the adoption of the Joint Core Strategy. Parishes who are interested in preparing a Neighbourhood Plan are supported with advice from DDC officers. As at February 2014, eight Neighbourhood Areas have been designated and four are in the process of being determined.

## COMMENTS – Use of Resources

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Be positive in support of 'fracking' exploration. We need new, cheaper sources of energy to avoid vulnerable and expensive imports. Beware NIMBY attitudes to fracking and nuclear power generation.</td>
</tr>
<tr>
<td>Encourage people to be green in ways that are effective and sustainable long-term. That does NOT include wind turbines, which are generally ineffective, hugely expensive and detrimental to the environment. It DOES include solar power, which is increasingly cheap to produce.</td>
</tr>
<tr>
<td>Practise what you preach, turn the council house lights off overnight.</td>
</tr>
<tr>
<td>Build a plastic or waste &quot;pyrolysis&quot; plant that converts plastic and hydrocarbon based products into useable &quot;pyrolysis oil&quot; that can be converted into fuel for vehicles or used to power electricity generation equipment. The council could run their fleet of vehicles on the fuel (if properly refined to petrol and diesel) and make it almost 100% self-</td>
</tr>
</tbody>
</table>
sufficient.
Better council advice on small-scale wind-powered generators, roof-panel hot water heating, and heat-exchange pumps in suitable gardens.
Proactive efforts regarding fuel costs and carbon reduction etc.
Change light bulbs to LED lights where possible and thus reduce the power required to run them. This could perhaps be done in lampposts, traffic lights, sign lighting etc.
Set higher standards for insulation. Presume that planning permission for wind turbines and solar panels will be granted except in the most sensitive areas. Promote community ownership of and investment in wind turbines and solar parks.

**LSP RESPONSE**

*Partners have considered the suggestions received. Partners agree with many of the comments submitted that sustainable use of resources is a key area of focus. Over the life of the Plan partners will look at other ways they can deliver on these concerns either within their own organisations or in partnership.*

**COMMENT - Education**

Educate from primary school age re walking to school, switching lights off, recycling etc therefore tell their parents to switch of lights, leave car at home.

The Partnership should be educating the public on all environmental and climate issues and putting forward green and alternative options, from cutting down on waste food to transport issues!

Provide information to educate.

Educate the throwaway society we have become. Educate against the 'have it now culture' encourage an 'it's better to want what one has than have what one wants'!

Show people what the problems are, teach them self-control and waste control, teach that littering is not only anti-social but that instead of paying to clear it up the money could be spent on community facilities.

Ask the youngsters to get involved, show that they can make a difference for THEIR future and follow through on those promises. Demonstrate that there is hope for them but things will continue to change. Engage with the youngsters and get them to embrace projects constructively instead of vandalising them...encourage them to give their time freely but ensure they reap the reward of their labours too. It's easy to demonstrate to them you get out what you put it.

Do not let health and safety and political correctness be the chain and ball around our ankles...common sense and a common approach is needed.

The aim of tackling climate change per se is likely to be contentious. Therefore a programme of education on climate change adaptation and its importance will be imperative.

Further promotion of recycling and educate people in alternatives to assist in protecting the environment.

Get young people more involved in school holidays in activities that can reduce waste and enhance the environment.

Encouraging, educating, communicating, organising and supporting. As part of this programme, however, transgressors to be dealt with firmly.
**LSP RESPONSE**

Partners agree that education is a key factor in changing the behaviour of individuals and this will be a particular focus of the Action Plan going forward. Other education activities are ongoing for example DDC hosts an annual home energy event. Over the longer term partners will look at other ways in which education campaigns can be delivered within their own organisations or in partnership.

<table>
<thead>
<tr>
<th>COMMENTS – Public transport/Cycling</th>
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<tbody>
<tr>
<td>Extend and enhance walking and cycling routes. Bus priorities, e.g. at Weedon crossroads. Extend and improve Long Buckby station, especially secure cycle parking and a cycle route from Daventry, extend County Connect bus times to be bookable to/from the station at train operating times, better waiting facilities. Through ticketing on buses and trains from Daventry via Northampton or Rugby.</td>
</tr>
<tr>
<td>Cycle tracks not shared with other road users. Cycle parking in the town centre Footpaths and cycle tracks from the villages lorry traffic along the A361 to Barby/Ashby/Kilsby makes it incredibly difficult not to drive into Daventry despite being a reasonably short distance. Improve footpath and cycle networks.</td>
</tr>
<tr>
<td>Have more bus services in villages.</td>
</tr>
</tbody>
</table>

**LSP RESPONSE**

Comments are noted and will be considered in the development of future Action Plans and in the on-going work of the partnership.

<table>
<thead>
<tr>
<th>COMMENTS – Natural Environment</th>
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<tbody>
<tr>
<td>Support organisations like RSBP and nature reserves</td>
</tr>
<tr>
<td>Don't build on greenbelt so natural areas are protected.</td>
</tr>
<tr>
<td>Look at planting small but substantial copses of trees</td>
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**LSP RESPONSE**

Comments are noted and will be considered in the development of future Action Plans and in the on-going work of the partnership.

<table>
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<tr>
<th>COMMENTS – General</th>
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<tr>
<td>...to look wider</td>
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<tr>
<td>Incentives better promoted / targeted</td>
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<tr>
<td>Address rural deprivation.</td>
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<td>Champion environmental issues and bring partners together to encourage innovative ideas that will help meet objectives</td>
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<tr>
<td>Lobby our dysfunctional Government to adopt more realistic policies based on the advice of qualified Engineers and Scientists, rather than listening to the vested interests such as the so-called environmental lobby whose motive is simply greed to take advantage of poorly thought out government subsidies.</td>
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<tr>
<td>Protect what we have, not ruin it.</td>
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<tr>
<td>Offer grants not only to people on benefits but to people who work and pay their taxes.</td>
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<tr>
<td>Encourage wildlife trusts to be more noticeable - councils should be more proactive in</td>
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developing footpaths and bridal paths. People should be encouraged to walk - see and perhaps they will then understand what the environment is about because at present most people don’t know and don’t care.

**LSP RESPONSE**

Comments are noted and will be considered in the development of future Action Plans and in the on-going work of the partnership.

**OTHER COMMENTS**

6. Any other comments?

**OTHER COMMENTS**

Excellent to lay it out clearly. Believe the ideas are all very crucial and important. Now need to engage all age groups.

The document is a vision shared by many but the plan reads more like a newsletter than a strategic plan for the future. It should focus on the issues and detail how those community issues will be addressed.

Health and Wellbeing

The stated priorities are facts, they are not aims. The detail focuses on lifestyle and predominantly the over 50s. The community strategy needs to encompass all members of the community and seek to promote and encourage use of local facilities to improve health and wellbeing for all.

Economy, Learning, Skills and Employment

The vision is laudable, but not supported by a surety of actions. Daventry must offer first class educational facilities and opportunities to achieve its aims to encourage a thriving urban entity. It should be noted that the availability of housing does not improve a village/town/district’s economy without the infrastructure and facilities to support the communities that live there.

Protect and Enhance Our Environment

There does not appear to be any vision in protecting and enhancing the future of the environment for the district. The draft plan is a list of written statements. Protecting the environment isn't just about climate change, it's an aspect of it. Priority 3a should detail the aims of the Council to help and encourage the public to reduce waste, recycle and be energy efficient, thereby tackling issues that affect climate change.

This is a bold vision that, if delivered, will have a positive outcome on the people living and working in the district. The LSP should continue to develop this strategy with its partners and in full consultation with its residents, its workforce and their employers.

The strategy should focus much more tightly on what DDC has the powers and finance to achieve. No one will be impressed by more promises of "motherhood and apple pie".

The objectives/ambitions are laudable. We would hope that with the right resources
(both human and financial) in place significant progress will have been made in four years’ time.

It is great having a vision for a better Daventry but the devil is in the detail and that is what the locals never seem to have a say about.

I can confirm that the Joint Planning Unit supports the overall strategy and vision. We understand that further detail on achieving the key priorities will be available through the proposed thematic action plans. We look forward to reading those in due course.

Statement 1 is in total contrast to DDC current planning applications 11/0052?fulwnd, 11/0040/outwnd DA/2012/09360. Green open spaces and recreational land will be destroyed and lost forever.

No mention of green open spaces and enhanced leisure facilities.

To incinerate rubbish. This could include other counties

I do hope you take notice of all comments. It is too easy to do a survey on just Yes or No answers.

Some questions cannot be answered with yes or no, as they are not that simple and there can be degrees of how appropriate they are.

Thinks ahead...40 years
Break down the barriers and rid ourselves of the 'jobs worths'
Engage at all levels within the community
Empower folk to improve their lives
Common sense think and not rule book thinking
Get rid of the yes men culture, encourage free thinking
AND
for goodness sake have the courage of our convictions and make a decision, it really is not that difficult...you cannot or will not please all the people all of the time! Be Brave.

Felt the strategy ideas are good and of course this is what people would like but is the cost to have the impact

All very worthy objectives. Who would deny their importance, apart from climate change decriers? The difficulties will come in identifying priorities, especially given limited resources, and in balancing growth and conservation because inevitably, there will be conflicts.

Daventry District does not exist in a bubble, isolated from the rest of the country. There are times when national needs may overcome local concerns, eg national infrastructure projects, including HS2. Does the Community Strategy recognise this sufficiently.

Maybe if we had a housing plan, government inspectors would not keep allowing unwanted developments eg in Long Buckby.

Change should not always be a word that is regarded with contempt, local parish councils and district councillors need to embrace the changing ways.

Possible inclusion of local groups in aspects of environmental care to immediate environment

I am new to this area. I find the many parking areas around town most beneficial and all free (well done) a bonus which keeps streets free from parked cars. Narrow streets,
corners and junctions could be marked no parking areas by signs or yellow lines.
Concentrate education on the children to make the stubborn parents conform to recycling!
More dog poo bins
More parking spaces on modern housing estates, Middlemore is an embarrassment.

<table>
<thead>
<tr>
<th>I think that it is very good that you have shared the draft strategy and given the opportunity for residents to comment. I do think that community involvement is the way forward.</th>
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<tr>
<th>Fight any proposals for wholesale property building</th>
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<tr>
<th>I can understand the reasons for this survey when applied to residents of Daventry or nearby villages but when we are so distant some ambitions seem to suggest resources from far-flung communities are disproportionately applied.</th>
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<tr>
<th>Also cooperate with adjoining Councils to reduce the number of traveller sites coming into the area</th>
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<tr>
<th>Good intentions but the proof pudding is in the eating</th>
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<tr>
<th>The district plan - lack of.</th>
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<tr>
<th>As a strategy too broad and no key actions listed.</th>
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<th>Make provisions for better services for the increasing elderly population.</th>
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<tr>
<th>With the continuous pressure on house building, it is essential that the planners listen to existing residents’ concerns before just pushing ahead with approvals. The happiness and lifestyles of the existing population is just as important as that of new comers. Many people have chosen and paid to live in the environment that they have discovered. By allowing communities to expand again and again simply destroys the original and reduces quality of life for both old and new. Every time a little more of the countryside is built on in an attempt to accommodate more people, the only result is more suburbia and less beautiful greenery and delightful old country villages.</th>
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<tr>
<th>It is unwise to generate overly optimistic ambitions which both restricted resources and lack of effective control will make difficult if not impossible to achieve even in the long term. Doing so will generate cynicism and disillusionment which is likely to lead to an outcome contrary to that desired.</th>
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<tr>
<th>I can't stress enough how important it is to listen to residents.</th>
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<th>Perhaps meetings with people from villages once a year to discuss the skills of Daventry.</th>
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<th>Care to preserve the green belt and not to overload existing infrastructure when considering housing projects.</th>
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<tr>
<th>All the points documented are valid. However, to achieve the &quot;Ideal&quot; will be more than challenging in my opinion.</th>
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<tr>
<th>Will the regeneration of the town centre look at reducing the number of charity and second hand goods shops? Many of the comments I hear from people comment on the fact that Daventry has become a centre for charity shops and estate agents.</th>
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<tr>
<th>Thriving businesses - I think currently more small businesses have closed or moved from the town than new businesses opened.</th>
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<tr>
<th>Building and training to have a skilled workforce will be difficult. Particularly when operational centres in and around DIRFT seem to focus on employing European's that are willing to work for lower hourly rates.</th>
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<tbody>
<tr>
<td>Thank you for the opportunity to comment</td>
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<tr>
<td>------------------------------------------</td>
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<tr>
<td>We need to be careful about the wording in the measurement of success section. Many of the increases and decreases are affected by factors outside the control of the LSP. I think that they should be described as &quot;aspirations&quot; rather than measures of success.</td>
</tr>
<tr>
<td>I have asked many of my friends and acquaintances how they feel about Daventry District/Northampton Councils. There is a feeling among the population that they do not head any results from surveys etc. and that Daventry is seen as the bottom of the pile when it comes to future developments.</td>
</tr>
<tr>
<td>This needs to be a true community strategy that involves the surrounding communities and doesn’t just concentrate on Daventry.</td>
</tr>
<tr>
<td>As someone in a village approx 15 miles from the centre I feel that I do not have an identity with Daventry. Northampton and Kettering are only half the distance away. The cost and inconvenience of relating to Daventry are a big issue and impediment to your vision.</td>
</tr>
<tr>
<td>No. Just remember that there are Rural villages stranded in winter in poor weather and resources need to be used in these areas not just the town Centre</td>
</tr>
<tr>
<td>Promote more strongly the interests of the community who reside the west side of the M1 corridor.</td>
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<tr>
<td>I have always believed actions speak louder than words.</td>
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<tr>
<td>Need to review the appropriate level of new housing demanded in villages.</td>
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<tr>
<td>Keep your eye on the young workforce they are being pushed out of apply for jobs as they are being given away before they can ever apply for them the likes of Tesco /Sainsbury etc its an unfair practice.</td>
</tr>
<tr>
<td>There seems to be a big of a gap in terms of resourcing. Some priority around financial self-sufficiency, or maximising the value to the district of new homes and new business would seem appropriate.</td>
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<tr>
<td>The 'Daventry District Community' needs to be better defined - if it is confined to Daventry it defeats the object(s).</td>
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<tr>
<td>Consideration should be given for the unemployed to be obliged to do 'voluntary' work in the community they live in before receiving social payments.</td>
</tr>
<tr>
<td>Good intentions &amp; you’ll probably spend thousands marketing your achievements, but sadly I would expect to see little change where it really matters. More of a PR exercise - just like the noises being made about Northampton's future when all they can point to is spending millions on bringing in NCC employees to a new office complex in the town centre (why)?, a proposed new university site (funded by the taxpayer no doubt) &amp; their one key achievement so far - an outdoor skate park - well hoo bloody ray!</td>
</tr>
<tr>
<td>All strategies are valueless unless the means are available to carry them out. Are the strategic proposals to be supported by a cycle of &quot;action proposal-budget impact-funds and skills availability-modify action as needed--possibly amend strategy&quot;?</td>
</tr>
<tr>
<td>We need a district plan which will control developments. It needs to have a retrospective element to redress some of the recent decisions which will allow large numbers of houses to be built before the plan is written and approved otherwise it will be a pointless exercise.</td>
</tr>
<tr>
<td>Get the comments of 12 to 18 year olds. Housing which is referenced so often may have young people in it and their satisfaction will determine if their parents stay in</td>
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</table>
Daventry. Make the icon a cinema each month it may be owned by the university of Northampton but it's in our town and could be better used for commercial gain not just for its occupants.

Worthwhile document but does not propose schemes to avoid reinventing the wheel. It is important that Daventry looks to see what ideas are being developed in other authorities, including all UK Authorities.

The words are saying all the right things, but they need to be followed up by action and strategies.

Suggest the Vision in the first question is all encompassing and needs breaking down into separate categories.

protect our green belts from large property developments.

Concentrate on what Daventry has and build it up rather than demolish what is already there ( ie the open air pool ).

We must leave rural communities to grow naturally, with small scale development, eg from infill. More extensive use of brownfield sites is necessary, despite developers wanting the cheaper greenfield option and pressure from central government

For this to succeed you need the community to be engaged. Keep talking to people especially the young and disenfranchised. Get people involved and own the strategy so it becomes a living thing not just more words on paper.

Whilst I know I have sounded pessimistic with some of my answers I appreciate how hard people have and are working on all of this but it is easy to make mistakes and local people need to be told the true facts and be fully involved.

I think this is only a PR exercise everything is a done deal.

Rural safety is a big concern, with thefts from agricultural and residential properties

Consult and listen to your ELECTORS, DDC has a tendency to act rather than consult and if they do, they still do as they please

Open up the railway path fully to Braunston if you want to encourage a healthier lifestyle.

Daventry is doing many things well but could do better. Let's not settle for good, let's aim to be great!

There may be many good things going on but little promotion of it, Let's shout about what's great in Daventry. Let's give residents a bigger chance to get involved, again could this happen at the Icon? How about an event or events to promote the 2014 community strategy, come along let's tell you / show you what's happening in Daventry, Let's tell you what's changed / improved since the last launch of the strategy. Let's tell you what's happening at the Icon, let's tell you about all the good stuff, let's ask you how it could be great stuff.

In short, let's get a bigger community engaged in our community strategy, 2014 and beyond.

More needed to keep kids busy and off the street, particularly teenagers. The only option appears to be the youth club (once a week?) or hanging on street corners? let's keep them active, again could the icon building be utilized more for this? Amateur Dramatics, music, arts, painting model aeroplanes, anything, probably old school ideas, so let's ask the young what they'd like to do at the Icon. How about a Daventry's got talent, does it? how do we know?

Sorry if all this feedback sounds negative, it's not meant to be. I like Daventry, heck I
chose to move here (following work) from the SE about 10yrs ago and I am glad I did. Before then I never knew it existed? Would that be any different now if someone was in similar circumstances?

Finally, If the Icon is a showpiece / beacon for Daventry what's the message? Are they both open, busy, exciting somewhere everyone wants to be....or are they closed?

The role of the LSP is essential to bring about the partnership work that will ensure the objectives are met.

Appreciate that the statements need to be "Board Brush" but I would like to see some of the detail behind each one on how they can be implemented.

The strategy is good it needs more energy and determination to make it happen rather than endless revisits to the plans.

Very good strategy. Road infrastructure does need improving though.

Everything stems from a good education, and law and order. Sort these out, and the rest will follow anyway.

It’s mostly worthy of veneration, but seems totally short on how it may be achieved when most of it can only happen with more money. The trend is continually for cutbacks. While local government continues to be elected on national party lines, the local government will be only a mouthpiece or a whipping boy depending on the party currently in power. Just a small fraction of the money we are spending in Afghanistan would solve many of Daventry’s problems, and make some parts of these aims achievable.

The council could, however, make properly scientifically evaluated advice available to council tax payers. There is too much party politics getting in the way of decent environmental and social advice.

Very impressed with the council’s waste policy and having travelled the country recycling is well ahead of most. Continue to build on this.

Considering Daventry has a good reputation for supporting innovation. More emphasis on developing local economic drivers should be incorporated. For example working with others to develop major infrastructure improvements.

Most the proposals are laudable - it’s how you measure them that will be the challenge. basically sound needs monitoring.

I am broadly supportive of the strategy and welcome the opportunity to comment. I would like to see greater emphasis placed upon the following:
1. Street and roadside cleanliness in town and rural areas
2. Management of vehicle congestion and parking in town and rural areas
3. I support the idea of organising volunteers, such as for the canal scheme, to support the community and environment. I think this type of involvement and improvement should be further developed by the council by means of encouragement, focus, harnessing skills and enthusiasm and providing organisation and safe facilities. I would hope that such initiatives could be powerful and to the advantage of all.

**LSP RESPONSE**

*Partners have noted individual comments and where appropriate they will be considered in the development of future Action Plans and in the on-going work of the partnership.*