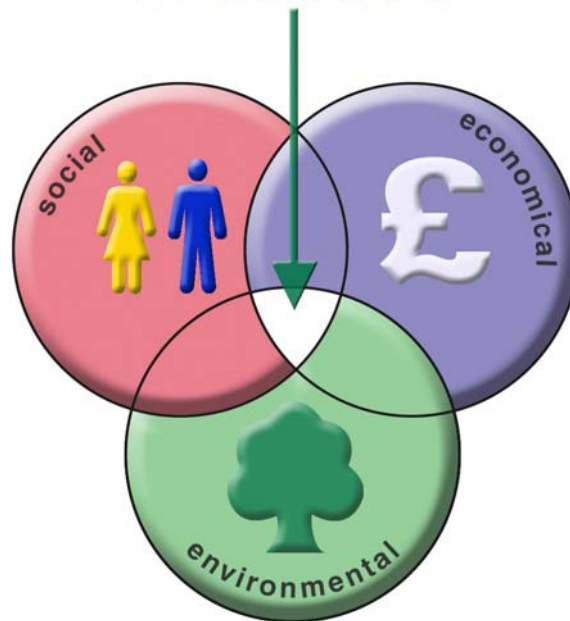


**Broughton Astley Improvement Team (BAIT)  
&  
Sustain Consultancy Ltd**

**Mapping of Services in Broughton Astley**

**Improvement Strategy**

**Experts in delivering  
sustainable  
solutions**



Sharon Muldoon, September 2007

## **Table of Contents**

- 1.0 Executive Summary
- 2.0 Introduction
- 3.0 Methodology
- 4.0 Profile of Broughton Astley
- 5.0 Facilities, Services and Amenities
- 6.0 Anticipated Future Changes
- 7.0 SWOT analysis
- 8.0 Emerging Issues & Trends
- 9.0 Consultation
- 10.0 Partnership Working

## 1.0 **Executive Summary**

During the summer of 2007 a research exercise was carried out within Broughton Astley. The purpose of this exercise was to review all existing documents detailing the demographic profile, services and to gather views from key stakeholders on daily life in Broughton Astley. This exercise was commissioned by the Broughton Astley Improvement Team (BAIT). BAIT is a multi-agency team working across public, private and voluntary sectors focused on improving facilities and services within Broughton Astley. It was intended that the findings from this research would be used to develop a improvement strategy focusing upon key areas for future development.

Research has found that Broughton Astley is a large village with just below 9,000 residents (Leicestershire Small Area Population Exercise 2001-2004 8,660 residents). Over the last 30 years the village has grown in size with there now being 3,295 households. To date however, facilities and services have not grown at the same level. A comparison of a similarly sized town, Lutterworth (which has around 200 more residents than Broughton Astley), has evidenced that there is a significant difference in the services that residents can access within their local environment. Additionally, there are some local issues which have become apparent through this research. Having reviewed these findings BAIT has identified three key areas for onward development.

### **1. Provision of businesses, services and facilities for the village**

The comparison of businesses, services and facilities for residents in Broughton Astley has found that there is a huge difference from services available to residents in Lutterworth. BAIT will now work with local partners, businesses and residents to understand what residents would wish to see and explore development opportunities considering the longer term viability and sustainability of such services and facilities.

### **2. Provision of services for young people**

Research has identified that young children in the village are well provisioned for in relation to local services and groups. However, it has found that for young people aged 14+ within the village there is a perceived lack of services and this is further exacerbated by a lack of awareness of services and groups that exist (Broughton Astley Youth Provision Feasibility study, 2006). Additionally there have been some low level incidents of vandalism in certain areas. BAIT has agreed that this area must become an key item for future development.

### **3. Provision of services and support for local businesses.**

There are believed to be around 200 businesses within Broughton Astley. A fledgling Business Forum has been developed to promote and support the existing businesses within Broughton Astley. Consultation with local businesses through the attendance of the Business Forum identified that the village needs to do more to support local businesses, this can happen by way of the future provision of services for businesses e.g. office accommodation and through consolidated support of existing businesses. BAIT has agreed to work with the local business community to further understand and support their requirements alongside support from individual organisations within BAIT.

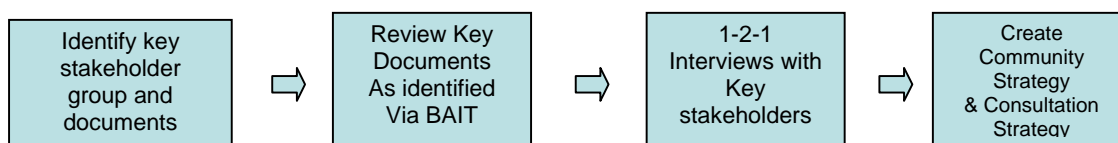
The BAIT partnership must work together to ensure that these areas of development are discussed within Broughton Astley to gain wider involvement from the local community. The partnership must also ensure that adequate resource is provided for future development actions.

## 2.0 Introduction

In June 2007 Sustain Consultancy Ltd was asked by Broughton Astley Improvement Team (BAIT) to work with key stakeholders to develop a sustainable improvement strategy for the village. It was intended that this strategy would both inform and develop local service provision for the short term and support the longer term current planning for Broughton Astley through the Local Development Framework (LDF) within the Harborough District.

## 3.0 Methodology

The following approach was agreed between Sustain and the Project Sponsor, Philip Wilson at Harborough District Council.



The project commenced in mid June 2007 with a target completion date of mid August 2007. Whilst this report was researched and written within a short time period, it is anticipated that the findings from this document will be used for wider consultation with the village and with key stakeholders and providers.

The following table shows the stakeholder group who were contacted for the purpose of this exercise.

**Table One: Stakeholder Group**

Organisation	Area/Individual
Broughton Astley Parish Council	Christine Lord – Parish Clerk
Harborough District Council	Kate Daisley – Children’s Services Manager
Harborough District Council	Janet Doran – Strategic Director
Harborough District Council	Tess Nelson – Principal Planning Officer
Harborough District Council	Phil Wilson , LSP Officer
Rural Community Council (Leicestershire & Rutland)	Chris Sewart – Rural Centres Officer
Thomas Estley Community College (Youth Service)	Colin Laws, Youth Service Officer
Thomas Estley Community College	Tim Moralee, Principal
Leicestershire Police	Sgt Iain Wakeham
Broughton Astley Business Forum	Mark Graves
Broughton Astley Youth Festival	Melissa Whiffin
Broughton Astley Health Check	Ian Sasse

In addition to key stakeholder interviews a number of key documents were identified by BAIT for review. These are listed in the table below:

**Table Two: Desk Based Documents Review**

<b>Document</b>	<b>Owner/Origins</b>
Broughton Astley Parish Council Business Plan	Broughton Astley Parish Council
Broughton Astley Youth Provision Feasibility Study	Health Check
Harborough District Local Development Framework – Core Strategy Development Plan Document <ul style="list-style-type: none"> <li>- Planning for Future Homes &amp; Jobs Discussion Paper</li> <li>- Settlement Appraisal Project</li> </ul>	Harborough District Council
Harborough District Council Open Space, Recreation Provision	Harborough District Council
Broughton Astley Health Check Report & Action Plan	Broughton Astley Health Check Group
Broughton Astley Crime Figures	Leicestershire County Council
Harborough District Council LSP document	Harborough District Council
Sustainable Community Transport Study	South Leicestershire
Harborough District Community Transport	JMP Consulting
Leicestershire Town and Village Study: Broughton Astley	BMG Research
General Population Statistics/Demographics for Broughton Astley	Leicestershire County Council

**In addition the following was also undertaken.**

- A review of house prices in Broughton Astley and a comparison within Leicestershire and national figures.
- A review of high level findings at the BAIT meeting in July 2007.
- A high level review of business, services and facilities within Lutterworth.

#### 4.0 The Profile of Broughton Astley

Broughton Astley is a rural settlement bordered by other smaller settlements and farmland which is of a mixed nature between arable and dairy. It falls within the local authority boundary of Harborough District Council. The settlement of Broughton Astley today is comprised of three older settlements of Primethorpe, Sutton-in-the-Elms and Broughton Astley.

Over the last 20 years Broughton Astley has expanded and is now home to 8,658 residents living in 3,295 homes (source: 2004 Leicestershire Small Area Population Household Estimates). 2001 Census data shows that Broughton Astley's population is 98.9% white.

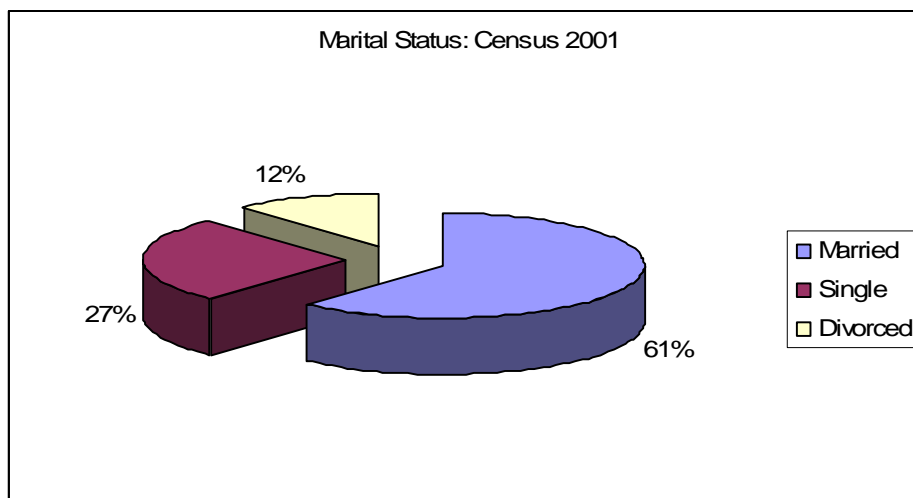
The following table shows the breakdown of population by ward and age.

*Demographics – Table One Ward and Age Breakdown*

Source: 2001 ward Census profiles.	All Ages	0-15	16-29	30-44	45-64 Males, 45-59 Females	65+ Males, 60+ Females
Broughton Astley West	2,233	26%	19%	31%	17%	7%
Broughton Astley South	1,219	25%	14%	28%	24%	9%
Broughton Astley North	1,317	26%	15%	27%	24%	9%
Primethorpe	1,858	19%	15%	22%	27%	17%
Sutton in the Elms	2,031	20%	17%	24%	25%	13%
Total Population	<b>8,658</b>					

This table shows that in all wards children (0-15) have a higher or similar population density than both the Harborough District (20%) and County percentages (19%). Stakeholder interviews suggest that Broughton Astley population is predominantly made up of young families.

The following pie chart reflects the marital status within Broughton Astley.



A recent study of youth provision in the village found that the village is home to 984 young people between the ages of 11-19 (source: Broughton Astley Youth Provision Study, 2007). Further 34% of the village population are within the 0-24 age group.

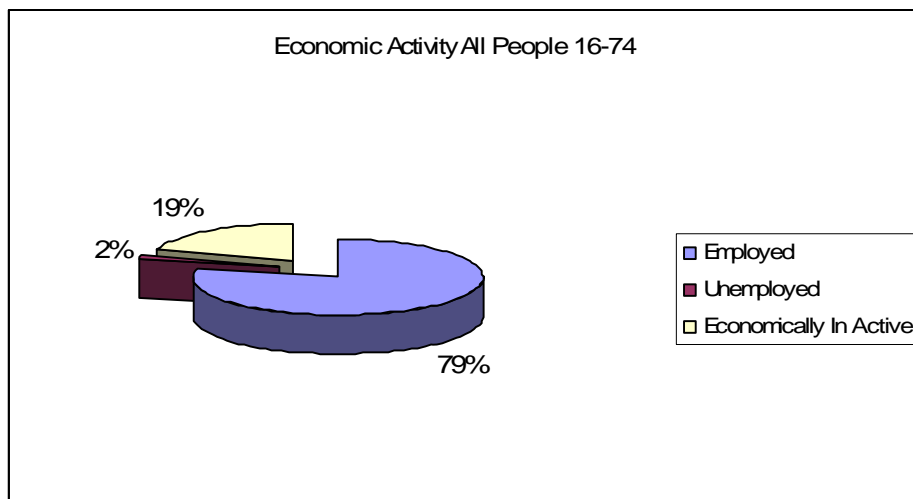
*Demographics – Table Two – Household Numbers and Average Household Size*

<b>Ward</b>	<b>Households</b>	<b>Average Household Size</b>
Astley	881	2.59
Broughton	937	2.85
Primethorpe	755	2.46
Sutton	722	2.61
<b>Total Households</b>	<b>3,295</b>	
<i>Harborough</i>		<i>2.44</i>
<i>Leicestershire</i>		<i>2.43</i>

Household Numbers source: Leicestershire Small Area Population Estimates 2004  
Average Household Size: Census 2001

### Employment

The following pie chart and narrative uses data from the 2001 Census showing the economic profile for Broughton Astley.



The majority of employment is found in the major conurbations of Leicester, Coventry and Hinckley. Unemployment in Broughton Astley is very low at 2%, with a high proportion of the settlements' workforce being employed in professional or managerial roles. The majority of employment is found within the Service Industry (70.9%) with the remaining 29.1% being employed within the Extractive and Manufacturing Industries.

The following table shows the mean household incomes by ward (source CACI, 2004):

Ward	Mean Household Income
Astley	£39,772
Broughton	£46,670
Primethorpe	£32,988
Sutton	£33,287

### Transport

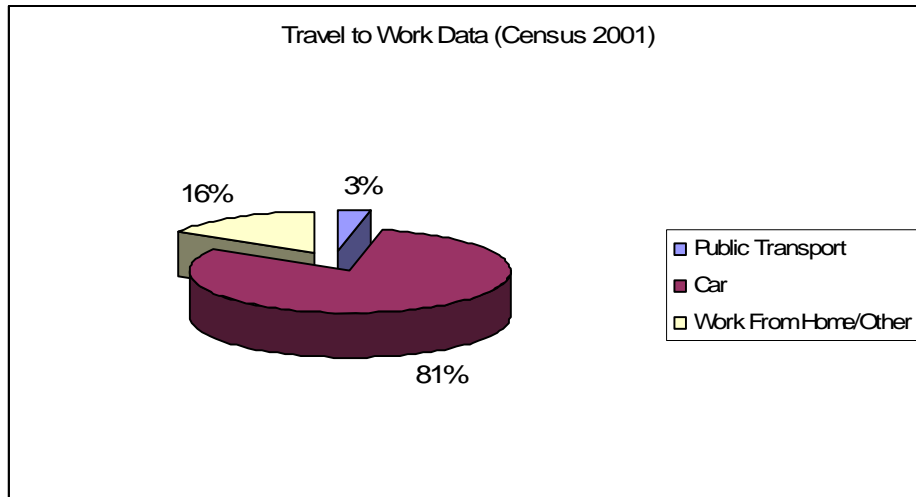
Data suggests that car ownership within Broughton Astley is high; the following table compares car ownership within Broughton Astley against that of Leicestershire.

Table - Car Ownership in Broughton Astley (Census 2001)

Ownership	Broughton Astley	Leicestershire
1 car or van	38%	44%
2 cars or vans	43%	32%
3 cars	11.5%	8%

The Broughton Astley Health Check Report of June 2004 suggest that there are problems associated with traffic congestion within the village centre which in the main co-incide with school drop off and pick up times. The BAIT project team are aware of a number of local initiatives working with schools to reduce congestion at drop off and pick up times e.g. walking bus.

2001 Census data shows the following methods of travelling to work. The average distance was 15.6miles.



Community transport facilities are also available for hire and use. These are delivered through the Lutterworth and Broughton Astley volunteer centres. In addition the village benefits from its own Community Bus which is available for hire.

#### *Public Transport Services*

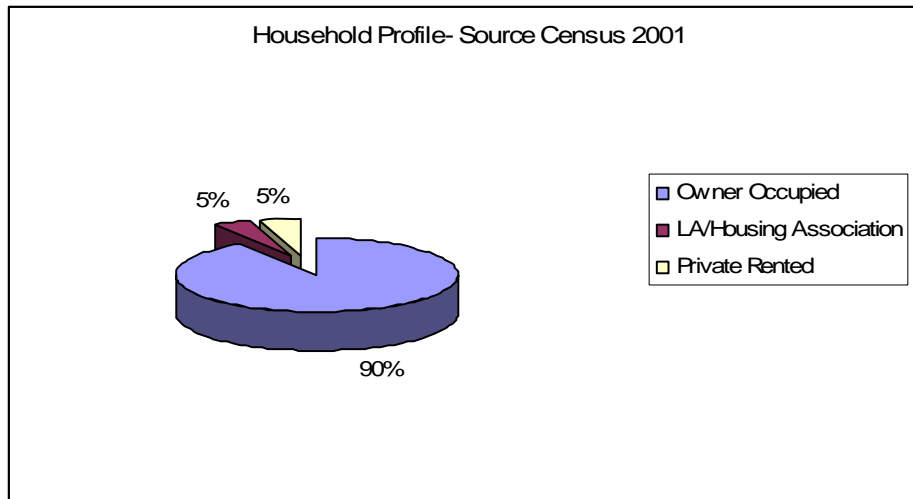
Transport via bus into Leicester are offered every 30 minutes with the journey time taking approximately 50 minutes to arrive at Leicester (this is double the average time for a car journey). Bus services commence at 5.48am with the last bus from Leicester to Broughton Astley being at 10.45pm. The village is currently served by two services number 84 (which is delivered by Arriva) and number 140 (delivered by Woods Coaches). Conversations with the Transport Manager Tony Kirk at Leicestershire County Council suggest that the overall usage of such services is believed to be strong (no actual figures available as this was commercially sensitive information).

There are also local bus services running to and from Rugby.

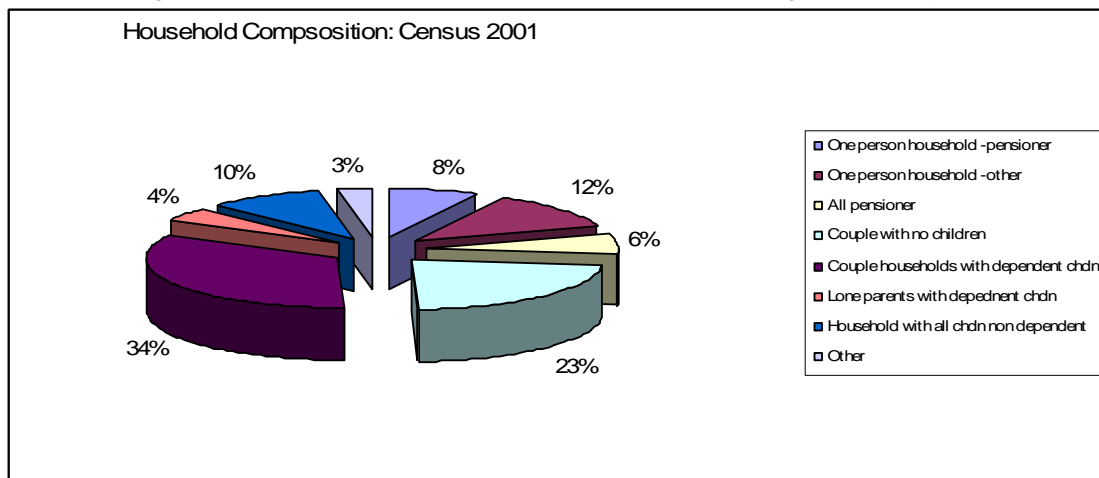
The nearest train station is Narborough which is 5 miles away and Hinckley (7 miles).

### Housing

The housing stock in Broughton Astley is a mixture of older traditional village properties and new estate houses developed over the last 20 years or so. The following pie chart reflects the profile of households.



The following chart shows the household composition for Broughton Astley.



The above chart shows that:

- 20% of households are occupied by one person (7.6% pensioners/12.4% other)
- The largest percentage is households occupied by couples with children (33%)
- The second largest percentage at 23% is couples with no children.

A review of houses for sale within Broughton Astley shows a variety of housing available. The following table provides a snap shot of the prices for housing within Broughton Astley and compares this to prices of similar properties in neighbouring areas (source July 2007 [www.vebra.co.uk](http://www.vebra.co.uk)).

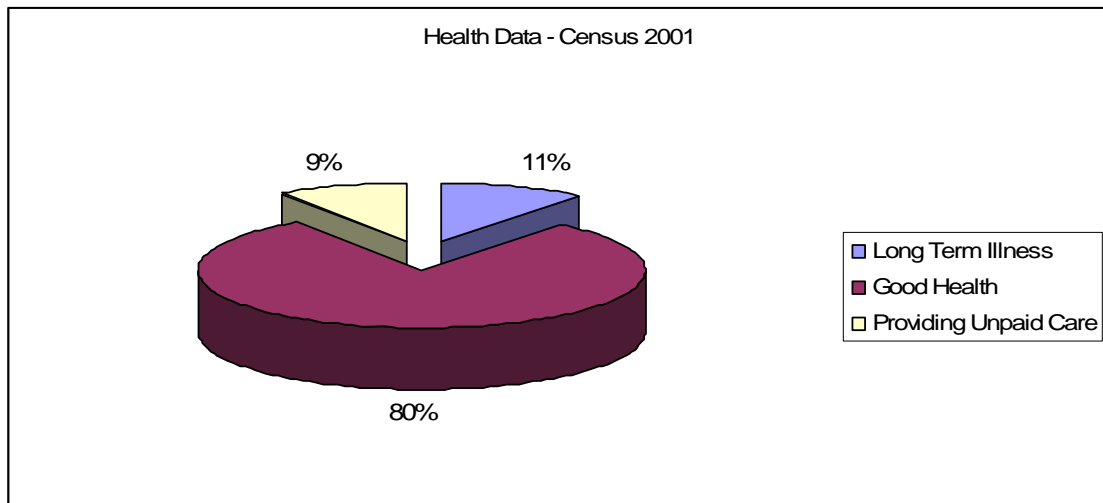
Area	Description	Value
Lutterworth	2 bed flat	£109,950
Enderby	2 bed house	£114,950
Broughton Astley	2 bed house	£119,950
Broughton Astley	2 bed house	£122,950
Broughton Astley	2 bed house	£124,950
Broughton Astley	2 bed house	£129,950
Lutterworth	2 bed house	£130,000
Narborough	2 bed house	£131,950
Broughton Astley	2 bed house	£131,950
Dunton Bassett	2 bed house	£133,950
Broughton Astley	2 bed house	£135,000
Area	Description	Value
Broughton Astley	3 bed house	£144,950
Enderby	3 bed house	£146,950
Broughton Astley	2 bed house	£146,950
Littlethorpe	3 bed house	£149,950
Broughton Astley	2 bed bungalow	£149,950
Countesthorpe	3 bed house	£150,000
Lutterworth	3 bed house	£154,950
Broughton Astley	3 bed house	£154,950
Countesthorpe	3 bed house	£161,950
Broughton Astley	3 bed house	£159,950
Narborough	3 bed house	£168,950
Countesthorpe	3 bed house	£172,950
Broughton Astley	3 bed house	£179,950
Narborough	3 bed house	£182,500
Broughton Astley	3 bed house	£184,950
Area	Description	Value
Broughton Astley	4 bed house	£187,950
Countesthorpe	4 bed house	£192,950
Broughton Astley	3 bed house	£194,950
Lutterworth	3 bed house	£199,950
Littlethorpe	3 bed house	£199,950
Broughton Astley	3 bed house	£216,950
Area	Description	Value
Lutterworth	4 bed house	£224,950
Broughton Astley	4 bed house	£238,950
Narborough	4 bed house	£239,000
Countesthorpe	4 bed house	£242,000
Broughton Astley	4 bed house	£279,950
Lutterworth	4 bed house	£299,950
Broughton Astley	4 bed house	£242,950
Broughton Astley	4 bed house	£339,000

This review of property prices and availability shows that although there would appear to be entry level housing available, it is not affordable to families on an average income, alongside medium and large sized family homes.

Entry level properties not being affordable suggests that this is a current difficulty and likely to become an even more prominent issue in the village. Affordable provision will need to be reviewed and addressed over time to ensure that as the village's demographic profile changes, there is sufficient entry level housing to retain and house young people from the village.

### Health

The following pie chart shows the findings from the 2001 Census data. A long term illness is defined as an illness that prevents an individual from working. Unpaid care relates to elderly people *not* the provision of care for children.



This pie chart shows that the village on the whole benefits from Good Health at 80%. It also shows that around 9% provide unpaid care to the elderly or working age adults with health issues.

**Crime**

The following table has been provided from Leicestershire County Council showing recorded crime incidents for Broughton Astley from 2001/02 to 2006/07.

For definitions of the crime types please refer to:

CISGroup	01/02	02/03	03/04	04/05	05/06	06/07
Assault	44	72	58	72	72	66
Burglary Dwell	9	13	17	19	17	10
Burglary Other	15	21	18	28	17	19
Damage	51	68	59	44	71	72
Damage to Motor Vehicle	32	35	27	35	32	31
Drugs	18	12	3	4	17	12
Fraud & Forgery	33	7	17	17	13	21
Indecency	2	6	1	4	5	3
Miscell	6			4	1	
Public Order	1	3		1		3
Robbery				2	1	
Theft	31	43	33	29	36	33
Theft Cycle	3	1	4	1	4	3
Theft From Motor Vehicle	40	29	37	33	18	23
Theft Motor Vehicle	11	19	14	17	10	6
Theft Person	1	1			2	
Theft Stores	6	9	6	3	11	4
Total	303	339	294	313	327	306

Analysis of the above tables shows that crime levels remained relatively stable over the time period for this review. Notable areas of shift are;

- Assault has risen from 44 recorded crimes in 01/02 to 66 in 06/07
- Damage has risen from 51 recorded crimes in 01/02 to 72 in 06/07
- Reduction in recorded theft from Motor Vehicles and of Motor Vehicles over this time frame
- 306 recorded crimes against households of 3,250 (9%) and population of c.8,660 (3.5%)

The following table shows recorded crime for Harborough District.

CISGroup	01/02	02/03	03/04	04/05	05/06	06/07
Assault	424	429	613	835	702	730
Burglary Dwell	234	263	319	261	268	255
Burglary Other	309	474	385	311	324	390
Damage	395	476	481	486	471	539
Damage to Motor Vehicle	370	294	346	271	300	303
Drugs	97	102	61	103	147	147
Fraud & Forgery	211	237	232	269	208	227
Indecency	25	50	28	40	43	31
Miscellaneous	38	28	35	50	26	20
Public Order	19	16	8	12	16	25
Robbery	9	11	21	24	13	20
Theft	570	701	551	625	489	493
Theft Cycle	65	43	59	59	49	64
Theft From Motor Vehicle	415	488	380	370	416	418
Theft Motor Vehicle	194	197	195	183	141	119
Theft Person	24	38	36	37	41	46
Theft Stores	140	198	150	160	157	162
	3539	4045	3900	4096	3811	3989

Comments on above table:

- Recorded crime within the Assault category has risen dramatically over this time period
- Recorded crime within the Damage category has risen dramatically
- Reductions in recorded crime in theft and theft of motor vehicle over this period
- In 06/07 3989 crimes against household number of 33,900 (11.7%) or population of 80,400 (5%)

The third table shows recorded crime for the County.

CISGroup	01/02	02/03	03/04	04/05	05/06	06/07
Assault	4718	6383	7295	9152	8891	8739
Burglary Dwell	3068	2952	3237	2835	2772	3164
Burglary Other	3896	4024	3698	3259	2926	3112
Damage	5110	5428	5897	6140	5789	5985
Damage to Motor Vehicle	3731	3500	3343	3189	3265	3645
Drugs	822	788	640	849	927	1081
Fraud & Forgery	2949	3008	3039	2816	2446	2403
Indecency	339	450	345	486	517	493
Miscellaneous	320	269	310	338	281	198
Public Order	178	215	218	215	268	244
Robbery	218	292	271	290	303	317
Theft	5376	6250	5783	5924	5213	5321
Theft Cycle	1091	799	867	839	957	970
Theft From Motor Vehicle	6212	5808	5693	4719	4614	4829

Theft Motor Vehicle	2432	2213	2131	1948	1468	1460
Theft Person	320	475	541	591	669	694
Theft Stores	1869	1996	1953	1785	1935	2002
	42649	44850	45261	45375	43241	44657

Comments from above table:

- As with Harborough increase in recorded crime on assault category
- Increase in drug related record crime
- Reduction in recorded crime 'Theft from Motor Vehicle' and Theft of Motor Vehicle
- Increase in recorded crime theft from person
- 44,657 recorded crimes from household of 264,000 (16.9%) or population of 627,800 (7.1%)

**Overall Comments on Crime Figures**

Whilst it is evident that crime is a feature of life in Broughton Astley, the village when compared with District and County levels is a relatively safe, crime free place to live.

## 6.0 Anticipated Possible Future Changes for Broughton Astley

A visit was undertaken with Tess Nelson who is the Principal Planning Officer in the Planning Policy Team and who sits on the Broughton Astley Improvement Team. Tess discussed the potential sites within Broughton Astley detailed in the Harborough District Local Development Framework Planning for Future Homes and Jobs Discussion Paper of June 2006. Within this document there are a number of suggested housing development sites at Broughton Astley. Tess explained that these sites have not been proposed by the Council, but have been submitted to the Council for consideration by landowners and developers, who wish to have their sites allocated for either housing or employment development, or in some cases for a mixture of uses. It is understood that of these sites, of which there are 9 currently are owned by or have options from a number of housing developers.

One site situated nearby Sutton Elms is being promoted by a developer (David Wilson Homes), which has promised the construction and equipment of a Leisure Centre based within the grounds of Thomas Estley Community College should planning permission be consented. It is understood that the Parish Council support this development and the potential for increased leisure facilities within Broughton Astley. Harborough District Council has not yet formally considered this proposal, which will be considered during the preparation of the Local Development Framework. At this stage there have been no detailed discussions regarding the services, facilities or ownership of this centre. Clearly, BAIT would need to be involved in any future developments or discussions around the potential of this facility and the operational running costs of such a facility.

It is important to note that whilst there are a number of potential sites for housing development, none yet has been agreed. Harborough District Council has prepared a draft Housing Land Availability paper, which shows that there is sufficient land for housing development until 2012/3. Therefore, any development within Broughton Astley will happen after this date. Clearly there are a number of decisions to be made about future developments within Broughton Astley, both in terms of any increased homes and the need for increased services and facilities to support existing and future residents.

It is highly unlikely that **all** sites will be developed on within the next planning phase for development (to 2026). Discussions with the Planning team at Harborough suggest that the potential increase in housing is unlikely to be of a significant scale. Housing requirements for the District (as set out in the draft Regional Plan for the East Midlands) are below the levels of new housing built during the 1990's and 2000's under the Local Plan. The draft Regional Plan also requires that the majority of this housing must be allocated to Market Harborough and to the parts of the District next to the built up area of Leicester. This means that the amount of new housing allocated to towns and villages outside of Market Harborough and Leicester urban fringe areas in the period to 2026 is likely to be in the region of hundreds, rather than thousands of houses. One option could be to allocate in the region of the upper hundreds of new housing to Broughton Astley. An alternative option could see significantly fewer houses built in Broughton Astley. Clearly, the work of BAIT will help to develop an appropriate strategy for Broughton Astley, to inform consideration of these options. Formal consultation on the emerging strategy for Broughton Astley will take place as part of the preparation of the District-wide Core Strategy, which will be an important element of the Local Development Framework.

### 7.0 Broughton Astley - Services, Facilities & Amenities

Broughton Astley currently has the following facilities within the village.

Community Services (Stat)	Location & Provider	Notes
Village Hall	Station Road Parish Council	General Community Use (indoor sports, community meetings and events). Home of Parish Council. Internet Access Point
One-Stop-shop	District Council – Village Hall	
Library	Village Centre Leicestershire County Council 9.30am -5.00pm – Mon, Fri & Sat  9.30 – 7.00pm – Tues & Thurs  Closed Weds & Sunday	Internet Access Point -13 computers Access centre offering: Numeracy & literacy training IT training Virtual access for remote areas Structured Progress routes (basic/foundation courses) Job/Career guidance Welfare/benefits advice Legal advice Signposting to other services Bookstart
X3 Primary Schools	Halbrook Old Mill Orchard C of E	All schools feed into Thomas Estley
Thomas Estley Community College		9-14 years of age c.750 pupils Extended School Status Facility used by other groups within the village.  Adult classes are provided for, offering a range of activities from Spanish classes to Tai Chi to Microsoft Office to Family History groups.
Allotments	Parish Council	Fully occupied. Waiting list
Frolesworth Road Recreation Ground	Frolesworth Road	Provision for: Skate board park Football Pitch X 2 Cricket Pitch Children's Play Area Public Toilets Issues around; Vandalism Park closing times

		Parking Increase in land to meet sporting requirements of villagers.
Health Centre	Village Centre	
Private Dentist	Station Road	

Private Businesses	Location & Provider	Notes
Public Houses - 5 within the village	Red Admiral The Bull The White Horse George & Dragon The Royal	Police state issues around capacity at certain points during weekends.
Children's Nurseries - x2 private nurseries	Tea Pot Play Station	3 provided for within village boundaries
Garden Centre	Charlie Brown's	
Co-op Store	Village Centre	Cashpoint facilities. Reported issues around ASB from youth within the village.
Estate Agents x4 list	Village Centre	
Hinckley & Rugby Building Society	Village Centre	
Post Offices 2 within the village (location)	Village Centre & Dunton Road	Parish Council are not aware of any closure plans for these.
Convenience Stores	Devitt Way Mace Store, Main Street	
Conservative Club	Village Centre	Used for community meetings but mainly licenced premises
Butcher	Village Centre	
Hardware Store	Village Centre	
Chemist	Village Centre	
X2 Card & Craft Shops		
Pet Shop		
Florist		
Solicitor		
Optician		
Farmer's Market	Village Hall	Every 2 <sup>nd</sup> Sunday. Brings visitors to village.
Hair Dressers x2		
Beauticians	Village Centre	
Fish & Chip Shop X 2	Village Centre and Devitt Way	
Take Away Services	Various in Village Centre	
Petrol Station	Main Street	

**Schooling for young people aged 14+ is currently delivered by:**

- Lutterworth Community College
- Countesthorpe

**Community Groups and Activities:**

The following have been identified as active within the village.

<b>Group and Activity</b>
St Mary's Church – Various Groups and activities
Sutton-in-the-Elms Baptist Church – various Groups and activities
Royal British Legion
1st Broughton Astley Scout Group
Brownies
Citizen's Advice Bureau
Broughton Astley Women's Institute
Broughton Astley Gardener's Association
Broughton Astley Heritage Society
Age Concern
Broughton Astley Twinning Association
Broughton Astley Community Bus
Mums and Tots Group (pre school)
Broughton Astley Opportunities Play Group (pre school)
Broughton Astley Drama Society (BADs)
Broughton Astley Drama Society – Juniors
Broughton Astley Carnival Committee
Broughton Astley Health Check
Broughton Astley Cricket Club
Neighbourhood Watch
Wriggly Readers
Dunton & Broughton Rangers Football Club
Broughton Astley Junior Football Club
Broughton Astley and District Stroke Club
Baby signing group
Over 21 Club
Broughton Astley Indoor Bowls
Book Group
Steele Elliott School of Dance
Dunton Bassett Folk Group

**Community Groups organised / delivered at Thomas Estley College**

- Yoga
- Blaby Labour Party (monthly)
- Men's Keep Fit Club
- Fitness Workshop
- Body & Tone Stretch Club
- Cricket Club (summer only)
- Volley Ball Club
- Keep Fit in Retirement
- Badminton Club
- Pre-War Austin 7 Club

**Evening Opportunities for Children and Young People at Thomas Estley Community College**

	Monday	Tuesday	Wednesday	Thurs	Friday	Saturday	Sunday
Sporting Dreams					6-8pm 4-8yrs		
Pirouette Academy of Dance	4- 6.15pm 3yrs +	4 – 7.15pm 3yrs +					
Dunton & Broughton Rangers Junior FC					6.00pm - 7.00pm Boys & Girls		9.00pm- 1.00pm Boys & Girls
GKR Karate Club		6.00pm- 7.00pm	7.30pm- 9.15pm				
2 <sup>nd</sup> BA Brownies			6-7.30pm				
3 <sup>rd</sup> BA Brownies				6.15pm - 7.45pm			

**Youth Provision (via Youth Service): Located within Thomas Estley Community College:**

	Monday	Tuesday	Wednesday	Thurs	Friday	Saturday	Sunday
Lunch Time	Youth Council		Arts Award	Local Youth Work Award			
After School		Adventure Challenge Yrs 8 & 9					
Eve	Naseby Sailing Club  Xtreme Team Youth Club  Active 8 Sports Club	Cook It Cooking Club Yr 8 & 9  Youth Club Year 8+	Duke of Edinburgh Award  Top Team Girls Group  Chill Out Bus	Youth Club 13+			

- Xtreme team – a club for young people with special needs
- Top Team – girls group from babysitting to canoeing courses
- Issues were raised around the location of groups for young people 14+ who have moved onto schools in Lutterworth or Countesthorpe and may not want to 'go back' to activities based on the Thomas Estley site.

- In addition Thomas Estley Community College offers a range of term time activities from breakfast clubs, to Chess groups, Sporting activities, Arts, Science, Maths and English groups.

**Businesses within Broughton Astley:**

The village has a small industrial estate at Swannington Road which is home to around 25 industrial units. In addition to this there are the retail business listed in the services and facilities section of this report. There also believed to be a significant number of home based businesses ranging from accountants to plumbers to part time workers.

Broughton Astley benefits from a fledgling business forum which has been supported by the Rural Community Council. Sustain visited its Forum on 2/7/07 to understand more about the business community and discuss what its needs were in relation to services and facilities within Broughton Astley.

The following list captures the views of those present at the Forum on 02/07/07.

- No bank
- Limited business support services
- Limited/lack of business accommodation (offices rented in Lutterworth as no/low availability in Broughton Astley)
- Limited knowledge (hidden) businesses which could do more to support each other/generate business within the village
- All the above means more business moves out of Broughton Astley than within it

Support for the Business Forum was discussed at the Broughton Astley Improvement Team meeting on 13<sup>th</sup> July. It was agreed that the BAIT would seek to find ways to support the development of the Business Forum in Broughton Astley.

The Business Forum has now received a £500 grant from the Rural Community Council and this has been matched from the District Council. Further, dialogue is now taking place between the Forum and the District Council to see how its work can be further supported.

## 8.0 Reviewing Other Research/Feasibility Documents

The following section reviews existing desk based research from previous community studies. The studies involved are the Youth Provision Feasibility Study (February 2007), BMG Market Towns Study (September 2006) and Leisure Facility Study (1996).

### 8.1 Youth Provision Feasibility Study

In February 2007 a feasibility study took place in Broughton Astley to engage with young people in the village between the ages of 11-19 (of whom there are 984 in the village Census 2001).

The study was designed to test the viability for an internet café/drop in facility for young people within the village which was a recognised gap following the HealthCheck report on the village in June 2004. The survey achieved 113 returned questionnaires.

The feasibility study found that:

- A third of respondents attended youth groups either in the village or surrounding areas
- Around a third of respondents had a lack of awareness of what was currently available to them within the village
- 58% of respondents use services on an occasional basis rather than regular structured engagement

The following table shows the top five activities and least favourite activities (respondents were asked to rank their favourite activities):

Top Five Activities	Least Popular Activity
Hanging around with friends	Playing a musical instrument
Listening to music	Dancing
Watching TV	Boarding / BMX
Cinema	Church Activities
Go to Park	Cyber Café

When asked what they would like to do in their **leisure time** the following was offered:

- Cyber Café – 36% of respondents
- Working – 32% of respondents
- Keep Fit – 24% of respondents
- Volunteering – 22% of respondents

### Areas for Discussion and Attention:

- Around 41% of respondents suggested a shopping centre, sports centre, school or café/shop as their favourite places to meet.
- Results from this survey show that sports participation amongst Broughton Astley 11 to 19 year old youth sector are below the national average participation trends.

- 80% of respondents said that the provision of a cyber café would be a good idea when prompted (compared to 36% unprompted)
- Open times need to be considered and should be consulted on with this group.
- 22% of respondents expressed an interest in volunteering. This 'potential' could be used to help develop the provision of such a facility
- There is a need to better promote the availability of current services/groups targeted at this age group
- Sports engagement of respondents is low compared to the national average and could therefore become an area for attention and improvement.

In addition to this study a stakeholder working with young people within Broughton Astley added that for some young people the location of facilities of young people is *key* in obtaining engagement and involvement. It was suggested that basing all activities in the grounds of Thomas Estley can lead to the disengagement of 14+ as they do not want to "go back to" the village school they have already left.

It is recommended that the discussion regarding the development of services for this age group is taken for wider consultation with the young people of Broughton Astley. There are a number of routes towards achieving this:

- Youth Festival –September 15<sup>th</sup> 2007 at TECC. This was hugely successful and around 60 views of young people were gathered to understand more about the needs of young people in the village.
- Youth Council and wider Engagement at TECC
- Engagement of Broughton Astley young people at Lutterworth and Countesthorpe Schools
- Use of existing structured Youth Service activities for engagement.

## **8.2 BMG Research Report**

### **Leicestershire Town and Village Centres Survey: Broughton Astley**

This research took place in September 2006 and in total 79 interviews was achieved with Broughton Astley residents. The survey was commissioned by Leicestershire County Council to conduct a customer satisfaction survey.

#### **The profile of the 79 respondents was as follows:**

- 54% female /46% male
- 11% aged between 16-24
- 29% aged between 25 -44
- 41% aged 45-64
- 18% retirement aged 65+

Frequency of visits into Broughton Astley:

- 73% visit Broughton Astley at both week days and weekends
- 54% visit Broughton Astley during both the day and evening

The questionnaire asked what areas would encourage respondents to visit Broughton Astley more often (top 5 responses):

- 78% wider range of shops and facilities
- 38% more, better or different places to eat or drink
- 24% more cultural or entertainment activities
- 23% open hours extended into the evening
- 19% free parking

Respondents were asked about methods used to find out about events and attractions at the centre of Broughton Astley (top 5 responses):

- 82% local newspaper
- 27% local billboards
- 9% council newsletter
- 8% radio/television
- 5% internet

Respondents were asked whether Broughton Astley had got better or worse over the last 12 months

- Worse - 11%
- No change -60%
- Better - 28%
- Much better - 1%
- Don't know/no opinion - 9%

**Rating of Broughton Astley for various groups:**

	Very poor	Poor	Neither Good nor Poor	Good	Very Good	DK/No Opinion
Elderly People	1	1	19	70	5	4
People with disabilities	1	3	18	58	5	15
Shoppers	1	5	27	51	5	11
Visitors	1	5	29	48	3	14
Families	1	8	42	32	3	15
<b>Young People</b>	<b>3</b>	<b>30</b>	<b>28</b>	<b>24</b>	<b>0</b>	<b>15</b>
Sample base 79						

This table highlights the current low perception of services and quality of life for various groups living within Broughton Astley it also confirms some of the earlier issues found in relation to limited provision of services in Broughton Astley for young people.

**Rating of Broughton Astley as a place to live, work, shop.**

Overall on a rating of 1 to 5 where 5 is the most positive score, Broughton Astley was rated 3.70 which is almost the same as the County average of 3.71 – that is Broughton Astley is well above average, good but not very good. Broughton Astley was considered a good place to live (3.85) compared to the County average of 3.67. *However, Broughton Astley was not considered as a good centre for leisure and entertainment compared to the County average (2.89 Broughton Astley and 3.43 County average).*

Respondents were questioned about whether or not Broughton Astley met their retail needs. 38% of respondents said that the variety of the retail outlets and shops adequately met their needs, whilst 37% said it met their needs very well or quite well. *Almost 25% said it did not meet their needs.*

### Crime and Safety

This section questioned respondents in Broughton Astley on perceived crime and safety.

	Very big problem	Big Problem	Neither big nor small	Small Problem	Not a problem at all
Racial Harrassment	0	0	13	18	68
Verbal abuse or other aggressive behaviour	0	4	15	22	58
Property being stolen from a vehicle	0	3	14	29	53
Vehicles being stolen	0	4	13	28	53
Assaults and other violent crime	0	8	4	33	52
Aggressive begging	0	3	13	37	43
Road safety or speeding	0	5	13	30	49
People being drunk or rowdy in public places	0	3	18	37	42
People not treating each other with respect	0	3	13	49	35
Personal theft (pick pocketing)	0	5	17	34	43
Fly tipping	1	6	15	32	46
People using or dealing drugs	0	5	17	30	35
Street canvassers	0	8	13	39	34
Vandalism, graffitti and other deliberate damage	0	9	18	37	37
Dirty pavements and chewing gum	0	6	22	39	33
Litter lying around	1	14	17	37	32
Groups of people hanging round the streets	1	9	28	38	24

Rubbish and litter lying around, groups of people hanging around the street and street canvassers were seen as the most significant problems in Broughton Astley.

There were mixed views on the levels of police presence in Broughton Astley, with 49% of respondents claiming it was just about right whereas 41% felt that it was insufficient and should be increased.

## SWOT

Sustain was asked to create a SWOT using information from the stakeholder interviews and the desk based review.

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>➤ Recognition that development of services is required across stakeholder group</li> <li>➤ Parish Council Business Plan recognises need for infrastructure development</li> <li>➤ Low crime rates</li> <li>➤ Low unemployment rates</li> <li>➤ 25 active community organisations (HC)</li> <li>➤ Thomas Estley Community College</li> <li>➤ 25% of villagers use village facilities (HC)</li> <li>➤ Established services</li> <li>➤ Youth provision survey showed an appetite for young people to be active volunteers</li> <li>➤ Village carnival</li> <li>➤ Well maintained recreational ground (HC)</li> <li>➤ Community Transport links</li> <li>➤ Farmer's Market (visitors/focal point)</li> <li>➤ Library Services offering Access Centre facilities</li> <li>➤ BMG research findings for Broughton Astley</li> <li>➤ Safe place to live (BMG)</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>➤ Car parking facilities within the village</li> <li>➤ No bank</li> <li>➤ Limited facilities (means that people go to Lutterworth and spend their money there!)</li> <li>➤ Limited leisure facilities/infrastructure (PC)</li> <li>➤ Vandalism; skate park, recreation ground toilets &amp; industrial estate</li> <li>➤ Dentistry (HC)</li> <li>➤ Where is the heart of the village?</li> <li>➤ What is the village identity?</li> <li>➤ Perceived complacency (vs. Lutterworth) (SG)</li> <li>➤ Youth provision showed that some respondents do not know what is currently available (YPFS)</li> <li>➤ Affordable entry level housing (HC)</li> <li>➤ Recreation park closes at dusk</li> <li>➤ School youth club located in nursery with Postman Pat on the walls</li> <li>➤ Traffic congestion at Village Centre around school drop-off/pick-up times (HC)</li> <li>➤ Limited sporting facilities</li> <li>➤ Litter and rubbish around the village (BMG)</li> <li>➤ 25% respondents said shops did not meet the need (BMG)</li> <li>➤ Lack in Leisure and Entertainment (BMG)</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>➤ Youth Forum – for open engagement and listening</li> <li>➤ Youth Festival – to promote services and obtain engagement</li> <li>➤ Business Forum – for open engagement</li> <li>➤ Village signage (identity)</li> <li>➤ Specific youth facilities</li> <li>➤ Existing structures for consultation</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>➤ ASB may grow if facilities are not created for young people</li> <li>➤ No facilities for 14+ young people in the village – no space or place TE deemed 'too young'</li> <li>➤ Disengagement</li> <li>➤ Perceived impact of Town status/further development on village identity</li> </ul>

<ul style="list-style-type: none"><li>➤ Development of Scout Hut/Youth provision</li><li>➤ Young people disassociate leisure and school – how can the village find a place/space that is appropriate ‘youth identity’</li><li>➤ School car free initiatives</li><li>➤ Extended Services</li><li>➤ Chill Out bus with structured activities</li></ul>	<ul style="list-style-type: none"><li>➤ Tensions re: housing development</li><li>➤ Limited resources for youth work</li></ul>
--	---

## 9.0 Development Needs/Emerging Areas

On 13<sup>th</sup> July Sustain presented the initial findings to the BAIT where a number of areas were identified for future progression. Following a presentation of the mapping exercise within Broughton Astley the BAIT team identified 3 key areas of attention:

### Youth Provision

It was agreed that the evidence and local knowledge suggested that more must be done in the way of services and provision for young people within the village.

BAIT wish to consult with the young people within the village to further understand what it is that they would wish to be provided. Sustain recommends that there are a number of ways of achieving this:

- a) Youth Festival 15<sup>th</sup> September – linking in with the planned youth festival to be held at TECC and requesting views and thoughts of the young people in the village
- b) Existing structures through local schools; TECC, Lutterworth and Countesthorpe (Youth Forums, Groups etc)
- c) Existing youth groups (identified within this report)
- d) Finding ways to ensure current groups and activities are clearly promoted and marketed within the village as awareness levels can be low with this age group.

BAIT need to identify routes for both engagement and capturing both the appetite for services and the need to get young people involved in decision making structures around the development of such facilities and services.

An individual within BAIT needs to own the development and progression of this consultation exercise, leading from the feasibility study and comments made within this report.

### Community Facilities & Infrastructure

Following the presentation from Sustain, BAIT agreed that it would be useful to use the mapping of services within Broughton Astley and compare this against the provision of services in Lutterworth which is a neighbouring town and has a similar population profile. This would help inform the planning development of content within the Local Development Framework (LDF).

The purpose of this exercise was to provide a snapshot of the uniqueness of Broughton Astley and its current infrastructure. This snapshot would then be used to create a wider consultation exercise with residents of Broughton Astley to determine what services and infrastructure is required by villagers for the future and to begin a discussion regarding the potential impact of increased development.

### Lutterworth Analysis

The Leicestershire Small Area Population Survey 2004 conducted by Leicestershire County Council shows that Lutterworth is home to 9,000 residents and has 3,742 households. As such it has a similar profile to that of Broughton Astley.

The town (background detail from P Bailey...meeting on Monday to fill in!!!!)

In relation to facilities, businesses and services residents benefit from the following:

Area	Comment
Health	Community Hospital – Fielding Palmer Health Centre (2 surgeries) Dentist
Police	Police Station (not open full time)
Schools	2 Primary Schools 1 Middle School Lutterworth College
Leisure Facilities	Lutterworth Sports Centre <ul style="list-style-type: none"> <li>- 25m swimming pool</li> <li>- 4 court sports hall</li> <li>- 64 station gym</li> <li>- Crèche</li> <li>- Car parking for 140 vehicles</li> </ul> Swiftway Community Centre Pavilion Recreation Ground Coventry Road Recreation Ground Crescent Road Park and Play area 2 Allotment Sites (fully occupied with waiting list)
Voluntary Sector Groups*	Number of active groups.
Faith	3 churches <ul style="list-style-type: none"> <li>- St Mary's Church</li> <li>- United Reform Church</li> <li>- Methodist Church</li> </ul>
Supermarkets	Netto Morrisons Co-Op
Retail Facilities	Lutterworth benefits from around <b>129</b> retail units in and around the town centre.  Retail units cover <ul style="list-style-type: none"> <li>- pharmacies x2</li> <li>- beauticians/hairdressers</li> <li>- solicitors x2</li> <li>- charity shops</li> <li>- sportswear shops</li> <li>- clothes shops</li> <li>- travel agents</li> <li>- estate agents</li> <li>- opticians</li> <li>- stationers</li> <li>- copy shops</li> <li>- newsagents</li> <li>- dry cleaners</li> <li>- jewellers</li> </ul>

	<ul style="list-style-type: none"> <li>- florists</li> <li>- wine merchants</li> <li>- butchers</li> <li>- bookmakers</li> <li>- funeral service</li> <li>- insurers</li> <li>- chiropodist</li> <li>-</li> </ul>
Banking Facilities & Building Societies	Lloyds TSB Barclays Bank Nat West Hinckley & Rugby Building Society Cheltenham & Gloucester Building Society
Post Offices	X2 post offices in Lutterworth
Public Houses	Fox Inn Greyhound Unicorn Inn Cavalier Inn
Restaurants/Take Aways	Pizzaman Exotic Spice Via Venti Café Bar Courtyard Team Rooms Sunagow Tandoori Koggys Bar Neptune Chippy Roseanne's Tea Rooms The Shambles
Employment Agencies	Magna Staff Limited Lutterworth Staff Bureau LinkUp recruitment
Business /Industrial Estates	Lutterworth has a number of industrial estates, <ul style="list-style-type: none"> <li>- Magna Park</li> <li>- Bilton Way</li> <li>- Leicester Rd (Coates Yard)</li> <li>- St John's Business Park</li> <li>- Gilmorton Rd</li> </ul> In addition there are a number of office premises throughout the town area.

Source Leicestershire County Council, Market Towns Lutterworth Shopping Guide.

\*source: One Stop Shop, Lutterworth

It is evident from this brief 'snapshot' of facilities, businesses and services at Lutterworth that Broughton Astley has in comparison a limited range of services and facilities. This is evidenced in the following areas

- much wider selection of retailers
- leisure facilities
- presence of banks

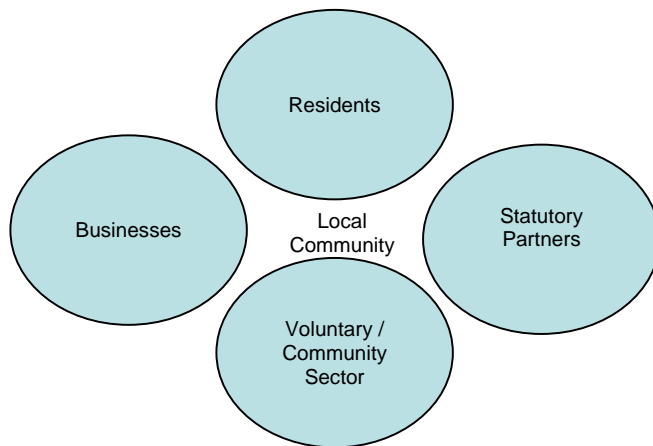
- greater business accommodation/industrial sites.
- Business - employment agencies, stationers, copying facilities

### Business Support

BAIT also agreed that it was important to support the fledgling Business Forum in Broughton Astley. It was agreed that a Directory of Services could be made available to help to raise awareness of existing businesses within Broughton Astley and to ensure that these remain healthy and viable.

### 10. Consultation

The provision of local facilities and delivery of local services are key elements in maintaining healthy and sustainable villages. BAIT has now identified three areas of priority for Broughton Astley. It must now devise ways of engaging with key stakeholders within the village to gain buy-in. The following model provides a few as it key parties which must be included in the consultation processes.



Clearly the creation of BAIT means that there is now a mechanism for statutory parties, business and the voluntary and community sector to be involved in future development and activities within Broughton Astley. The challenge for BAIT is to ensure that it successfully engages with existing residents including the children and young people of the village.

BAIT will now need to create consultation processes to test current findings and to establish whether there are any other additional areas for development, beyond those identified within this report.

### **11.0 Partnership Working**

To date BAIT has commissioned research on the current social and economic landscape within Broughton Astley. This research has identified a number of initial areas for development for the local community. In order for these developments to be actioned upon BAIT needs to ensure that there is sufficient resource and support for the development of these future actions.

The partnership needs to be focus on both accountability and responsibility for working on and towards action points, next steps and outcomes. There is a lot of work to do and resource must be made available to ensure that the next steps from this research can be timely managed and actioned. This must happen to maintain the momentum which the BAIT has been able to establish so far.