

Laverstock and Ford Communities Neighbourhood Plan

Residents' survey: analysis of responses from Old Sarum and Longhedge

January 2020

Background: a brief update on the parish neighbourhood plan

- In September 2017 the Parish Council agreed to prepare a Neighbourhood Plan
- Aim to take advantage of Government legislation giving parish councils more influence over future development in their area, especially location of new 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
- 105 responses from residents in Old Sarum and Longhedge
- Many thanks to all who completed a questionnaire

Response rate in Old Sarum/ Longhedge lowest in parish

*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 - 40% of total responses, but only 14% of Old Sarum/Longhedge population

* Responses as percentage of Population

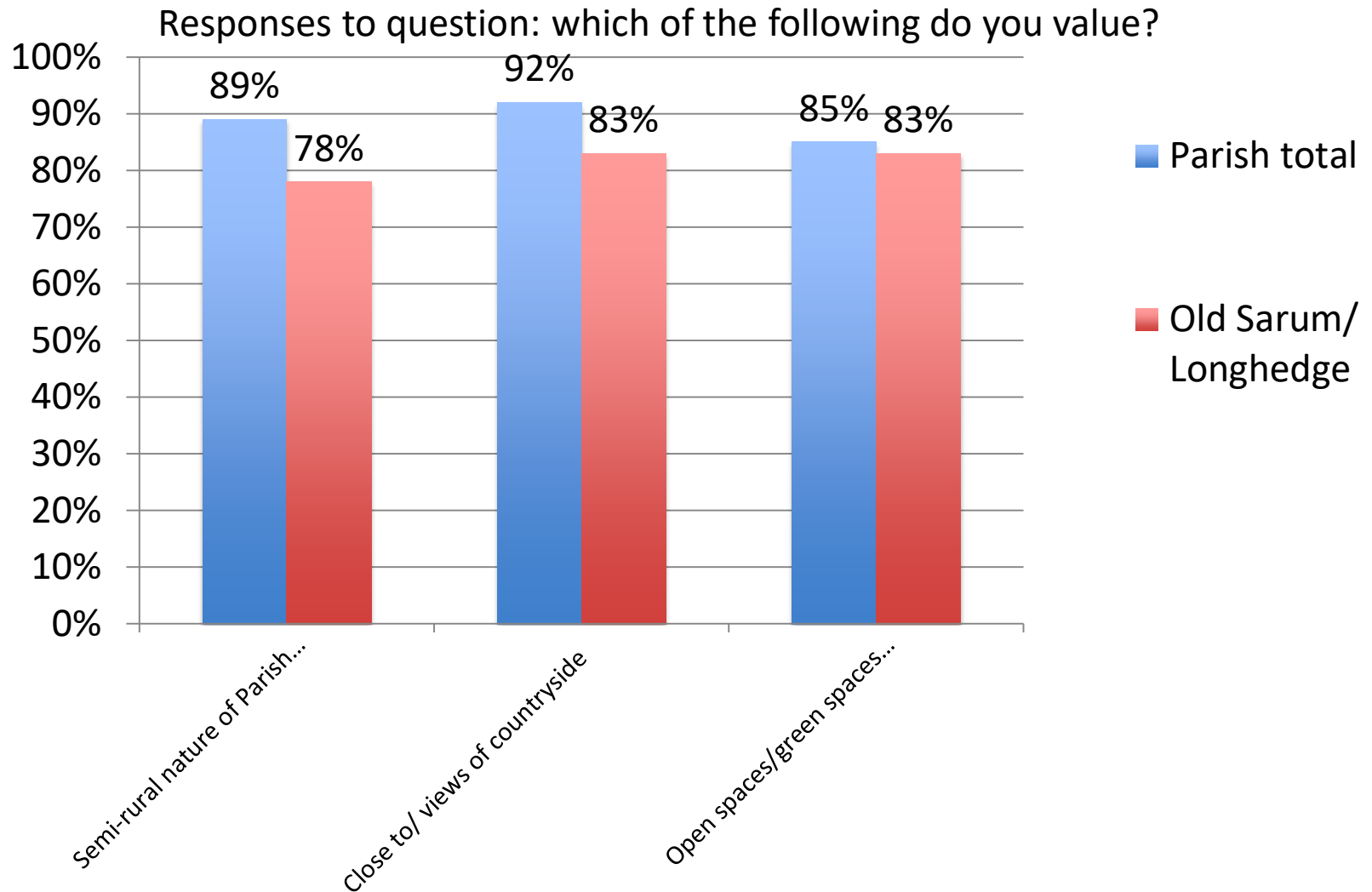
Age group	Responses	Responses (%)	Population (%)	Response rate %*
18+	104	100	100	3
18-30	13	13	26	2
31-44	30	29	34	3
45-59	19	18	26	2
60+	42	40	14	10

Very low response rates from persons under 60

Analysis of responses

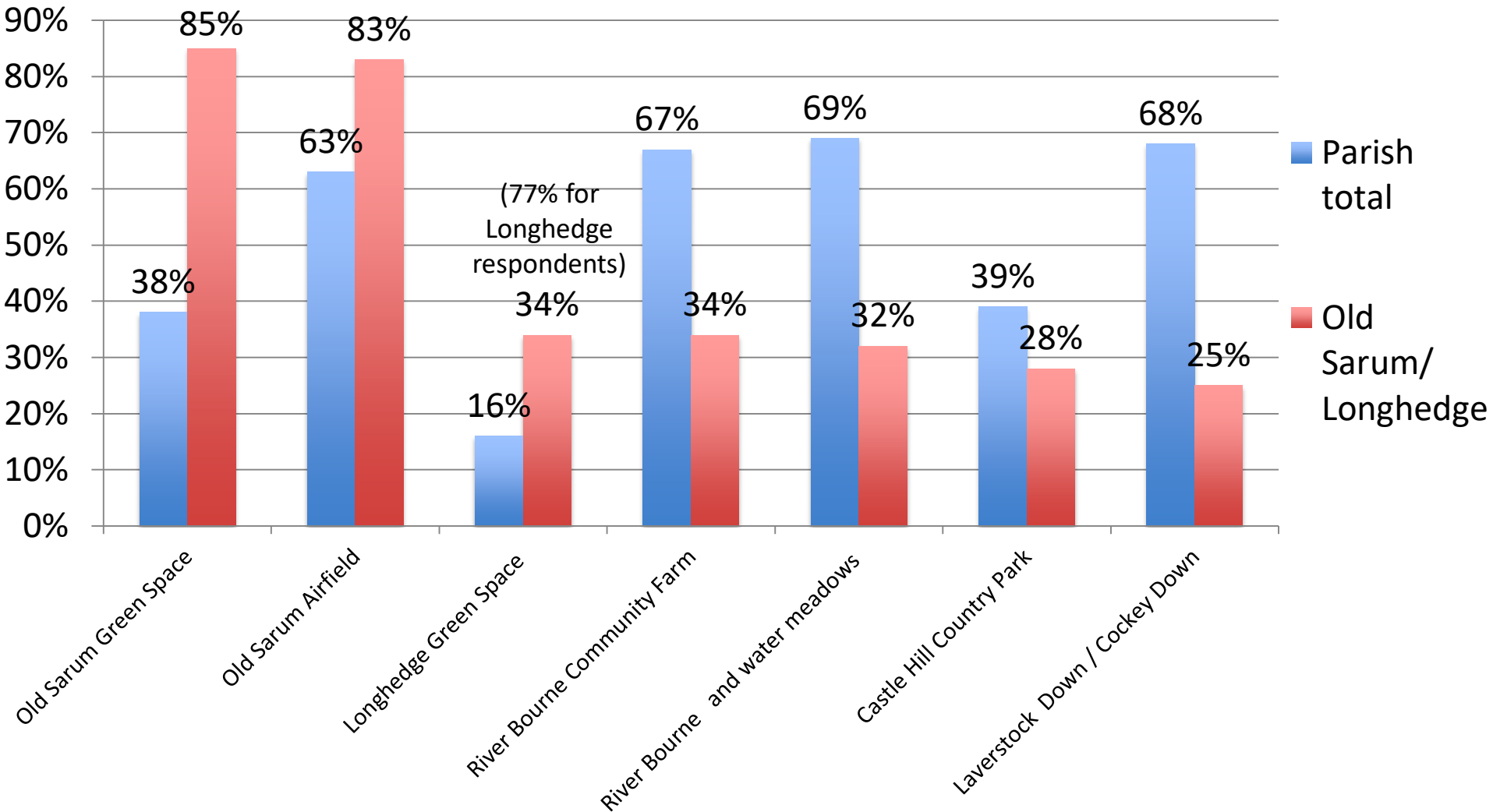
- Parish and its setting

Parish setting valued by large majority of respondents from Old Sarum/Longhedge



Great majority of Old Sarum/Longhedge respondents value their local green spaces

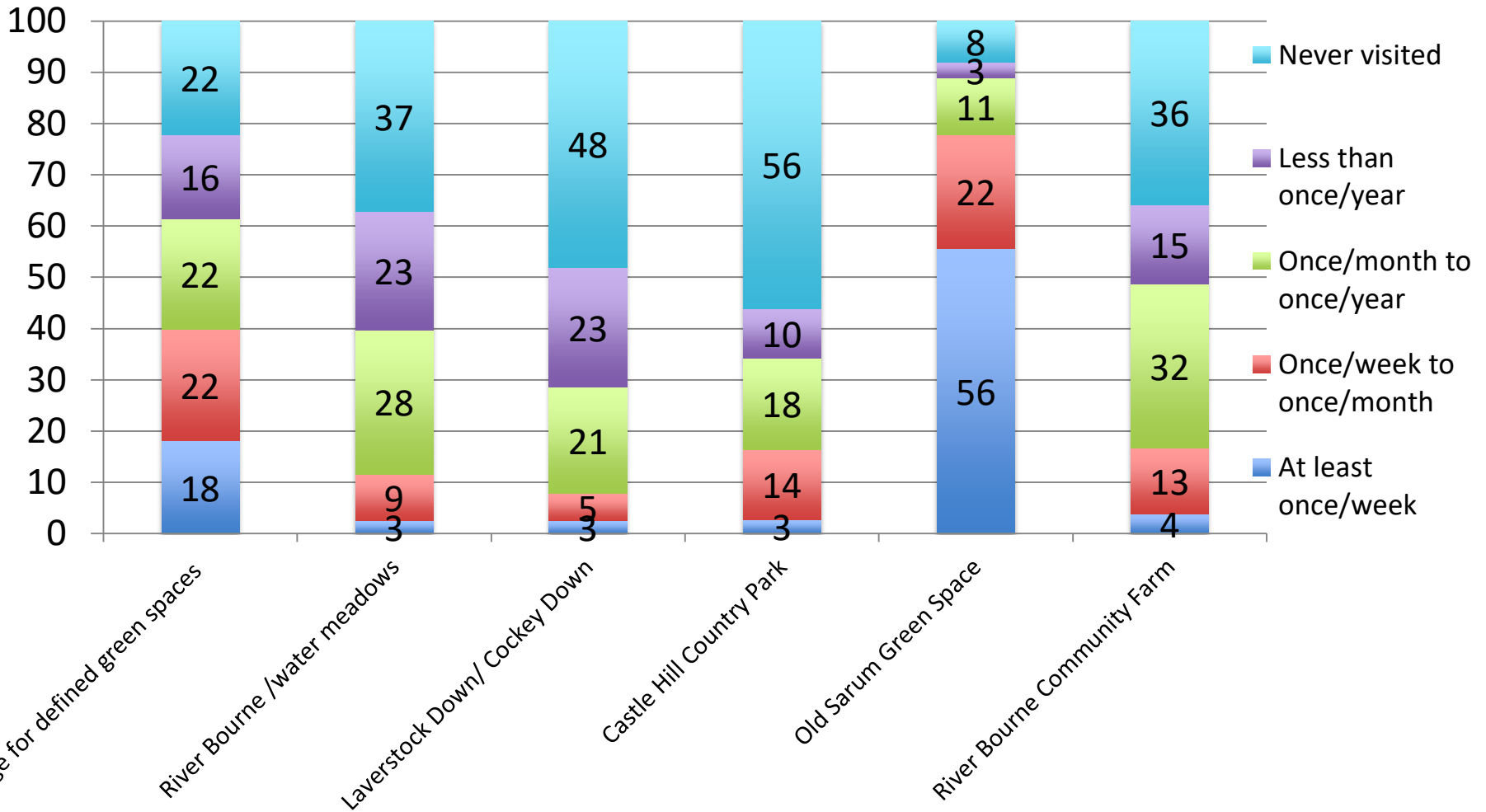
Responses to question: which of the following do you value?



Substantial minority also value more distant green spaces

Majority of Old Sarum/Longhedge respondents claim to visit parish green spaces at least once a year

Frequency of visit (%)



But many have near visited several of these green spaces

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

Reasons for visit (% mentions by respondents)

	Defined green spaces
Get out in the fresh air/relaxation	65%
To get some exercise/keep fit	45%
Attractive scenery/views	44%
Like to see the birds/wildlife/wildflowers	37%
Somewhere to take the children	37%
Dog walking	25%
Visit cafe	8%

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

Analysis of responses

- Parish and its setting
- Local amenities

Generally less satisfaction with local amenities among respondents from Old Sarum/Longhedge than in parish as whole

	Whole Parish		Old Sarum/Longhedge	
	Good/ adequate	Poor/ not available but required	Good/ adequate	Poor/ not available but required
Primary schools	94	3	86	8
Community centre/village hall/Pavilion	90	9	86	14
Playparks	85	12	85	15
Residential care homes	77	14	77	15
Convenience store	87	12	77	22
Nurseries	70	22	65	30
Local employment opportunities	52	38	57	35
Sports facilities	60	33	54	44
Secondary schools	85	8	48	31

Great majority of respondents concerned about availability of local surgery, pharmacy, post office and dentist

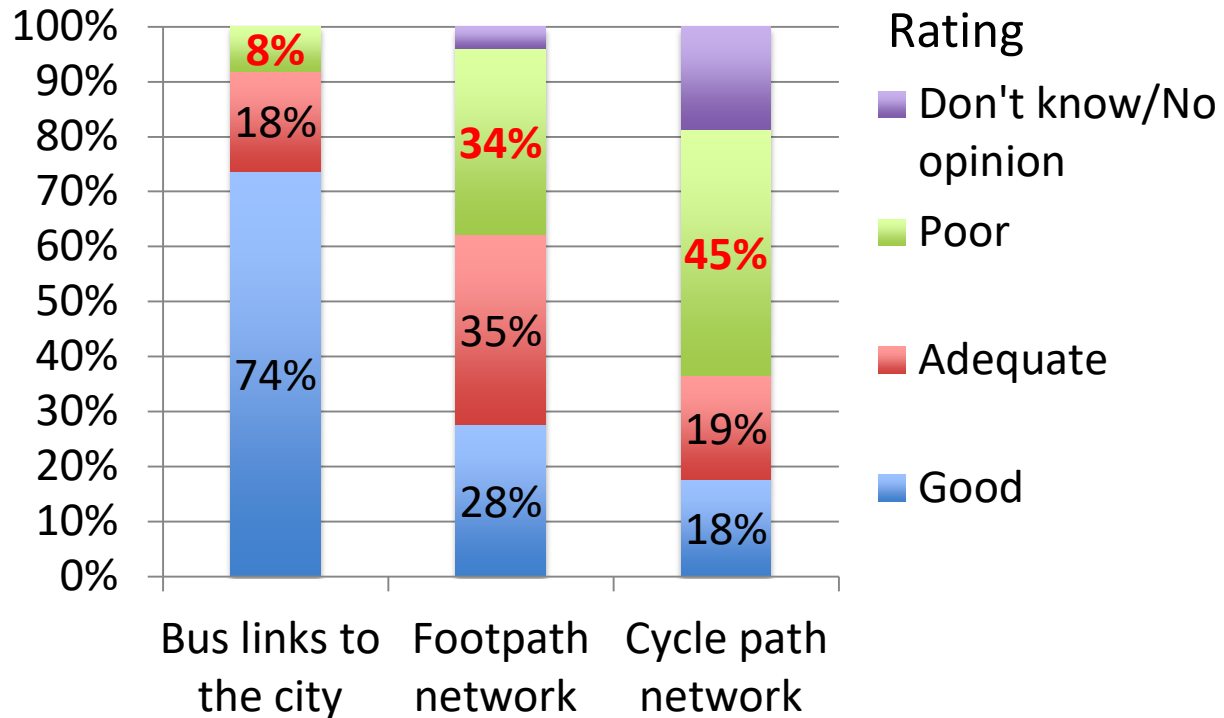
	Whole Parish		Old Sarum/Longhedge	
	Good/adequate	Poor/ not available but required	Good/adequate	Poor/ not available but required
Surgery	48	42	7	87
Pharmacy	48	42	10	85
Post Office	31	63	10	81
Dentist	40	39	13	64
Vet	53	23	14	51

Analysis of responses

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

Bus links to city generally rated good, but substantial minority concerned about the cycle path and footpath networks

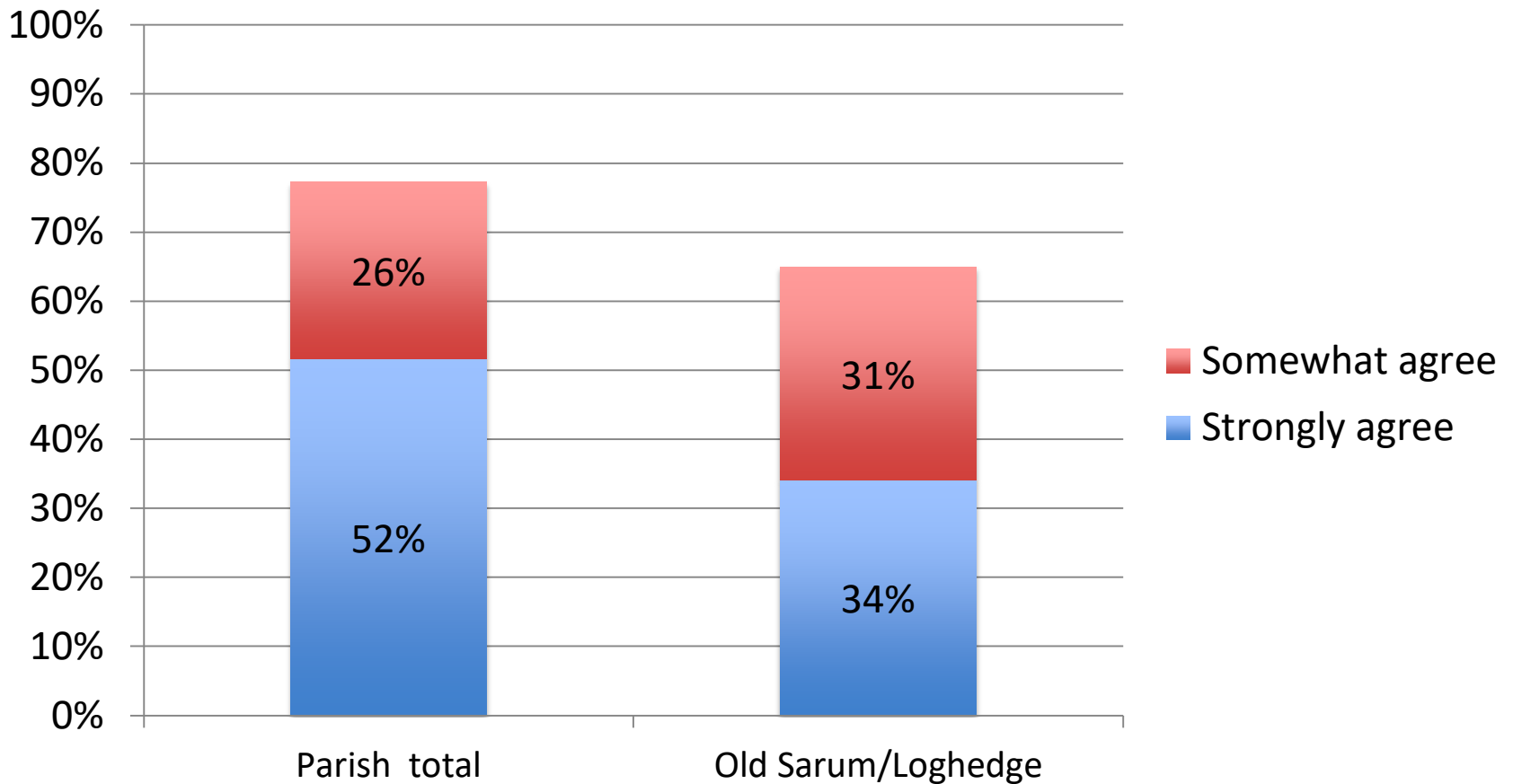
All respondents



Cycle path network rated poor by nearly half of respondents

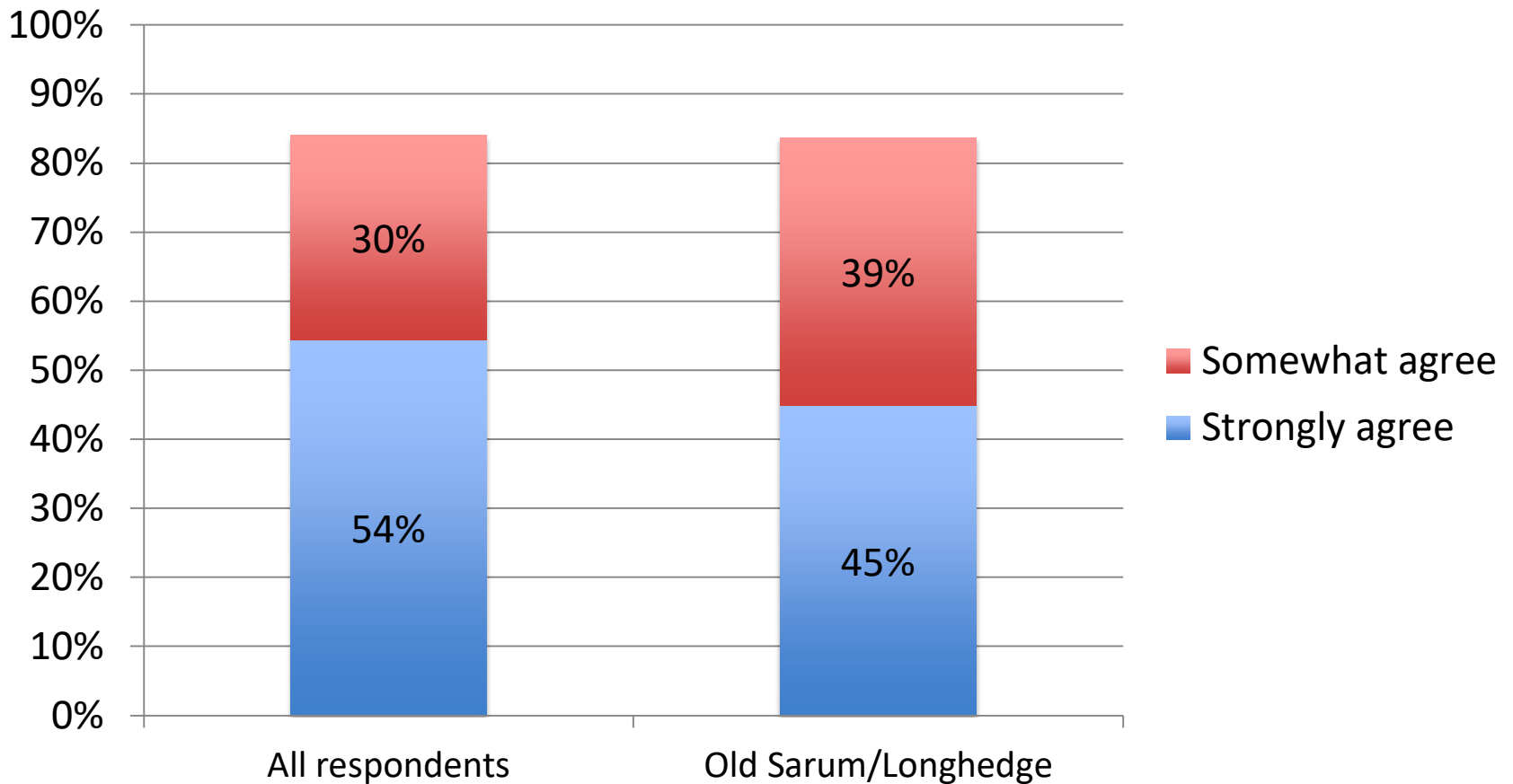
Majority have concerns about traffic volumes – but less than in rest of parish

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



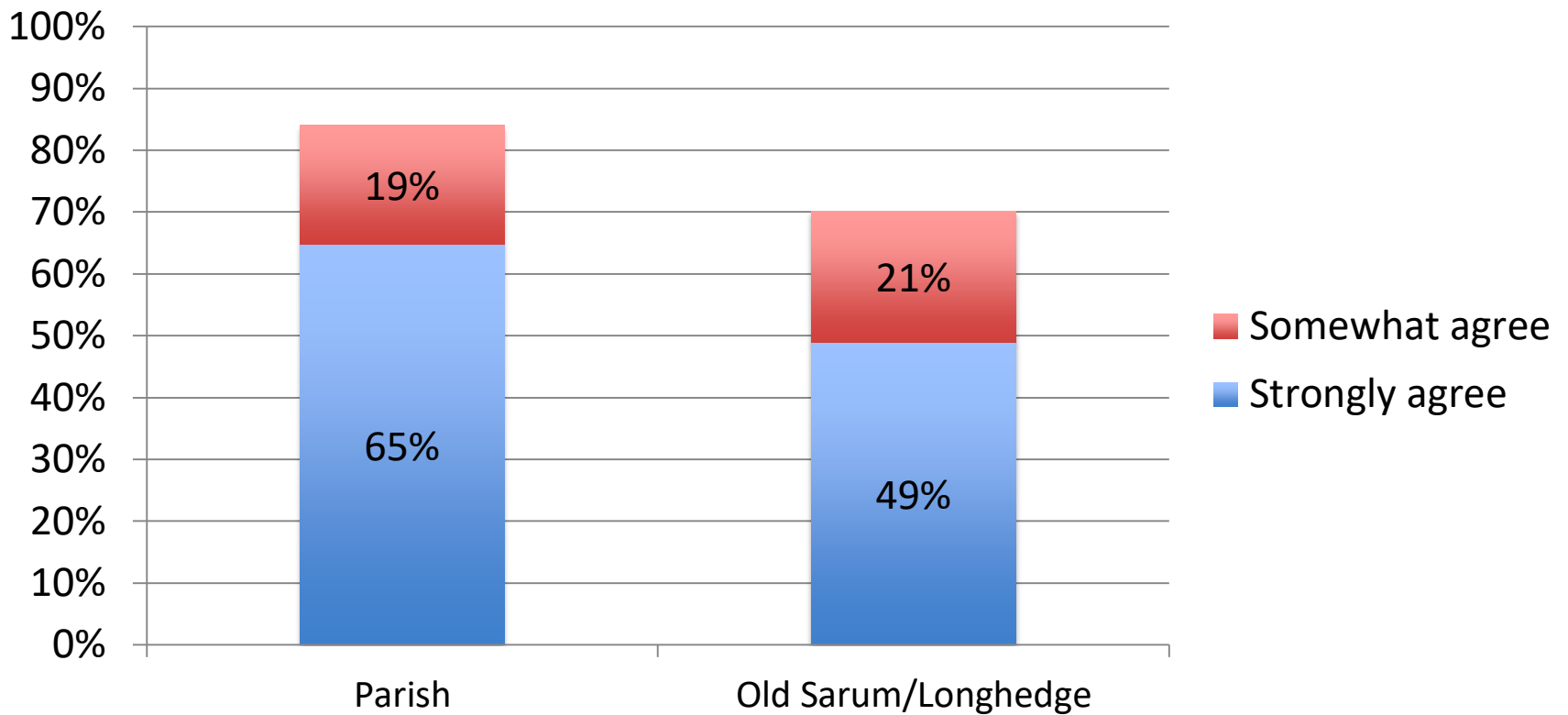
..and with speeding traffic - similar to rest of parish

Percentage of respondents concerned about speeding traffic



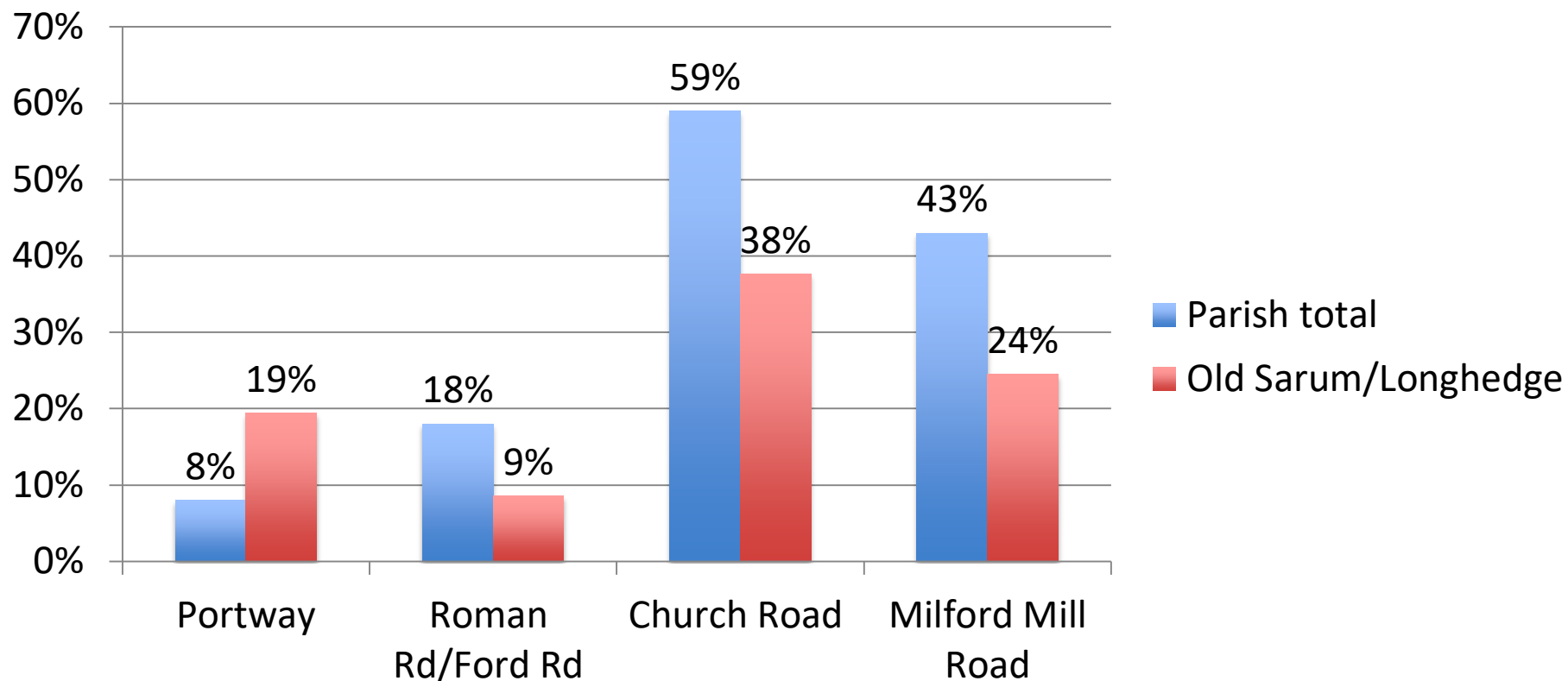
...and with dangerous/inconsiderate parking– but less than in parish as whole

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



Traffic problems on key roads were generally of less concern to respondents from Old Sarum and Longhedge

Per cent “almost always/ frequently a problem”



But Church Road, Laverstock was “frequently/almost always a problem” for substantial minority

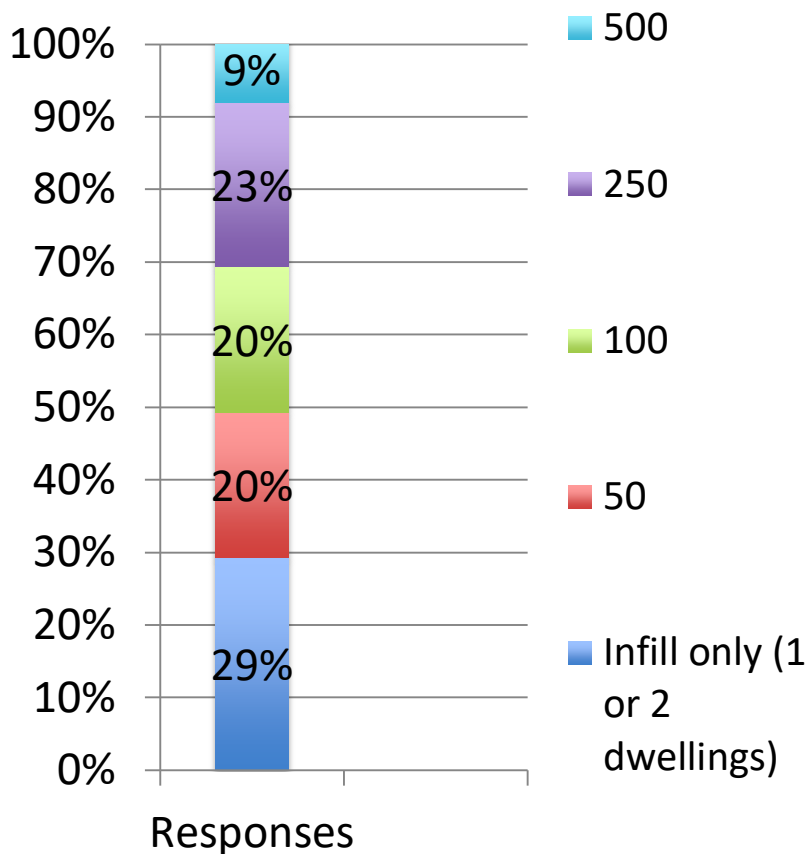
Analysis of responses

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

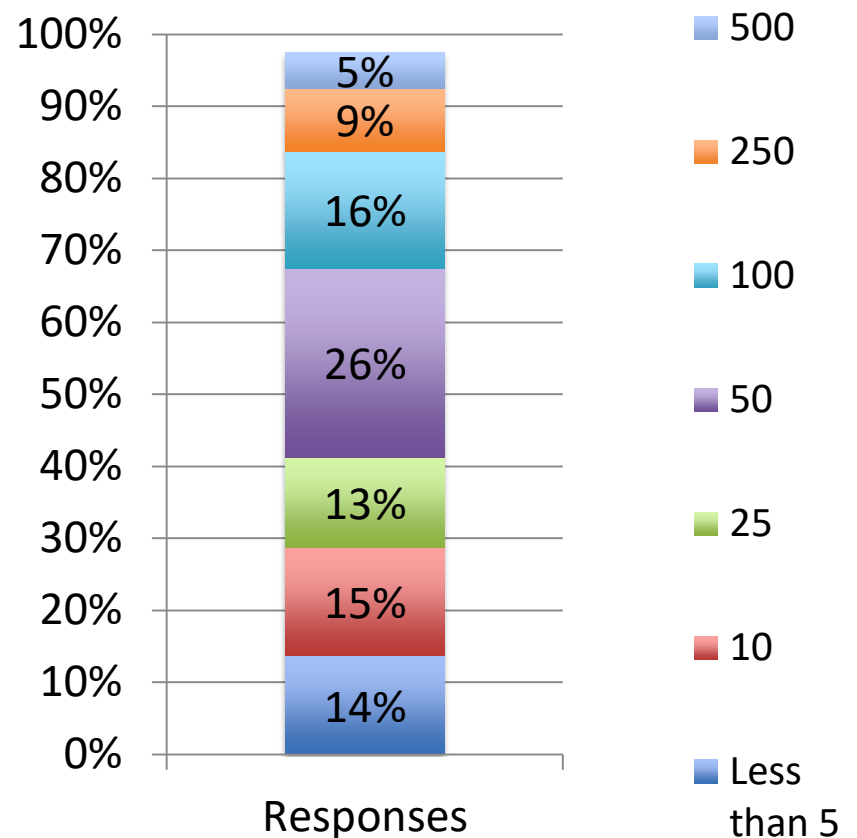
Strong support for very limited housing development to 2036

Respondents expressing an opinion

Maximum no of houses to be built



Max no of houses on any 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, protection of Airfield and maintenance of separation of Old Sarum/Longhedge from city built up area

	Strongly agree	Somewhat agree
Any development should not harm the historic setting of the Airfield Conservation Area	85%	9%
The balance between developed land, agricultural land, and P.O.S. should always ensure that the semi-rural character of the parish is maintained	83%	13%
Community owned open spaces should be protected	81%	9%
Water meadows should be protected	78%	15%
Old Sarum and Longhedge should remain separate from Salisbury city	78%	9%
Any development within the parish should have low impact on the visual character of the landscape	68%	24%
Any land already designated for development should be used in preference to developing green space	67%	19%
Land designated for commercial use in Longhedge and Old Sarum should be developed as such	53%	19%
Any development in Laverstock, Milford and Ford should be limited to infill	46%	25%

Results broadly similar to parish as whole - 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
Any future buildings should be designed for zero net energy usage	55%	28%
All future houses/offices should have an electric vehicle charging facility	51%	27%
Solar panel farms should be permitted	40%	34%
Wind turbines should be permitted	30%	27%
More commercial buildings should be built to allow more local people to work closer to home	15%	27%

Weakest support for more commercial building to allow local people to work closer to home, but more than a third 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 : many different topics mentioned -
 opposition to further development and concerns about local
 amenities received most mentions

	Parish	Old Sarum/Longhedge
Total	275	57
MORE DEVELOPMENT – NEGATIVE	26%	26%
LOCAL AMENITIES - ISSUES	17%	25%
ROAD SYSTEM - ISSUES	23%	21%
FOOTPATHS - ISSUES	15%	21%
TRAFFIC SPEEDS - ISSUES	12%	16%
OLD SARUM AIRFIELD	11%	16%
SEMI-RURAL/RURAL ASPECT - PROTECT	17%	14%
ENERGY GENERATION	8%	14%

Summary - responses

- 105 completed questionnaires - 7% response rate
- Responses skewed towards views of 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
- Majority of local amenities were rated good or adequate, but widespread local concerns about availability of surgery, pharmacy, dentist and post office
- Overall ratings of local amenities lowest of all communities within parish

Summary - movement

- Majority concerned about traffic volumes, speeding and dangerous/inconsiderate parking – but concern not as great as in parish as whole
- Less concern about traffic problems on key roads than in parish as whole
- Bus links to the city were generally rated good or adequate
- But significant minority of respondents regarded the footpath and cycle path networks as 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 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 public open space should always ensure that the semi-rural character of the parish is maintained

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