

Document 1 – The current situation

Review of Parish & Community Plan and proposals for the future – January 2012

Haworth, Cross Roads and Stanbury

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Introduction

This document contains introductory information about the parish of particular relevance to community members and the Parish Council. Having an up-to-date profile of your Parish is essential as it sets the context for you to think about how your Parish

connects to other places and enables you to build stronger relationships with stakeholders. This document also outlines what people think about the current Haworth, Cross Roads and Stanbury Parish Plan.

What do statistics tell us about Haworth, Cross Roads and Stanbury Parish?

Information is available at different levels to help build a picture of the character of the Parish and its three settlements.

At the 2001 Census, the population of the Parish was marginally over 6000.

Bradford Metropolitan District Council's 'Worth Valley Ward Profile' indicates that unemployment was considerably lower than the Bradford Average from September 2008-2010.

The most up to date data for jobs suggested 2458 people worked in the Ward covering the Parish and that there were 553 businesses.

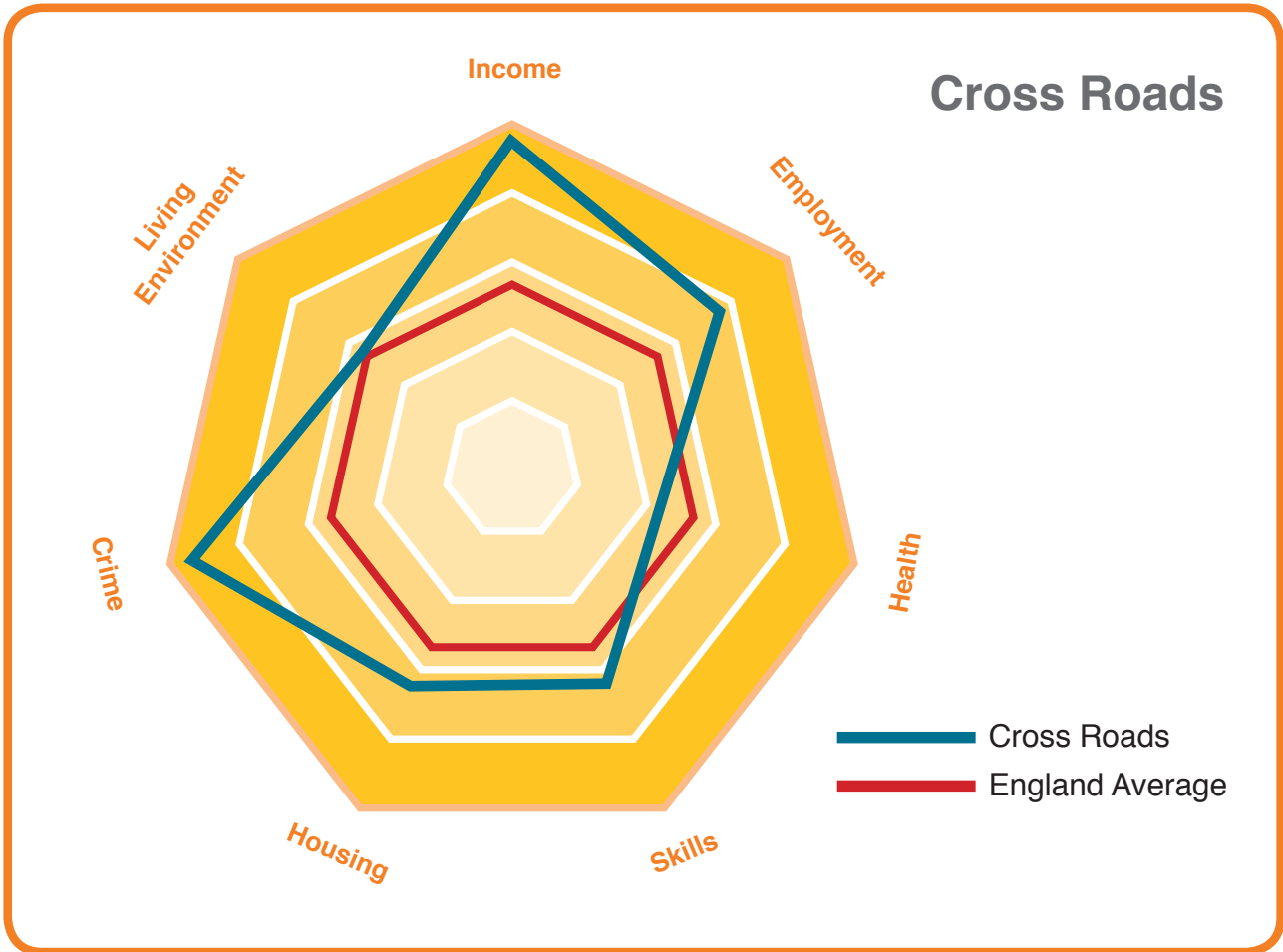
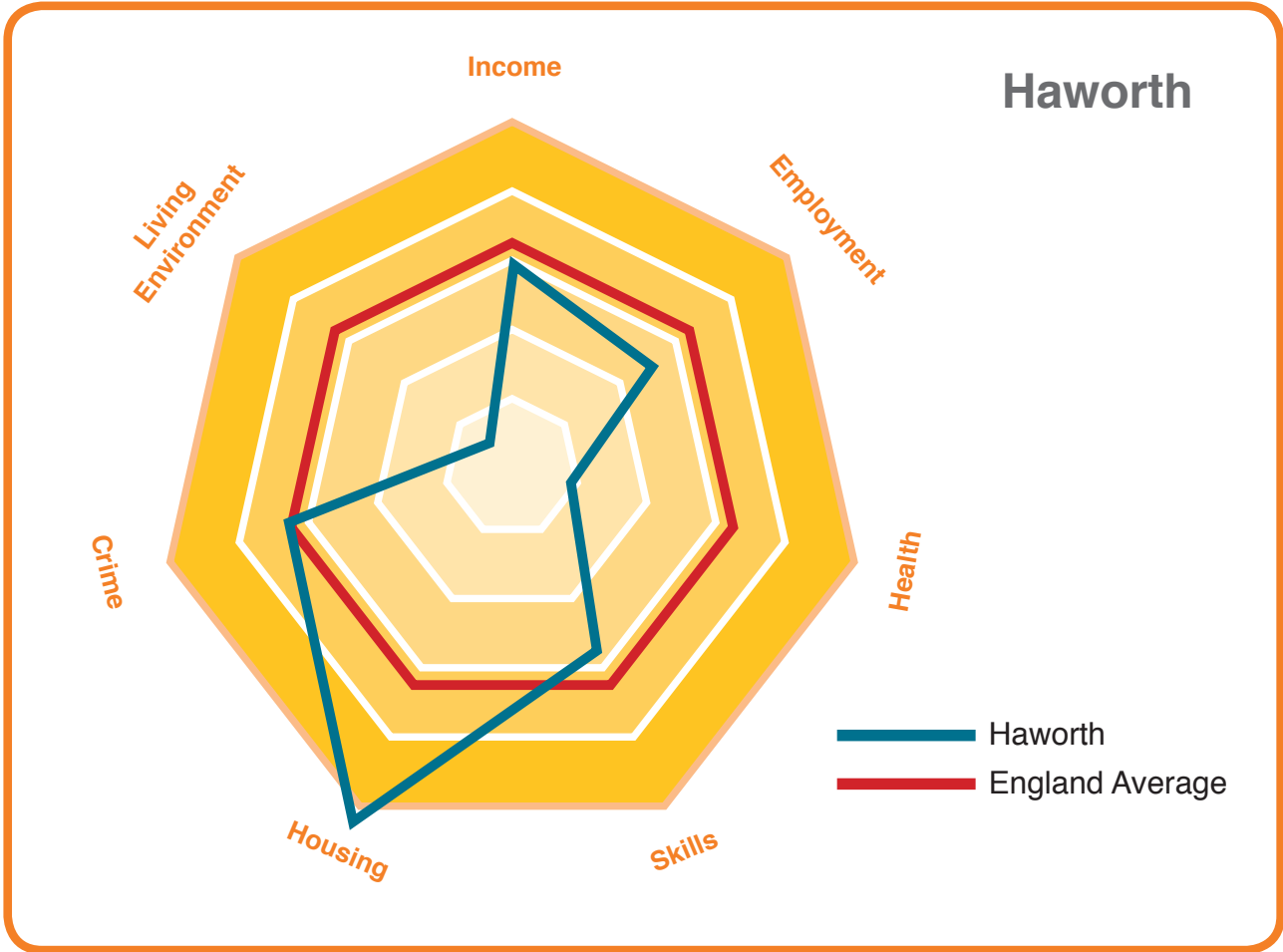
The 2010 Index of Deprivation ranks every small neighbourhood in England (32482 in total) against each other in terms of indicators around: Income, Employment, Health, Skills, Barriers to Housing and Services, Crime and Living Environment (pollution and road safety).

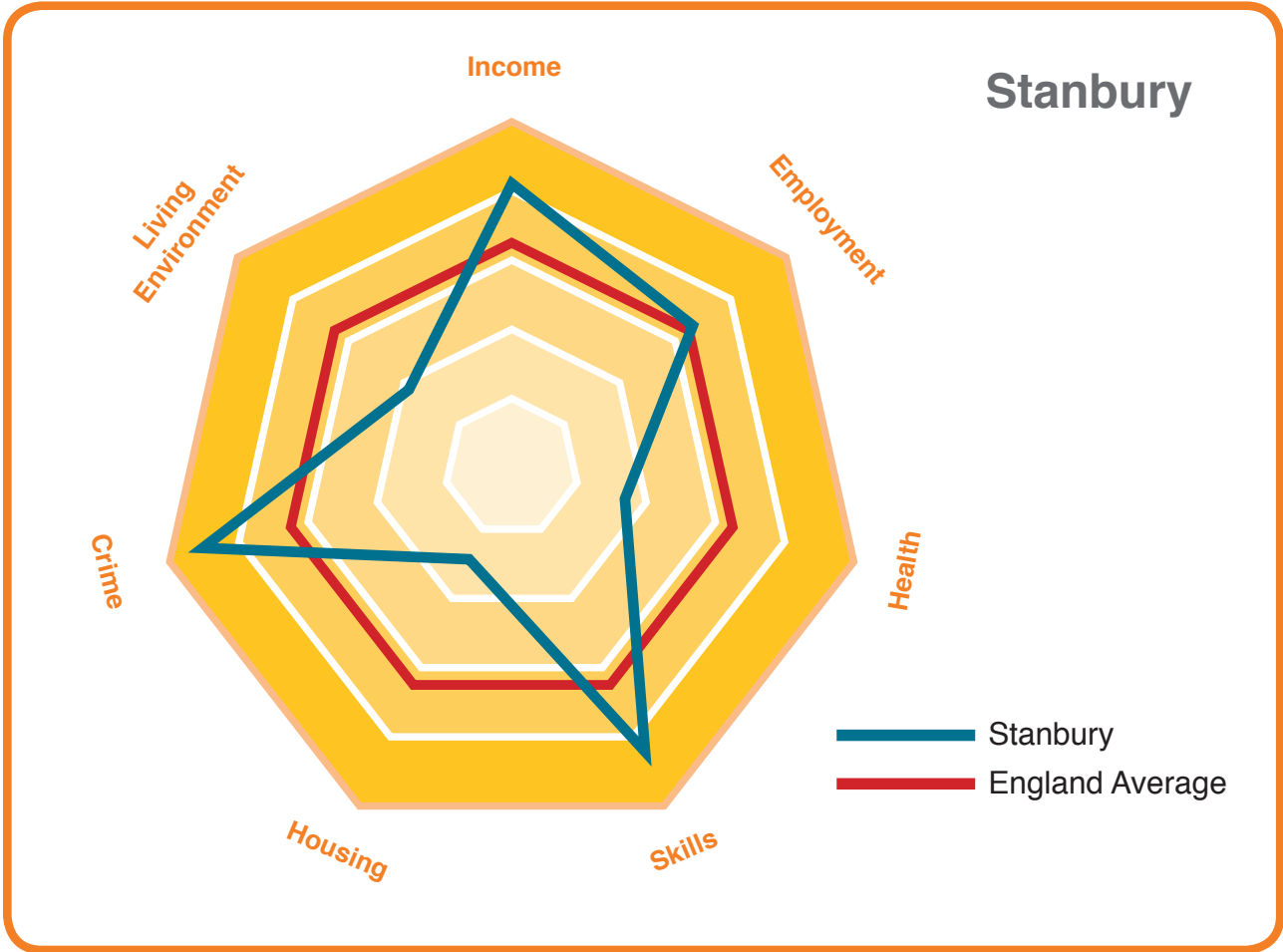
This Index was mapped onto each of the three settlements in the Parish and benchmarked against the English average*.

The Charts on pages 3 and 4 illustrate this. On each chart, the blue line represents the settlement, the red line the English average (median). If the blue line is inside the red line for an indicator the score for the settlement is worse than the national average if it is outside the redline the score is better than the national average.

These charts illustrate how - against a number of indicators - all three settlements fare better than the national average. There are some significant challenges in all three settlements around health however and with Haworth falls below the national average, on 5 of the 7 measures.

* The Charts which follow have 5 concentric heptagons (7 sided shapes) the one in the middle represents the highest 20% of neighbourhoods in terms of deprivation and the one on the outside the lowest 20% of neighbourhoods in terms of deprivation. The red line represents the average for England, the blue line the actual level of deprivation against each measure for each settlement. Any indicator inside the red line is more deprived than the national average and any indicator outside the red line is less deprived.





It is important to have an overview of the current social and economic issues facing the Parish as this helps provide a useful point of reference for talking to stakeholders about the issues captured in a Parish Plan. It is important here to remember that “big organisations” such as the Leeds City Region

and Bradford Metropolitan District Council have key aims and objectives which are directly relevant at the Parish around issues such as; protection of the environment, creation of jobs and the development of important business activities such as tourism.

What do people think about the Parish and the Parish Plan?

Looking at data and building a profile of the Parish – through charts/heptagons - better informs your understanding of place and the development of a Parish Plan.

involves local authorities and other public, private and voluntary/community sector organisations listening to communities and involving them in decision making.

A Parish Plan is not a one off, quick, issue specific fix for any community. It requires people from difficult walks of life to work together over a period of time. With the Government’s commitment to localism it also

Strategic stakeholders, local groups, businesses, residents and visitors told us what they thought of the current Parish Plan.

a) What strategic stakeholders think about the current Plan

Representatives from the following organisations were interviewed to understand their knowledge, involvement and/or experience of the Parish and current Parish Plan; reflections on the process of developing the current Plan; its linkages to strategic documents and policies (including the Leeds City Region); and the process for the next Plan:

- Haworth, Cross Roads and Stanbury Parish Council
- Bradford Metropolitan District Council (Members and Officers)
- Keighley CVS
- Voluntary Action Calderdale
- Leeds Metropolitan University
- Leeds City Region

Discussions with staff and volunteers at these organisations identified the following:

The existing Parish Plan

- Only 3 of the stakeholders had any knowledge of what had happened as a consequence of the existing Plan after it had been written.
- Stakeholders had mixed views about the utility of the existing Plan in being structured around the headings contained in the Bradford Metropolitan District Council Corporate Plan. For some stakeholders this had helped the Council “get to grips with it”; for other stakeholders it made the content too subservient to the local authority.
- There was a view that the Plan had been useful in setting out the key issues and challenges facing the local area.
- It was highlighted that the Parish Council itself is only a decade old.

Consultation and Engagement

- A good response to the consultation process for the next Plan is viewed as important. However, this is seen as no substitute for people signing up to ‘do

things’ (i.e. deliver the next Plan). The high response rate at the consultation last time (27%) led the Parish Council and others to assume that it would be straightforward to convert interest into practical actions and delivery.

- Social media (e.g. twitter and facebook) were seen as new and innovative methods to utilise during the next consultation process.

Implementation and Delivery

- Implementation is one of the greatest challenges facing Parish Plans. This is due, in part, to issues around needing resources to make things happen. People told us that a precept focus might be important at a Parish level. In other words, some people felt the Parish Council might need to consider increasing the amount of the precept it raises from local residents to help it do more, especially as there is little likelihood organisations outside of the Parish Council will have the funding available to make some of the things in the Plan happen.
- To be effective, Parish/community led plans should be realistic about the motivations and scope for individual engagement. In practical terms, for people “on the ground”, it is worth taking into account that their interest is rarely wider than a hobby and not holistic and overarching.
- Proposed changes around the scope for the involvement of local bodies (e.g. through the Localism Act) have not been worked through in policy circles yet. Some community members and local groups have lost interest in this agenda.
- Identifying “movers and shakers” within the community and drawing them in as an implementation team is viewed as important if the revised Plan is to have traction. Delivering some “quick wins” to drive greater community engagement

and enthusiasm is seen as important to ensure ongoing buy in. Some stakeholders suggested that a big issue or idea would make a real difference in encouraging people into local action.

Geography

- At a local level, Keighley is the main settlement influencing the Parish.
- Leeds City Region is seen as important although the name can be misleading for some people. On the one hand, this was accompanied by a concern that the focus of the City region had narrowed (to a focus on economic issues) making it harder now for Parishes to engage with it. The LCR was viewed by some as too focused upon the Local Enterprise Partnership. On the other hand, the LCR is looking for a clear relationship with Parishes with local authorities in the area acting as intermediaries. The LCR team is small and its limited resources mean that it cannot work in detail with every Parish Council without the help of local authorities.
- There was a sense amongst some people that larger units of Government are likely only to place ad-hoc importance to local issues.

Local Issues

- The delivery of the community centre proposal is seen as an important measure of the potential for the District Council to support the Parish.
- Some people believe that the Parish has so many active groups doing so many things that it is difficult to get everyone to pull together to achieve actions set out in the Plan. It was also suggested that, with no widely representative group in the area, the task of writing and delivering the next Plan may fall to the Parish Council – which would mean that many groups and views outside of that body could be missed.
- There is a strong view that the new Localism Act will require the Parish

to work with its neighbours to build a meaningful ‘critical mass’ (e.g. Oxenhope Parish Council was suggested as a ‘natural partner’).

The next Parish Plan

- Some people thought when preparing the next Plan, the distinctive natures of Haworth, Cross Roads and Stanbury need to be acknowledged and taken into account in more detail. Further, the economic context of the whole area is important and needs to be more significantly reflected in the Plan.
- The last Parish Plan contained complex language and detailed tabular/graphical information. It was suggested that the next version could be made more accessible to the lay reader.
- The organisational structures surrounding the Parish (e.g. Bradford Council, the Leeds City Region) were seen as important. Some people suggested that real local action, self determination and outcomes could be achieved by local people whether these organisations were involved or not. A number of these individuals discussed the scope for local people to really make things happen through local action, using the Parish Council as a legitimate body and its tax raising powers if they wish to do so.

b) What local groups and businesses think about the current Plan – the Parish Plan Ambassador

A Parish Plan Ambassador was embedded in Haworth, Cross Roads and Stanbury for a week. The Ambassador met as many people as possible through pre-arranged appointments, carrying out interviews with key stakeholders and attending community activities and local venues.

Representatives from the following local organisations were interviewed:

- Bizfizz (local coach to support business start-ups, micro and small enterprises)
- Bronte Parsonage Museum & Bronte Society
- Fair Intent's Eco Fair
- Friends of Haworth Park
- Haworth in Bloom
- Haworth Cricket Club
- Haworth Parish Church
- Haworth Village Trust
- Haworth & Worth Valley Rotary Club
- Keighley & Worth Valley Railway
- Local housing association
- Village website
- West Lane Baptist Church
- West Yorkshire Police
- Whoyano (a local business network)
- Worth Valley Magazine
- Worth Valley Police and Community Contact Point
- Young Farmers Club

Representatives from these local groups offered the following views about the existing Parish Plan:

Involvement and experiences

There is a view that it can be difficult to pull people together nevertheless, the consultation process for the existing Plan was regarded as strong; with people talking about consultation events, questionnaires, pictures and meetings. It was suggested that this process could have been enhanced by using the Parish Council website and IT more. Having a more formal and structured process in place and

thinking about timescales so that the next Plan doesn't take as long to be written is also seen as important. Some people who submitted responses to the consultation did not feel that their views had been acknowledged, while for others the process was an opportunity for residents to draw up 'pie in the sky' wish lists that had little relevance to the places that make up the Parish.

Impact

People were asked to rate the Plan's level of impact on a scale from 0 (minimum, no impact) to 5 (maximum, high impact): six people allocated a score of 1 and six people a score of 3. Some people felt unable to give a score. Other people identified the Chair of the Parish Council as being a key driver for change rather than the Plan itself. However, there was an overwhelming sense of having a 'Plan' rather than things 'just evolving', with specific achievements highlighted including: new traffic measures in Cross Roads (20mph zone), bus shelters, improvements to Main Street, the park and bandstand, addressing biodiversity issues, new medical centre and children's centre (even if these could not be directly tied back to the Plan itself). Some people suggested that the "impact score" would have been higher if there had been a dedicated Implementation Group and more input from Bradford Council. There was a feeling that the layout and design of the existing Plan made it difficult to read and therefore follow any implementation, with some now describing it as an 'historical document'.

The following current local issues were highlighted:

- Anti-social behaviour – police presence has seen levels reduce.
- Improving the retail offer of Haworth (and to some extent Cross Roads) so that it meets the needs of residents and visitors.

- There are various communities of interest, each with different agendas, leading to a lack of local coordination and communication.
- Traffic management and car parking (including clamping problems).
- Improving signage to encourage visitors to look beyond a single attraction and explore the wider area.
- There was a feeling that the Parish should consult on planning issues in key service centres (e.g. Keighley).
- There is growing interest in green issues and sustainability (e.g. Transition Towns movement).
- Land and unsuitable development were seen by some people as a threat to biodiversity and the moorland landscape.
- There is a perception that brownfield and infill sites are sometimes being used to provide housing but that this is not necessarily ensuring community cohesion.
- A key question raised by some people was: ‘How much hard work are individuals prepared to do in the community?’
- Some events and festivals that were once considered part of the community for some, are now regarded by others as a nuisance. This raises a range of questions, including: Are some of these events becoming too large? How can this disconnect be addressed and more local people involved? How can the amount of “red tape” that you need to get through to host an event be reduced?
- Reviewing existing community facilities was considered important, including thinking about demand for establishing a community and business hub.

About the process for the next Parish Plan:

Content

People suggested that the next Plan should focus upon tourism and the visitor economy, heritage, skills, transport, energy, retail, business and establishing a local currency

(similar to the Totnes Pound). There was a feeling that the next Plan should involve the farming community and other local interest groups more directly (e.g. Sue Ryder Manorlands Centre, Haworth Show, allotment holders, railways, local festivals etc). An analogy was drawn to ‘icing on the cake’ in needing to be carried out at low cost but delivering high impact. People suggested that the Plan should take into account the history and geography of the local area (e.g. farming practices, construction of reservoirs in 19/20th centuries, how the 3 settlements are different) in its written format and the images/ photographs and case studies that would be used.

Strategic context

Having an awareness of sub-national and national plans and policies was seen as important to ensure that Bradford Council and the Leeds City Region take up the Plan, and to avoid duplication of effort in seeking to be both bottom up and think about the top down. However, there was often a limited understanding of how the Plan would (in practical terms) link to strategic documents and concerns that the content of the Plan should not be driven by these external agendas or by potential funding opportunities. Indeed, issues relating to tourism and public transport were identified as important at local and sub-national levels and the significance of quantifying the value of the Parish economy to Bradford and Leeds was highlighted. It was felt that other documents with a footprint in the local area would need to be included such as the West Yorkshire Policing Plan and the Watershed Landscape project being delivered by Pennine Prospects.

Overall, the Plan was seen as part of an attempt to influence and demonstrate new ways of working to these stakeholders.

Process

There was general consensus about needing to “cast as wide a net as possible”, “be real” and have an “iterative process” that leads

community members to recognise that “we are all in it together so let’s see what happens.” A number of people thought this would be possible through holding Neighbourhood Forums, circulating a questionnaire, having a web based facility, and involving as many organisations as possible with a mandate and interest in the local area.

Delivery

A regular and ongoing process of community engagement was regarded as key to ensuring that the Plan “does not fizzle out next time”.

This process would need to be flexible to recognise people’s life/working patterns and to take account of public sector budget cut backs. The use of newsletters, local media (e.g. Keighley News, Worth Valley Mag) and the Parish Council website were suggested as ways to keep people updated and engaged in the process.

c) What community members and visitors think about the current Plan – Eco Fair

An Eco Fair took place on Saturday 10 September 2011 in Haworth. The event provided an opportunity for residents, local groups and stakeholders to share their experiences of the current Plan and what they would like to see in the next one.

The stand included:

- a board with photographs of the Parish on for people to explain which one(s) they thought best represents the place where they live and why;
- a map for people to put coloured dots on to represent where they travel for school, college and work (blue dots) or if they were home-working (red dots), and where they travel to access services (yellow dots);
- 2 games to play – ‘splat a rat’ and ‘circuit test’ – in exchange for sweets and lollipops!

Between 12.00 and 4.00pm, approximately 100+ people visited the stall, comprising residents and visitors of all ages, to describe what it is like to live, work or visit the Parish. Parish Councillors also came along and helped on the stand and it was visited by the local MP. Issues raised by people at the event included:

Facilities

- There are some good facilities here but they could be used even more. Venues are not being used by local people.

- Can we put the community centre in the park? The centre needs investment. The community centre is a village asset.
- The new medical centre should have a dispensary.
- Shops: no hiking shop and no cycle racks. The uniqueness of local shops and pubs. There are opportunities to encourage local shopping more effectively. A better choice of shops so you can ‘shop local’ is desirable. Haworth needs more clothes shops for teenagers. We need to keep the shops independent. There’s no bank in Haworth. We need more general shops on Main Street – there are lots of gift shops and many don’t open until 11.00am, we need more shops selling staple items. Haworth needs a vegetarian restaurant. Haworth has a gift shop feel.
- The park is really good.
- Local post office closures could be averted through imagination and lateral thinking – for example you could pick up your prescriptions there.

Infrastructure

- Clamping issues at one car park in Haworth were raised as a persistent problem by many people.
- Double yellow lines and vehicular rules in some streets were seen as too restrictive.

- There was a strong lobby about the need to improve car parking.
- In terms of local bus services people raised: the need to keep the bus service to Leeming, improve bus services from Keighley and people valued the good bus services from Cross Roads.
- The railway was seen as an asset but some people felt it was expensive. Some people raised the value of rail passenger/commuter services from Haworth and suggested that enhancing them would be desirable.

Activities

- There was interest in an enhanced arrangement to help people find out about local groups and activities (e.g. health and well-being). The opportunities to increase take up for activities (e.g. fell running and activities for juniors) was raised. Many children go to Keighley for sports. Some people indicated more day-based demand for leisure activities and groups.
- For a number of people Haworth is two different places – a tourist place and a living place.
- <http://www.calendarwiz.com/calendars/calendar.php?crd=localdiary&PHPSESSID=a29aec665ec92182d8666f719198913d&jsenabled=1&winH=615>

Parish Plan

- Some people raised the question - how can people benefit from the Plan individually?
- A number of people discussed the presentation of the next Plan – (1) the cover image needs to be of the Parish; (2) the results (e.g. pie charts) are not accessible for older people.
- Getting buy-in from Bradford Council for the activities in the Plan was identified as important.
- Working with neighbouring Oxenhope Parish Council was seen as advantageous. Some people highlighted a need to think about groups in

neighbouring areas and supporting each other.

- People discussed the challenges of taking the Localism Act into account. One key question raised included: What does the new planning framework mean?
- A number of people described how big national issues (economic recession, climate change etc) may have local impacts.

Local issues / ideas for improvement

- Local food – Local produce and food (e.g. organic eggs, raw milk). Some people suggested the use of church hall to hold a monthly farmers market in Haworth.
- Tourism – A short 20-minute film for tourists to watch over a cup of tea at the Tourist Information Centre to plan their day/visit was raised as an opportunity. It was thought that this could save tourists time going through guide books and maps. Perhaps a local information pack could be given to tourists?
- Land and housing – There were strong views about preventing any more housing on the green belt, whilst some other people told us about the shortage of local housing and land.
- The open countryside around Haworth is seen as a big attraction, especially for walking. Birds and wildlife were identified as key assets.

Services

- Health – people were concerned about the future of Airedale Hospital.
- Public sector job cuts were raised as a challenge.
- Aire Valley Recycling <http://www.airevalleyrecycling.co.uk/index.htm> a not-for-profit organisation employs long term unemployed. Based in Shipley and collects from farms, isolated houses – it's a personal service from your front door – one person asked if it could be subsidised by the Parish Council in future?

Key messages from community members for the next Parish Plan

To make the most of the next Plan, local groups, the Parish Council and community members suggested the following things could be done:

- **Co-ordination:** there are some big events taking place and being organised in the Parish but it is difficult to find out what is going on (e.g. 60s event was replicated by a similar event held the following week). The tourism and visitor offer could be improved with better coordination (i.e., Bronte museum and railway looking to work together). It was suggested that a Village Coordinator or Manager could be appointed.
- **Local issues:** car parking and traffic management (investment needed similar to Grassington); affordable housing and whether to allow building on the greenbelt; keen to support improvements to the park/band stand, local produce and transition towns, and new cycle ways; and uncertainty over the future of some community facilities (e.g. library, community centre).
- There is a local perception that the District Council can often prioritise Bradford City Centre and that the contribution of the Parish economy is not always recognised. It was suggested that the value of the local/parish economy to Bradford and Leeds City Region be quantified. Developing a Bronte package and joining this up with Bradford, and/or the establishment of a literary fair to rival Hay-on-Wye and the promotion of ecotourism were seen as practical ways of improving relationships between places. These examples would also address a perception that the existing visitor offer is self contained at individual sites rather than connecting with the local community and wider geography.
- Parish Plan: there was awareness of the Plan and some respondents could recall

their involvement. There was a perception that things had been delivered even if they didn't directly link them back to the Plan itself.

- **Process for the next plan:** opinions oscillated between getting the next Plan done quickly and/or producing a document for the long term. Leadership and implementation were highlighted as important. It was suggested that setting up sub groups around specialist interests so people could engage in producing and delivering the Plan without having to focus on generality or the long-term would be a good idea. Some traders would be happy to help with the consultation (e.g. collecting questionnaires). People were positive about the new Plan but it needed to be “doable” and achievable. There were suggestions to think about disseminating the Plan and implementation using local magazines, websites, business networks (Whoyano and bizfizz) and social media. There was some uncertainty over who would be responsible and who would lead the next Plan – whilst the Parish Council was cited, many agreed it could not be produced in isolation and would require input from other local groups, residents and stakeholders, especially in delivering it.

Conclusion

The information contained in this document can inform and shape the next Parish Plan. It can also be used to advise and shape the work of others (e.g. Bradford Council, the Leeds City Region).

Where next? If you would like to see how the current Parish Plan has been implemented and what has been achieved (in real picture terms), please turn to **Document 2**. This document also outlines good practice from across England. Alternatively, if you would like to see a suggested approach for undertaking the next Plan, please turn to **Document 3**.



European Union



The European Regional Development Fund

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