



Household Survey

Analysis

December 2018

Overview

The Parish of Witherley has commenced the preparation of their Neighbourhood Plan.

An important part of this inclusive process is, of course, obtaining the views and aspirations of the community. Key to this has been the development and dissemination of a community questionnaire.

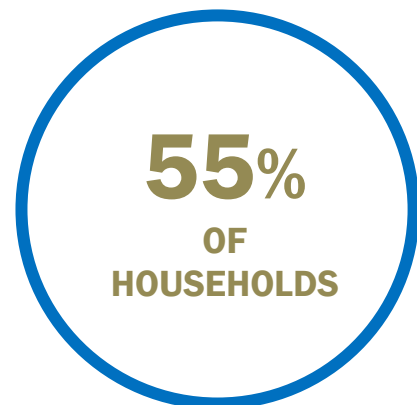
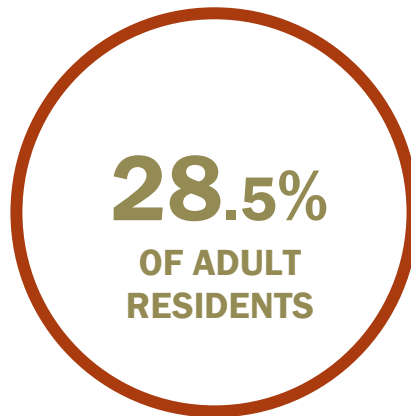
The questionnaire contained 33 questions and is based on important themes established following initial consultation work within the Witherley Parish.

The survey took place between November and December 2018. It was available to complete electronically and as a paper version. The level of response from the community was good, there being 339 responses. This represents a return from over 28.5% of the adult population of 1186 (over 16)

Given that some households choose to respond collectively rather than as individuals; it is also pertinent to consider the number of responses in relation to the number of households in the Neighbourhood Plan area. The number of responses represents a little over 55% of the 616 households.

In addition, a young people's survey, running concurrently, received 9 responses, broadening the age range of those contributing to this community evidence base and further demonstrating a good level of commitment to the Neighbourhood Plan by the community, adding strength to the validity of the collected views expressed. This is considered separately.

An analysis of responses follows.



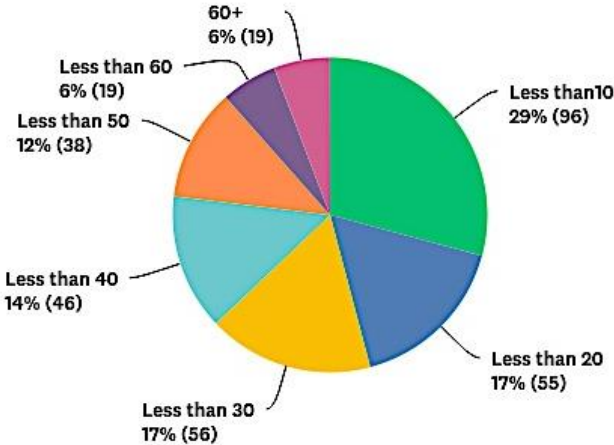
Population data taken from 2011 Census

293 males and 312 females live in the households of those responding to the adult questionnaire

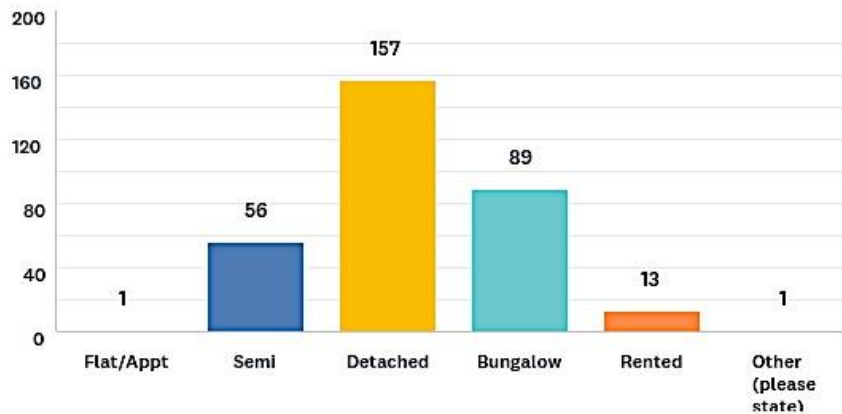
How many people in your household are?	TOTAL NUMBER
Under 21	102
21-40	62
41-60	232
61-80	285
Over 80	56

A total of 118 children live in the households of those responding

Q5 How many years have you lived in Witherley Parish?



Q6 How would you describe the accommodation in which your household lives?

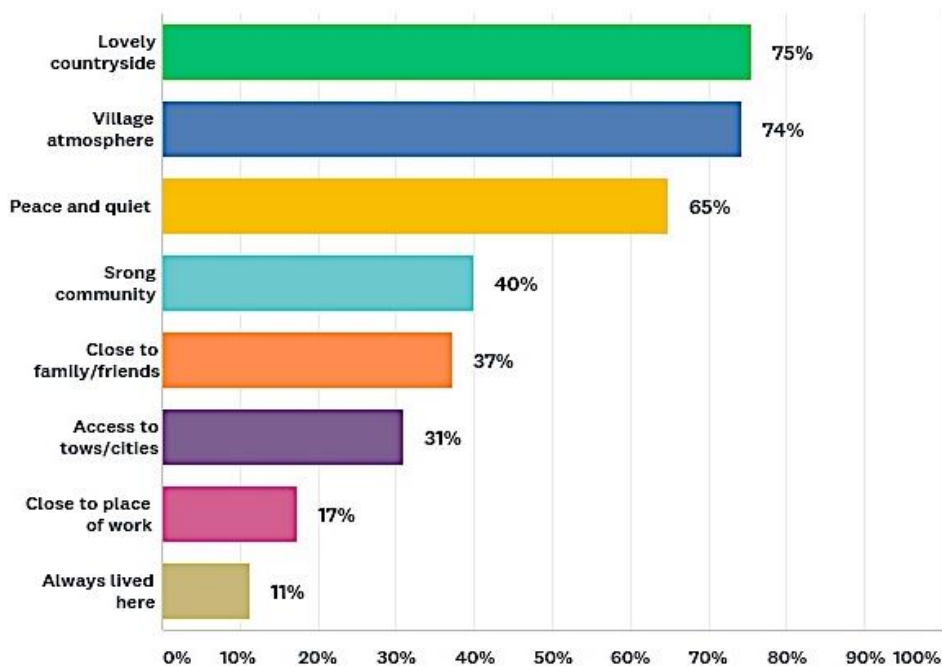


Almost 50% of those responding live in detached accommodation. 6 stated that they live in terraced houses including 2 end terraces; two respondents state that they live in a farmhouse; two have agricultural tenancies whilst one lives in the pub.

Please tell us the number of people in your household who are:	TOTAL NUMBER
Employed full/time	202
Employed part/time	49
Self-employed	84
Not employed	41
Retired	293

A total of 89 people stated that they work from home

Q9 What do you most value about living here? Please tick up to 4

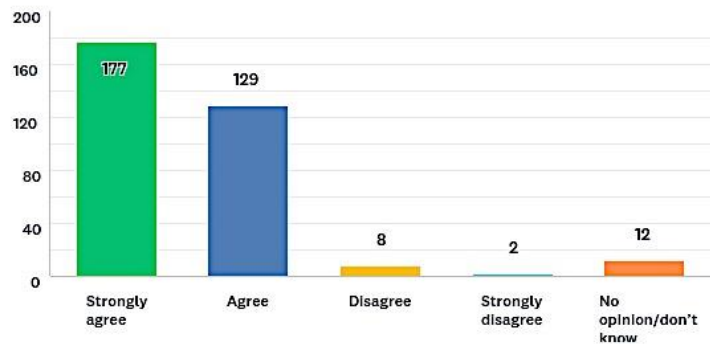


30 additional comments. Several mention the importance of having a local primary school, others value the quietness, country views and a local pub.

Q10 What do you most dislike about living here? List up to 3 with 1 as the most important.

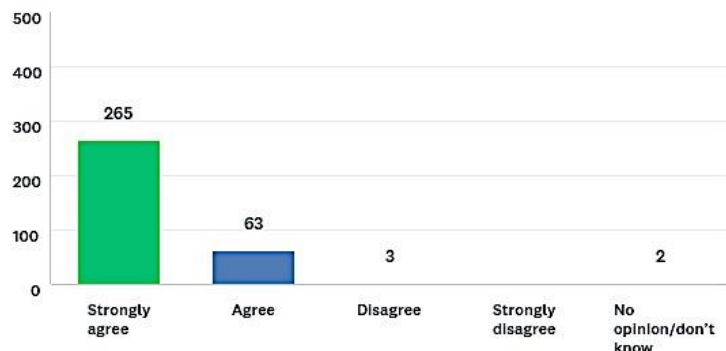
There are 553 responses to this question. Of greatest concern is the lack of a local shop. Additionally, the poor bus service, the volume and speed of traffic, the lack of a pub at the heart of the Parish and an increase in crime are identified as being disliked. There is a real diversity of responses which merit careful consideration as they offer a broad insight into the concerns of respondents.

Q11 Witherley is a community at the heart of rural England. A rural feel and easy access to the countryside are fundamental not only to our quality of life and community identity, but also to many aspects of our economy. Do you:



Over 93% of the 328 who responded to this question agree or strongly agree with the statement.

Q12 Our Parish is set in a traditional, tranquil landscape with an ancient pattern of narrow country lanes, historic footpaths and bridleways screened by hedgerows and small woodlands. Much of the Parish is managed as farmland and remains relatively undeveloped. This, along with ancient woodlands, hedgerows and the boundaries formed by the Rivers Anker and Sence contribute to the diversity and abundance of wildlife. Do you agree that we should value and work to preserve these features?



Over 98% of respondents to this question agree or strongly agree that they should value and work towards preserving the topography and flora which sustains an abundance of wildlife in the Parish.

Q13 Thinking about housing development, what kind of housing do you think we need?

	RESPONSES
2-3 bed houses	42.16% 129
Bungalows	38.56% 118
Smaller retirement housing	33.66% 103
Parish owned for local people	28.43% 87
1-2 bed houses	23.53% 72
Eco-friendly	23.20% 71
3-4 bed houses	20.26% 62
Low cost housing (relative to local incomes)	19.28% 59
5+ bed houses	9.15% 28
Social housing	8.82% 27
Rental	8.17% 25
Residential care	7.84% 24
Shared ownership	4.25% 13
Flats	1.31% 4

There is a clear preference for smaller homes and ones specifically for local people both starting on the property ladder and seeking retirement accommodation. Few respondents support development of rental or shared ownership homes. Flats are supported by less than 2% of those responding.

Q14 If new houses were to be built, which of the following would you prefer them to be? Number in order of importance with 1 as the most important.

	1	2	3	4	5	6	7	TOTAL
Traditional building styles	53.04% 122	16.96% 39	15.65% 36	7.83% 18	3.48% 8	1.74% 4	1.30% 3	230
Innovative, eco-friendly design	32.64% 63	21.76% 42	12.44% 24	13.99% 27	13.47% 26	2.07% 4	3.63% 7	193
Small, detached housing	19.63% 42	22.43% 48	22.90% 49	15.89% 34	14.95% 32	1.87% 4	2.34% 5	214
Small, semi-detached housing	17.87% 37	25.12% 52	19.32% 40	13.53% 28	8.21% 17	14.98% 31	0.97% 2	207
One-off exceptional design	8.98% 15	20.36% 34	14.37% 24	7.19% 12	10.18% 17	27.54% 46	11.38% 19	167
Small, terraced housing	7.19% 12	10.18% 17	10.78% 18	12.57% 21	19.76% 33	15.57% 26	23.95% 40	167
Large, executive style housing	5.49% 9	6.10% 10	10.98% 18	14.02% 23	8.54% 14	14.63% 24	40.24% 66	164

There is considerable support for new housing to use traditional building styles. However, also receiving majority support is innovative, eco-friendly design. This possibly suggests that a design guide could be produced as part of this plan, to address, more specifically, these issues and preferences. There is preference for smaller housing, although terraced housing is not generally supported. Large executive style housing is generally opposed.

Q15 If more housing is needed in the Parish over the next 20 years, where do you think they should be built?

	RESPONSES
In-filling, by using sites within existing settlements	42.22% 133
Re-using farm buildings	40.63% 128
Using sites outside but adjacent to current village boundaries	27.62% 87
Nowhere	23.17% 73
Using gardens within existing settlements	14.60% 46

Q16 What would be the infrastructure requirements needed if there was more development?

	RESPONSES
Protection of green spaces and vistas	83.28% 269
Improved sewerage and drainage system	74.92% 242
Local Public Transport	63.47% 205
Superfast broadband	47.99% 155
Better and/or more footpaths and bridleways	46.75% 151
More pavements	44.58% 144
Better leisure/community facilities	36.22% 117
Better mobile phone network	35.91% 116

Q17 Leaving housing aside for a moment, what other benefits would you hope sustainable development would bring to Witherley Parish?

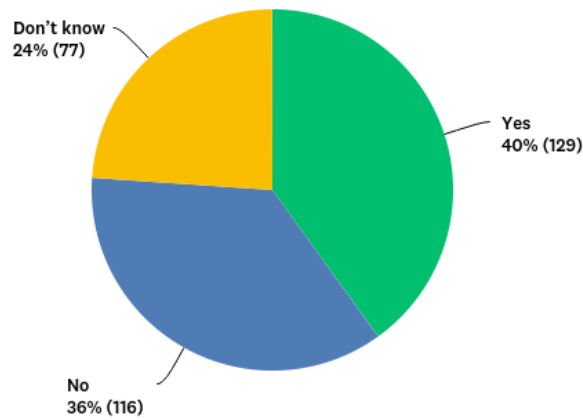
	RESPONSES
Protection of wildlife and green spaces	82.04% 265
Housing which enables young families to move in, and the elderly to remain in the Parish	70.90% 229
A community with a balance of ages and incomes	65.02% 210
Land for recreation (e.g. allotments, playing fields)	45.51% 147
Broadband speeds	34.67% 112
Mobile phone coverage	25.70% 83
Facilities and services for young people	24.77% 80
Leisure facilities	22.91% 74

As in Q16, protection of green spaces is of paramount importance for the majority of respondents.

Q18 In terms of sustainable development what single change would most improve your quality of life as a resident of Witherley Parish?

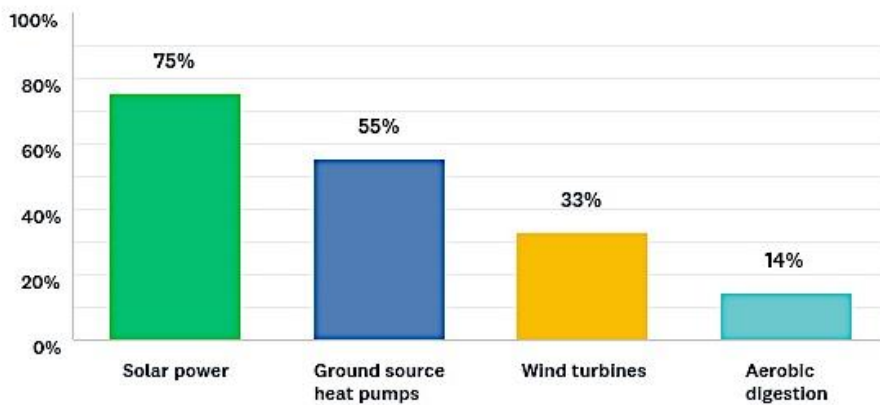
There are 192 responses to this question. Generally they follow the themes identified in Q10 – the desire for a local shop, a pub, better public transport, better traffic management, safer pedestrian routes, improved broadband and mobile service, concerns about additional development and green energy.

Q19 Should the Neighbourhood Development Plan support land being made available for energy production?



A small majority is in favour of land being made available for energy production (40%)

Q20 If yes, tick which of the following you would support:



Strongest support exists for solar power. Ground source heat pumps also receive majority support from those responding.

7% are employed by a business in the Parish

Over 21% operate a business located in the Parish

Almost 95% would welcome new businesses to the Parish

Q22 If so, what type of businesses should the Plan encourage?

TYPE OF BUSINESS	TOTAL RESPONSES
Shop/Post Office	79.58% 230
Agriculture and farming-related	71.63% 207
Forestry and related activities	49.13% 142
Livery and stabling	45.67% 132
Pubs, restaurants and cafes	39.79% 115
Tourism, leisure and crafts	31.49% 91
Food and drink production	16.26% 47
Starter units	11.76% 34
Offices	9.00% 26
Light industrial and manufacturing	6.23% 18
Storage and distribution	3.46% 10

In keeping with other responses, almost 80% of respondents feel the plan should encourage a shop/post office and over 71% support agriculture and farming-related businesses.

Offices, light industrial and manufacturing, storage and distribution are supported by fewer than 10% of respondents.

Q23 How should the Plan provide for jobs and the local economy?

	RESPONSES
Encourage home-working	61.57% 173
Support the conversion of rural buildings	51.96% 146
Protect existing employment sites from changes of use	51.25% 144
Support the extension of existing businesses	37.72% 106

Q24 Is anything stopping you from working in the Parish e.g. broadband speeds, lack of business units?

129 responses. Over 22% of which reference poor broadband speed and connectivity. Several others express concern about mobile phone coverage. There is also mention of a lack of units to accommodate new businesses. A number of retired Parishioners enjoyed pointing out that this is their reason for not working in the Parish!

Respondents own a total of 602 vehicles; 586 of which are parked within the boundary of their properties

Q27 Tell us what you think about these key transport issues where you live.

	GOOD	ACCEPTABLE	POOR
Public transport	0.97% 3	26.62% 82	72.40% 223
Speed of vehicles through our villages	3.13% 10	27.81% 89	69.06% 221
Parking on pavements	6.76% 20	39.19% 116	54.05% 160
Volume/speed of HGV vehicles	6.57% 19	41.87% 121	51.56% 149
Access to/from the A5	14.47% 45	38.26% 119	47.27% 147
Pedestrian safety	8.88% 27	50.00% 152	41.12% 125
Facilities for pedestrians and cyclists	8.45% 25	49.32% 146	42.23% 125
Facilities for cyclists	7.61% 22	50.52% 146	41.87% 121
On-street parking	5.30% 16	54.97% 166	39.74% 120
Disability access, dropped kerbs etc.	4.76% 14	56.80% 167	38.44% 113
Provision/condition of pavements, footpaths and bridleways	10.44% 31	54.88% 163	34.68% 103

Each of the key transport issues identified in this question is of concern to respondents, indicating that transport is an important issue. Of greatest concern for respondents are public transport and the speed of vehicles through the village.

Q28 Please rate your view of each item's importance in your life in Witherley Parish, 1 being very important and 5 being not important at all:

	1	2	3	4	5
Open green spaces within the villages	75.08% 223	13.47% 40	6.06% 18	1.35% 4	4.04% 12
Protection of ancient fields, hedgerows, woods etc.	72.48% 216	15.10% 45	6.71% 20	2.68% 8	3.02% 9
Protection of local wildlife	71.33% 209	16.38% 48	6.48% 19	2.05% 6	3.75% 11
Rural atmosphere	71.09% 209	16.33% 48	7.48% 22	2.38% 7	2.72% 8
General upkeep of the village	67.33% 204	20.46% 62	5.28% 16	2.31% 7	4.62% 14
Protection of country rights of way	66.67% 196	16.33% 48	9.86% 29	3.06% 9	4.08% 12
Uninterrupted views surrounding the villages	64.41% 190	17.63% 52	12.20% 36	2.71% 8	3.05% 9
Protection of Listed Buildings, historical features	65.40% 189	17.65% 51	8.30% 24	5.88% 17	2.77% 8
Mature trees in and around the Parish	56.95% 168	23.73% 70	11.19% 33	4.07% 12	4.07% 12
Dog waste bins	57.14% 168	23.81% 70	11.56% 34	4.76% 14	2.72% 8
Working farms and agriculture	52.54% 155	24.41% 72	13.90% 41	4.75% 14	4.41% 13
The churches and quality of upkeep	45.05% 132	25.60% 75	18.43% 54	5.80% 17	5.12% 15
Parks and Playgrounds	44.41% 131	23.73% 70	18.31% 54	6.10% 18	7.46% 22
Broadband provision	45.45% 130	27.97% 80	16.08% 46	5.24% 15	5.24% 15
The Local Pubs	43.26% 122	24.47% 69	19.15% 54	7.09% 20	6.03% 17
Nearby local schools	42.61% 121	18.31% 52	21.83% 62	5.28% 15	11.97% 34
Mobile phone connectivity	42.40% 120	33.92% 96	12.72% 36	5.65% 16	5.30% 15
Parish/Church activities and community groups	38.72% 115	25.25% 75	24.58% 73	7.41% 22	4.04% 12
The Parish/village magazines	37.93% 110	31.03% 90	18.62% 54	8.62% 25	3.79% 11
The Parish Room, Witherley	37.37% 105	19.57% 55	21.35% 60	8.90% 25	12.81% 36

The village noticeboards	25.60%	31.74%	26.96%	10.92%	4.78%
	75	93	79	32	14
Local employment	21.82%	27.64%	29.45%	11.27%	9.82%
	60	76	81	31	27
Fixed seating/benches within your village	20.55%	31.51%	32.53%	10.96%	4.45%
	60	92	95	32	13
The Parish Council's website	19.12%	23.16%	29.78%	16.18%	11.76%
	52	63	81	44	32
The Croft near the Church, Ratcliffe Culey	19.27%	19.27%	27.52%	11.93%	22.02%
	42	42	60	26	48

The items of most important to respondents focus on rural aspects and on maintaining the appearance and feel of the Parish; for example, open green spaces, hedgerows and wildlife.

It is perhaps useful to note that items generally perceived as being less important have the potential to be very important to some. For example, fewer than 22% of respondents feel that local employment is very important. However, for those who benefit from local employment it may be crucial to their ability to live in the Parish.

Q29 Thinking about the Parish, and the lifetime of this Plan, how would you like it to be described in 15 years time?

	RESPONSES
Safe	90.57% 288
Rural	83.65% 266
Friendly	66.04% 210
Sense of Community	58.18% 185
Attractive	47.48% 151
Agricultural	41.82% 133
Tranquil	41.51% 132
Traditional	39.94% 127
Accessible	32.08% 102
Affordable	27.99% 89
Prosperous	18.55% 59
Vibrant	10.06% 32

Q30 We've tried to cover what we think are the main issues in this survey, but if we've missed anything you think should be included, please tell us below. Remember, the Neighbourhood Plan will be in place for the next 15 years, so it's important we make sure that everything is covered.

89 responses. These cover a wide range of Parish issues. They indicate a high level of careful thought and concern for the future of the Parish.

In summary, a strong response to the Neighbourhood Plan Community Questionnaire, including the Young People's Questionnaire, has demonstrated a set of clear concerns and preferences amongst the respondents. This offers a good steer to those actively involved in the development of the Neighbourhood Plan, the wider community and the Parish Council.

These results will be taken into account as an important part of the evidence gathered to develop the Plan policies.