



Stapleford and Great Shelford Neighbourhood Plan

CONSULTATION STATEMENT
October 2024



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Consultation statement

1. Introduction

This consultation statement has been produced to accompany the submission draft of the Stapleford and Great Shelford Neighbourhood Plan (NP). The consultation statement is required under Regulation 15 of the Neighbourhood Planning (General) Regulations 2012 (as amended) to include information on the following:

1. details of the people and bodies who were consulted about the proposed NP
2. an explanation of how they were consulted
3. a summary of the main issues and concerns raised by the people consulted
4. a description of how these issues and concerns have been considered and, where relevant, addressed in the proposed NP.

Consultation activity undertaken for the Stapleford and Great Shelford NP can be broken down into four broad stages:

Neighbourhood Plan stage	Time
Neighbourhood Plan area designation	Nov 2016
Initial Plan development	2022
Advanced Plan development	2023
Regulation 14 pre-submission consultation	11 Mar to 30 Apr 2024

What follows is an overview of the activity which took place at each of these stages, plus other ways in which residents and stakeholders have been able to influence the content of the NP. Accompanying appendices are referenced throughout and provide additional information.

2. Early work

Designating the Plan area

As part of the neighbourhood planning process, a plan area must be designated to allow a scope of work to be produced. The South Cambridgeshire District Council Planning Portfolio Holder delegated authority to the Joint Director for Planning and Economic Development to approve the designation of the neighbourhood area for Stapleford and Great Shelford on 8 Nov 2016: <https://scambs.moderngov.co.uk/ieDecisionDetails.aspx?ID=10213>.

Our NP area covers the entire parishes (i.e. both the settled and unsettled areas) of Stapleford and Great Shelford, with Stapleford Parish Council acting as the qualifying body.

Early work is adjourned

Following designation an initial NP steering group undertook work, on behalf of the two parish councils, over a two-year period for the purposes of developing the NP. This included resident and stakeholder engagement and collating evidence, notably commissioning a:



- Landscape Character Assessment, prepared by landscape architect Sophie Smith Ltd in 2019
- Housing Needs Survey for Great Shelford, prepared by Cambridgeshire ACRE in 2017
- Housing Needs Survey for Stapleford, prepared by Cambridgeshire ACRE in 2017.

However, unforeseen and unfortunate circumstances (the death of the NP lead) led to work on the NP losing momentum. It eventually ceased in 2019 and the steering group disbanded.

We are grateful to those who worked on or otherwise supported this initial iteration of the NP, several of whom assisted renewed efforts from 2021 onwards, including Peter Fane, Ian Hodge and Jim Rickard.

Summer 2021 onwards

Instigated by growth around our boundaries and the implications of this for our villages, a group of councillors and residents met on 25 Aug 2021 to discuss resurrecting the NP. Subsequently, financial and practical support for this was agreed by Stapleford Parish Council (the qualifying body) on 8 Sept 2021 and by Great Shelford Parish Council on 15 Sept. At a meeting on 22 Sept, the now formally recognised steering group elected a chair. Clerking responsibilities were transferred to Great Shelford Parish Council. The new commitment to a NP was publicised in the Nov 2021 editions of our respective village magazines, Stapleford Messenger and Great Shelford Village News (GSVN), the first of many such monthly updates which continue to date. The NP was also given a 'soft launch' with a short presentation by Cllr Jenny Flynn at Stapleford's Eco Social Evening (26 Nov 2021 at the Jubilee Pavilion), which was attended by over 100 residents, the CEO of Cambridge Past, Present and Future (a stakeholder in our NP) and our MP at the time, Anthony Browne.

For the rest of the year, steering group members familiarised themselves with NP concepts and processes, brainstormed early ideas around branding the Plan, and investigated grant options. More focused work on the Plan gained momentum from Jan 2022.

NP work had effectively started again from scratch so to (a) avoid having to follow a script into which this new steering group had had no input, and (b) reflect changing circumstances (e.g. the impact of the pandemic and rapid growth of the wider Cambridge economy), the outcomes of community engagement from 2016-19 were not used to shape new NP work. They are, however, retained by the Parish Councils.

In the remainder of this document, 'steering group' refers to that set up in Sept 2021 and described below.

The steering group

The steering group is chaired by Jenny Flynn, a resident of Stapleford and, until summer 2023, Vice-Chair of Stapleford Parish Council, with experience of designing and managing



projects as a management consultant, and knowledge of spatial and environmental issues gained from degrees in geography. Jenny has liaised extensively with Stapleford and Great Shelford Parish Councils and professional advisors, and led steering group work, consultation, reporting and production of the Plan.

The voluntary effort to reach this stage of the NP has been enormous, with the following people contributing time, professional skills and knowledge of their local area to the steering group at various stages:

- Valerie Berkson (GS)
- Rosie Brown (S)
- Nick Campbell (GS)
- Lyn Disley (GS – Councillor with climate change, traffic and transport responsibilities at Great Shelford Parish Council)
- Jenny Flynn (S – steering group Chair and former Stapleford Parish Councillor)
- Anna Gannon (GS)
- Barbara Kettel (S – Councillor with planning responsibilities at Stapleford Parish Council and Great Shelford Parish Council)
- Jenny Stephen (GS)
- Martin Stephen (GS)
- Rebecca Trigg (S)
- Malcolm Watson (GS – Chair of Great Shelford Parish Council).

GS and S denote Great Shelford and Stapleford, respectively, and show where steering group members live. Since the NP covers two parishes, it was important that residents and parish councillors from both were represented in the steering group. Members also represented a range of interest and age groups, including adults with school age children, adults engaged in full- or part-time work or caring, and retired people.

Steering group meetings were predominantly held via Zoom and less frequently in-person, with meeting notes being taken by the Clerk of Great Shelford Parish Council or the Chair of the steering group for the purposes of noting agreed next steps. Meetings were not closed shops and others could, in theory, attend to observe or to contribute their thoughts.

The steering group formally reported its progress every month to Stapleford and Great Shelford Parish Councils for inclusion in their meeting notes and minutes, and informally via emails to the clerks (for onwards dissemination to councillors) as required. The Chair attended parish council meetings to represent the NP on an as-needed basis. The Chair also provided regular email summaries of progress and ‘work behind the scenes’ to the steering group itself, copying the clerks and chairs of each parish council.



Professional advisory support

In 2022 it was agreed that experienced support was needed to progress initial ideas, data and analysis so that emerging NP policies were workable and met legal requirements. After a competitive tendering process, Cambridgeshire ACRE was appointed to fulfil this role via its consultants from Nov 2022 onwards, paid for through a grant from Locality. Bringing their extensive experience of community-led planning across South Cambridgeshire and beyond to our work, the steering group and parish councils remain inordinately grateful for initial input from Natalie Blaken MRTPI and for expert guidance throughout from Rachel Hogger MRTPI.

We also appreciated regular direction and feedback from the neighbourhood planning team at South Cambridgeshire District Council and, latterly, Greater Cambridge Shared Planning, including but not limited to Alison Talkington, Jenny Nuttycombe, Lizzie Wood and Ian Poole.

3. General approach to community and stakeholder engagement in Stapleford and Great Shelford

From the outset, the steering group understood that a NP is a community-led document and that we would need to seek meaningful input from local residents, community groups, businesses, land owners and multiple agencies. Communication in this context was a two-way process and sought to:

- build knowledge of neighbourhood planning and trust in the process
- involve as many people as possible in the Plan's development
- ensure that consultation took place at critical points
- keep people informed of progress
- provide a tool for continuous input
- empower the local community in the planning process.

Branding our NP

With two marketing/communications professionals in the steering group, a first step was to brand our NP with a memorable logo and strapline which sought to encourage involvement with a promise of empowerment. Various options were discussed before we agreed to adopt the following:



Figure 1: Our NP logo and strapline



A mix of traditional and digital community engagement

The table below summarises the main channels used in preparing our NP. Some already existed, whilst others were set up for the purposes of the NP. Subsequent sections of this report provide more detail about the communication strategies behind specific episodes of community consultation.

How we communicated	Who we communicated with						
	Residents	Community groups	Businesses	Stakeholders*	Steering group	Parish council	Others
Traditional and in-person channels							
Public and one-to-one meetings	x						
Parish council meetings	x					x	District and county councillors
Workshops					x		
Pop-up displays and stalls	x		x				
Posters, banners and community noticeboards	x		x				
Household leaflets	x		x				
Village magazines	x						
Paper surveys	x		x				
Great Shelford Library	x						
Digital channels							
Community websites	x						
Email	x			x	x	x	
eMailshots (MailChimp)	x	x	x	x			
eNewsletters	x						
Neighbourhood Plan webpages	x		x	x			Accessible to all
Online surveys (SurveyMonkey)	x		x	x			
Videoconferencing				x	x		Local authority
Social media							
Community Facebook groups	x		x				
WhatsApp	x						

* Landowners, agents, agencies and other relevant organisations

Table 1: Our communication channel mix

Some of these channels merit further explanation:

- village magazines – Stapleford Messenger and Great Shelford Village News are separate publications, available either via annual subscription and delivered to subscribers monthly, or to purchase in local shops. Both are downloadable free of charge one month after the paper copy is published. The Messenger and GSVN sell as many as 539 and 700 copies each month, respectively, mainly via household subscriptions. Although there will be some overlap in household purchases, this



suggests that up to 44% of households in the Plan area might receive a copy of one of these magazines every month, making them a great means of sharing NP progress

- community websites – local resident David Martin’s www.staplefordonline.co.uk and www.greatshelford.online attract 947 and 2,015 unique users per month, respectively, and have often included updates on the NP
- eMailshots:
 - over time, we researched and built a spreadsheet of 73 local community interest/activity groups (see Table 5 in section 6) and their leaders’ contact details, targeting them with information, explaining which parts of the NP were particularly relevant to their specific interests and asking them to share consultation details with their members
 - Great Shelford Parish Council’s Clerk maintained a GDPR-compliant list of email addresses of people who took part in NP events and consultations and had given their permission to be contacted by us
 - we piggy-backed NP information onto existing community emails, such as those distributed by 2G3S and Better Ways for Busways, and schools’ ParentMail systems
- eNewsletters:
 - monthly opt-in eNewsletters are written and distributed by David Martin and often include updates about the NP
 - Stapleford eNewsletter – received monthly by 620 people
 - Great Shelford eNewsletter – received monthly by 1,365 people
 - Sawston Village College included details of our Regulation 14 Consultation in its eNewsletter, reaching all families with children registered at the school
- community Facebook groups – we set up a Facebook profile for the NP from which to post information and updates about the Plan in three community Facebook groups:
 - Great Shelford and Stapleford Community – 4,200 followers as of Sept 2024
 - Stapleford Cambridge – 775 followers as of Sept 2024
 - Great Shelford Online – 2,100 followers as of Sept 2024
- WhatsApp – Stapleford Community Primary School, Great and Little Shelford CoE Primary School, and Sawston Village College included details of our NP consultations in WhatsApp communications to all parents. Pupils registered at these institutions total 2,850 in 2024.

Our dedicated Neighbourhood Plan webpages

Designed and populated by the steering group, and hosted by Great Shelford Parish Council’s website, the NP’s dedicated webpages went live in Apr 2022 at

www.greatshelfordparishcouncil.gov.uk/SGSNPlan. Our online information rapidly expanded to include:



- a simple explanation of the potential scope, timeline and benefits of a NP (Figure 2), plus links and contact details to find out more
- monthly progress updates (the full list of updates is available at www.greatshelfordparishcouncil.gov.uk/sgsnplan/sgsnplan-latest-news)
- access to consultation/survey materials, outcomes and analysis
- the evidence base underpinning our NP (throughout, we have been keen to ensure that it benefits more than just the NP).

The webpages continue to be a critical repository and communication channel for the NP, with NP materials directing people to them via a URL and QR code.

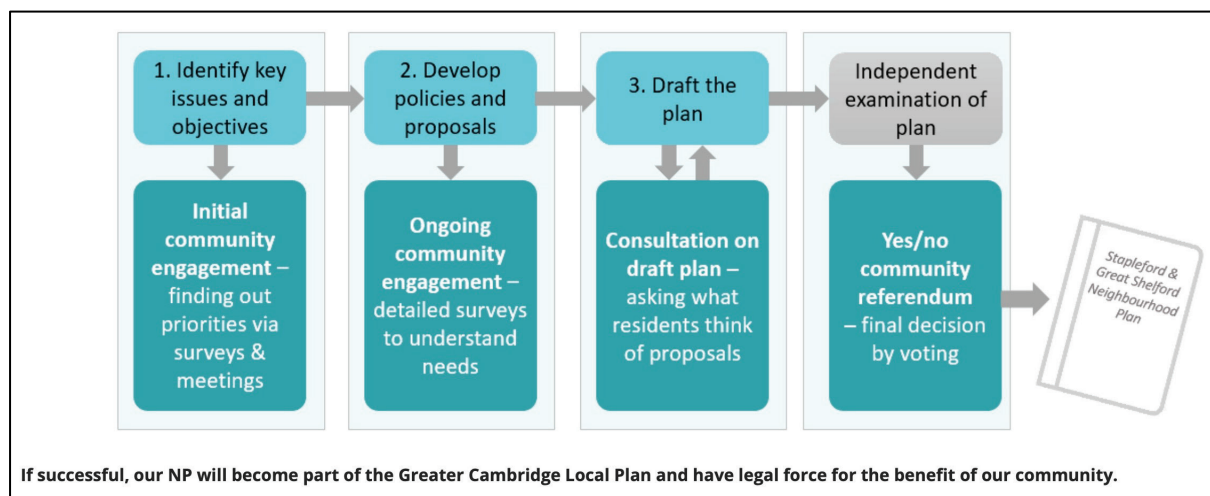


Figure 2: Screenshot from our NP webpages

Communicating with hard to reach groups

Combining population, household and other socio-demographic data from *Census 2021* suggests that a 'typical' Stapleford and Great Shelford resident (based on modal data): is a white, UK national aged 45-64; speaks English as a first language; is well educated and employed in a professional occupation; considers themselves to be in very good health; owns their home outright; and lives as a single-family in a semi-detached property with four or more bedrooms. The Housing Needs Assessment prepared for the Plan area by AECOM (2023) highlights other demographics which characterise the Plan area, notably the size of its older population. This rose significantly from 2011-21 such that 25% is now aged 65 and over.

The steering group was mindful of needing to reflect the views of the majority whilst also communicating with and giving a voice to hard to reach and underrepresented sections of the Plan area. We aspired to a situation in which people who did not engage with the NP did so out of choice rather than through lack of information or access. Particular challenges were to inform and interact with:



- people who felt disenfranchised by the planning process or sceptical of neighbourhood planning
- a large working age population busy juggling multiple responsibilities
- a more mobile population renting property in the Plan area
- a sizeable older population which was possibly less digitally active
- minority or marginalised groups.

We debated whether a narrow/targeted or broadbrush approach to communication would best support our goals. As a volunteer group with limited means at our disposal, we chose the latter. Rather than trying to drive people to us, we opted to place ourselves and our NP materials where people already were. For example:

- using local social media channels with high penetration (notably the Great Shelford and Stapleford Community Facebook group and school ParentMail systems)
- positioning banners and posters at high traffic points around the Plan area
- harnessing the membership lists of local community groups
- distributing household leaflets
- having a presence at:
 - community events (e.g. Stapleford Village Show 2022 and Shelford Feast 2022)
 - places where people gather (e.g. Stapleford Granary Café, Great Shelford farmers' and country markets, and Shelford Cricket Club training sessions)
 - Great Shelford Library, a reliable source of local information.

Where appropriate, we ensured that links to our dedicated NP webpages were available, together with a physical address (Great Shelford Library and Great Shelford Parish Council PO Box), phone number (Great Shelford Parish Council Clerk), and email addresses (neighbourhood.plan@staplefordparishcouncil.gov.uk and clerk@greatshelfordparishcouncil.gov.uk) for further information.

4. Initial Plan development (2022)

Early in 2022, the steering group began to prepare for a first period of community consultation, something which we referred to as our 'initial public opinion survey'. Its primary aim was to understand what matters to local people within set parameters where a NP may have some influence (Figure 3). Key themes would then be taken forward for further investigation.



Figure 3: General categories of questions posed in the initial public opinion survey, 2022

Who and how we consulted

As the most numerous stakeholders in the Plan area, residents (and, indirectly, workers and business owners) of Stapleford and Great Shelford were targeted by the survey.

We realised that, prior to soliciting public opinion, we would need to raise local awareness of neighbourhood planning in general, and of the work that we were doing in particular, via off- and online channels. This was assisted by regular contributions to our monthly village magazines and news updates posted on our NP webpages, with articles published before and during the consultation being titled:

- New steering group formed to drive forward Stapleford and Gt Shelford neighbourhood plan (Nov 2021)
- Thinking about our villages' future (Jan 2022) (see Appendix 1)
- Shaping where we live – part 1 (Feb 2022)
- Shaping where we live – part 2 (Mar 2022)
- Shaping where we live – part 3 (Apr 2022)
- Neighbourhood Plan update: online survey and face-to-face events go live! (May 2022)
- Neighbourhood Plan update: complete the survey and have your say NOW! (June 2022).

Local eNewsletters (Stapleford Online and Great Shelford Online) were also used. Posts were made on local Facebook groups, 'Great Shelford and Stapleford Community' and 'Stapleford Cambridge', and on each Parish Council's own Facebook page. Information was shared via parish council minutes and annual meetings.

The survey was live from 18 Apr to 10 June 2022 and accompanied by a significant ramp-up in communication. Participants were directed to the digital survey via URL links in Facebook



posts and village magazines, the ParentMail system at Stapleford and Great Shelford primary schools, on parish council websites, via QR codes on 13 posters placed around the villages (Figure 4), and information boards at pop-up events.

The steering group had a physical presence, and residents were able to ask questions and receive paper copies of the surveys, at:

- Great Shelford Country Market (27 Apr)
- celebrations for the opening of Stapleford's new playground (23 Apr) (Figures 5 and 6)
- Stapleford Village Weekend (4 June) (Figures 7 and 8)
- several matches at Great Shelford cricket ground.

Paper copies could also be collected and returned to Great Shelford Library. A NP poster display sat alongside the collection point at the Library to attract attention and raise awareness (Figure 9).



Figure 4: Poster design for our initial public opinion survey, 2022



Figure 5: Steering group members and parish councillors at a pop-up NP display at Stapleford's Jubilee Pavilion



Figure 6: Cross-promotion of playground opening and launch of the NP



Figure 7: NP stall at Stapleford Village Show

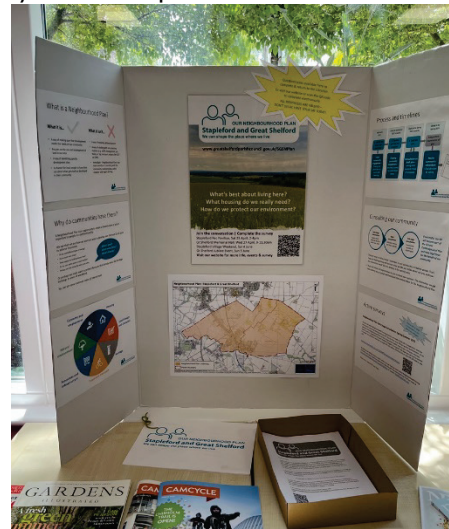


Figure 8: Children were encouraged to make plasticine houses and trees and add them to a map of our area





Figure 9: NP poster (below); display and paper survey collection point at Gt Shelford Library (right)



About the survey

A copy of the survey is in Appendix 2. It comprised 20 questions, including several 'qualifying questions' (e.g. age, village of residence) so we could characterise the population taking part. We also requested permission for Great Shelford Parish Council to retain contact details with which to keep respondents updated about the NP. There were multiple opportunities for free-text comments so we could properly capture local sentiments.

What we found

A total of 289 people participated in the survey, mostly online, with 42% from Stapleford and 58% from Great Shelford. The sample size was small but not insignificant, so it was considered to be a good first tool in identifying key themes to be followed up and tested as the NP developed.

A report presenting and interpreting all results from the initial opinion survey was published in Sept 2022 and is available to view via our NP webpages and in paper copy at Great Shelford Library. It is reproduced in Appendix 3 and summarised in Table 2 below. To broaden readership, the report was noted in the minutes of Stapleford and Great Shelford Parish Councils' Oct meetings, and extracts from the steering group Chair's summary of the report were published in Stapleford Messenger and GSVN in Nov and Dec 2022.



Key theme	Key findings
Village identity	<ul style="list-style-type: none"> • Most considered themselves village residents or part of a group of South Cambridgeshire villages • High value placed on village character and community feel, rural setting and views • Concerned about loss of village character to development • Concerned about loss of gap between our villages and the City • Most thought we would describe ourselves as living in Greater Cambridge by 2040
Housing needs and design	<ul style="list-style-type: none"> • >100 new homes thought necessary to meet our housing need by 2040 • Greatest perceived local housing needs were for small and medium sized homes, starter homes and affordable/low cost homes to buy or rent • New builds should be sympathetic to the rural vernacular
Environment	<ul style="list-style-type: none"> • High value placed on our green spaces; people wanted better access and more of them, and protection for existing ones • Two-thirds of respondents wanted green belt protected from development • Concerned about biodiversity loss, carbon emissions, and water, air and noise pollution
Travel and transport	<ul style="list-style-type: none"> • Half made their most common weekly journeys by private car or motorbike for reasons of distance and convenience • Approx. 25% made their most common weekly journey by bike • Concerned about additional traffic generated by new development
Amenities	<ul style="list-style-type: none"> • Local shops might be used more if there was a wider range of outlets, banking facilities and less traffic congestion • Demand for more and better eating experiences • Lack of paths and interconnected off-road routes

Table 2: Key findings of the initial public opinion survey in 2022

How consultation outcomes influenced the NP

With a good understanding of residents' concerns and aspirations, in autumn 2022 the steering group started to consider their implications for the content and development of the NP. In this we were supported by Rachel Hogger of Cambridgeshire ACRE. In-person steering group meetings (6 Dec 2022 and 21 Feb 2023) drew heavily upon survey results to first identify the strengths, weaknesses, opportunities and threats facing the Plan area, before translating them into a draft vision and set of objectives for our NP.

The draft vision, as of Feb 2023, was:

"In 2040, Stapleford and Great Shelford will be thriving, rural villages distinct from Cambridge, where people want to live, work, shop and play. We value and want to protect our landscape setting, improve its biodiversity and reduce our contribution to climate change. Reflecting this, modest new development, which is sensitively and sustainably designed, will focus on addressing identified housing needs within our community. Where appropriate, it will also support the creation of new amenities and infrastructure to meet the needs of our population. Part of this infrastructure will be a safe and sustainable travel network supporting everyday journeys and healthy recreation."

At the same time, the 10 broad themes and accompanying objectives of our draft NP were initially established as:



	Broad theme	Draft objective
1	Housing needs	New residential development proposals will contribute to addressing existing and future housing needs in Stapleford and Great Shelford in terms of affordability, size, accessibility and tenure.
2	The built environment	New development will be designed to a high standard and in its built form will reinforce the distinctive rural look, feel and quality of the two villages.
3	Climate change	New development will be designed to be (a) compatible with, and belong in, a net zero emissions future, and (b) resilient to the effects of climate change.
4	Biodiversity	We will protect and enhance specific features and sites of ecological value identified in the Landscape Character Assessment for our Plan area. More broadly, we will deliver biodiversity enhancements at all development sites within the Plan area.
5	Our rural setting and landscape	New development will actively minimise its impact on the landscape character of the Plan area, recognising the value of long views and vistas into and out of the rural setting of the villages, the open spaces within it and, critically, the separation of the villages from the urbanised Greater Cambridge area.
6	Community amenities and infrastructure	We will ensure that development addresses its associated demands on, and existing shortfalls in, our community's amenity and infrastructure needs, specifically in healthcare, primary school education, transport, open spaces and play spaces.
7	Active travel	Residents travelling in and out of the Plan area, and people travelling through the Plan area, will find it increasingly easier to choose active travel modes to reach their destinations, whether for work or leisure purposes. The safety of non-motorised users will be prioritised over the needs of motorised users throughout the Plan area.
8	Managing the impacts of traffic movement	The adverse effects of increased road traffic movements from new development on our community's quality of life (and apparent in, for example, air pollution, noise, vibration, road safety, accessibility and street scene environment) will be identified and appropriately mitigated.
9	Countryside access	Existing routes for non-motorised users into the much-valued countryside in our Plan area will be protected and maintained. New routes for non-motorised users from our villages into our countryside will be opened up.
10	Countryside enhancement	The Countryside Enhancement Strategy set out in the Landscape Character Assessment for the Plan area will be implemented. These landscape, biodiversity and public access improvements will complement the existing landscape character of the area and protect and enhance the setting of Cambridge.

Table 3: Draft themes and objectives for the NP as of Feb 2023

These outcomes were shared in Mar 2023 at parish council meetings and in their minutes, and with residents in news updates on our NP webpages and in village magazine articles.

There is an unequivocal overlap between the initial opinion survey findings set out in Table 2 and the draft vision and objectives presented above. To further establish if we had got them right, we took them forward to a second phase of consultation.

5. Advanced Plan development (2023)

Armed with a better understanding of how residents would like the NP to develop, a draft vision and objectives, and a growing evidence base (see, for example, Housing Needs Assessment 2023, prepared by AECOM), the steering group embarked upon a second period of engagement. Our 'mid-term community consultation' ran for 6.5 weeks from 14 Apr to 28 May 2023.



The consultation was not intended to dictate what the NP should cover or seek to protect, so much as to provide ‘food for thought’ for ongoing work by the steering group. As such, its main aims were to determine whether:

- the draft vision for the NP appropriately outlined residents’ and workers’ aspirations for our villages in 2040
- the draft objectives adequately set out what needed to be done to achieve this vision.

Who and how we consulted

Residents (and, indirectly, Plan area workers and other stakeholders) were the primary target of the consultation because it was the steering group’s further development of their views, as established in the initial public opinion survey in 2022, which we were seeking to test.

We were comfortable that we gave residents sufficient opportunities to participate if they wanted to, raising awareness of the consultation via a mix of:

- manned pop-up displays giving background information about our NP and presenting our evidence in words, graphics and maps, at:
 - Stapleford Granary (4 days, from 14-17 Apr 2023) (Figure 10)
 - Great Shelford Country Market (19 Apr) (Figure 11)
 - Great Shelford Village Market (22 Apr) (Figure 12)
 - Stapleford Annual Parish Council Meeting (4 May) (Figure 13)
- a permanent display at Great Shelford Library
- multiple local social media posts (Figure 14)
- announcements and updates in both parish councils’ meetings, minutes and websites
- banners in prominent places around the Plan area
- posters on parish and other noticeboards and in prominent shop windows (Figure 15)
- handouts with URL and QR links to the online survey
- the ParentMail system at both primary schools’ and Sawston Village College
- emails to our growing database of clubs/societies/interest groups across both villages
- articles in Stapleford Messenger and GSVN, titled:
 - A big step forward but what do you think? (Apr 2023)
 - April/May 2023 community consultation is LIVE – have your say now! (May 2023) (see Appendix 4)
 - Last chance to participate in community consultation – have your say now! (June 2023 (publication date was before the consultation closing date))
- the front covers of both village magazines’ May 2023 editions (Figure 16)
- multiple news updates posted on our NP webpages (see www.greatshelfordparishcouncil.gov.uk/sgsnplan/sgsnplan-latest-news).



Figure 10: NP display at Stapleford Granary (left); capturing attendees' comments (right)

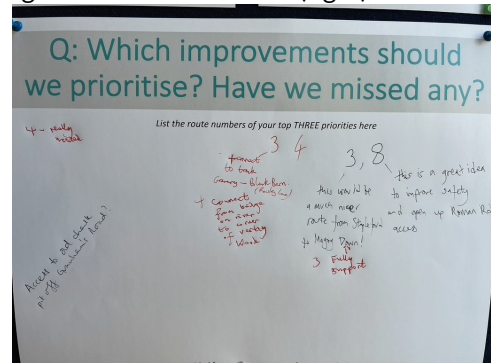


Figure 11: Great Shelford Country Market



Figure 12: Great Shelford Village Market



Figure 13: Stapleford APCM with NP display at rear



Figure 14: NP poster artwork

COMMUNITY ENGAGEMENT ROUND 2

Village identity needs protecting Beautiful views Too much building Losing our rural character Absorbed into Greater Cambridge urban sprawl Climate change Stop building on every piece of land Unsafe cycle routes Traffic noise Excessive car use for short journeys Congestion on roads Loss of greenfield sites Healthy commuting

April-May 2023 survey NOW LIVE

OUR NEIGHBOURHOOD PLAN
Stapleford and Great Shelford
 We can shape the place where we live

shops and cafes Greenest option Lack of school and medical facilities Rural landscape setting We need a thriving high street Protect greenbelt Little public access to the river Poor off-road links Gog Magog Hills Wandlebury Park Access to green space is really important Environment must be top of agenda Protection of aquifers and chalk streams Village bypass Affordable housing Lack of tree cover

OUR VILLAGES, OUR FUTURE, OUR SAY

Join the conversation | Complete the survey
 Stapleford Granary, 14-17 April, 10am-3pm
 Gt Shelford Country Market, Wed 19 April, 9-11.30am
 Gt Shelford Village Market, Sat 22 April, 10am-1pm
 Stapleford Pavilion, 4 May, 6.30-7.30pm

www.greatshelfordparishcouncil.gov.uk/SGSNPlan



Figure 15: Illustrative Facebook post

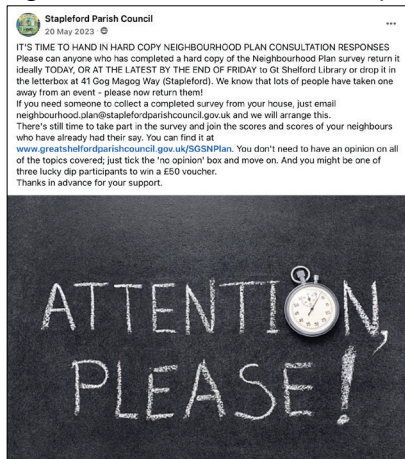


Figure 16: Stapleford Messenger front cover



About the survey

Consultation took the form of a 27 question survey combining 'tick the box' and free-text responses, which was available to complete online and on paper. Paper surveys were available at all pop-up events, and there was a collection and drop-off point with accompanying display at Great Shelford Library. A copy of the survey can be found in Appendix 5.

Questions closely aligned with our draft vision and objectives and were accompanied by background information, photos and maps so participants could learn more about these aspects of the NP and make informed responses. We made it clear that we welcomed answers to all or just selected questions, and multiple opportunities were provided for free-text comments. We also requested permission for Great Shelford Parish Council to retain contact details with which to keep respondents updated about the NP.

What we found

The sample collected (261) was roughly in line with that of the initial opinion survey in 2022, although this time participants characterised a broader mix in terms of village locations, age and work status. The small sample size was not insignificant, particularly given the length of the survey and range and complexity of topics it covered, although it could not be assumed to be representative of the whole population of Plan area (which was not, in any case, a prerequisite of the consultation).

The detail supporting our consultation's findings was published in two reports in June 2023, one more quantitative based on survey questions and the other amalgamating qualitative free-text comments:



- Mid-term community consultation, April-May 2023: results and analysis (see Appendix 6)
- Mid-term community consultation, April-May 2023: appendix of free-text comments (see Appendix 7).

They remain accessible at www.greatshelfordparishcouncil.gov.uk/sgsnplan/neighbourhood-plan-consultations. Results and analysis were also announced in parish council meetings and minutes, in the July and Aug 2023 editions of Stapleford Messenger and GSVN, and in news updates on our NP webpages.

Key findings across all mid-term consultation topics can be summarised as:

- 82% of respondents supported the draft vision statement
- support for all 10 draft objectives substantially outstripped any opposition
- if some elements of the NP had to be prioritised over others, objectives seeking to protect our rural setting and landscape, mitigate the effects of climate change, and improve community amenities and infrastructure were perceived to be most important
- three-quarters of respondents agreed with the principle of community-led renewable energy schemes in our area
- over 75% of respondents supported equal access to our countryside, meaning that new and improved routes should, where practicable, be suitable for all forms of non-car use; however, path segregation for safety reasons was raised as a concern
- with respect to meeting housing needs, there was most support for adaptable homes, for affordable homes for people with strong local connections, and for more affordable housing options for older people
- there was little support for community-led affordable housing (e.g. rural exception sites), most likely because of general local opposition to green belt development
- all areas of visually important open land were valued and a handful more proposed for inclusion
- all 26 views presented were considered 'very important' or 'important' to our area, with those to and from high ground at Magog Down and Wandlebury Country Park valued most
- Collier Field and Grange Field attracted support for Local Green Space designation and a number of other sites were proposed
- all countryside frontages sweeping into our settled area were valued; that between properties on Gog Magog Way and Chalk Hill received most support
- residents would prioritise active travel improvements to nearby recreational spaces, local shops and the City
- existing active travel routes could be made to work harder by being upgraded, joined safely with other active travel routes, and hence attracting more users
- respondents prioritised the following off-road routes for improvement and/or extension: the path alongside Haverhill Road from Stapleford village to Magog Down;



a bridge over the River Cam at Great Shelford Rec; the Drift Track to the south-east of Haverhill Road.

Some of the issues raised, and many of the implications of them, were outside the scope of neighbourhood planning but were recorded in the write-up of the consultation for the parish councils' benefit.

How consultation outcomes influenced the NP

Having familiarised themselves with the reports of the mid-term consultation, steering group members met on 9 Sept 2023 to discuss their implications for the content and structure of the draft NP. Sections of the Plan which were not dependent upon consultation outcomes had also begun to take shape over the summer and new data were available in the form of AECOM's Stapleford and Great Shelford Design Guidance and Codes (published July 2023). The production of this was funded by a grant from Locality and influenced by a 'walk around the villages' with AECOM's team in Feb 2023, memorable for the heavy rain and steering group member Valerie Berkson's extensive knowledge of Great Shelford's history and development.

The Chair presented the steering group with a document containing the draft vision and objectives as taken to consultation in April/May. Prior to the meeting, she had annotated it with suggestions for where and how the group might wish to consider amending them in light of public feedback, and others had been invited to do the same. To avoid disappearing down semantic rabbit holes or going over old ground, the default assumption was that wording did not need to change unless supported by community feedback. The document became a record of the steering group's discussion during the meeting and its consolidation shortly thereafter. It is reproduced in Appendix 8.

Of particular note in the document are:

- agreement that the draft vision need change only very little because it had received overwhelming support in the consultation
- agreement that 5 of the 10 draft objectives did not need to change at all
- continued discussions after the meeting about the active travel objective, particularly how it could balance a perceived need to drive amongst some residents with a desire to reduce traffic volumes and pollution
- realisation that much of the consultation feedback would influence policy design rather than the vision and objectives
- the role of our professional consultant, Rachel Hogger, in ensuring that our draft objectives would be acceptable in planning terms and how/whether they could translate into NP policies.

Incorporating these changes, a first draft of the NP was shared with the steering group and parish councils in Oct 2023 and reviewed by the steering group in two meetings that same



month. Subsequently, a more advanced draft was submitted to Greater Cambridge Shared Planning for informal review in Nov 2023. A feedback meeting took place via videoconference between Jenny Flynn, Rachel Hogger and members of the local authority planning team in Feb 2024.

Targeted landowner engagement and its impact on the NP

In late 2023 through to Mar 2024, we engaged with several landowners and agents, specifically those implicated by possible Local Green Space (LGS) or Protected Village Amenity Area (PVAA) designations, and by aspirational countryside routes and enhancements (as listed in Table 4). Engagement was initiated and, where straightforward, also concluded by email. In other instances, it led to telephone conversations and Zoom or field meetings.

Not all landowners (or their agents) responded but feedback from those who did influenced the draft NP, notably:

- one countryside route was removed from the NP in response to landowner concerns that it would encourage more people to access their land without permission, something which we were told already happens and causes damage to crops
- Great Shelford Village Charity requested that their community garden and allotments were removed from possible PVAA designation
- the size of Corpus Christi College's riverside pastures deemed suitable for future landscape improvement was reduced to avoid impacting farmed land.

A particular benefit of engaging with private landowners at this stage was that it gave us an opportunity to explain LGS/PVAA designations and address concerns about their implications. For example, one landowner was worried about their obligations and rights and whether public access would be required.



Landowner	Land	Reason for engagement			
		LGS	PVAA	Countryside routes	Countryside enhancements
Anglian Learning	Collier Field	x			
Cambridgeshire County Council	1. Haverhill Rd between Stapleford and A1307 2. Tree planting along SE side of Haverhill Rd			x	x
Corpus Christi College	1. Extension of Drift Track off Haverhill Rd 2. Riverside pastures/Stapleford meadows			x	x
Diocese of Ely	1. Stapleford allotments 2. Land SE of Haverhill Rd	x		x	
Great Shelford Parish Council	1. Recreation Ground, Great Shelford 2. Clay Pit	x*	x*		x
Great Shelford Village Charity	Community garden and allotments E of More's Meadow		x		
Jesus College	1. Jenny's Path 2. Riverside pastures/Great Shelford meadows			x	x
Little Shelford Parish Council	Land S of Gt Shelford Rec Ground			x	
Peterhouse	Horse pasture, Greenhedge Farm	x			
Private individual	Land S of Gt Shelford Rec Ground			x	
Private individual	Grange Field	x			
Private individual	Riverside pastures/Great Shelford meadows				x
Private individual (multiple)	Hermitage and Kings Mill Meadows	x*	x*		
Private individual (multiple)	1. New woodland/shelterbelt S of biomedical campus 2. New public open space close to Nine Wells				x
Private individual (multiple)	Riverside pastures/Stapleford meadows				x
Redrow Homes Limited	Riverside pastures/Great Shelford meadows				x
Redwin Holdings Ltd	Land between Drift Track off Haverhill Rd and Magog Down			x	
Stapleford Granary	Riverside pastures/Stapleford meadows				x
Stapleford Parish Council	1. Recreation Ground, Stapleford 2. Clerk's Piece 3. Land behind the Slaughterhouse	x	x		x
St John's College	1. Horse pasture bounded by Granham's Road, DNA Path and Macaulay Avenue housing 2. New hedgerows around The Hectare and Walden Way 3. Hobson's Brook corridor	x*	x*	x	x

*Advice on LGS and PVAA designations from Greater Cambridge Shared Planning resulted in us recontacting several landowners/agents in Mar 2024 to advise them of a change of aspirational status in the NP

Table 4: targeted engagement with landowners and agents



6. Regulation 14 pre-submission consultation (2024)

Pre-submission consultation was undertaken jointly by Stapleford Parish Council and Great Shelford Parish Council during the period 11 Mar to 30 Apr 2024, in line with Regulation 14 of The Neighbourhood Planning (General) Regulations 2012.

Who we consulted

The consultation involved residents, workers, business owners, local stakeholders (e.g. landowners), local organisations, statutory and other bodies with an interest in our Plan area.

Regulation 14b) of the Neighbourhood Planning Regulations stipulates that the qualifying body should consult any consultation body set out in paragraph 1 of Schedule 1 whose interests the qualifying body considers may be affected by the proposals for a neighbourhood development plan. Accordingly, the following statutory bodies and local organisations were invited by email, or in the case of some local businesses and local organisations by flyer, of the consultation and were invited to respond to the Plan detail:

Regulation 14 consultation bodies included in the consultation
Local Planning Authority South Cambridgeshire District Council (via Greater Cambridge Shared Planning Service)
County Council Cambridgeshire County Council
Neighbouring Parishes Babraham Parish Council Fulbourn Parish Council Hauxton Parish Council Little Shelford Parish Council Sawston Parish Council South Trumpington Parish Council
The Coal Authority
Homes and Communities Agency
Natural England
Environment Agency
Historic Buildings and Monuments Commission for England
Network Rail Infrastructure Limited
A strategic highways company any part of whose area is in or adjoins the neighbourhood area National Highways
Where the Secretary of State is the highway authority for any road in the area of a local planning authority any part of whose area is in or adjoins the neighbourhood area, the Secretary of State for Transport n/a
Marine Management Organisation n/a
Any person i) to whom the electronic code applies by virtue of a direction given under section 106 (3) (a) of the Communications Act 2003; and ii) who owns or controls electronic communications apparatus situated in any part of the area of the local planning authority Open Reach Mobile Operators Association National Grid via Avison Young
Where it exercises functions in any part of the neighbourhood area: <ul style="list-style-type: none"> a clinical commissioning group established under section 14D of the National Health Service Act 2006;



Regulation 14 consultation bodies included in the consultation

- the National Health Service Commissioning Board;
- A person to whom a license has been granted under section 6 (1) (b) and (c) of the Electricity Act
- A person to whom a license has been granted under section 1(2) of the Gas Act 1986
- A sewage undertaker
- A water undertaker

Cambridgeshire and Peterborough NHS Foundation Trust

Cambridgeshire Primary Care Trust

NHS Cambridgeshire and Peterborough CCG

UK Power Networks

Transco National Grid

Anglian Water

Cambridge Water

Voluntary bodies some or all of whose activities benefit all or any part of the neighbourhood area

2G3S (Green Groups in the Shelfords, Stapleford and Sawston)

Active Travel England

Arthur Rank Hospice

Arthur Rank Hospice Charity Shop

Better Ways 4 Busways

Bridge Club

Cambridge Approaches

Cambridge Teenyoga

Cara Coffee

Carpet Bowls

Children's Capoeira Club

Craft Club

Friends of Shelford Library

Great Shelford allotment holders

Great Shelford Bowls Club

Great Shelford Country Market

Great Shelford Cricket Club

Great Shelford Feast

Great Shelford Friendship Group

Great Shelford Parish Council

Great Shelford, Rainbows, Brownies, Guides and Rangers

Great Shelford Tennis Club

Great Shelford Village Charity

Great Shelford Village News

History Society

Hobson's Conduit Trust

Just Older Youth Group

Kings Mill Lane Residents' Group

Little Quavers

Magog Singers

Magog Trust

Maple Dance Academy

Mothers' Union

Netball (Stapleford)

Parish Church Bell-ringers

Parish Church Friends

Parish Church Sunday Club

Playscape Playground Campaign Group

Queen Edith's Community Forum

Ragged Rascals

Royal British Legion - The Shelfords

Shelford & Stapleford Strikers FC (SASS)

Shelford & Stapleford Youth Initiative (SSYI)

Shelford and Stapleford Scout Group

Shelford and Whittlesford Rail User Group (SAWRUG)

Shelford Rugby Club



Regulation 14 consultation bodies included in the consultation
Shelford School PTA Shelford Spokes Cycling Club Shelford Support Group Shelford Twinning Association Shelfords WI Smarter Cambridge Transport St Andrew's Little Fishes St Andrew's Men's Group St Andrew's Church St Mary the Virgin, Gt Shelford St Mary's Parish Church, Great Shelford St. Andrew's Church Parent & Toddler Stapleford allotment holders Stapleford Ballroom Dancing Stapleford Choral Society Stapleford Community Primary School PTA Stapleford Cricket Club (Adult and Phoenix) Stapleford Feoffee Charity Stapleford History Society Stapleford Jazz Collective Stapleford Messenger Stapleford Parish Council Stapleford Strollers Stapleford Tennis Club Stapleford Twinning Society Stapleford Youth Group Sustrans Tiny Toes Baby Group Wacky Club Wellness Walking Women's Institute (Stapleford) Woodlands Rd and Close Residents Woodland Trust
Bodies which represent the interests of different racial, ethnic or national groups in the neighbourhood area Oasiss Ukraine support group
Bodies which represent the interests of different religious groups in the neighbourhood area Great Shelford Free Church Parish Church Bell-Ringers Parish Church Friends Parish Church Sunday Club St Andrew's Little Fishes St Andrew's Men's Group St Andrews Church St Mary the Virgin, Gt Shelford St Mary's Parish Church, Great Shelford St. Andrew's Church Parent & Toddler
Bodies which represent the interests of persons carrying on business in the neighbourhood area* Active Urban Property Acucert Addenbrooke's Hospital Anglian Learning angliiEAR Hearing and Tinnitus Solutions Answering Service Antonio's Barber Shop Arthur Rank Hospice Barker Brothers Butchers BCS Accounting Boots Cambridge Biomedical Campus



Regulation 14 consultation bodies included in the consultation

Cambridge Conservatory Centre
Cambridge Motorworks
Cambridge University Health Partners
Cambridgeshire Care Home
City Care Services
Corpus Christi College
David Reed Homes Limited
Davies Solicitors
Day Accountants
Days of Ashwell Bakers
DLM Autos Repair Centre
Ely Diocesan Board of Finance
EMG (formerly Murkett's Garage)
Forum House Chinese Restaurant
Gog Farm Shop
Gog Magog Golf Club
Great and Little Shelford CoE Primary School
Great Shelford Co-op
Great Shelford Dental Surgery
Great Shelford Library
Great Shelford Mobile Warden Scheme
Great Shelford Parish Council
Greater Cambridge Partnership
Jackson Cox Opticians
Jade Pathway
Jesus College
Kash Stores and Post Office
Lay Electrical
Layer Travel
Lucy Warner Hair
Metanate Web Design
Mobile Libraries
Mobus
Neil's Gents Hairstylist
Nicholas Cliffe & Co Chartered Accountants
Noel Young Wine Bar
Peterhouse
Pilgrimage People
PlanSurv Limited Planning and Property Consultants
Ragged Rascals
Rayments Garage
Redmayne Arnold and Harris
Redrow Homes Limited
Redwin Holdings Limited
Scotsdales Garden Centre
Shelford Day Nursery
Shelford Deli
Shelford Health Centre
Shelford Lodge
Shelford Rugby Club
SofieGeorgia
Spar
Stapleford Barbers
Stapleford Community Primary School
Stapleford Granary
Stapleford Nursery
Stapleford Parish Council
St John's College
Tesco



Regulation 14 consultation bodies included in the consultation
The Cambridge Physiotherapy Clinic The Plough Public House The Rose Public House The Three Horseshoes Public House Travis Perkins Trinity Farm Tucker Gardner Waterlilies Waverley Park Zara Indian Restaurant Multiple businesses operating from Mill Court (business park in Great Shelford)
Bodies which represent the interests of disabled persons in the neighbourhood area angliEAR Hearing and Tinnitus Solutions Arthur Rank Hospice Arthur Rank Hospice Charity Shop Cam Sight Cambridge Cancer Help, Great Shelford Cambridgeshire Care Home City Care Services Disability Cambridge Great Shelford Mobile Warden Scheme Healthwatch Cambridgeshire Shelford Health Centre (Great Shelford medical practice) Shelford and Whittlesford Rail User Group (SAWRUG) Shelford Support Group Wellness Walking

* Email notifications were sent when an email address was available; businesses with a physical shop front or run from private residences received a household information leaflet) and, in this respect, this list is not exhaustive

Table 5: Regulation 14 consultation bodies invited to participate in the consultation under Schedule 1 of the Neighbourhood Planning Regulations

How we consulted

The start of the consultation period

Stakeholders and other Reg. 14 consultation bodies were notified of the consultation by email on 11 Mar 2024 and invited to respond to the Plan detail. A record of any 'bounce backs' was kept and alternative email addresses sought.

The start of the formal consultation period was announced to people living and working in the Plan area via:

- household information leaflets (Appendix 9)
- posters on parish council noticeboards and in shop windows (Figure 17)
- large banners at prominent high traffic areas (Figure 18a-c)
- a NP display accompanying the consultation paper collection/drop-off point at Great Shelford Library
- parish council meetings and minutes
- articles (titled Our villages, our future, our say: Regulation 14 Consultation on the draft Neighbourhood Plan) in, and the front covers of, Stapleford Messenger and GSVN (Figure 19) in Mar:



- multiple local community Facebook groups (Figure 20)
- eNewsletters and school ParentMail systems, e.g.
 - eNewsletter sent on 15 Mar from Stapleford Community Primary School to all students' parents
 - eNewsletter sent on 15 Mar from Sawston Village College to all students' parents
- eMailshots to the leads of 73 local community groups (as listed in Table 5), asking them to circulate details of the consultation amongst their members
- eMailshot to 130 individuals in our database of previous survey/consultation participants who had given permission for their personal data to be stored, or elsewhere expressed interest in being kept up to date with progress
- news updates and a high profile banner on our NP webpages and on Great Shelford Parish Council's homepage.

Artwork was strong and consistent across multiple platforms.

Leaflets were delivered by hand to all physical addresses in Stapleford and Great Shelford parishes. A distribution agency was engaged to deliver leaflets to all households in Stapleford and Great Shelford parishes between 11 and 15 Mar 2024, ensuring that all had a leaflet for more than 6 weeks of the consultation period. The agency did not deliver to business addresses, so leaflets were distributed to those with a physical 'shop front' by members of the steering group (businesses run from private homes would in any case have received a householder leaflet). Double-sided, the leaflet condensed background information about our NP with details of how to take part in the consultation.

Posters were placed at multiple points around the villages and very large banners at key entry, exit and high traffic places around the parishes (e.g. Magog Down car park, the entrance to the Gog Farm Shop, Scotsdales Garden Centre, Shelford Rugby Club, Stapleford Rec, Great Shelford Memorial Cross, junction of Hinton Way and Mingle Lane, junction of Bury Road and Vine Close).



Figure 17: NP consultation poster at Stapleford Spar



Figure 18(a): banner at Great Shelford Memorial Hall



Figure 18(b): banner at Magog Down



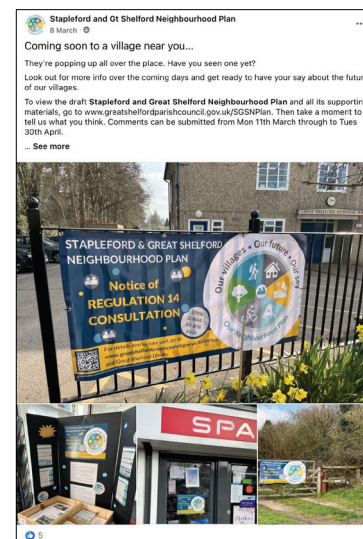
Figure 18(c): banner at Stapleford Rec



Figure 19: front cover of GSVN



Figure 20: illustrative local Facebook post trailing the consultation





During the consultation

We recognised the need to maintain engagement and momentum throughout the consultation period. Reminders of the imminent closing date were sent by email by Great Shelford Parish Council Clerk on 24 Apr 2024 to residents on our distribution list, stakeholders and Reg. 14 consultation bodies.

All physical displays announcing the consultation remained in place until it ended (e.g. posters, banners, Library display) and extended to a few new high profile locations (e.g. The Memorial Cross and Freestones Corner, Great Shelford). Other forms of engagement targeting residents, workers and local businesses took a variety of forms to maximise coverage:

- traditional channels:
 - parish council meetings and minutes, including the respective APMs
 - another front cover of Stapleford Messenger (Apr 2024) (Figure 21) and further articles in both village magazines:
 - Our villages, our future, our say: Regulation 14 Consultation on the draft Neighbourhood Plan (Apr 2024)
 - Last chance to have your say: Regulation 14 Consultation on the draft Neighbourhood Plan (May 2024 – the publication date for that month was just before the end of our consultation)
 - 'help yourself' piles of household information leaflets at Shelford Deli, Stapleford Granary and the Gog Farm Shop
- digital channels:
 - news updates on our NP webpages
 - emails from Magog Trust, campaign group Better Ways for Busways and environment group 2G3S to their members
 - eNewsletter sent on 19 Apr from Sawston Village College to all students' parents
- social media:
 - a tweet by Cambridge Past, Present and Future (Figure 22)
 - multiple local community FB posts (Figure 23).



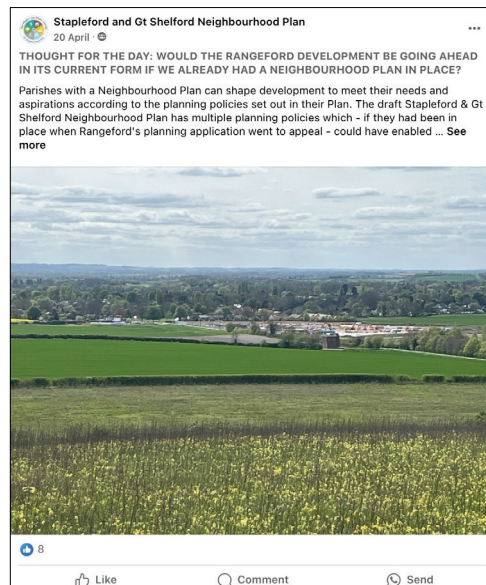
Figure 21: artwork for the front cover of Stapleford Messenger (May 2024)



Figure 22: tweet by CPPF in support of our Reg. 14 consultation



Figure 23: illustrative community Facebook posts



Consultation materials and feedback channels

All digital consultation materials were available via a link on our NP homepage to www.greatshelfordparishcouncil.gov.uk/draft-neighbourhood-plan-and-supporting-documents (Figure 24). Great Shelford Parish Council Clerk's email address and telephone number were publicised in the event of problems accessing materials.



GREAT SHELFORD PARISH COUNCIL

The Council Services The Parish The Community News Contact

Draft Neighbourhood Plan and Supporting Documents

Home > Draft Neighbourhood Plan and Supporting Documents

- Stapleford & Great Shelford Draft Neighbourhood Plan
- Stapleford & Great Shelford Open Spaces Assessment
- 2023 Stapleford and Great Shelford Housing Needs Assessment
- Design Guidance and Codes
- 2019 Landscape Character Assessment
- Regulation 14 Background Information (summary of policies)
- Determination Statement For Stapleford And Great Shelford NP 2024 (final)
- Stapleford Parish Council Privacy Notice

These files may not be suitable for users of assistive technology and are in the following formats: pdf. Request an accessible format.

[Return to Regulation 14 Consultation homepage.](#)

Figure 24: screenshot of Reg. 14 consultation materials available at www.greatshelfordparishcouncil.gov.uk/draft-neighbourhood-plan-and-supporting-documents

In addition to mandatory consultation materials, the steering group produced a 'Regulation 14 background information (summary of policies)', a short explainer about neighbourhood planning which listed our draft NP vision and policies. We made it clear that consultation was on the full NP report, not on this document.

All consultation materials were available to view in paper copy at a prominent NP information display and survey collection and drop-off point in Great Shelford Library for the duration of the consultation (Figure 25).

Participants were invited to submit comments on the Plan by:

- completing a 25-question digital survey (via SurveyMonkey or by downloading a PDF copy) or paper survey. All questions were optional; or
- emailing executiveofficer@greatshelfordparishcouncil.gov.uk; or
- writing to Executive Officer at PO Box 1492, Cambridge, CB1 0YQ.

To ensure that we were not prescriptive in the feedback we captured, participants were encouraged to append unlimited additional comments to their completed survey. We made it clear that we were unable to accept anonymous responses.

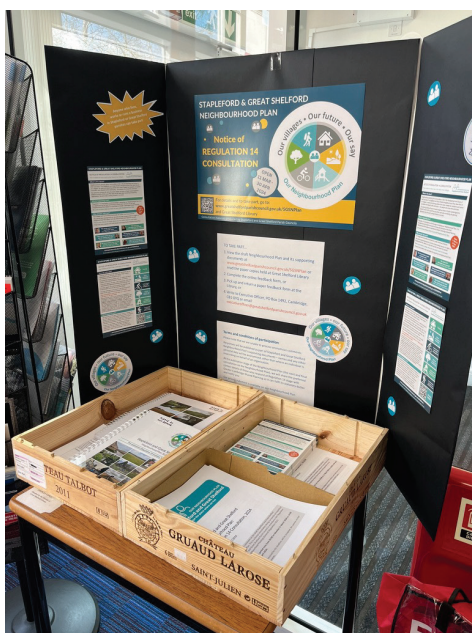


Figure 25: display board, consultation materials, and questionnaire collection and drop-off point at Great Shelford Library

Summary of the main issues and concerns raised

Responses were received from 15 statutory bodies, a further 10 local stakeholders, including landowners, and 99 residents. A small number of responses were received after the deadline (4pm, 30 Apr 2024) and these were excluded from consideration; we had made it very clear that only responses received by the deadline would be accepted. A further small number of responses were rejected because respondents had either not provided their personal details or consented to them being used and stored.

Paper completions were inputted manually but the vast majority of responses were received via the online form. They were mostly from residents but also included workers and business owners. Almost all statutory bodies and local stakeholders responded via a direct email or letter.

After the consultation closed, general observations about the feedback received and the steering group's next steps were variously reported in July and Aug 2024 in Stapleford Messenger and GSVN, and via our NP webpages and parish council meetings and minutes.

Survey returns from residents, workers and business owners

Closed survey questions focused on gauging the overall level of support for our policies. Figure 26 shows that the significant majority of residents, workers and business owners who completed the survey broadly supported each of the 20 draft NP policies.

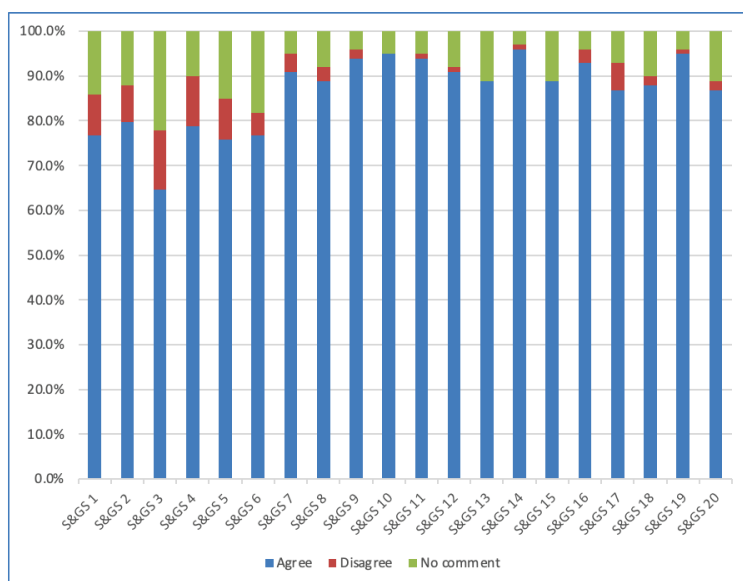


Figure 26: relative support for each draft NP policy from residents, workers and business owners

Policies relating to housing were positively received overall but had comparatively less support than other policies. This is not altogether unexpected and likely reflects what can be quite polarised views relating to development, with some people recognising the need for more affordable housing to meet local needs and the release of some green belt land to facilitate this, whilst others are opposed to any development at all of green belt within the Plan area. This is particularly apparent in relation to rural exception housing (policy S&GS 3). Such sites are located on the edge of rural settlements, generally outside the local authority's adopted development plan and would not normally be consented for residential development. Similar views were expressed in our mid-term community consultation in 2023.

Open comments from residents, workers and business owners

The online and paper surveys encouraged respondents to provide open comments to the content of the NP and its supporting documents. Appendix 10 (App 10: Reg 14 consultation responses from residents) logs every open comment made by residents, workers and business owners on the Plan, together with a response by the steering group.

Comments from statutory bodies and local stakeholders

Feedback from statutory consultees and landowners/developers/agents was considerable and is reported in full in Appendix 11 (App 11: Reg 14 consultation responses from stakeholders and statutory bodies). This logs every open comment made by them on the Plan and responses to each by the steering group.

How the Plan has been amended in light of Reg. 14 consultation feedback

Over 80 changes were made to the NP, taking into account feedback received at Reg. 14 consultation stage. Many changes were relatively minor, whilst others were more significant. The full list is available to view in Appendix 12 (App 12: Schedule of changes made to the Reg



14 NP), with the more substantive changes summarised in Table 6 in the order in which they appear in the NP.

A change to the map of 'landscape character types and areas' in the Stapleford and Great Shelford Landscape Character Assessment (2019) was made in light of Reg. 14 comments from Great Shelford Ten Acres Ltd. This map (unnumbered) appears in the 3rd from last page in the appendices, and between pages 22 and 23, of the Stapleford and Great Shelford Landscape and Character Assessment. Revisions affected character area G1, placing some land to the north into character area B1 and re-classifying fields either side of the road to Shelford Rugby Club as an isolated parcel of B1 farmland (B1a). Text to describe the new area, B1a, was added. The change is appended to the original LCA.

S&GS policy / paragraph no.	Summary of key changes following Reg. 14 consultation	General reasons for changes
Para 2.12-14	<ul style="list-style-type: none"> Flood risk maps and explanatory text inserted 	In response to comments from CCC (Lead Local Flood Authority)
Chapter 4: Identifying key issues	<ul style="list-style-type: none"> Substantially rewritten 	To bring the SWOT up to date and to address residents' comments
All policy wording, where appropriate	<ul style="list-style-type: none"> Replaced 'should' with 'shall' ('shall' indicates a strong intention or certainty about a future action; 'should' expresses uncertainty, advice or suggestion) 	In response to comments from SCDC
S&GS 1: Housing mix	<ul style="list-style-type: none"> Clause 1 amended to clarify that schemes of 5+ new houses in the Plan area must be of a type, size, affordability and design which is appropriate to the Plan area Clause 1a amended to acknowledge fluctuations in affordable housing need Clause 1b amended to remove the specification that 25% of affordable homes should come forward as First Homes and 5% as shared ownership. Instead the policy refers to 30% affordable home ownership 	<p>To provide clarity as to the scale of schemes to which the policy would apply</p> <p>To address concerns raised by SCDC</p> <p>To address SCDC feedback that First Homes have had limited success in the area</p>
Para 6.33-37	<ul style="list-style-type: none"> Specification of the types of locations outside the development framework in which a proportion of new affordable housing must be prioritised to people with a local connection, and justification for this Amendment of local connection criteria to apply specifically to Policy S&GS 2 (and not Policy S&GS 3), to include people working in areas abutting the Plan area, and justification for this Inclusion of a 'cascade mechanism' so affordable homes don't sit empty 	To support changes to the policy



S&GS policy / paragraph no.	Summary of key changes following Reg. 14 consultation	General reasons for changes
S&GS 2: Prioritising local needs in the allocation of affordable housing	<ul style="list-style-type: none"> • Policy amended so that the types of market housing schemes that include a requirement to deliver affordable housing (via a S106 agreement) where a local connection criteria must be applied (meaning people with a connection to the Plan area are prioritised for these affordable homes) are limited to: <ul style="list-style-type: none"> - up to 50% of affordable homes coming forward on market schemes on land that is allocated outside the village development frameworks as part of the emerging Greater Cambridge Local Plan - up to 50% of affordable homes that come forward on any other market site outside the village development frameworks. It should be noted that this latter scenario is not expected to occur. • Clause 2 amended to add a cascade mechanism to affordable housing allocation • Clause 3 added to clarify that the policy applies to the initial sale or letting of an affordable unit 	To address concerns raised by SCDC: the Reg. 14 version of the policy sought a local connection to be applied to all affordable housing that came forward on market schemes. SCDC was very concerned that this was at odds with its responsibility to prioritise households with the most need on a district-wide basis for affordable housing. The compromise was reached due to the evidenced high level of affordable housing need in the Plan area combined with the limited availability of opportunities to address it
Para 6.43-45	<ul style="list-style-type: none"> • Definition of 'local connection' as it applies to rural exception sites, deliberately distinct from the local connection criteria that would apply to affordable homes coming forward under Policy S&GS 2 	To support changes to the policy
S&GS 3: Rural exceptions housing	<ul style="list-style-type: none"> • Clause 1a added to clarify that rural exceptions housing remains as such in perpetuity • Clause 2 added to clarify local connection criteria • Clause 3 added to clarify cascade mechanism • Clause 4 added to provide clarity with respect to duration of time before a home can be offered to a household in need that does not meet the local connection criteria 	To improve clarity in response to comments raised by SCDC
S&GS 4: Meeting the needs of the older population	<ul style="list-style-type: none"> • Wording amended to more closely reflect the intention of the policy, i.e. to be more restrictive and only support proposals if they meet the criteria, including proposals being located <i>inside</i> the development framework • Clause 1f added to reflect the additional strain put on health services from more older persons housing 	In response to comments from SCDC and NHS Services
S&GS 5: Supplemental dwellings to facilitate multi-generational living	<ul style="list-style-type: none"> • Minor amendments to provide more clarity with respect to how the policy should be implemented, e.g. addition of clause 2 – applicants required to submit statement showing how they meet certain criteria 	To address concerns raised by SCDC
S&GS 6: Development and design	<ul style="list-style-type: none"> • Clause 1g – public cycle parking security standards specified 	In response to comments from SCDC and to incorporate public cycle parking provision in light of high levels of cycle theft
Para 7.28-35	<ul style="list-style-type: none"> • The need for proposals for new builds and extensions to provide a sustainability statement – details of what this should include and how it can be done 	In response to comments from SCDC



S&GS policy / paragraph no.	Summary of key changes following Reg. 14 consultation	General reasons for changes
S&GS 7: Mitigating and adapting to climate change through building design	<ul style="list-style-type: none"> Minor amendments, e.g. clause 5 separated from Clause 4 to improve clarity 	In response to comments from CCC (Lead Local Flood Authority)
S&GS 8: Renewable energy schemes in Stapleford and Gt Shelford	<ul style="list-style-type: none"> Important addition of 'small' to policy text to clarify that it does not include commercial scale projects primarily designed to export to the national grid 	In response to Reg. 14 comments
Para 7.45	<ul style="list-style-type: none"> The two policies previously under the Biodiversity sub-heading in Chapter 7 have been split into three, taking the total number of S&GS policies to 21 	Post-Reg. 14 amendments by the steering group to address a series of comments from SCDC
Para 7.54	<ul style="list-style-type: none"> New countryside park between Hinton Way and Haverhill Rd added to sites of biodiversity value 	Amendment by steering group
S&GS 9: Protecting and enhancing nature networks and sites of biodiversity in Stapleford and Gt Shelford	<ul style="list-style-type: none"> The previously worded policy (Protecting and enhancing biodiversity and nature networks in S&GS) has been split into two policies, with S&GS 9 focusing on existing sites of biodiversity value in the Plan area and Plan area-specific opportunities to enhance habitats and networks. Here, clause 2 clarifies that <i>all</i> development proposals are expected to take available opportunities to create or strengthen links between existing and/or new habitats through the development site The new S&GS 10, 'Mitigation hierarchy and delivering biodiversity net gain and enhancements', emphasises the importance of the mitigation hierarchy (1. avoid; 2. mitigate; 3 compensate), delivering biodiversity net gain and biodiversity enhancement. The policy links back to sites included in S&GS 9 	To improve clarity in light of comments from SCDC
S&GS 11: Trees and development	<ul style="list-style-type: none"> Previous requirement for tree management plan replaced with requirement for arboricultural impact assessment and tree protection plan New requirement that every tree lost at a site should be replaced by 2+ new ones Tree maintenance plan requirements specified 	In response to Reg. 14 comments
Para 8.10-11	<ul style="list-style-type: none"> New section on heritage assets in the Plan area 	In response to comments from CCC (Historic Environments Team)
S&GS 12: Protecting Stapleford and Gt Shelford's landscape character	<ul style="list-style-type: none"> New requirement in clause 5b for robust planted buffers to site edges and edge of settlement locations, and for mitigation measures and effects to be clearly illustrated in planning submissions 	In response to comments from SCDC
S&GS 15: Local Green Spaces and Protected Village Amenity Area	<ul style="list-style-type: none"> Removal of Grange Field as aspirational Local Green Space (LGS2) 	In response to comments from landowner
S&GS 16: Preserving our dark landscape	<ul style="list-style-type: none"> New clause added to protect sensitive habitats 	In response to comments from SCDC
Para 9.14-15	<ul style="list-style-type: none"> Expanded to incorporate new data on primary school capacity and early years provision 	Input from CCC and SCDC
S&GS 16: Delivering community priorities alongside new development	<ul style="list-style-type: none"> Clause 2 expanded and clause 3 added to reflect new data 	In response to comments from CCC and SCDC



S&GS policy / paragraph no.	Summary of key changes following Reg. 14 consultation	General reasons for changes
S&GS 18: Facilitating active travel in Stapleford and Gt Shelford	<ul style="list-style-type: none"> Clause 2 expanded to include provision of active travel infrastructure, e.g. cycle parking 	In response to comments from SCDC
Para 11.18-19 and Table 8	<ul style="list-style-type: none"> New text and table added to explain and identify 'aspirational new and improved routes yet to secure in principle' 	In response to various Reg. 14 comments from residents and stakeholders
S&GS 20: Protecting and improving routes into our countryside	<ul style="list-style-type: none"> Substantial rewording of policy and addition of two new clauses for clarity 	In response to comments from SCDC and in response to comments from residents
Chapter 12: Delivering aspirations set out in this Plan	<ul style="list-style-type: none"> Additional text inserted to provide more detail about the mechanisms for monitoring and implementing the Plan 	As committed to in Reg. 14 pre-submission Plan
Appendix 7, view O	<ul style="list-style-type: none"> Description and photo of new view O, whose vantage point is the high point of the new countryside park between Haverhill Rd and Hinton Way 	New view added, replacing previous view O whose viewpoint was found to be just outside the Plan area
Maps (numerous)	<ul style="list-style-type: none"> Multiple maps throughout the Plan updated or redrawn to improve legibility 	In response to comments from SCDC

Key: CCC – Cambridgeshire County Council; SCDC – South Cambridgeshire District Council

Table 6: summary of key changes to the NP following Reg. 14 consultation



Appendices

Several of the appendices supporting this consultation statement are too large to be incorporated here. The table below lists the various appendices and how they may be accessed.

Relevant section of consultation statement	Number and name of appendix		How to access it
4. Initial Plan development (2022)	1	Stapleford Messenger and GSVN article (published May 2022)	Reproduced below
	2	Initial public opinion survey, 2022	Submitted as a separate document
	3	Initial public opinion survey: results and analysis, 2022	Submitted as a separate document
5. Advanced Plan development (2023)	4	Stapleford Messenger and GSVN article (published May 2023)	Reproduced below
	5	Mid-term community consultation paper, 2023	Submitted as a separate document
	6	Mid-term community consultation: results and analysis, 2023	Submitted as a separate document
	7	Mid-term community consultation: appendix of free-text comments	Submitted as a separate document
	8	How consultation outcomes influenced the NP, 2023	Submitted as a separate document
6. Reg. 14 pre-submission consultation (2024)	9	Household information leaflet	Reproduced below
	10	App 10: Reg 14 consultation responses from residents	Submitted as a separate document
	11	App 11: Reg 14 consultation responses from stakeholders and statutory bodies	Submitted as a separate document
	12	Schedule of changes made to the Reg 14 NP	Submitted as a separate document

Table 7: list of appendices supporting the consultation statement



Appendix 1

Stapleford Messenger and Great Shelford Village News article, published Jan 2022:

Thinking about our villages' future – Stapleford and Gt Shelford neighbourhood plan update

Over the past few months, a steering group of Stapleford and Great Shelford parish councillors and residents has been meeting to reinvigorate the villages' work on a combined neighbourhood plan. Much of this time has been spent familiarising ourselves with the general issues, process and support available, prior to moving forward in a more focused manner from early 2022.

What is a neighbourhood plan?

Neighbourhood planning is a legal right granted to communities in England, contained in the Localism Act 2011. It sits alongside other planning legislation (e.g. Local Plans and the National Planning Policy Framework) and allows communities to shape their development by creating their own planning policies. A neighbourhood plan can, for example:

- point to where new homes, shops and offices should be built
- influence what they should look like
- identify and protect important local green spaces
- grant planning permission for specific buildings to meet a community's needs.

Note, then, that neighbourhood plans are about saying what you *do* want, not vocalising what you don't want to happen.

Why make one?

Neighbourhood plans are optional: we could let our existing and emerging Local Plans and Greater Cambridge Shared Planning Officers direct our future. However, whilst still required to align with the strategic priorities of the wider local area, neighbourhood plans allow communities to add another level of granularity and local knowledge that can really make a difference to planning decisions. This is an opportunity for Stapleford and Great Shelford to set out a positive, shared vision for how we want our area to develop over the next 10, 15, 20 years, in ways that meet our identified local needs and make sense for local people. *Policies in our neighbourhood plan will ultimately have equal weight in planning decisions to those in the Local Plan.*

The neighbourhood planning process

The process is generally led by parish/town councils and supported by a working group which includes parish councillors, local residents and businesses. It involves a significant amount of community engagement and the creation and analysis of a strong evidence base. Together, these ensure that the resulting plan is based on a proper understanding of the area and of the views, aspirations, wants and needs of local people.

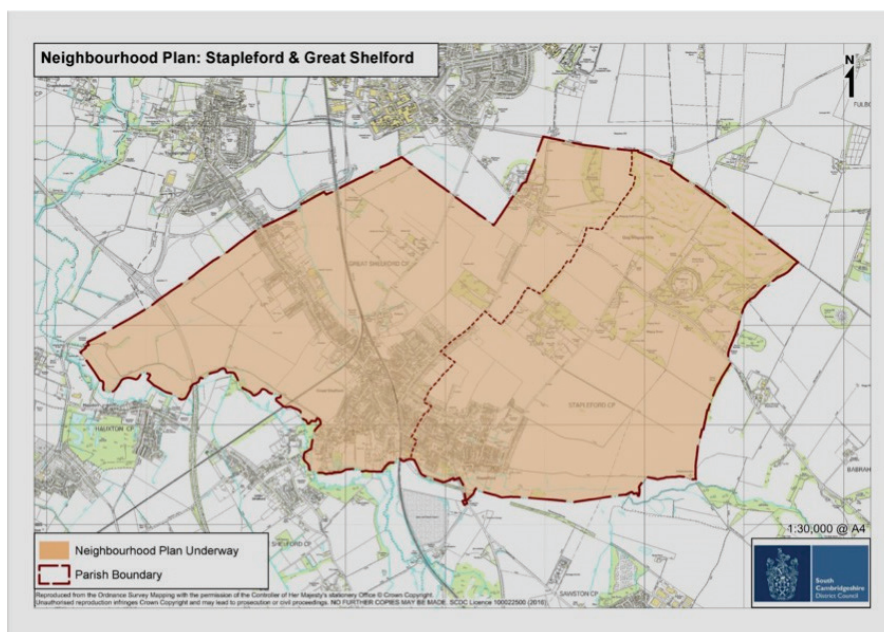


There are three main stages in producing a neighbourhood plan and we will provide more information about each as we move through the process:

1. Getting established – designating the neighbourhood area; building an evidence base; publicity and engagement
2. Preparing the plan – drafting the plan; meeting basic conditions; pre-submission consultation
3. Bringing the plan into force – submission; publicity; independent examination; referendum.

Where are we in the process?

Stapleford and Great Shelford were designated a single neighbourhood area in November 2016. The respective parish councils decided on a combined approach for several reasons: creating a neighbourhood plan is a very time- and resource-intensive process, and synergies between the two villages and overlaps in the development challenges we face mean there are considerable benefits in working together. (NB: the final neighbourhood plan must also ensure that what makes each village special and an entity in its own right is preserved; it is absolutely not about creating one, amorphous ‘mega-village’.)



Given the length of time that it takes to produce a neighbourhood plan, the fact that work is done by volunteers, and that parish council priorities and personnel are prone to change, sustaining momentum through to completion is undeniably difficult. Work from 2016-18 on our neighbourhood plan focused on building an evidence base and early stage consultation to identify the issues that are important to local people, before grinding to a bit of a halt. This work won't be wasted but it now needs updating. Importantly, we also anticipate that people's thoughts on some issues may have changed given climate and ecological changes and Covid-19, plus other pressures on our area such as water table stress, the emerging draft



Local Plan, economic growth targets, East-West Rail and Cambridge South East Transport scheme.

What to expect next

The steering group is preparing for early stage consultation in Spring 2022, designing a new neighbourhood plan website, and drafting its project plan and report outline. There will be multiple opportunities for community engagement as we go through the process and we are keen to incorporate the views of as many people as possible; we must ensure that our neighbourhood plan represents the entire community, not just those who are easiest to engage with.

We look forward to providing regular updates on progress and directing you to our new website in due course. In the meantime, if you have any questions, please contact the Clerk for the steering group, Libby White (clerk@greatshelfordparishcouncil.gov.uk) or the Chair, Jenny Flynn (jenny.flynn@staplefordparishcouncil.gov.uk).

Sources for further information

<https://neighbourhoodplanning.org>

<https://www.greatercambridgeplanning.org/emerging-plans-and-guidance/neighbourhood-planning/>



Appendix 4

Stapleford Messenger and Great Shelford Village News article, published May 2023:

Neighbourhood Plan update: April/May 2023 community consultation is LIVE – have your say now!

There are only three things in life that are certain: death, taxes...and that development will be coming to Stapleford and Great Shelford.

We can't stop development, but we can shape it to meet our community's needs, protect the things we value and improve the less good bits. Regular readers will know that we can do this through legal powers given to us in Neighbourhood Planning.



Building on an initial opinion survey in 2022, a group of Stapleford and Great Shelford residents and parish councillors has drafted a vision for our villages in 2040 and actions we could take to realise it.

There are lots of other things we'd like to understand residents' views on too, including our proposals to protect locally valued vistas and green spaces; meet local housing needs; improve biodiversity; enhance access to our surrounding countryside; and expand our active travel network.

We need to know if we've got all these things right before we start work on the legally binding policies against which all planning applications for our area will be assessed.

Please give a few moments to help shape the place where you live.

The survey is open until 28th May 2023 – you can find it online or pick up a hard copy at a pop-up event or at Great Shelford Library. And three lucky-dip winners will each receive a £50 voucher as thanks for taking part.



As of the date of this issue's publication, there are still two pop-up events to run. Come and see our display and talk to us at:

- Gt Shelford Village Market, Sat 22 April, 10am-1pm
- Stapleford Pavilion, 4 May, 7.30pm

Jenny Flynn

Chair of Stapleford and Gt Shelford Neighbourhood Plan steering group



Appendix 9

Leaflet delivered to all households and businesses with a physical address to announce the Reg. 14 consultation (double-sided):

STAPLEFORD & GREAT SHELFORD NEIGHBOURHOOD PLAN

NOTICE OF REGULATION 14 CONSULTATION
Your invitation to have a say on the future of our villages



What is this about?

Neighbourhood planning gives communities a role in the development and future of their local area. The Stapleford and Great Shelford Neighbourhood Plan does this for our villages. Its vision and planning policies have been created by residents and parish councillors and shaped by the community – the people who know this area best.

Our planning policies will carry the same weight as those in South Cambridgeshire District Council’s 2018 Local Plan and will be used when reviewing all planning applications, big and small, coming forward in our area.

What’s happening now?

Regulation 14 consultation is a formal stage in preparing our Neighbourhood Plan. It is an opportunity for the local community to review and comment on the draft Neighbourhood Plan before it is submitted to Greater Cambridge Shared Planning.

We want to know what you think of your draft Neighbourhood Plan.

Why should I take part?

Our villages and surrounding countryside are under enormous pressure. We cannot stop development but, at a time of great change across our region, a Neighbourhood Plan allows us to say what we want and need from growth.

This is your chance to shape where you live and/or work for the better.

There are many reasons why local people are supporting the Neighbourhood Plan:



“We should protect our open countryside views”
- Nick, Hinton Way, Great Shelford



“We need more affordable local housing”
- Rebecca, Gog Magog Way, Stapleford



“What nature will be left by the time my children grow up?”
- Rosie, Vine Close, Stapleford



“Will development bring even more traffic to our rural roads?”
- Lyn, Church St, Great Shelford



“My grandchildren can’t cycle to school – it’s just not safe”
- Martin, High Green, Great Shelford



“New homes must be more water- and energy-efficient”
- Anna, Orchard Road, Great Shelford

www.greatshelfordparishcouncil.gov.uk/SGSNPlan

This document is a joint publication by Stapleford and Great Shelford Parish Councils

Open
11 Mar to
30 Apr
2024



STAPLEFORD & GREAT SHELFORD NEIGHBOURHOOD PLAN

NOTICE OF REGULATION 14 CONSULTATION

Your invitation to have a say on the future of our villages



How do I take part?

View the draft Plan and its supporting documents on our webpages or scan the QR code below. Paper copies are available at Great Shelford Library.

Complete the online feedback form, or collect and return a paper copy at Great Shelford Library, or write to:

- Executive Officer, PO Box 1492, Cambridge, CB1 0YQ
- executiveofficer@greatshelfordparishcouncil.gov.uk.

If for any reason you cannot access the materials, call 01223 616622 or email the Executive Officer.

You may comment on as much or as little of the draft Plan and its supporting documents as you wish.

The consultation runs from 9am on 11 March 2024 until 4pm on 30 April 2024.

Anyone who lives, works or runs a business in Stapleford or Great Shelford parishes, plus landowners and organisations with an interest in our area are invited to take part. However, **we are unable to accept anonymous comments**. Later, Greater Cambridge Shared Planning will run a final consultation on the Plan. By participating in the Reg. 14 Consultation, you consent to us legally collecting and sharing your contact details with GCSP so it can fulfil its statutory duties. We process personal data in compliance with Data Protection Act 2018 and General Data Protection Regulations. Our privacy statement is available to read at www.greatshelfordparishcouncil.gov.uk/SGSNPlan.

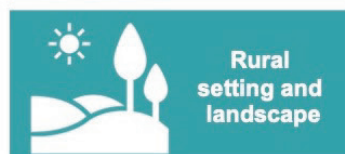
What happens next?

All feedback will be read and may result in changes to the next version of the Neighbourhood Plan. Comments will be published as part of its supporting documents. Names will be anonymised, other than where an individual is responding on behalf of an organisation.

At the very last stage in the Neighbourhood Plan-making journey and once the Plan has passed examination, it will proceed to a community-wide referendum open to the electorate in both parishes.



Housing



Rural setting and landscape



Active travel and traffic management



Climate change and biodiversity



Community amenities and infrastructure



Countryside access and enhancement



SCAN HERE!

www.greatshelfordparishcouncil.gov.uk/SGSNPlan

This document is a joint publication by Stapleford and Great Shelford Parish Councils