

Neighbourhood Plan Revision Survey



Survey Results September 2022

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Abbreviations

NHP	Neighborhood Plan
PPC	Purton Parish Council
ONS	Office for National Statistics
CIL	Community Infrastructure Levy
GP	General Practitioner
WCS	Wiltshire Core Strategy
NPPF	National Planning Framework

Versions

Version	Date	Changes Made	By who
1.0	21-07-22		Sue Hughes

Executive Summary

Responders to our survey are long term residents largely living within the village of Purton for over 10 years.

Both on and offline these survey responses confirm a strong and clear support for the NHP vision, with 96% in support of adopting it as presented in the survey.

Through their responses and commentary, residents highlight that they seek to protect the rural character and historic charm of their home, aiming for repair and enhancement rather than radical change.

In line with this, there is a clear message that, many residents do not want any more development or accept the need for any more housing regardless of plans of this at higher levels of government or any CIL payments that could be utilized for local amenities.

However, if development is to take place residents are clear that it should reflect a desire for:

- 2 bed, 3 bed and retirement homes
- infill development focusing on the 'Conversion of existing old / agricultural buildings' which is capped at 'No more than 15' homes built per site'
- new building development which matches the existing styles of surrounding buildings
- parking, open space and a sense of individual properties marked by boundaries, hedges and reduced density of development.

There is a clear and notable passion from residents to protect the beautiful and historic rural, open, green landscape they value and have long lived in. This sentiment is reflected in their desire to see future development, which supports the climate change agenda.

Whilst around a fifth work from home, for an organization which is likely to exist outside of the village, there is a clear desire to support the establishment of local businesses and with those that may provide shopping or high street opportunities.

Road improvements, traffic, traffic calming, road safety, safe routes and crossings are mentioned frequently with roads topping the agenda for improvements with or without CIL monies. This feeling extends from the current level of development to a heightened level of concern with regards to any future development.

Similarly, in isolation responses reflect the need for GP and Dentist improvements. This then extends throughout to ensure that should development not be prevented, that it really must come with all the infrastructure development needs with it, in order that the village can cope and remain a safe and pleasant place to live.

Introduction & Background

Neighborhood Plans

A neighborhood plan is residents' chance to have a say in the future of the parish. It is a powerful tool for shaping the development and growth of a local area.

Until the Localism Act in 2011, it was almost impossible for local communities to shape where they live. The Localism Act gives local communities the opportunity to develop a shared vision for their Neighborhood and to shape the development and growth of their local area.

Previous Neighborhood Plan – Ray Thomas

Neighborhood Plans are developed from within the community, and provided they achieve necessary legislative milestones, they become “made” and are used by the Local Planning Authority in determining planning applications and making policy. Neighborhood Plans must be prepared in accordance with the Local Planning Authority's adopted Local Development Plan, in this case the Wiltshire Core Strategy (WCS), adopted 20 January 2015.

They also have to follow the National Planning Policy Framework 2012 (NPPF) which sets out the structure for the planning of sustainable development. The WCS is the strategic plan for Wiltshire and provides both generic and place-based policies to guide development. The WCS provides the local context for the neighborhood plan whose policies and proposals must be in general conformity with its policies.

The Neighborhood Plan offers the specific, place-based detail to show the type of development that local people would like to see and shows the appropriate locations for this.

In 2013, the Parish Council decided that we should have a neighborhood plan and under the auspices of Wiltshire Council, we came together with six other parishes in the Royal Wootton Bassett and Cricklade Community Area to develop a joint Neighborhood Plan under the Governments “Front Runner Scheme”. The group was Northeast Wiltshire Villages (New-V).

The first consultations were undertaken during 2013. It started with drop-in workshops in February 2013 followed later by an online survey which ran for 12 weeks up to September 2013. The feedback from the workshops and the online survey provided the basis to determine what parishioners wanted to see in our Neighborhood Plan.

However, with the increasing pressure for development in the parish, the Parish Council decided at the beginning of 2016 year to take our plan forward independently with the aim to complete it by the end of 2016.

In February the Parish Council applied to Wiltshire Council for the neighborhood area to be pre-designated to allow Purton to have its own separate plan. The designation for Purton went out to consultation on the 27 June 2016 and, after untangling the legalities of separating out Purton from New-V, was approved by Wiltshire Council in December last year (2016).

The first version of Purton's Neighborhood Plan was published on the Parish Council website in October last year (2016) and was sent to Wiltshire Council for comment. Comments received from parishioners and Wiltshire Council were incorporated into the draft Plan ready for the Informal Consultation held at the beginning of this year (2017).

The Informal Consultation was open to all parishioners and with walk-in sessions on the evening of Wednesday, 25 January and the afternoon of Sunday, 5 February at the Village Hall in the center of Purton. These two events were publicized through the parish council website, the parish magazine, banners in the village, a leaflet drop across the parish and within local networks.

The responses and comments received from this consultation, which also included comments from two developers for sites in the locality, were reviewed and appropriate changes identified have been incorporated into the latest version of the plan. The latest version of the Plan including the supporting documentation and a Statement on the second consultation are available above.

After the completion of the formal consultation in accordance with Regulation 14 of the Neighborhood Planning (General) Regulation 2012 and the feedback from the consultation is incorporated into the Plan, it will be sent to Wiltshire Council. They will appoint a Planning Inspector to review the Plan. When completed, a final version of the Neighborhood Plan will be produced which will then be subject to a Referendum in which all residents in the parish will be able to vote on the Plan.

2022

Purton Parish Council has again asked its community for their thoughts on the parish they live in via paper and online surveys. This NHP Survey was issued for a 6-week period from Monday 14th March.

To support limited budgets, these surveys were created inhouse on paper and online via Survey Monkey, to enable a choice of response methods for completion. Further the utilization of Survey Monkey provided live and quick data for those completing through that route.

Paper surveys were made available until the end of April via key local locations including Purton Doctors Surgery; Purton Red House; Purton Library; PIP's Community Café; St Mary's Church; Shear Success Hairdressers; and Purton Vets.

Online surveys were promoted via a link from the PPC website, Facebook page and Twitter feed.

Whilst both gave the chance for nonresidents to complete surveys due to wide availability, surveys gathered post codes to gain insight into who had completed the village and where within the village their residence or business was located.

This report summarizes the data and responses gathered from the 2022 NHP survey in order to support PPC and its community in: understanding the views of the village; informing decision making; and regarding the stage of development of the NHP.

Facts & Terms

Population Figure

For the purposes of understanding the data as representative of the village's population, the population statistic used for the last NHP of 4200 will be used, given that ONS Census Data for 2021 will not be available until Q3 2022.

Response Rate

160 responders completed all or some of the NHP survey on paper or online, representing c.3.8% of the village's population based on the 2011 Census figure.

In marketing and survey terms this represents a respectable 3-7% response rate, which many organizations target for. From a statistical perspective it is also greater than the baseline sample size of 100.

Responders

'Responder' refers to a unique and discreet individual who completed the survey or a question where only a single response can be given. It is assumed that all surveys have been completed by separate responders.

Responses

'Responses' refers to the total pool of answers given, options indicated or number supporting one answer. This is important since some survey questions allowed respondents to give multiple answers, so figures refer to numbers and percentages of the total responses and not to the number of individual residents sharing that view.

Data

It should be noted that, within this report data is primarily given for online and paper-based surveys combined, to give the most complete picture.

Age Ranges & Gender

Data analysis has highlighted a disparity in the profiles who completed surveys via each channel, with regards to age ranges and gender. Gaps are notable in under 29s and under 18s completing the survey.

Online Responder Profile

Notably, three quarters of online respondents indicated that they had lived or worked in the Parish for eight years or more. In this survey age and gender information was not collected.

Paper Survey Profile

83% quarters of online respondents indicated that they had lived or worked in the Parish for eight years or more, with 65% having lived in the Parish for over 30 years. In this survey age and gender information was not collected.

Closed Questions

Closed questions give respondents a clear choice of fixed answers, which may not give clarity as to the responses given, but which demonstrate levels of individual resident support for matters in question.

Open Questions

Open questions give respondents scope to answer freely, which may give clarity as to the responses given, but which may be more challenging to demonstrate levels of individual resident support for the matters in question.

Verbatim Comments

These are given in response to open questions and are included in the report ‘word for word’. These are only reduced in length for relevance or where language is of an unsuitable nature.

Themes

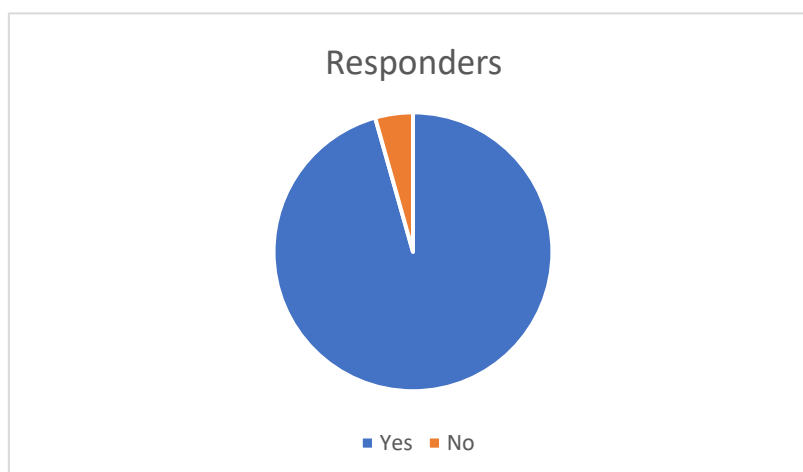
Verbatim comments given in response to open questions are ‘tallied’ by theme in order to make evident issues of relevance to a greater number of responders.

Analysis & Discussion

NHP Vision Strategy

Residents were given the choice in a closed question to agree with the vision with either a 'yes' or 'no' answer, which offers a clear number of respondents/residents in support.

Both on and offline there was strong and clear support for the vision, with 96% in support of adopting it as presented in the survey. Of this figure, 98% supported via paper surveys and 95% online.



Of those not ticking 'yes' a follow-up open question was offered of, 'If no what should be the priority?'. 16 respondents added their views and 16 broad themes of:

1. Agree part 1
2. Agree part 2
3. Agree part 3
4. Affordable housing
5. Downsizing and retirement housing
6. 2 bed homes
7. 3 bed homes
8. Flood prevention
9. Improvements to GP surgeries
10. Parking for schools
11. No more housing
12. Housing for Purton Residents first
13. Survey structure
14. In support of new housing
15. Facilities
16. Road Improvements

Support of these issues was naturally more diffuse, given the open nature of the question with a low and even number of responses under each heading, however almost 1 in 4 (23% of 22 responses) were clear that they thought that they should not have to accept any more housing.

Comments reflected this sentiment as follows:

- *I don't believe we need more housing*
- *The conservation area should be kept intact with NO new housing.*
- *I do not agree that we should ACCEPT the need for Purton and the Conservation area to accommodate any more housing between now and 2036 with the amount of new housing recently provided in and around the outskirts of Purton which feed into the village amenities already making it difficult for existing elderly residents to get Doctors' appointments etc. Our roads are becoming very unsafe. Our amenities overstretched and greenspace threatened. Public transport near non-existent.*

Accommodation Size, Types and Ownership

Question 3 sought to both clarify that despite local feeling on the matter, an increase to housing stock was a requirement rather than an option and gave residents the chance to shape the nature of housing according to any local needs that they were aware of.

This question was primarily structured around a closed question with a list of size, types and ownership structures for housing, from which residents could tick any/all that matched their understanding of local need. It should be noted therefore, that data from this question could only be understood in terms of responses and number of responses to a particular question, rather than in terms of respondent's views.

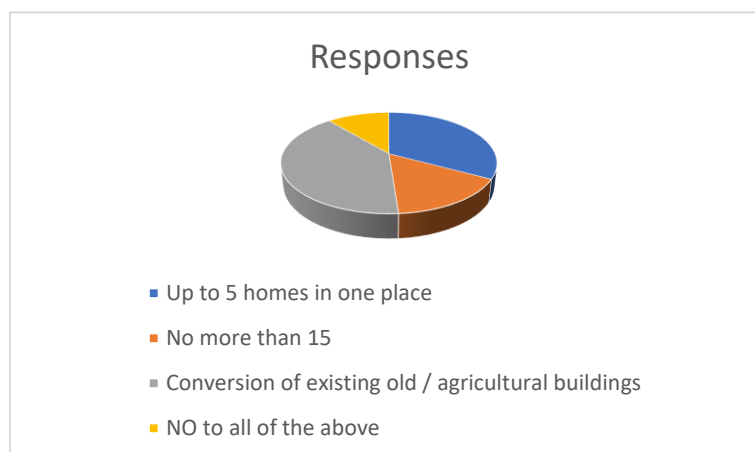
Notably this question was supported by an open 'Any other comments' section.

In responses to this question also, there was a broad spread of responses, which totaled 633 including both on and offline responses.

Within the spread of responses, 4 were given in more cases and accounted for more than 10% of the responses given. These are as follows:

- Homes for local people (17% of responses)
- 2 Bed Homes (17% of responses)
- 3 bed homes (16% of responses)
- Private owned (11% of responses)

These figures and the balance of them were echoed for both on and offline responses, demonstrating broader support across genders and for those from middle age to residents well into retirement.



Within the comments section which followed up the closed question, 15 responses were given across 10 key themes. Themes were as follows:

1. No more housing
2. Mix of housing needed
3. Flooding concerns
4. Housing for veterans
5. High quality distinctive homes
6. Retirement homes and bungalows
7. Stop unsustainable development
8. Stater homes
9. More council homes
10. Development in keeping with local character

Again, within these responses the call for ‘No more housing!’ was dominant and evident in 1 in 4 of the comments.

- *No more houses*
- *As previously stated, I do not wish to see the village get any bigger than it needs to be or can currently cope with.*
- *No need for flats/apartments but existing stock need to be upgraded.*

Notably 13% of responses supported each of the following:

- Mix of housing needed
- High quality, distinctive homes
- Retirement homes and bungalows

Scale of Infill Developments

A closed question offering the following four answers was given for respondents to complete with one or more answers/responses:

1. Up to five homes in one place
2. No more than 15
3. Conversion of existing old / agricultural buildings
4. NO to all the above

When considering all responses (252 responses), more than 70% supported two answers. 40% reflected a desire for ‘Conversion of existing old / agricultural buildings’ and 33% to ‘No more than 15’ built per site. Whilst providing clear indication of preference, which was echoed on and offline showing broad consistent support.

Matching the existing style of buildings

Question 5 measured how strongly residents felt that it was important to match the styles of new developments to existing ones. This was achieved using a 4-point scale of importance.

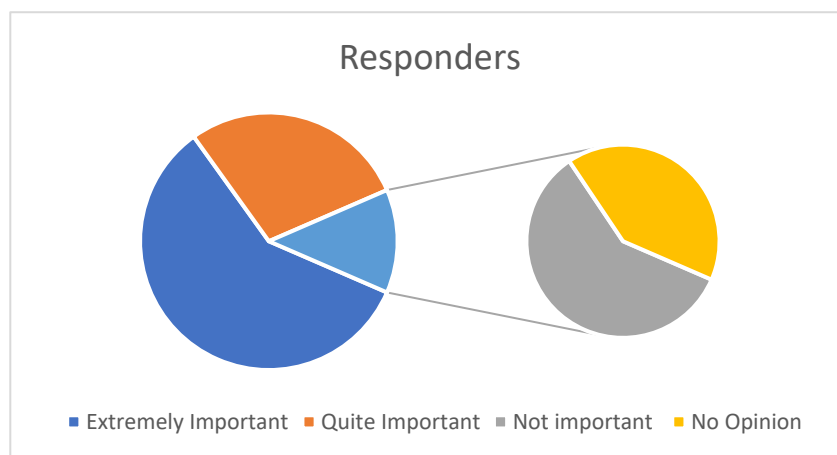
Options given were:

- No opinion
- Not important
- Quite important
- Extremely important

As a closed question requiring the selection of one answer, this enabled a clear view of the number of residents who wished to see a matching of styles.

Of the total of 169 respondents, across both on and offline:

- 59% of both highlighting that it is Extremely important as a design consideration
- 28% of both indicating that it is 'Quite' important



This demonstrated that 87% of responders valued a matching of style, could be supported by just over 5% stating that they had no opinion.

Features of housing

This closed question also gave the opportunity to indicate multiple answers, of between 1 and 12 features desired for any new housing.

As such, this question attracted a large volume of responses totaling 938 responses which were more broadly and evenly spread.

Of the answers attracting elevated levels of response the following are the top 5 and accounted for 60% of responses together:

- Off street parking (15% of responses)
- Open spaces (12% of responses)
- Front garden hedging/fencing between gardens (11% of responses)
- Good separation between houses (11% of responses)
- Low density (11% of responses)
- Pedestrian and cycle routes (11% of responses)

Notably responses were consistent across on and offline surveys, suggesting broad and even support across genders from middle age to later retirement.

Supplementing these responses and open question for any comments was also offered to respondents.

In this section 26 comments, were made covering 10 key themes, for which a total of 35 responses were given.

Whilst open answers can often lead to wide and diffuse answers there was a clear dominant theme that attracted 40% (14) responses. The call from residents that new *Homes should be built ready to meet the demands of climate change* including with regards to:

- *electric car chargers with solar panels*
- *Homes should be energy efficient*
- *insulation and rainwater harvesting as standard*
- *heat pumps*
- *well insulated*
- *nature friendly features (reduced lighting, swift bricks, bat boxes)*

Preservation of views, open spaces, particular landscapes, flora and fauna

A closed question, on areas for consideration, was provided for respondents to indicate none to 5 responses. The areas for consideration were:

1. Open spaces
2. Local Wildlife
3. View particularly landscapes/scenery
4. Paths/public rights of way
5. Local wild plants

690 responses were given of which the larger share of 502 were provided online. Both on and offline support was consistent and almost completely even with c.20% of responses committed to each of the 5 areas for consideration.

To illustrate, response per centages for both are given below:

1. Open spaces (23% of responses)
2. Local Wildlife (21% of responses)
3. View particularly landscapes/scenery (18% of responses)
4. Paths/public rights of way (21% of responses)
5. Local wild plants (17% of responses)

Teasing out further information, a comments box headed *Any other important features* was provided. This encouraged 19 written responses, over 19 areas.

Notably across these headings were comments that could be deemed less directly relevant in this section including:

- Play areas
- Safe routes to schools
- Traffic calming
- Purton being recognized as a collection of small settlements not just a single village
- Allotments

Of those more directly relevant to the line of questioning, 4 key themes gained 10% of unprompted responses each. These were:

- Open space
- Nature corridors
- Views
- Historic landscapes

Key respondent's/residents' quotes on the matter that can enrich understanding are:

- *Purton's elevated position affords it some of the most beautiful sweeping views across the valley. These vistas should be preserved as once they are gone, they are gone. They are part of what makes Purton special and not just a suburb of Swindon.*
- *Nature corridors connecting ecological important areas.*
- *Country roads, historic landscape and escarpments are all important and need to blend in with the new.*

Establishment of small businesses, works shops, farm diversification and rural crafts

Question 8 sought to address 2 key areas around residents working practices and to understand whether the NHP had roles to play in the supporting of the establishment of small businesses.

The question structure was again a closed multiple choice one where respondents could make 0-6 responses.

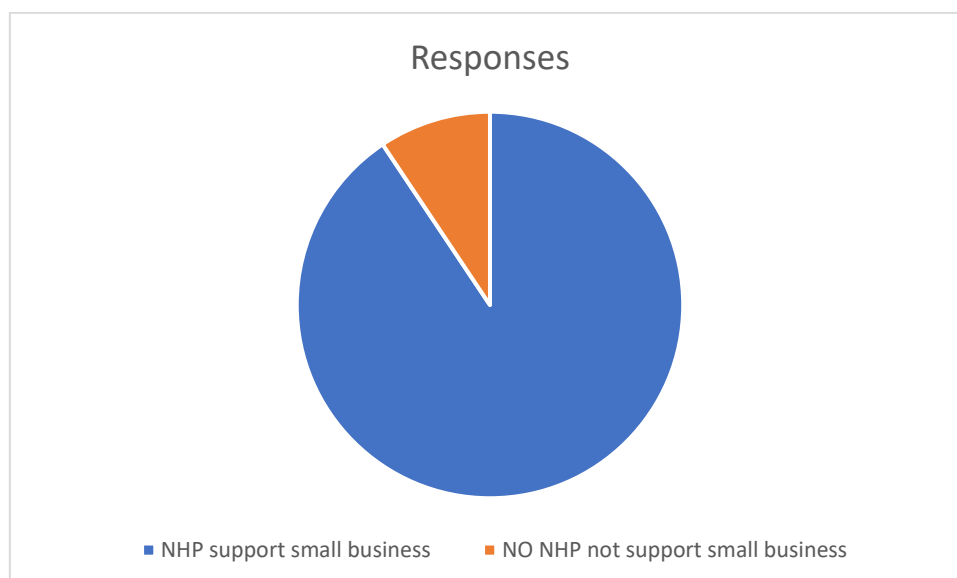
Understanding of how and where local people work in Purton responses to the first 4 options as follows were given:

1. Yes, from home in Purton
2. Yes, from a business premise in Purton
3. Yes, in premises outside Purton
4. I do not own a business but work from home

1 in 5 (19% of responses) indicated that the greater majority of both on and offline responders worked from home. Considering within the channel of survey completion however, showed that the balance was connected to those who completed the survey online who, with 23% of online responses reflecting home working, whilst just 7% indicated that they worked from home in the paper surveys. Considering response profiles, this could suggest that those in middle age are our home workers with few towards the retirement life stage.

Notably levels of responses were more consistent at around 14% both on and offline for those running a business from home, suggesting a continuation of working for those who were business owners.

With regards to whether the NHP had a role to play in supporting the establishment of more new small businesses, there was a clear and consistent response in favor with 54% of both and 67% on paper and 49% online demonstrating support. Further support for which was given by the low levels of responses for 'No the neighborhood plan should not encourage the establishment of small business', which attracted 6% or less of responses across both, online and offline.



Infrastructure and Amenities Improvements to be funded by CIL funding

This question aimed to understand which areas should be the priority for funding when available, although it should be noted that responders could indicate 0-10 answers in each case.

Within the options 6 were given without indication of CIL funds being used and four with, with 8 unique areas for investment as follows:

1. Roads
2. Sewage systems
3. GP surgery
4. Refuse collection
5. Parish halls
6. Play areas / leisure fields
7. Cycle ways
8. Dentists

Of note amongst the answer options, is that when play areas and community halls are mentioned twice, they are first listed together without mention of CIL money and then listed separately with CIL funds highlighted as a funding source.

Taking first areas of investment listed without CIL funds the options are as follows:

1. Road safety in need of improvement
2. Sewage systems in need of improvement
3. GP surgery in need of improvement
4. Refuse collection in need of improvement
5. Parish halls/leisure fields/ play parks in need of improvement
6. Dentists required

Data shows that the levels of responses given to each are as follows including paper and online surveys are as follows and which are given in decreasing amounts:

1. 19% - Road safety in need of improvement (19% of total responses including those for CIL answers)
2. 17% - GP surgery in need of improvement (17% of total responses including those for CIL answers)
3. 12% - Dentists required (12% of total responses including those for CIL answers)
4. 8% - Sewage systems in need of improvement (8% of total responses including those for CIL answers)
5. 8% - Parish halls/leisure fields/ play parks in need of improvement (8% of total responses including those for CIL answers)
6. 2% - Refuse collection in need of improvement (2% of total responses including those for CIL answers)

Separate review of the CIL answers, shows the following level of support for each:

1. 14% - With CIL moneys from developers, we should invest in road improvements
2. 10% - With CIL monies from developers, we should invest in cycle ways
3. 7% - With CIL moneys from developers, we should invest in play areas
4. 4% - With CIL monies from developers, we should invest in Parish/Community halls

Notably the lower levels of support for CIL spend on these areas could possibly be related to residents' view of importance, usage, precepting for items or indeed that they currently find them to meet their needs and standards.

Consideration of both sets of answers together, emphasizes the importance that residents place on road improvements, which receives the greatest level of responses without CIL money and with. When totaled, road-based responses for CIL funded or not, represent 33% of both on and offline responses.

When considering both Doctors and Dentists and the need for improvements to them, a similar third of responses (29% of all responses) can be found seeking investment in medical services in Purton.

Shedding more light on what residents prioritize, are the 41 open comments on 26 themes for this section which 51 responses were given. Of these, the top four matters were as follows:

- 12% of responses – improvements to Pavenhill shops
- 8% of responses – improvements to traffic and roads
- 8% of responses – improvements to GP surgery and its parking
- 8% of responses – improvements to public transport

Key comments were as follows:

- *GP surgery doesn't need improvements to its day to day running which I feel is excellent. I just needs to be bigger to be able to cater for the increase in residents due to the new housing estates.*
- *Refurbishment of the shops and the area around them. How long have the steps been taped off??*
- *More public transport so we are not disconnected no bus after 7 or or on a Sunday it can feel isolated.*
- *Impact on current road system when building new developments - ie rat run perceptions and how extra traffic impacts on business and residents*
- *More traffic calming*

Any comments and ideas relevant to the NHP or quality of life for residents in Purton?

The final question gave the opportunity to comment openly and to provide any ideas. In this section, 48 comments were made. Responders covered 20 separate areas which can often lead to very even and diffuse response levels.

However, in this case more than 40% of the 76 responses from the 48 responders, highlighted just two key areas:

1. The need for development to be paired with appropriate infrastructure
2. Issues connected with the roads and traffic

It should be noted that in around a 3rd of cases, responders who highlighted one of these issues highlighted both.

Comments of note were as follows:

- *Village does not need large scale housing, high density development putting more strain on services e.g., GP surgery. The narrow roads in and giving access to the the village are not suitable for increased traffic volumes. We value the rural nature of the village e.g., working farms, footpaths, societies and the sense of community which cares about its members.*
- *The village is confined by narrow roads & access is often compromised. Any future developments should bear this in mind, & improvements to the road from Purton to Lydiard, past the Pear Tree is very necessary.*
- *Large scale housing development should not be allowed as it puts more traffic on already narrow congested roads and additional strain on local health care services as Purton now covers the Tadpole expansion for the GP surgery.*
- *Consideration should be made of the road access available when deciding where to build houses as some roads like Pavenhill are narrow and not suitable to carry more traffic*
- *Any additional development should not worsen any of the existing problems of volume of traffic, speed of traffic, parking etc, whether generally or in specific places such as around the schools / top shops / Coop.*

These comments begin to highlight potential reasons by resistance to development as not an issue in isolation, or simply to protect rural character and scenery but in their link to other existing issues which residents are concerned will worsen, rather than being considered as part of the development.

Numbers of respondents keen to be involved in future surveys and consultations

To provide further understanding of residents, with a few to guiding and making future decisions on PPC, respondents were given the opportunity to provide their details for '*to be involved in further consultation/surveys*'. 19 people, 12% of survey responders or 0.45% of the population provided their details for this purpose.

Notably, 37 separate people gave their details and 3 of them for all 3 surveys, showing that they are willing to be surveyed and to get involved.

Conclusions

The following conclusions can be drawn from the survey data gathered:

- Most survey respondents are long-term resident or workers in Purton.
- Most residents support the proposed vision for the NHP.
- Homes with 2 and 3 bedrooms, as well as retirement living are desired.
- Residents want small infill developments of 15 homes or less.
- Residents would like to see the conversion of agricultural and old buildings as a priority in future developments.
- Local people see it as important that the development of new homes reflects existing styles.
- New developments need to have parking, open space and a sense of individual properties marked by boundaries, hedges, space and reduced density of development.
- Many local people feel the need to protect their historic, rural, open, green landscape.
- Residents have a desire to see future development, which supports the climate change agenda.
- There is a clear desire to support the establishment of local businesses and with those that may provide shopping or high street opportunities.
- Road improvements, traffic, traffic calming, road safety, safe routes and crossings are needed both with a view to the current level of development to a heightened level of concern with regards to future development.
- GPs and Dentists and other infrastructure improvements are needed now but must be considered further with regards to any expansion.

Recommendations

It is recommended that based on this survey PPC:

- Explore the completion of the survey by younger life stages.
- Adopt the proposed vision of the NHP.
- Incorporate desired 2 bed, 3 bed and retirement accommodation into the NHP.
- Reflect desire for infill developments of 15 homes or less in NHP
- Reflect desire for the conversion of agricultural and old buildings as a priority in the NHP.
- Highlight the importance of new homes reflecting existing styles in the NHP.
- Clarify in the NHP that new developments need to have parking, open space and a sense of individual properties marked by boundaries, hedges, space and reduced density of development
- Reflect Local people's need to protect their beautiful and historic rural, open, green landscape in the NHP.
- Highlight residents desire to see future development, which supports the climate change agenda in the NHP.
- Note the clear desire to support the establishment of local businesses and highlight the desire for infrastructure that may provide shopping or high street opportunities.
- Make clear in the NHP the importance of roads, safety, traffic calming and transport links in future development plans.
- Document that GPs, Dentists and other infrastructure improvements must be considered as key to any future expansion plans, more so if current shortfalls are not met.

Appendices

Appendices