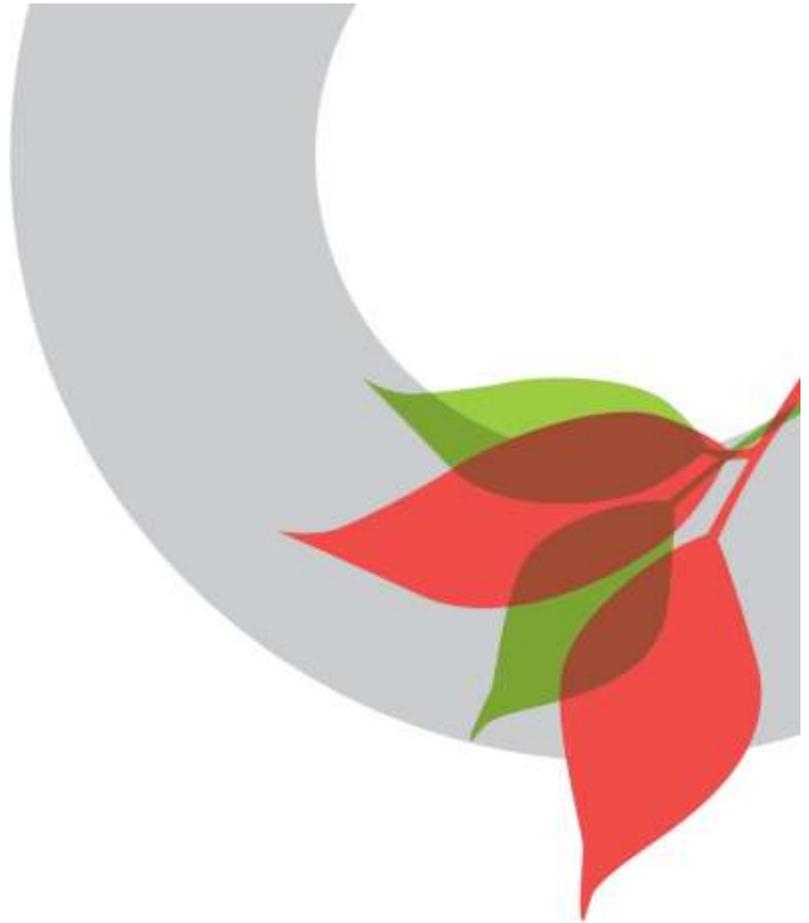




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# Much Birch NDP Community Survey Report

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## 1. INTRODUCTION

Much Birch parish is developing a Neighbourhood Development Plan. The information gathered from steering group meetings and a consultation event helped to determine the types of questions included in this survey.

This report presents the results of the **Residents' Survey** (for all residents 16 years old and over). A Housing Needs Survey, a Business Survey and a Land for Development ("Call for Sites") Form was also included in the pack. These were distributed by volunteers between the 18<sup>th</sup> and 24<sup>th</sup> September 2017. The volunteers returned to collect them between 9<sup>th</sup> and 25<sup>th</sup> October. Envelopes were provided so that respondents could seal their returns and these were then passed on unopened to Data Orchard CIC who have been commissioned by Much Birch Neighbourhood Development Plan Steering Group to process the returns. This report has been independently produced by Data Orchard, and is based directly on the residents' responses in the questionnaires collected.

Separate reports are also available for the Housing Needs and Business Surveys. The Land for Development Forms which were returned have been used to compile a list of potential sites for development.

## 2. KEY FINDINGS

This section presents the key findings of the Much Birch NDP adult residents' survey. It presents the analysis of the results of the 336 questionnaires returned, giving a response rate of 43 per cent of those aged 16 and over (784 people according to the 2011 Census).

Respondents to the survey tended to be in the older age categories. Over half were over the age of 65. This is partly reflective of an older age profile in the parish (see 2011 Census data in the table on Page 39). Nevertheless, the older age groups were over-represented in the response. In particular, 33 per cent of respondents were in the age category 65 to 74 whereas they represented 15 per cent of the Much Birch population in the 2011 census. Most respondents indicated that they were retired (44 per cent) or either employed full-time (19 per cent) or self-employed (16 per cent). The greatest number of responses were from HR2 8AW and HR2 8HX

### 2.1 Vision & Objectives

- There was a strong level of agreement with the vision and all of the objectives put forward. Agreement with the vision was at 90 per cent and all of the objectives had around the same level of support.
- Almost all aspects of living in the parish were felt to be important by the majority of residents. Of greatest importance were the 'Rural nature of the Parish', 'Living in an area with a thriving natural habitat' and 'Sensitive management of farming practices' with 97, 94 and 93 per cent of respondents rating them as 'very' or 'fairly important' respectively.

### 2.2 Environment

- The most frequently stated options for preserving aspects of the environment in Much Birch were 'preserve existing woodlands', 'safeguard views within the parish' and 'preserve orchards' with more than four fifths of respondents being in favour. 'Plant more hedgerows' was the least favoured option, but half of respondents still indicated support for this.
- 'Encouraging and facilitating greater walking, cycling and bus-use and less car use', 'building homes that exceed government energy efficiency standards', 'attracting younger people to live in our Parish' and 'producing local renewable energy by developing the power of the sun' all had majority support (more than 63 per cent) from respondents. The least popular idea was 'producing local renewable energy by developing wind power' with 26 per cent in support and 44 per cent against. For many of the options the proportion who had no opinion (ranging between 15 and 31 per cent) was greater than people being against the idea.
- In deciding on the acceptability of change of land use, all of the list of effects were indicated as being important by the overwhelming majority of respondents (all more than three quarters). Less than 10 per cent thought that any were not important and few people had no opinion.
- Generally speaking, for energy schemes, there was more support for development by private rather than commercial schemes, achieving support from around 30 per cent of respondents on average compared to 20 per cent for commercial schemes. Single solar panels and ground source heating pumps had the most support for both private (52 per cent and 39 per cent) and commercial schemes (23 per cent and 25 per cent).
- The most commonly reported problems related to flooding were field run off, defective drains or ditches and road run off, reported by 16, 14 and 13 per cent of all respondents to the survey. Garden or vehicles, property access and garages or outhouses were the most commonly reported as damaged by flooding (13, 10 and 7 per cent respectively).

### 2.3 Housing

- 'Homes for local people/people with local connections', 'family homes (3 or more bedrooms)', 'adapted / easy access homes e.g. bungalows' and 'two bedroom homes' were the types of development that respondents agreed should take place over the next 13 years, all with more than two thirds in agreement.
- People approved of all types of housing put forward. The most positive response was for 'privately owned homes' and 'low cost housing for outright sale' (84 and 61 per cent respectively).
- 'Those who live or work or have lived or worked in the Parish' were given the highest priority (66 per cent 'high priority'). This was followed by 'those with an essential need to give support to or receive support from close family members resident in the Parish' and 'those deemed to be 'key-workers' taking up a job in the Parish' (57 and 50 per cent given 'high priority' rating respectively).
- The majority (64 per cent) were in favour of defining settlement boundaries in the parish. There was little difference in preference for the 'ribbon' or 'block' type developments with both having

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around 30 percent in favour and fewer against. The greatest proportion (57 per cent) of respondents said they were comfortable with either approach ('either of the above').

- When planning new developments all of the aspects listed were deemed important (very or fairly) by the majority of respondents (all more than 67 per cent). In order, the three most important were 'provide off-road parking', 'to have a garden' and 'maintain minimum gap consistent with existing adjacent developments' (all 84 per cent or more). All types of development to current property were acceptable for the majority of respondents.

### 2.4 Economy

- Respondents were in favour of all the suggestions to encourage businesses with 50 per cent or more saying 'yes' compared to a maximum of 18 per cent saying 'no'. The most popular suggestion was better broadband (73 per cent) and better mobile phone reception (65 per cent).
- People were overwhelmingly in favour of brownfield rather than greenfield development for employment use with 83 versus 10 per cent in favour respectively.
- Respondents were in favour of all of the economic policies put forward. Support was markedly stronger for farm diversification (73 per cent) than the other policies. The next greatest was tourism with 48 per cent in support. Support for 'new living accommodation incorporating work units' and 'serviced workshops' was more marginal with those in favour being only 7 and 8 percentage points higher than against respectively.
- 'Market garden / plant nursery', 'craft workshops', 'equine', 'small scale retailing', 'tourism / leisure related', 'catering' and 'light manufacturing' were all, on balance, acceptable forms of business development for respondents with between 88 per cent and 43 per cent saying 'acceptable'. The least acceptable were 'large scale intensive poultry farming', 'warehousing' and 'waste storage or disposal', all with three quarters of people or more reporting 'not acceptable'.
- For tourism people were in favour of improvements or increases for all except camp sites and holiday homes. The most popular suggestions were improvement for: better signposted footpaths (77 per cent), B & B accommodation (64 per cent), better in-parish tourist information (63 per cent) and tourist information on website (63 per cent).

### 2.5 Community Facilities

- Local hotels or pubs, the GP Surgery and the community hall were the most used overall, with more than half of respondents using them at some point. The 'Millennium Green', 'Much Birch Face Book Page', 'Much Birch Parish Web Site' and 'Church or Religious centres' were the least used with 63 per cent or more saying they never used them.
- There was support for safeguarding all existing parish assets ranging from 46 per cent support for the Violette Szabo GC Museum to 96 per cent support for the GP surgery. After this the greatest level of support was for the Community Hall (92 per cent), the Primary School (90 per cent), Hotel and Pubs (88 per cent) and Village Shop (87 per cent).

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- Similarly, there was support for providing all of the suggested facilities, although the level of support was not as great. A Post Office and a playing field had the most support (83 and 63 per cent respectively). Less than a third of people were in favour of a football pitch, bowling green or recreation hard surface and around the same proportion had no opinion.
- For all but a few of the listed activities only a small proportion (11 per cent or fewer) travel outside of the parish to take part in them. The two exceptions are 'physiotherapy / rehabilitation' and 'keep fit / gym' which 41 per cent of respondents travel for either weekly, monthly or occasionally.
- Of all the services listed a Post Office or bank cash point were reported as being most difficult to access (by around a quarter of all respondents to the survey). The next most difficult were a local shop, local hospital, library or shopping centre or supermarket, reported by around one in ten.

### 2.6 Infrastructure

- Most people agreed (strongly agreed or agreed) that all of the infrastructure improvements listed were needed (70 per cent or more). The strength of feeling was greatest for 'road maintenance', 'road safety on the A49', 'maintenance of hedges and verges to improve visibility' and 'more control of parking outside MB School' with 9 out of 10 respondents to the survey either agreeing or strongly agreeing.

### 2.7 Traffic & Transport

- On balance, respondents were in favour of all the improvements for road safety with the exception of road bumps and road narrowing. All of the other suggestions had more than half of people responding positively to them. Speed indicator devices and better pavements had the greatest support with around three quarters of people saying 'yes' to them.
- 31 per cent of respondents said they would use a community bus scheme, whilst 10 per cent said they would be willing to drive for such a scheme. The majority of respondents said they would not want to be involved in a car pool.

**There were also 31 other comments captured in data entry, some of which referred to the specific questions.**

## 3. METHODS

### 3.1 Design and distribution

A pack of surveys was hand delivered and collected by volunteers over a 4-week period from September to October 2017. This included four surveys; one for all residents aged 16 and over; a Housing Needs survey; A Business Survey, and a Land for Development (“Call for Sites”) form. This report presents the results of the **Adult Residents' survey**. The questionnaire can be found in Appendix A.

### 3.2 Response rate

There were 336 responses by residents aged 16 years and over, which represents 43 per cent of those aged 16 and over in the population (784 residents at the 2011 Census).

### 3.3 Presentation of results

This report presents the results of the survey mainly in the form of tables and charts. For grid questions and a handful of other questions the ‘total survey respondents’ is used as a base. For each question the base is indicated under the table and the number of responses to that particular question is also shown. This makes it easier for readers to understand and compare results for different questions and between tables. For simpler questions the base is the total number of respondents who answered that question.

The tables show the percentage of respondents who selected each option, as well as a count of responses per option. When percentages are presented, they are rounded to the nearest whole number. This may give rise to occasions where the total number of respondents sums to just under or over 100 per cent. Note that if respondents could select more than one answer to a particular question, the percentages may add up to more than 100%.

## 4. RESULTS

### 4.1 The Vision for the Parish

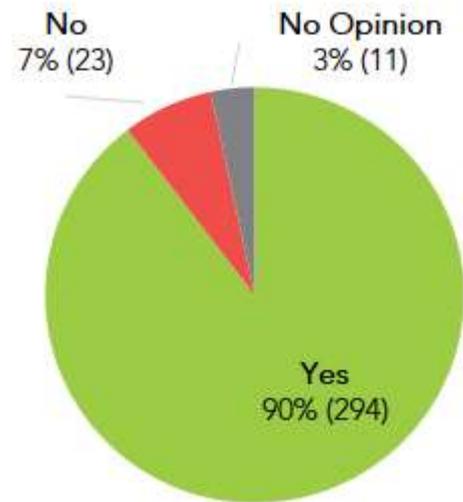
#### C1 Do you agree with the proposed Vision Statement?

*"By 2031 Much Birch will have retained its rural character, whilst incorporating additional housing, improved facilities, safer paths, roads and highways that local people, both young and old can afford and also enjoy."*

The vast majority (90 per cent) of respondents agreed with the vision statement with a small proportion (3 per cent) having no opinion.

	No	Yes	No Opinion	Total
% respondents*	7%	90%	3%	100%
# responses	23	294	11	328

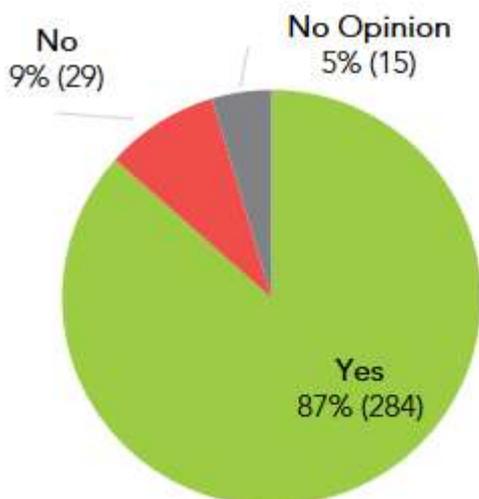
\*Base = respondents to this question (328)



***If you have ticked the "No" box above, please add your suggestions in the box below.***

There were 31 comments given, which are shown in Appendix B.

#### C2 Do you agree with the proposed Objective 1?



*"To promote sustainable housing through controlled growth in the Parish by providing a mixture of open market and enduring affordable housing which prioritises people with defined local connections including both young and elderly people."*

The vast majority (87 per cent) of respondents agreed with Objective 1 with a small proportion (5 per cent) having no opinion.

	Yes	No	No Opinion	Total
% respondents*	87%	9%	5%	100%
# responses	284	29	15	328

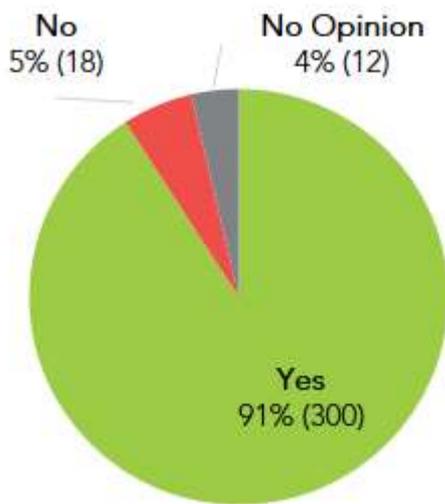
\*Base = respondents to this question (328)

***If you have ticked the "No" box above, please add your suggestions in the box below.***

There were 36 comments given, which are shown in Appendix B.

**C3 Do you agree with the proposed Objective 2?**

"To support farming and local businesses where these reflect the nature and scale of the Parish, in particular farm diversification and tourism."



The vast majority (91 per cent) of respondents agreed with Objective 2 with only a small proportion (4 per cent) having no opinion.

	Yes	No	No Opinion	Total
% respondents*	91%	5%	4%	100%
# responses	300	18	12	330

\*Base = respondents to this question (330)

***If you have ticked the "No" box above, please add your suggestions in the box below.***

There were 28 comments given, which are shown in Appendix B.

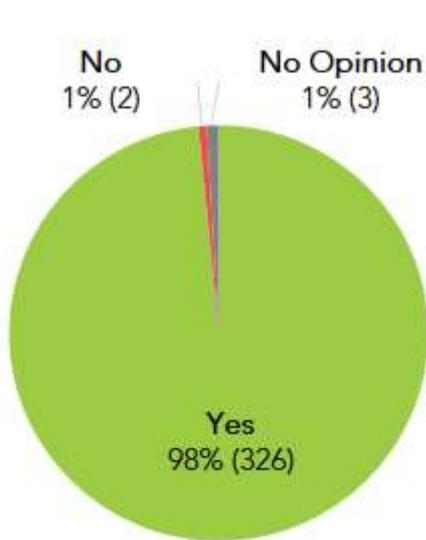
**C4 Do you agree with the proposed Objective 3?**

"To protect and enhance the natural and historic environment of the Parish and its landscape character, especially views and vistas across open country-side, ensuring access to these through the public footpath and bridle way network."

There was strong agreement with Objective 3 with 98 per cent of respondents agreeing with the statement.

	Yes	No	No Opinion	Total

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% respondents*	98%	1%	1%	100%
# responses	326	2	3	331

\*Base = respondents to this question (331)

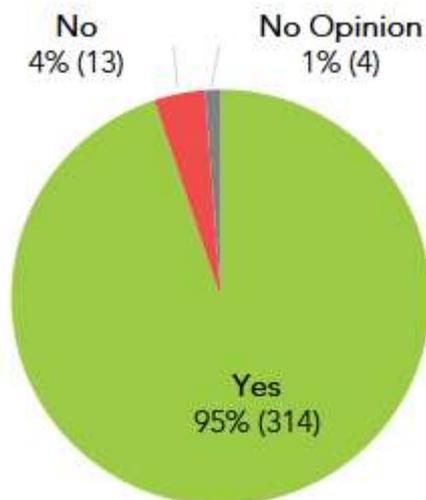
***If you have ticked the "No" box above, please add your suggestions in the box below.***

***below.***

There were 5 comments given, which are shown in Appendix B.

**C5 Do you agree with the proposed Objective 4?**

*"To address community concerns about the amount and speed of traffic; to ensure traffic generated by development can be accommodated successfully; to promote measures to support sustainable transport; and to reduce the need to travel by car, in order to make roads safer for pedestrians and motorists within the Parish."*



There was strong agreement with Objective 4 with 95 per cent of respondents agreeing with the statement.

	Yes	No	No Opinion	Total
% respondents*	95%	4%	1%	100%
# responses	314	13	4	331

\*Base = respondents to this question (331)

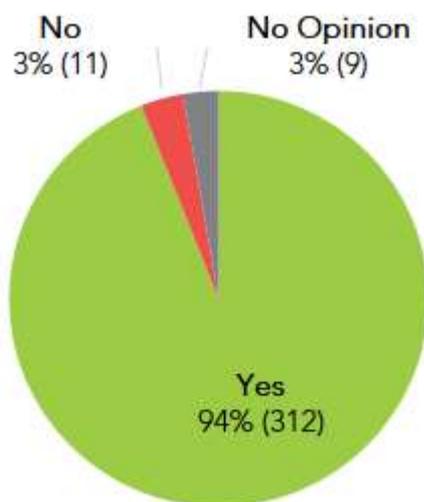
***If you have ticked the "No" box above, please add your suggestions in the box below.***

There were 25 comments given, which are shown in Appendix B.

**C6 Do you agree with the proposed Objective 5.**

## Much Birch NDP Community Survey Results

*"To maintain and support existing services and facilities, enhance the present educational, leisure and recreational facilities and enable new and improved provisions, e.g. for safety, health and care to serve the needs of all ages where practicable."*



There was strong agreement with Objective 5 with 94 per cent of respondents agreeing with the statement and only a small proportion having no opinion (3 per cent).

	Yes	No	No Opinion	Total
% respondents*	94%	3%	3%	100%
# responses	312	11	9	332

\*Base = respondents to this question (332)

***If you have ticked the "No" box above, please add your suggestions in the box below.***

There were 19 comments given, which are shown in Appendix B.

### C7 What is important to you in Much Birch Parish?

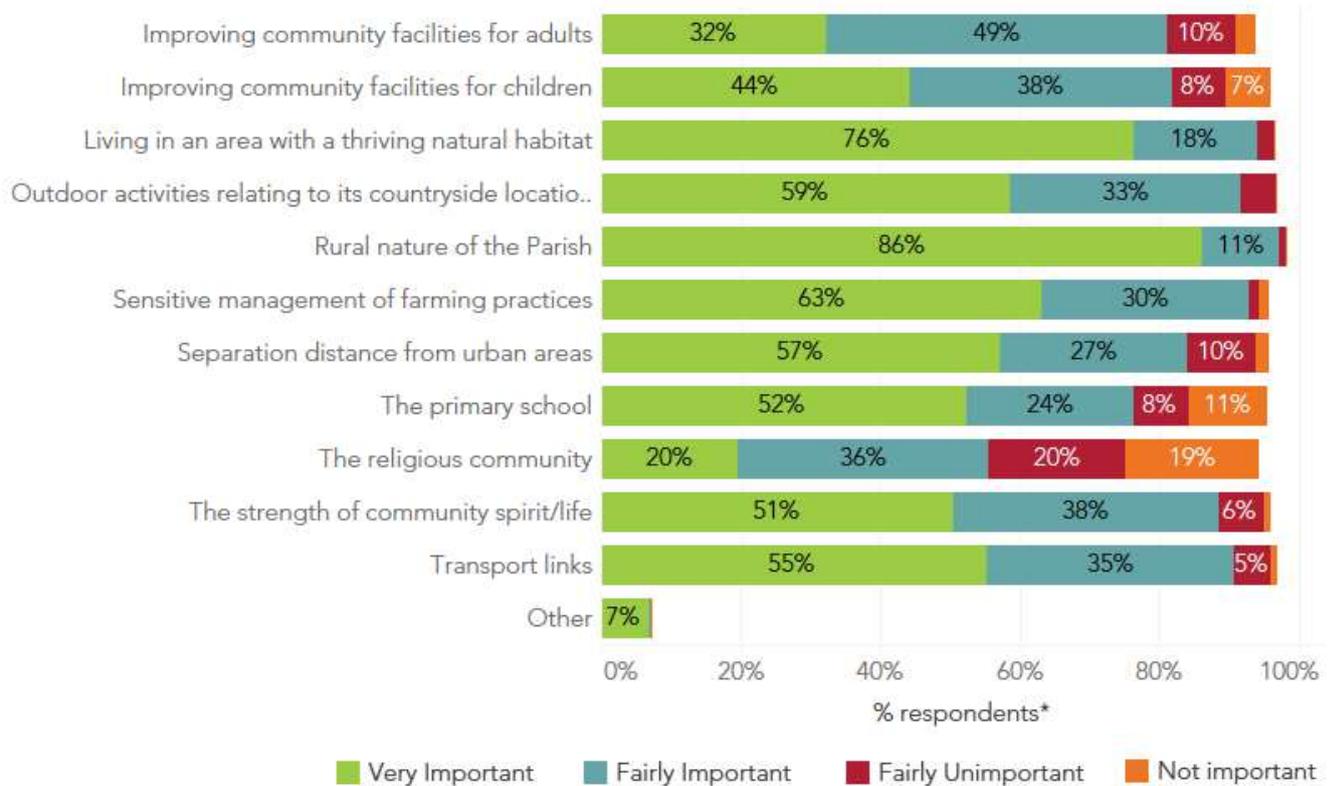
Almost all aspects were felt to be important (very or fairly important) by the majority of residents. The aspects with greatest importance were the 'Rural nature of the Parish', 'Living in an area with a thriving natural habitat' and 'Sensitive management of farming practices' with 97, 94 and 93 per cent of respondents responding 'very' or 'fairly important'. More than 63 per cent of respondents said these were 'very important'.

	Very Important	Fairly Important	Fairly Unimportant	Not Important	Total	
					%	Count
Improving community facilities for adults	32%	49%	10%	3%	94%	315
Improving community facilities for children	44%	38%	8%	7%	96%	323
Living in an area with a thriving natural habitat	76%	18%	2%	0%	97%	325
Outdoor activities relating to its countryside location e.g. walking & cycling	59%	33%	5%	0%	97%	326
	Very Important	Fairly Important	Fairly Unimportant	Not Important	Total	
					%	Count
Sensitive management of	63%	30%	1%	1%	96%	322

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farming practices						
Rural nature of the Parish	86%	11%	1%	0%	99%	331
Separation distance from urban areas	57%	27%	10%	2%	96%	322
The primary school	52%	24%	8%	11%	96%	321
The religious community	20%	36%	20%	19%	94%	317
The strength of community spirit/life	51%	38%	6%	1%	96%	323
Transport links	55%	35%	5%	1%	97%	326
Other	7%	0%		0%	7%	25

\*Base = all survey respondents (336)



25 people who responded other to this question. These responses are shown in Appendix B.

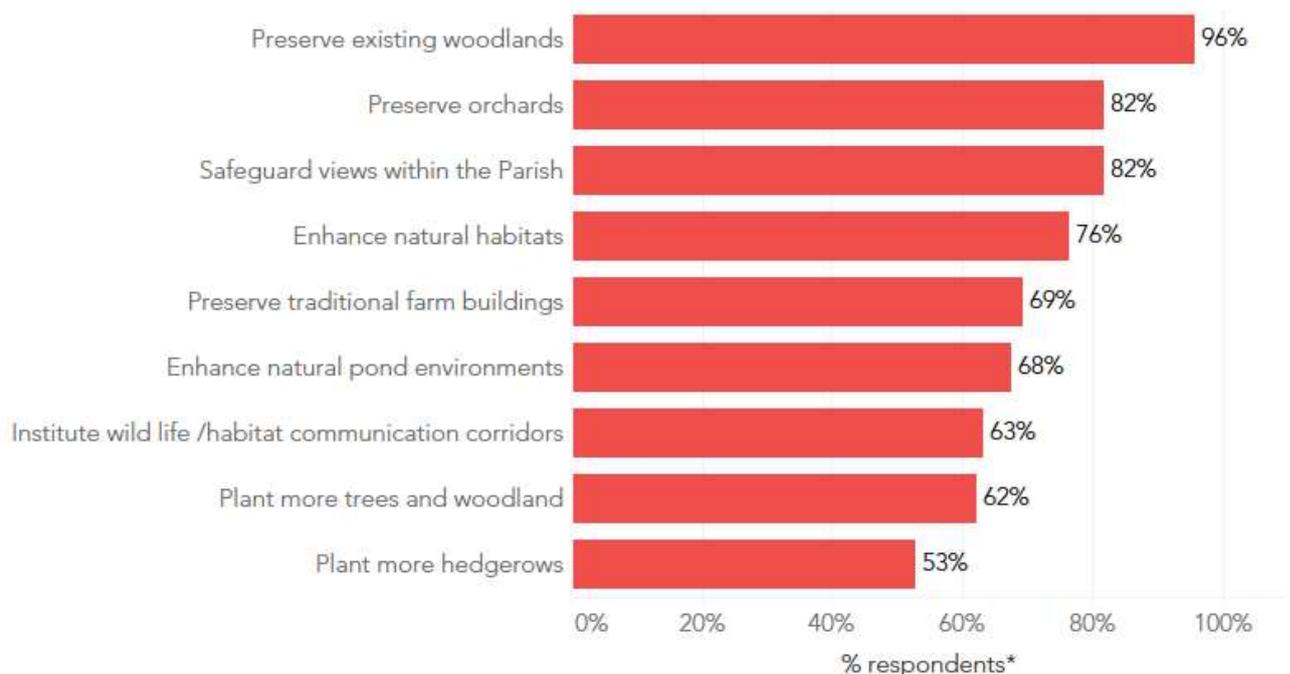
## 4.2 Environment

### C8 How should we preserve or enhance the natural beauty, amenity and landscape assets which are located within Much Birch Parish?

The most frequently stated options for preserving aspects of the environment in Much Birch were 'preserve existing woodlands', 'safeguard views within the parish' and 'preserve orchards' with more than four fifths of respondents being in favour. 'Plant more hedgerows' was the least favoured option, but half of respondents still indicated support for this.

	% response*	Count
Preserve existing woodlands	96%	322
Safeguard views within the Parish	82%	275
Preserve orchards	82%	275
Enhance natural habitats	76%	257
Preserve traditional farm buildings	69%	233
Enhance natural pond environments	68%	227
Institute wild life /habitat communication corridors	63%	213
Plant more trees and woodland	62%	209
Plant more hedgerows	53%	178
Other	8%	28

\*Base = all survey respondents (336)



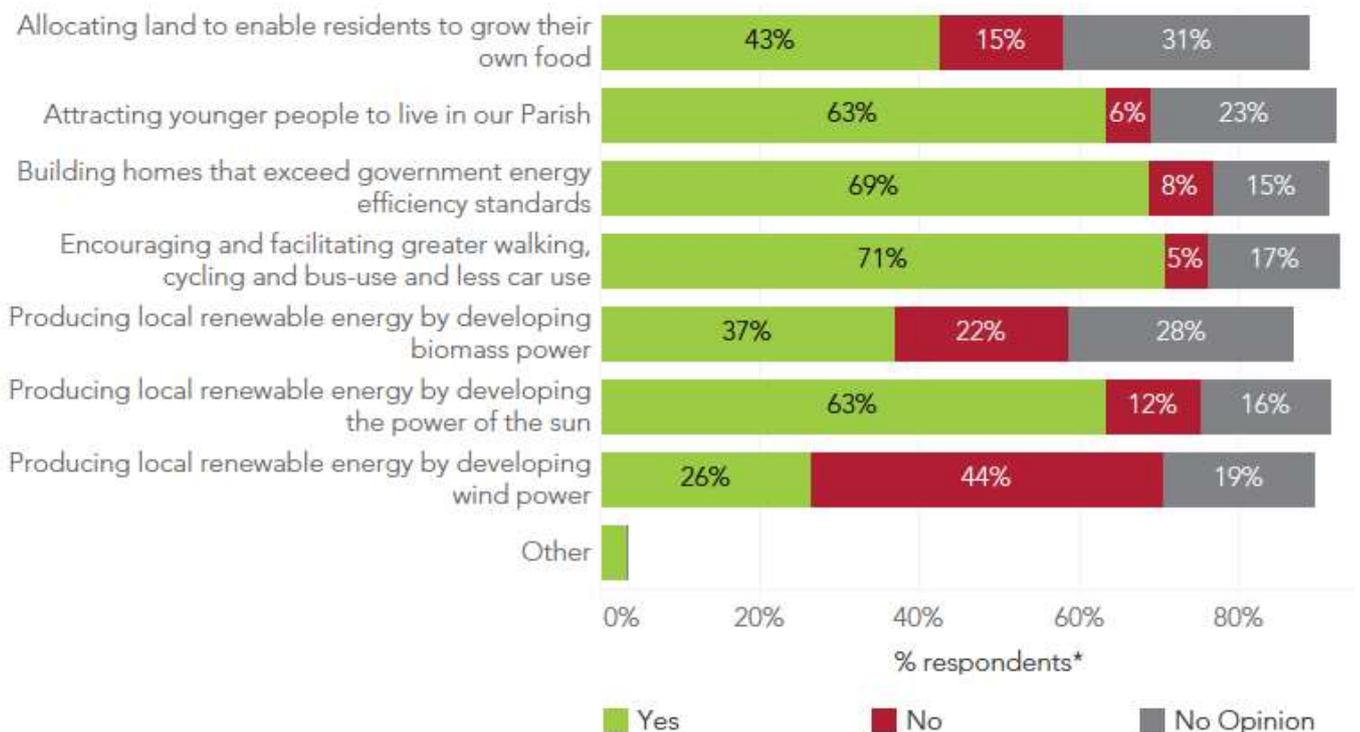
There were 28 'other' options suggested (8% of all respondents), which are shown in Appendix B.

**C9 What aspects of community living do you think we need to address to ensure that our Parish thrives as a place in which to live, work and play over the next 15 years and beyond?**

‘Encouraging and facilitating greater walking, cycling and bus-use and less car use’, ‘building homes that exceed government energy efficiency standards’, ‘attracting younger people to live in our Parish’ and ‘producing local renewable energy by developing the power of the sun’ all had majority support (more than 63 per cent) from respondents. The least popular idea was ‘producing local renewable energy by developing wind power’ with 26 per cent in support and 44 per cent against. For many of the options the proportion who had no opinion (ranging between 15 and 31 per cent) was greater than people being against the idea.

	Yes	No	No Opinion	Total	
				%	Count
Allocating land to enable residents to grow their own food	43%	15%	31%	89%	299
Attracting younger people to live in our Parish	63%	6%	23%	92%	310
Building homes that exceed government energy efficiency standards	69%	8%	15%	91%	307
Encouraging and facilitating greater walking, cycling and bus-use and less car use	71%	5%	17%	93%	312
Producing local renewable energy by developing biomass power	37%	22%	28%	87%	292
Producing local renewable energy by developing the power of the sun	63%	12%	16%	92%	308
Producing local renewable energy by developing wind power	26%	44%	19%	90%	301
Other	3%		0%	4%	12

\*Base = all survey respondents (336)



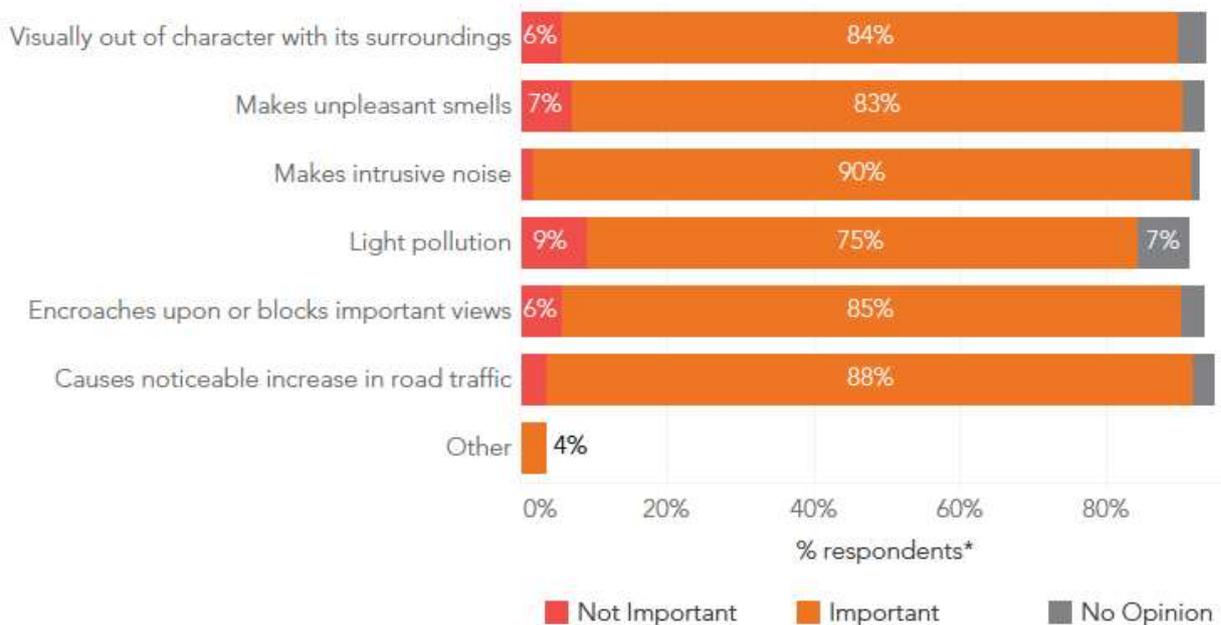
There were 12 'other' options suggested (4% of all respondents), which are shown in Appendix B.

**C10 Which of the following effects are important to you in deciding the acceptability or otherwise of change of land-use within the Parish?**

All the effects were indicated as being ‘important’ in deciding the acceptability of change of land use by the overwhelming majority of respondents (all more than three quarters). Less than 10 per cent thought that any were ‘not important’ and few people had no opinion.

	Not Important	Important	No Opinion	Total	
				%	Count
Visually out of character with its surroundings	6%	84%	4%	94%	315
Makes unpleasant smells	7%	83%	3%	93%	314
Makes intrusive noise	2%	90%	1%	93%	312
Light pollution	9%	75%	7%	91%	307
Encroaches upon or blocks important views	6%	85%	3%	93%	314
Causes noticeable increase in road traffic	4%	88%	3%	95%	319
Other		4%			12

\*Base = all survey respondents (336)



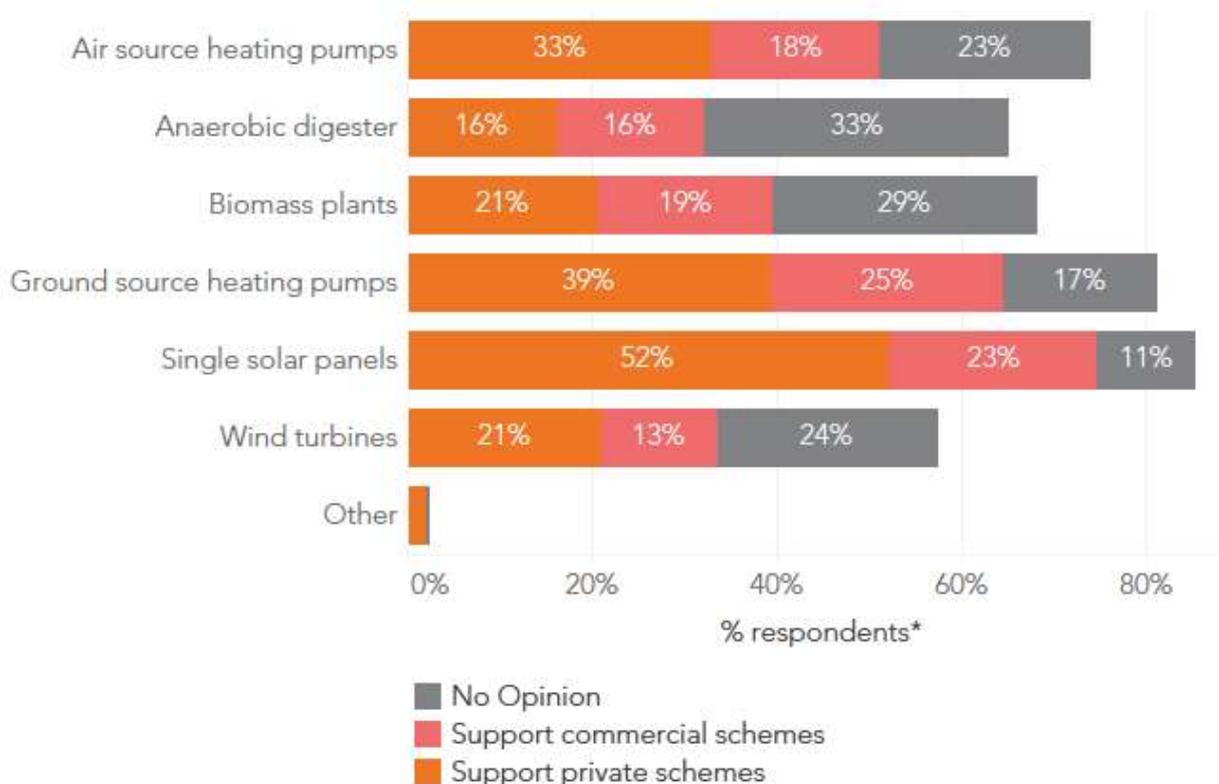
There were 12 'other' options suggested, which are shown in Appendix B.

**C11 Are you in favour of the following developments to harness energy from natural sources in the Parish if undertaken privately or by commercial companies?**

Generally speaking there was more support for development by private rather than commercial schemes, achieving support from around 30 per cent of respondents on average compared to 20 per cent for commercial schemes. Single solar panels and ground source heating pumps had the most support for both private (52 per cent and 39 per cent) and commercial schemes (23 per cent and 25 per cent). Air source heating pumps in private schemes were also supported by 33 per cent of respondents. For all the other schemes, the proportion of respondents with no opinion was higher than support for either types of scheme.

	Support private schemes	Support commercial schemes	No Opinion	Total	
				%	Count
Air source heating pumps	33%	18%	23%	74%	249
Anaerobic digester	16%	16%	33%	65%	219
Biomass plants	21%	19%	29%	68%	229
Ground source heating pumps	39%	25%	17%	81%	273
Single solar panels	52%	23%	11%	85%	287
Wind turbines	21%	13%	24%	57%	193
Other	2%		0%	2%	8

\*Base = all survey respondents (336)



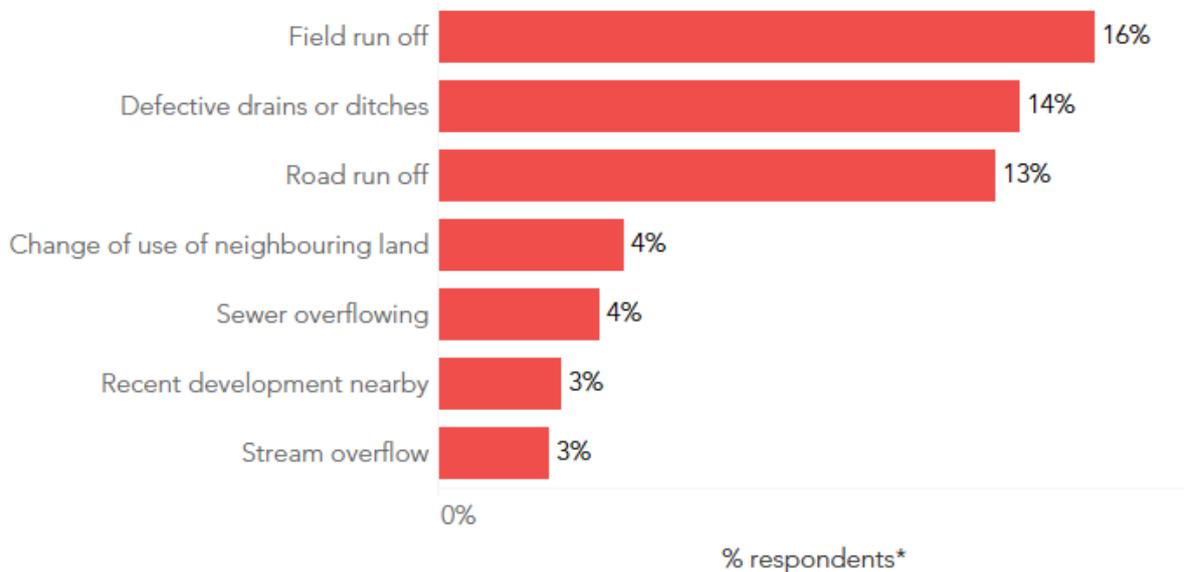
There were 8 'other' options suggested, which are shown in Appendix B.

**C12 Has your property, land, or access to your property, been affected by flooding because of any of the following reasons?**

The most commonly reported problems related to flooding were field run off, defective drains or ditches and road run off, reported by 16, 14 and 13 per cent of all respondents to the survey. All the other causes were reported as issues by 4 per cent or fewer.

	% response*	Count
Field run off	16%	53
Defective drains or ditches	14%	47
Road run off	13%	45
Change of use of neighbouring land	4%	15
Sewer overflowing	4%	13
Recent development nearby	3%	10
Stream overflow	3%	9
Other	3%	10

\*Base = all survey respondents (336)



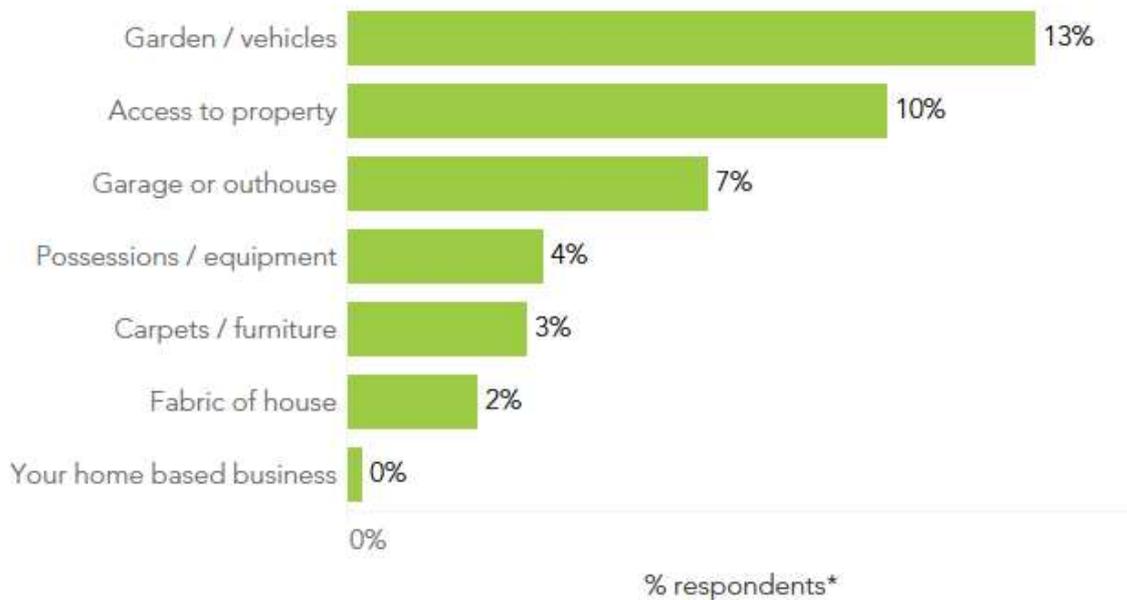
There were 10 'other' options suggested (3%), which are shown in Appendix B.

**C13 If you have ticked any boxes in question eight, what was damaged or effected?**

Garden or vehicles, property access and garages or outhouses were the most commonly reported as damaged by flooding (13, 10 and 7 per cent respectively).

	% response*	Count
Garden / vehicles	13%	42
Access to property	10%	33
Garage or outhouse	7%	22
Possessions / equipment	4%	12
Carpets / furniture	3%	11
Fabric of house	2%	8
Your home based business	0%	1
Other	3%	11

*\*Base = Total respondents to questionnaire (336)*



There were 11 'other' options suggested (3%), which are shown in Appendix B.

### 4.3 Housing

**Preamble:**

*" Your Local Authority has assessed the total need for new housing in the Parish for the period 2011 to 2031 and 57 were allocated to the Parish. Allowing for planning consents already granted since 2011, we would still need to plan for a minimum quantity of 18 new houses in the Parish."*

**C14 Bearing in mind the above statement, what residential development should take place over the next 13 years?**

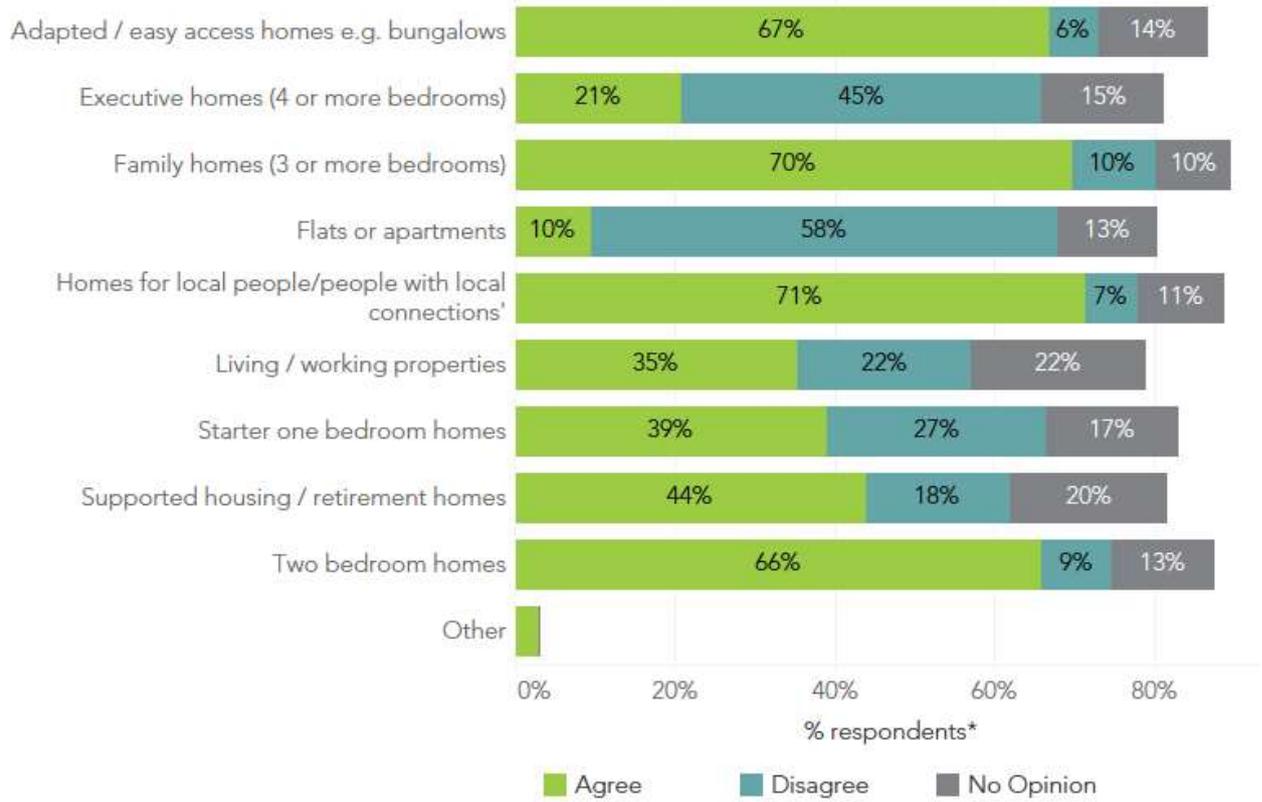
‘Homes for local people/people with local connections’, ‘family homes (3 or more bedrooms)’, ‘adapted / easy access homes e.g. bungalows’ and ‘two bedroom homes’ were the types of development that respondents agreed should take place over the next 13 years, all with more than two thirds in agreement.

The only types of development that weren’t on balance supported i.e. more disagreed than agreed, were ‘executive homes (4 or more bedrooms), and ‘flats or apartments’. The proportion of people having no opinion was fairly high and exceeded the number disagreeing in a number of cases.

	Agree	Disagree	No Opinion	Total	
				%	Count
Adapted / easy access homes e.g. bungalows	67%	6%	14%	87%	291
Executive homes (4 or more bedrooms)	21%	45%	15%	81%	273
Family homes (3 or more bedrooms)	70%	10%	10%	90%	301
Flats or apartments	10%	58%	13%	80%	270
Homes for local people/people with local connections'	71%	7%	11%	89%	298
Living / working properties	35%	22%	22%	79%	265
Starter one bedroom homes	39%	27%	17%	83%	279
Supported housing / retirement homes	44%	18%	20%	82%	274
Two bedroom homes	66%	9%	13%	87%	294
Other	3%		0%	3%	11

*\*Base = all survey respondents (336)*

## Much Birch NDP Community Survey Results



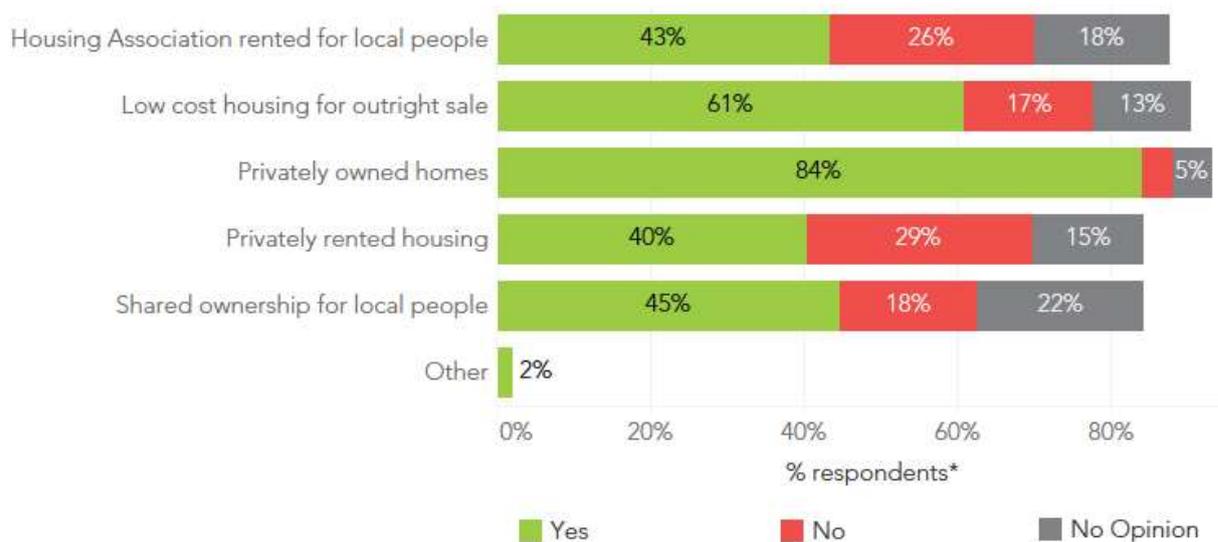
There were 11 'other' options suggested (3%), which are shown in Appendix B.

**C15 What type of new housing should there be in the Parish?**

On balance people approved of all types of housing put forward i.e. more people said ‘yes’ than said ‘no’. The most positive response was for ‘privately owned homes’ and ‘low cost housing for outright sale’ (84 and 61 per cent responding ‘yes’ respectively). ‘Privately rented’ received the least positive response (40 per cent ‘yes’, 29 per cent ‘no’). Between 5 and 22 per cent offered no opinion.

	Yes	No	No Opinion	Total	
				%	Count
Housing Association rented for local people	43%	26%	18%	88%	294
Low cost housing for outright sale	61%	17%	13%	90%	304
Privately owned homes	84%	4%	5%	93%	313
Privately rented housing	40%	29%	15%	84%	283
Shared ownership for local people	45%	18%	22%	84%	283
Other	2%			2%	7

\*Base = all survey respondents (336)



There were 7 'other' options suggested (2%), which are shown in Appendix B.

**C16 Who should have priority if new 'affordable' homes are offered for rent shared ownership and discounted sales?**

*"Affordable Housing" consists of homes available at rents controlled at below market rates, homes for sale at below market rates, or homes available under shared ownership schemes. Usually, these special rent or buy conditions remain in place on the properties in perpetuity.*

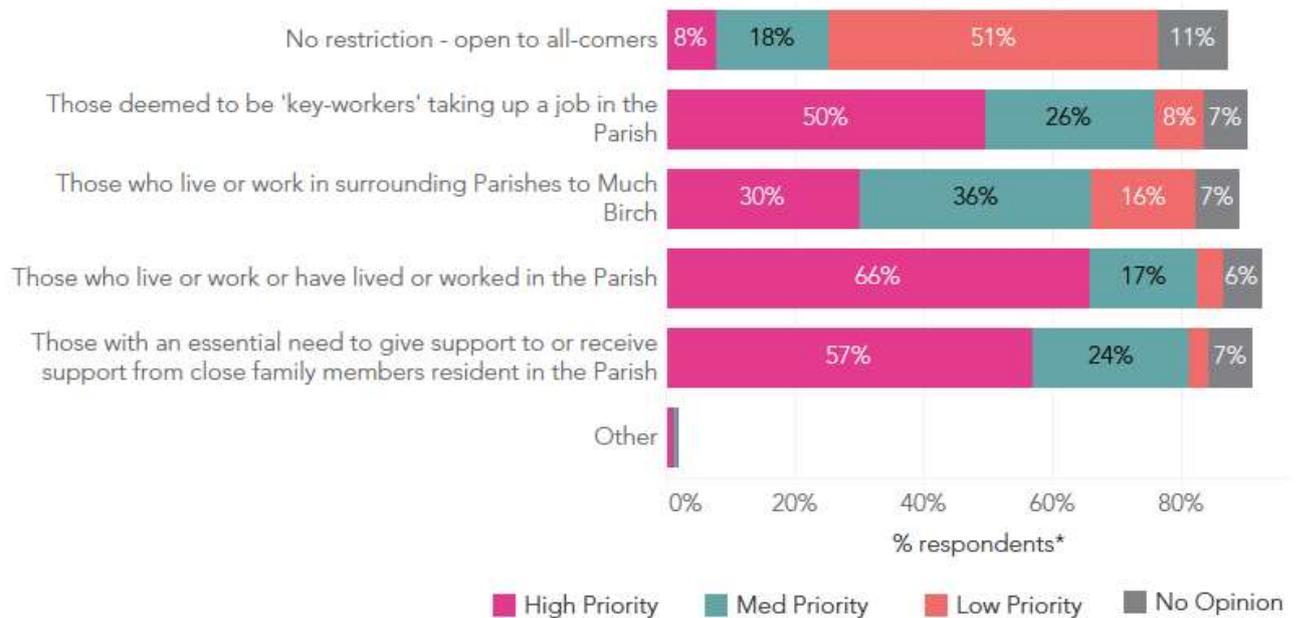
‘Those who live or work or have lived or worked in the Parish’ were given the highest priority (66 per cent ‘high priority’) followed by ‘those with an essential need to give support to or receive support from close family members resident in the Parish’ and ‘those deemed to be 'key-workers' taking up a job in the Parish’ (57 and 50 per cent ‘high priority’ respectively).

## Much Birch NDP Community Survey Results

As logic would suggest, respondents used the 'medium' and 'low priority' scales more for the options 'those who live or work in surrounding parishes to Much Birch' and 'no restriction - open to all-comers', being selected most frequently for medium priority (36 per cent) and low priority (51 per cent) respectively.

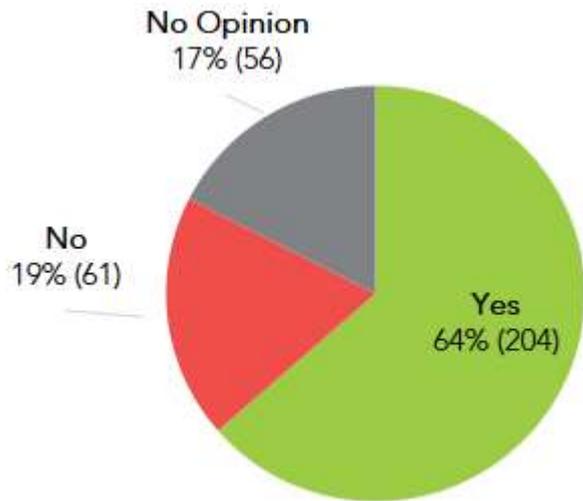
	Low Priority	Med Priority	High Priority	No Opinion	Total	
					%	Count
No restriction - open to all-comers	51%	18%	8%	11%	87%	293
Those deemed to be 'key-workers' taking up a job in the Parish	8%	26%	50%	7%	90%	304
Those who live or work in surrounding Parishes to Much Birch	16%	36%	30%	7%	89%	299
Those who live or work or have lived or worked in the Parish	4%	17%	66%	6%	93%	311
Those with an essential need to give support to or receive support from close family members resident in the Parish	3%	24%	57%	7%	91%	306
Other		1%	1%	0%	2%	7

\*Base = all survey respondents (336)



There were 7 'other' options suggested (2%), which are shown in Appendix B.

**C17 Do you think that we should consider defining a boundary around each of the main settlements of our parish outside which development will not be allowed except in special circumstances? (Any such proposals would be subject to further public consultation)**



The majority (64 per cent) were in favour of defining settlement boundaries in the parish. A fifth (19 per cent) were against the idea.

	Yes	No	No Opinion	Total
% respondents	64%	19%	17%	100%
# responses	204	61	56	321

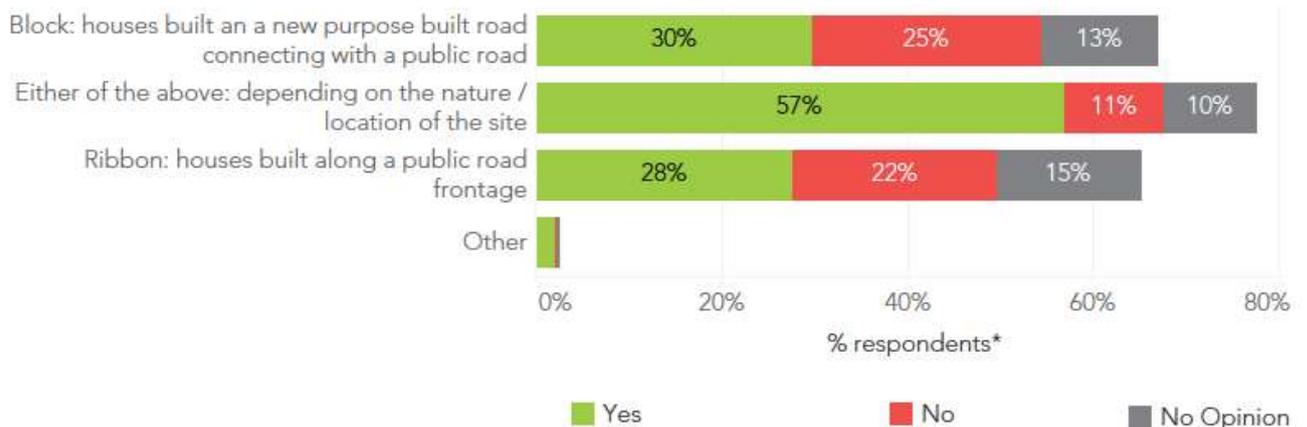
\*Base = respondents to this question 321

**C18 Which forms of layout do you think are appropriate for houses in any one housing development within the parish?**

There was little difference in preference for the 'ribbon' or 'block' type developments with both having around 30 percent in favour and fewer against. The greatest proportion (57 per cent) of respondents selected 'either of the above'.

	Yes	No	No Opinion	Total	
				%	Count
Block: houses built on a new purpose built road connecting with a public road	30%	25%	13%	67%	183
Ribbon: houses built along a public road frontage	28%	22%	15%	65%	167
Either of the above: depending on the nature / location of the site	57%	11%	10%	78%	227
Other	2%	0%	0%	3%	8

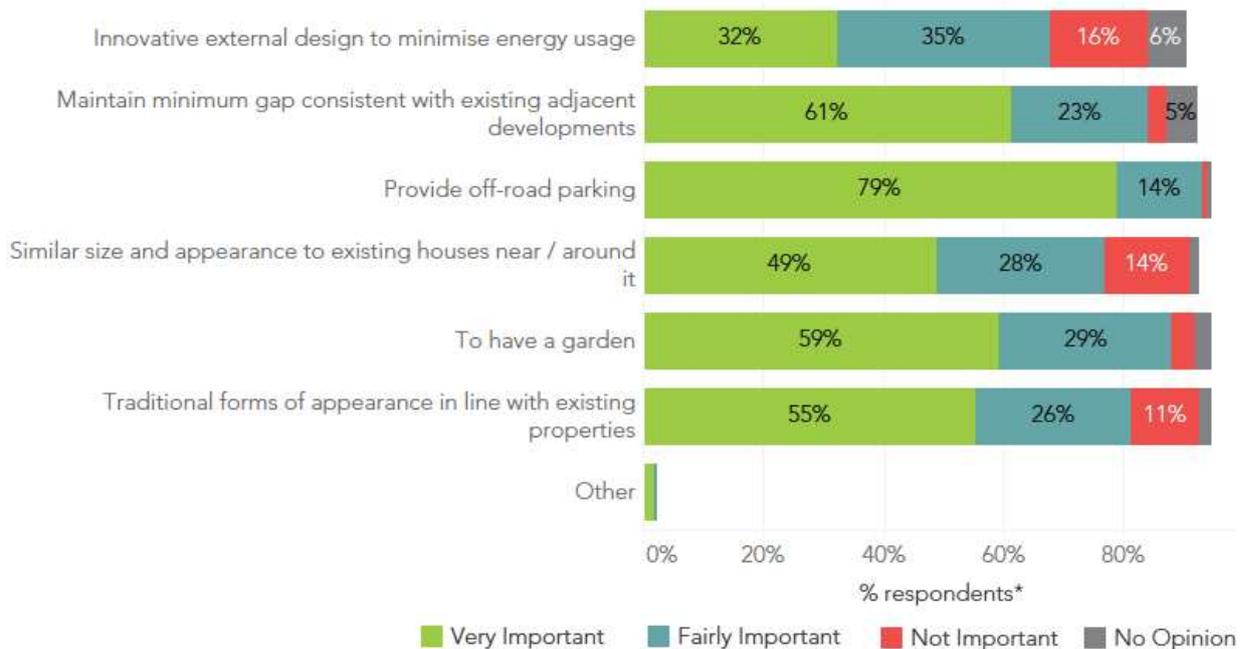
\*Base = all survey respondents (336). 8 'other' options were selected (3%), shown in Appendix B.



**C19 How important to you are the following when planning new developments?**

All of the aspects mentioned were deemed important (very or fairly) by the majority of respondents (all more than 67 per cent). In order, the three most important were 'provide off-road parking', 'to have a garden' and 'maintain minimum gap consistent with existing adjacent developments' (all 84 per cent or more).

	Very Important	Fairly Important	Not Important	No Opinion	Total	
					%	Count
Traditional forms of appearance in line with existing properties	55%	26%	11%	2%	95%	318
To have a garden	59%	29%	4%	3%	95%	318
Similar size and appearance to existing houses near / around it	49%	28%	14%	1%	93%	311
Provide off-road parking	79%	14%	1%	1%	95%	318
Maintain minimum gap consistent with existing adjacent developments	61%	23%	3%	5%	92%	310
Innovative external design to minimise energy usage	32%	35%	16%	6%	90%	304
Other	2%	1%			2%	8



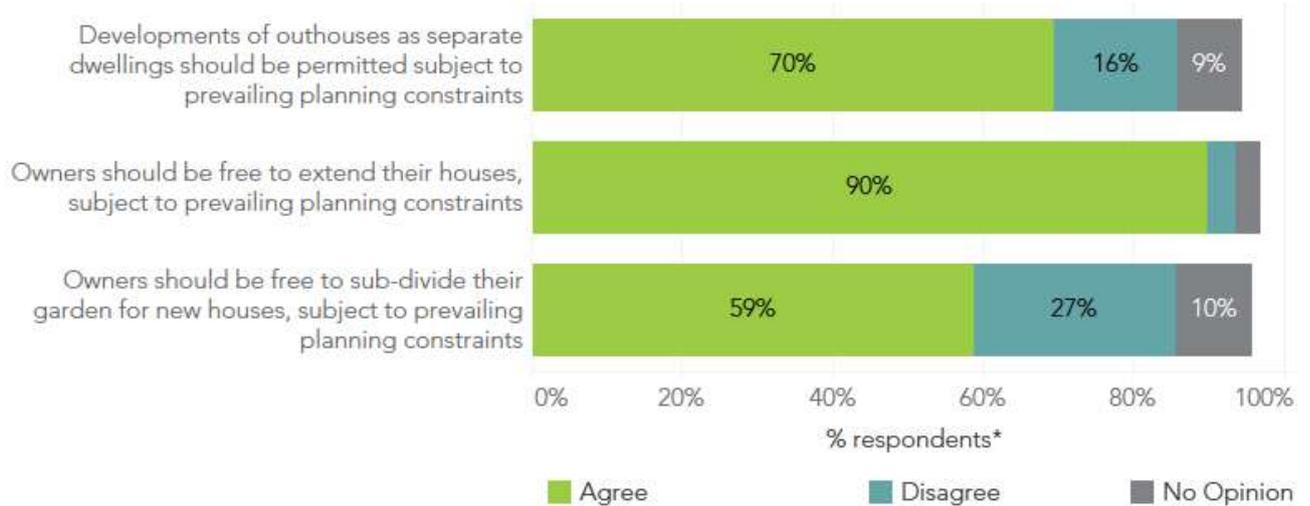
\*Base = all survey respondents (336)

**C20 What are your views on extensions to existing houses, sub-division of gardens to create new houses, or conversion of outbuildings into new dwellings?**

All three types of development were acceptable to respondents with the majority agreeing. The sub-division of gardens for new houses was least popular at 59 per cent.

	Agree	Disagree	No Opinion	Total	
				%	Count
Developments of outhouses as separate dwellings should be permitted subject to prevailing planning constraints	70%	16%	9%	95%	318
Owners should be free to extend their houses, subject to prevailing planning constraints	90%	4%	3%	97%	326
Owners should be free to sub-divide their garden for new houses, subject to prevailing planning constraints	59%	27%	10%	96%	322

\*Base = all survey respondents (336)



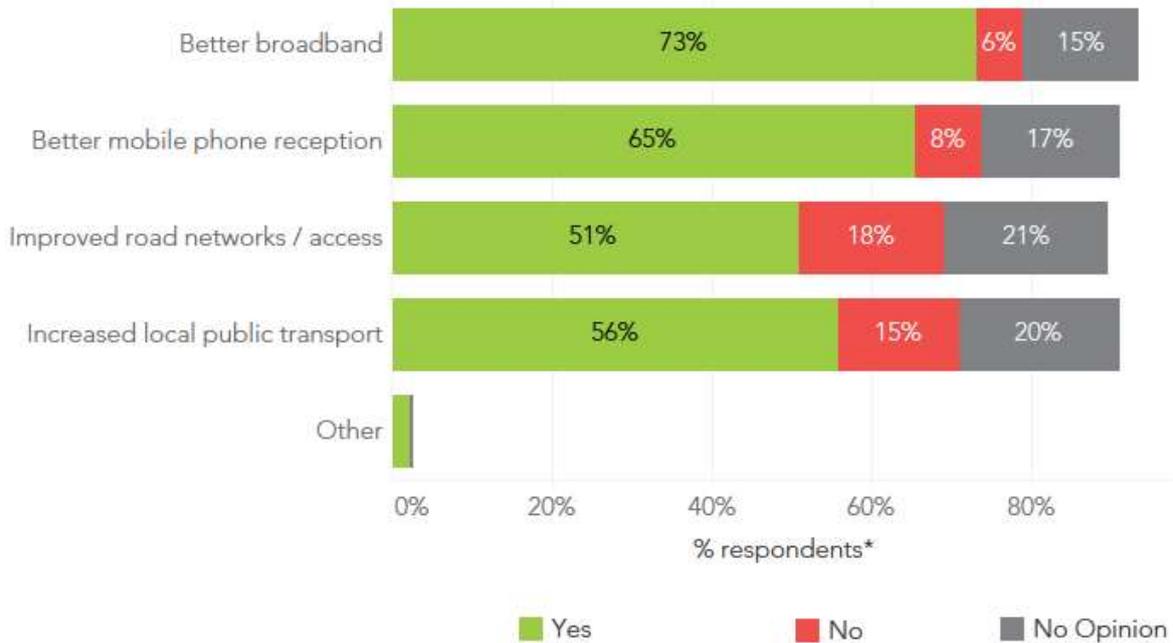
4.4 Economy

**C21 What do you think would encourage new businesses to locate in our Parish?**

Respondents were in favour of all the suggestions to encourage businesses with 50 per cent or more saying ‘yes’ compared to a maximum of 18 per cent saying ‘no’. The most popular suggestion was ‘better broadband’ (73 per cent) and ‘better mobile phone reception’ (65 per cent).

	Yes	No	No Opinion	Total	
				%	Count
Better broadband	73%	6%	15%	93%	314
Better mobile phone reception	65%	8%	17%	91%	306
Improved road networks / access	51%	18%	21%	90%	301
Increased local public transport	56%	15%	20%	91%	306
Other	2%		0%	3%	9

\*Base = all survey respondents (336)



There were 9 'other' options suggested (3%), which are shown in Appendix B.

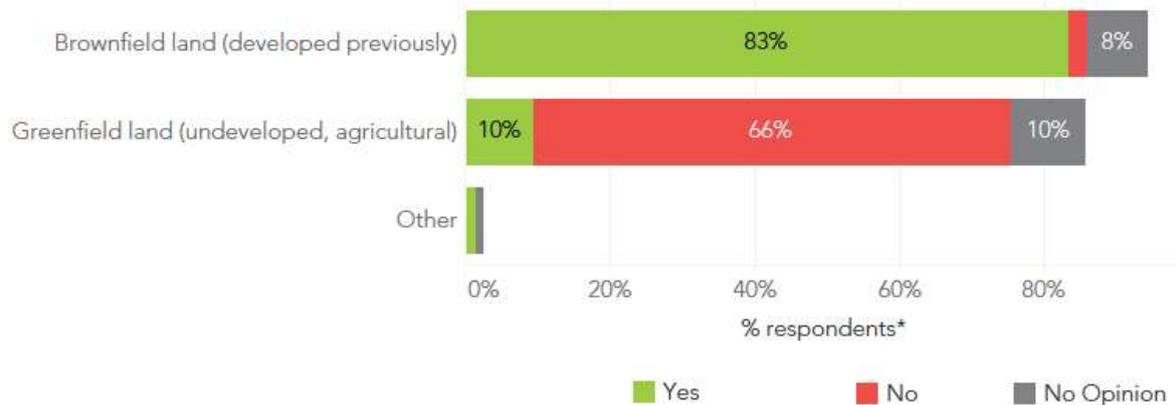
**C22 Which types of site should be allocated for employment use?**

## Much Birch NDP Community Survey Results

People were overwhelmingly in favour of brownfield rather than greenfield development for employment use with 83 and 10 per cent saying 'yes' respectively.

	Yes	No	No Opinion	Total	
				%	Count
Greenfield land (undeveloped, agricultural)	10%	66%	10%	86%	288
Brownfield land (developed previously)	83%	3%	8%	94%	317
Other	1%		1%	3%	9

\*Base = all survey respondents (336)



There were 9 'other' options suggested (3%), which are shown in Appendix B.

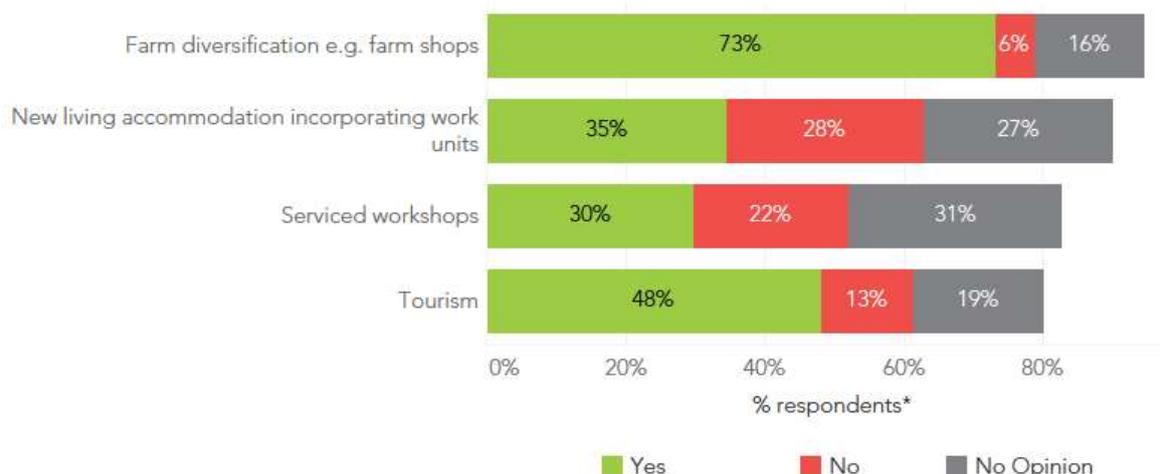
### C23 Should the Neighbourhood Plan include policies for any of the following?

On balance, i.e. more people said 'yes' than 'no', respondents were in favour of all of the policies put forward. Support was markedly stronger for farm diversification (73 per cent) than the other policies. The next greatest was tourism with 48 per cent in support. Support for 'new living accommodation incorporating work units' and 'serviced workshops' was more marginal with 'yes' only being 7 and 8 percentage points higher than 'no' respectively.

	Yes	No	No Opinion	Total	
				%	Count
Farm diversification e.g. farm shops	73%	6%	16%	95%	318
New living accommodation incorporating work units	35%	28%	27%	90%	303
Serviced workshops	30%	22%	31%	83%	278
Tourism	48%	13%	19%	80%	269

\*Base = all survey respondents (336)

## Much Birch NDP Community Survey Results



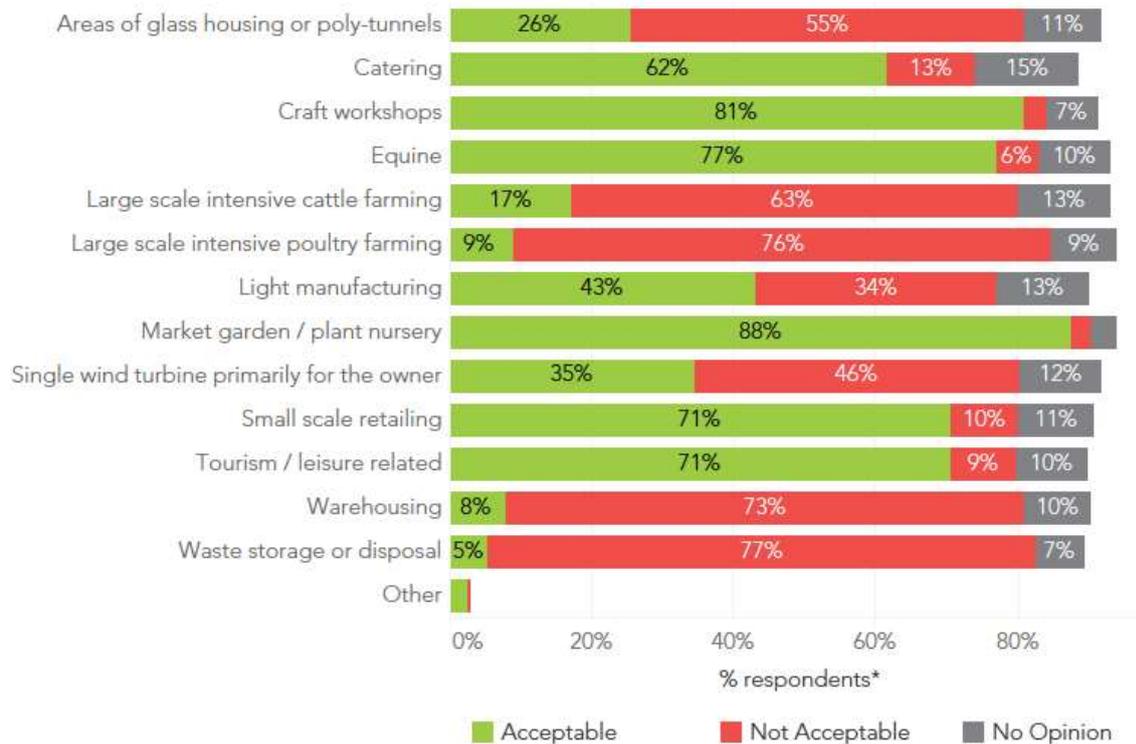
### C24 What do you think of the following forms of business development in the Parish?

'Market garden / plant nursery', 'craft workshops', 'equine', 'small scale retailing', 'tourism / leisure related', 'catering' and 'light manufacturing' were all, on balance, acceptable forms of development for respondents, with between 88 per cent and 43 per cent saying 'acceptable'. The least acceptable were 'large scale intensive poultry farming', 'warehousing' and 'waste storage or disposal', all with three quarters of people or more reporting 'not acceptable'.

	Acceptable	Not Acceptable	No Opinion	Total	
				%	Count
Areas of glass housing or poly-tunnels	26%	55%	11%	92%	309
Catering	62%	13%	15%	89%	298
Craft workshops	81%	3%	7%	91%	307
Equine	77%	6%	10%	93%	313
Large scale intensive cattle farming	17%	63%	13%	93%	313
Large scale intensive poultry farming	9%	76%	9%	94%	316
Light manufacturing	43%	34%	13%	90%	303
Market garden / plant nursery	88%	3%	4%	94%	316
Single wind turbine primarily for the owner	35%	46%	12%	92%	309
Small scale retailing	71%	10%	11%	91%	305
Tourism / leisure related	71%	9%	10%	90%	302
Warehousing	8%	73%	10%	90%	304
Waste storage or disposal	5%	77%	7%	90%	301
Other	3%	0%		3%	10

\*Base = all survey respondents (336)

## Much Birch NDP Community Survey Results



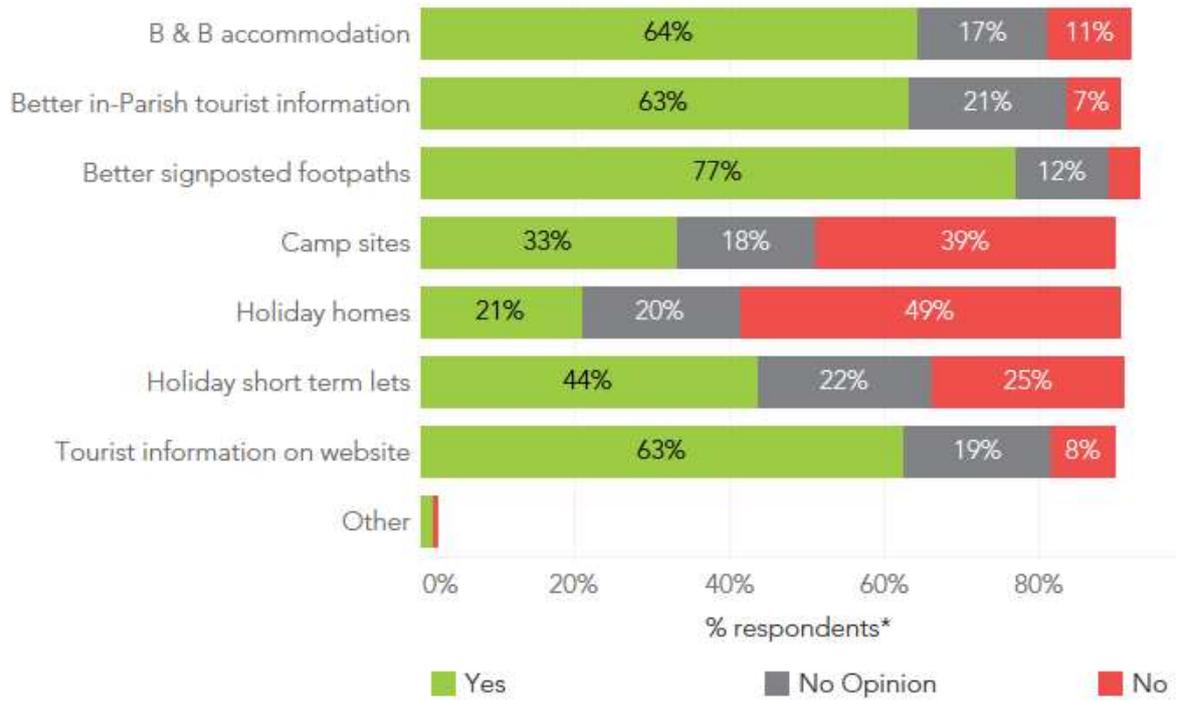
### C25 What type of tourism facilities would you like to see improved / increased with in the Parish?

On balance people were in favour of improvements or increases for all except camp sites and holiday homes. The most popular suggestions were improvement for: better signposted footpaths (77 per cent), B & B accommodation (64 per cent), better in-parish tourist information (63 per cent) and tourist information on website (63 per cent).

	Yes	No	No Opinion	Total	
				%	Count
B & B accommodation	64%	11%	17%	92%	309
Better in-Parish tourist information	63%	7%	21%	90%	304
Better signposted footpaths	77%	4%	12%	93%	313
Camp sites	33%	39%	18%	90%	302
Holiday homes	21%	49%	20%	90%	304
Holiday short term lets	44%	25%	22%	91%	306
Tourist information on website	63%	8%	19%	90%	302
Other	2%	1%		2%	8

\*Base = all survey respondents (336)

## Much Birch NDP Community Survey Results



There were 8 'other' options suggested (2%), which are shown in Appendix B.

### 4.5 Community Facility

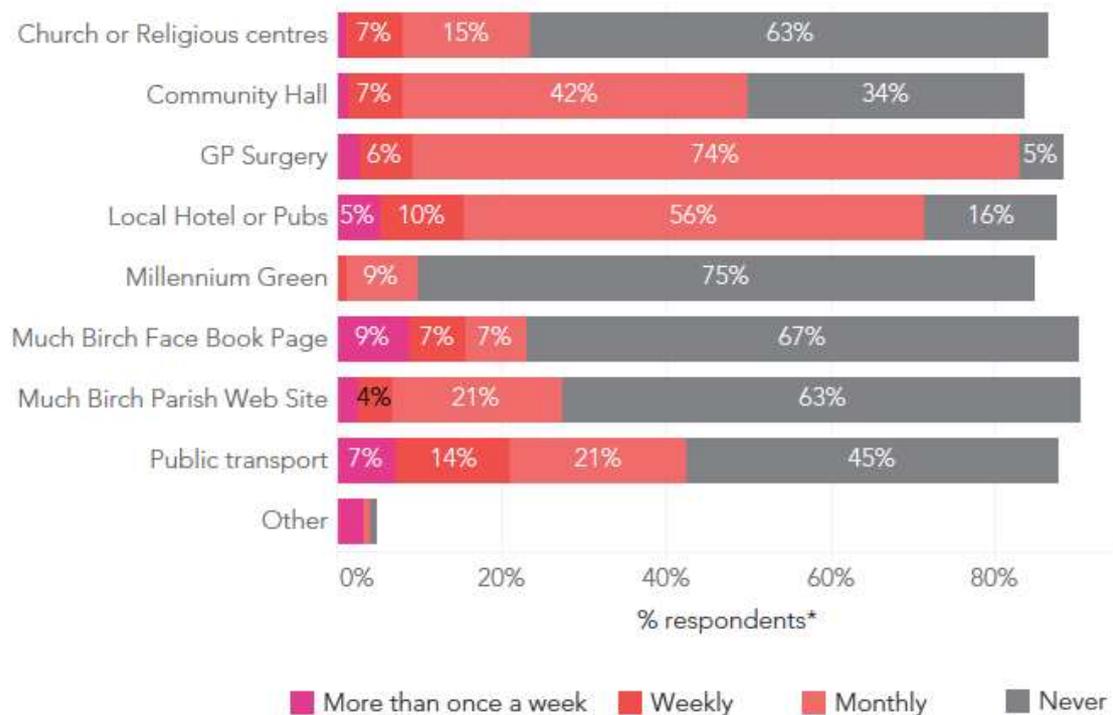
#### C26 How often do you use the following community facilities in the Parish?

Most respondents tended to use services in the parish on a 'monthly' rather than more frequent basis. Local hotels or pubs and GP Surgery were used by more than half of respondents compared to fewer than one in ten using services more than once a week. Although 63 per cent said they never use the Much Birch Facebook page, those that do use it do so frequently. Public transport was the next most frequently used and that most used on a 'weekly' basis (7 per cent 'more than once a week' and 14 per cent 'weekly').

Local hotels or pubs, the GP Surgery and the community hall were the most used overall with more than half of respondents using them at some point. The 'Millennium Green', 'Much Birch Face Book Page', 'Much Birch Parish Web Site' and 'Church or Religious centres' were the least used with 63 per cent or more saying they 'never' used them.

	More than once a week	Weekly	Monthly	Never	Total	
					%	Count
Church or Religious centres	1%	7%	15%	63%	87%	291
Community Hall	1%	7%	42%	34%	84%	281
GP Surgery	3%	6%	74%	5%	88%	297
Local Hotel or Pubs	5%	10%	56%	16%	88%	294
Millennium Green	0%	1%	9%	75%	85%	285
Much Birch Face Book Page	9%	7%	7%	67%	90%	303
Much Birch Parish Web Site	3%	4%	21%	63%	90%	304
Public transport	7%	14%	21%	45%	88%	295
Other	3%		1%	1%	5%	17

\*Base = all survey respondents (336)



There were 17 'other' options suggested (5%), which are shown in Appendix B.

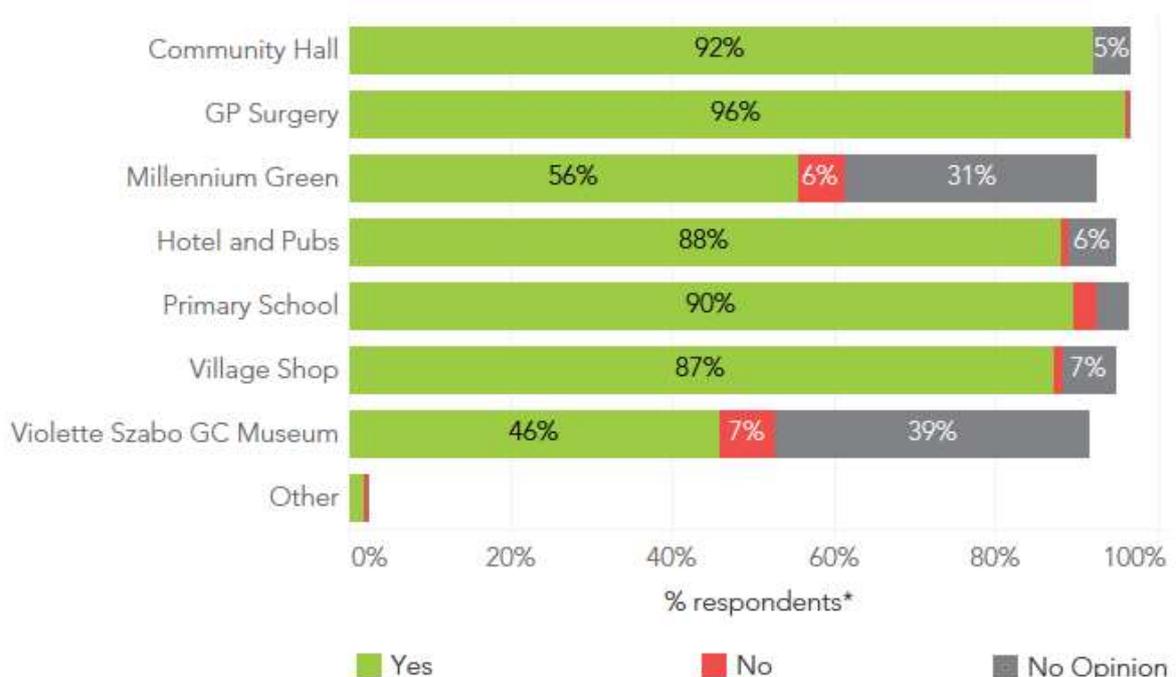
**C27 Which assets in the Parish should be safeguarded from loss by development or be provided for if they don't yet exist?**

**Existing Assets**

There was support for safeguarding all existing parish assets ranging from 46 per cent support for the Violette Szabo GC Museum to 96 per cent support for the GP surgery. After this the greatest level of support was for the Community Hall (92 per cent), the Primary School (90 per cent), Hotel and Pubs (88 per cent) and Village Shop (87 per cent).

	Yes	No	No Opinion	Total	
				%	Count
Community Hall	92%		5%	97%	325
GP Surgery	96%	0%	0%	97%	325
Hotel and Pubs	88%	1%	6%	95%	319
Millennium Green	56%	6%	31%	93%	311
Primary School	90%	3%	4%	96%	324
Village Shop	87%	1%	7%	95%	319
Violette Szabo GC Museum	46%	7%	39%	92%	308
Other	2%	0%	0%	3%	9

\*Base = all survey respondents (336)



There were 9 'other' options suggested (3%), which are shown in Appendix B.

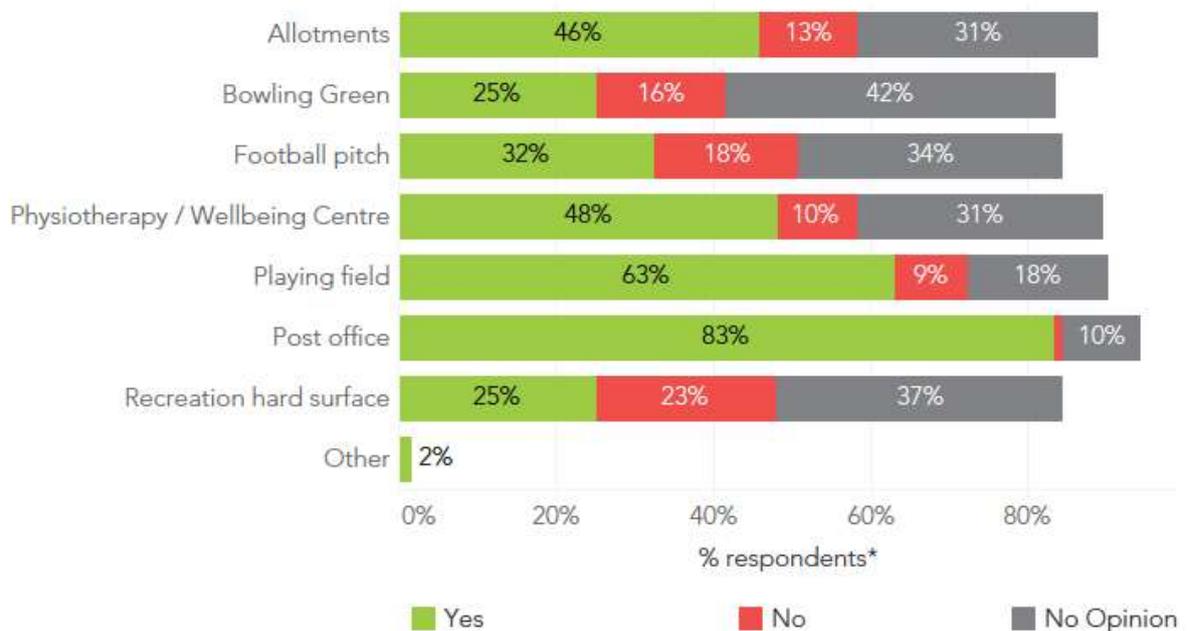
## Much Birch NDP Community Survey Results

### Assets to be provided

Similarly, there was support for providing all of the suggested facilities, although the level of support was not as great. A Post Office and a playing field had the most support (83 and 63 per cent respectively).

	Yes	No	No Opinion	Total	
				%*	Count
Allotments	46%	13%	31%	89%	299
Bowling Green	25%	16%	42%	84%	281
Football pitch	32%	18%	34%	85%	284
Physiotherapy / Wellbeing Centre	48%	10%	31%	90%	301
Playing field	63%	9%	18%	90%	303
Post office	83%	1%	10%	94%	317
Recreation hard surface	25%	23%	37%	85%	284
Other	2%			2%	6

\*Base = all survey respondents (336)



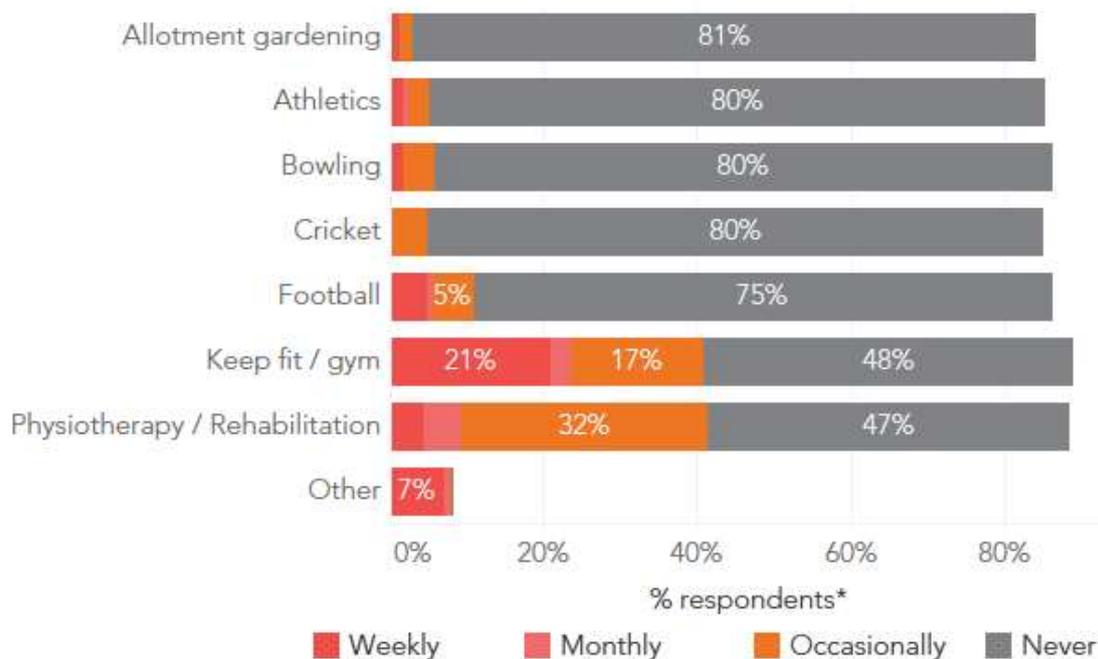
There were 6 'other' options suggested (2%), which are shown in Appendix B.

**C28 Do you currently travel outside the Parish for any of the following activities?**

For all but a few activities only a small proportion (11 per cent or fewer) travel outside of the parish to take part in them. The two exceptions are ‘physiotherapy / rehabilitation’ and ‘keep fit / gym’ which 41 per cent of respondents travel for either weekly, monthly or occasionally. Of these two ‘keep fit / gym’ is used most frequently outside of the parish, 21 per cent using it weekly, whilst ‘physiotherapy / rehabilitation’ is most commonly travelled for only occasionally (32 per cent).

	Weekly	Monthly	Occasionally	Never	Total	
					%	Count
Allotment gardening	1%		2%	81%	84%	283
Athletics	2%	1%	3%	80%	85%	287
Bowling	2%		4%	80%	86%	290
Cricket	0%	0%	4%	80%	85%	286
Football	5%	1%	5%	75%	86%	290
Keep fit / gym	21%	3%	17%	48%	89%	299
Physiotherapy / Rehabilitation	4%	5%	32%	47%	89%	298
Other	7%	1%	0%	0%	8%	28

\*Base = all survey respondents (336)



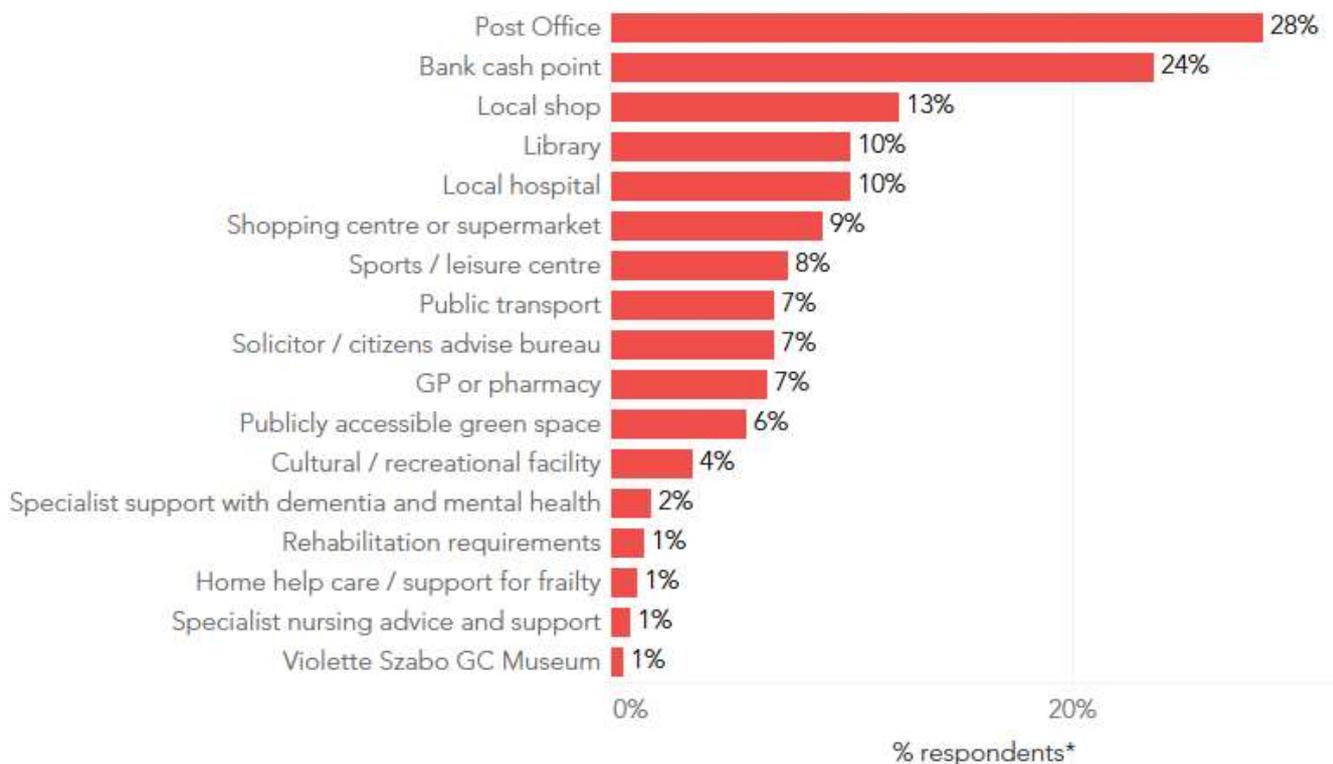
There were 28 'other' options suggested (8%), which are shown in Appendix B.

**C29 Which of the services listed below (if any) do you find difficult to access? (e.g. getting there, opening hours, getting an appointment)**

Of all the services listed a Post Office or bank cash point were reported as being most difficult to access (by around a quarter of all respondents to the survey). The next most difficult were a local shop, local hospital, library or shopping centre or supermarket, reported by around one in ten.

	% response*	Count
Post Office	28%	95
Bank cash point	24%	79
Local shop	13%	42
Local hospital	10%	35
Library	10%	35
Shopping centre or supermarket	9%	31
Sports / leisure centre	8%	26
Solicitor / citizens advise bureau	7%	24
Public transport	7%	24
GP or pharmacy	7%	23
Publicly accessible green space	6%	20
Cultural / recreational facility	4%	12
Specialist support with dementia and mental health	2%	6
Rehabilitation requirements	1%	5
Home help care / support for frailty	1%	4
Specialist nursing advice and support	1%	3
Violette Szabo GC Museum	1%	2
Other	3%	11

\*Base = all survey respondents (336)



There were 11 'other' options suggested (3%), which are shown in Appendix B.

## Much Birch NDP Community Survey Results

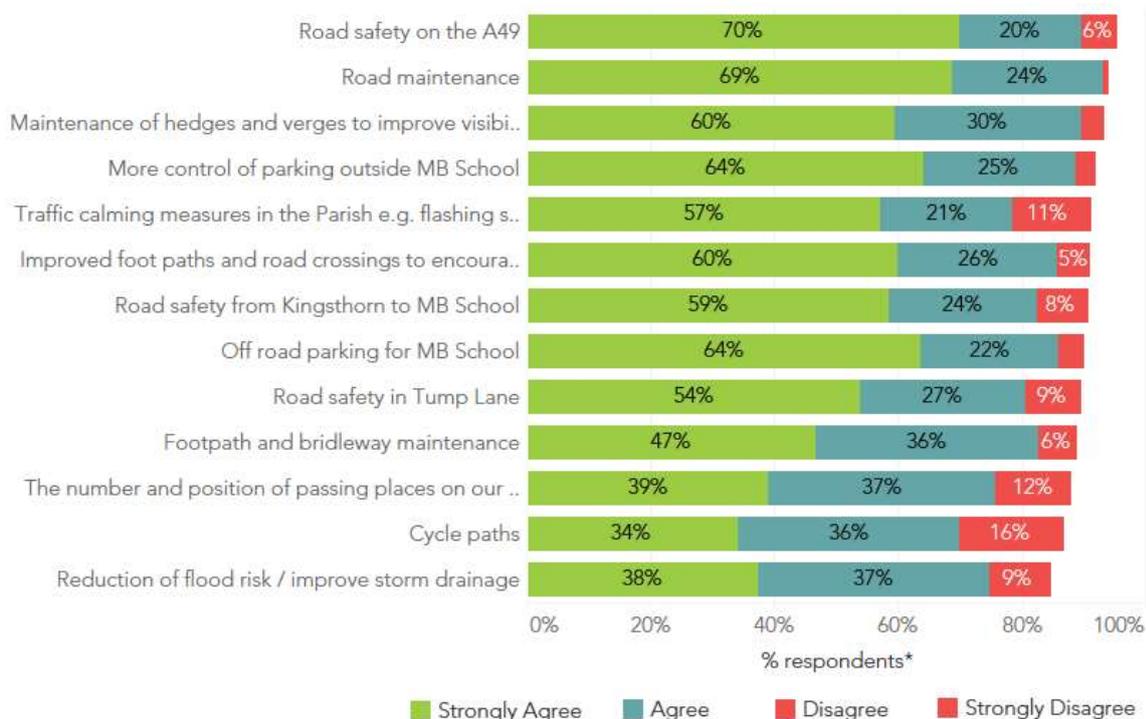
### 4.6 Infrastructure

#### C30 Do you agree that improvements are needed in the following?

Most people agreed (strongly agreed or just agreed) that all of the improvements listed were needed (70 per cent or more). The strength of feeling was greatest for 'road maintenance', 'road safety on the A49', 'maintenance of hedges and verges to improve visibility' and 'more control of parking outside MB School' with 9 out of 10 respondents to the survey either agreeing or strongly agreeing. Respondents were more likely to strongly agree that these options were needed (around a third) rather than just agree (around a quarter). The least favoured were cycle paths, but still more than two thirds of people agreed they were needed.

	Strongly Agree	Agree	Disagree	Strongly Disagree	Total	
					%	Count
Road safety on the A49	70%	20%	6%	0%	96%	321
Road maintenance	69%	24%	1%	0%	94%	316
Maintenance of hedges and verges to improve visibility	60%	30%	4%	0%	93%	314
More control of parking outside MB School	64%	25%	3%	0%	92%	309
Traffic calming measures in the Parish e.g. flashing speed warning signs	57%	21%	11%	1%	91%	307
Improved foot paths and road crossings to encourage walking in the Parish	60%	26%	5%	0%	91%	306
Road safety from Kingsthorpe to MB School	59%	24%	8%	1%	91%	305
Off road parking for MB School	64%	22%	4%	0%	90%	303
Road safety in Tump Lane	54%	27%	9%	0%	90%	301
Footpath and bridleway maintenance	47%	36%	6%	0%	89%	299
The number and position of passing places on our minor roads	39%	37%	12%	0%	88%	296
Cycle paths	34%	36%	16%	1%	87%	292
Reduction of flood risk / improve storm drainage	38%	37%	9%	1%	85%	285

\*Base = all survey respondents (336)



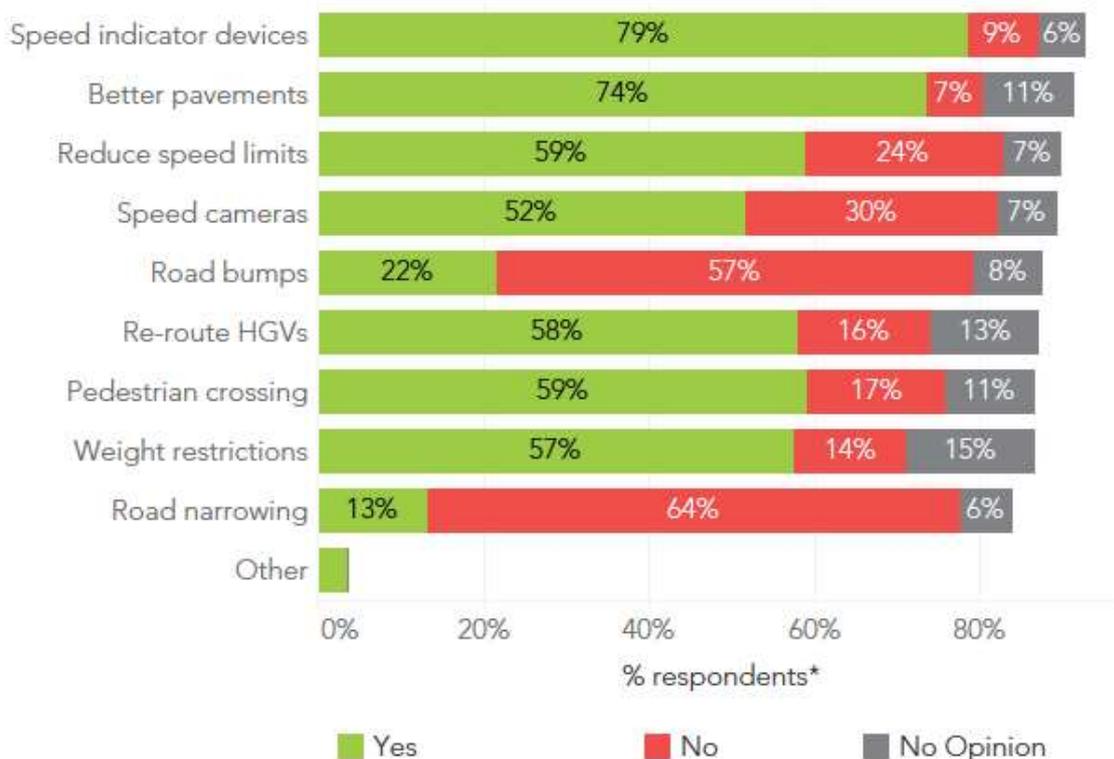
### 4.7 Traffic & Transport

#### C31 How do you think road safety could be improved in the Parish?

Respondents were, on balance, in favour of all the improvements for road safety with the exception of road bumps and road narrowing. All of the other suggestions had more than half of people responding positively to them. Speed indicator devices and better pavements had the greatest support with around three quarters of people saying 'yes' to them.

	Yes	No	No Opinion	Total	
				%	Count
Speed indicator devices	79%	9%	6%	93%	312
Better pavements	74%	7%	11%	91%	307
Reduce speed limits	59%	24%	7%	90%	302
Speed cameras	52%	30%	7%	89%	300
Road bumps	22%	57%	8%	88%	294
Re-route HGVs	58%	16%	13%	87%	293
Pedestrian crossing	59%	17%	11%	87%	291
Weight restrictions	57%	14%	15%	87%	291
Road narrowing	13%	64%	6%	84%	282
Other	4%		0%	4%	13

*\*Base = all survey respondents (336)*



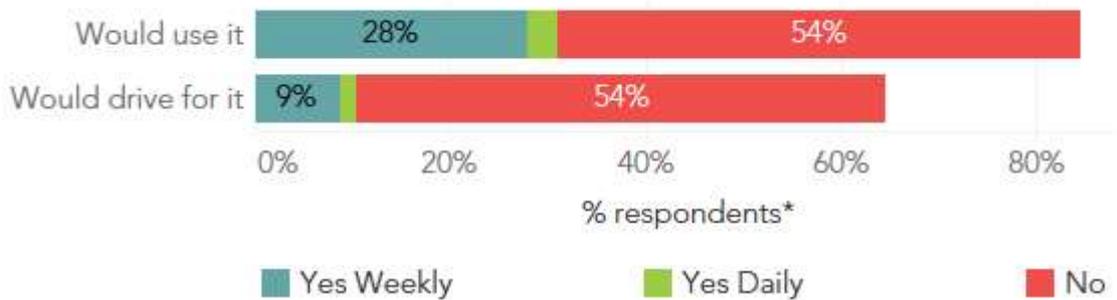
There were 13 'other' options suggested (4%), which are shown in Appendix B.

**C32A Are you prepared to support a community bus scheme?**

31 per cent of respondents said they would support a community bus service with 10 per cent expressing a willingness to drive for it. Most people said they would use or drive for the service on a weekly rather than daily basis.

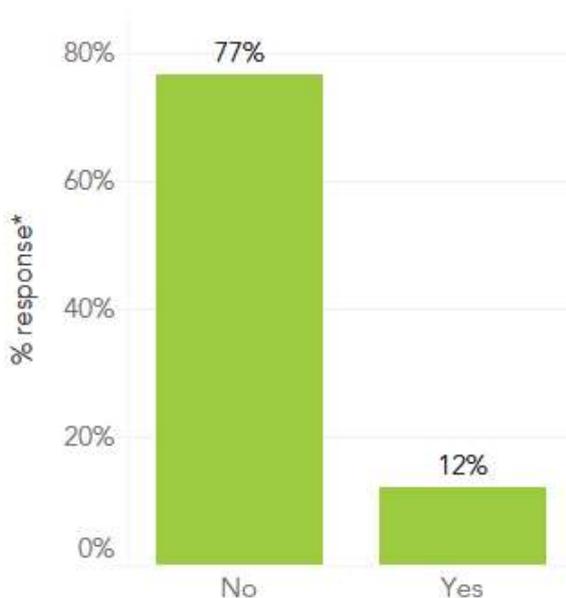
	Yes Daily	Yes Weekly	No	Total	
				%	Count
Would use it	3%	28%	54%	85%	284
Would drive for it	1%	9%	54%	65%	217

\*Base = all survey respondents (336)



**C32B Would take part in a car pool club scheme?**

The majority (77 per cent) of respondents to the survey said they would not take part in a car pool club, whilst 41 people (12 per cent) said they would.



	No	Yes	Total
% response*	77%	12%	89%
Count	258	41	299

\*Base = all survey respondents (336)

## 4.8 Demographics

### C33 To which gender identity do you most identify?

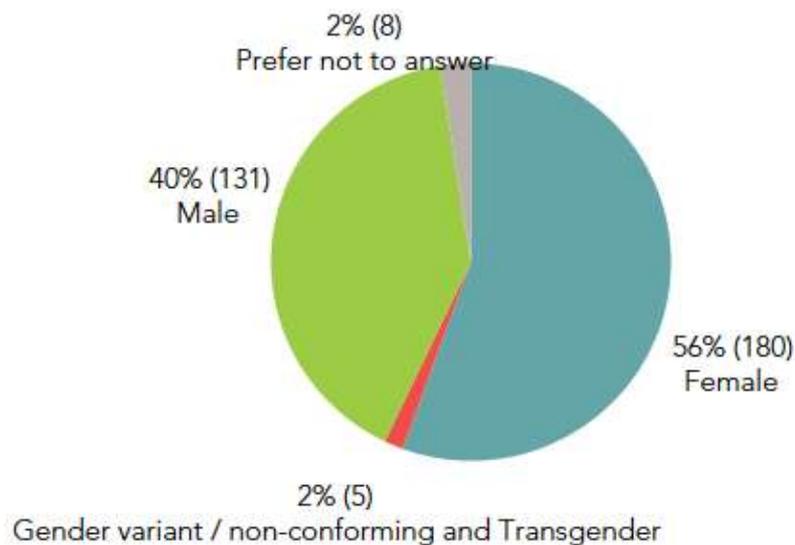
40 per cent of the respondents are male and 56 per cent are female, 2 per cent gender variant, non-conforming or transgender. This is a higher proportion of female respondents than in the whole population at the time of the 2011 Census. Note information on gender variant, non-conforming or transgender is not available from the 2011 Census.

\*Base = 324 respondents to this

	% response*	Count	% 2011 Census**
Prefer not to answer	2%	8	
Male	40%	131	48%
Female	56%	180	52%
Gender variant / non-conforming or Transgender	2%	5	
Total	100%	324	911

question

\*\*Source: Office for National Statistics, Crown copyright (Open Government License)



### C34 What is your age group?

Respondents to the survey tended to be in the older age categories. Over half were over the age of 65. This is partly reflective of an older age profile in the parish (see 2011 Census data in the table). Nevertheless, the older age groups were over-represented in the response. Those aged 65 to 74 in particular where the response was 33 per cent compared to just 15 per cent of residents at the time of the census.

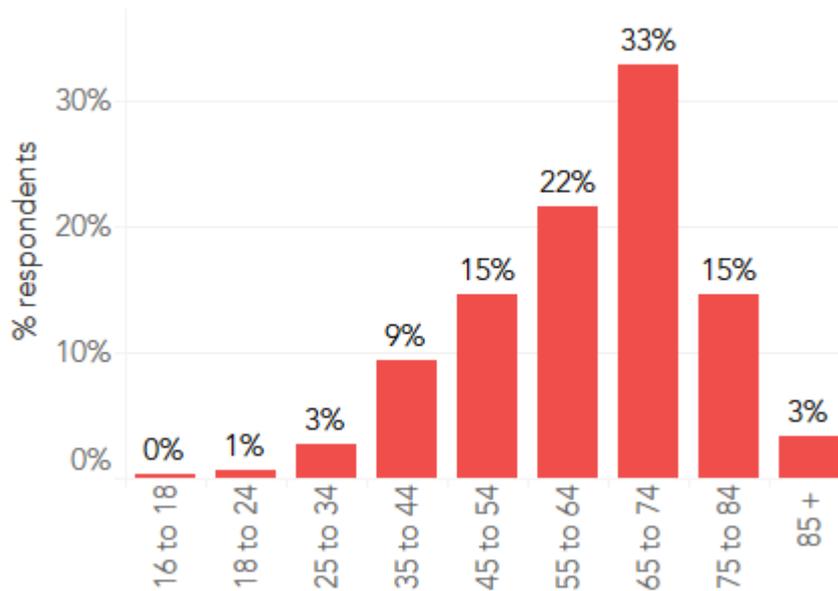
Age group <sup>1</sup>	% respondents	Count	% 2011 Census**
16 to 18	0%	1	3%
18 to 24	1%	2	8%
25 to 44	12%	40	21%
45 to 64	36%	119	38%
65 to 74	33%	108	15%
75 to 84	15%	48	11%
85 +	3%	11	5%
All age 16+	100%	329	784

1. Age bands have been grouped for comparison with 2011 Census.

\*Base = 329 respondents to this question

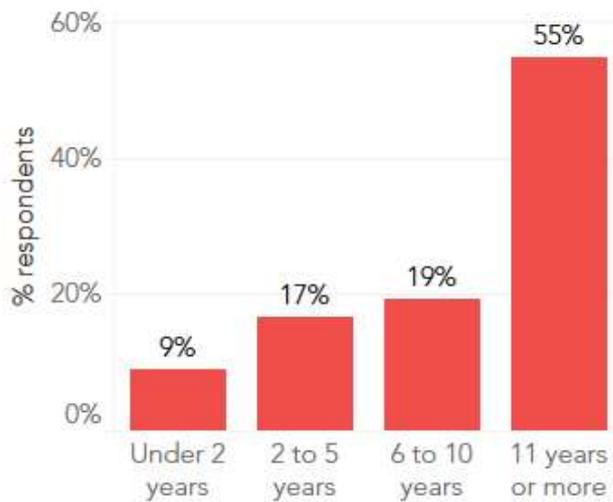
\*\*Source: ONS, Crown copyright (Open Government License)

## Much Birch NDP Community Survey Results



### C35 How long have you lived in the Parish?

Most respondents (55 per cent) have been living in the parish for 11 years or more with a further 19 per cent between 6 and 10 year.



	% response	Count
Under 2 years	9%	30
2 to 5 years	17%	55
6 to 10 years	19%	64
11 years or more	55%	180
Total	100%	329

*\*Base = 329 respondents to this question*

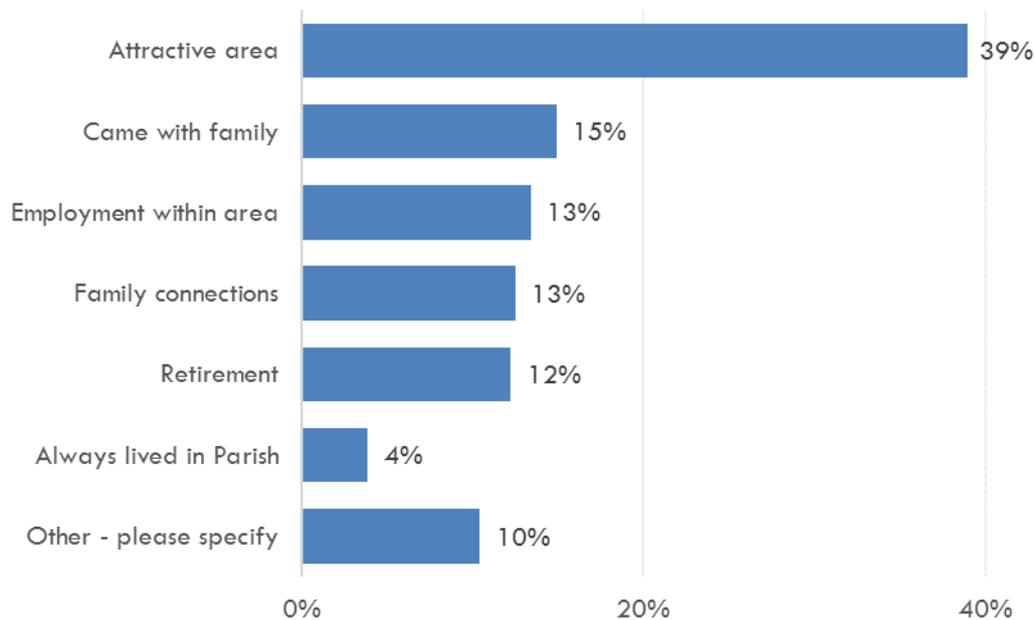
### C36 If you moved here, what brought you to the Parish?

## Much Birch NDP Community Survey Results

	% response	Count
Attractive area	39%	131
Came with family	15%	50
Employment within area	13%	45
Family connections	13%	42
Retirement	12%	41
Always lived in Parish	4%	13
Other - please specify	10%	35
Total	106%	357

A number of respondents to this question ticked more than one response even though it is a single response question. These responses were added to other and then re-allocated to the correct categories. To reflect this the base for this question was changed to all survey respondents (336)

*\*Base = all survey respondents (336)*

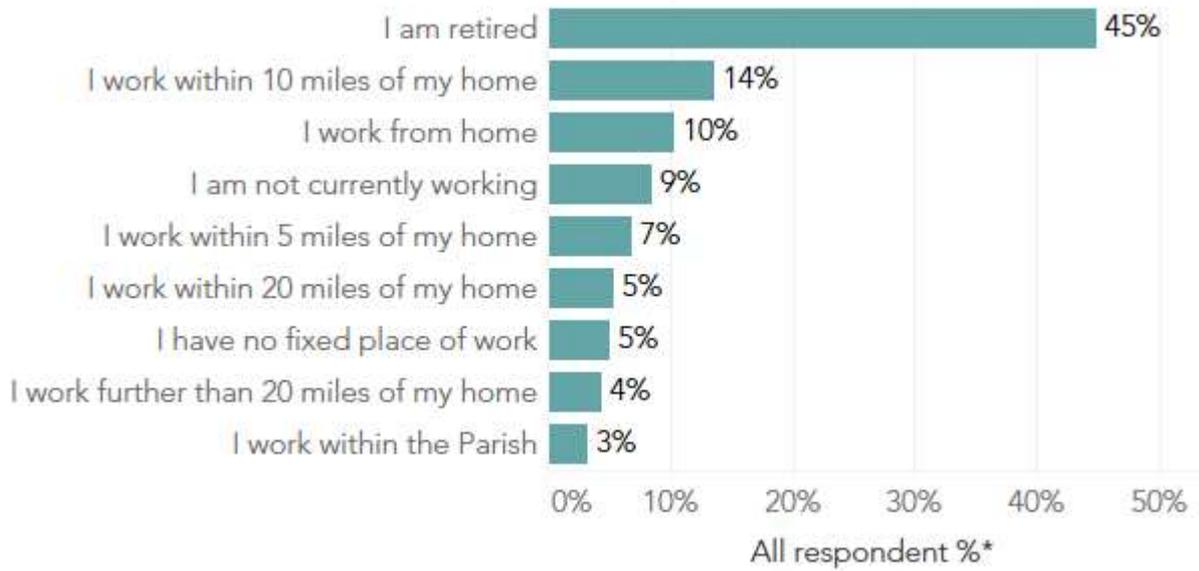


### C37 How far do you travel to your place of employment / voluntary work?

	% response	Count
I am retired	45%	151
I work within 10 miles of my home	14%	46
I work from home	10%	35
I am not currently working	9%	29
I work within 5 miles of my home	7%	23
I work within 20 miles of my home	5%	18
I have no fixed place of work	5%	17
I work further than 20 miles of my home	4%	15
I work within the Parish	3%	11
	103%	345

*\*Base = all survey respondents 336*

## Much Birch NDP Community Survey Results



### C38 What area of the Parish do you live in?

The greatest number of responses were from HR2 8AW and HR2 8HX, but these areas were not notably higher than elsewhere and responses were fairly evenly spread amongst the other post codes.

	Count	% response
8AW	42	14%
8HX	38	13%
8AL	25	8%
8HW	23	8%
8HT	22	7%
8HU	12	4%
8AT	11	4%
8AN	10	3%
8HY	10	3%
8JJ	10	3%
8AU	9	3%
8AX	9	3%

	Count	% response
8HN	9	3%
8HS	9	3%
8AY	8	3%
8HF	8	3%
8HP	8	3%
8AJ	5	2%
8AR	5	2%
8EJ	5	2%
8HJ	4	1%
8AZ, 8HR, 8HL, 8H, 8HD, 8YH	11	4%
Specified HR2 only	9	3%
<b>Total</b>	<b>302</b>	<b>100%</b>

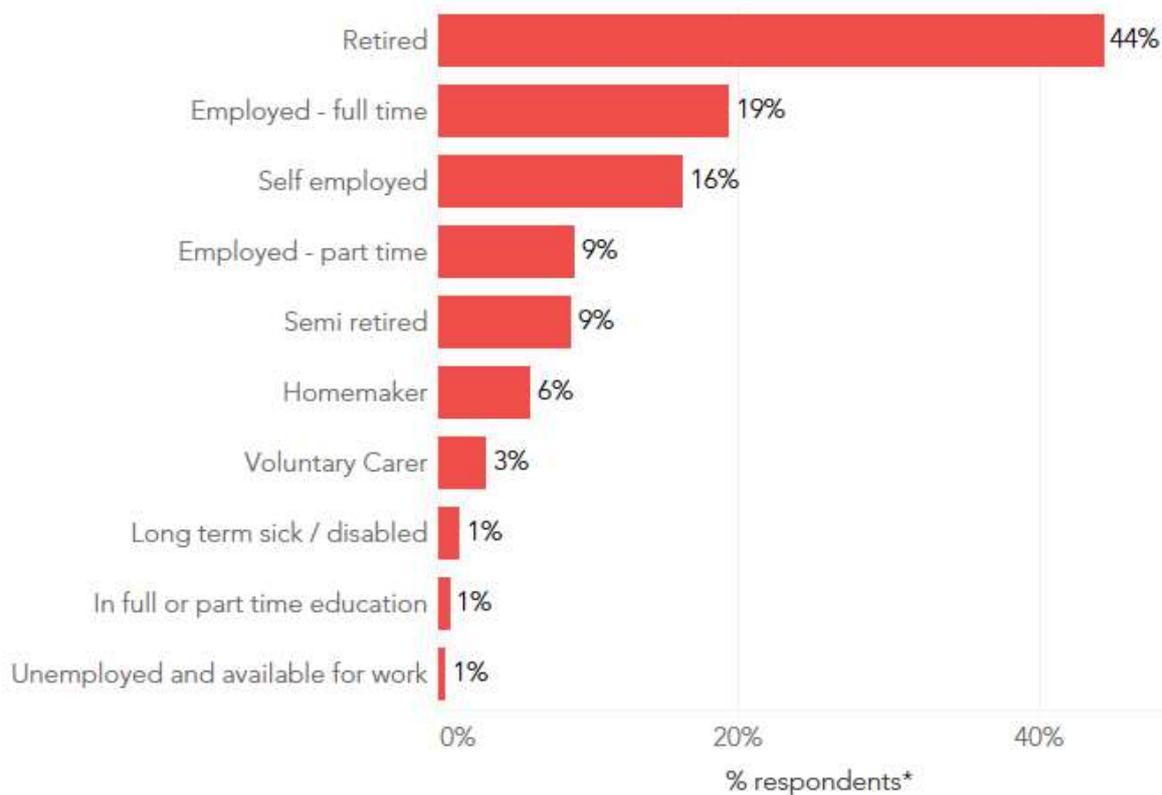
### C39 How would you describe yourself?

## Much Birch NDP Community Survey Results

Most respondents to the survey described themselves as retired (44 per cent), employed full-time (19 per cent) or self-employed (16 per cent).

	% response*	Count
Retired	44%	149
Employed - full time	19%	65
Self employed	16%	55
Employed - part time	9%	31
Semi retired	9%	30
Homemaker	6%	21
Voluntary Carer	3%	11
Long term sick / disabled	1%	5
In full or part time education	1%	3
Unemployed and available for work	1%	2
Total	111%	372

\*Base = all survey respondents 336

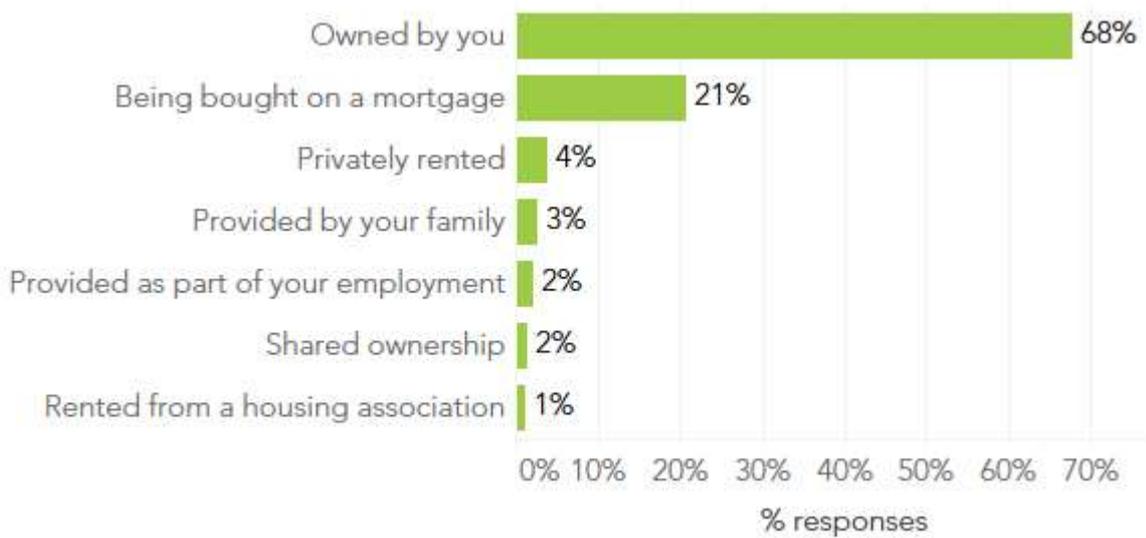


### C40 Is your dwelling?

## Much Birch NDP Community Survey Results

	% response*	Count
Owned by you	68%	223
Being bought on a mortgage	21%	68
Privately rented	4%	13
Provided by your family	3%	9
Provided as part of your employment	2%	7
Shared ownership	2%	5
Rented from a housing association	1%	4
<b>Total</b>	<b>100%</b>	<b>329</b>

\*Base = respondents to this question 329

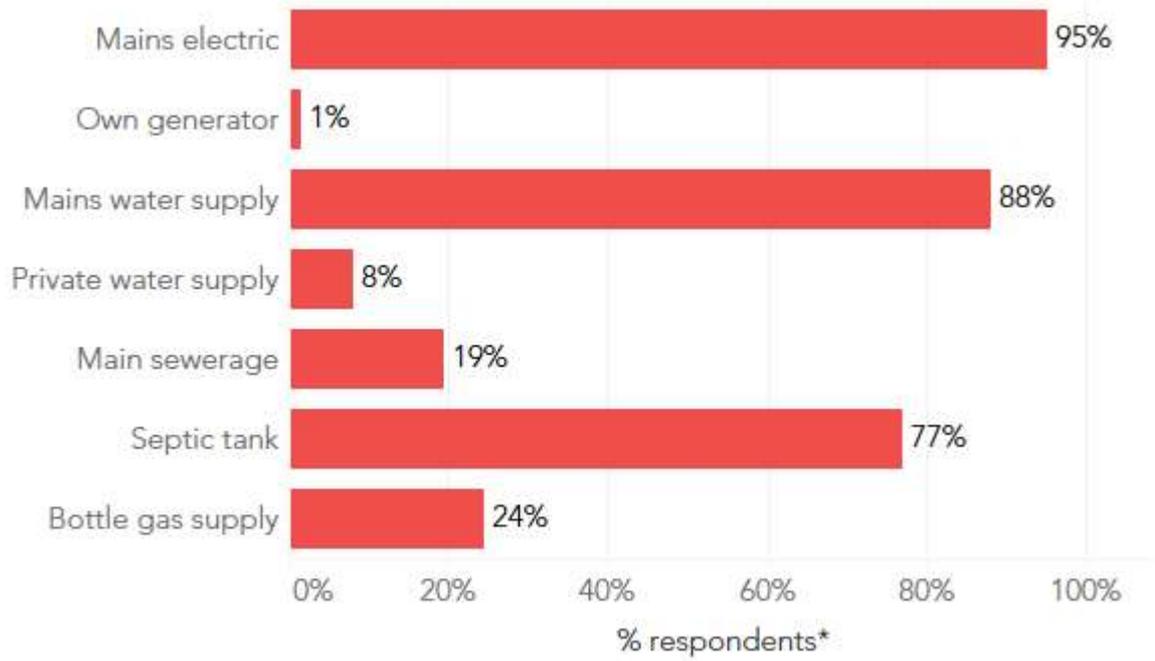


### C41 Do you have?

	% response*	Count
Septic tank	77%	259
Private water supply	8%	27
Own generator	1%	5
Mains water supply	88%	296
Mains electric	95%	320
Main sewerage	19%	65
Bottle gas supply	24%	82
<b>Total</b>	<b>314%</b>	<b>1054</b>

\*Base = all survey respondents (336)

## Much Birch NDP Community Survey Results



## 6. List of Appendices (see separate documents)

**Appendix A - Questionnaire**

**Appendix B - Free text comments**

**Appendix C - Any other free text comments**