



WELTON PARISH COMMUNITY PLAN

Document produced by Integreat Plus working in collaboration with WeltonParish Council and Dave Hickling. Integreat Plus is the trading name of the Cultural Industries Quarter Agency.

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1.0 INTRODUCTION

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1.1 The Welton Parish Community Plan evolved over a period of three years following a series of workshops, meetings, and exhibitions and the circulation of a questionnaire survey¹.

1.2 The proposals and recommendations contained within the plan are drawn from ideas and aspirations gathered from local people, assisted, where necessary, by external experts and facilitators.

1.3 The project has been funded and co-ordinated by the Parish Council in consultation with local residents representing a wide range of community interests .

1.4 The **aims of the plan** are: -

- (a) To encourage sustainable development;
- (b) To provide a basis / guidelines for future decisions;
- (c) To identify, promote and encourage community projects

1.5 The **need for the plan** arises from a clearly expressed desire amongst local people for a greater say in decisions affecting the future of their area. The plan is an attempt to provide balance and direction in future decisions in line with community aspirations.

1.6 The plan addresses the issues raised by local people under the **six headings** set out below, each of which is accompanied in the plan by a set of guidelines and / or projects which form the basis of the recommendations proposed in the document: -

- **Community Representation and Communication;**
- **The Built Environment;**
- **The Natural Environment;**
- **Traffic and Transport;**
- **Sport and Recreation;**
- **Business and the Local Economy.**

¹2014 - 2017, including two community workshops held in January and July, 2016; two briefing meetings held in 2015; circulation of a village questionnaire survey, in 2014; and production of a draft "Action Plan", also 2014.



2.0 BACKGROUND & ISSUES

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- 2.1** The Parish comprises the separate settlements of Welton, Melton, and Wauldby, together with two largely rural areas, extending into the Yorkshire Wolds, to the north, and to the banks of the Humber, to the south. Whilst the northern area remains essentially undeveloped, the southern area has experienced - and continues to experience - significant pressures from both residential and commercial forms of development.
- 2.2** Central and western parts of Welton are included within a statutorily defined conservation area where character and appearance and the preservation and enhancement of heritage assets, such as listed buildings, are of paramount importance.
- 2.3** Elsewhere within the Parish there are other buildings, structures and areas worthy of, or in need of, care and attention, either through sensitive re-development or ongoing maintenance, and there is a desire to establish a recognizable village centre to reinforce the identity of the Parish.
- 2.4** The issues of through-traffic and car-parking in the villages of Welton and Melton affect many local residents and have negative effects on the overall environmental quality of the area in terms of visual amenity, air quality, road safety, and potential structural damage to property.
- 2.5** The ease of access to high quality countryside, for walking, cycling, bird-watching, and other rural pursuits, attracts many visitors - and residents - to the area, in particular to the peaceful and secluded valleys and wolds in the north of the Parish. However, the popularity of the area for such activities needs to be managed to ensure that environmental and ecological quality is not lost.
- 2.6** There is an active cricket club with a clubhouse and ground that has the potential for wider use, (located just outside the Parish boundary in Elloughton-cum-Brough Parish), as have the facilities at South Hunsley School. Demand has been expressed for a new multi-use sports centre to consolidate and develop sporting and recreational facilities in the Parish - particularly for younger residents.
- 2.7** The Welton Memorial Hall is a highly valued local facility that has potential for wider and more intensive use to benefit all age and interest groups within the Parish. Greater use of the Memorial Hall could, in turn, lead to the establishment of new groups and organisations and aid social cohesion within the Parish.
- 2.8** Although there is a continuing need for new housing - in particular affordable housing serving local needs - the current planning context² does not identify any new house-building sites in the Parish. As the Community Plan is not formally part of the statutory development plan it is not appropriate for it to identify future house-building sites. However, in principle it does support the provision of affordable housing.
- 2.9** Economically, the Parish provides a wide range of employment opportunities in the form of large business enterprises at the rapidly developing Melton Business Park but lacks facilities for smaller units and business start-ups. There are currently two public houses but no convenience store or post office situated within the Parish boundary.
- 2.10** The establishment of new home-based industries requires high quality internet connections the provision of which would benefit all aspects of village life and encourage the expansion of home-working within the Parish.

²The East Riding Local Plan: Allocations Document, 2016.



3.0 REPRESENTATION & COMMUNICATION

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- 3.1** The Community Plan recognises that there are some aspects of Parish life, both physical and social, that could benefit from the guidance and co-ordination that the plan attempts to provide.
- 3.2** Responses from the community questionnaire and the various workshops and meetings have raised a range of concerns with regard to community affairs. Broadly speaking these responses fall into two inter-related categories: -

Greater Involvement

- Improved communication between Parish Council and its residents;
- Better representation on Planning issues;
- Encouraging more feedback from residents;
- Giving more profile to the Annual Parish Meeting.

Building Links

- Greater involvement in community affairs by young people;
- Instigating / creating a community-led plan;
- Building links with local organisations;
- Making improvements to the Parish web site;
- Creating a Parish logo / identity;
- Use of social and traditional media to greater effect.

- 3.3** In response to these concerns, the following projects and guidelines are proposed: -

PROJECT 3.1

Formal establishment and recognition of a Youth Council.

PROJECT 3.2

Instigate a Parish-wide competition to design a new logo for the village using social and traditional media outlets.

PROJECT 3.3

Use the Annual Parish Meeting as an opportunity to bring together all the various organisations and interest groups operating within the Parish with the aim of building, improving, and consolidating links between them and the Parish Council.

Guidelines:

Through the Parish web site give publicity to and seek a wider range of views from local residents on all matters of local concern, including planning applications, to improve local decision-making and make better informed and more authoritative consultation responses to the East Riding of Yorkshire Council on planning matters.



4.0 THE BUILT ENVIRONMENT

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4.1 Local people are justifiably very proud and protective of the quality of local buildings and spaces, in particular those located within the Welton Conservation Area. As these areas already enjoy a certain degree of protection against inappropriate development both through the law³ and local planning policy⁴, there is no perceived need for the Community Plan to seek to impose any additional protection.

4.2 The questionnaire survey and workshop sessions identified the mix of building types and styles, and the generally high level of maintenance of most buildings, as positive features to be praised and encouraged. Also identified were several aspects in need of attention, notably: buildings, gardens and structures in a poor state of upkeep; unnecessary and visually intrusive signs and road markings; (some) satellite dishes; and litter.

4.3 In addition, the following ideas have been suggested as a means of addressing some of the concerns raised: -

- **Encourage maintenance of specified buildings and areas;**
- **Monitoring development within the Conservation Area;**
- **Cleaning and maintaining bus shelters;**
- **Maintain the fabric of the fountain;**
- **Develop an Historical Map of the Parish;**
- **Produce Village Design Guidance.**

³s.72 of The Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended)

⁴Policy ENV 3 of the East Riding Local Plan: Strategy Document (2016)

4.0 THE BUILT ENVIRONMENT

PROJECT 4.1 - (joint with Natural Environment Project 5.1)

Identify sites, areas and buildings within the Parish with a negative effect on the environment and discuss ways of improving them with owners and other relevant parties.

PROJECT 4.2 - (joint with Traffic and Transport Project 6.2)

Identify all unsightly and / or unnecessary signs and road markings within the Parish and discuss ways of removing or improving them with ERYC.

PROJECT 4.3 - (joint with Business and Local Economy Project 8.1)

Establish a Working Party representing a wide range of ages and interests to consider the feasibility of establishing a Heritage and Arts Centre in the Welton Memorial Hall, to include the production of an historical map of the Parish.

PROJECT 4.4

Seek funding for the production of a Village Design Guide.

Guidelines:

The Parish Council will endeavour to ensure that its responses to planning consultations from ERYC are representative of local views and opinions and encourage high-quality, sustainable forms of development in all appropriate cases.

Subject to all material planning considerations, the Parish Council will encourage and support the provision of affordable housing on appropriate sites within the Parish.



5.0 THE NATURAL ENVIRONMENT

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- 5.1** It is evident from the questionnaire responses and community workshops that local people value the large expanses of open countryside and woodlands as well as smaller-scale features and sites such as the Mill Dam and Melton Pond, grass verges, the graveyard, and abundance of wild flowers that can be seen throughout the year within the Parish.
- 5.2** In addition, local people value the many trees, hedgerows, watercourses and private gardens situated throughout the Parish for both their visual and ecological importance.
- 5.3** It has been suggested that some parts of the Parish, for instance in and around Welton Dale or at Wauldby Dam, may be of sufficient nature conservation value and importance to be designated as Sites of Special Scientific Interest to mirror the existing designations alongside the banks of the Humber⁵, at Melton Bottom Quarry, and at Welton Wold. Failing this, a lower level of importance may be considered to be appropriate, such as a “Local Nature Reserve” or “Local Wildlife Site” designation.

- 5.4** Issues that local people have suggested need to be addressed include: -

- **Light Pollution;**
- **Declining bird populations;**
- **Loss of trees and hedgerows;**
- **Non-native fish;**
- **Dog fouling;**
- **Poor maintenance and management;**
- **Litter.**

⁵The Humber Estuary S.S.S.I and Special Conservation Area

5.0 THE NATURAL ENVIRONMENT

PROJECT 5.1 - (joint with Built Environment Project 4.1)

Identify sites, areas and buildings within the Parish with a negative effect on the environment and discuss ways of improving them with owners and other relevant parties. Consider tree and hedgerow planting in all improvement schemes.

PROJECT 5.2

Promote sites such as Welton Dale, Mill Dam, Wauldby Dam, and Melton Pond, for designation as Sites of Special Scientific Interest, Local Nature Reserves and / or Local Wildlife Sites⁶.

PROJECT 5.3

Identify important trees within the Parish and suggest protection through the imposition of Tree Preservation Orders (TPO). Identify locations that would benefit from new tree and hedgerow planting (in conjunction with Project 5.1, above).

PROJECT 5.4 - (in conjunction with Sport and Recreation Project 7.1)

Work with local schools, youth groups and dog owners to improve understanding and appreciation of the natural environment, including the establishment of litter picking and site maintenance working parties.

Guidelines:

The Parish Council will ensure that its responses to planning consultations from ERYC seek to encourage high-quality, sustainable forms of development and avoid unnecessary harm to wildlife interests in appropriate cases, including the loss and / or disturbance of valuable habitats, light pollution, and the introduction of non-native species.

The Parish Council will ensure that its responses to planning consultations from ERYC seek to encourage sustainable forms of drainage wherever circumstances allow.

Subject to the views of local residents, the Parish Council will encourage and support new tree, shrub and hedgerow planting in appropriate locations.

⁶ In accordance with ERLP Policy ENV 4.



6.0 TRAFFIC & TRANSPORT

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6.1 The questionnaire and workshops sessions reveal that local people are very concerned about the level of through-traffic and on-street parking in both Melton and Welton to the extent that no positive comments were registered under this topic.

6.2 Other matters of concern include the poor bus service, the extent of wildlife road-kill, poorly designed speed humps, and the absence of facilities for cyclists.

6.3 Whilst the issue of on-street parking appears to be Parish-wide, there is particular concern about parking in association with South Hunsley School and St. Anne's School, with both parents' and pupils' vehicles contributing to the problems being experienced.

6.4 Through-traffic poses an acute problem when the A63 is closed and although this occurs infrequently, when it does happen both Melton and Welton experience near grid-lock conditions.

6.5 Suggestions made to address these concerns include: -

- **The extension of the 20 mph speed limit on through routes;**
- **The provision of pedestrian safety rails in appropriate locations;**
- **Encourage greater use of the A63 footbridge and provide for car-parking on the south side;**
- **The provision of off-street car-parking for South Hunsley School pupils and parents;**
- **Revisions to the "Petuaria Express" route to include a stop in Welton and/or Melton;**
- **Provision of a road link from the Melton Park Industrial Estate through to Brough, south of the A63.**

6.0 TRAFFIC & TRANSPORT

PROJECT 6.1

Undertake / commission a survey of through traffic and on-street car-parking in Melton and Welton to ascertain the nature and extent of the alleged problems and consider possible actions.

PROJECT 6.2 - (joint with Built Environment Project 4.2)

Identify all unsightly and / or unnecessary signs and road markings within the Parish and discuss ways of removing or improving them with ERYC.

PROJECT 6.3

Seek discussions with South Hunsley School with a view to identifying a site (or sites) for the provision of off-street parking for school pupils and parents.

PROJECT 6.4

Make formal representations to East Riding of Yorkshire Council and East Yorkshire Motor Services to request that the "Petuaria Express" service includes a pick-up and drop-off in Welton and / or Melton.

Guidelines:

The Parish Council will ensure that its responses to planning application consultations from ERYC seek to encourage high-quality, sustainable forms of development including the provision and / or enhancement of cyclist and pedestrian facilities in appropriate cases.

Subject to material planning considerations, and the views of local residents, the Parish Council will support and encourage the provision of off-street car-parking facilities in appropriate locations.



7.0 SPORT & RECREATION

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7.1 Although not generously provided for in the way of sporting and recreational facilities, Parish residents value their allotments, the quality and variety of footpaths, and the local Cricket Club, but were extremely upset and disappointed at the recent closure of the (jointly used) swimming pool at South Hunsley School.

7.2 Young people, in particular, are poorly provided for but there is a need for more indoor and outdoor facilities across all age ranges and interests. More childrens' play areas, a skateboard park, cycle track, and a purpose-built Sports Centre were all referred to several times in the questionnaire responses and workshop sessions.

7.3 Another frequently occurring suggestion was that the Cricket Clubhouse / Pavilion and the facilities at South Hunsley School should be put to wider and more intensive community use.

7.4 The quality of local footpaths is undeniable and already attracts many visitors to the area. The following suggestions have been made by local people to help expand / maintain this important local asset: -

- **Creating a “trod” at Melton (for walkers);**
- **Improved footpath maintenance, and;**
- **Production of a revised local walks leaflet.**

7.5 The following projects and guidelines are proposed in response to these ideas and concerns: -

PROJECT 7.1

(in conjunction with Natural Environment Project 5.4)

Establish regular Working Parties to maintain / improve local footpaths (with consent of landowners and ERYC where necessary).

PROJECT 7.2

Produce a local footpaths leaflet, to include local historic and ecological information (possibly in conjunction with local schools).

PROJECT 7.3

Enter into discussions with the Cricket Club, local schools and ERYC with a view towards widening the community use of the facilities available.

Guidelines:

The Parish Council will ensure that its responses to planning consultations from ERYC seek to encourage high-quality, sustainable forms of development including the provision and / or enhancement of facilities for sporting and recreational activities in all appropriate cases.



8.0 BUSINESS & THE LOCAL ECONOMY

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- 8.1** Melton Business Park is a successful, modern and very accessible location accommodating a wide range of manufacturing, service and office-based activities providing employment opportunities within the Parish.
- 8.2** On a smaller scale, The Green Dragon and The Sandpiper public houses and a number of other smaller enterprises - including some home-based businesses - also make a significant contribution towards the economic well-being of the area.
- 8.3** Ease of access to the A63 and mainline train services (at Brough Station) give the Parish a locational advantage over other areas within the East Riding from a business point of view.
- 8.4** Although there is a Morrison's store in nearby Brough there is no convenience store nor Post Office in either Welton or Melton which means that local people tend to use their cars for even the most basic of shopping trips.
- 8.5** In light of this situation the Community Plan seeks to encourage the establishment of small-scale retail and commercial activities, including tourism, in appropriate locations, together with home-based commercial activities where they can be established without harm to local amenities⁷.

- 8.6** The provision of a high-speed high-quality Broadband service is a modern day pre-requisite for most new businesses that should be encouraged. Free public access to such a service, possibly through the establishment of a "Community café" is an aspiration expressed through the Community Plan.

- 8.7** Other suggestions received through the workshops and questionnaire survey included: -

- **Establish a regular "fresh produce market";**
- **Encourage more visitors and tourist facilities;**
- **Make wider use of the Welton Memorial Hall;**
- **Encourage the wider community use of The Green Dragon and The Sandpiper, and;**
- **Establish closer links with businesses in Elloughton-cum-Brough.**

⁷Subject to any necessary planning and other statutory requirements.

PROJECT 8.1 [joint with Built Environment Project 4.4]

Establish a Working Party representing a wide range of ages and interests to consider the feasibility of establishing a Community Café with high-speed Broadband facilities either in the Welton Memorial Hall or local public houses.

PROJECT 8.2

Encourage / facilitate a regular “Fresh Produce Market” possibly in conjunction with Elloughton-cum-Brough Parish Council.

Guidelines:

The Parish Council will ensure that its responses to planning consultations from ERYC seek to encourage high-quality, sustainable forms of development including the provision and / or enhancement of high-speed Broadband services.

The Parish Council will encourage and support the establishment of local businesses, including home-based enterprises, providing that the overall effects of such activities are not likely to have any significant adverse effects on the environment, road safety, or local amenities.



9.0 ACTION & IMPLEMENTATION

9.0 ACTION & IMPLEMENTATION

- 9.1** The Community Plan identifies a total of 20 “projects” in Chapters 3 - 8 inclusive, all of which seek, to varying extents, to implement the aspirations expressed by local people, as set out in the Plan.
- 9.2** If the aims and guidelines identified in the Community Plan are to be realised, some thought has to be given as to how - and by whom - they might be delivered within financial, administrative and legal constraints.
- 9.3** With this in mind, some of the “projects” set out in the Community Plan suggest organisations, stakeholders, and/or interest groups who may be able to assist the Parish Council in delivering them.
- 9.4** Whilst recognizing that this places no obligation upon any of these organisations or groups, the Community Plan identifies a possible starting point for many of the projects - whilst still leaving open the possibility of others being involved.
- 9.5** The role of the Parish Council in securing the implementation of the various projects will vary according to the nature of each one. Clearly, it will not be responsible for every project, and cannot guarantee any commitment, financial or otherwise, through the Community Plan.

- 9.6** In those projects that the Parish Council does not lead it will, nevertheless, be prepared to offer support, advice and encouragement to any individual or organisation seeking to further the aims of the Community Plan.
- 9.7** If any organisation or individual wishes to offer assistance with any of the projects identified in the Community Plan they are strongly urged to contact the Parish Clerk.

Monitoring and Review:

- 9.8** Subject to practical, legal, and financial constraints, the Parish Council intends to review implementation of the Community Plan at regular intervals with a view to re-assessing its recommendations and guidelines.

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