

Laverstock and Ford Communities Neighbourhood Plan

Residents' survey: analysis of responses from Ford

January 2020

Background: a brief update on the parish neighbourhood plan

- In September 2017 the Parish Council agreed to prepare Neighbourhood Plan
- Aim to take advantage of Government legislation giving parish councils more influence over future development in their area, esp location of housing
- Small group has been working on the preparation of this plan
- Gathering residents' views is key part of the process

Residents' survey undertaken in September 2019

- Paper version distributed to every household in parish (4,000+) - freepost envelope to help maximise response
- Online version also available
- 552 completed questionnaires from parish as whole - three quarters via paper version
- 66 responses from Ford residents
- Many thanks to all who completed a questionnaire

Response rate in Ford highest of all parish communities

*responses as % of total households in community

Community	Households (%)	Responses	Responses (%)	Response rate* (%)
Parish	100	552	100	13
Bishopdown Fm/ Hampton Pk	30	151	27	12
Laverstock	27	227	41	20
Ford	4	66	12	37
Old Sarum/ Longhedge	39	105	19	7

Responses skewed towards 60+ age group - almost two thirds of total responses, but less than two fifths of Ford population

* Responses as percentage of Population

Age group	Responses	Responses (%)	Population (%)	Response rate %*
18+	66	100	100	16
18-30	0	0	17	0
31-44	7	11	11	17
45-59	17	27	34	13
60+	40	63	38	27

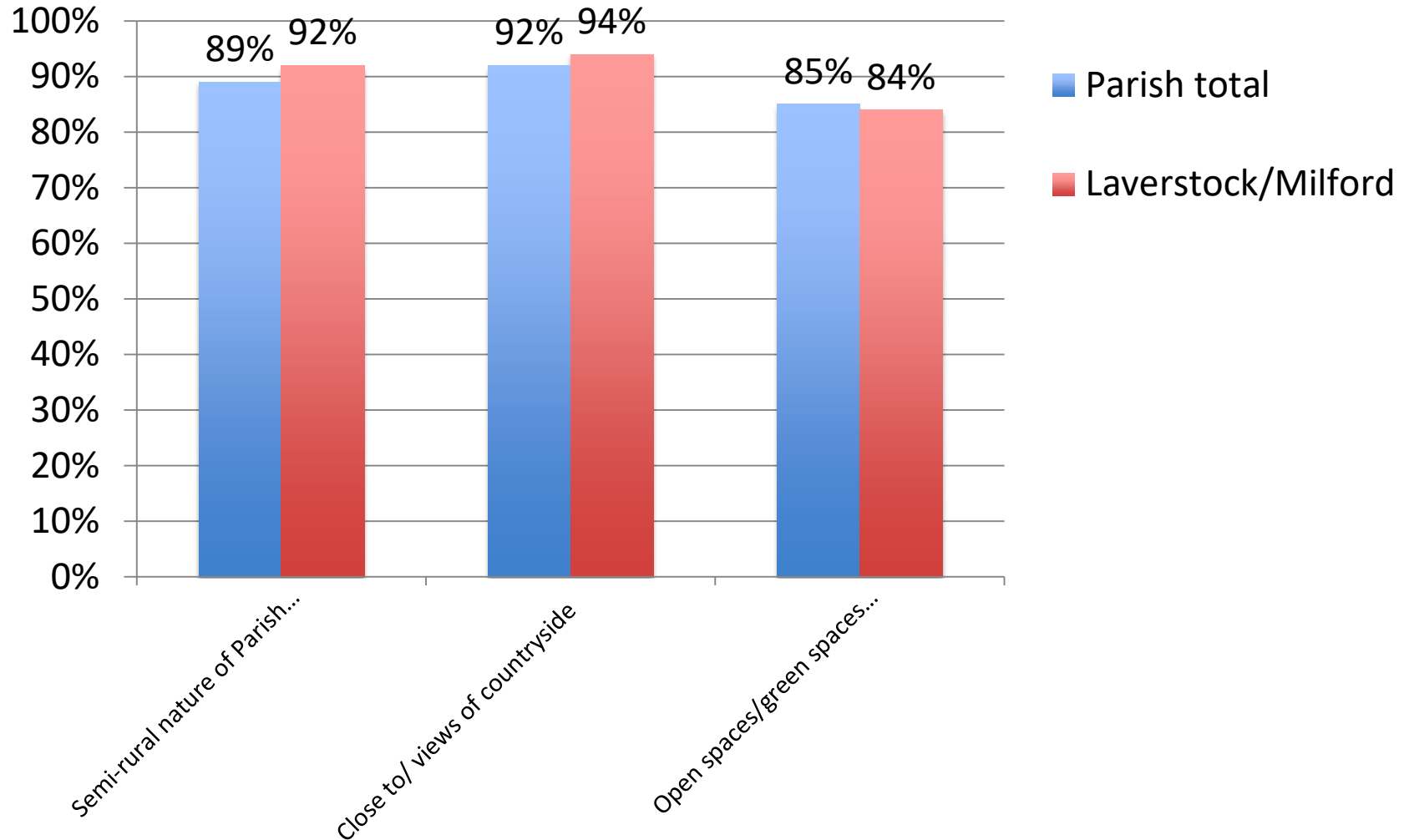
Majority of respondents were long standing (10+ years) residents

Analysis of responses

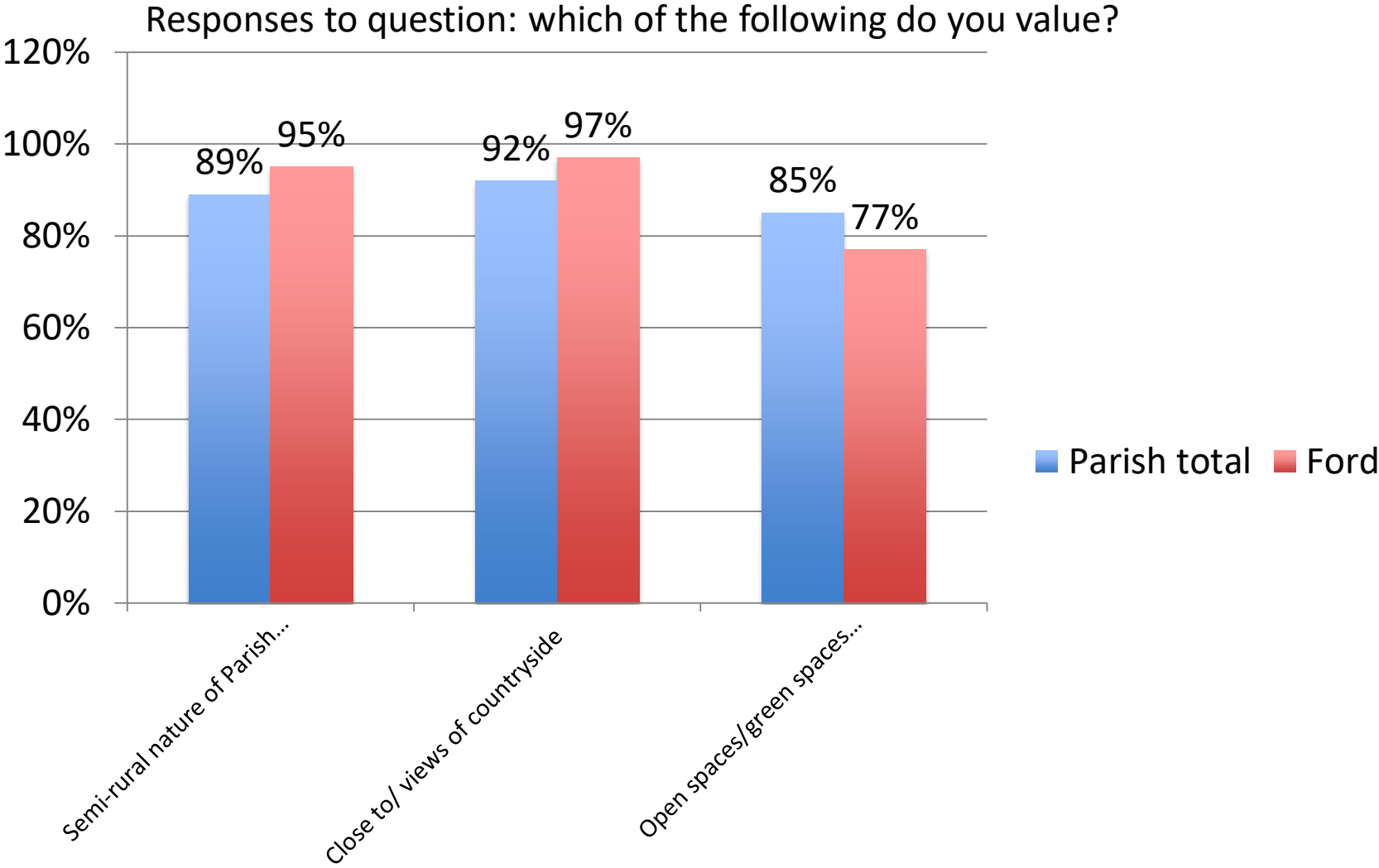
- Parish and its setting

Parish setting valued by overwhelming majority of respondents across all communities – ratings similar to parish as whole

Responses to question: which of the following do you value?

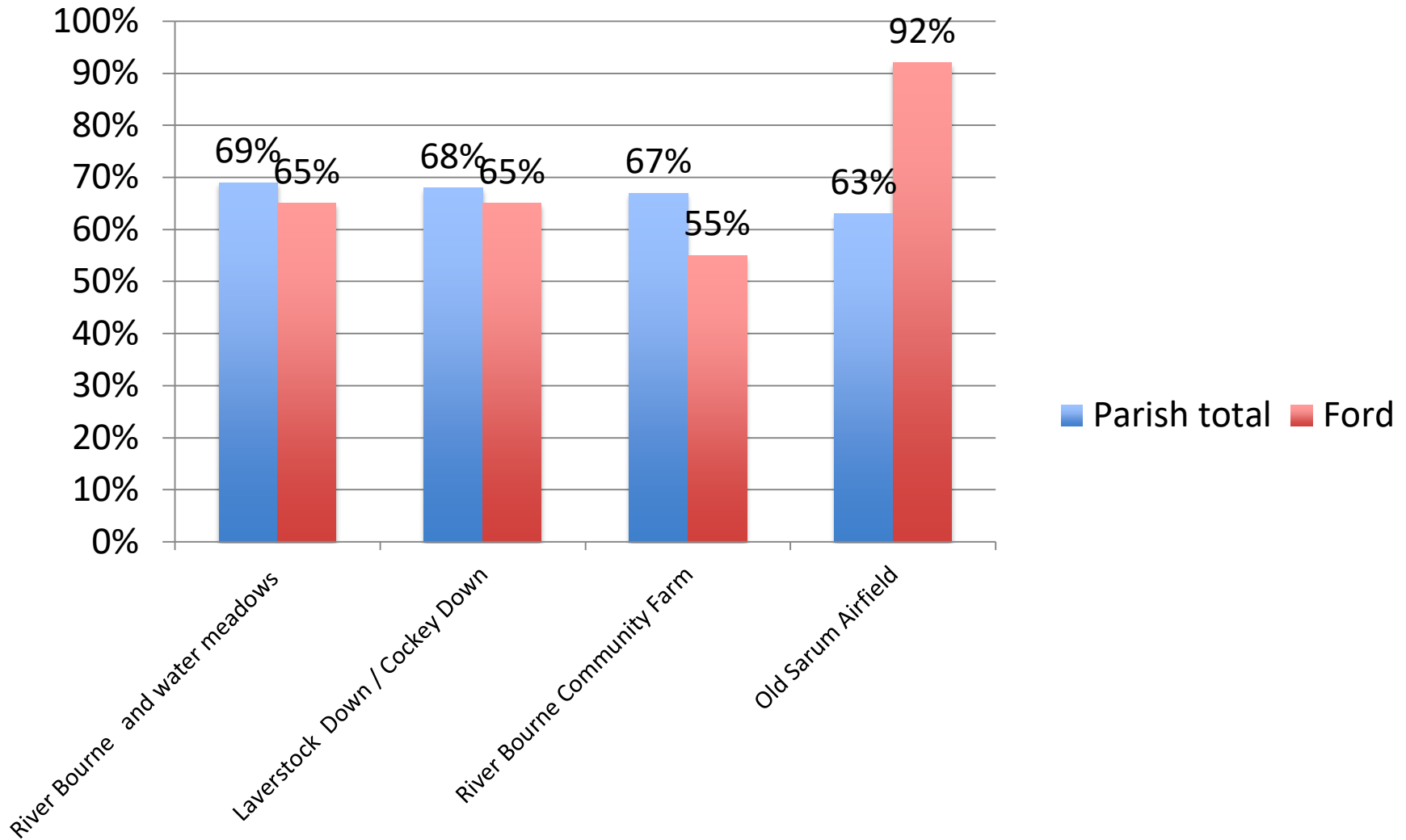


Parish setting valued by great majority of Ford respondents



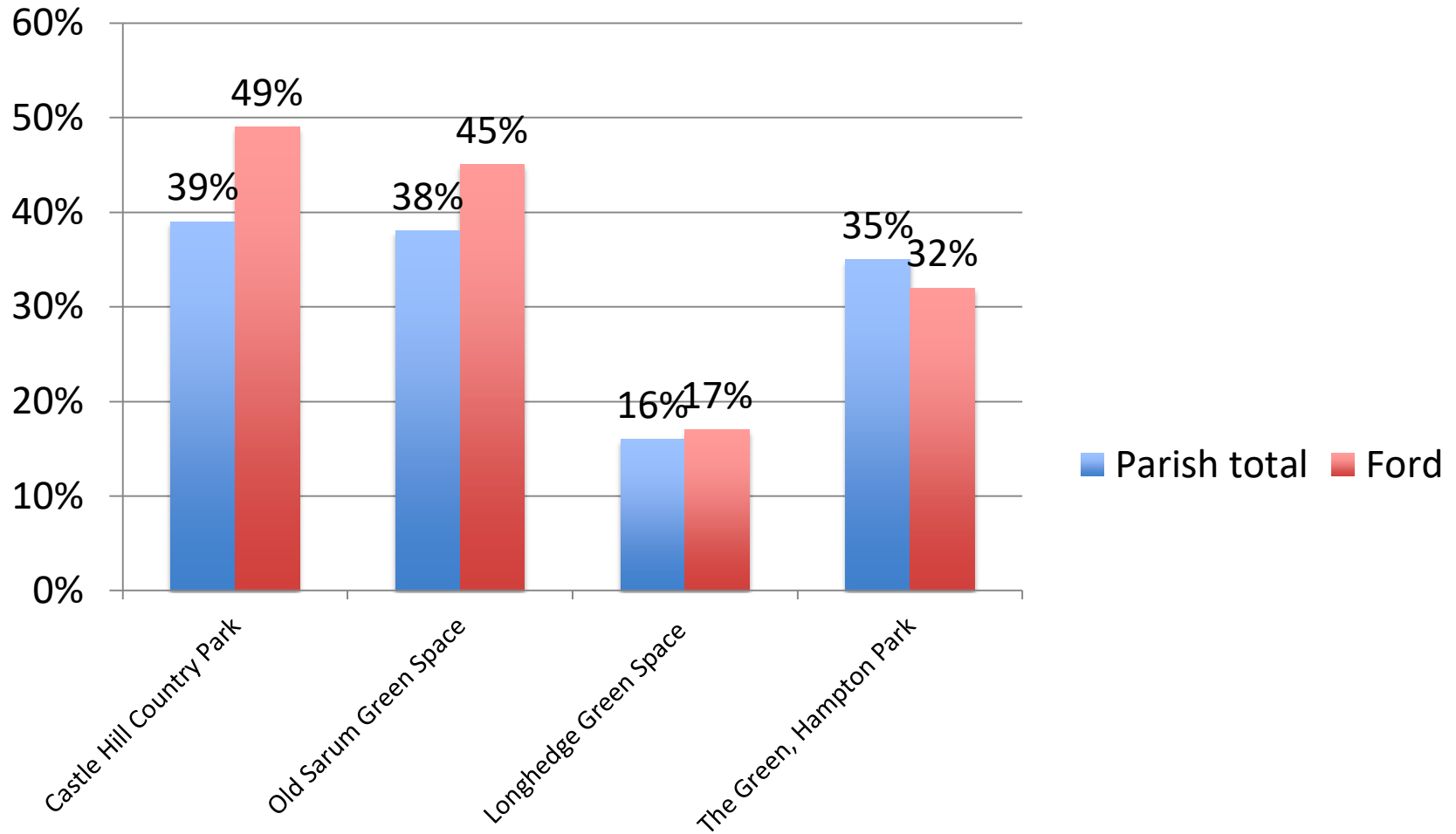
Major green spaces valued by majority of respondents

Responses to question: which of the following do you value?

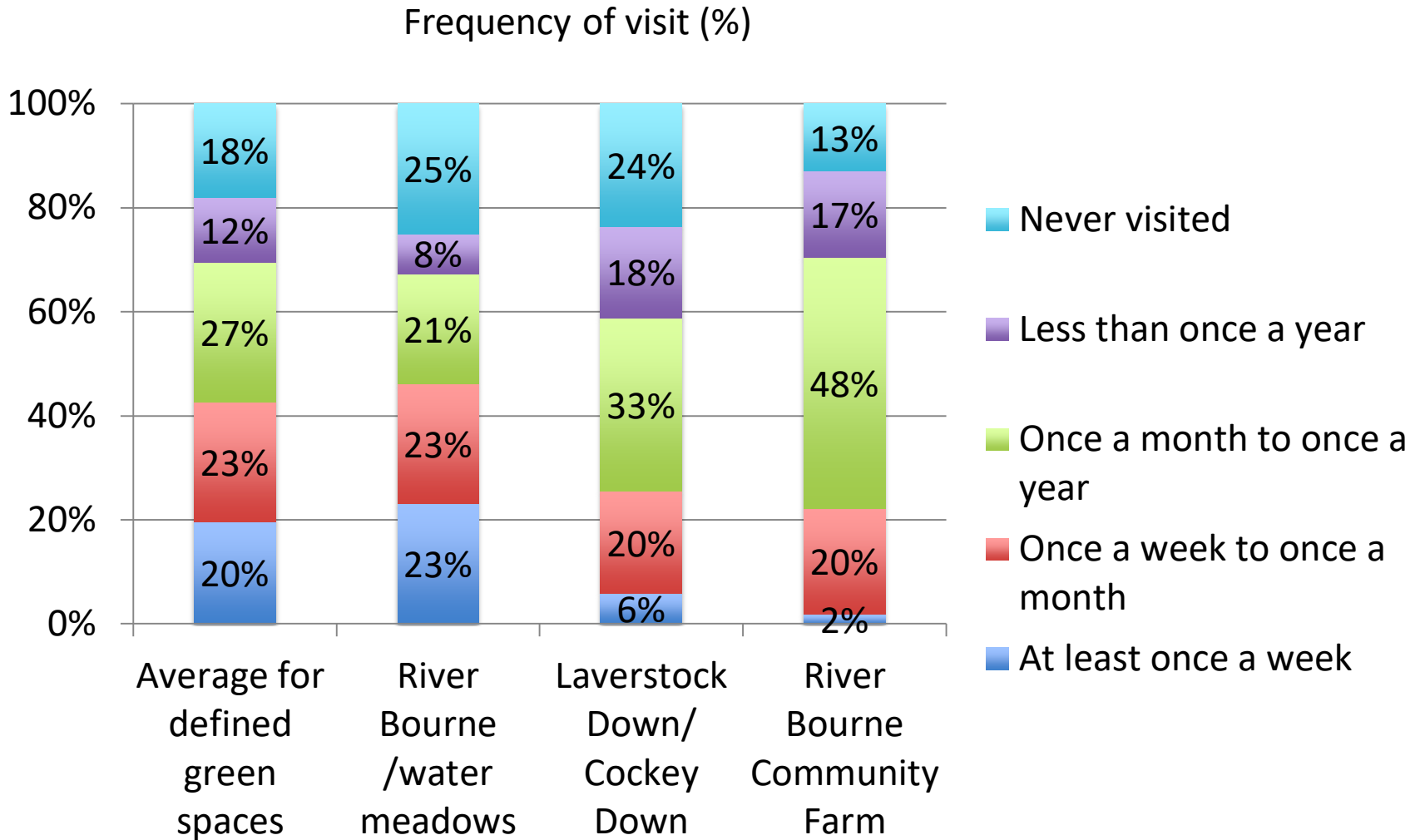


But other green spaces have some local appeal

Responses to question: which of the following do you value?



Majority of Ford respondents claim to visit the major parish green spaces at least once a year



Multiple reasons for visiting parish green spaces - for relaxation, exercise, scenery and wild life/flowers are most popular

Reasons for visit (% mentions by respondents)

	All green spaces
Get out in the fresh/relaxation	66
To get some exercise/keep fit	58
Attractive scenery/views	56
Like to see the birds/wildlife/wildflowers	49
Somewhere to take the children	29
Dog walking	24
Visit the cafe	16

Reasons for visit are similar to those of respondents in rest of parish

Analysis of responses

- Parish and its setting
- Local amenities

Higher levels of satisfaction with most local amenities among respondents from Ford - broadly similar to parish as whole

% expressing opinion

	Whole Parish			Ford
	Good/adequate	Poor/ not available but required	Good/adequate	Poor/ not available but required
Primary schools	94	3	93	0
Secondary schools	85	8	92	2
Vet	53	23	72	13
Community centre/village hall/Pavilion	90	9	71	21
Nurseries	70	22	70	12
Convenience store	87	12	69	25
Playparks	85	12	69	23
Residential care homes	77	14	58	20

But at least half respondents concerned about lack of availability of local post office

% expressing opinion

	Whole Parish		Ford	
	Good/adequate	Poor/ not available but required	Good/adequate	Poor/ not available but required
Post Office	31	63	37	59
Dentist	40	39	41	39
Sports facilities	60	33	52	39
Pharmacy	48	42	54	34
Local employment opportunities	52	38	54	33
Surgery	48	42	58	31

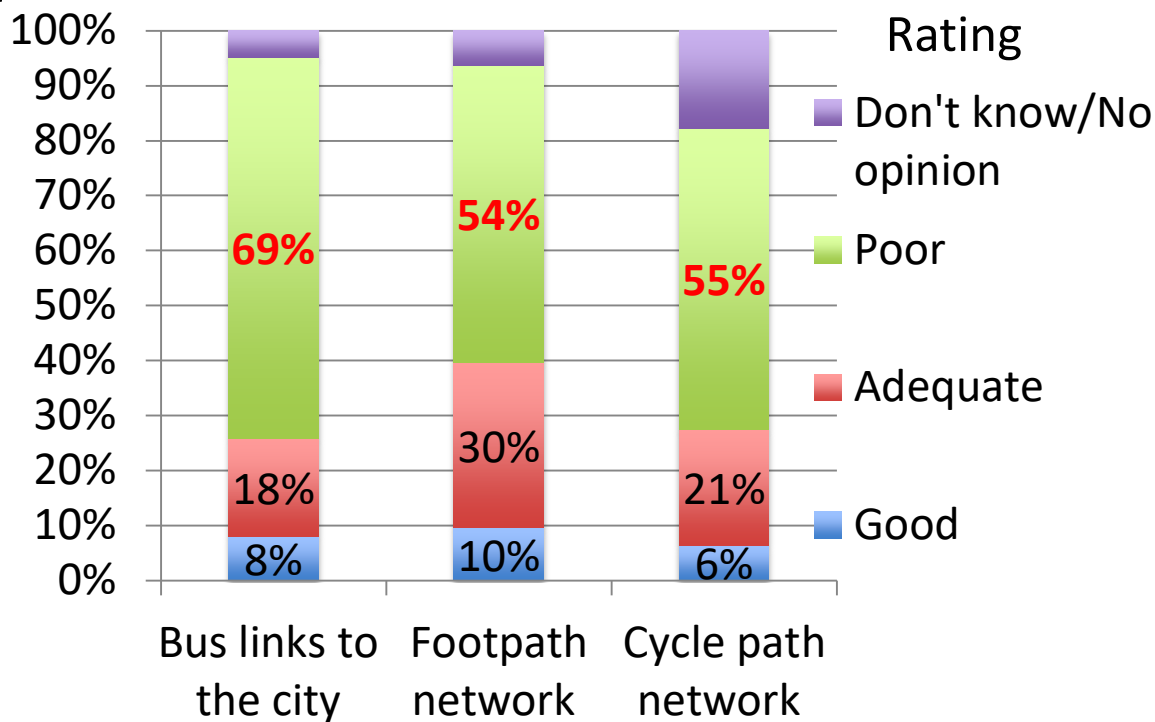
Substantial minority concerned about availability of range of other amenities

Analysis of responses

- Parish and its setting
- Local amenities
- **Movement**

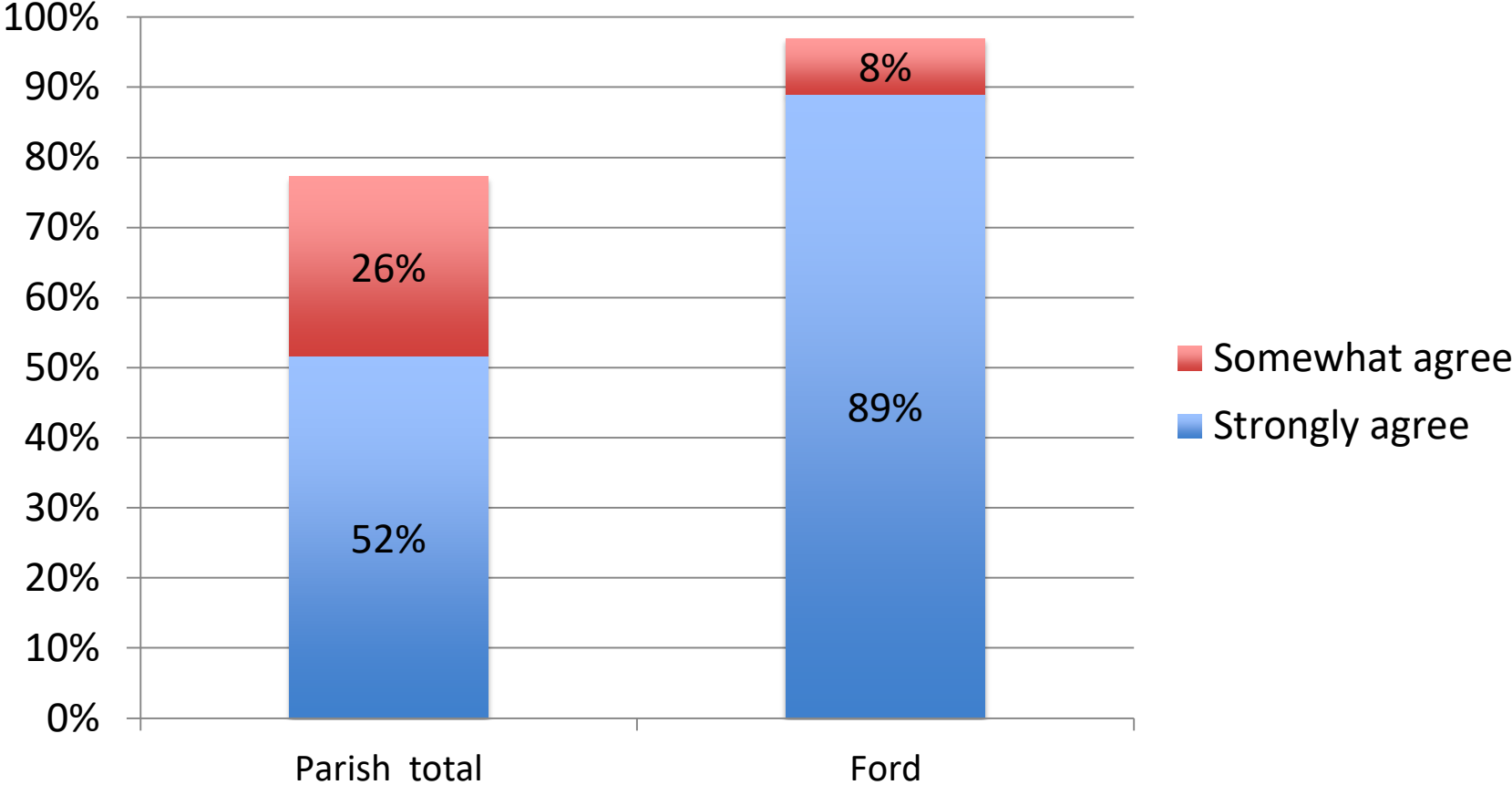
Bus links to city, footpath network and cycle path network all rated poor by majority of respondents – much worse ratings than in parish as whole

All respondents



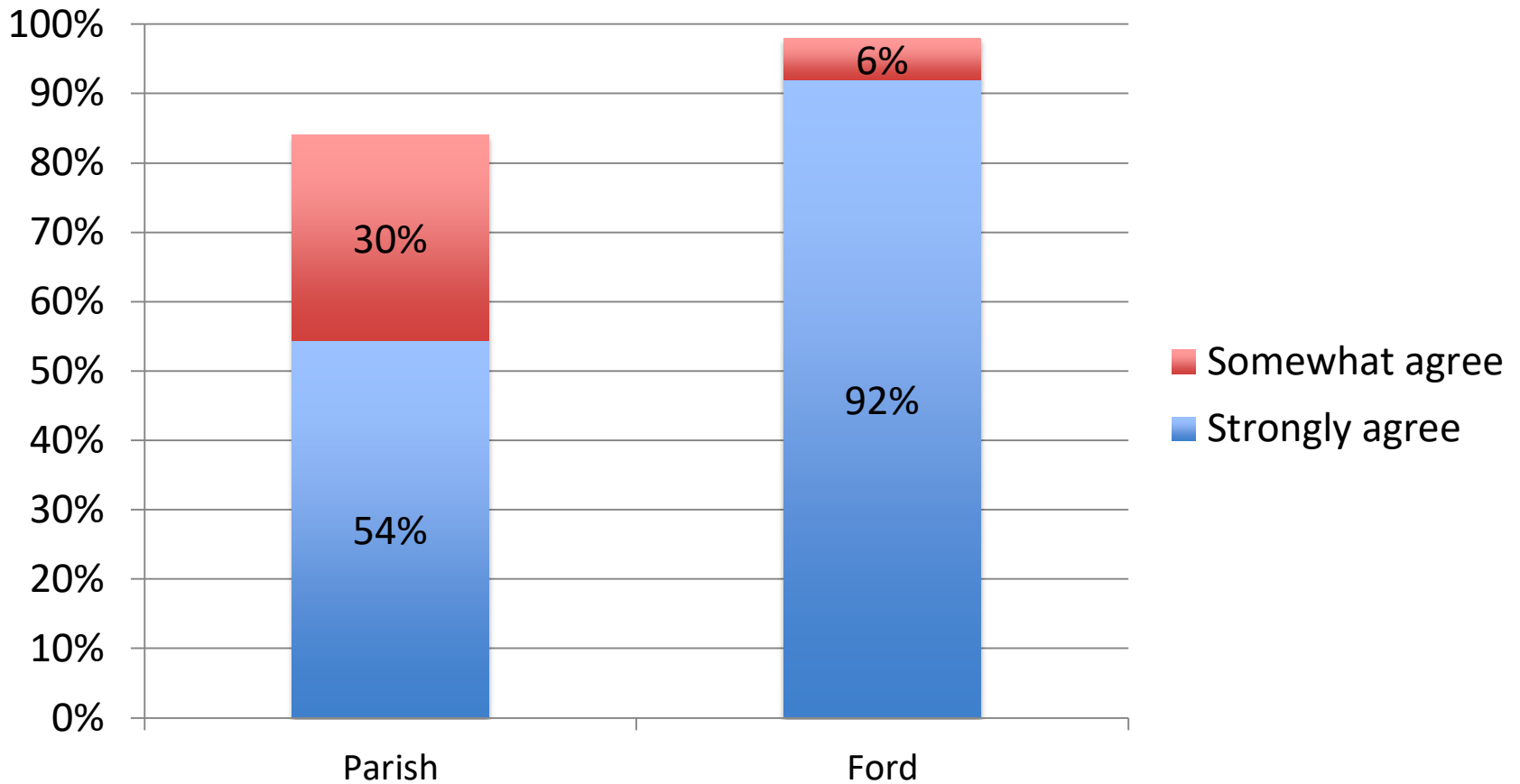
Widespread concern about traffic volumes – greater than in rest of parish

Percentage of respondents agreeing that too much traffic especially on narrow roads



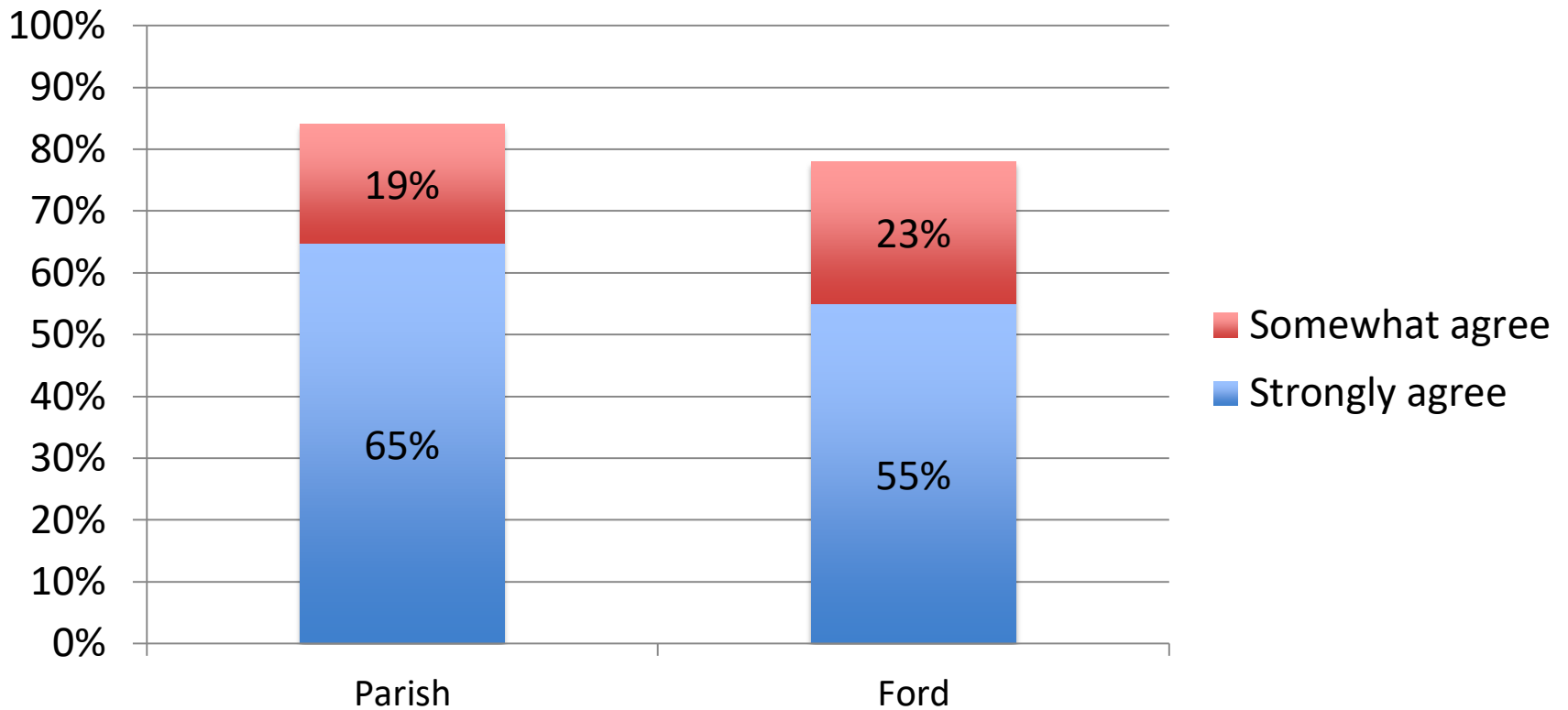
..and with speeding traffic – again much greater than rest of parish

Percentage of respondents concerned about speeding traffic



...and with dangerous/inconsiderate parking

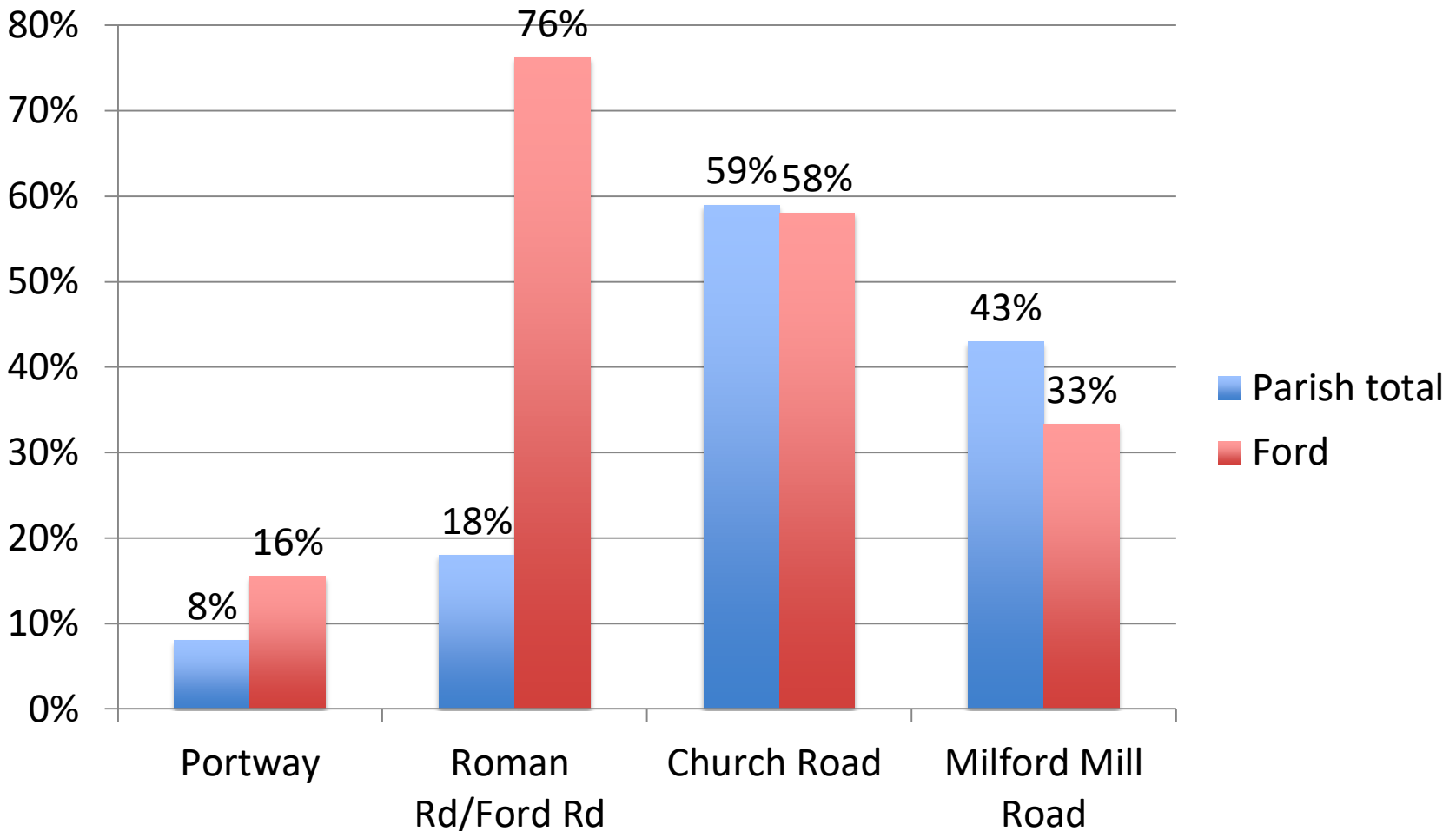
Percentage of respondents concerned about dangerous/inconsiderate parking especially near schools



Problem especially near school and on local bus routes

Roman Road/ Ford Road and Church Road were rated “frequently/almost always a problem” by majority of Ford respondents

Per cent “almost always/ frequently a problem”



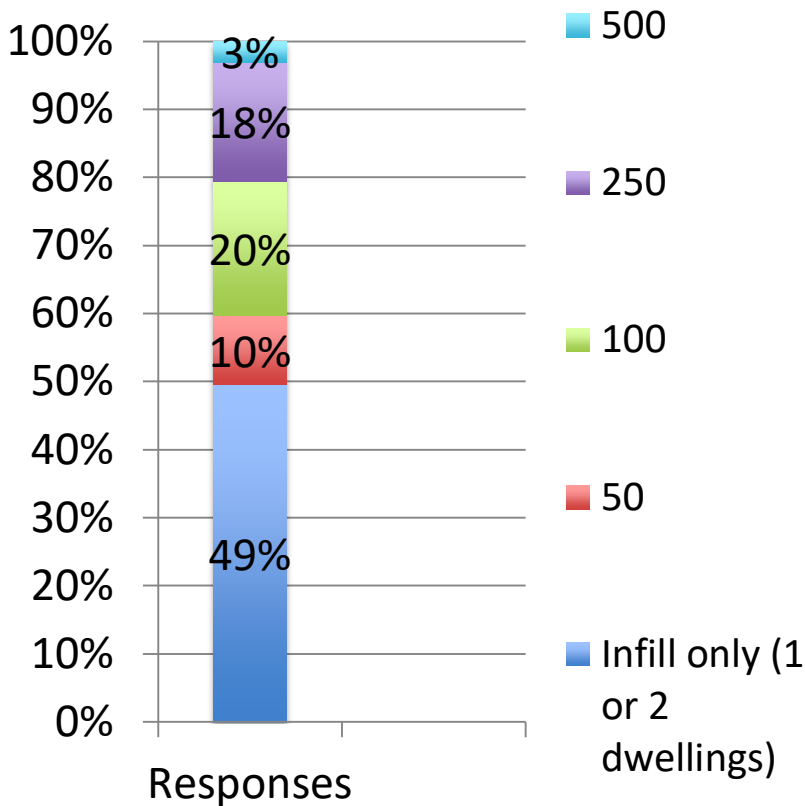
Analysis of responses

- Parish and its setting
- Local amenities
- Movement
- Future development

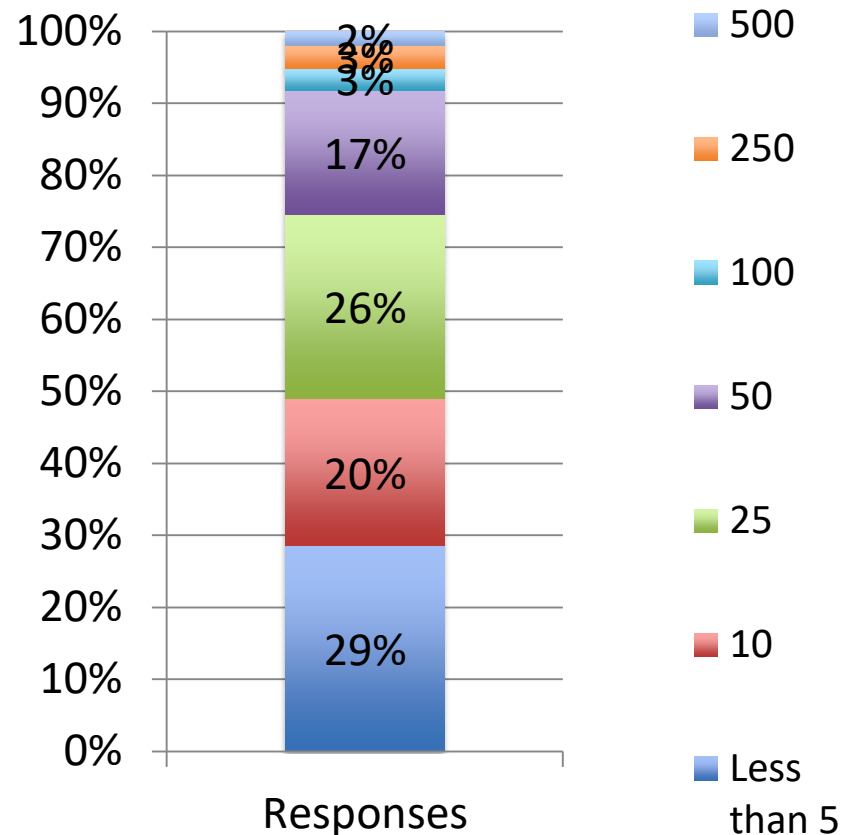
Strong support for very limited housing development to 2036

Respondents expressing an opinion

Maximum no of houses to be built



Max no of houses on one site



Similar pattern to responses for parish as whole

Majority support for most statements, especially those aimed at maintaining the semi-rural character of the parish

	Strongly agree	Somewhat agree
Any development should not harm the historic setting of the Airfield Conservation Area	97%	0%
The balance between developed land, agricultural land, and P.O.S. should always ensure that the semi-rural character of the parish is maintained	95%	2%
Water meadows should be protected	94%	6%
Any development within the parish should have low impact on the visual character of the landscape	92%	5%
Community owned open spaces should be protected	91%	6%
Any land already designated for development should be used in preference to developing green space	86%	14%
Old Sarum and Longhedge should remain separate from Salisbury city	81%	17%
Any development in Laverstock, Milford and Ford should be limited to infill	81%	13%
Land designated for commercial use in Longhedge and Old Sarum should be developed as such	54%	32%

Strong agreement with statements than for parish as whole - very little disagreement expressed with any statement

More limited support for energy generation/ conservation statements, but majority strongly agree with zero net energy usage and electric charging points for new builds

	Strongly agree	Somewhat agree
All future houses/offices should have an electric vehicle charging facility	66%	26%
Any future buildings should be designed for zero net energy usage	58%	26%
Solar panel farms should be permitted	36%	39%
Wind turbines should be permitted	23%	31%
More commercial buildings should be built to allow more local people to work closer to home	14%	36%

Weakest support for more commercial building to allow local people to work closer to home, but more than quarter of respondents neutral . Little strong disagreement with any statement

Analysis of responses

- Parish and its setting
- Local amenities
- Movement
- Future development
- Respondents' additional comments

Additional comments from 39 of 66 respondents:
Many different topics mentioned - opposition to further
development received by far the most mentions

	Parish	Ford
Responses	275	39
MORE DEVELOPMENT - NEGATIVE	26%	33%
GREENSPACES - POSITIVES	17%	23%
FOOTPATHS	17%	23%
TRAFFIC SPEEDS	15%	23%
ROAD SYSTEM	12%	21%
OLD SARUM AIRFIELD	23%	21%
CYCLE WAYS	11%	21%

Summary - responses

- 66 completed questionnaires - 37% response rate – much the highest in parish
- Responses heavily skewed towards views of long-standing residents in 60+ age group
- Younger residents, households with children under-represented

So need to take care in interpreting 'top line' results

Summary - setting and local amenities

- Respondents value semi-rural location of parish and its green spaces
- Majority of respondents claim to visit one or more of the green spaces at least once a year
- Local amenities were generally related good or adequate
- But majority concerned about lack of local post office, plus substantial minority concerned about dentist, pharmacy, surgery, sports facilities and local employment opportunities

Summary - movement

- Majority concerned about traffic volumes, speeding and dangerous/inconsiderate parking – greater than in parish as whole
- Majority of respondents rated Roman Road/Ford Road and Church Road as frequently/almost always a problem
- Majority felt that bus links to the city, the footpath network and the cycle path network were all poor

Summary - as with parish as whole, strong agreement with the following statements which could form the basis of planning policies

- Water meadows should be protected
- Community owned open spaces should be protected
- Old Sarum and Longhedge should remain a separate from Salisbury city
- Any development in Laverstock, Milford and Ford should be limited to infill
- Any development within the parish should have low impact on the visual character of the landscape
- Any development should not harm the historic setting of the Airfield Conservation Area
- Any land already designated for development should be used in preference to developing green space
- The balance between developed land, agricultural land, and P.O.S. should always ensure that the semi-rural character of the parish is maintained
- Land designated for commercial use in Longhedge and Old Sarum should be developed as such

Generally more lukewarm support for energy conservation and generation statements, but generally little strong disagreement

- Majority 'strongly agreed' that
 - Any future buildings should be designed for zero net energy usage
 - All future houses/offices should have an electric vehicle charging facility
- More limited support for
 - Solar panel farms
 - Wind turbines
- Very limited support for constructing more commercial buildings to allow more local people to work closer to home