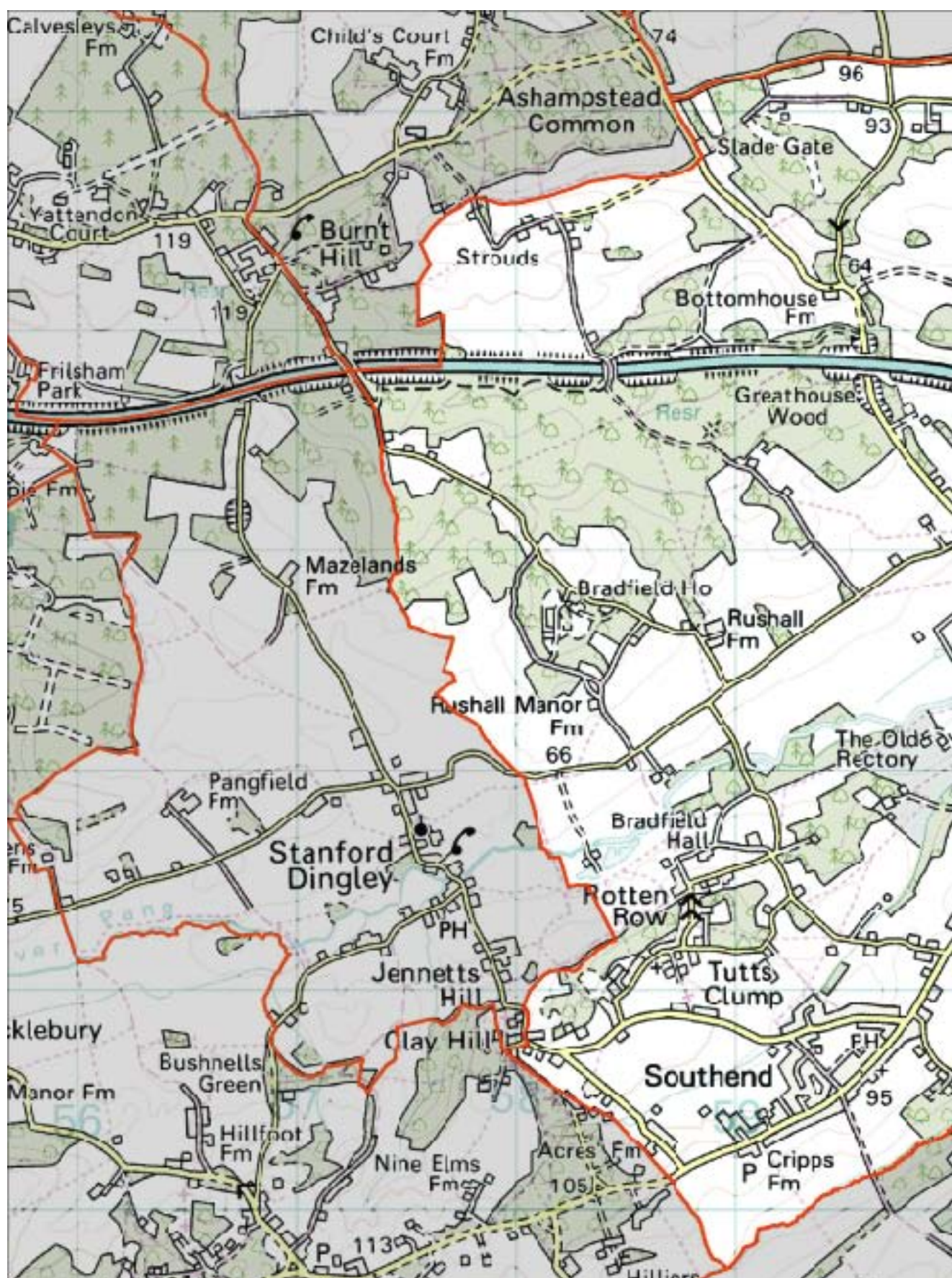
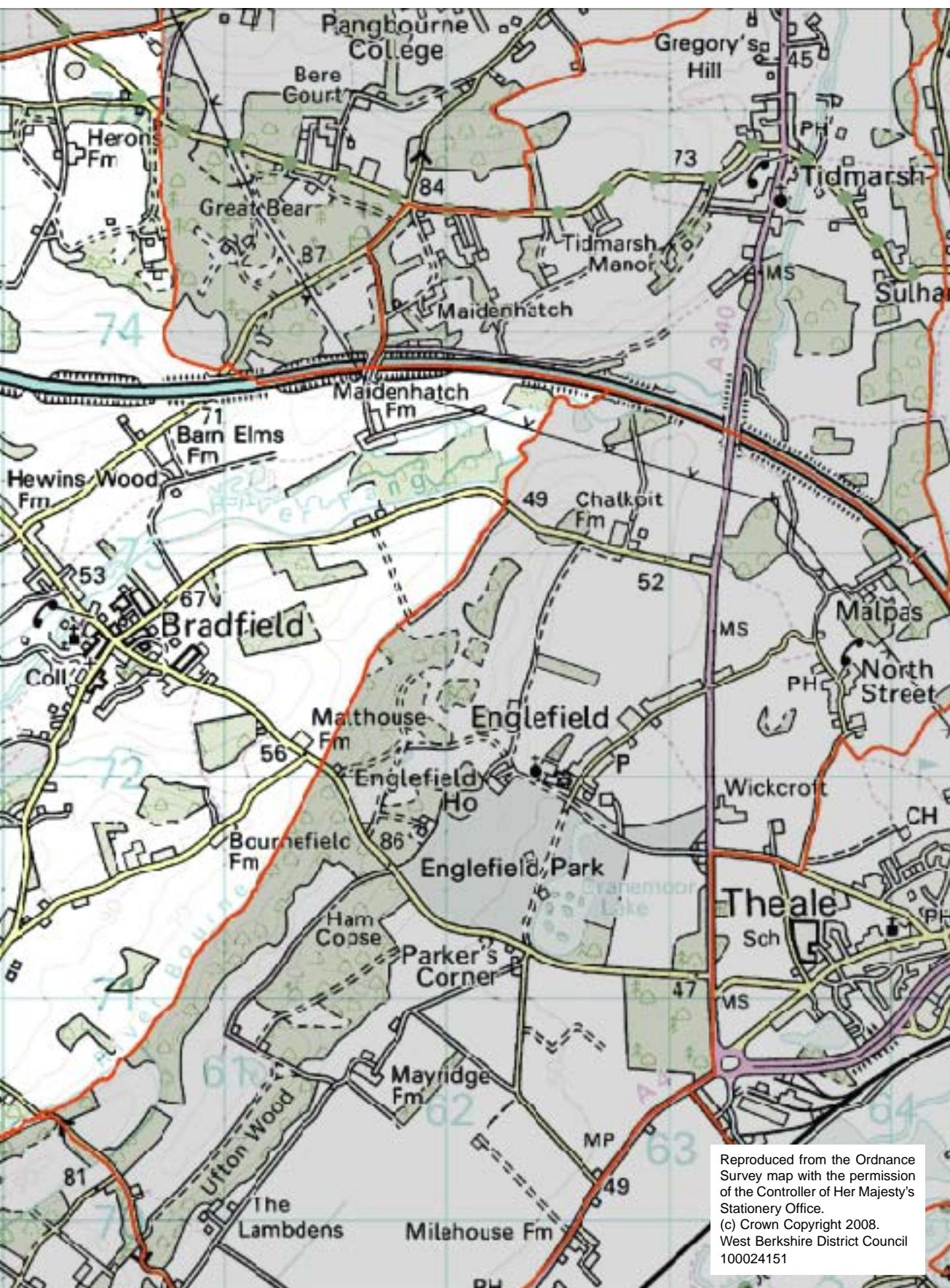




Bradfield Parish Plan

parish map





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introduction

The purpose of the Parish Plan is to define the actions required to enhance the living environment and the quality of life for those living within the Parish, and to promote the implementation of these actions by the Parish Council, West Berkshire District Council and other organisations.

The Parish Plan for Bradfield, although initiated by the Parish Council, has been managed and produced entirely by residents of the Parish. The process of producing the Plan has brought together many new faces, and has involved residents from the various settlements of Bradfield, Bradfield Southend, Tutts Clump, Rotten Row and outlying areas, all within this diverse rural Parish of Bradfield, situated within a particularly attractive part of the North Wessex Downs Area of Outstanding Natural Beauty (AONB). It has also brought together many collective thoughts and ideas, created a far greater understanding of the needs of all parts of the Parish, and developed a greater sense of community spirit.

We are all affected by the decisions and actions of others, whether these are made by government, the local shop changing its opening hours, or alterations to the bus company timetable. As individuals, we seldom have the opportunity or ability to influence many of these decisions. However, the Parish Plan is a powerful document which can influence local government and other organisations that make decisions that affect us all. By harnessing and focusing your views into a single strong voice, this Plan will help us to influence our own future.

Bradfield Parish Council fully endorses this Parish Plan, independently produced by the Bradfield Parish Plan Working Party under the chairmanship

of David Crawford. The test of any plan is not so much in its preparation, but in its delivery. The Parish Council, on your behalf, and West Berkshire District Council, are the primary means of that delivery.

The future success of the Bradfield Parish Plan depends upon us all continuing to work together as a team involving the whole community, to deliver your requirements. Your views on what you would like to see happen are clear and now we need to turn these into reality.

Andrew House
Chairman, Bradfield Parish Council
November 2008



historical background



The name of the village of Bradfield simply means 'Broad Field' and indicates that its origin must have been linked with agriculture in some way. Bradfield has always relied heavily on the land for its income and employment and is still a rural community.

From the Domesday Book of 1086 we can work out that at that time Bradfield was approximately 750 acres in area, a great deal of which was arable land with meadow close to the river Pang. The river also supplied the power for three watermills which gives an indication of the amount of crops produced in the locality. There were also extensive oak woods which provided foraging for about 1000 pigs. The population was around 270, most of whom gained their living from farming.

In 1891 there were 18 farmers and three farm bailiffs, and 14% of the population were recorded as being labourers or agricultural labourers, as well as those in the more skilled farming occupations. This reliance on agriculture continued well into the 20th Century and until very recently there were still 13 intensive livestock farms within the Parish.

It is worth remembering that until the middle of the 19th Century, few villagers would have ventured beyond Bradfield and so would have had little knowledge of major historical events such as the Black Death (1347-51) unless it affected them directly or they had been told about it by travellers. So, like many villages of its kind, Bradfield was very self-sufficient.

The 1891 Census shows Bradfield as having a population of 1036; of these, 145 were classed as labourers, 48 were servants and 177 were listed as

scholars or children of school age. Over 100 people relied on the big houses for their employment. At Bradfield Lodge, for example, Thomas Usborne lived with his wife, three daughters, son, sister, nephew and niece. They were looked after by a governess, nurse, parlourmaid, cook, housemaid, under-housemaid and coachman. All the servants, except the coachman, lived in the house.

Other inhabitants provided the trade and services required by the general population, including four grocers, four bakers, three people who were both grocers and bakers, two tailors but surprisingly no butcher. There was also a 'fly owner' who owned a small horse-drawn carriage that could be hired as a taxi, and who also had another job as mineral waterman and soda-water bottler.



historical background continued

Although no mention is made of a church in the Domesday Book, it is certain that a church of some kind has stood on the present site of St Andrew's in Bradfield since the 12th Century. The present building was extended in 1848 by the Rev. Thomas Stevens, who was both Rector and Lord of the Manor. He found it difficult to fill all the pews in the large church so St Andrew's (now Bradfield) College was established in 1850 to provide the choir and a bigger congregation. The flint for the church walls was dug from a local site, which has now become a Greek Theatre in the grounds of the College. There are still three churches within the Parish but, as with other areas of the countryside, the congregations are declining in numbers.

Like many other villages, Bradfield had its own state school, as well as the aforementioned Bradfield College, which was private and fee paying. The village school was first established near the church, but moved to its present site in Bradfield Southend in September 1886.



When the school opened there were a head teacher, three staff and 95 children. The school retained its strong links with the church as a Church of England School. As a village institution it was very important because for many children it provided the only formal education they would receive.

In 1880, an Act was passed that made it compulsory for all children from the ages of 5-10 to attend school. If children were caught playing truant, their parents were fined. Those pupils who did attend were regularly rewarded with prizes. However, the school governors of Bradfield often allowed children to take time off to collect acorns and help with the harvest.

Many children, especially from the isolated farms, had to travel as much as five miles, often over muddy fields and tracks, to get to school. Today there are four schools within the Parish, of which Bradfield College remains the largest employer.

Until very recently Bradfield had one of the few examples of a Victorian workhouse left in the country. In Victorian times people who could not work, could not pay their rent, perhaps widowed, orphaned or too old, or, even as late as the 1930s, having illegitimate children, could end up in the workhouse. The Bradfield workhouse opened in 1835 and cost £4,500. Workhouses were all built to a similar style; brick buildings with high walls and small windows, which gave them the look of a prison. Workhouses closed in the 1930s and later the Bradfield Union, as it was called, became a home for people with learning difficulties and was renamed Waylands Hospital. In the 1990's it was redeveloped for housing.



Although retaining much of its original character, Bradfield has changed its role over the recent years and is no longer self-reliant. Bradfield and Bradfield Southend, in particular, have seen major developments over recent times. Not only has there been an expansion of the College accommodation and recreational facilities in Bradfield, but there has also been some infill and redevelopment of housing, albeit at a very low level.

Its proximity to the M4 motorway and the advent of better communications has meant that Bradfield has now become more of a 'dormitory parish', with people commuting to Reading, Newbury, London and places further afield. In addition, as people now have easier access to supermarkets, the local shops and services have declined considerably.

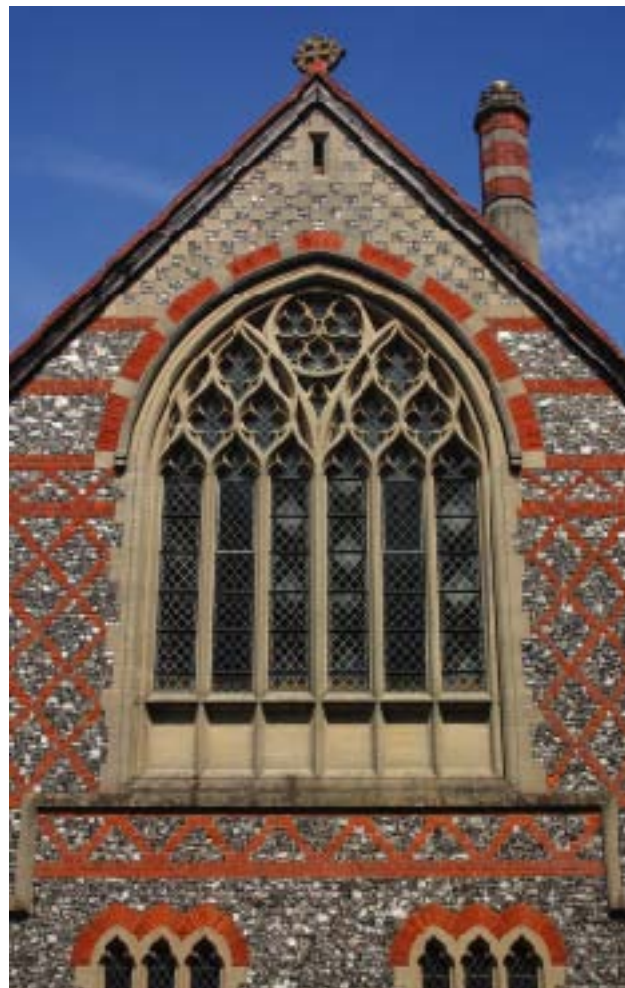
At one time the Parish supported four post offices, two petrol stations, three village shops, a chemist, butcher, fishmonger, cobbler, greengrocer, baker, bicycle shop, clock and watch-mender, tailor, blacksmith and two outlets selling fresh milk. The bus service was hourly, in both directions, six and a half days a week!

The retail centre of the Parish, such as it is, remains at Bradfield Southend. Today, there is a community owned shop and Post Office, a local pub and garden machinery sales outlet. In addition, it has a garden centre, several car repair and maintenance workshops, a doctors' surgery, veterinary practice and three equestrian centres.

At the last census in 2001, the Parish had a population of around 2200 people, including approximately 560 11-17 year olds, living in just less than 630 households.

As its popularity as a rural settlement has increased, so too have house prices which now reach figures far beyond those affordable by people who were perhaps born in the village and wish to return, or indeed simply remain here. A detached house in West Berkshire costs an average of £384,000 [as of April 2008].

The actions in this Plan are intended to enable the local community to respond to the pressures of the 21st Century and help maintain the features and character of the Parish that its residents cherish.



the parish plan process and timeline



why is the parish plan important?

In simple terms, Parish Plans help to make things that matter to a community actually happen. The process requires significant community involvement, which makes the document itself an important statement of what matters to a community and as a result is an extremely useful tool for fund raising. More than 75% of households in the Parish responded to our adult and youth questionnaires, making the results an extremely positive statement from local people. The business questionnaire was also successful, with 31 out of 41 businesses responding (75%).

The process has given the whole community the chance to identify our key issues and needs and to develop a prioritised action plan, which is just the start of the journey to achieve our 7-year vision for the Parish. It has also involved different people from all sections of the community engaging with each other and should have a long-term positive impact on community spirit.



It should also be noted that Bradfield worked jointly with Stanford Dingley (a much smaller parish) to produce the questionnaire and enable them to begin the process of preparing their own Plan.

The Parish Plan will also feed in to the West Berkshire Sustainable Community Strategy, making it an important tool for influencing decisions on planning and community strategies.

The success of the Parish Plan, however, can only be measured by what it achieves, and you will have already seen things happening as a direct result of the Plan. Therefore, whilst the publication of this document is an important first step, it is only the 'end of the beginning, rather than the beginning of the end'.





the timeline

The production of the Plan has involved a considerable amount of activity over a period of three years, and the main stages or events are summarised below.

2005

October Initial public meeting - organised by the Parish Council to highlight issues and recruit volunteers

November Working Party formed

December Parish Plan stall at Christmas Fair

2006

January Parish Plan website set up

March Public meeting to publicise the process, highlight key areas and issues for inclusion in the questionnaire

May Large Parish Plan stall at the Bradfield Mayfayre

May - August Preparation of the adult and youth questionnaires

Sept - November Adult and youth questionnaires delivered to all households in the Parish and then collected by hand

December Parish Plan stall at Christmas Market

2007

January - April Collation and analysis of questionnaire results

April Presentation of progress to Annual Parish Assembly

May Even larger stall at Bradfield Mayfayre, displaying some key results and gaining feedback for drafting of Action Plan

June Further public meeting to develop detailed actions and recruit for Action Groups

June - July Business questionnaire delivered and collected

July - August Action Groups draft individual action plans

September Consolidated Action Plan drafted and delivered to West Berkshire Council (WBC) for consultation period

November Parish Plan stall at the Lea House shop/Post Office development meeting

2008

Jan Action Plan consultation completed

Feb - April Parish Plan document drafted

April Action Plan adopted by Bradfield Parish Council

April Presentation of progress to Annual Parish Assembly

April Parish Plan approved by WBC Kennet and Pang Valley Area Forum

May Parish Plan stall at Bradfield Mayfayre

November Parish Plan published

the working party

The Parish Plan would not have been produced if it were not for the hard work and long-term commitment of the following members of the Parish Plan Working Party:

Andrew House

Dave Swan

David Crawford

David Noakes

Karel Webb

Luce Green

Simon Richmond-Knight

Susie Black

Special thanks are also due to Sarah Ward from Community Action West Berkshire (CAWB), who has earned the position of 'honorary' Working Party member, and without whom this Plan would probably have taken twice as long to produce.





summary of key issues and questionnaire responses



environment and rights of way

Environmental issues are playing an increasingly important role in our daily lives. This was reflected in the questionnaire responses with strong support for additional recycling to be made available, particularly for plastics (more than 70%), cardboard (68%) and garden refuse (53%). The Environment (ENV) Action Group has already contacted the WBC recycling officer. Additional recycling has already been implemented.

Possible measures to keep the area clean and tidy attracted strong support, but 68% indicated that they were unwilling to pay for any extra services or facilities. The ENV Action Group will be arranging volunteer litter picking sessions and will investigate with WBC the possible provision of extra litter and dog mess bins.



There is strong (79%) support for the local generation of electricity using environmentally friendly methods. The ENV Action Group will be investigating the possibility of Parish/group discounts on solar heating etc.

The responses show that the Rights of Way (RoW) network (i.e. footpaths and bridleways etc.) is well used by local people. However, some two thirds of respondents were concerned about the condition and maintenance of footpaths, stiles and gates and the inappropriate use of parts of the network by vehicles, motorbikes, cyclists and horse riders. The ENV Action Group plans to conduct a general survey of all footpaths and bridleways, feeding its findings back to WBC via official channels.

There was very strong support for the protection of the countryside within the AONB and particularly the areas surrounding the rivers Bourne, Pang and its tributary the Ingle. More than 80% agreed that water meadows should be protected and that landowners should be encouraged to protect and improve the general river habitat. The ENV Action Group will be highlighting already known river flow problem areas to WBC.

The rules regarding the use of barbed wire and stock fencing along footpaths and bridleways will also be clarified with WBC, following nearly 50% expressing their concern about this general issue and 65% concerned about access being restricted to previously accessible parts of the River Pang and the countryside.

Rushall Organic Farm and the Black Barn received an overwhelmingly positive response, with more than 75% in support and only 3% against.



community safety

We are fortunate that the Parish is a very safe place. That was reflected by the questionnaire responses, which show that 93% of people feel very safe or quite safe during the night and 98% during the day.

However, nearly 20% of people have been adversely affected by anti-social behaviour and 14% by vandalism. It is unsurprising, therefore, that the key issue for most is the lack of visible policing. Regular vehicle patrols were seen as the most important requirement by 63% and a local manned station by 51% of respondents.

The Community Safety (CS) Action Group has already established active links with the local Police and has held its first public meeting with the Police and the Police Community Support Officer (PCSO) assigned to the Parish. Forthcoming safety talks at public meetings will be given by representatives from WBC, Berkshire Fire and Rescue, and the Ambulance and Paramedics Service.

In the past, the Parish had a very active Neighbourhood Watch (NW) scheme based on a

'manual' cascade communication system. The responses to the questionnaire demonstrated overwhelming (70%) support for re-activating the NW. The CS Action Group have already re-established the NW Committee and set up an automated email communication system. They will be looking to expand and enhance the NW scheme going forward.

The feasibility of increasing security around the Village Hall by way of additional security lights and/or CCTV etc. will be investigated but is obviously dependent on the long-term plans for any development of the Village Hall.

After the severe flooding in July 2007 (which was obviously not in the questionnaire), the CS Action Group has added another item to the Action Plan. It will investigate the preparation of a Local Emergency Plan, which will detail the support network and emergency arrangements for local residents in the event of any further major local emergencies.



facilities and services

The key issue dominating this section is the long-term need to upgrade or replace the current Village Hall. The questionnaire responses demonstrated overwhelming (66%) support for the Village Hall and the requirement to upgrade it, on the existing site, to a new multi-use community centre.

Within a new community centre the most popular facilities requested were:

- i) Integrated shop/post office (this requirement has already been addressed with the granting of planning approval to redevelop the Lea House site directly adjacent to the Village Hall)
- ii) Library/computer suite
- iii) Sports hall and fitness room
- iv) Meeting room/conference facility.



There was also support for a tea room, licensed bar, new multi-use outdoor all-weather court, new playground, larger car park and toilets with external access. The demand for these facilities was further reinforced with the feedback that 83% of respondents were prepared to travel to a neighbouring parish for some services, if not available locally.

As far as sports facilities are concerned, a gym topped the list of desired facilities for 33% of respondents, with badminton and tennis next at 25% each.

The responses also demonstrated a keen interest in the centre providing adult education and exercise classes (34% for both). A wide variety of additional clubs and classes received support, which confirms that the centre would be well used if these services were provided.

facilities and services continued

In relation to a new community centre, the youth questionnaire responses showed that the After School Club, Brownies and ballet classes are the most frequent users of the current facilities in the village. The Village Hall playing fields and the playground also share equal current demand, closely followed by the Village Hall tennis courts.

A steering group will be set up to support and promote the existing (and most frequently used) key service providers such as the shop/post office, doctors' surgery, primary school and the village hall/playing fields.

In addition, the questionnaire responses highlighted the need to improve or create further non-sports facilities such as:

1. Public broadband access at the Village Hall
2. Internet café
3. Cinema club
4. Computer club

The Facilities and Services (FS) Action Group will be investigating how best to deliver these requirements in conjunction with our internal and external partners.



planning and development

The issue of potential future housing development is obviously a contentious one and generated varied responses. Nearly 25% of respondents felt that there should be no development at all, although there was strong (53%) support for development of local facilities/shops.

Views on the need for different types of additional housing also varied. Some 36% wanted no further housing, whilst there was reasonable support for small family homes (40%), affordable housing (35%), housing for people with specific needs such as the elderly (31%) and for single people (19%).

Strong support (71%) was expressed in favour of retaining existing business sites in order to protect local employment opportunities, rather than their redevelopment for housing. However, there was a similar margin in favour of allowing the enlargement or redevelopment of existing houses or plots where this would be in keeping with the character of the area.



As a result of these responses, the Planning and Development (PD) Action Group has already completed a local housing needs survey supported by Arlene Kersley, the Rural Housing Enabler for the Community Council for Berkshire (CCB).

On the issue of how well planning applications are assessed, nearly half of respondents felt that the Parish Council did this extremely well or adequately, but only 33% of respondents assessed the District Council's performance to be at this level. However, the high percentage of 'don't know' responses to the questionnaire certainly suggests an opportunity for the Parish and District Councils to consider how to improve the publicity and awareness of the operation of the planning system.

On the related question of the effectiveness of the District Council in the monitoring and enforcement of planning matters, there was more concern, with only 26% of respondents agreeing that this was done either extremely well or adequately, compared with 32% who felt it was done poorly.

traffic, roads and transport

The key traffic issue throughout the consultation process has been excessive traffic speed. The questionnaire results reinforced this view, with 75% of respondents either concerned or extremely concerned about speed. An electronic speed-warning device was installed in August 2008.

The Traffic, Roads and Transport (TRT) Action Group arranged for a detailed traffic monitoring exercise to be conducted for 7 days on South End Road. The highest speeds recorded in both directions exceeded 70mph and provided concrete evidence of the need to take action. The TRT Action Group will arrange for WBC to conduct further traffic surveys in at least another four key locations in the Parish to aid the prioritisation of other possible traffic calming plans.

As part of the renaming of the Southend part of the Parish to Bradfield Southend, new signage has been installed. Gates at the entrance to that part of the Parish should be provided by WBC. The TRT Action Group will also be investigating improving the definition of all road entry points into the Parish, especially focusing on those entry points which coincide with the start of a 30mph limit.

Further investigation will also be undertaken into the possible use of 20mph zones outside schools in the Parish, which received support from 81% of respondents.

The condition and maintenance of roads in the Parish was an area of concern for more than 70% of respondents. The TRT Action Group aims to investigate key problem areas within the Parish and ensure WBC is aware of these and liaise with them

regarding the priority of any planned improvements.

Less than half of the Parish residents ever use buses for transport. The improvement of morning services was seen as most likely to improve that figure. The TRT Action Group will be looking into conducting a local transport needs survey. From the results, further proposals for commercial and/or subsidised services could be developed.

General concerns regarding traffic safety and, in particular parking during the period of the Christmas lights on South End Road, were also highlighted. The TRT Action Group will be investigating the provision of further facilities with the Parish Council and liaising with the Police regarding enforcement or temporary parking restrictions as possible solutions.



youth

A separate youth questionnaire was also delivered to 11-17 year olds in the Parish and received 128 responses.

Unsurprisingly, the young people of Bradfield do not seem to find Bradfield the most interesting of places and more than 50% did not use any facilities in the Parish.

Since the questionnaire, a number of consultation exercises have been carried out with the excellent support of the Downland Youth Network (DYN). During these events, young people were again asked for their views on living in the Parish and the pros and cons of living in a rural area.

One overriding theme was that there was simply no

central place for all young people to meet and it was strongly felt that a re-activated Youth Club could provide such a facility. This was backed up by the questionnaire responses as 43% of respondents expressed an interest in joining such a club were it to exist.

A Bradfield Youth Committee has also been formed, with a mix of both adult and youth members. They have already achieved a significant milestone in securing £1,200 of funding for new football goals and nets on the Village Hall playing field.

As 91% of respondents rely on the family car to go anywhere outside the Parish, improving facilities within the Parish and giving more specific publicity to them are also key priorities in the Action Plan.

According to the responses, young people do feel relatively safe in the Parish, although a significant 25% of respondents have been in situations where they have felt unsafe, mostly due the presence or activities of other young people. Clearly, improving direct engagement with young people and improving the facilities available to them can only help reduce these situations.

The questionnaire responses indicated that the vast majority of young people would like to be actively involved and are happy to become self sufficient in the delivery of projects if given the opportunity. The Bradfield Youth Committee has made an excellent start and is now looking forward to a busy period ahead as more projects get underway.





the business questionnaire

General

There is no specific business section in the Action Plan but the responses have provided useful information on our local business community and highlighted the issues and concerns shared with the main and youth questionnaire respondents, which are reflected in the Action Plan.

Questionnaires were delivered to 41 local businesses, of which 31 were returned, giving an encouraging response rate of nearly 76%. The exercise did not attempt to cover individuals working from home (full or part-time), on the assumption that the main household questionnaire would have provided an opportunity for any specific, business-related comments to be raised.

The Nature of Local Businesses

The responses identified a wide range of businesses operating in the Parish. The main category of respondents (31%) was involved in agriculture, horticulture and related activities. In addition, the two sectors of education and vehicle/equipment servicing and repair each accounted for another 19%.

Most businesses were small scale, with some 60% employing three or less people, and only four businesses (13%) employing more than 21 people. The majority of staff (41%) lived locally (less than 3 miles away), but nearly 33% lived more than 5 miles away from their workplace.

The majority of businesses were long-established in the Parish, with some 61% established more than 20 years and some 77 % more than 10 years. However, 8 respondents indicated that they were considering relocating from the Parish.

Support and Amenities

A mixed response was given as to how well the needs of local businesses are understood and addressed by the Parish and District Councils, and by utility and telecoms providers. Where an opinion was expressed, the organisations were generally seen as supportive or helpful, although there were sizeable minority concerns about unhelpful utility and telecoms providers.

On the related specific question of the operation of the local planning system, 57% of respondents considered it to be very supportive or helpful, but a sizeable minority (43%) considered it unhelpful or very restrictive.

Availability of suitable premises was an important issue for local businesses, with some 50% reporting a potential need for additional accommodation within the next 10 years. Some 48% had experienced difficulties in finding accommodation for their business.

For those businesses that had moved into the Parish, the availability of suitable premises had been the single most important attraction, identified by 59% of respondents. In addition, 56% of respondents felt that there had been no change in the ease or difficulty of finding suitable accommodation, whereas 32% considered that it had become more difficult.

A similar mixed experience was reported in respect of local staff recruitment, with 54% reporting that it was quite or very difficult. The main barriers to local recruitment were reported as: people lacking the required skills or experience, competition from other employers and inadequate public transport.



The quality of the local countryside was also important for local businesses; some 90% of respondents considered it to be important or very important.

The main sources of information about local activities and facilities were the local newspaper and Newslink (56%), with Parish notice boards and notices displayed in the local shop and pub etc. also being useful.

Traffic and Transport

Most respondents identified one or more transport issues affecting their business, with the main concerns being: the standard of road maintenance (25%), speeding traffic (21%) and limited public transport services (19%). In addition, 68% of respondents identified specific locations that they considered to have particularly difficult or dangerous traffic issues. Many of these were similar to the concerns raised in the responses to the main questionnaire.

Community Safety

Some 39% of respondents reported that their business had not been affected by crime or anti-social behaviour during the past two years. However, 23% had suffered one or two incidents and 39% had suffered more than two incidents during this period. Linked to this, some 69% of respondents had installed specific security measures as a result of security concerns or problems.

Against this background, it is perhaps not surprising that the majority of respondents were critical of the effectiveness of local police coverage and support - 70% considered it to be ineffective or very ineffective.



acknowledgements





The Parish Plan Working Party would like to thank the following organisations and individuals for their assistance and support in the production of this Parish Plan:

Bradfield College

Bradfield Mayfayre Committee

Bradfield Parish Council

Bradfield Village Shop and Post Office

Community Action West Berkshire (CAWB)

Community Council for Berkshire (CCB)

Department for Environment, Food and Rural Affairs (DEFRA)

Downland Youth Network

Greenham Common Trust

Newslink

North Wessex Downs AONB

W. Cumber & Sons (Theale) Limited

West Berkshire Council

Di House for initiating the original public meeting that got the process started

Jilly Hawkesworth (Stanford Dingley Parish Plan)

Martin Parsons and Dorcas Ward for the historical background to the Parish

Jim Dooley and David Noakes for photographs of the Parish

The many local residents who delivered and collected questionnaires and helped us to achieve such an excellent response rate

The many local residents who contributed thoughts and ideas throughout the various consultations

The following additional members of the Working Party and individual Action Groups:

Allyson Philpott

Amanda Bailey

Bridget Wilcox

Charles Romaine

Chris Gilbey

Duncan Butler

Gordon Lamb

Hannah Parsons

Linda Barnes

Liz Barry

Martin Muss

Nick Bailey

Ray Ellis

Rodney Taylor

Tina Hack



the action plan



Ref	Objective /Action	Priority	Target Date	Partners	Cost
1.	TRAFFIC, ROADS AND TRANSPORT				
1.1	Reduce speeding on all roads in the Parish				
1.11	WBC to undertake the following traffic surveys: i) South End Road (completed) ii) Cock Lane iii) Ashampstead Road iv) Bradfield College v) Bishops Road (Tutts Clump)	High	May '09	WBC	Nil
1.12	Investigate feasibility of electronic speed warning signs in key locations	High	June '09	WBC	Nil
1.13	Install speed warning signs as appropriate	High	Dec '09	WBC, BPC, BC	£5-10k
1.14	Investigate improved definition of entry to 30mph areas	Medium	May '09	WBC	Nil
1.15	Install better signage/ white gates etc as appropriate	Medium	May '09	WBC	TBC
1.16	Investigate further speed restrictions / traffic calming outside schools e.g. 20mph limits, (re) painting of warning lines, improved signage, warning lights	Medium / Low	Dec '09	WBC	
1.2	Reduction of traffic/safety issues caused by Christmas lights along South End Road				
1.21	Investigate and organise provision of further alternative parking	Medium	Nov '08	WBC, TVP	
1.22	Investigate and secure agreement to implement enforcement solutions/ temporary parking restrictions	High	Dec '08	TVP, WBC	
1.3	Encourage better provision & use of public transport to and from the Parish				
1.31	Investigate conducting local transport needs survey	Medium	May '09	WBC	
1.32	Review possibilities and, if appropriate, develop proposals for improving local commercial and/or supported services	Medium	May '09	WBC, BPC, Bus Operators	
1.4	Improve the condition of roads within the Parish				
1.41	Investigate and advise WBC of specific problem areas relating to: i) Pavements & highway surfaces ii) Verges, hedges & drainage	Medium	June '09	WBC, BPC	Nil
1.42	Liaise with WBC on inclusion of priority improvements in WBC programme(s)	Medium	Sept '09	WBC	Nil



Ref	Objective /Action	Priority	Target Date	Partners	Cost
2. PLANNING AND DEVELOPMENT					
2.1 Investigate the provision of small family homes, affordable/social housing					
2.11	Organise a local housing needs survey	Completed	July '08	WBC, BPC, Arlene Kersley (CCB Rural Housing Enabler)	Nil
2.12	Develop proposals for responding to any identified needs	Medium	June '09	WBC, local landowners, Local Housing Associations	
2.2 Improve publicity and participation in planning matters that affect the Parish					
2.21	Develop proposals for improving publicity and participation	Medium	Dec '09	WBC, BPC, Newslink	



Ref	Objective /Action	Priority	Target Date	Partners	Cost
3. FACILITIES AND SERVICES					
3.1 Provide a new multi use community centre on the existing Bradfield Village Hall site					
3.11	Form a steering group with representatives from FS Action Group, VHC, SC	High	March '09	WBC, CCB, BPC, VHC, SC, BC, BPS, Existing providers	Nil
3.12	Secure funding for preparation of design brief and proposals	High	Sept '09		
3.13	Prepare a design brief on which to then investigate design, cost and funding options for a new facility capable of supporting a range of existing and new activities	High	April '10		
3.14	Agree development proposal and prepare programme(s) for securing the necessary consents and funding, scheme implementation and alternative provision/facilities during implementation.	High	Late '10		
3.15	Secure consents and funding; implement scheme	High	Late '11+		
3.2 Support existing, and provide additional, facilities within the Parish					
3.21	Liaise with providers of key local facilities (including shop/post office, doctors' surgery, primary school, and the playing fields) to develop proposals to support and promote the use of these facilities	High	April '09	WBC, CCB, BPC, VHC, SC, BC, BPS, Current providers	
3.22	Support, promote and fund raise for the Bradfield Primary School 'Primary Project'	High	Dec '09	All possible sources of funding	
3.3 Improve current non-sports facilities					
3.31	Broadband for Village Hall - assess feasibility/costs/sponsorship from Wired for Berks	Medium	June '09	Wired for Berks, VHC, BYCm	TBC
3.32	Internet café - Surf for a fee and tea / coffee - requires club and organisation / bookings. Investigate grants	Medium	Sept '09	BYCm, VHC	TBC
3.33	Cinema club - evaluate if feasible and level of support	Medium	Dec '08	BYCm, VHC	
3.34	Computer club - evaluate if feasible and level of support. Youth teach adults Xbox, PS2, etc. Investigate sponsorship	Medium	Sept '09	BYCm, VHC	



Ref	Objective /Action	Priority	Target Date	Partners	Cost
4.	YOUTH				
4.1	Additional Youth Consultation				
4.11	Consult with Youth and record consultations. Break down into 3 major age bands	Complete			
4.12	Form Youth committee with volunteer members	Complete	Sept '08	BYCm	
4.13	Plan consultation with different Youth age groups: Band 1 => 04 - 10; Band 3 => 16 - 19	High	March '09	BYC, DYN, CAWB, BPS	
4.14	Consult Band 2 age group with Street Active days: 11+Basket Ball; 11+Skate Board; 11+ Brazilian Soccer	Complete	Sept '08	BYCm, DYN, CAWB, WBC	
4.15	Consult Band 3 (16-19) age group - Organise Events	High	Sept '09	BYCm	
4.2	Create Bradfield Youth Activity Club				
4.21	Interview previous Youth Club workers / organisers	High	March '09	BYCm, Ex BYC Leaders	
4.22	Identify suitable venue for BYC. Establish availability	High	March '09	BPC, VHC, BYCm	
4.23	Develop scheduled activities for different age bands within Youth Club (in-house activities and outbound)	High	July '09	BYCm, BYC, DYN, CAWB	
4.24	Get parental support to ensure longevity (including CRB checks)	High	March '09		Nil
4.3	Publicise current youth activities / facilities				
4.31	Collate available sports and non-sports activities in the Parish	Medium	Sept '09	WBC, BPC, VHC	Nil
4.4	Improve current sports facilities				
4.41	Replace current football goals on Village Hall playing field	Complete	Sept '08	BYCm, VHC, BPC	£1,200
4.42	Investigate feasibility of 2 sideways pitches on playing fields instead of one down slope	Medium	Sept '09	BYCm	Nil
4.43	Crickets Club for youth - make use of qualified coaches and facilities and form youth BCC. Investigate funding and gain parental support	Medium	May '09	BYCm, BPS, BCC	Nil
4.44	Investigate launching Bradfield Football Club, starting with one team	Medium	May '09	BYCm, BFC	Nil
4.45	Replace broken bulbs in lights for tennis court and reposition lights over court	High	March '09	BYCm, VHC	£100
4.46	Investigate use of payment meter at tennis court for lights	Medium	July '09	BYCm, VHC	£300
4.47	Promote use and hire of pitches as revenue stream	Low	May '10	BYCm, VHC	Nil

Ref	Objective /Action	Priority	Target Date	Partners	Cost
5.	ENVIRONMENT AND RIGHTS OF WAY				
5.1	Promote and encourage recycling across the Parish				
5.11	Contact WBC recycling officer regarding current and future policy. Encourage WBC to introduce kerbside recycling of: a) Other plastics b) Other green waste c) Batteries / fluorescent tubes	High	May '09	WBC - Recycling Officer	Nil
5.12	Obtain information from WBC etc. about the opportunities for recycling different plastics and publicise, using Newslink etc.	High	Feb '09	WBC	Nil
5.13	If no kerbside recycling, liaise with WBC on the possibility of establishing a local plastic bank	Medium	Dec '09	WBC, BPC	
5.14	Investigate feasibility of recycling bins by the playground	Medium	July '09	VHC, BPC, WBC	
5.2	Reduce the local impact of litter				
5.21	Investigate feasibility/ requirements for more litter bins. Communicate to BPC to agree follow up actions	High	March '09	BPC	
5.22	Improve usability of bin in New Way. Grass needs cutting etc.	Low	June '09	WBC	
5.23	Arrange litter picking sessions	Medium	April '09	WBC Street Care	Nil
5.3	Reduce the impact of dog mess				
5.31	Ask the dog warden to visit more often and police the situation, especially on the playing fields	Complete	June '08		
5.32	Identify specific problem areas and raise with WBC	High	Feb '09	WBC	
5.4	Evaluate condition of footpaths and bridleways				
5.41	Conduct general survey of all footpaths and bridleways. Feedback results to WBC on official forms	Medium	May '09	WBC (Sue Pepper, Elaine Cox)	
5.5	Improve maintenance of the countryside/ rivers and public access				
5.51	Report already known river-flow problem areas and liaise with the AONB re their management plan and with WBC re planning of improvement activities	Low	May '09	PVCP, WBC [Paul Hendry], EA, NWDAONB	
5.52	Investigate the legal position regarding fencing off areas of the Pang and denying access to certain areas	Low	May '09	PVCP, WBC [Paul Hendry]	
5.6	Promote energy saving				
5.61	Publicise ways of saving energy, e.g. the free survey about how one can save energy (money) in the household at: www.est.org.uk/myhome/localadvice	Medium	April '09	TVE, Newslink, WBC	
5.62	Identify and publicise how to get information on grants available to make the home more energy efficient	Medium	April '09	TVE, WBC	
5.63	Investigate parish/group discounts on solar heating etc.	Low	Dec '09	TVE, WBC	

Ref	Objective /Action	Priority	Target Date	Partners	Cost
6.	COMMUNITY SAFETY				
6.1	Reactivate Neighbourhood Watch				
6.11	Investigate current situation and other village systems, including youth safety	High	April '09	TVP	
6.12	Liaise with Police and arrange meeting with new Neighbourhood Specialist Officer and PCSO for area	Complete	Sept '08	TVP	
6.13	Investigate ways of organising NW locally by using computer network. Incorporate email alert into system	Complete	Sept '08	WBC, BPC	
6.14	Create website for two-way information exchange on Parish Plan or Parish websites	Medium	April '09	TVP, BPC, WBC, Web Designer	
6.2	Improve perception of local policing				
6.21	Investigate ways of improving visible Police presence	Medium	May '09	TVP, BPC, WBC	
6.22	Investigate possibility of regular Police surgeries and encourage use of TVP website	Medium	May '09		
6.23	Initiate regular village safety meetings	High	Dec '08	WBC, Ambulance Service, Paramedics, Fire/Rescue	
6.24	Initiate better advertising of NAG meetings	Medium	Jan '09		
6.3	Assess feasibility of increased security around Village Hall and Shop / Post Office				
6.31	Investigate installation of fixed barrier at Village Hall entrance	Medium	May '09	BPC	
6.32	Investigate use of CCTV and further security lighting around Shop / PO, Village Hall and tennis courts	Medium	May '09	VHC	
6.4	Prepare an Emergency Plan to facilitate community support during local emergencies				
6.41	Prepare an Emergency Action Plan detailing the support network and arrangements, which would provide information, advice and support to local residents in the event of any major local emergencies	High - Medium	Oct '09	WBC, BPC, TVP, EA, Paramedics, Fire/Rescue, Ambulance Service	



key to action plan abbreviations

BACYP.....	Berkshire Association of Clubs for Young People
BC.....	Bradfield College
BCC.....	Bradfield Cricket Club
BFC.....	Bradfield Football Club
BPC.....	Bradfield Parish Council
BPS.....	Bradfield Primary School
BSC.....	Bradfield Social Club
BYC.....	Bradfield Youth Club
BYCm.....	Bradfield Youth Committee
CAWB.....	Community Action West Berkshire
CCB.....	Community Council for Berkshire
DYN.....	Downland Youth Network
EA.....	Environment Agency
NAG.....	Neighbourhood Action Group
NWDAONB.....	North Wessex Downs AONB
PVCP.....	Pang Valley Conservation Project
SC.....	Social Club
TVE.....	Thames Valley Energy
TVP.....	Thames Valley Police
VHC.....	Village Hall Committee
WBC.....	West Berkshire Council

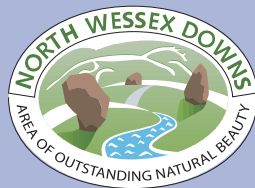


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