

# POTTON NEIGHBOURHOOD DEVELOPMENT PLAN

## SUSTAINABILITY APPRAISAL SCOPING REPORT

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# **1 Introduction**

## **1.1 Background**

In the Localism Act 2011, provision was made for communities to produce Neighbourhood Plans or Neighbourhood Development Orders to bring forward land-use based policies and allocations for their area. The Town and Country Planning (Neighbourhood Planning) Regulations 2012 were introduced in April 2012, setting out the formal legal process. The National Planning Policy Framework (NPPF) sets out the basic criteria and linkages with Local Plans produced by Local Planning Authorities.

### **1.1.1 Sustainability Appraisal**

The objective of the European directive 2001/42/EC known as the Strategic Environmental Assessment (SEA) is to provide a high level of protection of the environment and to contribute to the integration of environmental considerations into the preparation and adoption of plans, with a view to promoting sustainable development. All land-use plans likely to have effects upon the environment are required to undergo this SEA process. The report also includes assessments of social and economic criteria alongside the environmental, which widens it to a full sustainability appraisal (SA). A Sustainable Appraisal is therefore being used in the preparatory stage of the Potton Neighbourhood Plan in order to produce a balanced plan that complies with the legally recognised process of SA/SEA. It is also considered appropriate to fulfil the requirements of the SEA and use the SA to demonstrate the sustainability credentials of the Neighbourhood Plan. It is good planning practice to check what the potential impacts of a planning policy or allocation will be on an area, helping to advise which potential options might be best; and doing this against the topics of social, environmental and economic impacts makes a lot of sense.



## 2 The Sustainability Appraisal Process

### 2.1 Background

The concept of sustainable development is about balancing social, economic and environmental needs. The Potton Neighbourhood Plan will be centred on the concept of sustainable development and this will be achieved through the process of Sustainability Appraisal (SA). Sustainability Appraisal is a process that identifies and reports on the likely effects of a plan and the extent to which the plan's implementation will impact upon the environmental, social and economic objectives for an area. Sustainability Appraisals must meet the requirements of two principal pieces of legislation:

- The National Planning Policy Framework (NPPF)
- The Environmental Assessment of Plans and Programmes Regulation 2004, which seeks to implement the EU Strategic Environmental Assessment (SEA) Directive.

The overall aims of the Potton Neighbourhood Plan Sustainability Appraisal are:

- To ensure that all aspects of sustainable development are fully integrated into the Neighbourhood Plan throughout its preparation
- To consult on the SA procedure, allowing the public and stakeholders to have an input into the process
- To provide an assessment of the potential environmental, economic and social effects of the plan
- To meet the requirements of the SEA Directive

### 2.2 Strategic Environmental Assessment (SEA)

The process of Sustainability Appraisal also incorporates the requirements of the EU Strategic Environmental Assessment (SEA) Directive. To meet this requirement, we must ensure that the Neighbourhood Plan does not have a significantly negative effect on the environment. To this end CBC have produced a Strategic Environmental Assessment Screening Report for Potton Neighbourhood Plan 2018 – 2035. The report states in section 6 Screening Outcome that:

- |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>6.1 The screening assessment undertaken in Section 5 concludes that, it is unlikely there will be any significant environmental effects arising from the Potton NP. As such, Potton NP does not require a full SEA to be undertaken.</p> <p>6.2 An assessment of likely effects of the NP on sites that require assessment under Article 6 or 7 of the Habitats Directive has been undertaken as part of the SEA screening (see stage 4 above and Annex I). It concludes that as the NP's effects are likely to be localised in their nature and are unlikely to result in significant effect on the identified Natura 2000 sites. As such, Potton NP does not require an Appropriate Assessment to be undertaken.</p> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



The full report can be found in the supporting documents and is titled ***Potton NP - SEA Screening Report.pdf***

## 2.3 Methodology

There are five stages in the Sustainability Appraisal process, which is adapted from the process used for Local Plans.

- A. Setting the context/objectives, establishing the baseline and deciding on the scope
- B. Developing and refining plan options and assessing effects
- C. Preparing a Sustainability report
- D. Consulting on the Sustainability Appraisal report
- E. Sustainability Appraisal publication / submission

## 2.4 Sustainability Appraisal Scoping Report

A Sustainability Appraisal Scoping Report formalises the Plan's objectives as well as the framework against which all future decisions must be tested. The Scoping Report sets out baseline information on a wide range of topics, highlighting key trends, issues and objectives for the Parish of Potton. A key output of the Scoping Report is the sustainability framework that will be used to appraise the sustainability of the Potton Neighbourhood Plan. Reference will also be made to the existing Potton Town Plan 2009-2019.

Stage A of the Sustainability Appraisal Methodology is the process of producing a Scoping Report for the Sustainability Appraisal of the Potton Neighbourhood plan. This is detailed in the table below:

<b>Stage A</b> <b>Setting the context and objectives, establishing the baseline and deciding on the scope</b>	
A1	The identification of national, regional and local plans, programmes, policies and sustainability objectives that will impact on the emerging Neighbourhood Plan
A2	The collection of baseline information to provide a picture of past, present and likely future conditions within the area. Key sources of information include census data; population forecasts; commissioned studies and local public consultation. Through this stage indicators can be developed to monitor the effects and performance of the Neighbourhood Plan
A3	Identification of sustainability issues and problems affecting the area, which can be addressed through the development of policies and proposals within the Neighbourhood Plan
A4	Development of a sustainability appraisal framework to assess the impacts of the emerging Plan's objectives, policies and proposals
A5	Consultation on the appropriateness and robustness of the scope of the sustainability appraisal and proposed appraisal framework

*Table 1 - Stage A Activities*

Sustainability Appraisal Scoping ReportPotton Neighbourhood Development Plan



### 3 The Potton Neighbourhood Plan

#### 3.1 The Potton Neighbourhood Plan designated area

The parish of Potton was designated as a Neighbourhood Plan area in January 2016. The area is outlined in the following map:

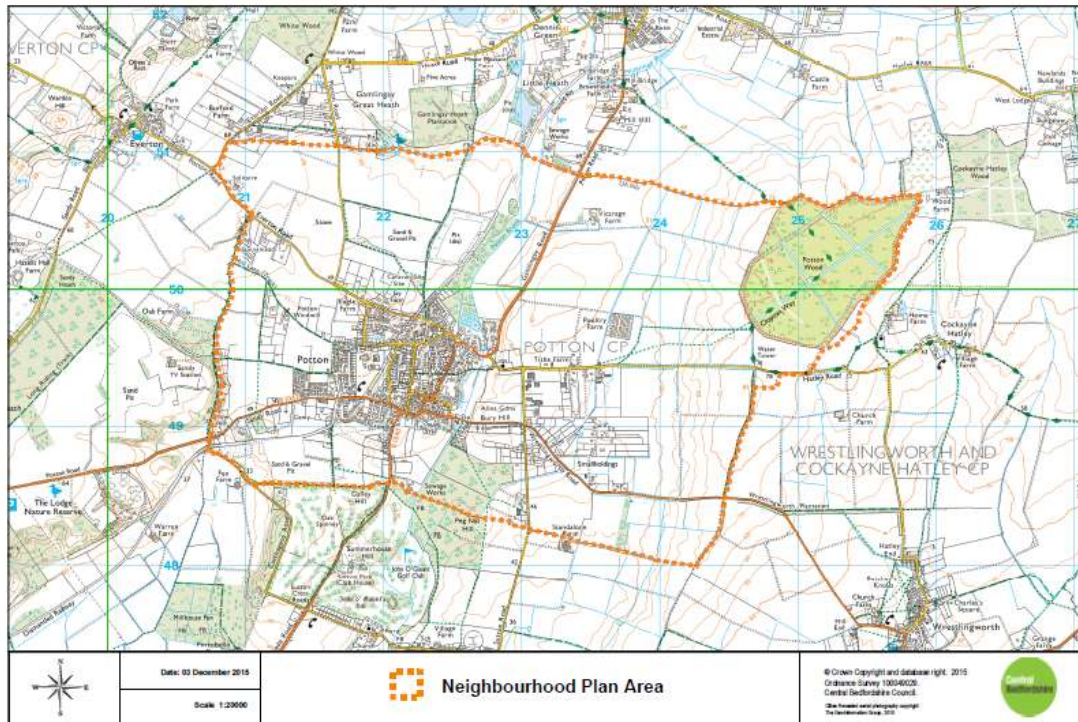


Figure 1 - Potton Neighbourhood Plan Area

#### 3.2 Consultation

Public consultation has been paramount throughout the development of the Potton Neighbourhood Plan in order to establish the means by which we intend to achieve the vision of the residents of Potton. We need to have a clear view of where we are in 2016 as a basis for setting our objectives and policies to achieve our vision. To achieve this, two core streams of activity were undertaken by the group. Specifically:

- A pre-vision questionnaire was created and circulated at various community events to elicit the views of the local populous as part of establishing the baseline data, and to inform the main Neighbourhood plan questionnaire
- Baseline evidence of the key features of Potton which will provide the platform for the town's development over the next 15 years was collected and collated

This data forms part of the Potton Sustainability Assessment.



Secondary consultations were also undertaken with the residents as part of the update and refresh of the existing Green Infrastructure (GI) plan and the aim within this to consider the creation of a Green Wheel to help link and integrate GI in to the community.

### **3.3 Preparation of the Plan**

A steering group has been established and consists of four Potton Town Council members and an additional seven residents of Potton. Throughout the process, the steering group has been supported by Central Bedfordshire Council and the Bedfordshire Rural Communities Charity. Public consultation is paramount throughout the process and as such the steering group has attended all community events as well as holding separate workshops.



## 4 Potton Town and Local Centre

### 4.1 Background

Since the granting of a market in 1086, Potton was to develop into one of the most important market towns in Bedfordshire by the 18th century, but declined in Victorian times until only a Horse Fair was left in the 1930's.

The prosperity of Potton as a market town is reflected in its oldest houses on the south side of the Market Square and in Sun Street. These have timber frames which may have originated in late medieval or early Tudor times, although many of these buildings were destroyed in the 1783 fire. This historic significance has been recognized and the main area has been deemed to be a conservation area, this is covered in detail in section [5.2 Potton's Conservation Area](#).

By 1970 the town's population had risen to 3026 with many of the population commuting rather than working locally.

In the last part of the 20th Century the town has steadily grown to over 4500 and has developed more small businesses to take the place of larger employers. It has a wide range of social groups. Currently Potton is a thriving town of approximately 5000 residents in the heart of rural Bedfordshire. Throughout, Potton has remained a vibrant and diverse market square and town.

Potton has an historic Georgian Market Square which is the heart of the Town, in which there are many busy local shops in and around the Square. These include a florist, food store, newsagent, hairdressers, estate agents, butchers, Chinese take away, fish and chip shop, traditional hardware shop, chemist, veterinary surgery, hotel, bakery, post office, dental surgery, two small supermarkets, public houses and a car showroom as well as several small businesses. In the center stands the Clock House in which is located the Town Library watched over by the Town Clock. There are also many small businesses situated in and around the town providing local employment. For further information on the businesses, their names, type and location in the town see [Appendix A – Potton Business Data](#).

Potton is a friendly town with strong artistic community. There are many theatre groups and choirs, sports clubs, community groups and social organisations, for both young and old. Potton also hosts a number of community events including, Four Seasons Market, The Potton Show, Party on Potton, Potton Apple day, Christmas Lights and Remembrance Day. Many are held within the main square, all of which help to maintain that community spirit. For further information see [section 7.3 Community assets](#) and [Appendix B – Potton Community Assets Data](#).

### 4.2 Local outlets and businesses

Potton has an excellent array of facilities in and around the main market square, which encourages the use of the market square facilities during evenings and weekends as and when required, all of which are within easy reach from all properties within the town boundary. There is excellent local support with shoppers from within the town and surrounding areas.



This preserves not only the well-established community feel to the market square but also ensures that the facilities continue to thrive, and could possibly bring in new outlets to further boost the towns prosperity.

The increased population that has occurred over recent years has undoubtedly brought much needed spending power into the community which has allowed some outlets to diversify into other options. The proposed new housing developments, although not welcomed by many, will continue this trend, and therefore should ensure that the current and maybe future facilities continue to grow, prosper and diversify further to provide the town and its inhabitants with a popular shopping experience.

But conversely the popularity of the outlets and their diverse range of products/produce have had an adverse effect upon the traffic within the town, roads leading to and from the market square and with this the difficulty at times regarding parking and available spaces. Whilst carrying out the survey, there were episodes of attrition and agitation with a number of drivers and/or occupants of vehicles, all vying for the limited parking spaces. So, although the prosperity of the town could be assured due to increased population, the potential lack of parking spaces especially within the market square area could be detrimental.

Potton is unique within the immediate area. The majority of the outlets are centered on the main Georgian market square, unlike Sandy which, although the shops are established and appear to be well supported and are centered around a central position, they do not retain that closeness experienced in Potton, with a central theme.

### 4.3 Surrounding retail outlets

Gamlingay has a limited range of commercial outlets which can only be of benefit to Potton. Many will drive the distance to Potton, although only presumably to park and use Tesco. However, this could also encourage further shopping to the main square to outlets lacking in Gamlingay.

Biggleswade continues to grow both in housing stock and retail outlets and has a busy town centre. Most notably the recent opening of the new A1 Retail Park has increased the town's growth. This could have a knock-on-effect for Potton; passing through-traffic from surrounding areas could encourage drivers to stop and experience Potton with greater shopping advantages for Potton's inhabitants, increased employment and spending power in our own community. All of this could be hugely beneficial to the economic environment and social infrastructure of Potton, ensuring that the diversity of the current outlets remains sustainable.

Ref: - Some historical data/information and statistics obtained from CBC web site.





- Six weeks' notice must be given to the Council before works are carried out to any tree in the area.
- Special publicity must be given to planning applications for development in the area.
- In carrying out any functions under the Planning Acts (and in particular, in determining applications for planning permission and listed building consent), the Council and the Secretary of State are required to take into account the desirability of preserving or enhancing the character and appearance of the area.

The character, features and detailed histories of individual properties in the Conservation area and former public houses in Potton, together with some photographs can be found in the archives of The Bedford and Luton Archive Services, Borough Hall, Cauldwell Street, Bedford MK42 9AP, and these details are also available online, courtesy of the Potton History Society ([www.pottonhistorysociety.com](http://www.pottonhistorysociety.com)).

Potton is fortunate in still having a relatively large number of buildings of some character and architectural merit, despite a major fire which occurred in 1783. The oldest building in the town is the parish church in Hatley Road, parts of which date from the early thirteenth century, although documentary evidence from 1094 suggests the possibility of an even earlier church on the same site.

### 5.3 The Market Square

Potton's Market Square, arguably the town's most memorable feature, remains the focus of the present town street layout. The historic rectilinear nucleus of Potton's street pattern, consists of the Market Square, Bull Street, Sun Street, King Street, Brook End and its northern extension (formerly known as Hogg Hill), Blackbird Street, Horslow Street and present day Chapel Street (formerly known as Back Street). Back Street represented the western limit of development in the mid eighteenth century.



Potton Market Square

The Clock House building in the centre of the Market Square (which houses Potton's library) was built in the 1950s, but it follows the design of the central part of the previous market building, which it replaced.

### 5.4 Development over the years

In the 1920s and 1930s, council housing estates were built along Bury Hill, in Sheffield Close (where they replaced earlier thatch-roofed cottages) and in Oak Crescent off the Station Road. Further building activity in the 1950s saw the construction of the Newtown/ Festival Road estate to the west of the railway line and more council housing along the Everton Road,



followed in the 1960s by developments at Spencer Close, Manor Way, Catherine's Close and Judith Gardens. Houses were also being built at this time further along Back Lane, (soon to be renamed Willow Road), resulting in the loss of the school gardens and other meadow land where fairs and circuses used to be held. This general expansion of the town to the west was not reflected by similar expansion to the east, apart from the development of the Land Settlement estate in Hatley Road, Wrestlingworth Road and the Baulk, where small semi-detached houses, each with a few acres of land, were built in the 1930s. This was England's first Land Settlement estate.

Since the 1960s there has been a considerable amount of infilling in the town, with many older properties losing their gardens to development and spaces in between them also being allocated to housing. The market Shambles building was largely demolished in the 1950s, though the mock Georgian replacement retains the older (late 18th century) clock tower. The Georgian buildings on the west side of the Market Square which had become dilapidated were demolished and replaced by residential flats. More recent housing developments have extended the boundaries of the town to the north (Byards Green) and the east (Sheepwalk Close and Stewart Croft). Recently, a large development has started off the Biggleswade Road for over 150 new homes and several other applications for development are being considered to the south west, west and north of the town.

## 5.5 Buildings in Potton

White and other authors have asserted that the church is the only surviving medieval building in Potton (White 1981). Although some medieval (and later) buildings must have been destroyed by the fire of 1783, a few medieval buildings remain. The fire started in King Street and spread to the Market Square, burning down a total of about fifty houses. Damage was probably worst along King Street, Church Causeway and the north and east sides of the Market Square. The relatively open aspect of the market square to the east onto Hoggs Hill (northern part of Brook End) probably prevented the spread of the fire onto the south side of the square and into Sun Street.



St Mary's Church

Pre-1783 buildings do survive on the south and west sides of the Market Square, however, as well as in Sun Street. The houses at 27 and 28 Market Square are believed to date from the 16<sup>th</sup> century, and a similar date has been suggested for 4 Sun Street. This latter building is known as Sun House and was formerly the Sun Inn. The first known documentary record to it is in 1689, when it was described as a common ale house. It was the subject of a detailed structural survey and analysis by Bailey, who identified it as a hall and cross-wing building and dated it to the 15th century (Bailey 1980). No 19 King Street is also believed to date from the 15th century.



Some seventeenth century buildings survive in the Market Square, (numbers 21, 22 to 24, 25 and 26/26A are all thought to be late 17<sup>th</sup> or early 18<sup>th</sup> century in date and 27 and 28 are even earlier buildings); also in Bull Street, Horslow Street, Sun Street, Biggleswade Road, Brook End, Horne Lane, Blackbird Street, Chapel Street and Everton Road. The seventeenth century house at 52 Everton Road has a thatched roof and the plaster walls probably conceal a timber frame. Another thatched property is situated at the junction of Biggleswade Road and Station Road.



Buildings Around Market Square

Many of the 18th century buildings in Potton were built from a deep red brick which is the dominant building material in the older part of the town. These buildings in the area of King Street and Market Square were largely built after the fire of 1783. Bailey (1980) has shown, however, that older structures (timber frames) may survive behind the 18th century brick facades. Bricked-up former windows can sometimes be seen as a response to the unpopular window tax, for example at Chigwell House in Horslow Street.

There are a number of buildings in the town dating from the early 19th century. In addition, numerous 17th and 18th century buildings were altered at this time.

The first chapel to be built in Potton for non-conformist worship was the Baptist Chapel off Horslow Street, constructed in 1802. The former Congregational Chapel off Sun Street (now turned into flats) dates from 1848, and the former Methodist Chapel (now the Salvation Army premises) from the early twentieth century, probably replacing an older building, although the former schoolroom may have been built earlier.

The growth in the town's population in the nineteenth century resulted in the building of several rows of terraced houses along Biggleswade Road and Station Road. To the west of the station, built in the late 1850s, the Bricklayers' Arms and some terraces of houses were constructed in Sandy Road, Sutton Mill Road and Newtown, but the settlement beyond the railway line was very much an outlying part of the town. Most of the Newtown/ Festival Road estate was constructed in the early 1950s. Bumberry's Row and the Bricklayers' Arms in Newtown have now been demolished and new houses and flats occupy the site.



The old railway shed, at the back of houses on the west side of Biggleswade Road in the south of Potton was built to house a small locomotive in connection with the railway that used to run between Potton and Sandy from 1857 to 1862. Since 1862 the shed has been used for other purposes



Former Railway Shed

The Sandy and Potton Railway closed down when the Bedford and Cambridge railway was opened in 1862. The coming of the railway stimulated the market gardening industry, with a daily two-way traffic developing between Potton and London, with vegetables being transported to London to be sold on the city markets and manure coming back for spreading on the fields. The railway line closed in the 1960s and market gardening began



Formally Potton Railway Station

to decline in the town for a variety of reasons. The Paddocks housing estate and the light industrial units in Shannon Place now occupy much of the railway line's former course through the town. The old railway station is now a residential property.

The graveyard at St Mary's Church contains some fine examples of 17<sup>th</sup> century gravestones east of the church building. They are in remarkably good condition considering their age; their sheltered position has probably helped the inscriptions to survive.

Potton cemetery in Sandy Road dates from the early 1880s, with the first burial taking place in 1882. It is still in use. It contains six graves maintained by the War Graves Commission, a war memorial commemorating the fallen in two World Wars, and a centrally positioned chapel, where funeral services are still held.

It is thought that the mill in Mill Lane was built between 1756 and 1774. It was five floors high and was connected to a granary by a catwalk at first floor level. The six single-sided sails were blown off in 1879 and were replaced by four double-sided patent sails. The shaft could be driven by steam, especially in calm weather. The mill last worked in 1928, when it was badly damaged by a storm.

The present fire station at the bottom of Bury Hill is a modern, functional building. It replaces the old fire station in Brook End, a yellow brick building dating from 1887, which is now used as a community centre, where meetings take place and various clubs and societies meet. Part of this latter building is also used as offices by the Potton Town Council. The adjacent building, the former Parish Room was built by public subscription in the early twentieth century, but is now in private hands.

Other clubs meet at another modern building, the Pavilion, which adjoins a recreation field and children's play area in Mill Lane.



## 5.6 Building materials

Many of the 18th century buildings in Potton were built from a deep orange/red brick which is the dominant building material in the older part of the town for houses and garden walls although they are also visible elsewhere, such as at the former mill in Mill Lane.

Some nineteenth and early twentieth century buildings are constructed from yellow bricks, possibly from the former brickworks at Gamlingay.



Potton Mill



St Mary's Church Hall

Local flat sandstones, obtained from local quarries, were often used for garden walls and for decorative features on buildings around the town. Some examples can still be seen at St Mary's Hall opposite the parish church, the former Congregational Chapel the house wall visible in the alleyway between Tysoe's and the chemist's, another house wall off Horslow Street, visible in the twitchell connecting Horslow Street with Chapman Close, and

in Horne Lane. Other examples can be seen in Brook End, to the rear of properties on the eastern side of the Market Square and in Horne Lane.

These walls are often not in a good state of repair. Little, if any, use has been made of sandstone in recent years, despite the continued presence of local quarries. Several sites of former sandstone quarries can be seen in the town, for example opposite the church in Hatley Road, near the Scout Hut.

One house in Chapel Street was substantially built in sandstone using 'Giraffe' pattern.



Old Sweet Shop



Recent extensions used sandstone from the same quarry and the same pattern to maintain the character of the building.

Potton's heritage and character extend beyond the conservation area, however and there are other buildings and associated features scattered throughout the town, mostly (but not always) within its historic core which also are of considerable historic interest and some architectural merit.

The individuality of the buildings here in terms of their differing ages, sizes, designs, heights, building materials, decorative features and alignments contributes significantly to interesting and varied street scenes, in stark contrast to the modern estates elsewhere in Potton where conformity and homogeneity are much in evidence.



Potton's Architectural Style Diversity



The plan below show the locations within Potton of those buildings of particular architectural and or historical significance.

Albion Archaeology

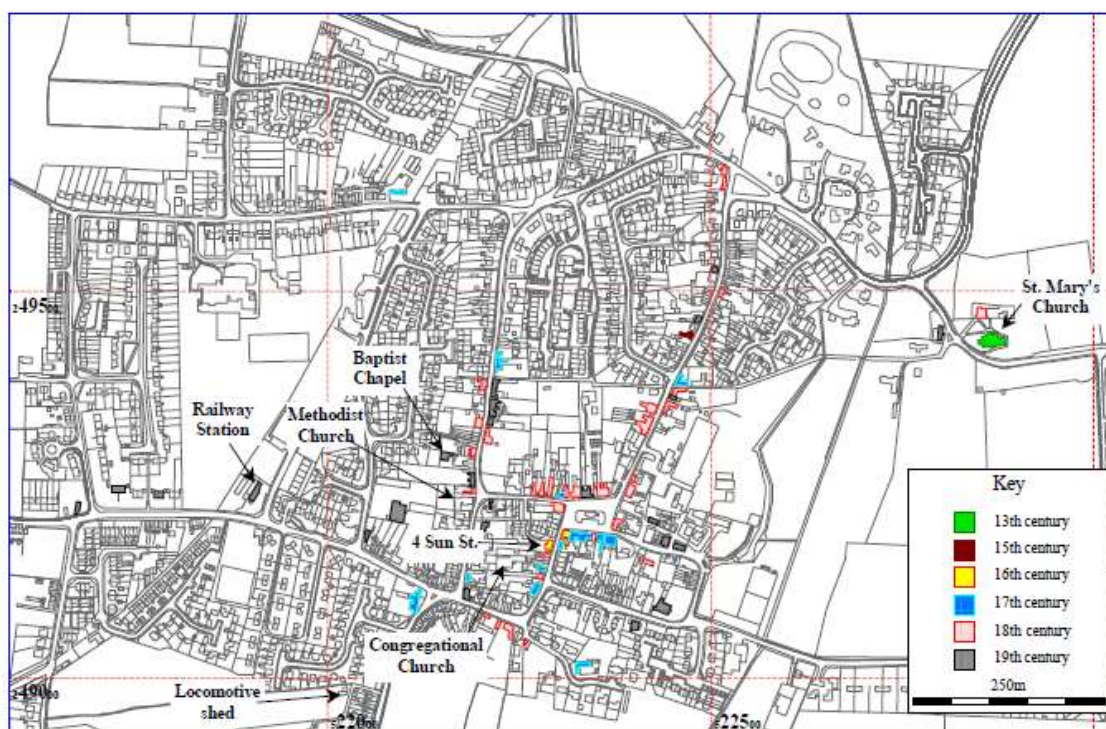


Figure 3: Historic buildings.



## 6 Population Demographics

### 6.1 Introduction

Potton is a small market town covering approximately 1080 hectares. In the twenty years from 1991 to 2011 the population grew from 4230 to 4870 which represents an increase of 15.1%.

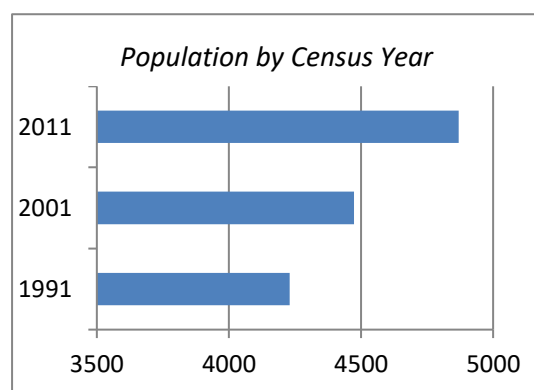
### 6.2 Population growth, density, age and ethnicity

This section presents the population baseline situation according to the census data for Potton in 2001 and 2011. Although the area covers the parish of Potton, the vast majority of the population is resident within Potton Town. The census data below will be used to provide a profile of the population.

Census Year	Dwellings	Population	Density per	
			Dwelling	Hectare
1991	1720	4230	2.46	3.92
2001	1923	4473	2.33	4.14
2011	2150	4870	2.27	4.5

This data clearly shows a trend for lower occupancy per dwelling coupled with an overall increase in population density per hectare related to the increase in the number of dwellings.

The population increased by 8.9% (640 people) in the ten years from 2001 to 2011 and the number of dwellings increased by 11.8% (227 dwellings). Subsequent Ward level data provided by Central Bedfordshire Council shows the population of Potton Ward further increased by 3.7% between 2011 and 2014.



#### 6.2.1.1 Age profiles for Potton 2001 and 2011

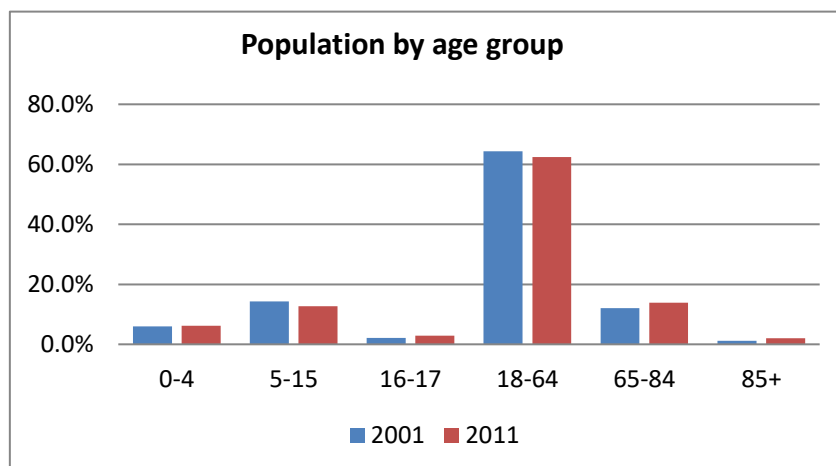
The adjacent table details the age profile of Potton residents in 2001 and 2011 from Census data. The key points of note from the data are:

- The percentage of children aged 5-15 fell by 1.6% between 2001 and 2011
- The percentage of 65+ rose by 2.7% between 2001 and 2011. This is an additional 190 residents aged 65+
- The number of 85+ residents increased by 96%, rising from 51 to 100 residents.

Census year	Age range % by group						
	0 -4	5-15	16-17	18-64	65-84	85+	Total
2001	6.0	14.3	2.1	64.4	12.1	1.1	100
2011	6.1	12.7	2.9	62.4	13.9	2.0	100

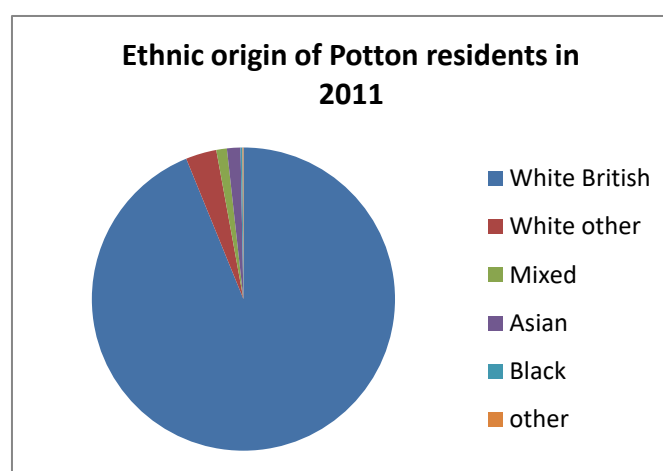


This increase in the number of persons in the 65+ age group may be reflected in the future housing profile and housing needs for the town. The overall age profile is illustrated in the adjacent chart and shows the predominant age group is the working age group (18-64).



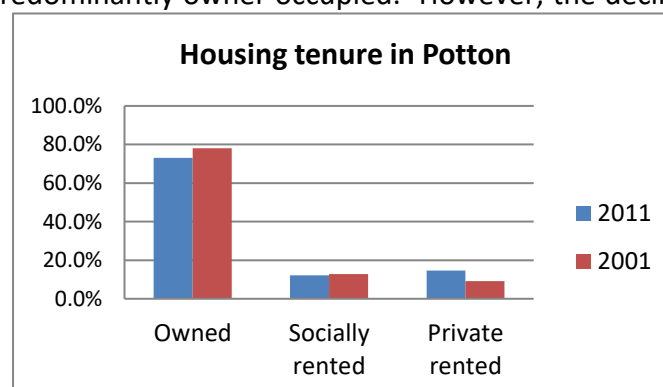
### 6.2.1.2 Ethnic origin of residents of Potton

In the 2011 census 93.8% of the population of Potton was predominantly classified as 'White British'. This figure has fallen by 2.3% since 2001 but is still 4.1% higher than the average for Central Bedfordshire.



## 6.3 Housing tenure

The adjacent chart shows the relative proportions of the type of housing tenure within the town. It clearly shows that housing is predominantly owner occupied. However, the decline in the period between 2001 and 2011 is likely to be related to the cost of housing increasing with the house price inflation that has occurred over this period.

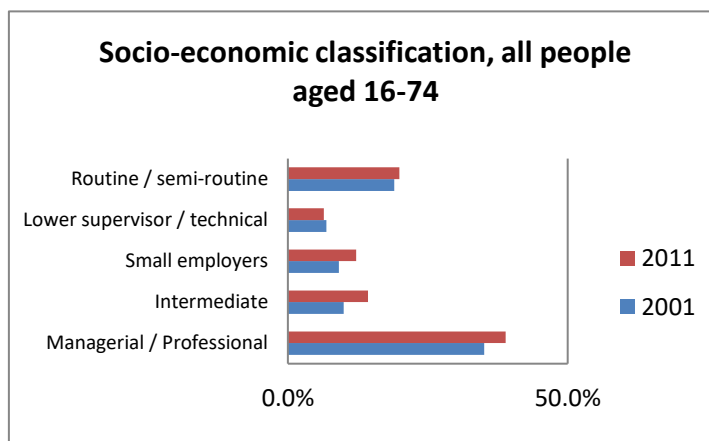


- The percentage of residents in private rented accommodation has increased by 5.5% in the period 2001-2011.
- The percentage of residents in socially rented accommodation has decreased slightly by 0.6% in the period 2001-2011
- The percentage of residents in owned accommodation has decreased by 4.9% in the period 2001-2011
- In 2011 there were 570 residents in rented accommodation.



## 6.4 Socio-economic classification

The predominant employment category for the residents is in the managerial/professional sectors. This employment profile has increased from 31.5% in 2001 to 38.5% in 2011. The next largest classification sector is that of Routine/semi-routine employment.



## 6.5 Employment

Top three industries of employment in					
2011			2001		
1	Wholesale and retail	16.7%	1	Manufacturing	20.5%
2	Manufacturing	11.2%	2	Wholesale and retail	17.4%
3	Health and social work	10.7%	3	Finance & business	15.5%

In 2011, Wholesale and Retail (16.7%) replaced Manufacturing as the top industry of employment in Potton. However, wholesale and retail industries fell from 17.4% to 16.7% between 2001 and 2011.

Manufacturing industries fell from 20.5% in 2001 to only 11.2% in 2011.

### Without a Neighbourhood Plan

- Uncontrolled development of facilities could ignore needs of less advantaged groups who are less likely to move away from the town.
- Inability to plan for work, leisure and housing needs of young people as they enter adulthood.
- Inability to address the needs of those getting older within the Parish



## 7 Community Infrastructure

### 7.1 Introduction

As a small Georgian market town, Potton has a range of community facilities that support the current populous. However, although the core day to day needs of the local community can be met there are areas where there is little or no local provision. Any increase in the population and the change in the demographic is likely to result in these gaps being exacerbated. However, as part of current expansion, land has been provided to the town on which to build a new community hall.

The current facilities have been examined and categorised as follows:

- Health facilities
- Community assets
- Key shops and services
- Education
- Leisure
- Groups, clubs and societies

A table of all the identified facilities has been included in [Appendix B – Potton Community Assets Data](#) for reference.

### 7.2 Health Facilities

Within the town there is one medical practice, Greensands Medical Practice [www.greensands.org.uk](http://www.greensands.org.uk). The practice has two locations, one in Potton and one in Gamlingay (2.3 miles away by road). Both locations can be used by Potton residents to access a range of medical services.

Currently, the practice serves about 11,500 patients from a diverse catchment area from Great Gransden in the north to Dunton in the south, and Deepdale in the west to Wrestlingworth in the east. The practice has seven General Practitioners (GPs), three females and four males, spread across the two sites, supported by four nurses and two health care assistants. Of the seven GPs, four are full time and three are part time (two in Potton and one in Gamlingay).

The practice offers a wide range of services including:

- GP consultations
- Specialist clinics (Ante and post-natal, Vasectomy, Flu, Minor surgery, Smoking cessation etc.)
- Contraceptive and family planning (Coil and Implant Fitting etc)
- Cryotherapy
- Minor injury services



- Physiotherapy
- Travel vaccination

The surgery runs an appointment system for regular appointments, but it takes approximately three weeks to get a regular appointment. However, a number of appointments are retained on a daily basis for emergency purposes. This situation will only be resolved by the employment of a further GP as space and facilities are not an issue currently at the Potton surgery. Employing another GP has proved problematic for the practice as there is a general lack of qualified GPs. This lack of suitable doctors has been highlighted as a national issue by the NHS.

Within the Potton ward the 2011 Census, ([www.ons.gov.uk](http://www.ons.gov.uk), © Crown copyright) shows that health levels are in line with Central Bedfordshire but marginally better than those for the East of England or UK as a whole:

	Potton	Central Bedfordshire	East of England	UK
<b>Very Good or Good Health</b>	84.8%	84.7%	82.5%	81.4%
<b>Fair Health</b>	11.9%	11.5%	12.9%	13.1%
<b>Bad or Very Bad Health</b>	3.3%	3.9%	4.7%	5.5%

There are no hospitals within the ward. However, there are four large general hospitals and one specialist hospital that service Potton within a 21.5 miles radius. These are, in order of distance by road:

Hospital Name	Location	Travel distance miles
Papworth Hospital NHS Foundation Trust	Papworth	11.7
Bedford Hospital NHS Trust	Bedford	12.2
The Lister Hospital East and North Herts NHS Trust	Stevenage	16.1
Hinchingbrooke Health Care NHS Trust	Huntingdon	19.0
Alderbrooke's Hospital Cambridge University Hospitals NHS Trust	Cambridge	21.4

All of the hospitals bar Papworth offer A&E and acute care services plus the usual range of specialist services. Addenbrooke's is a leading teaching and research hospital. Papworth Hospital is one of the largest specialist cardiothoracic (heart and lung) hospitals in Europe and includes the country's main heart and lung transplant centre.

There is one small residential care home ("Pemdale" <http://www.turning-point.co.uk>) in the town which caters for up to 6 adults with learning or physical disabilities. This was inspected by CQC in 2015 and found to be good. The nearest facilities other than this are Potton House Care Home in Biggleswade and Millfield Lodge Care Home in Gamlingay.

There is one dentist in the town who currently is at full capacity, although the premises do have scope for expansion physically but no funding assistance. The cost of expansion (including



equipment etc.) is understood to be in the region of £60k. Of the patients the practice supports, approximately 25% are not from Potton. Generally, it is noted that registration for NHS dental treatment in the area is difficult and practices in the local area (Sandy, Biggleswade) have limited space.

## 7.3 Community assets

Potton is defined as a minor service centre by Central Bedfordshire Council. It has a range of services and facilities available to the residents of the town and surrounding area. These have been sub-categorised thus:

- Community facilities
- Key shops and services
- Education
- Leisure
- Groups, clubs and societies

### 7.3.1 Community facilities

Potton has a range of facilities that can be used by all sections of the community. These include a number of community halls or spaces that the community groups can access for meetings, places of worship and pubs or restaurants where people can socialise. The market square is at the centre of the town where the Library is located. The Four Seasons Market which highlights locally produced foods and goods is held in the market square. Other seasonal events are held in the square such as the annual Christmas light switch on. For people wishing to eat out and socialise there are:

- 6 Pubs/clubs of which three serve food
- An Indian restaurant
- 2 take away food outlets (Chinese, Fish chips and Kebab)
- A café

There is an active Church community within the town which has the use of two churches (Anglican, Baptist) and a Salvation Army meeting hall. There is also the Potton Vineyard Church that meets in the local Potton Middle School and a number of other faith related groups.

Potton's Public Library is situated in the clock house in the centre of the Market Square. It opens on Monday, Wednesday, Friday 2 to 6pm and Friday, Saturday 10am to 1pm. It also provides public access to Internet connected computers for those who do not have the facility and a 24 x 7 public Wi-Fi hotspot. A range of other activities are held in the Library including a monthly Town Councillors Surgery.

There is a Fire station that serves both Potton and the surrounding area that is staffed by retained firefighters.

Potton has a community cemetery that is maintained by the town council.



The community has the use of five meeting rooms of varying sizes varying from school halls through to smaller rooms. However, one issue that has been identified is that within the town there is no one large multi-use space that is suitable for indoor sport, weddings or other social events where staging can be used.

An annual flower and vegetable show is held in the St Mary's church field with a craft fair and barn dance. There is a biennial local festival arranged for the August summer bank holiday called "Party-On-Potton". This includes a range of events during the daytime and evening. The events are held on the Henry Smith Playing fields during the day, generally family oriented and free, and in the evenings in a marquee which are ticketed.

### 7.3.2 Key shops and services

The shops and services in Potton range from food retailing to hardware, carpets and flooring to gifts including the following:

- 5 food shops (two small supermarkets, a convenience store, a butchers and bakers)
- A newsagent
- A post office
- A pharmacy
- A hardware store
- A flooring/carpet store
- 4 hair dressers
- 3 vehicle servicing/repairers
- A fuel station
- A veterinary clinic
- 2 estate agents
- A number of small to medium business providing services such as metalwork, fencing, windows, building, security services and garage doors.

### 7.3.3 Education

Bedfordshire operates a three-tier schooling system and within the town there are both Potton Lower (years 0-4) and Potton Middle (years 5-8) schools <http://www.pottonfederation.co.uk/>. There is no secondary school provision in the town so at 13 years old students transfer to one of the upper schools in Sandy or Biggleswade (years 9-11) for GCSE level education. Both these secondary schools also have 6<sup>th</sup> form provision (years 12-13). Access to the secondary schools is provided by a school bus service that picks up and drops off at a number of locations within the town.

There are also a number, currently four, pre-school (nursery) and toddler groups in the town.



Within the local area in Gamlingay (years 5-8), Comberton (years 7-13) and Bassingborn (years 7-11) there are village colleges that a number of students attend although they are outside the immediate catchment area.

### 7.3.4 Leisure

There are a range of sporting facilities in Potton, some that have their own premises and others that use the green spaces. The outdoor sporting facilities that have their own dedicated facilities are:

- Potton Town Football Club
- Potton Cricket Club
- Potton Tennis Club
- Potton Bowls Club
- The John O'Gaunt Golf Club
- Charliemill Riding school

There is also a recreation ground and associated pavilion facilities that are used by Potton Colts Football club.

Dispersed through the town there are four play area/parks that contain children's play equipment suitable for small children of which two contain equipment suitable for up to young teenage years. In the central Henry Smith's Playing fields there is also a skate-park and Adult park gym equipment.

There are no bespoke indoor community sports facilities. However, community accessible halls are used by the Potton Shotokan Karate club and exercise/fitness classes such as Zumba, Pilates and Yoga. There are also snooker tables at the conservative club, Potton & District Club & Institute and golf club which are available for members of these organisations to use.

### 7.3.5 Groups, clubs and societies

Potton has a range of active clubs and societies covering varied interests. These cater for both the young people in the town and the adult population. These include those targeted at young people:

- Potton Beavers, Cubs and Scouts
- Potton Rainbow, Brownies and Guides
- Potton Youth Club

The scouts, cubs, beavers, brownies and rainbow have a bespoke scouts hut and site that they share. However, there is no local guide group, the closest of these is in Sandy, 3 miles away. The youth club uses the Mill Lane recreation pavilion to meet but this is limited to one two-hour session per week. These activities are supported by volunteers.



Adults who have an interest in singing can join one of the local singing groups of which there are four, two mixed one male and one female. The choruses have entered and won competitions and are very active welcoming new talent.

There is also the Potton History society and bridge club plus there are numerous less formal groups and clubs encompassing historic/old vehicles, tractors and traction engines.

**Without a Neighbourhood Plan**

- Facilities would not be enhanced in line with any wider development
- New development could take place on sites without easy access to leisure facilities.
- Volunteers could decline without some new development which attracts new families



## 8 Housing

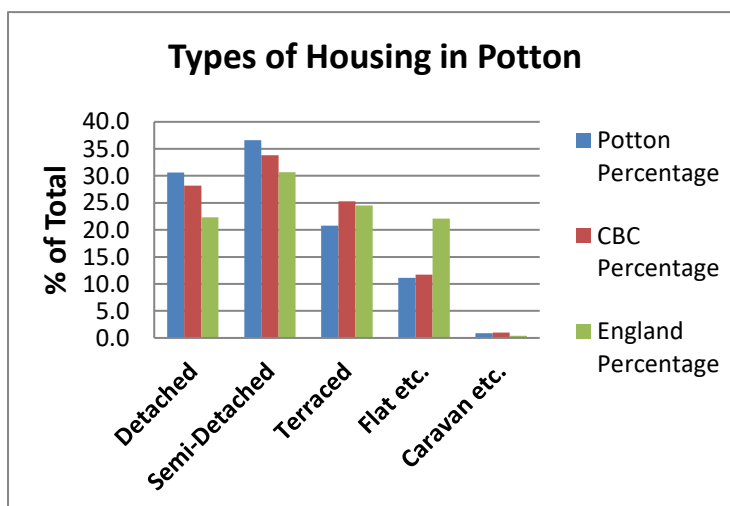
### 8.1 Types of Housing in Potton

The chart below shows that of the 2160 residences in Potton (2011 Census), the majority (1450 residences or 67% of total residences) are either Detached or Semi-Detached. This is higher than the Central Bedfordshire figure (62%) and significantly higher than the average in England (53%).

Notable also is the low proportion of Flats and Maisonettes in Potton (11%) compared to England (22%). There is anecdotal evidence that there is a shortage of this type of housing in Potton.

The average household size is 2.25 persons. This is low compared to the local average of 2.5 persons per household.

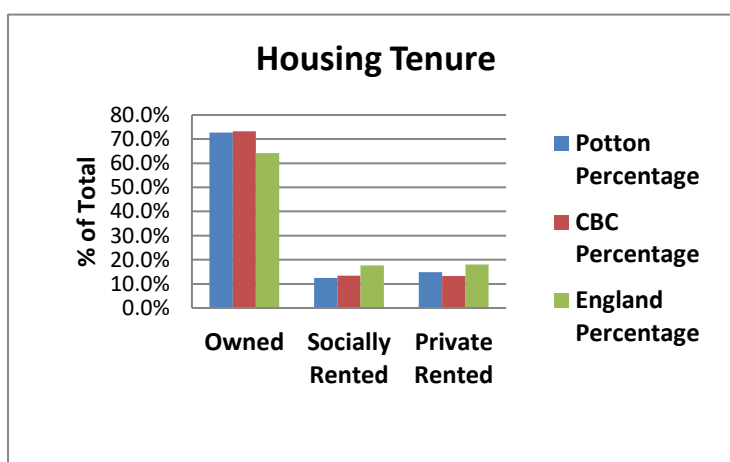
(Source: CBC Census 2011)



### 8.2 Home Ownership

The large majority of Potton residents own their own homes (73%). This is compatible with the rest of the Central Bedfordshire but significantly higher than the England percentage (64%).

(Source: CBC Census 2011)



### 8.3 Market Data on Completions and Sales

The numbers of completions of houses in Potton since 2011 are shown on the right. These figures indicate that currently (July 2016) there are 2235 residences in Potton. This figure is obtained by adding the 75 completions since the 2011 census to the 2160 residences identified in the census. (Source: Central Bedfordshire Council)

Year	Number Completions
2011/12	1
2012/13	26
2013/14	21
2014/15	0
2015/16	27
<b>Total</b>	<b>75</b>



However, it should be noted that there are currently a number of significant housing developments either under construction or proposed as follows:

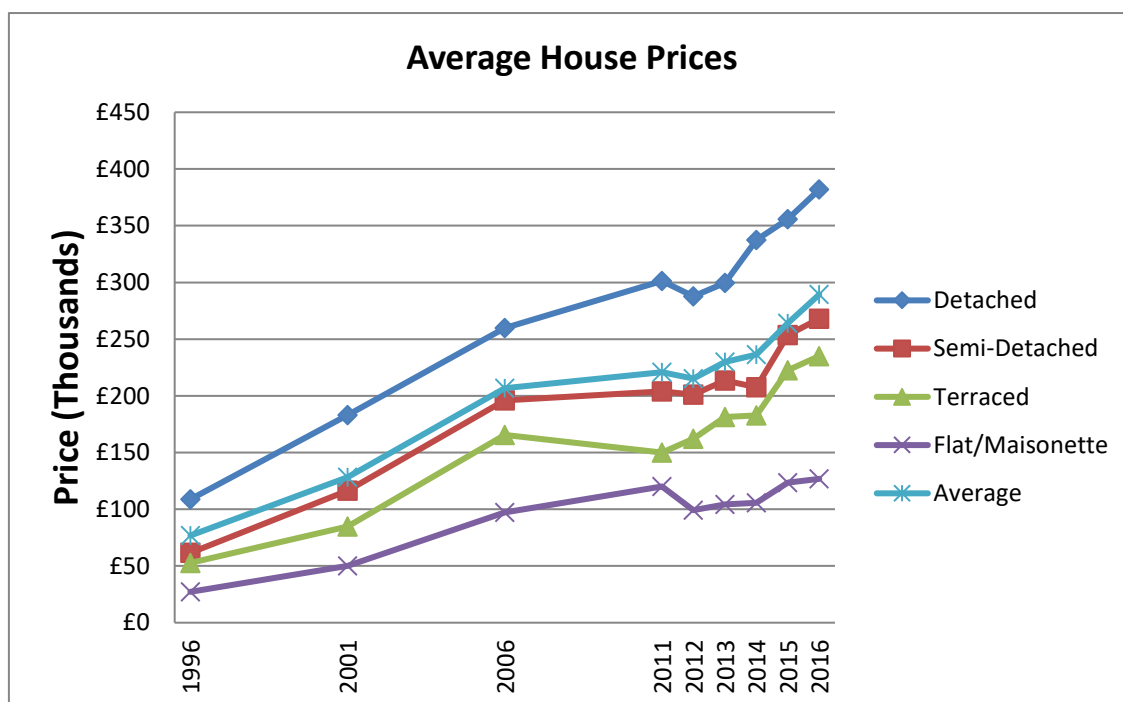
- Biggleswade Road East – 151 houses under construction
- Biggleswade Road West – 90 houses proposed, decision pending an appeal
- Sandy Road South – 92 houses. Application granted
- Mill Lane – 62 houses. Application granted.

The total number of the granted and currently under construction houses is 355 resulting in a definite increase of 16% in the total number of residences to 2590. Should the appeal be granted then the increase will be 20% resulting in a total of 2680 houses.

## 8.4 House Prices

The graph below shows that there has been strong growth in house prices in Potton over the past 20 years. Average house prices in this period have increased by 277%. Semi-Detached, Terraced and Flats/Maisonettes all showed above average price increases with only Detached houses returning less than average price increases.

The average house price in Potton in 2016 is just over £289k compared to a UK average of £226k. This is 27.5% higher than the UK average.



(Source: HM Land Registry)



## 8.5 Housing Sales

The table below shows the total number of housing sales in Potton since 2010 plus the percentage of housing stock that these sales represent.

	Year						
	2010	2011	2012	2013	2014	2015	2016 (To August)
<b>Number of Sales</b>	141	116	126	181	199	200	68
<b>Percentage of Housing Stock</b>	6.6%	5.4%	5.8%	8.3%	9.0%	9.1%	3.0%
<i>Note: The housing sales are for the region SG19 2?? and therefore may include some properties outside Potton Town boundary.</i>							

(Source: HM Land Registry)

## 8.6 Affordability

With interest rates changing constantly including Building Society Mortgage offerings, it is difficult to put an exact figure on the affordability of houses in Potton. In 2014, the Department of Communities and Local Government (DCLG) stated that:

*“A household can be considered able to afford to buy a home if it costs 3.5 times the gross household income for a single earner household of 2.9 times the gross household income for dual-income households.”*

House Type	Average Price £	Required income range £
Flats/Maisonettes	126,800	36,000 - 44,000
Houses	289,303	83,000 -100,000

The current UK average household income for the financial year ending 2017 is £27,200 (ONS).

## 8.7 Housing Needs

Potton is suffering from a lack of affordable housing. Interviews with the two local Estate Agents confirm that the demand for housing is in the smaller end of the market – Flats/Maisonettes and smaller Semi-Detached 2 or 3 bedroom properties. There is little demand for larger and higher-end properties which are currently only moving slowly. This is a snapshot view only. A study of housing sales in the past few years shows consistent turnover of Detached Houses but growth in the Terraced and Flats/Maisonettes sector. There is anecdotal evidence that young people who have grown up in Potton are finding it difficult to find and afford smaller properties and are therefore being forced to seek housing elsewhere. Additionally, older residents who would like to downsize but stay in Potton are struggling to find appropriate alternatives.

Sustainability Appraisal Scoping Report Potton Neighbourhood Development Plan



At the time of writing, there are only 4 residential properties available for private rent in Potton compared to 25 for sale (source: Rightmove). This relative lack of available rental properties limits this alternative option for households wishing to live in the town.

In a Potton Housing Needs Survey carried out in 2014 by Bedfordshire Rural Communities Charity (BRCC) on behalf of Potton Consolidated Charity, 82% of respondents thought that there was a need for one or more types of affordable housing in the parish. There was a clear preference for smaller houses, bungalows and extra care housing. This survey also identified a strong preference of respondents for affordable rented accommodation with local people being given priority.

**Without a Neighbourhood Plan**

- Unconstrained development destroying the rural look and feel of the community
- Lack of protection for specific sites of wildlife and recreational value
- Development with no consideration for the needs for people to enjoy and participate in the natural environment
- Development having a detrimental impact on the existing habitats and the movement of species along wildlife corridors



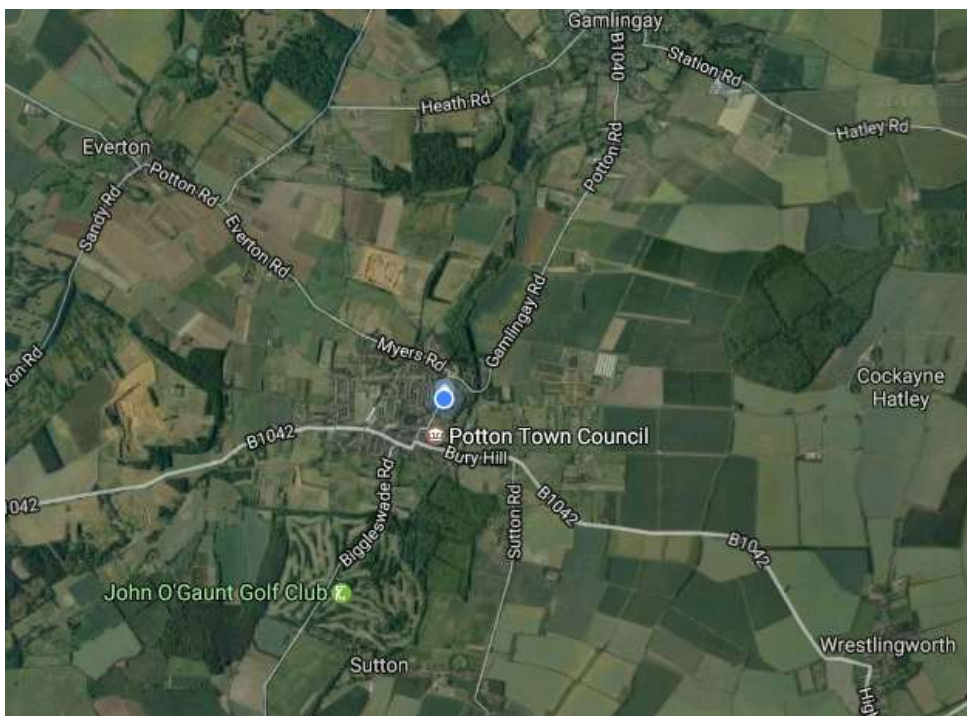
## 9 Environment

### 9.1 Potton in context

Potton is a small market town bordering Cambridgeshire that is located in a rural, agricultural setting on the southern face of north-eastern end of the Greensand Ridge. The map below shows the town's location and its proximity to the Ivel Valley to the west and the Cambridgeshire "plain" to the east. It is classed as a minor service centre and serves the surrounding Bedfordshire communities of Everton, Sutton and Wrestlingworth together with the Cambridgeshire village of Gamlingay.



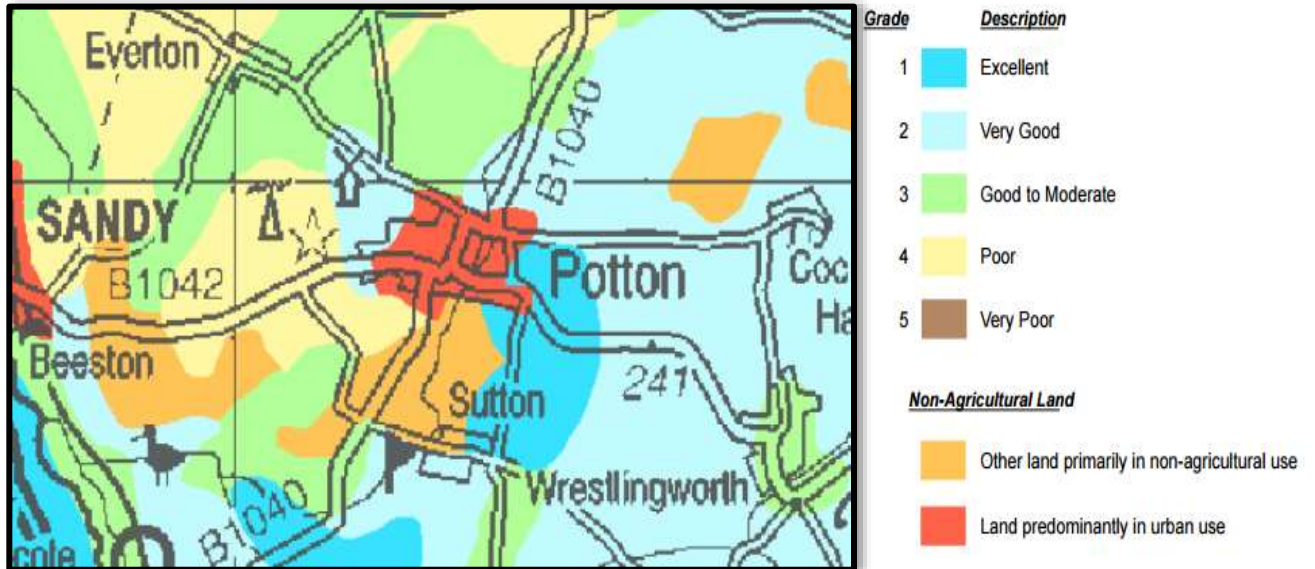
The aerial view below shows the rural, agricultural nature of the town.





## 9.2 Agricultural Land Classification

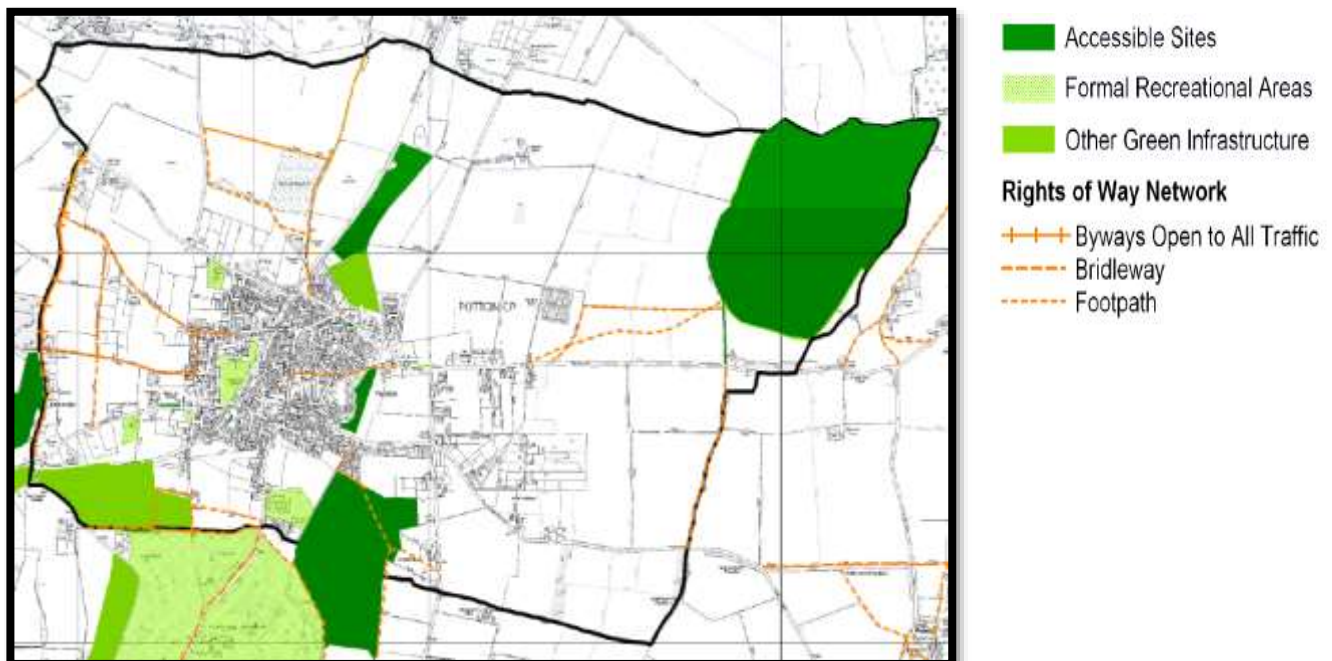
The majority of the agricultural land around Potton is classed as excellent to good-moderate, the overall land classification is shown in the diagram below.



Source: [naturalengland.org.uk](http://naturalengland.org.uk)

## 9.3 Access, Open Space and Recreation map

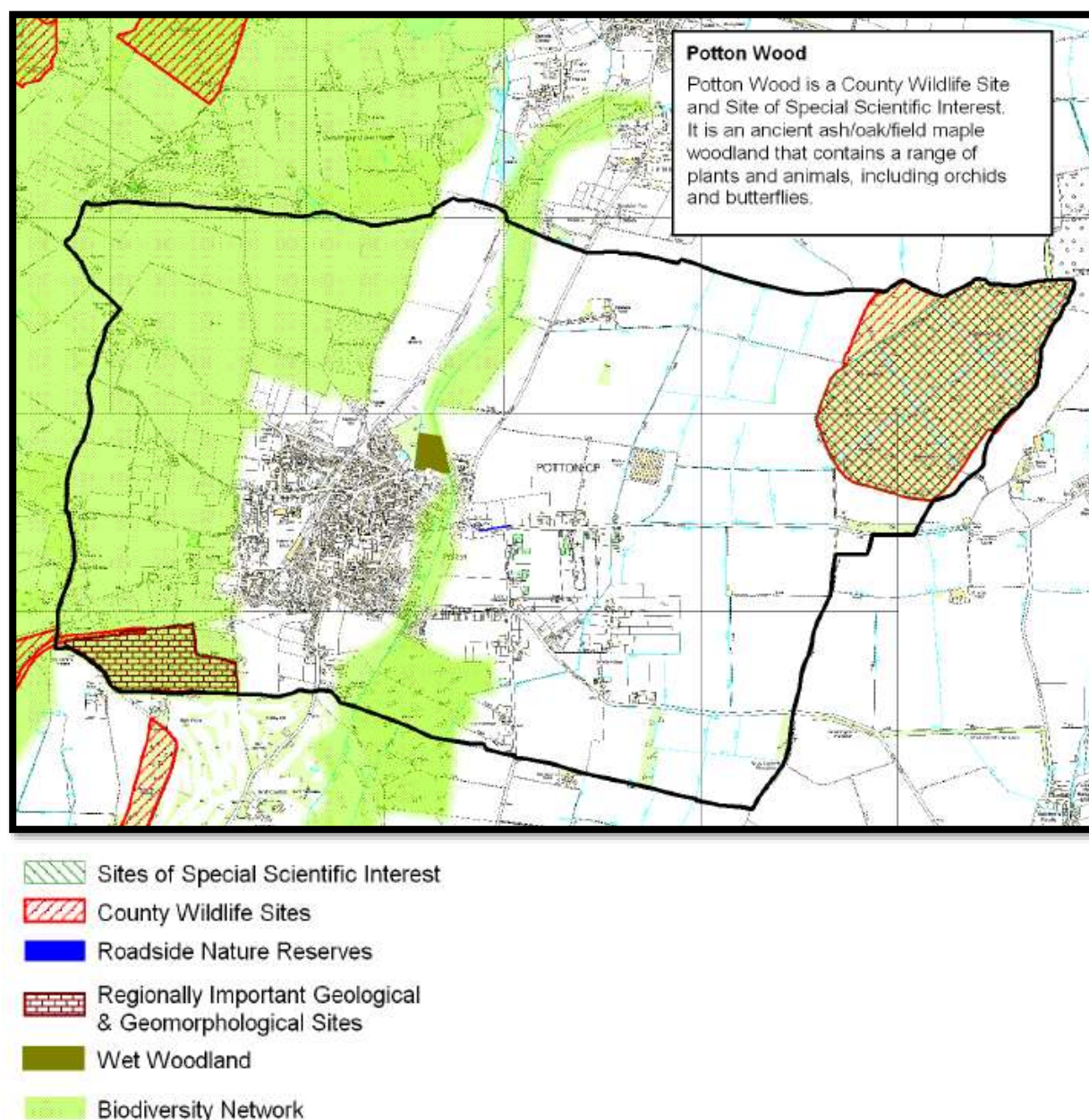
The map shows the Rights of Way Network within the parish boundary, which needs to be protected and enhanced as part of the Potton Green Wheel development.





## 9.4 Biodiversity Network

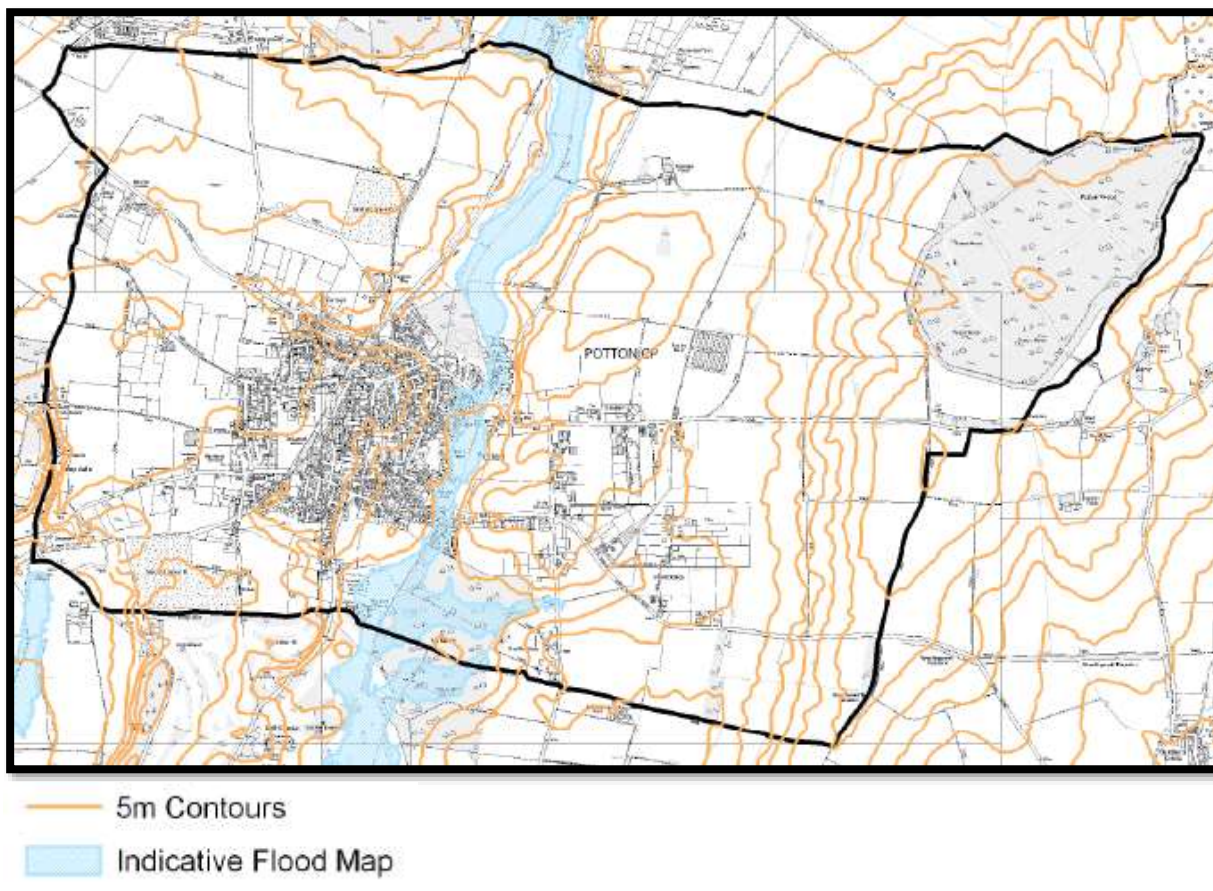
The network has been created to suggest where biodiversity enhancements would be most beneficial. The aim is to buffer and link existing wildlife rich areas, creating a landscape through which species can move. This will make populations more sustainable and help them respond to climate change. Within the network there is a range of options which would benefit biodiversity, from creating new habitats to improving hedgerows (extract from the Potton Green Infrastructure plan 2010).





## 9.5 Potton Landscape and Indicative Flood Areas

The map below shows that there is an indicative flood plain to the east of Potton.





## 10 Local Employment and Industries

### 10.1 Introduction

Potton as a town has a number of employment opportunities within the town. The majority of these are small businesses, with a number of medium size businesses. However there is also a reasonably high number of out-commuters.

The pre-vision questionnaire of summer 2016 asked the following question (Q7):-

*Looking at the subject of employment in Potton over the next 20 years, do you think that there will be a need for more employment in the town?*

Of the respondents 32% strongly agreed, 46% agreed, and indicated a preference for small rather than large employment.

### 10.2 Census data and Analysis

The 2001 and 2011 census data is summarised in the table below:

	Census Data by year %		
	2001	2011	change
<b>Economically active</b>			
Full time employee	50	44	-6
Part time employee	11	14	+3
Self-employed	11	13	+2
Unemployed	2	3	+1
Student	2	3	+1
<b>Economically inactive</b>			
Retired	11	13	+2
Looking after home	6	3	-3
Other	6	7	+1
<b>Method of travel to work</b>			
Car	76	76	0
Foot	6	6	0
Work at Home	10	7	-3
Other	8	10	+2

From the above data it is clear that three quarters of the working age population and above (up to 75) are working with a small level of unemployment, and there is an increase in part-time and self-employed working, and a decrease in working at home.

There are some small-scale businesses in Potton, but these would seem to be employing only 6-13% of local people.



The issues facing the town are common to many rural locations. Out-commuting is common with a predominance of professional and managerial occupations which are likely to be located in large centres of commerce such as Cambridge, Bedford, Stevenage and London. Such a high level of out-commuting has led to a reduction in the use of local facilities such as shops, a reduction in community interaction due to people working long hours and a predominance of car usage leading to nearly 50% of households having 2 or more vehicles.

### 10.3 Current places of employment

The current places of employment categorised by size are detailed in [Appendix A – Potton Business Data](#). Of these businesses five are considered to be medium in size where there are 20 or more employees. These are:

- Potton Lower School
- Potton Middle School
- York House Foods Ltd
- John O' Gaunt Golf Club
- Greensands Medical Practice

Of these, the largest employer is York House Foods Ltd. However, from speaking with the senior management there, it is clear that a large number of their employees are not local but in-commuters. This is in part due to the lack of suitable rented accommodation as a number of these are migrant workers from EU countries.

The small businesses include both those with premises and those who work from home or work for others in peripatetic manner e.g. Painter/decorators, builders, plumbers, electricians and trades. There are also those who run professional service businesses from home. Some of these small businesses also have rented premises e.g. shop/factory units.

Overall this represents a diverse industry (which has been counted as over 50 businesses) that covers, various therapies, accountancy, event planning, web page construction, cleaning services, beauty treatments, language tutorship, photographers, electricians, builders, heating & plumbing, hairdressers, removals, art & crafts etc.

This level of activity leads to an estimation of 250 people directly employed in Potton (Assumption is 20 people for large, 2 people for small and 1 person for home businesses)

#### Without a Neighbourhood Plan

- Potential development of employment opportunities in the community may be reduced
- Facilities to enable in and out commuting will not be considered in with new housing development
- Alternative and improvement of transport options for commuting will not be addresses
- Reallocation of designated employment sites to housing



## **11 Transport and access to Services**

### **11.1 Introduction**

Potton is situated 4 miles east of Sandy and nearly 5 miles north-east of Biggleswade, in East Bedfordshire. Cambridge is 23 miles (approx.) east of the town and Bedford 18 miles west of Potton.

The main routes through the town are the B1040, passing NE to SW to Biggleswade and the B1042 going east-west to Sandy. These routes give access to a number of trunk routes namely the:

- A1, the main north-south route from London to Edinburgh
- A14, the main route connecting the M1/M6 to the east coast ports of Harwich and Felixstow and the M11 for London and the south east
- M11, the main connection between the south east and the A14/A1.

The A1 gives access to the M25 in the south and travel to Heathrow is about 60 minutes. Cross-Country routes allow access to Stanstead in Essex and to Luton airport in the south of the county. It also gives access to the main cross-country routes of the A421/A428 and A14.

### **11.2 Rail Travel**

People wishing to travel by rail need to go to either Sandy or Biggleswade. Regular services take commuters to London. Passengers can also reach Peterborough to the north and other destinations in the north and north-east of England. There are no direct cross country routes.

Only 5.4% of residents travel to work by rail (2011 Census)

### **11.3 Bus Travel**

Potton is currently served by Centrebus Ltd. under contract to Central Beds Council. This service is currently being reviewed by CBC with a view to reducing costs, mainly concerning the funding of Bus-Pass holders. The present service runs hourly to Biggleswade for onward travel to Hitchin, Herts. An hourly service also runs to Sandy. These services connect to other villages in the area.

In addition to this, Ivel Sprinter offers a weekly service to Cambridge on Wednesday, leaving Potton at 9.37am returning at 2.00pm from Cambridge Bus Station. They also operate a weekly service to St Neots (approximately 14 miles north of Potton) every Friday, leaving at 10.37am and returning at 1.10pm.

Details of all bus times can be found in the Bus Shelter in the Market Square and in the Library.

The Potton Neighbourhood Plan Pre-Vision Questionnaire asked whether there was a need for more bus services. 51% agreed that there should and another 35% thought more will be needed if new housing is built.



## 11.4 Road Travel

With such limited public transport, there is a heavy reliance on driving in and around Potton. There are 5,470 cars owned in Potton with 53.3% of residents having access to 2 or more cars (2011 Census).

A comprehensive traffic survey was conducted in the process of compiling the Local Area Transport Plan (April 2013). At this time CBC noted the concerns of Potton Town Council, specifically :-

- Numbers of heavy goods vehicles passing through Potton.
- Some roads are affected by congestion.
- Poor condition of roads, potholes, worn surfaces, etc.
- Speeding traffic.
- Inadequate or missing road crossing points
- Dangerous junctions.
- Insufficient town centre parking and inappropriate parking.
- Accessing facilities outside of Potton.
- Inadequate bus services.

Central Bedfordshire Council identifies seven main priorities:-

- School safety zone in Everton Road.
- Narrow footpaths especially in the Town centre, with some routes having no provision.
- Dangerous junction Hatley road/ Gamlingay Road due to speed of traffic.
- Roundabouts on Sandy Road not effectively slowing down traffic.
- Sutton Road/Wrestlingworth Road Junction needs safety measures.
- Need to incorporate new development on Biggleswade Road. (New roundabout built in 2016). Needs direct pedestrian and cycle links.

A further list of 34 schemes were identified at this time (2013).

A 20mph zone was implemented in 2015 in and around the Town Centre.

Potton Neighbourhood Plan Pre-Vision Questionnaire found that 70% of residents felt that the town needs more parking before new housing is developed. A further 29% felt more will definitely be needed if new housing is built.

## 11.5 Walkers and Ramblers

The area around Potton is well-blessed with public footpaths and there is a range of walking groups that are active in the district.



Potton Town Council has produced a leaflet, freely available, funded by Potton Consolidated Charities, highlighting 4 walks around the town and surrounding countryside. Copies can be seen outside the Library and are available from the Library, The Coach House and The Council Offices.

Contact for walks: [www.ivelvalleywalkers.co.uk](http://www.ivelvalleywalkers.co.uk)

The RSPB (3 miles from Potton along the Sandy Road) has a network of footpaths crossing the woodlands at The Lodge, Potton Road, Sandy, SG19 2DL. [www.rspb.org.uk/thelodge](http://www.rspb.org.uk/thelodge) telephone number 01767 680541.

The Potton Green Infrastructure Plan (August 2010) highlighted a range of aspirations that would enhance the environment given the potential of built development. Much of the Plan was to formalise or consolidate existing footpaths and other routes. It was noted that new developments should include footpaths connecting outlying locations to the Market Square, given the existing congestion, narrow or non-existent footpaths beside main roads and the low number of parking spaces.

The green infrastructure Plan also recommended purpose-built cycle paths between Potton and Gamlingay and between Potton and Sandy.

Interesting to note, Biggleswade with CBC have produced a Leaflet 'Green Wheel' a circular route around the town for walking and cycling.

**Without a Neighbourhood Plan**

- The issue with the vast majority of working people travelling out of the town every day for work cannot be addressed without a plan for the Parish which is likely to encourage more flexible forms of working, broadband etc.
- Existing deficiency in public transport will be perpetuated
- Existing issues with the impact of cars on the town will be exacerbated with further development with no mitigating works.



## 12 Appendix A – Potton Business Data

**Note:** - The author of this survey/report apologises to those premises listed for any inaccuracies or misrepresentations within this document. The survey was undertaken over a number of days and is only representative of observations made in and around the town and not personal experiences and/or knowledge.

Potton Business Data			
Name	Type	Description	Location
Alex McCarthy	Estate Agents	Typically serving Potton and the surrounding areas, offering both purchase/buyer, seller sales together with rental premises management.	Market Square
Anna's Flowers	Florist	Caters for all occasions requiring floral tributes, special events and cut flowers	Market Square
Balaam Brothers	Fencing	Fencing contractors	Brooke End
Bonnie & Clyde	Hair salon	Primarily a ladies hairdressers	Blackbird Street
Boundary Cafe	Cafe	Café run in the Potton Town Cricket club pavilion.	Biggleswade Road
BP Fuel Station	Fuel	Typical BP Fuel station, also located to the rear hand wash car facilities.	Biggleswade Road
Cameron's	Newsagent	Typical of newsagent facilities offering a range of goods.	
Claytons Butchers	General butcher	Family owned business; general butchers which also offer limited hot food, deli counter; BBQ & hog roast events, catering packs, appear to supply several local food service establishments, and serve the outlying villages/towns.	Market Square
Daimler Benz car sales	Car sales	Offering used car sales and after care	King Street
Deepdale Trees Ltd	Tree nursery	Established in 1995, an independent wholesale tree nursery, providing mature and new growth trees.	Hatley road
Deepdale Vet & Aquatic Centre	Veterinary Centre	Although not located within the Potton boundary, Deepdale Veterinary Centre provides a full range of general veterinary services and routine preventative healthcare. They stock a variety of indoor and outdoor fish and plants, pumps, filters and food, including fresh and frozen fish food, and also house an extensive collection of reptiles, live food, lighting, mineral supplements, etc.	Potton Road B1040

# Potton Town Council



## Potton Business Data

Name	Type	Description	Location
<b>Dovecote Bakery</b>	Bakery	Typical bakery products, with bespoke cake making service, but also offering limited takeaway hot & cold rolls and tea & coffees.	Market Square
<b>Elephant &amp; Feather</b>	Gift Shop	Opened within the last 3 years, Independent lifestyle and gift shop which specialises in graphic design and design led unique and usual gifts.	Market Square
<b>George &amp; Dragon</b>	Public House	No food menus, live sports TV bar, regular cliental.	King Street
<b>Greensands Medical Practice</b>	Medical services	General practice split across two locations (Potton, Gamlingay) offering primary healthcare services.	Brook end
<b>Harpers Barbers</b>	Gent hairdressers	Primarily gent's hair dressers, recent extension into area that served as a local café, also recent redecoration to exterior of shop front, in keeping and sympathetic to the Georgian square.	Market square
<b>Hutchinson's</b>	General Builders	General building company.	Market square
<b>John 'O' Gaunt</b>	Golf club	2 x 18 hole golf courses plus extensive club buildings including bars and restaurant.	Biggleswade road
<b>Kennedy &amp; Co</b>	Estate Agents	Typically serving Potton and the surrounding areas, with another office in Sandy offering both purchase/buyer seller sales together with rental premises management.	Market Square
<b>Leslie Elliot</b>	Hair salon	Primarily a ladies hairdressers but advertises as unisex	Sun Street
<b>Lloyds Pharmacy</b>	Pharmacy	One of a chain of Lloyds pharmacy's offering healthcare products, personal care, health check facilities and general GP support. Recent redecoration to the frontage façade, although comments from locals that façade is not in keeping with the Georgian square.	Market Square
<b>No 1 King Street</b>	Restaurant /Farm Shop	Opening September 2019	King Street
<b>O'Sarracino</b>	Restaurant	Authentic Italian Cuisine	Market Square
<b>Potton Brewing Company</b>	Brewery	Producers and distributors of various beers, ales and ciders.	Market Square

# Potton Town Council



Potton Business Data			
Name	Type	Description	Location
Potton Flooring	Flooring	Potton Flooring occupied these premises in the last 6 years following the closure of the only bank in Potton, and has a wide range of carpet, vinyl and laminate flooring products.	Market square
Potton Food Store	Small grocers	Small corner shop feel to premises, good selection of produce, with limited fresh veg stall.	Market Square
Potton Homes	Developers	<b>Although not officially located within Potton, Potton Homes started as a family run business in 1964 and was acquired by the Kingspan Group in 2006. Designers, architects, surveyors, planners and builders of the Potton self-build timber framed home.</b>	Great Gransden
Potton Lower School	School	Lower school covering reception years up through primary years 0-4	Everton Road
Potton Middle School	School	Middle school covering years 5-8	Everton Road
Potton Vets	Veterinary surgery	<i>Potton Vets is an independent, family run veterinary centre, ranging from general pet welfare to surgery.</i>	Market Square
Potton Windows	PVC-U windows & doors	Surveyors and installers of a variety of PVC doors, windows and conservatories.	Shannon Place
Regent Chinese	Takeaway	Standard Chinese takeaway menu, recently new management takeover of business.	Market Square
Right Click Creative Design	Graphic Design	Right Click Creative are a full-service graphic design and marketing agency located above Potton Flooring	Market Square
Ritzy Indian	Takeaway and restaurant	Standard Indian takeaway menu, but with sit down restaurant menu facilities, holding a future charity rugby evening event.	Corner of Sun Street and Blackbird Street
Royal Fisheries	Takeaway	Standard fish and chip menu with limited seated area. Recently expanded takeaway menu with the installation and operation of charcoal grilled kebabs which appear to be a huge success.	Market Square
Savills unisex	Hair salon	Primarily a ladies hairdressers but advertises as unisex, with Varsity tanning facilities located above the main salon.	Market Square
Shannon Motors	Garage	Maintenance garage and MOT test centre	Shannon Place

## Potton Town Council



### Potton Business Data

Name	Type	Description	Location
<b>Tesco Express</b>	Small local supermarket	Wide range of produce typical as per any small retail supermarket, greater area for fresh produce with a larger overall footprint than the Co-op but with added bonus of a car park, although limited parking time.	King Street
<b>The Coach House</b>	Public House	This is the only establishment located in the main square. Significant refurbishment within the past 5 years, diversified into a thriving bar/restaurant business which offers, a bar food menu, coffee mornings, special menu nights, summer BBQ's, restaurant style menu served in dining room areas, refurbished bedrooms offering B&B facilities 11 in total, with a 'Tripadvisor' Certificate of excellence 2015.	Market Square
<b>The Rising Sun</b>	Public House	Family run busy establishment with a function room for wedding receptions and family gatherings. Good food reasonably priced, holds regular events to include 'performers & pints' and regular beer festivals.	Everton Road
<b>The Royal Oak</b>	Public House	Possibly the oldest surviving establishment in Potton, no live entertainment, good food with a 'Tripadvisor' Certificate of excellence 2015.	Biggleswade Road
<b>Tysoe &amp; Sons</b>	General Hardware, DIY	Established family owned hardware and DIY store hold regular charity events which are held at the rear of the premises.	Market Square
<b>York House Ltd</b>	Meat products	York House has been creating the quality meat products since 1970. The products ranges are vast, offering raw and cooked meats, supplied chilled or frozen, and prepared to individual specifications for their customers in the manufacturing, service and retail sectors.	Shannon Place

End Of Table



## 13 Appendix B – Potton Community Assets Data

All data presented in the table below has been collected from open source information on the internet, existing information retained by Potton town council, that gathered from queries to organisations where appropriate and observation by members of the Potton town council neighbourhood plan sub-committee. The author of this survey/report apologies to those premises listed for any inaccuracies or misrepresentations within this document.

Category/Name	Details/Location	Notes
<i>Health facilities</i>	<i>These include all the current health or health related facilities, if alternative facilities are identified they have also been included e.g. osteopath, physio etc..</i>	
Greensands Medical Practice	<p>There are 2 locations one in Potton and one in Gamlingay. Both can be used by Potton residents (assuming transport is available) to access a range of medical services. There are 7 GPs in the practice spread across the 2 sites.</p> <p>Potton Surgery Brook End, Potton, Sandy, Bedfordshire, SG19 2QS</p> <p>Gamlingay Surgery Stocks Lane, Gamlingay, Bedfordshire, SG19 3JR</p> <p>Web site link to practice and services <a href="http://www.greensands.org.uk/index.html">http://www.greensands.org.uk/index.html</a></p>	<p>The service s offered include: GP consultations, Antenatal clinic, Coil and Implant Fitting, Minor illness clinics, Cryotherapy, Family planning, Flu clinics, Minor injury services, Minor surgery clinic, Physiotherapy, Post-natal clinic, Smoking cessation clinic, Travel vaccinations, Vasectomy clinic.</p> <p>It is worth noting that not all of the GPs work full time and they are supported by specialist nurses.</p> <p>With regards to capacity, councillor Adam Zerny was informed that the Potton surgery site is "at capacity" for some services and the location is space constrained with no obvious scope for expansion (bar upwards), and is subject to the national issue of recruitment of General Practitioners.</p> <p>The practice services some 11,500 patients from Great Gransden to Dunton and Wrestlingworth to Deepdale. There are two surgeries, one in Gamlingay and the other in Potton. There are seven doctors in total with two full time at Gamlingay and two full time in Potton. The other three doctors are part time. There are 4 nurses and 2 healthcare workers. The</p>

## Potton Town Council



Category/Name	Details/Location	Notes
		practice has written to the NHS and made it clear that the problem is NOT space but rather their inability to recruit a full time doctor.
Dentist	King Street, Potton	Takes both NHS and private patients - not sure if at capacity (TBC) full capacity 25% from Gamlingay. 60k for second chair.
Care Homes	Pemdale 26A Nursery Close Potton Bedfordshire, SG19 2QE	Pemdale provides care and support for up to six adults with a learning or physical disability. Residential Only Dementia Care Learning disabilities <a href="http://www.turning-point.co.uk">http://www.turning-point.co.uk</a>
Community Assets	These have been deemed to include community halls or halls that the community can access for meetings, clubs , other facilities that are used by residents etc.	
Other		
Potton Library	Market Sq	
Community Cemetery		
Four Seasons Market		A market takes place 4 times a year, to offer the best produce available in that season.
Fire Station		Local fire station part time retained firefighters
Party-on -Potton		Biennial event
Halls/ Meeting rooms		
Potton community centre	Brook End	
St Mary's Church Hall	Hatley Rd	
Potton Middle School Hall	Mill Lane	
Pavilion	Mill Lane	
Cricket /Football pavilions	The Hutchinson Hollow, Biggleswade Rd	Can be rented out, Cricket club room used for Pilates, yoga etc. Football club hall used by a pre-school playgroup.

## Potton Town Council



Category/Name	Details/Location	Notes
Meeting room above library.	Market Square	
<b>Religion/worship</b>		
St Mary's Church	Church	<a href="http://www.pottonparishchurch.org.uk">www.pottonparishchurch.org.uk</a>
Potton Baptist Church	Horslow Street Potton.	<a href="mailto:torbalyn7@btinternet.com">torbalyn7@btinternet.com</a>
Salvation Army	Chapel Street	
Other faith groups		Faith and Light, Mothers union, toast, trailblazers
<b>Pubs/Clubs/Restaurants/Take-away</b>		
The Rising Sun	Sun Street	Pub and restaurant
The Coach House Hotel	Market Square	Hotel and restaurant
The George and Dragon	Market Square	Pub only
The Royal Oak	Biggleswade Road	Pub and restaurant
Potton & District Club & Institute	30 Station Road	Bars, snooker tables events/entertainment
Potton Conservative Club	Brook end	<a href="http://www.pottonconservativeclub.co.uk">www.pottonconservativeclub.co.uk</a> , there are plans for this to move location to a bespoke new build still pending.
Ritzy Indian	Blackbird street, Potton	Sit in and take away
Royal Fisheries fish and chips	Market Square	F&C kebabs etc, some sit in primarily a take away
Regents Chinese takeaway	Market Square	take away
O'Sarracino	Market Square	Restaurant
No 1 King Street	King Street	Restaurant and Farm Shop



<b>Key /core shops retail outlets</b>		<i>This includes all the core shops that provide the daily essentials such that residents do not need to shop "out of town"</i>
<b>Food/essentials</b>		
Tesco Express	King Street	Cash machine for general use, click and collect.
Londis Food store	Market Square	
Claytons Butchers	Market Square	
Dovecote Bakery	Market Square	
Camerons Newsagents	Market Square	Also provides some basic staples plus acts as a drop off / pick up point.
Lloyds Pharmacy	Market Square	Works closely with the health provision from Greensands.
Post Office	Brook End	Post office also acts as the local sorting office, provides banking access to many high street bank accounts, Amazon click and collect.
<b>Useful facilities</b>		
Tysoe Hardware store	Market Square	Stocks a wide range of hardware, tools, DIY goods and other household goods.
Potton Flooring	Market Square	Stocks a wide range of carpets and flooring
Elephant & Feather	Market Square	Gift shop stocking a range of gift/craft items, cards etc.
Anna's Flowers	Market Square	Florist
<b>Retail outlets/Hair</b>		
Harpers Barbers	Market Square	Men's Barbers
Savilles	Market Square	Salon that offers range of both Hair dressing and other beauty treatments
Leslie Elliot	Sun Street	Salon that offers range of both Hair dressing and other beauty treatments
Bonnie and Clyde	Blackbird Street	
<b>Services</b>		
BP Garage	Biggleswade Road	Fuel, basic food store but plans to expand to a 'local supermarket'
The Old Forge Garage	Brook End	Servicing, general repairs
AKM Motors	Station Court	Servicing, MoT, general repairs
Shannon Motors	Station Court	Servicing, MoT, general repairs

## Potton Town Council



Potton Veterinary clinic	Market Square	
Kennedy Estate Agents	Market Square	
Alex McCarthy Estate Agents	Market Square	
Balaam Brothers	The Mill, Brook End	<a href="http://www.balaambrothers.co.uk/contact-us.htm">http://www.balaambrothers.co.uk/contact-us.htm</a>
Metalwork		Popleton, Pibworth
Potton Windows	Station Court	PVCu windows door etc.
Kemp garage doors		
Daimler Benz car sales	King St	Second hand car sales showroom

### *Education Includes all schools and pre-school groups but not individual child minders.*

Potton Federation (Potton Lower School, Potton Middle School)	Mill Lane	Covers from school entry to 13 years old then transition to upper school. Bedfordshire currently 3 tier system. <a href="http://www.pottonfederation.co.uk/">http://www.pottonfederation.co.uk/</a>
Baptist Church Toddlers	Horslow St	
Melody Makers - Music for babies and pre-schoolers		
Potton Pre-School		<a href="http://www.pottonpreschool.co.uk">www.pottonpreschool.co.uk</a>
Woodentops Pre-School		<a href="http://www.woodentops-potton.com">www.woodentops-potton.com</a>

### *Leisure This includes all type of leisure facilities that exist in the town (and just outside) including sport, clubs and societies that are known to be active.*

Potton united FC	The Hollow, Biggleswade Rd.	Football pitches, all weather pitch, tennis courts. Also function room and bar facilities.
Potton Cricket club	The Hollow, Biggleswade Rd.	Cricket pitch, nets etc. and pavilion with café and function room used by various groups. <a href="http://www.pottontown.play-cricket.com">www.pottontown.play-cricket.com</a>
Potton Tennis Club	The Hollow, Biggleswade Rd.	<a href="https://www.facebook.com/pottontennisclub">https://www.facebook.com/pottontennisclub</a>
Mill lane recreation ground	Mill Lane	Football pitches, pavilion and meeting/function room. Also a playground suitable for younger and young teen children.

## Potton Town Council



Henry Smith Playing fields	Brook End	Open space (formerly used as rugby pitch, Skate park and general play equipment suitable for toddlers thru to teenage.
Wingfield drive local play area	Wingfield Drive	Small local playground aimed at the younger children
Sheepwalk close local play area	Sheepwalk close	Small local playground aimed at the younger children
Charliemill Riding school and livery	Mill Lane - Potton Beds - SG19 2PQ	Stables and ménage, riding lessons etc. <a href="http://ponies.charliemill.org">http://ponies.charliemill.org</a>
The John 'O' Gaunt golf club	Biggleswade Road, Potton	<a href="http://www.johnogauntgolfclub.co.uk">www.johnogauntgolfclub.co.uk</a>
Potton Bowls club	Sutton Mill Road	Crown Green Bowling Club, Has own clubhouse
<b>Groups/clubs</b>	<i>This includes clubs and societies that are known to be active.</i>	
Potton Scouts/Cubs/Beavers	Sutton Rd, Potton, Sandy SG19 2DS, UK	Bespoke Scout hut premises
Potton Guides/Brownies/Rainbow	Sutton Rd, Potton, Sandy SG19 2DS, UK	Brownies and Rainbow (share scout hut / local school hall TBC) Guides meet in Sandy (TBC)
Potton Shotokan Karate Club	Potton Middle School, Mill Lane	<a href="http://www.pottonkarate.org.uk/">http://www.pottonkarate.org.uk/</a>
Potton History Society		<a href="http://www.pottonhistorysociety.com">www.pottonhistorysociety.com</a>
Potton Playhouse		<a href="http://Pottonplayhouse.org">Pottonplayhouse.org</a>
Phoenix Chorus		<a href="http://www.phoenixladies.co.uk">www.phoenixladies.co.uk</a>
St Mary's Singers		<a href="http://www.stmaryssingerspotton.org.uk">www.stmaryssingerspotton.org.uk</a>
Shannon Express		Male Chorus/barbershop
Party-on -Potton		Biennial event/festival
Potton youth club	Mill lane pavilion, Mill Lane	2 hours a week Thursdays
Potton Colts FC		

End Of Table