

Laverstock and Ford Communities Neighbourhood Plan

Residents' survey: analysis of responses

January 2020

Agenda

- Objectives and approach
- Who completed the questionnaire?
- Analysis of responses

Residents' survey is key part of our Community Engagement programme

- Survey follows on from feedback from meetings and presentations to local groups
- Will provide vital evidence to demonstrate that the NP and associated policies are based on (and supported) by residents' views
- also undertaking surveys of:
 - Businesses (completed)
 - school students (Nov/Dec)
 - landowners/tenant farmers (Nov/Dec)

Will enable us to validate/ modify approach of outline Neighbourhood Plan

Primary research objective: to obtain residents' views on land use issues

- Main focus on views about:
 - - how much they value semi-rural character and Green Corridor
 - - access to green spaces
 - - acceptable scale of future development
 - - possible policies
- Secondary objective: to obtain views on:
 - local amenities
 - traffic issues

Approach

- Essentially quantitative survey: enables systematic estimation of strength of response on specific areas/issues
- Paper version distributed to every household in parish (4,000+) - freepost envelope to help maximise response
- Online version also provided

Questionnaire structure

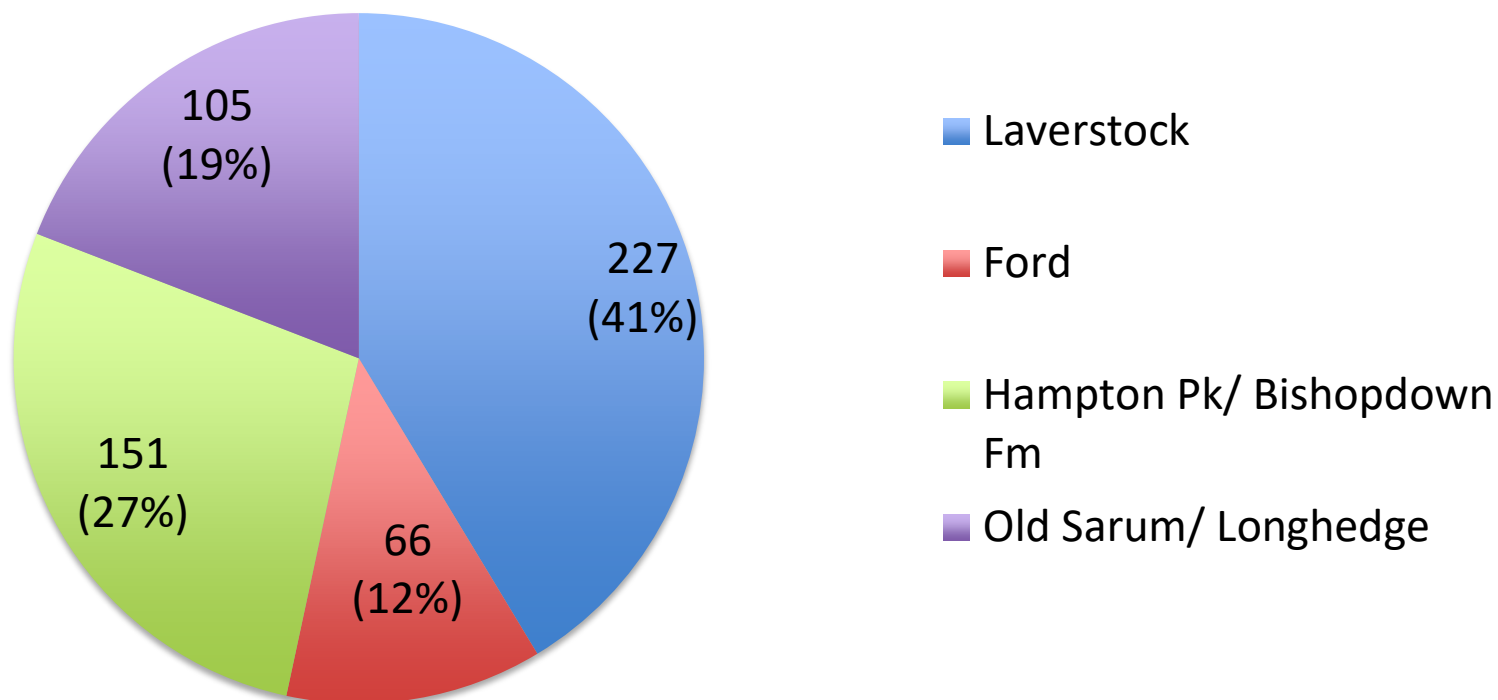
- Five core sections
 - Parish setting and green spaces
 - Local amenities
 - Movement
 - Scale of future development
 - Possible policies for inclusion in Plan
- Plus one open-ended question

Who completed the questionnaire?

- 552 completed questionnaires
- Three quarters via paper version

Most of respondents from long-established communities of Laverstock and Ford

Responses: total = 552



Ford and Laverstock over-represented in responses, Bishopdown Fm/Hampton Pk and Old Sarum/Longhedge under-represented

* Index = responses (%) as
percentage of households (%)

	Responses (%)	Households (%)	Index*
Laverstock	41	27	154
Ford	12	4	286
Bishopdown Fm/ Hampton Pk	27	30	90
Old Sarum/ Longhedge	19	39	49

This reflects wide variations in response rates between communities

*responses as % of total households in community

Community	Responses	Response rate* (%)
Total Parish	552	13
Laverstock	227	20
Ford	66	37
Bishopdown Fm/ Hampton Pk	151	12
Old Sarum/ Longhedge	105	7

Variations in community response rates largely driven by differences in age profile

Responses skewed towards 60+ age group: more than half total responses but only a quarter of parish population

*Index = Responses (%) as percentage of Population (%)

Age group	Responses (%)	Parish Population (%)	Index
18-30	4	21	20
31-44	15	26	56
45-59	27	28	97
60+	54	25	214

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

Much higher response rates amongst older age groups (esp 60+) than in younger age groups

*Responses as % of total population in age group

Age group	Responses	Response rate %*
18+	543	6
18-30	23	1
31-44	80	4
45-59	144	6
60+	296	14

Majority of respondents were longstanding, older residents

Percentages of respondents by length of residence

	Total Parish	18 to 30	31 to 44	45 to 59	60+
Total respondents	536	23	79	140	290
Less than 5 years	27%	91%	48%	26%	18%
5 to 9 years	18%	9%	37%	19%	14%
10+ years	54%	0%	15%	56%	68%

Similar pattern in all communities except Old Sarum/ Longhedge

Overall response rate of c13% of households low relative to small parishes, but more in line with rates for larger parishes

- Possible contributory factors to low response rate:
 - difficulties of generating awareness and interest in planning matters
 - absence of any burning issue (immediate or longer term)
 - substantial recent increase in parish population: incoming residents perhaps not perceiving the parish as a community with which they identify

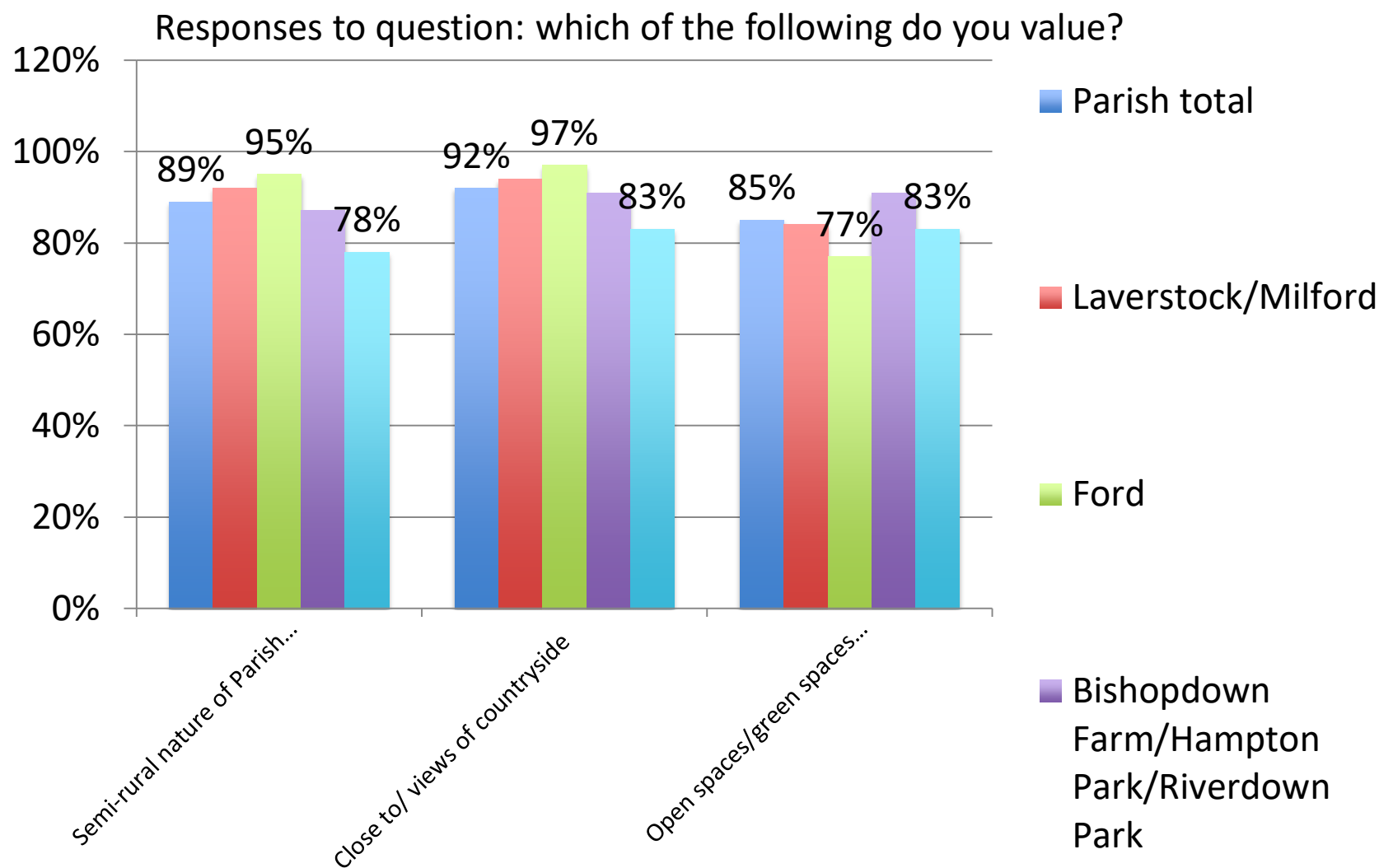
Possible factors contributing to the disproportionately high response from older, long-standing residents and from the more established communities:

- Questionnaire was delivered to households rather than to individuals, thereby over-representing older age groups
- older residents likely to have had higher awareness than younger residents of both the Neighbourhood Plan and the survey (especially via publicity in Parish Newsletter)
- Older residents were more likely to have had the time to fill in the questionnaire than younger residents with work and family commitments
- Older, long-standing residents have experienced more changes to the parish than younger, more recently arrived households
- Probably a greater identification with the local parish in the established communities of Laverstock and Ford

Analysis of responses

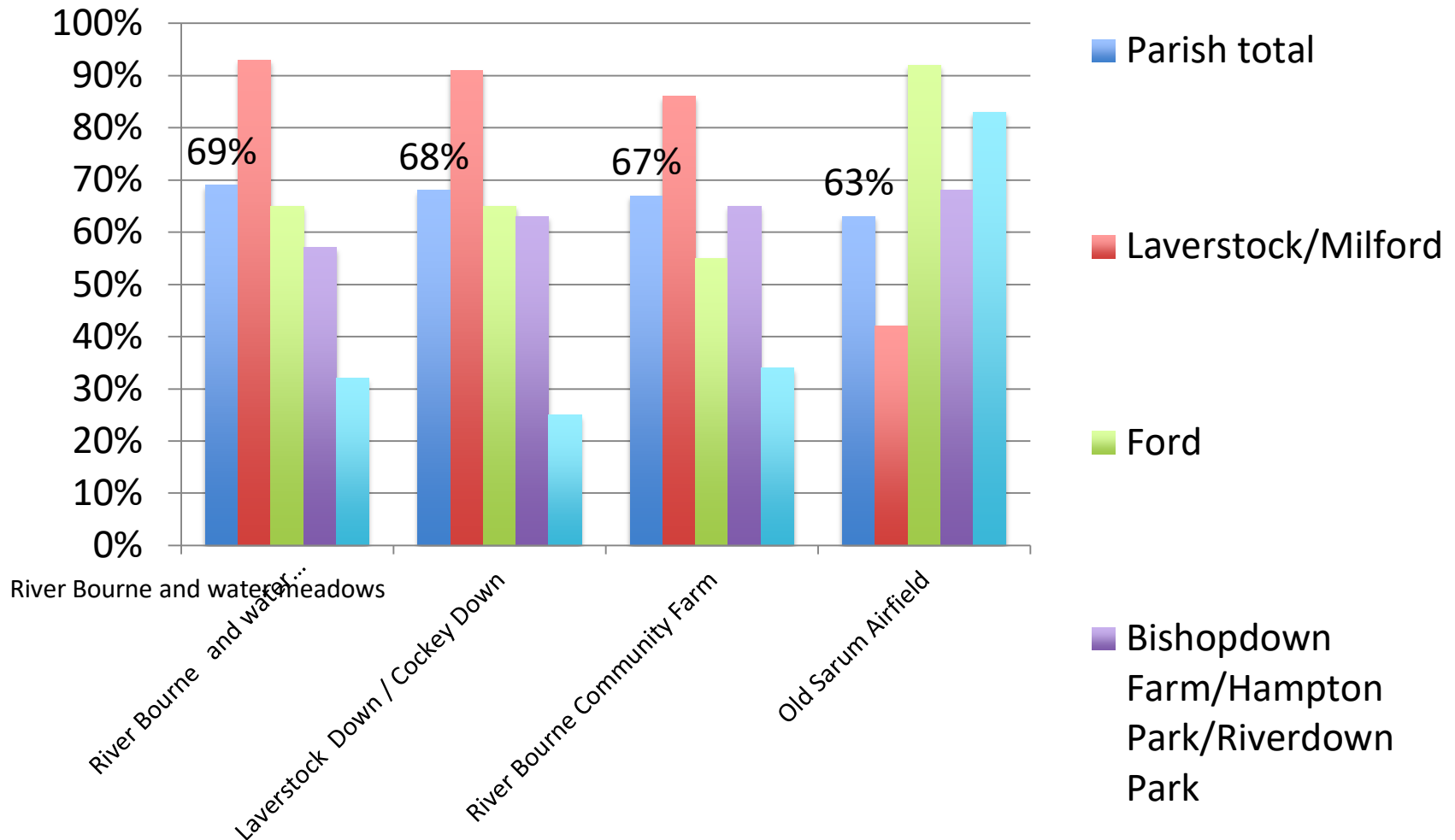
- Parish and its setting

Parish setting valued by overwhelming majority of respondents across all communities



Major green spaces valued by majority of respondents across all the parish

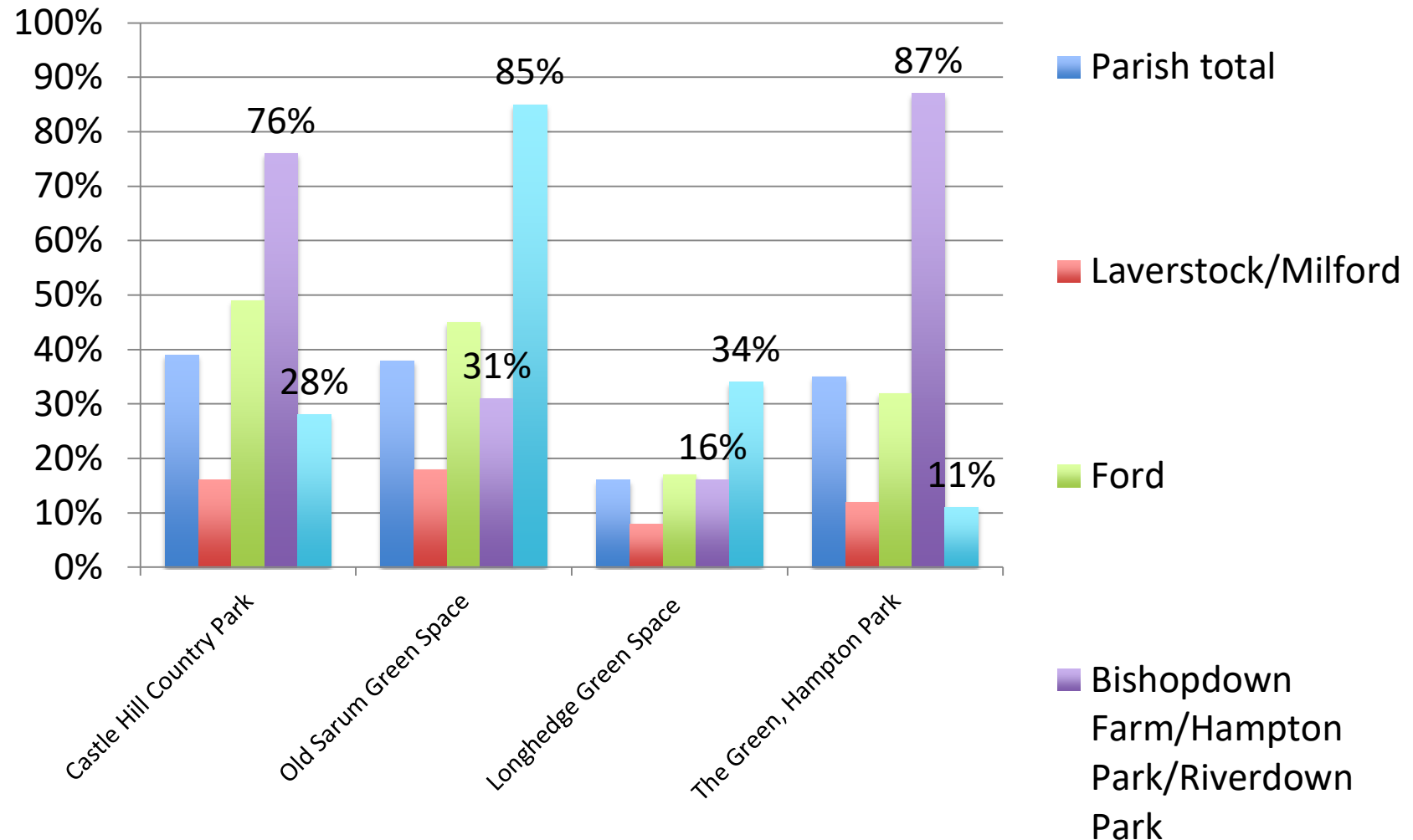
Responses to question: which of the following do you value?



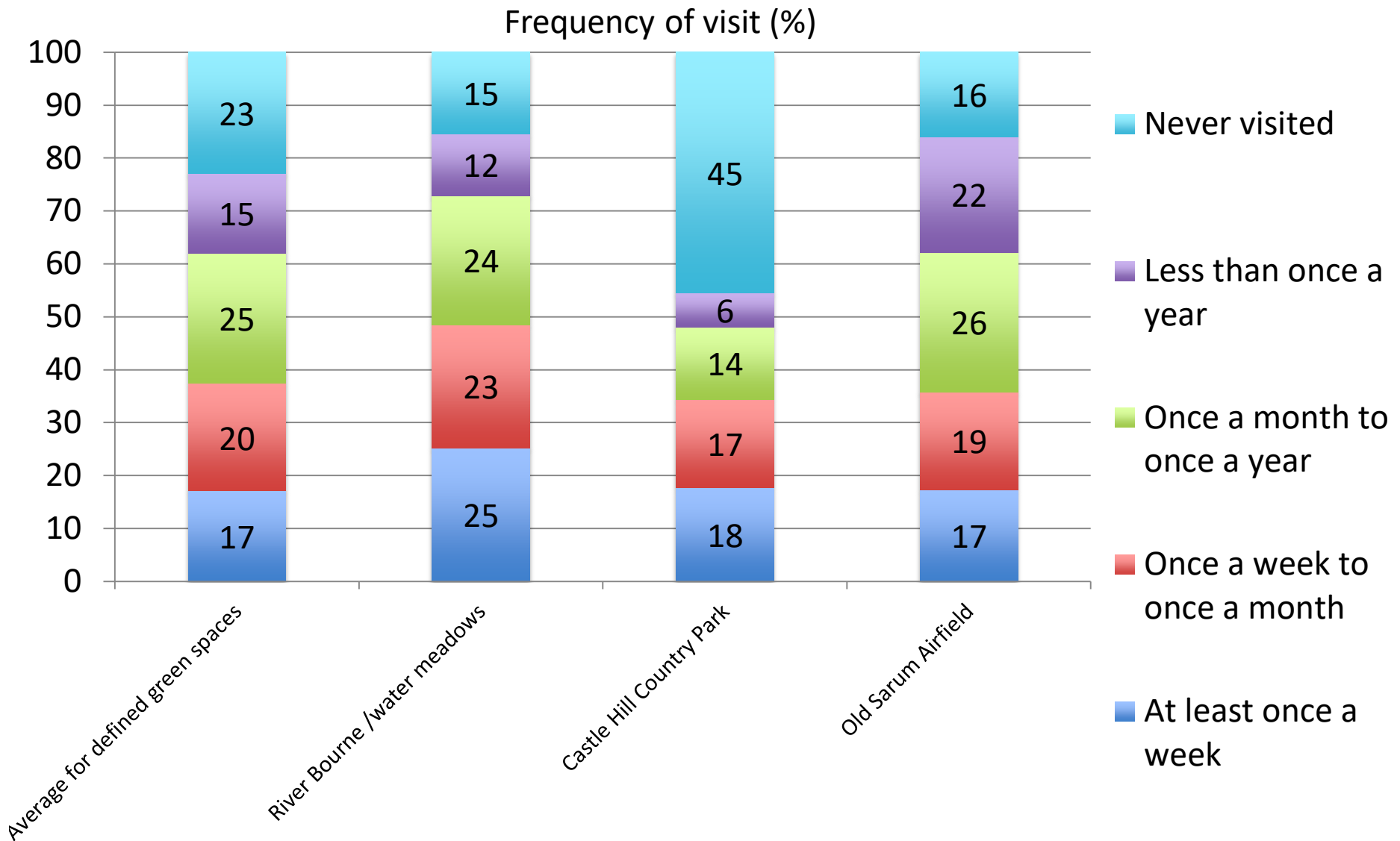
But each community values its local green spaces

But other green spaces have strong local appeal

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



Majority claim to visit major parish green spaces at least once a year



But almost half of respondents have never visited Castle Hill Country Park

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	62
To get some exercise/keep fit	53
Attractive scenery/views	49
Like to see the birds/wildlife/wildflowers	41
Somewhere to take the children	32
Dog walking	22
Visit the cafe	19

Analysis of responses

- Parish and its setting
- Local amenities

Majority of respondents rate most local amenities as good or adequate

Respondents expressing opinion

	Whole Parish	
	Good/adequate	Poor/ not available but required
Primary Schools	94%	2%
Community centre/village hall/ Pavilion	90%	9%
Convenience stores	87%	12%
Secondary Schools	85%	8%
Play parks	85%	12%
Residential care homes	77%	15%
Nurseries	70%	21%

But widespread concern about availability of post offices

Substantial minority dissatisfied with availability of pharmacy, surgery, dentist, local employment opportunities, sports facilities

Respondents expressing opinion

	Whole Parish	
	Good/adequate	Poor/ not available but required
Sports facilities	61%	34%
Vet	54%	24%
Local employment opportunities	52%	38%
Pharmacy	49%	42%
Surgery	47%	41%
Dentist	41%	39%
Post office	31%	64%

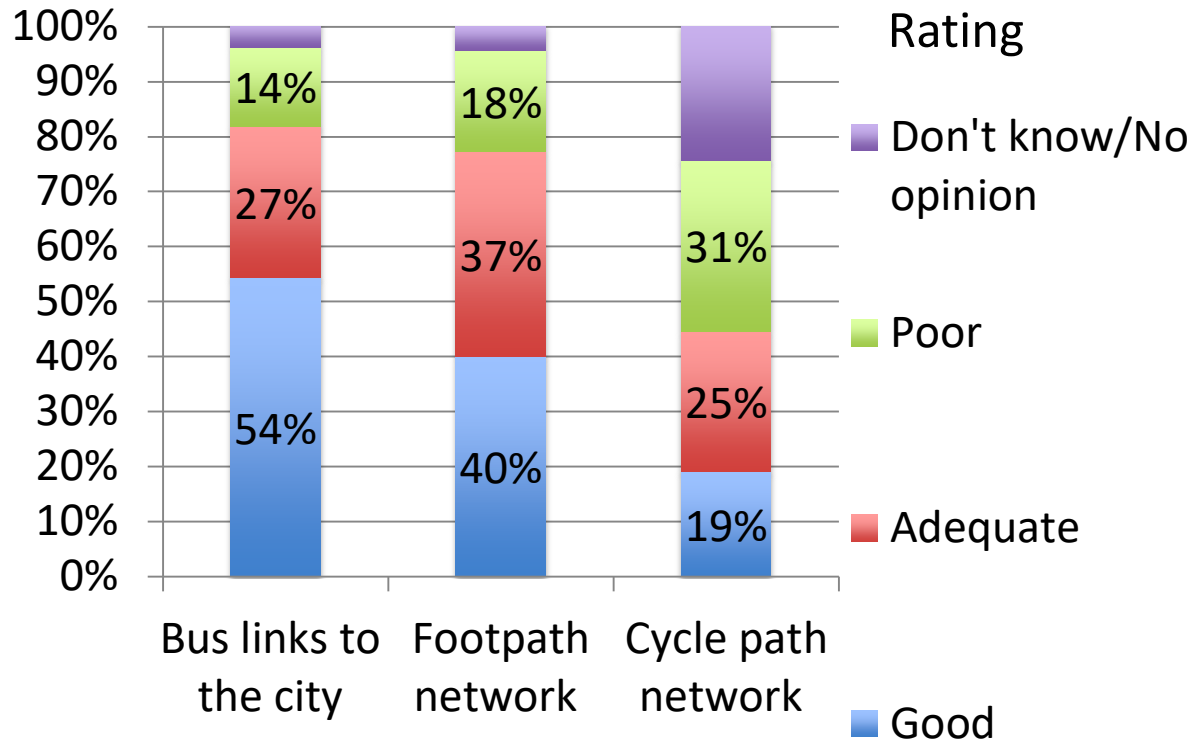
Low ratings for most local amenities by respondents from Longhedge

Analysis of responses

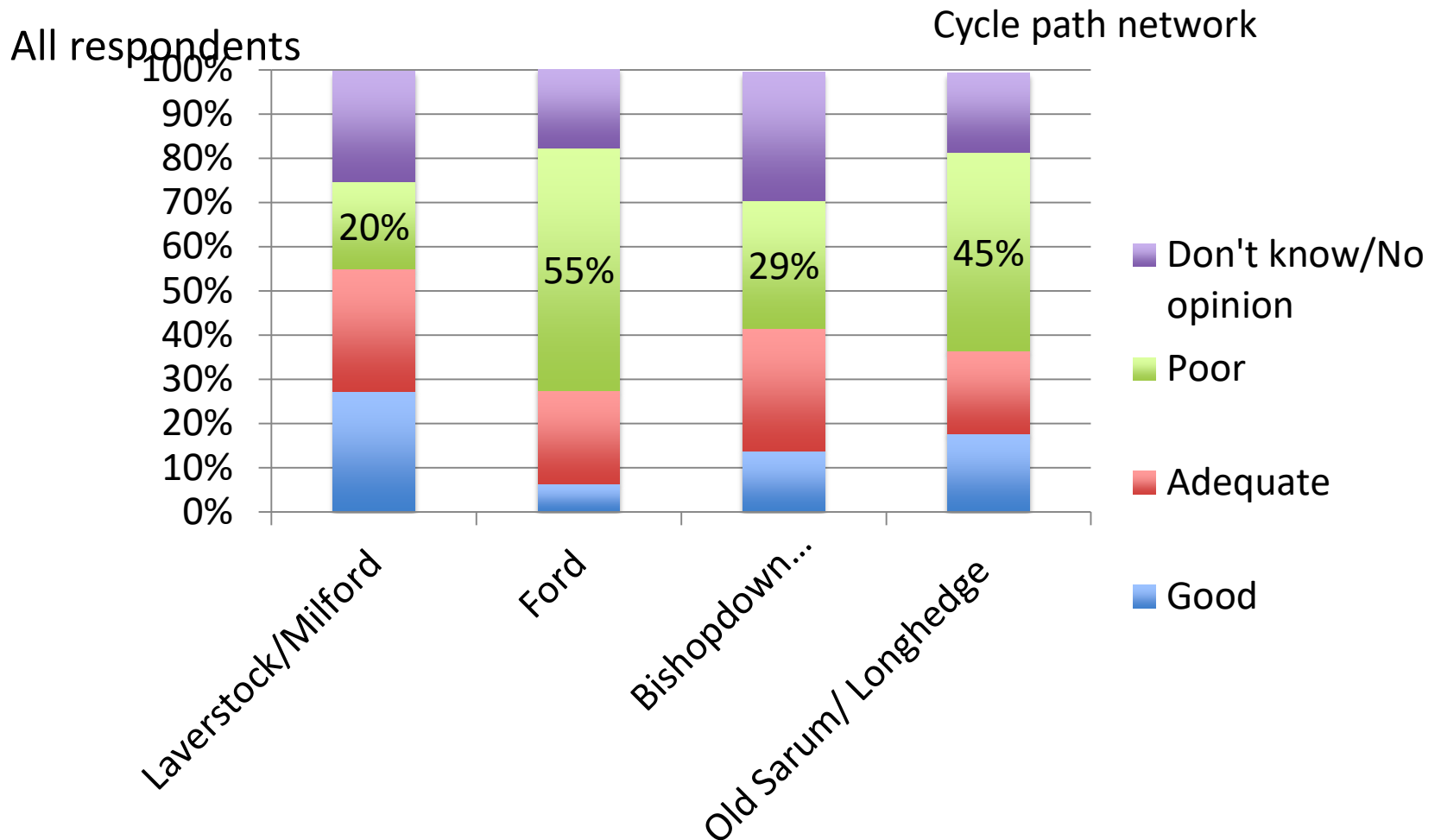
- Parish and its setting
- Local amenities
- **Movement**

Bus links to city and footpath network generally rated good/adequate, but cycle path network rated poor by substantial minority

All respondents

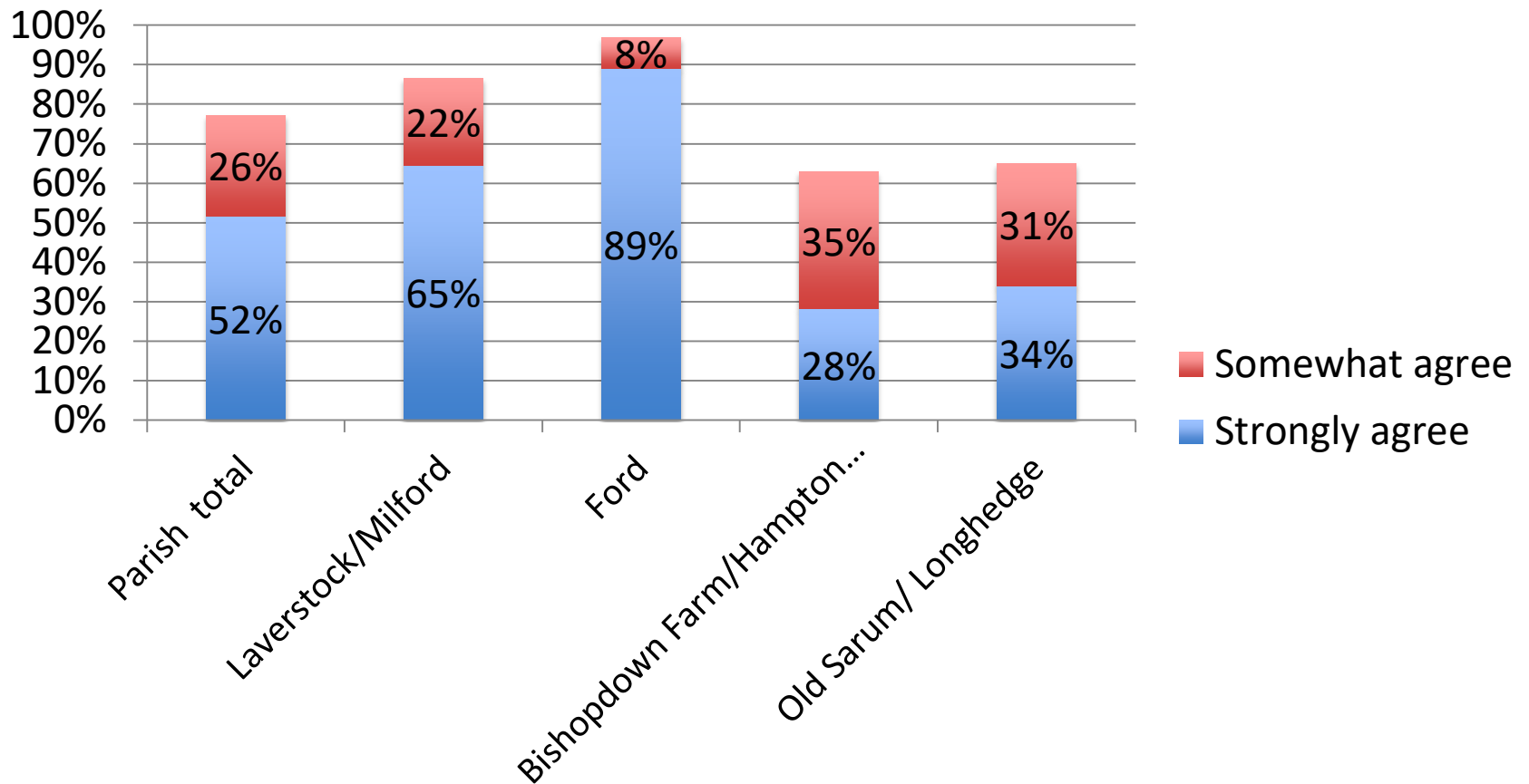


Cycle path network rated poor by substantial minority, esp by respondents from Ford and Old Sarum/Longhedge



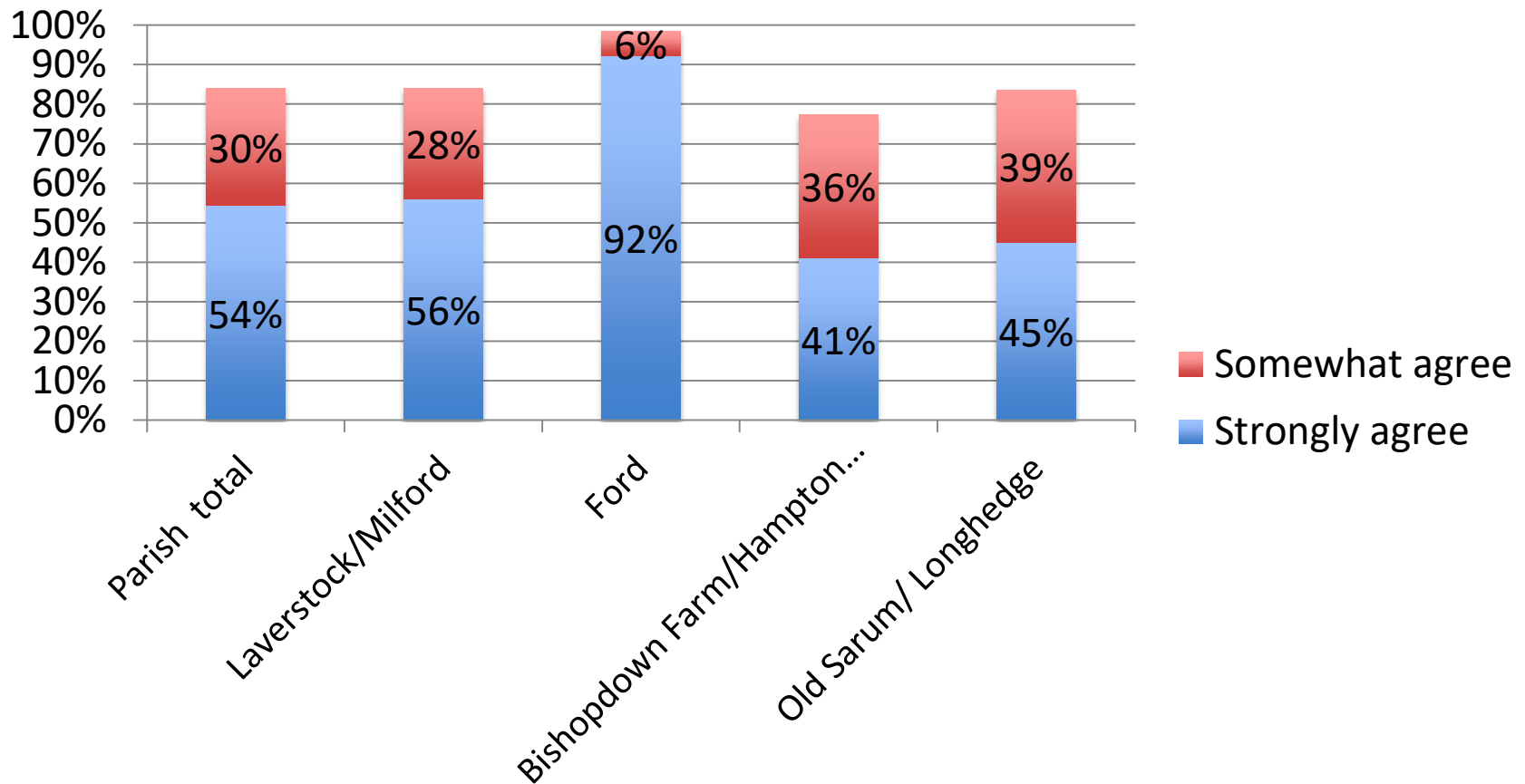
Widespread concern about traffic volumes - greatest in Ford and Laverstock

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



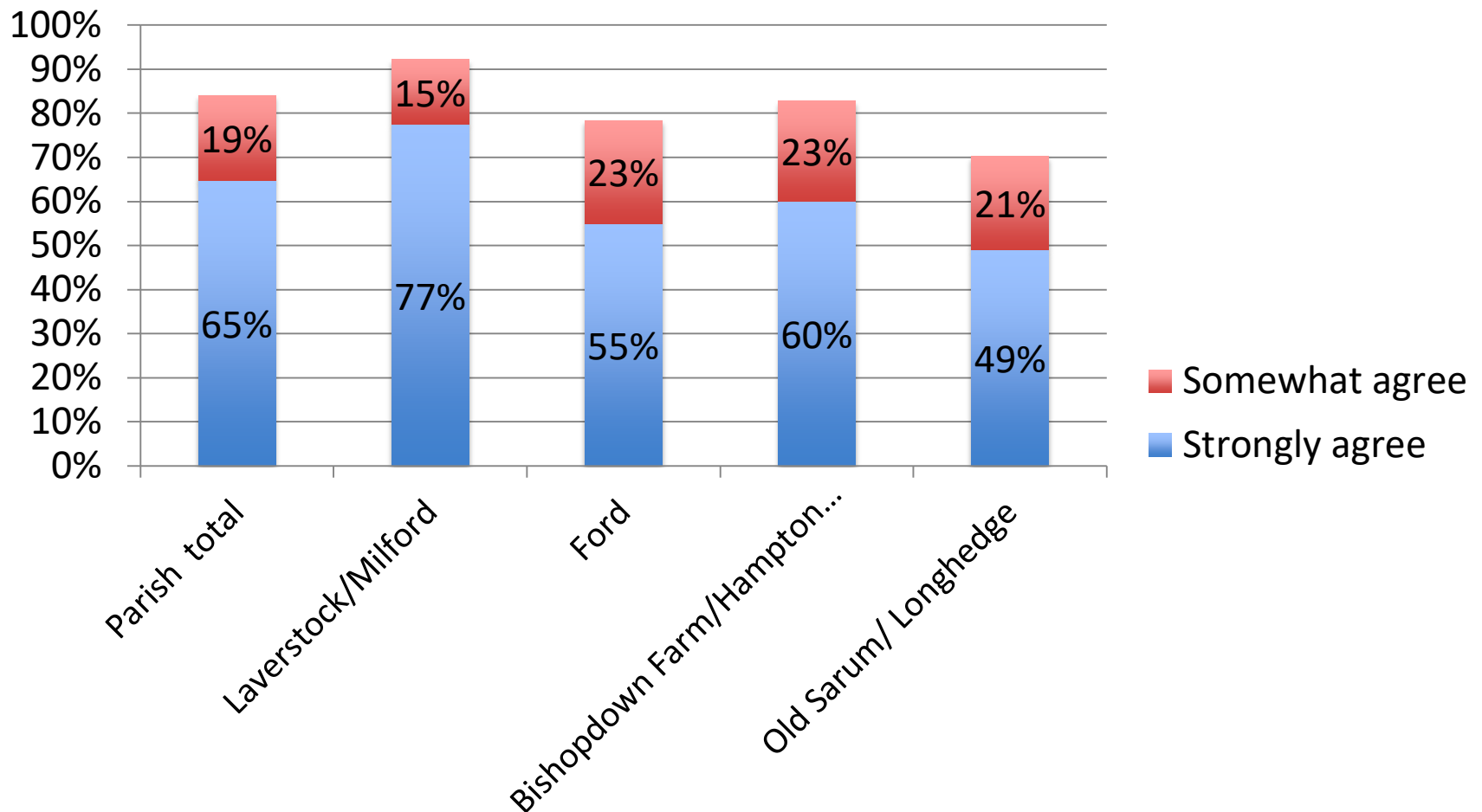
and with speeding traffic – again greatest in Ford and Laverstock

Percentage of respondents concerned about speeding traffic



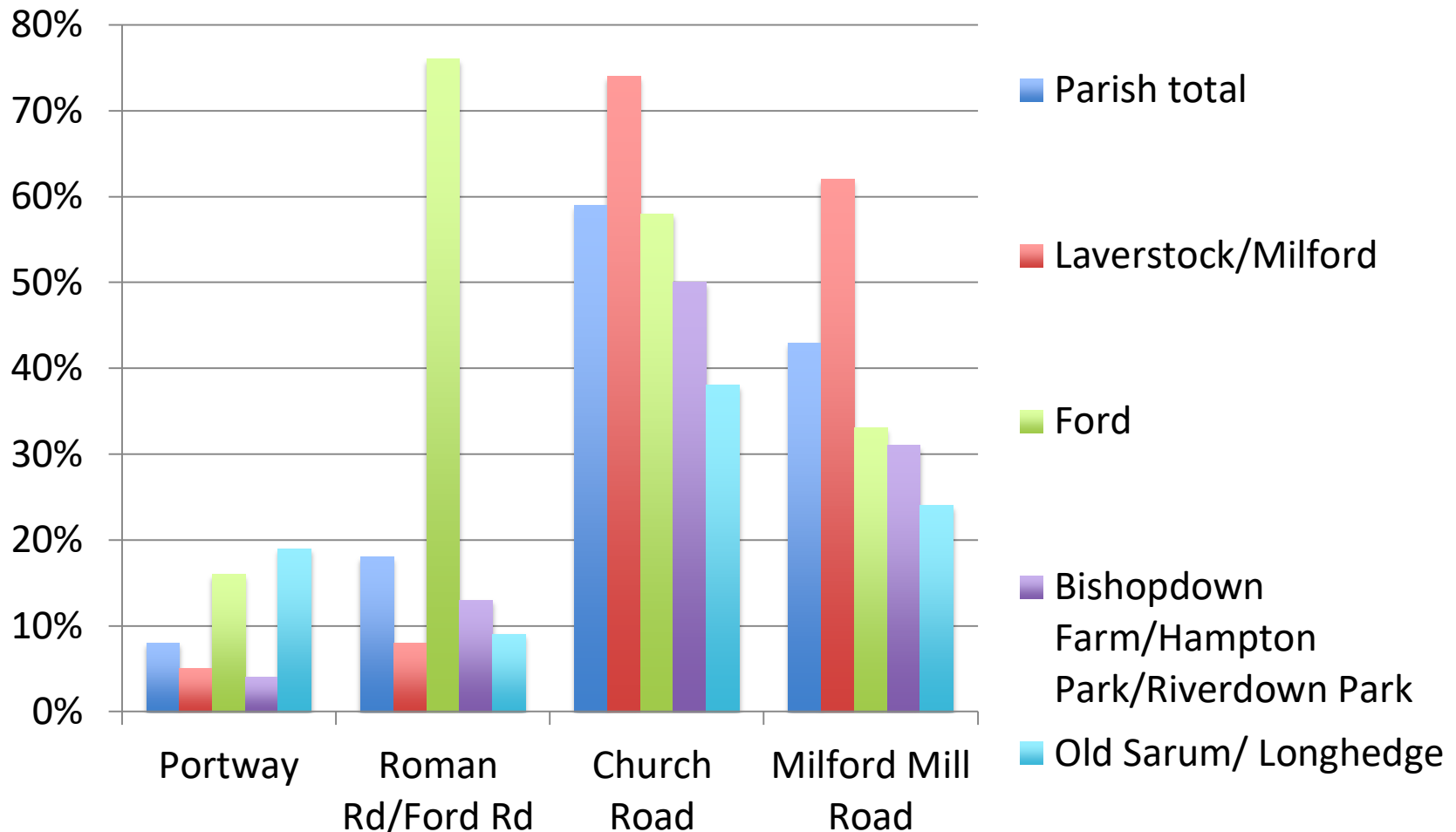
....and with dangerous/inconsiderate parking

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



For selected roads, worst ratings for traffic were by respondents from Laverstock and Ford

Per cent “almost always/ frequently a problem”



Church Road ‘frequently/ almost always a problem’ for majority of respondents

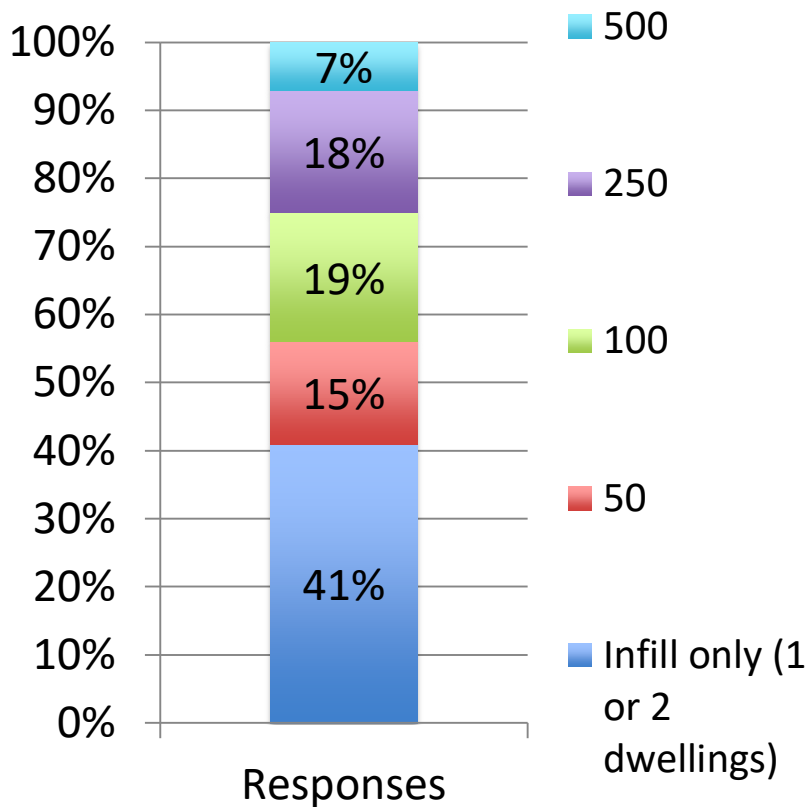
Analysis of responses

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

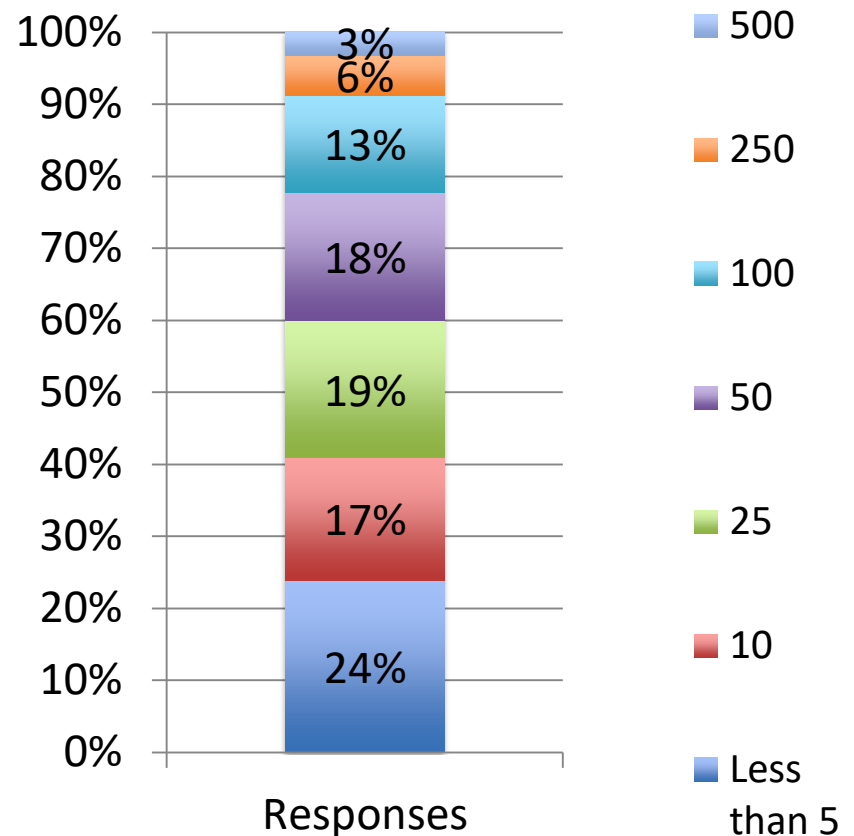
Strong support for very limited housing development to 2036

Respondents expressing an opinion

Maximum no of houses to be built



Max no of houses on one site



Strong support for all statements except that relating to land designated for commercial use in Longhedge/Old Sarum

	Strongly agree	Somewhat agree
Water meadows should be protected	88	97
Community owned open spaces should be protected	80	91
Old Sarum and Longhedge should remain a separate from Salisbury city	59	77
Any development in Laverstock, Milford and Ford should be limited to infill	60	79
Any development within the parish should have low impact on the visual character of the landscape	88	97
Any development should not harm the historic setting of the Airfield Conservation Area	72	87
Any land already designated for development should be used in preference to developing green space	75	92
The balance between developed land, agricultural land, and P.O.S. should always ensure that the semi-rural character of the parish is maintained	88	97
Land designated for commercial use in Longhedge and Old Sarum should be developed as such	47	77

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

		Parish Total
Any future buildings should be designed for zero net energy usage	Strongly agree	54%
	Somewhat agree	31%
All future houses/offices should have an electric vehicle charging facility	Strongly agree	54%
	Somewhat agree	28%
Solar panel farms should be permitted	Strongly agree	37%
	Somewhat agree	38%
Wind turbines should be permitted	Strongly agree	27%
	Somewhat agree	27%
More commercial buildings should be built to allow more local people to work closer to home	Strongly agree	13%
	Somewhat agree	36%

Weakest support for more commercial building to allow local people to work closer to home, but almost third of respondents neutral . Very little strong disagreement with any statement except wind turbines (17%)

Support for energy generation and conservation statements generally stronger amongst younger respondents

	Parish					
	Total	18 to 30	31 to 44	45 to 59	60+	
Any future buildings should be designed for zero net energy usage	Strongly agree	54%	55%	54%	59%	52%
	Somewhat agree	31%	27%	32%	31%	31%
All future houses/offices should have an electric vehicle charging facility	Strongly agree	54%	41%	42%	61%	56%
	Somewhat agree	28%	36%	28%	23%	30%
Solar panel farms should be permitted	Strongly agree	37%	41%	51%	44%	30%
	Somewhat agree	38%	45%	34%	32%	43%
Wind turbines should be permitted	Strongly agree	27%	50%	30%	35%	21%
	Somewhat agree	27%	27%	38%	30%	23%
More commercial buildings should be built to allow more local people to work closer to home	Strongly agree	13%	18%	10%	20%	11%
	Somewhat agree	36%	27%	33%	37%	36%

Little strong support for more commercial building to allow local people to work closer to home, but almost third of respondents neutral .

Less than 20% strongly disagreed 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 road system issues
were clear 'Top 2' at aggregate level

Parish total (275
responses)

Topic	275
MORE DEVELOPMENT – NEGATIVE	26%
ROAD SYSTEM - ISSUES	23%
GREENSPACES - PROTECT	17%
LOCAL AMENITIES - ISSUES	17%
FOOTPATHS - ISSUES	15%
PARKING - ISSUES	15%
CYCLE WAYS - ISSUES	10%

But some significant variations in rankings across communities

But some significant variations in rankings across communities

	Parish total	Laverstock/Milford	Ford	Bishopdown Farm/Hampton Pk/Riverdown Pk	Old Sarum/Longhedge
Topic	275	100	39	78	57
MORE DEVELOPMENT – NEGATIVE	26%	26%	33%	22%	26%
ROAD SYSTEM - ISSUES	23%	28%	21%	18%	21%
GREENSPACES - PROTECT	17%	17%	23%	18%	14%
LOCAL AMENITIES - ISSUES	17%	14%	10%	18%	25%
FOOTPATHS - ISSUES	15%	13%	23%	9%	21%
PARKING - ISSUES	15%	20%	5%	14%	12%
CYCLE WAYS - ISSUES	10%	6%	21%	12%	7%

Disproportionate number of comments from 60+ age group heavily large determine overall rankings

	Parish total	31 to 44	45 to 59	60+	With children
Topic	275	47	64	150	80
MORE DEVELOPMENT – NEGATIVE	26% (1)	30%(1)	30% (1)	23% (1)	33% (1)
ROAD SYSTEM - ISSUES	23% (2)	15% (4)	28% (2)	23% (1)	19% (4)
GREENSPACES -PROTECT	17% (3)	21% (2)	19% (4)	14% (5)	25% (2)
LOCAL AMENITIES - ISSUES	17% (4)	21% (2)	22% (3)	12% (7)	20% (3)
FOOTPATHS - ISSUES	15% (5)	13% (7)	11% (8)	17% (3)	15% (5)
PARKING - ISSUES	15% (6)	17% (5)	13% (6)	15% 4)	13% (7)
CYCLE WAYS - ISSUES	10% (10)	15% (6)	16% (5)	7% (10)	15% (5)

Note: figures in brackets are rankings of topic

Summary - responses

- 552 completed questionnaires - 13% response rate
- Responses heavily skewed towards views of
 - residents of Laverstock and Ford
 - Long-standing residents in 60+ age group
- Younger residents, households with children under-represented

So need to take care in interpreting 'topline' 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
- Most local amenities were generally related good or adequate, but widespread concern about availability of post offices
- Substantial minority dissatisfied with availability of pharmacies, doctors' surgeries, dentists, sports facilities and local employment opportunities

Summary - movement

- Majority concern about too much traffic, speeding and dangerous/inconsiderate parking
- Majority of respondents rated Church Road as frequently/almost always a problem
- Concerns over traffic were greatest in Ford and Laverstock
- Bus links to the city and the footpath network were generally rated good or adequate
- But significant minority (esp in Ford and Old Sarum/Longhedge) regarded the cycle path network as poor

Summary - 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

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
- Majority strongly/somewhat agreed that
 - Solar panel farms should be permitted
 - Wind turbines should be permitted
- No majority in favour of constructing more commercial buildings to allow more local people to work closer to home