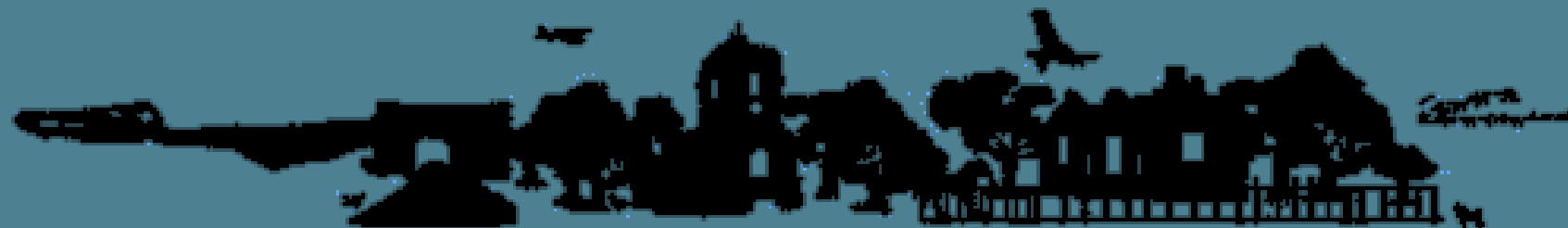


# SOUTH STOKE HOUSING DEVELOPMENTS

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Consultation Exercise No 1 - March 2015

Development Survey Analysis & Implications



# Questionnaire Objectives

## **This report will analyse:**

- how many residents want development
- what types of development are favoured
- where to develop
- which incentives, if any, are favoured by the community

## **This analysis will address:**

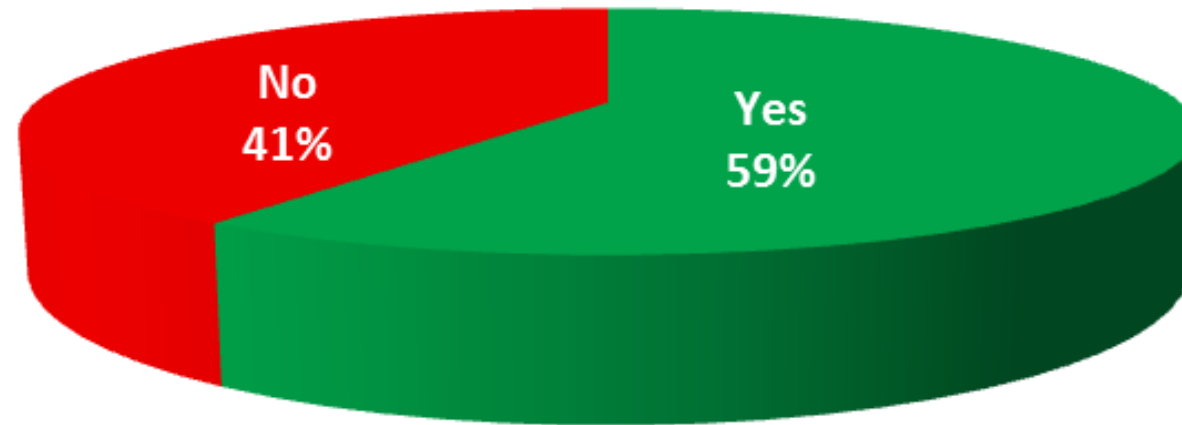
- what useful conclusions can be drawn from the results
- if and how this information can form the basis for developing a Parish Council strategy for support of potential housing development

# Participation

- It is estimated that there are 414 eligible participants ie residents in the parish aged 16 years or older - this is how many questionnaires were given out
- 290 completed questionnaires were received
- This means 70% of eligible participants completed the questionnaire
- In comparison to standard surveys or questionnaires, the response rate is very high (for a defined and small population (200+), any response over 50% is considered very high
- In comparison to a survey conducted for the initial Village Plan, the response is lower (previous response was just over 80%)

**IMPLICATION:** The Parish Council needs to determine if this response is enough from which to draw meaningful conclusions. The Development in South Stoke Committee recommends it is meaningful and should guide Parish Council decisions.

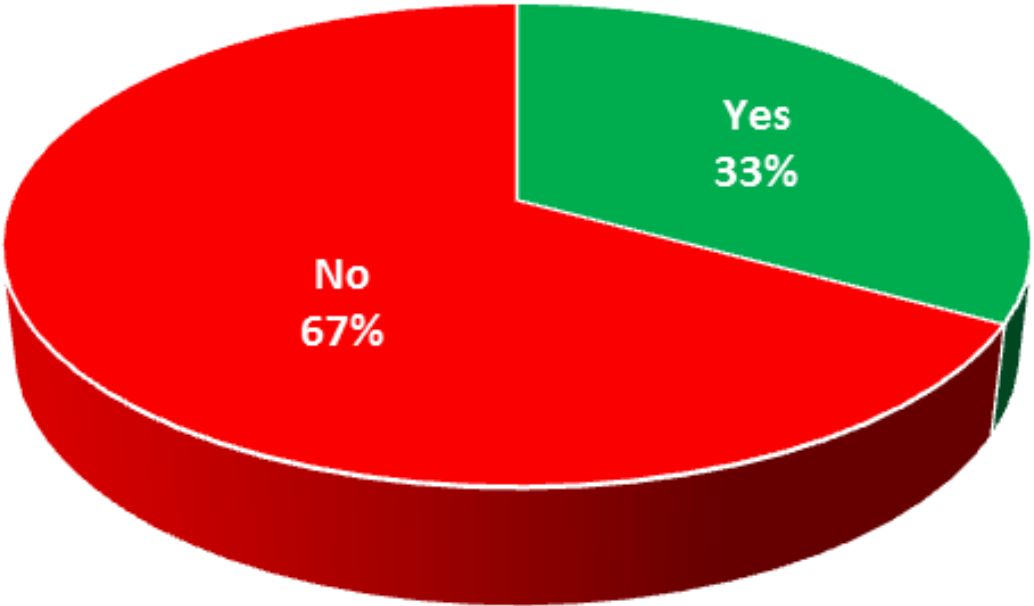
## Q1. Do you want to see any new housing developments in South Stoke?



Total responses = 290

To this straight-forward question, 59% of the respondents WANT TO SEE new housing developments in South Stoke. This represents about 42% of the total eligible respondents in the Parish (estimated 414, those 16yrs and older).

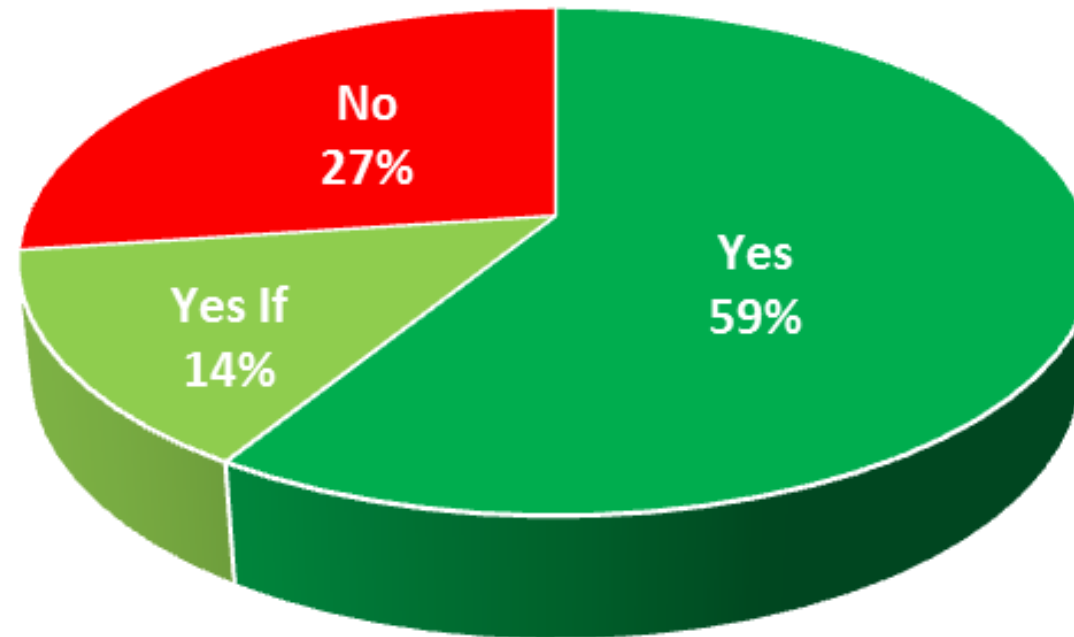
Q2. (Asked only of those who responded 'no' to Q1) If there were an incentive to the village in terms of some funding for a village project would you change your opinion?



Total responses = 118

1/3 of those who did not want development in South Stoke would change their view if there was some funding for a Village project.

Q1 & 2. What, then, is the overall support for housing development, if there were some incentive to the village?

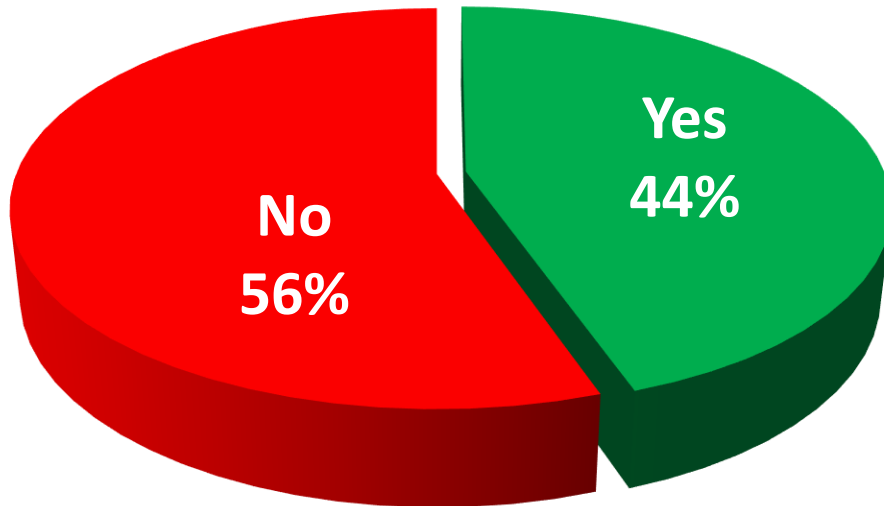


Total responses = 290

When combining the 'yes' and 'yes if' a total of 73% of the respondents favoured development - if there were some incentive. This represents 51% of the total eligible respondents in the Parish (estimated 414, those 16yrs and older).

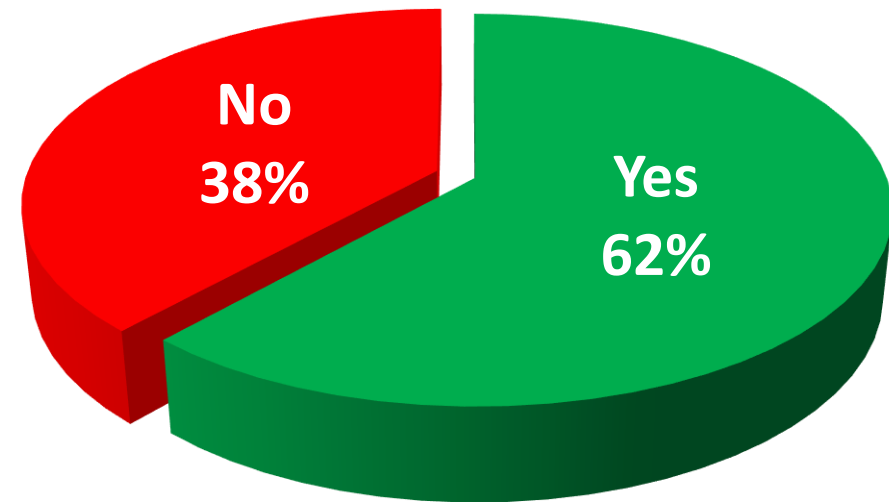
# Q3 & Q4. ...Which type or types of development would you prefer to see? Those who indicated a 'mix' of development types.

...of those who DID NOT WANT  
development



Total responses = 116

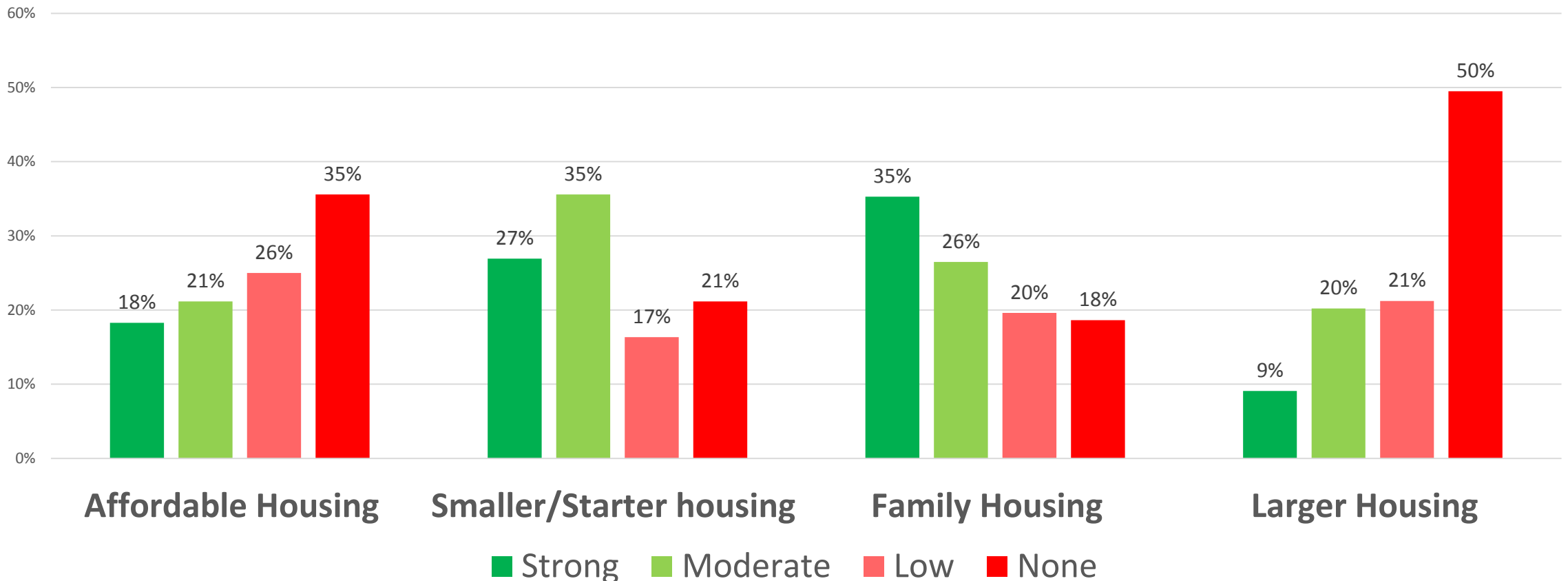
...of those who DID WANT  
development



Total responses = 172

When considering those who did not want development and those who did want development – and whether they wanted a 'mix' of development types, this shows that a majority ie 54% overall would support a mixed housing stock.

Q3. (Only those who said 'no' to wanting development) If some development had to be carried out in South Stoke which type or types of development would you prefer to see?

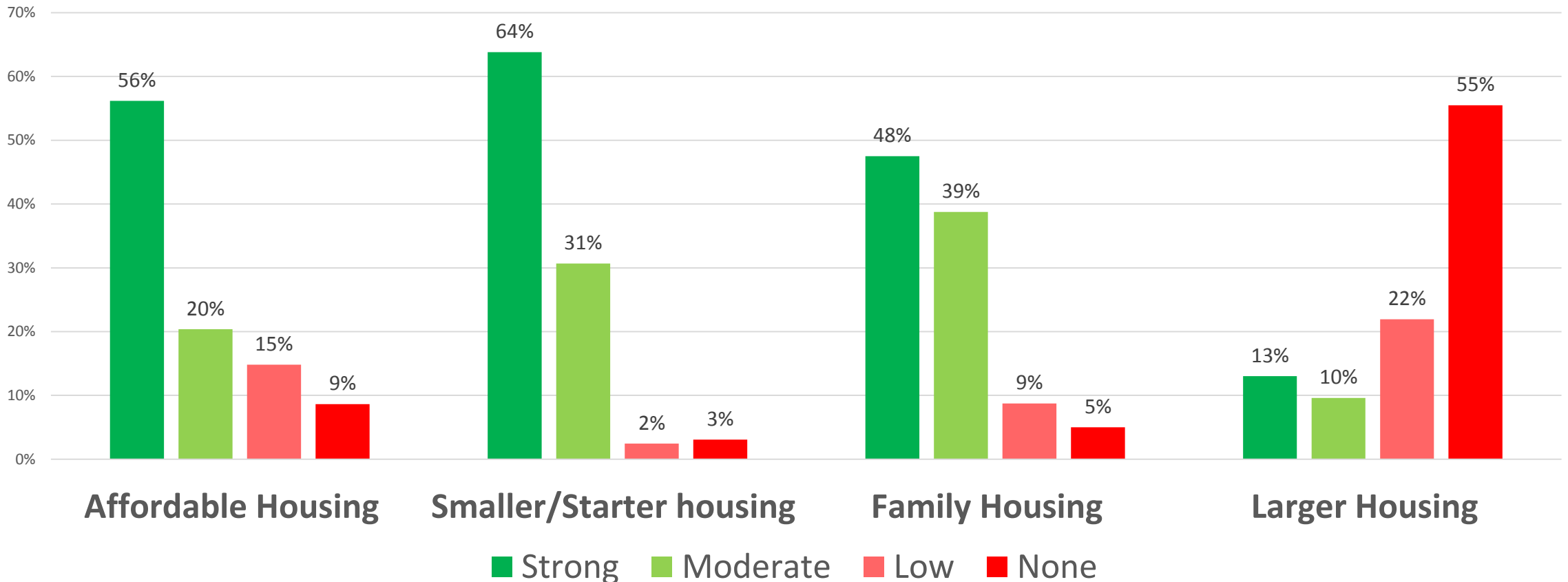


Total responses = 100-105

Of those who said 'no' to wanting development, there was mixed support for all types except Larger Housing - with strongest support for Smaller/Starter and Family Housing. Larger Housing had a strong negative response.



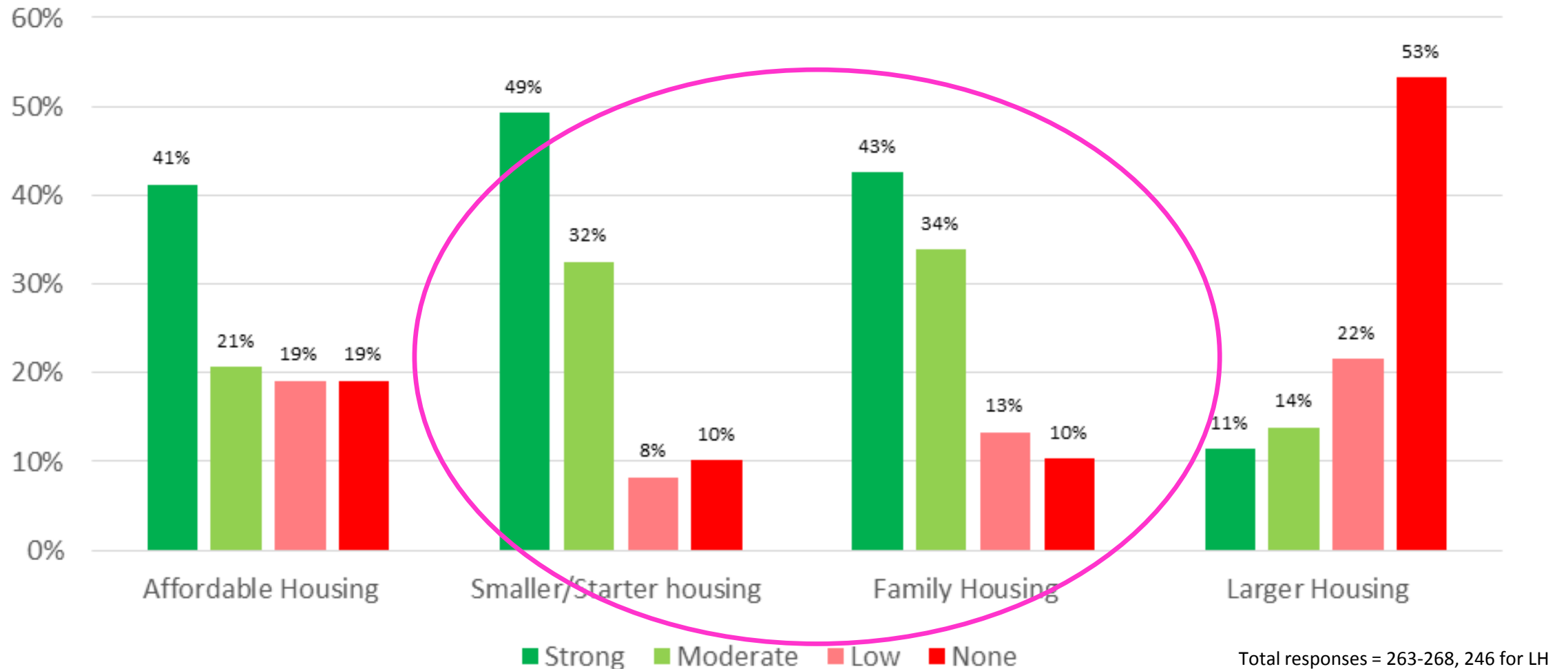
## Q4. If you favour housing development in South Stoke, which type or types of development would you prefer to see.



Total responses = 160-163, 146 for LH

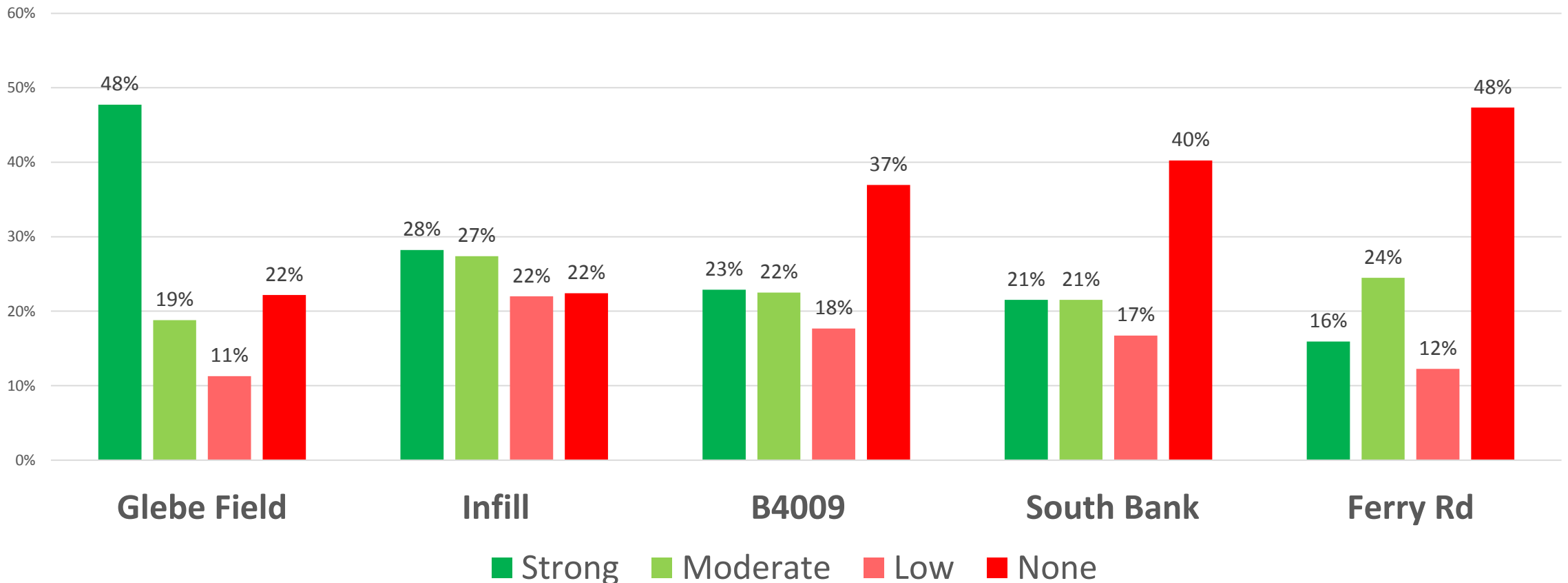
Of those that answered 'yes' to wanting development, a similar pattern of development types emerged, but with a much stronger desire for all housing types including Affordable Housing. Larger Housing is again poorly supported.

Q3 & 4. What is the overall make-up of housing types favoured – including those who are in favour on housing development, those who are opposed except with an incentive.



A consistent sentiment, whether wanting development or not, was the rejection of development of Larger Housing. Common ground was Smaller/Starter Housing and Family Housing.

## Q5. in terms of location of any housing that had to be built or which you might wish to support, which type of sites should be considered?



Total responses = 242-267

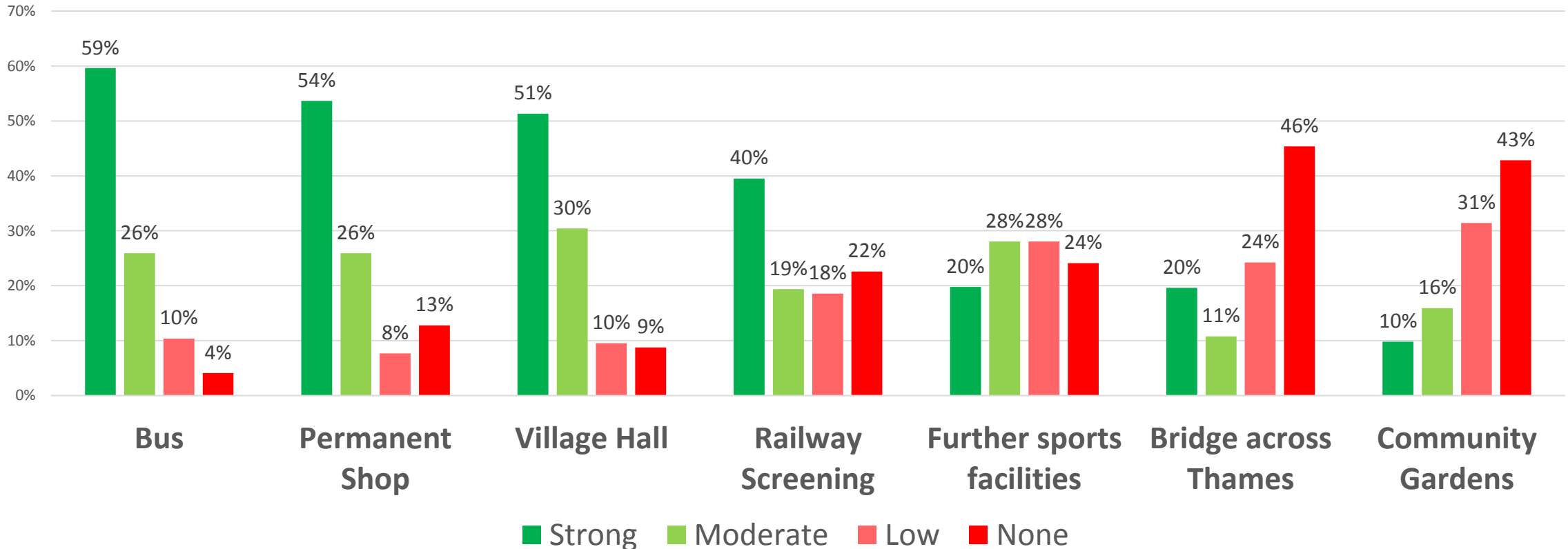
Glebe Field was clearly the most preferred location for potential development, with 'Infill' a second preference. B4409 and South had only moderate support, with Ferry Road very little support.

Q5. in terms of location of any housing that had to be built or which you might wish to support, which type of sites should be considered? – Analysis by Area (only directional as sample size for each is very small)

OVERALL:

- A key implication, when looking at the results by zone, is that for the most part, people want development 'somewhere else'
- Ribbon development ie Ferry Rd, South Bank and B4009 is not generally supported with very mixed views across all parts of the parish - but suffers significantly from the above statement
- Infill is strongly supported from those living outside the main village, with support inside the village just outweighing those who oppose it
- The 'Glebe Field' is most strongly supported by all, except by the Areas including the northern part of Cross Keys Rd (where it is polarised) and some parts of Glebe, The Gardens & South Bank area

## Q6. If there were an incentive for the village, which items from the Village Plan Refresh Project list should that funding be put towards?



Total responses = 249-274

Most popular was to allocate any incentive funding toward a bus service, with similar support to both a permanent shop and the Village Hall. Railway screening was a clear 'second tier'. The remaining have significantly lower support.

# Comments – 176 Comments Received

Broken down into categories

- Other types of housing - 64
- Any other projects - 65
- About the questionnaire - 47

For 'Other types of housing' most commented on were:

- Elderly & Sheltered housing
- Other potential locations not considered in survey (or misunderstanding)
- Comments regarding the Glebe Field
- Suggested numbers of houses or percentages of each type

For 'Any Other Projects' there was a multitude of suggestions - most commented on were:

- Improved broadband
- Speed restrictions
- New/improved paths
- Better car parking

For 'About the Questionnaire' most commented were:

- Praise/criticism for questionnaire
- Lack of clarity/bias in questionnaire
- General comments on preserving the village/moving on/Network Rail

# Summary conclusions & implications – Part 1

- The SSPC must determine if the 70% response is enough from which to draw meaningful conclusions. As typically a response of over 50% would be considered very high, it is recommended to accept the findings and to progress accordingly.
- **59% of the respondents favour some development in South Stoke.** When an incentive is added, a further 14% then favour development.
  - This represents 51% of the total eligible respondents (estimated at 414, those 16yrs and older). It is highly likely that the majority of the Parish favour development – but only with incentive provided.
- Regarding the type of development, there was **common ground with support for Smaller/Starter and Family Housing.** Larger Housing had little or no support.
  - Those that favour development strongly supported Affordable Homes, but those who did not want development only showed low-to-moderate support.

## Summary conclusions & implications – Part 2

- **Glebe Field was most preferred location for potential development**, with ‘Infill’ a second preference. B4009 and South Bank had moderate support, with Ferry Road little support.
  - When looking at the results by zone, for the most part, people want development ‘somewhere else’
- Most popular was to allocate any **incentive funding** toward a bus service, with similar support to both a permanent Community Shop and the Village Hall. Railway screening was ‘second tier’. The remaining have significantly lower support.