

# *Bradley Community Plan*

**May 2023**

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# 1. INTRODUCTION

The idea for this plan originated from discussions amongst Councillors of Bradley Parish Council ('the Parish Council') in 2020 during the COVID-19 pandemic. At a time when residents had time to take stock of their lives and reflect, Councillors felt that there was renewed interest from residents to explore ways of ensuring Bradley remained a beautiful place to live; that is in terms of the lives we all live and the physical environment we live in.

After the pandemic restrictions were eased at the end of 2021, residents were invited to form a group to find out from fellow residents what their main aspirations were for the village and surrounding parish and what the main issues are that they would like addressed. The group became known as the Beautiful Bradley Group ('the BB Group') and comprised a good cross section of our community.

To prepare this plan, volunteers of the BB Group have consulted fellow residents of Bradley, principally through a questionnaire distributed to every home in the parish but also by direct conversations with residents at a workshop and a drop-in coffee morning, and separate discussions with representatives of the main groups and organisations in the parish that were in support of the plan. We have sought to keep all residents up to speed with the progress we have made to prepare this plan by presentations to residents in the village hall, regular posts on 'Bradley Buzz' and the notice board outside the village hall, and regular written reports given to the Parish Council, copies of which have been posted on their website for residents to review.

The questionnaire comprised seventy-six questions, most of which required a tick box 'yes' or 'no' answer. Some had sub-categories to tick whilst others invited comments. Eighty-five completed questionnaires were returned in July 2022 and the analysis of these questions were presented to residents in November 2022. The questionnaires returned represented 41% of all households in the parish and 17% of the population (based on 2011 census data). Almost all residents that submitted their questionnaire advised the BB Group that they had done so on behalf of their household. The high return rate of questionnaires from households means that the data received and analysed can be treated as being 'statistically significant', such that a higher return rate would have been unlikely to show much, if any, deviation to the data received and the outcome of any further analysis. It is for this reason that we can be confident that the opinions expressed by residents in this plan are representative of all residents in the parish.

All residents on the BB Group live in the village and are very conscious that this plan 'by local residents, for local residents' speaks to fellow neighbours and friends. We are very respectful of the tremendous hard work and enthusiasm these fellow residents outside the BB Group have put into maintaining Bradley to be the beautiful place it is today. The aim through this plan is to build upon that tremendous work to ensure Bradley remains beautiful .

The BB Group hope you enjoy reading this plan with our analysis of information received from fellow residents and the summary of what the main aspirations are for Bradley.

## 2. VISION

In response to comments made by some residents expressing concern about what the outcomes of the plan will be with fears that it could lead to unwelcome change, the BB Group put together a vision statement of what it believes the village and wider parish will look like once the possible actions of the plan are implemented. The vision is....

***“With its friendly residents, abundance of wildlife and characterful, individually designed buildings clustered around its thirteenth century grade I listed church, the Staffordshire village of Bradley and its wider parish, will retain its quaint character, safe environment, and community spirit, to become a more sustainable and beautiful place to live, work and play, better connected to its surrounding villages and their communities, whilst remaining small and intimate”***

The statement is drawn from the following key words that residents like so much about Bradley and want to see retained, as well as ways they would like to see our community evolve:

*Friendly residents and strong community spirit....* continue the strong community spirit amongst all our residents.

*Abundance of wildlife....* the sight and sounds of the incredible wildlife is such a well-liked feature of the village and wider parish.

*The cluster of individually designed buildings around the church....*is what we all like so much about the physical form at the centre of our village.

*Safe environment....* we live in a safe place with low rates of crime, but we also want to feel safer from the heavy and speeding vehicles that pass through our village and wider parish.

*Sustainable...* sustainability is more important than ever given the effects the global climate crisis we and our children face, and so collectively we can and will look to do more to reduce our carbon footprint and improve biodiversity.

*Beautiful place to live.....*a reflection of all that we want, both in terms of the lives we live and the place we live in

*Better connected to its surrounding villages and its communities.....*we want to be an outward looking community, keen to strengthen relationships with our neighbouring villages, and improve the physical and digital connections.

Residents were overwhelmingly in support of this statement (86%). Of those that did not agree with it, almost all said they felt unsafe because of the dangers posed by the heavy and speeding vehicles. Given that this is a forward-looking statement about how people will feel once this issue is addressed (as outlined above), it is hoped that these concerns will be alleviated.

We invite the Parish Council to adopt this vision statement as their own so that the priorities they set and the decisions they make, are in keeping with this vision statement.

### 3. PARISH ENVIRONMENT

#### Background

Bradley is a small rural village in Staffordshire with a thousand years of history going back to the Domesday Book. It lies five miles from Stafford to the east, and seven miles from the Shropshire border to the west. At its highest point is St Mary and All Saints Church, a thirteenth century Grade I listed building. It is surrounded by a cluster of individually designed buildings mostly along Church Lane, Smithy Lane and Almshouse Croft some dating back to the sixteenth century, like the Old Cottage and Red Lion Pub (seventeenth century). The village was designated a Conservation Area in 1969 by Stafford Borough Council which reflects its special architectural and historic importance. Beyond the village centre is farmland.

Residents are attracted to, and remain in, Bradley because it has a 'beautiful' historic



environment in the centre of its village. It is quiet and intimate and largely unaffected by the housing pressures that other villages are experiencing presently. The historic core includes the Red Lion pub which was refurbished and extended in 2015 and has since been run as a bistro restaurant and bar.

Amongst the matters that residents like about the village environment include the black and white wooden finger posts. Residents are concerned though about the condition of some of these finger posts, and the fact that many have been damaged or removed over the years and not been replaced. Residents also like the eight public walks that start and end in the village but are concerned about how difficult they are to navigate along because parts are overgrown with vegetation, have obstructions across them, are treacherous underfoot (particularly in winter) or lack adequate signage. Details of these walks are on the Parish Council website.

#### Findings

Residents were asked what four aspects of the village they most liked from a list of seven; they were asked to name their top four favourite aspects. Top of the list of 83 responses was the Red Lion Pub (76%), second was St Mary and All Saints Church (65%), next was its community spirit (52%) followed by its building style and character (45%). Other aspects in the list that residents liked included the village hall (36%), public walks (33%), and the village centre (29%).



It is not known how many black and white wooden finger posts there are (or were) in Bradley but they are much liked by residents. Residents were asked if they would like the finger posts to be improved or reinstated and 83% said they would. Of the comments made by residents, most stressed the historic importance of the finger posts and how they positively add to the character of the village and wider parish. Some expressed concern about the number of finger posts that have disappeared and not been reinstated (presumably due to vehicle damage) and even name the locations of some.

As stated above there are eight public walks that lead from and return to the village centre. Of 82 responses, 60% of residents either use the public walks frequently (21%) or occasionally (39%). 40% never or rarely use the walks, including 5% of residents who are not aware of them. 70% of residents said the public footpaths are not adequately maintained and 77% said they were not adequately sign posted.

The strength of concern about these aspect from residents is made very clear by the number



of comments made by them when asked what would encourage them to use the public footpaths more frequently. Many residents make the point that trees and general vegetation needs to be cut back, more clear signage erected and maintained (including hazards), better quality styles need to be installed that are easier to use (including for dogs), and farmers to be challenged where they erect electric fencing or plough across the walks rendering them impassable. Several residents asked for printed or online maps to be prepared that would help them navigate along the walks where signage is poor or non-existent. Other comments made included residents with mobility issues are unable to use the walks even though they would like to so.

One of the features that once existed in the village was a traditional red telephone box. It used to be located outside the former Post Office in Mitton Road. Residents were asked if they would like a traditional red telephone box reinstated in the village and 68% said they would. It was suggested to residents that the box could be used as a book exchange (because the existing book exchange is in the village hall which is not open daily) or a plant/seed exchange which was endorsed by residents, but no other ideas were put forward for its use. Some comments were made about the importance of locating the box centrally within the village so that it is accessible to more people than where it used to be. It would also add more to the heritage of the village if located centrally.

Residents did highlight concern about the condition and location of some of the general rubbish bins in the village and, in particular, if there was an opportunity for more recycling

options to be included if the rubbish bins are to be replaced with new ones. 81% of residents confirmed that they would like to see more recycling options introduced generally into the village, with 75% saying they would like the implementation of multi-purpose bins for recycling and 91% saying that they would collect recyclable goods, crisp packets, tetra pak cartons, etc (all of which are not recycled by Stafford Borough Council from general household dustbins) if they could be deposited on the days of amenity visits for recycling.

Outside the theme of recycling, 74% of residents said they would like to see an improvement and better placement of rubbish bins and 95% said they would like more dog waste bins in the village.

### **Matters to consider**

Residents invite the Parish Council, Staffordshire County Council (as authority with responsibility for public walks) and fellow residents (in respect to recycling) to consider how these matters can be addressed in order of priority (most important at the top) as follows:

- Installation of more dog waste bins.
- Improvement and reinstatement of the traditional black and white wooden finger posts.
- More recycling options, including the introduction of multi-purpose bins for recycling.
- Scheme to collect recyclable goods (not recycled by Borough Council).
- Better maintained and signposted public walks.
- Reinstatement of a traditional red public telephone box in the centre of the village.

## 4. RECREATION

### Background

The recreation facilities available in the village and wider parish reflect the small size of the village and its population relative to other neighbouring villages. The playing field behind the village hall (previously part of Bradley School before it closed in 1988) is an area of dedicated open space for recreation that offers a children's playground, tennis court, grassed area for ball games and seating. It is owned by the Bradley Trust and managed by the Parish Council. There are no other recreation facilities in the parish.

### Findings

Residents were asked how often they used the children's play equipment and tennis court. 33% use the children's play equipment frequently or occasionally, and 18% use the tennis court frequently or occasionally. Although the majority of residents do not therefore use



the facilities, there are still residents (a third in the case of the children's play equipment) that do. All residents were asked if they would use the playing field more if the facilities were improved and 48% said they would. This probably reflects that there is a small (but growing) number of children in the parish and a high proportion of older residents, with 55% retired.

Residents did have a lot to say though about the improvements that could be made to the playing field facilities that would encourage them to use the facilities more. The most popular comments were that the play equipment is old and outdated and needs replacing with new modern equipment. Some residents highlight the equipment is more than 40 years old and is far inferior to other play facilities in Gnosall and Haughton. Many residents also have concerns about the standards of maintenance of the tennis court.

Equally important to residents was the desire for more and better seating areas for dwell time and picnics. Also highlighted by residents is that the general environment could be better with improved landscaping (hard and soft) to make it a more attractive and welcoming place, with a better physical connection to the village hall and its outside space. Of the new facilities that could be introduced a popular suggestion was adult outdoor gym equipment. Other suggestions included an area for petanque, golf driving net, a zip wire and bowling green. The playing field is not very visible to residents on Church Lane, being located behind the village hall and so residents were asked if the playing field should be signposted and 68% said it should.





There are no woodland areas immediately adjacent to the village such as Millennium Green and Duddas Wood at nearby Derrington for recreational use (including dog walking). 75% of residents would like such a facility being created in Bradley. The promotion of such a community asset is potentially a significant project.

## **Matters to consider**

Residents invite the Parish Council to consider how these matters can be addressed in order of priority (most important at the top) as follows:

- New and better children's play equipment.
- Improved maintenance of facilities, particularly the tennis court.
- Explore the creation of a woodland area accessible by residents adjacent to the village centre and prepare a business case to consider, amongst other things, agreed objective(s), site options, costs and benefits, constraints, issues and risks, funding, delivery, etc. Residents to be consulted and support secured for the proposal by the majority of residents.
- New signpost(s) for the playing field in the village centre.
- Consider the introduction of new facilities in the playing field.
- Improve the landscaping (hard and soft) of the playing field to make it more welcoming.

## 5. HORTICULTURE AND CLIMATE CHANGE

### Background

Bradley is a small rural village with many large (often protected) trees surrounded by hectares of arable and pastoral farmland. The trees, hedgerows and natural vegetation adds to the rural character of the village and is what helps to make Bradley beautiful. The trees also play an important role to help address the global climate challenge.

We are all now aware of the climate challenge faced by populations across the world and the predicted consequences it will have upon future generations if left unaddressed. The scale of the measures required to mitigate the impact of global warming can sometimes seem so huge that as individuals our attempts to reduce our own carbon footprint can feel so futile. However, some residents do want to do what they can and see the opportunity of working together as a small community to maintain Bradley as a beautiful place to live and do more to reduce our carbon footprint.

Bradley used to have an active group of volunteers back in the 1980's that were keen on gardening and horticulture. They were obviously able to stir the residents into action then because there are various plaques on a wall in Almshouse Croft confirming that they had secured various awards in the Staffordshire Best Kept Village competitions at around that time.

### Findings

Most residents (94%) would like to see more bulbs and flowers planted in the village, whilst almost as many residents (83%) would like to see more trees planted in the village and wider parish along hedgerows, road verges and field margins to improve visual appearance and help address climate change. Sixteen residents indicated they would be interested in volunteering to give some of their time to help plant trees, whilst nine residents indicated they would be interested in forming a gardening group. Residents were also asked if they would like a facility created to take garden waste to for composting and 58% said they would be.



Residents were asked if they would be interested in exploring a community led scheme to install solar panels and air source heat pumps. Thirty two (38%) residents said they would be interested, with nineteen leaving their contact details. Residents were also asked if they would be interested in getting involved in a community-led domestic bulk oil buying scheme and 45% said they would, with seventeen residents leaving their contact details to take that interest further.

## **Matters to consider**

Residents invite the Parish Council and fellow residents to consider how these matters can be addressed in order of priority (most important at the top) as follows:

- More flowers, bulbs and trees to be planted in the village and wider parish.
- Seek support for establishing and coordinating a group of residents to help plant trees in the village and wider parish
- Seek support for and establish a group of residents to explore a community led domestic bulk oil buying scheme.
- Seek support for and establish a group of residents to explore a community led scheme to install solar panels, air source heat pumps.
- Explore the possibility of creating a community led composting facility
- Seek support amongst residents to establish a gardening group

## 6. WALKING, TRAFFIC AND TRANSPORT

### Background

The most significant issue of all to residents in Bradley is the risks posed by heavy and speeding traffic travelling through the village. Over the last twenty years the size of



agricultural vehicles has progressively got larger and heavier than they were, which when driven carelessly as they can be, present significant dangers to residents walking along the lanes in and around the village. Most private cars are also driven at speeds in excess of the 20mph limit in the centre of the village which presents an increased risk to the safety of residents on foot and bicycles around the village. Residents do want to walk more and enjoy the fresh air but that is compromised by the threat posed by the speeding and heavy vehicles.

### Findings

85% of residents said they were concerned about the speed of traffic and heavy vehicles travelling through the village. In the many expressions of concern, residents were consistent about the risks posed to them and their families of speeding and heavy vehicles. A very small number said they would be in a favour of a by-pass, or one-way system and a similar small number said they would support the installation of speed bumps, but they were all so small in numbers that they can be discounted.

The lane that remains a constant source of concern to residents is Holly Lane. With a speed



limit of 30 mph too many vehicles travel round the 'blind bend' in the road at excessive and dangerous speeds. 93% of residents would support a reduced speed limit of 20mph in Holly Lane. 91% of residents would like more prominent signage at the entrance of Bradley Lane with the A518 to make it clearer that the lane is NOT suitable for heavy goods vehicles travelling through the village and wider parish. 81% of residents said

they would like to see welcoming gateway features installed at entry points into the village to create a 'sense of place' to enhance the aesthetics of the village and to remind drivers to curb their speed as they enter the village. 71% of residents also said they would like to see solar powered vehicle activated speed signs erected on the approaches to the village.

When consulting residents about the questions that should be asked in the questionnaire,



it was very apparent that many would like to see a shared footway/cycleway constructed along Bradley Lane to connect Bradley with the better services offered in Haughton. 76% of residents said they would be in favour of this. The promotion of such a project could be significant and would have to be led by the Parish Council and delivered by Staffordshire County Council, as the highway authority.

Questions were also asked if residents would use the local bus service more if it was more reliable, frequent at weekends and had better time tabling. Whilst around twenty five to thirty residents said they would, a third more said they would not. Residents were also asked if a community car share scheme was established, would they use it or be prepared to help provide a car and drive but there was little support (13%) for either.

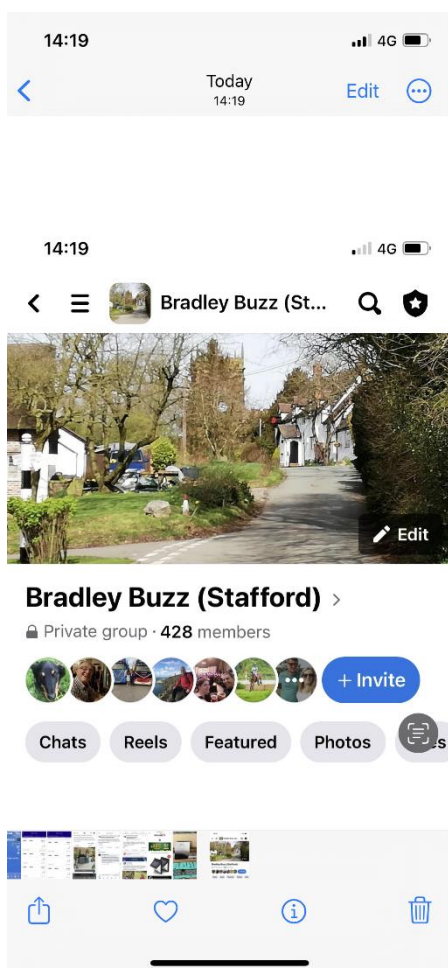
### **Matters to consider**

Residents invite the Parish Council and Staffordshire County Council (as highway authority) to consider how these matters can be addressed in order of priority (most important at the top) as follows:

- New regulations for a reduced speed limit of 20mph in Holly Lane.
- More prominent signage at the entrance of Bradley Lane with the A518 to make it clearer that the lane is NOT suitable for heavy goods vehicles.
- Instal welcoming gateway features at entry points into the village.
- Explore the construction of a shared footway/cycleway along Bradley Lane to connect Bradley with Haughton and prepare a business case to consider, amongst other things, agreed objective(s), route options, costs and benefits, constraints, issues and risks, funding, delivery, etc. Residents to be consulted and support secured for the proposal by the majority of residents.
- Erect solar powered vehicle activated speed signs on the approaches to the village

## 7. COMMUNICATIONS

### Background



The main methods of communicating information across the parish that is relevant to residents are by 'Bradley Buzz' on Facebook, the Benefice Bugle church magazine, notice boards, the Parish Council website, welcome packs to new residents and of course word of mouth by residents.

Bradley Buzz was started by a small group of local residents in March 2020 just as we all entered into the first COVID-19 lockdown. It was a hugely helpful means of being able to communicate with each other whilst we had to isolate in our own homes. It has continued to be very well used by residents since with 427 members currently registered at the time of writing this plan. It provides a valuable source of information, news, recommendations, alerts, sales, and much more for the benefits of residents.

Also introduced in recent years was the Parish Council website (2019) and the Benefice Bugle magazine (January 2021). The Council website has around 40 views per week/160 per month which is increasing month on month. The most views in any one day was 40, which followed the BB Group presentation to

residents in the village hall on the results of the Beautiful Bradley questionnaire in November 2022.

### Findings

74% of residents feel very informed or informed about what is going on in the parish. The fact that such a high proportion feel so informed is probably down to the fact that so many residents (73%) have access to Bradley Buzz on Facebook, and that 95% of those residents said they find the information on the site useful. Nineteen residents made various comments when invited to suggest what ideas they had for improving the site but most of these comments were very general (some positive, some negative) with no one idea suggested by more than one person to improve the site. The comments received have been shared (anonymously) with the Admin Team. Residents invite the Admin Team to review these and consider what further improvements they can make to encourage more residents to join as members and use the facility.

Good communications across the parish may also be down to the new parish council website and new church magazine. Most residents (69%) are aware of the Parish Council's

website and the vast majority (90%) find the information useful. Like the feedback on Bradley Buzz, the various comments made by residents were very general in nature with no one idea suggested by more than one person to improve the site. The comments received have been shared (anonymously) with the Parish Council.

Two thirds of residents (62%) use the notice boards in the village. Of the nineteen comments



made by residents, the most popular comment made was that the content needs to be updated more regularly. The condition of the notice board outside the village hall is in poor condition and may need replacing soon.

Whilst most people feel informed, there are still residents (26%) that feel uninformed about what is going on across the parish. Some comments made about 'Bradley Buzz' and the Parish Council's website were that it would be better to have a community website, particularly for those residents that do not use social media, where the sites could be linked to each other. Most residents (70%) said they would use a community website if one was created.

For residents that are not confident on, or have access to computers, mobile devices, or social media, they were asked if they would be interested in attending informal workshops to help improve their computer/social media skills. Whilst only 18% said they would be, that still equates to 23 residents (of 79 responses) and there are other residents too that did not engage with the BB Group or submit their questionnaire.

Finally, there has been a long tradition of new residents to the village being presented with a welcome pack, which contains various bits of information that new residents might find useful. It is organised by the Parochial Church Council and distributed by Co-ordinators from Bradley Neighbourhood Watch Scheme. 59% of residents new to the parish within the last three years have received a welcome pack. This is not higher because there are a number of residents that live outside the village and the geographical area covered by the neighbourhood watch co-ordinators. Also, this would have been during the period where our community was in lockdown, or under various restrictions. Had COVID not occurred, the number of residents living in the village (and not wider parish) confirming receipt of a welcome pack would presumably have been much higher.

## **Matters to consider**

Residents invite the Parish Council, the Bradley Buzz Admin Team and fellow residents to consider how these matters can be addressed in order of priority (most important at the top) as follows:

- Consider what improvements can be made to Bradley Buzz to encourage more residents to join as members and use the facility.
- Consider if a community website should be established.

- Consider if the notice board outside the village hall should be repaired or replaced with a new notice board.
- Consider if someone should take responsibility for ensuring out of date information on the notice boards are removed.
- Organise basic computer/social media workshops to help improve the confidence and accessibility of residents to computers, mobile devices and social media.



## **8. SOCIAL AND COMMUNITY**

### **Background**

There are 513 residents living in the parish of Bradley (Census Data 2011). Many are members of various groups and organisations in the village and wider parish, the key ones being:

- Bradley Parish Council
- Bradley Trust
- Bradley Parochial Church Council
- Bradley Neighbourhood Watch
- Bradley Singers
- Other groups based in the village hall including the history group, bowling group, art class, knitting and crochet, etc.

Many groups and organisations use the village hall. The building, originally known as the new schoolroom as part of the Bradley Schools was opened in 1858 and closed in 1988, after which it was used as the village hall. The hall is owned and managed by the Bradley Trust and is an important asset to the community.

The village hall aside, Bradley Trust also offers grants to local children resident in the parish to help further their educational needs. This is a social benefit much appreciated amongst local young people.

Two small but important community facilities are the AED (defibrillators) located at the front of the village hall and in Elm Drive. A training course was arranged recently in the village hall to teach, or refresh the skills of, residents on how to use the defibrillators. The Parish Council and Bradley Trust have recently paid for the batteries in each to be replaced with new ones.

### **Findings**

When asked about the level of community spirit in the village and wider parish, most residents believe it to be very good. In a rating of 1-10 (1 being the lowest, 10 being the highest), 77% of residents rated the community spirit to be between 6 and 10. Only 8% rate it between 1 and 3 out of 10. This strong community spirit is reflected in the fact that almost half of residents (47%) are currently members of a community group or organisation in the village and wider parish.

The village hall is used by more than half of the residents (55%) either frequently or occasionally, which is positive. Most residents (75%) know how to hire the hall and are also aware of the groups and activities that take place in the village hall (87%). However, less than half of residents either never use it or rarely use it (45%), which does suggest these activities are not proving as attractive as they could be to all residents. Various suggestions for new groups and activities were made by residents that could be introduced into the hall and these mainly included new fitness and craft classes. The most popular range of fitness classes suggested included Zumba, Yoga, Keep fit, and Dance. The most popular range of craft classes included flower arranging, dress making or upcycling, and furniture restoration.

Whilst residents were full of these ideas for new groups and activities, very few (only two in fact) stated they were willing to start up a new group themselves in the hall. An increase in the range of groups and activities in the hall will only occur if residents themselves commit to starting and running a new group.

Residents were also invited to suggest if they thought any improvements should be made to the village hall. Lots of comments were received, mostly focused on better facilities and improved decoration, but residents will be delighted to see that Bradley Trust has since carried out many improvements to the building in the last twelve months which includes new kitchen facilities, renovated toilets and Wi-Fi is available for the first time.

As stated above, as well as providing the village hall for residents, Bradley Trust also offers



grants to local young people to help further their education. Of the forty-four response received, most residents (75%) are aware of this and some (27%) indicated that they would be applying for a grant for this purpose within the next five years.

The main group that puts on fund raising and social events in the parish is 'the friends of St Mary and All Saints Church'.

All funds raised go towards the church, which over the years has been significant. Events that have taken place since COVID-19 lockdown restrictions were relaxed have included a 'wheely pageant' to celebrate the Queens platinum jubilee, an 'Alice in Wonderland tea party and craft fayre', and an 'Easter egg treasure hunt'. Most residents (81%) are aware of the group and what they do. A small number of residents said they would be interested in joining the group and their contact details have been passed on.

On the defibrillators, most residents said they were either comfortable in using them in the case of an emergency (41%) or using them with telephone instructions if they could attend a training course (38%). However, some residents (14%) said they are aware of the defibrillators but would never be comfortable using them, whilst a small proportion (7%) said they didn't know about the defibrillators or where they are located.

## **Matters to consider**

Residents invite Bradley Trust to consider the comments made about the village hall, notably about the facilities and decoration, although as stated above the Trust has carried out some improvements recently to help address these. Fellow residents are also encouraged to start new groups in the hall so that more use is made of this important community facility.

## 9. CRIME AWARENESS

### Background

A Neighbourhood Watch Scheme (NWS) has been established in the village (but not the wider parish) for many years. NWS help people to protect themselves and their properties and reduce the fear of crime by means of improved home security, greater vigilance, accurate reporting of suspicious incidents to the police and each other and by fostering a community spirit. The village is split into fourteen different areas with co-ordinators for each and all residents are invited to join in. All Co-ordinators are on the police messaging service, Staffordshire SmartAlert, and are notified by email of incidents and scams which are then circulated to all the residents<sup>1</sup>

### Findings

Many residents are aware of the NWS (94%). Most residents know who their neighbourhood representative is (73%) and the majority receive regular updates from their representatives (61%).



The fact that the levels of communication from the representatives is lower than the residents awareness of the NWS, and that the number of residents who receive regular updates from their NWS is lower still, could be as a result of the fact that a number of residents in Bradley live outside the village (and therefore outside the scheme boundary). Unfortunately, the questionnaire did not ask if the resident(s) lived in or outside of the village and so

there is no way of being sure. Of course, residents living outside of the village could get together to form an additional area with their neighbours.

The types of crime most residents are fearful of are (in descending order):

- Theft (house break-ins 74%, theft of cars 36%, as well as theft from caravans and outbuildings)
- Scams (phone calls and texts 24%, as well as mention of identity theft)
- Rogue door-step salesmen (15%)

Residents were asked if they had any suggestions for improving the NWS. Whilst very few had any, those that did almost all suggested that communications between the group, the co-ordinators and residents could be improved. The most popular suggestion was to communicate to residents through Bradley Buzz. Other suggestions included use of

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<sup>1</sup> Bradley Parish Council website

WhatsApp, improved coverage of the scheme on the periphery or outside the village, and for a local PCSO to have a presence providing safety information.

Generally speaking, Bradley is a safe place to live and several residents make the point that the NWS in Bradley is run well and their co-ordinators regularly update them.

### **Matters to consider**

Residents invite the NWS to consider:

- If there is sufficient interest from residents that live outside the village to form an additional area with their neighbours then they are encouraged to do so with the support of NWS
- Using Bradley Buzz or other group communication tools (WhatsApp) to provide centralised information with a wider reach
- Directly engaging local police (PCSOs) for safety advice, for example through sessions at the Village Hall

## 10. LOCAL BUSINESS

### Background

This section concentrates on the Red Lion Pub because it is the most liked aspect of the village (see section 3 of this plan). We also comment on the use of the post office in the village hall (which is operated by the sub-post office in Haughton on Monday afternoons), and if residents would support a pop up shop/market/, mobile shops and a milk station.

The Red Lion Pub was built in the seventeenth century and is situated in the historic core of



the village. It was refurbished and extended by the current owners, the Lewis Partnership in 2015. It offers gastro food and a good range of drinks and provides the residents with a central venue to gather and socialise.

Representatives of the Lewis Partnership were very engaged and supportive of the process to prepare this plan. They hosted one of the ballot boxes that residents could return their completed questionnaires to, and also attended the presentations in the village hall. The BB Group would like to thank the Lewis Partnership for their involvement and support in this process.

### Findings

54% of residents use the pub regularly, that is at least once a week (25%) or at least once a month (29%). In 2015 when residents were asked the same question only 41% of residents used the pub regularly, so the increase is very encouraging to see in a period when usage of pubs is declining. Other residents use it occasionally (28%) leaving just 18% of residents that rarely or never use the pub.

Most residents use the pub for drinking and socialising (70%), followed by meals (various/49%), steak night (46%) and Sunday lunch (32%). Some residents go to the Quiz Night (18%) on the third Thursday of each month which is very popular with local residents, and others use it for mid-day lunches (11%)

Residents were asked what would encourage them to use the pub more often, including any community related ideas. Various suggestions were made and the most popular was a preference for more traditional food to be served on the menu. As residents that eat at the pub will know, the menus have changed in recent months to include a range of more traditional food such as pies, burgers, fish and chips, sausage and mash, curries, etc in response to this request.

Residents made various comments about the pricing structure of food and drink in the pub with requests for local discount evenings, reduced prices and loyalty cards. The Lewis Partnership do run two loyalty customer schemes from the pub that many residents do not seem to be aware of or use. They are:

## LP Rewards

This is where for every £1 spent in the pub (and their other establishments) on food and drink residents earn 10 points. These points can then be redeemed against vouchers for cash discounts or free bottles of wine or Prosecco. Earn enough points and residents become 'privilege' members with an additional 10% discount off all food and drink. There are other benefits too which can be found on the app. Residents will need an iPhone or Android to download the app. There is no cost to join the scheme.

## LP Friends – The Lewis Partnership

For a monthly fee, this scheme offers 15% off food and drink at the pub (and their other establishments) as well as other benefits too.

In respect to community related ideas, the most popular ideas included:

- Themed nights i.e. french nights, pie night, curry night, etc
- Taster evening for residents to give feedback on proposed new menu
- Community evening with classic country pub menu
- More events in the car park
- Events to support local charities

All information received and analysed from the questionnaire has been passed on to the Lewis Partnership for their review.

On other matters to do with the local economy, we asked residents if they were aware of, and how often they use, the post office service which is located in the village hall on Monday afternoons. Very few people use it frequently (8%), whilst others use it either occasionally (19%) or rarely (15%). The remaining residents either never use it (42%) or are not even aware of it (15%).

Most residents (88%) said they would support a 'pop up' shop or market in the village. 86% said they would use it either weekly (46%) or monthly (40%). Only 14% said they would never use it. Six residents gave their contact details and said they would be interested in setting up and running a 'pop up' shop or market.

Residents were also asked if they would support mobile shops attending the village and most (86%) said they would. The most popular choice of mobile shop was greengrocer (81%), fishmonger (59%) and newsagent (30%). Other choices included a butcher, fish and chips, and staples like bread and milk but these were all very small in number.

Residents were also asked if they would use a milk station machine if it was installed in the village and most residents (64%) said they would.

## **Matters to consider**

Residents invite the Lewis Partnership to consider the comments made about the Red Lion Pub, notably about the choice of food on the menu (although as stated above the menu has changed already in response to feedback), better promotion of the customer loyalty schemes to respond to the current rising cost of living, and if there are opportunities to promote more community events with local residents.

Residents also invite the Sub-Post office in Haughton to promote the use of the post office in the village hall more to local residents. Also, fellow residents are invited to seek support for and establish a group of residents to explore the potential for establishing and operating a 'pop up' shop or market in the village. If this fails to occur, or there is no competition with a 'pop up' shop or market, then fellow residents are invited to explore the potential for mobile shops attending the village.

# **11. BROADBAND AND TELECOMMUNICATIONS**

## **Background**

Residents of Bradley supported the introduction of broadband into the village over twenty plus years ago and a question on satisfaction with the current level of broadband was included as there has been a change in the make up of households in Bradley and more people are using it working from home.

The other issue with telecommunications was the reception in the village for mobile phones. There had been a proposal to have a telephone signal repeater mounted on the church turret but at that time it was not supported by nearby residents.

## **Findings**

### **Broadband:**

Responses to the question asking if residents were happy with the level of broadband were almost evenly split with 56.4% being happy and 43.6% not happy.

There is also an almost even split for interest in participating in the government funded Fibre Community Partnership Scheme with 45.2% for and 54.8% against. However, 19 households did give their contact details to be involved in the scheme.

### **Mobile telephone service**

There was a very decisive response to this question with 73.4% of households being unhappy with the level of service against only 26.5% being satisfied. 82.9% wanted a stronger signal in the village with only 17.1% being satisfied.

## **Matters to consider**

The Government match funded scheme would cover the cost of installing a fibre broadband system but relies on a large amount of households participating, which given the results of the questionnaire seems unlikely to be achieved. Despite this, the Parish Council and local residents are invited to explore this further given that just under half of residents were unhappy with the level of broadband and the same proportion of residents were interested in participating in a government funded scheme.

With the obvious need for improved mobile telephone reception, the Parish Council is invited to consider contacting the main service providers to establish what solutions can be found and to cost any such services.



## 12. NEXT STEPS

On behalf of all residents, the BB Group invite the main stakeholder groups of Bradley Parish Council, Bradley Trust, Bradley Neighbourhood Watch and the Lewis Partnership that took part in the preparation of this plan to consider the findings and keep residents updated on how they propose to take the matters forward.

Whilst most of the matters lie with these stakeholder groups, the Parish Council in particular, some of the matters do not. Matters such as exploring the creation and operation of a 'pop-up' shop or market, recycling, the planting of bulbs flowers and trees, creation and use of a community website, etc will be down to residents and their time, energy and commitment to take these and many more matters forward. Even matters that the Parish Council could lead on such as exploring community-led installation of solar panels, air source heat pumps and bulk oil purchasing schemes, will only happen if there is sufficient interest and involvement of residents.

**Volunteers are therefore required** and so if you have an interest in one or more of these matters then please come forward and offer your help. Some residents have already provided their contacts details on matters that they are interested getting involved in, and we thank them for doing so, but if you have not yet done so then please contact representatives of the BB Group as follows:

- Malc Newman e. [malc.newman27@gmail.com](mailto:malc.newman27@gmail.com) m. 07795 335274
- Mark Phillips e. [markphillips1264@me.com](mailto:markphillips1264@me.com) m. 07716 025131
- Matt Yarwood e. [mattyarwood@yahoo.co.uk](mailto:mattyarwood@yahoo.co.uk) m. 07825 167069

Matters identified in this plan range from the small and simple to large and complex. Where the matters are potentially large and complex such as the creation of a community woodland or the construction of shared footway/cycleway along Bradley Lane that the Parish Council could lead on will require full business cases to be developed, as has been identified in this plan, and further consulted on with residents. Even those not so significant will still require a cost/benefit analysis to determine if they should proceed but that will be the domain of the Parish Council.

## 13. ACKNOWLEDGEMENTS AND THANKS

As Lead Co-ordinator, my sincere thanks go to the following members of the BB Group for their hard work and support over the last eighteen months to produce this Community Plan:

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- Mark Phillips
- Matt Yarwood
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- Graham Holliday
- Tony Kettle
- Sanjiv Chugh
- Graham Parlane

We would also like to thank the Councillors of the Parish Council and representatives of Bradley Trust, the Bradley Neighbourhood Watch Group, the Bradley Buzz Admin Team, and the Lewis Partnership for their time in engaging with us to agree the questions for the questionnaire and reviewing and commenting on this Community Plan.

Additionally, we would like to thank the Parish Council for funding the cost of this project, principally the printing costs of the questionnaire and community plan.

Malc Newman

Lead Co-ordinator

Beautiful Bradley Group