

LONG ITCHINGTON NEIGHBOURHOOD PLAN SURVEY 2016



Neighbourhood Plan

Long Itchington, Bascote & Bascote Heath



December 2016

Summary

- **The overwhelming reason people enjoy living in the parish is the natural environment & open spaces within the built-up area**
- **These must be preserved & many feel work is also required to improve them** (wildlife, woodlands, footpaths / bridleways / towpath)
- **Other features within the built-up area are also important, including the pavements / footpaths & litterbins, but these are also felt to require action** (litterbins relating a lot to dog mess bins) **along with traffic calming**
- **The shops are also important to residents & some would like more** (without indicating how they could be viable)
- **Inevitably there is much criticism of the current expansion of the village, but people still see a need for affordable housing for both the young & elderly**

Long Itchington is seen as a rural parish & people living here want it to stay that way!

Contents

- 1. Introduction**
- 2. The parishioners**
- 3. Work & public transport**
- 4. The community & community facilities**
- 5. The parish environment**
- 6. Business opinions**

1. Introduction



Background

- **The Long Itchington Parish Council are developing a Neighbourhood Plan to determine how the area will look over the next 15 to 20 years & what it will be like to live in it**
- **This survey was conducted as part of this exercise**
- **It follows on from 4 previous parish surveys:**
 - **1995: Parish Appraisal (45% response)**
 - **2001: Village Opinion (83% response)**
 - **2004: Pond, Lilac field & housing need survey (58% response)**
 - **2011: Village Opinion (83% response)**
- **We followed the same methodology as the successful Village Opinion surveys**

Some expertise has been developed in running these parish surveys to ensure that they achieve a good response rate.

Methodology

- **The Parish was divided up into 62 areas**
- **Volunteers distributed questionnaires to households in these areas**
- **Collected them on completion**
- **4 different questionnaires:**
 - **Household questionnaire**
 - **Individual adult questionnaires (16+)**
 - **Business questionnaire** (for those running a business in the parish)
 - **Housing needs questionnaire** (run by WRCC with questionnaires returned to them)
- **Questionnaires distributed in Sept & collected Sept – Oct 2016**
- **Business questionnaires also distributed to businesses in the parish**

The response

By households

- **656 of the 881 occupied households returned questionnaires** (although 1 was too late to be included in the data)
- **A response rate of 74%** (which, although lower than the previous 83%, is still a fantastic response rate by any measure)
- **The decline in the response rate is probably down to 3 things:**
 1. **September is popular for holidays among our ageing population**
 2. **Recent rejection by authorities of strong opposition to housing development, the solar farm & Post Office has led to a degree of cynicism as to whether the views of residents count for anything**

I have completed these every year and nothing changes!!

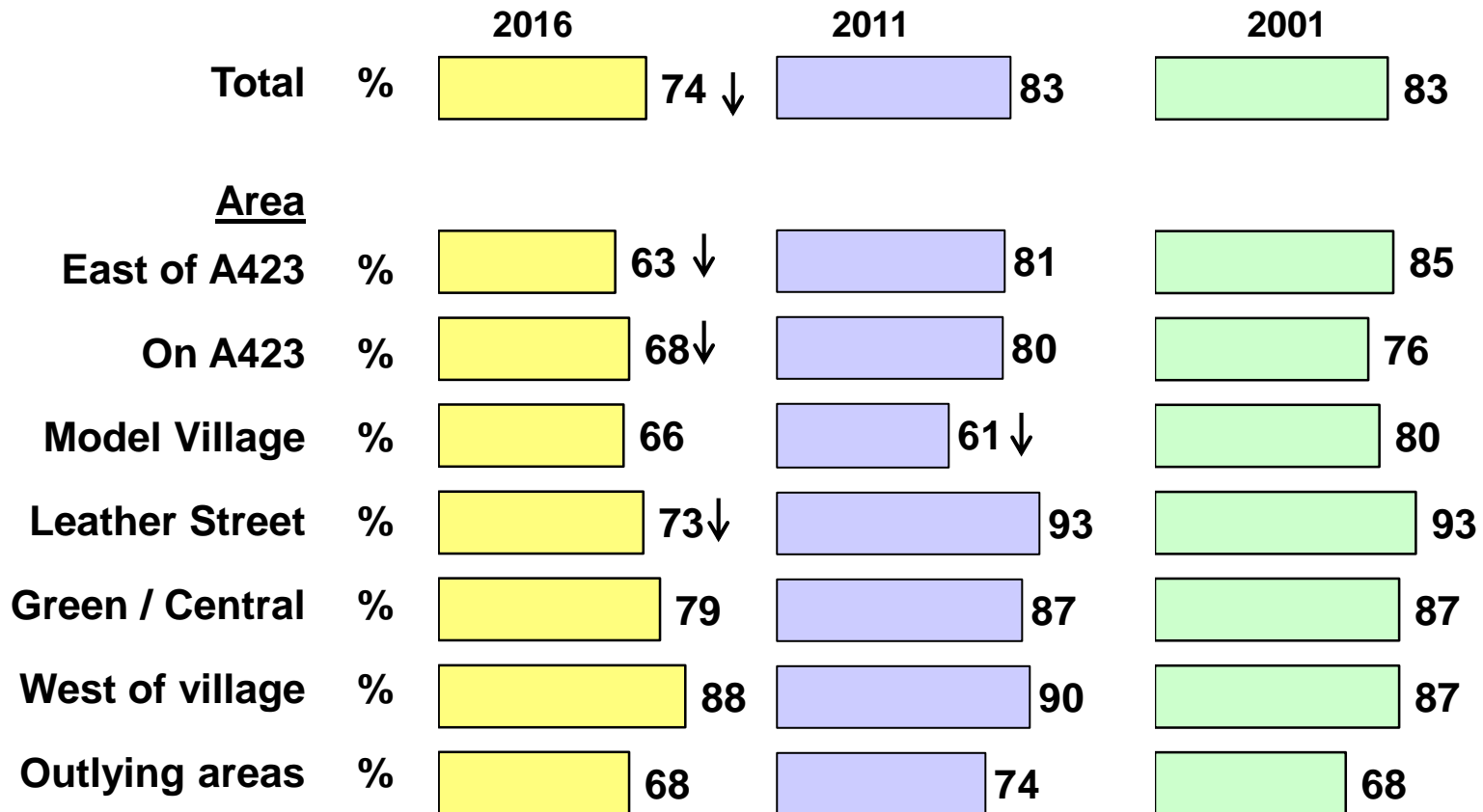
3. **The individual questionnaire was twice as long as previous ones**

I am not completing this form any further, as I have lost the will to live with it, sorry.

**A big thank you to all our collectors / distributors,
9 of whom got a 100% response rate!**

Household response rate

By where people live



The biggest declines in response rates were on the East of the village, on the A423 and Leather Street – arguably areas which will be most affected by the new housing developments & traffic they bring.

The response

Businesses & household needs

- 11% (69) of households said they ran a business in the parish
- 42 of these completed a business questionnaire
- 9 other businesses completed one
- 51 business questionnaires were completed in total

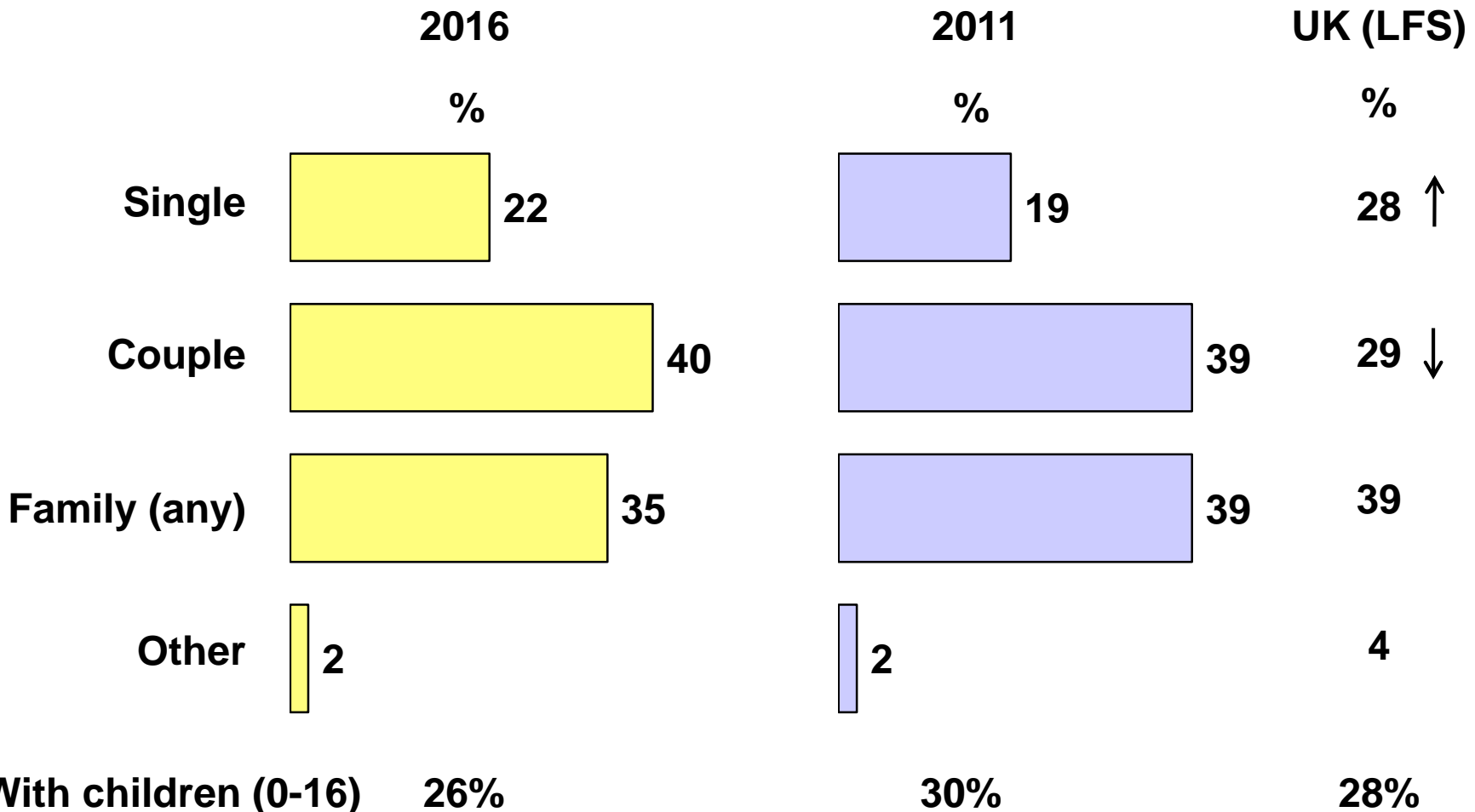
- 5% (32) of households said a member of their household currently had an unmet housing need in the parish
- 9% (57) said they knew of people currently living outside the parish with a strong local connection & unmet housing need
- 39 housing need questionnaires were returned to WRCC
- 29 identified a housing need & have been analysed separately by WRCC

The business questionnaires provide additional information, although not all businesses received a questionnaire.

2. The parishioners



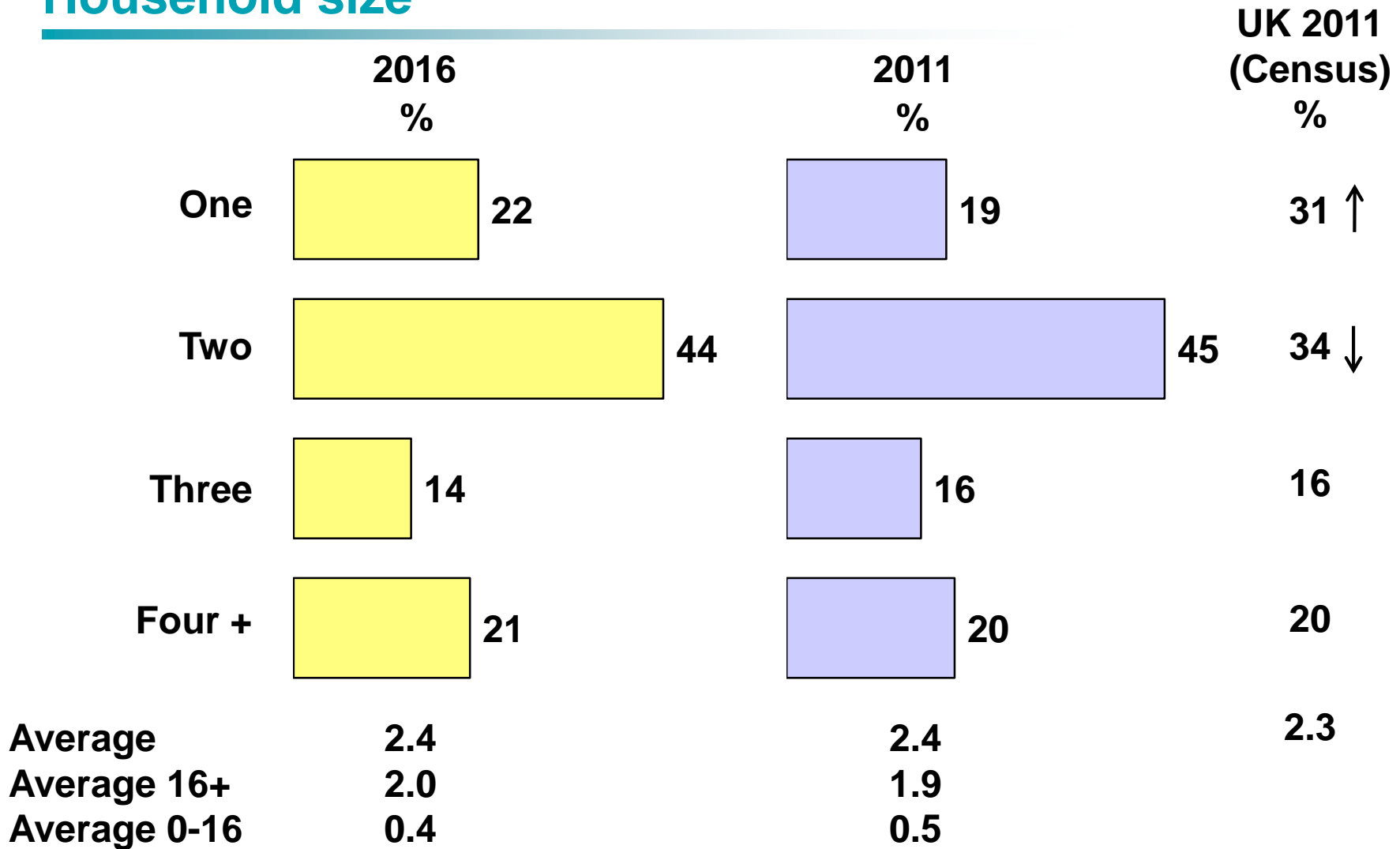
Household type



Most households are either couples or families, but a fifth are single occupancy (lower than UK). A quarter have children (0-16) present – similar to the UK.

Base: Total households (655, 732)

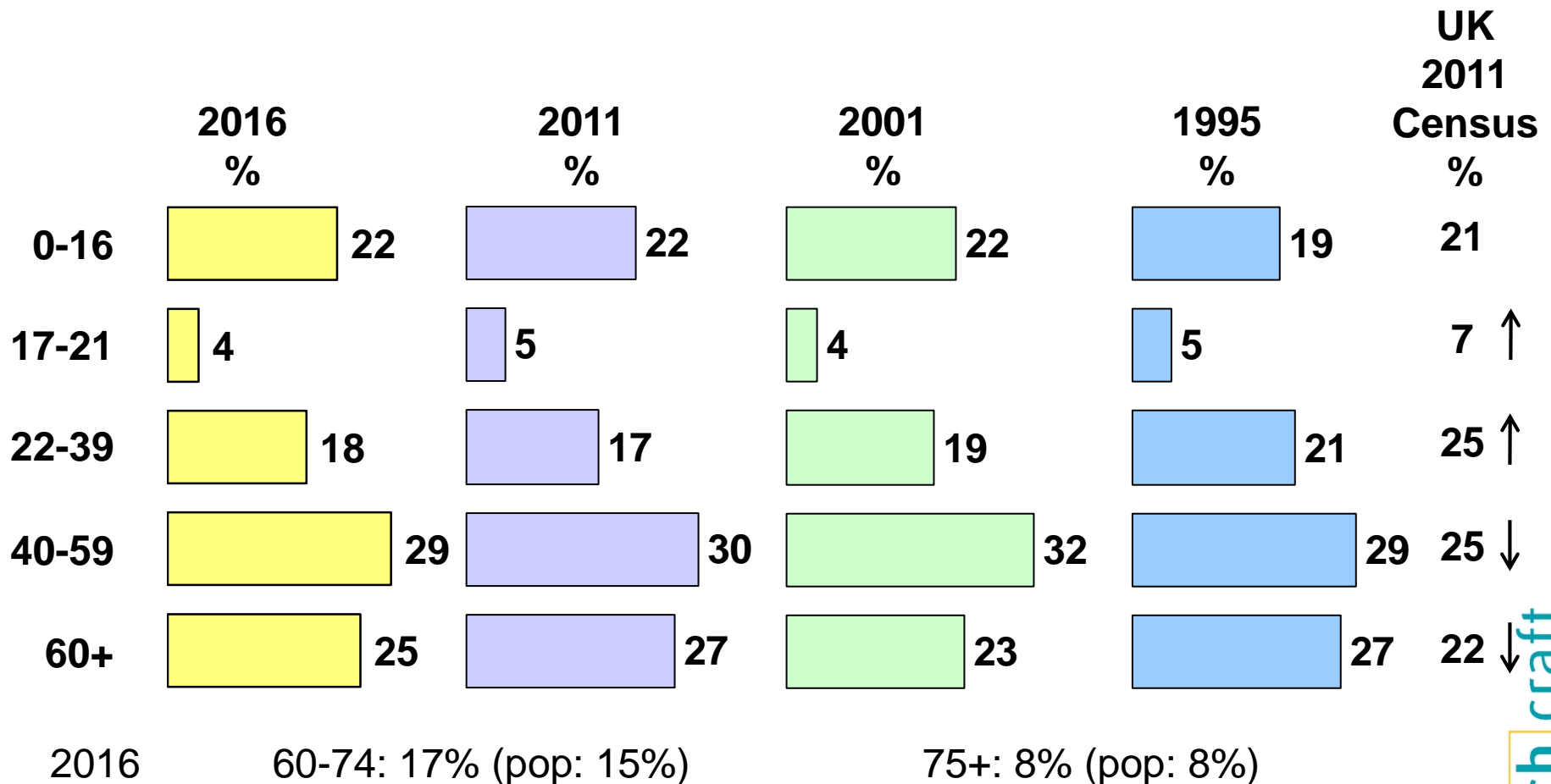
Household size



On average each household has 2.4 people in it, with nearly half having 2.

Base: Total households (655, 732)

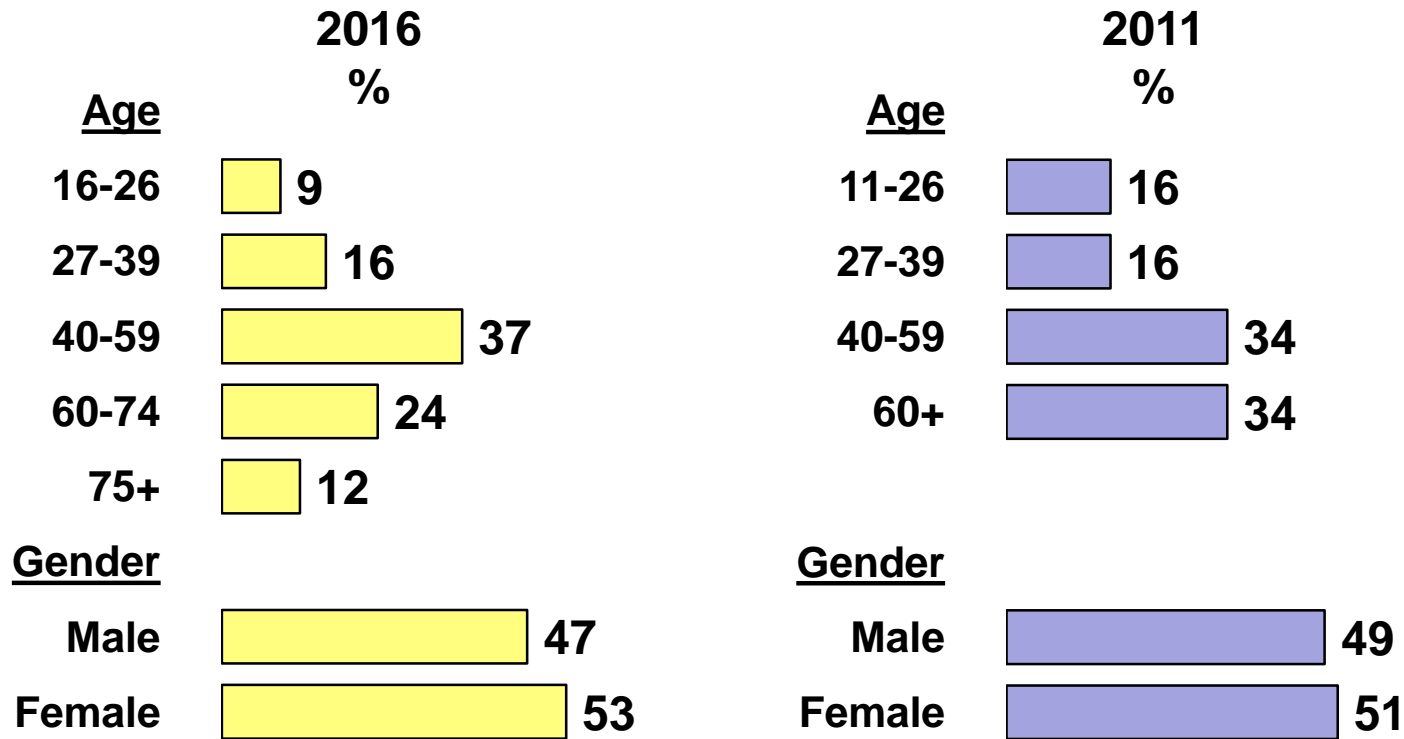
Age of people living in parish



A fifth of people in the parish are 0-16, a quarter are 60+. This hasn't changed much over the years. Compared to the population, we have fewer 17-39s and more 40-74s.

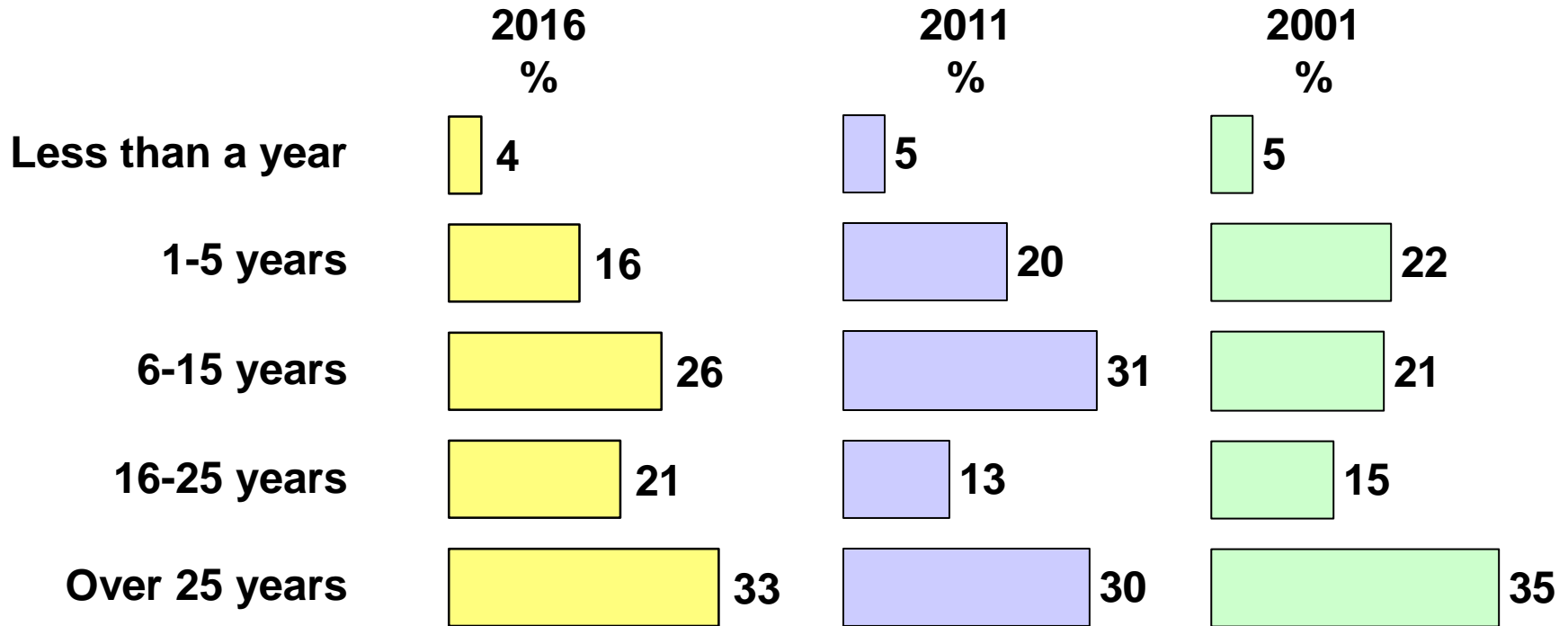
Base: Total in households answering (1,897)

Profile of people completing individual questionnaires



Most of the people completing the individual questionnaires were aged 40-74.

Length of time lived in parish

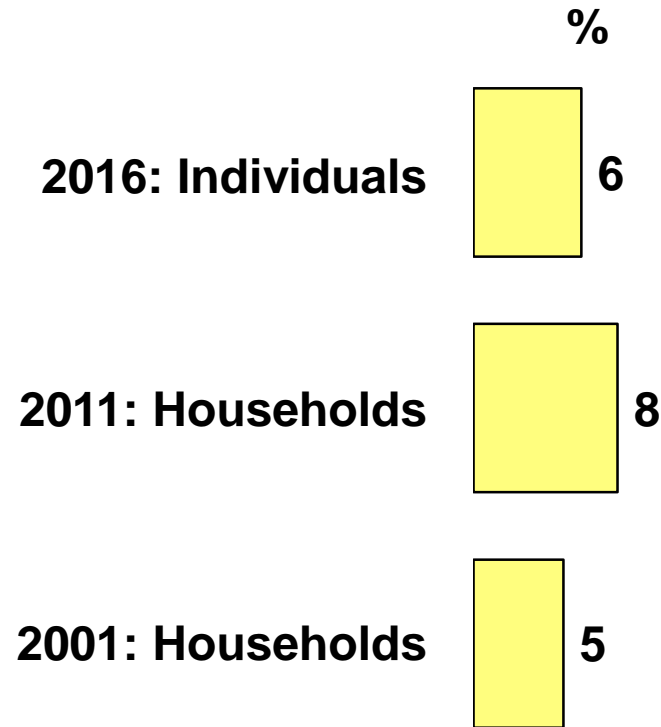


14% have lived in the parish all their life, 11% of those aged 27+

A third have lived in the parish for over 25 years. 20% have lived here for 5 or less years.

Base: Total individuals (1,193, 1,456, 1,202)

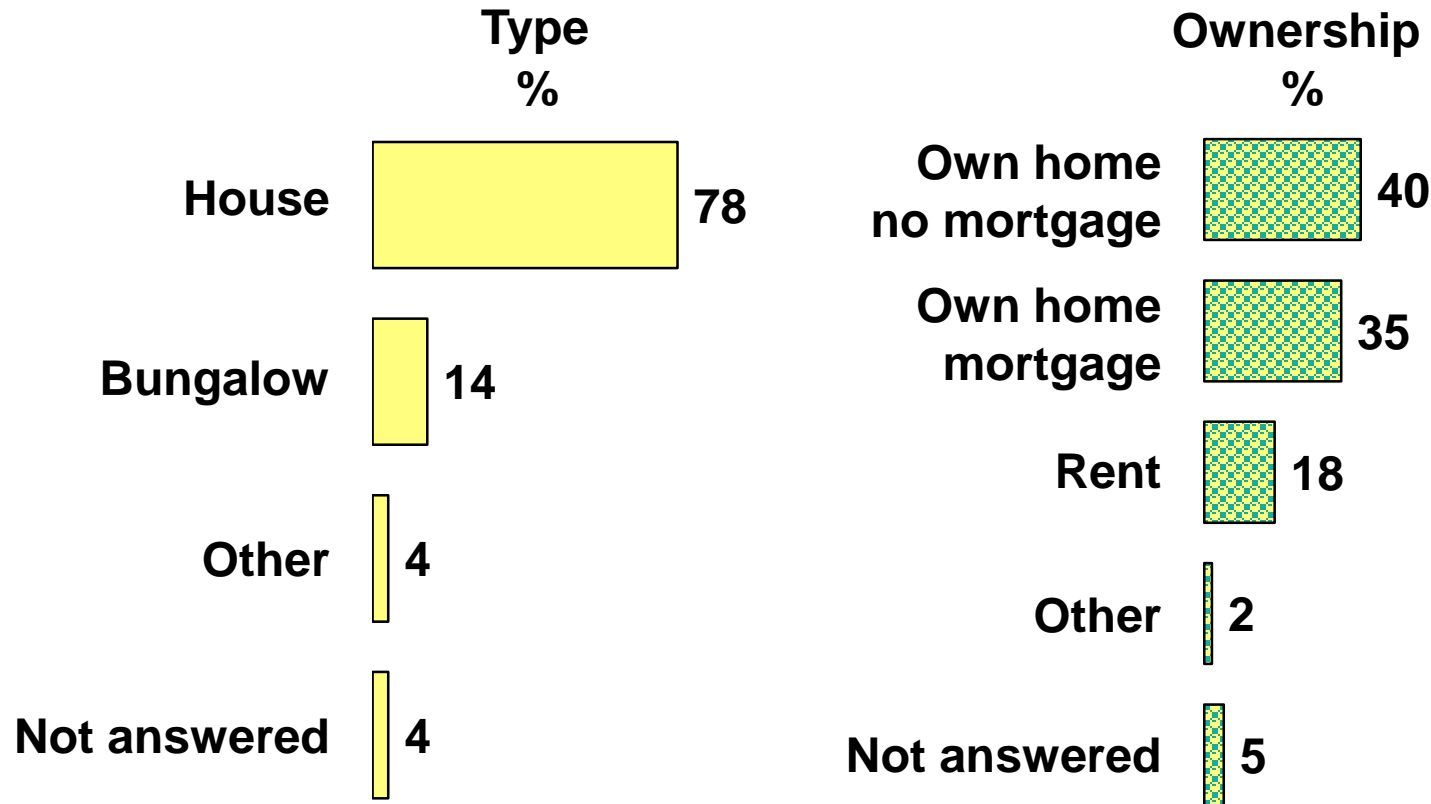
Registered disability



6% of individuals have a registered disability (compared to 18% of the population).
This is similar to what we have seen before (although asked at a household level).

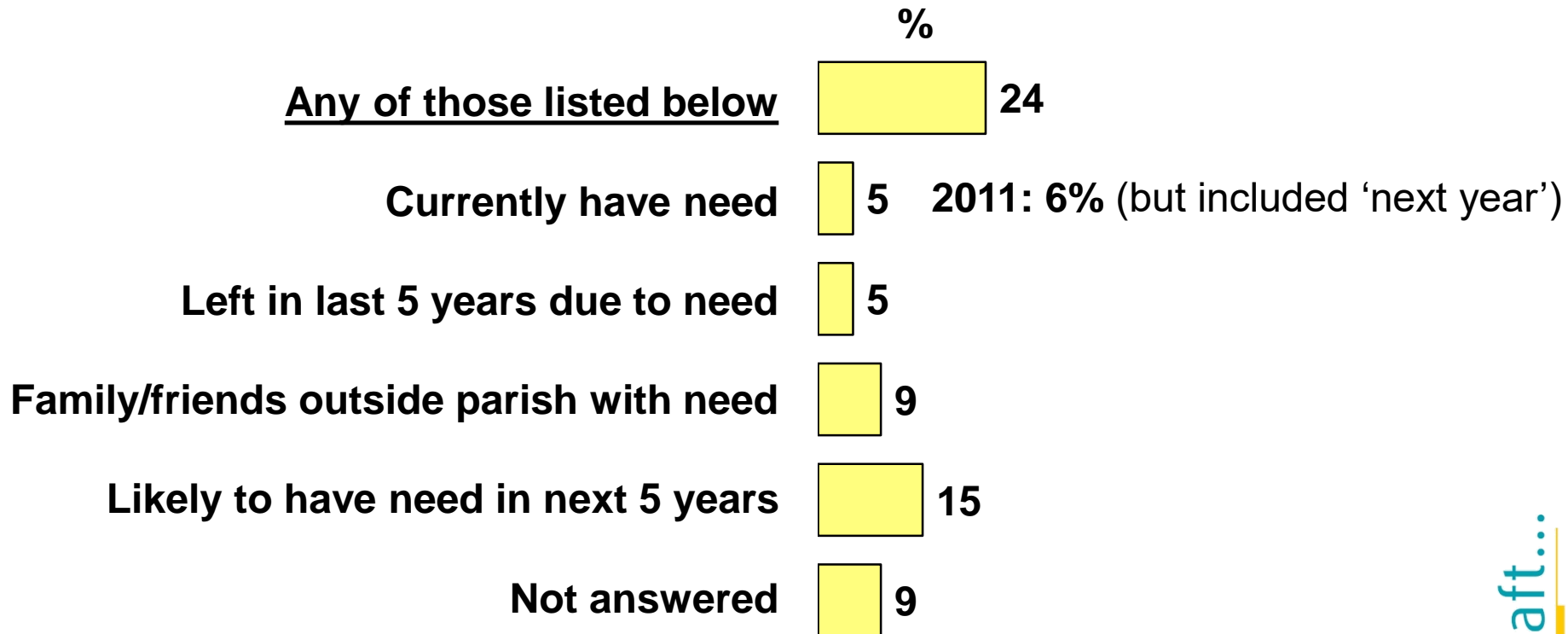
Base: Total individuals (1,193); Total households (732, 677)

Current property



**Most live in a house, with only 14% in bungalows.
Just under a fifth are renting or similar.**

Housing need

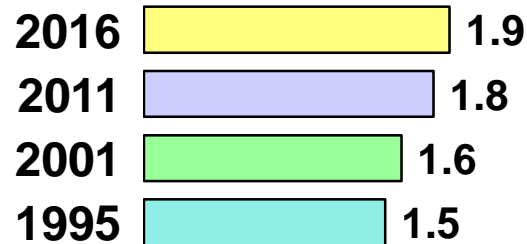


5% currently have an unmet housing need (very similar to 2011). 15% say they are likely to in the next 5 years, but this does not necessarily mean it will be higher than 5% at any one point in time.

Vehicles in the parish

- The number of households in the parish has not increased since 2011
- But the number of vehicles per household continues to increase

Average No. of Vehicles per Household



In the parish, there are about....

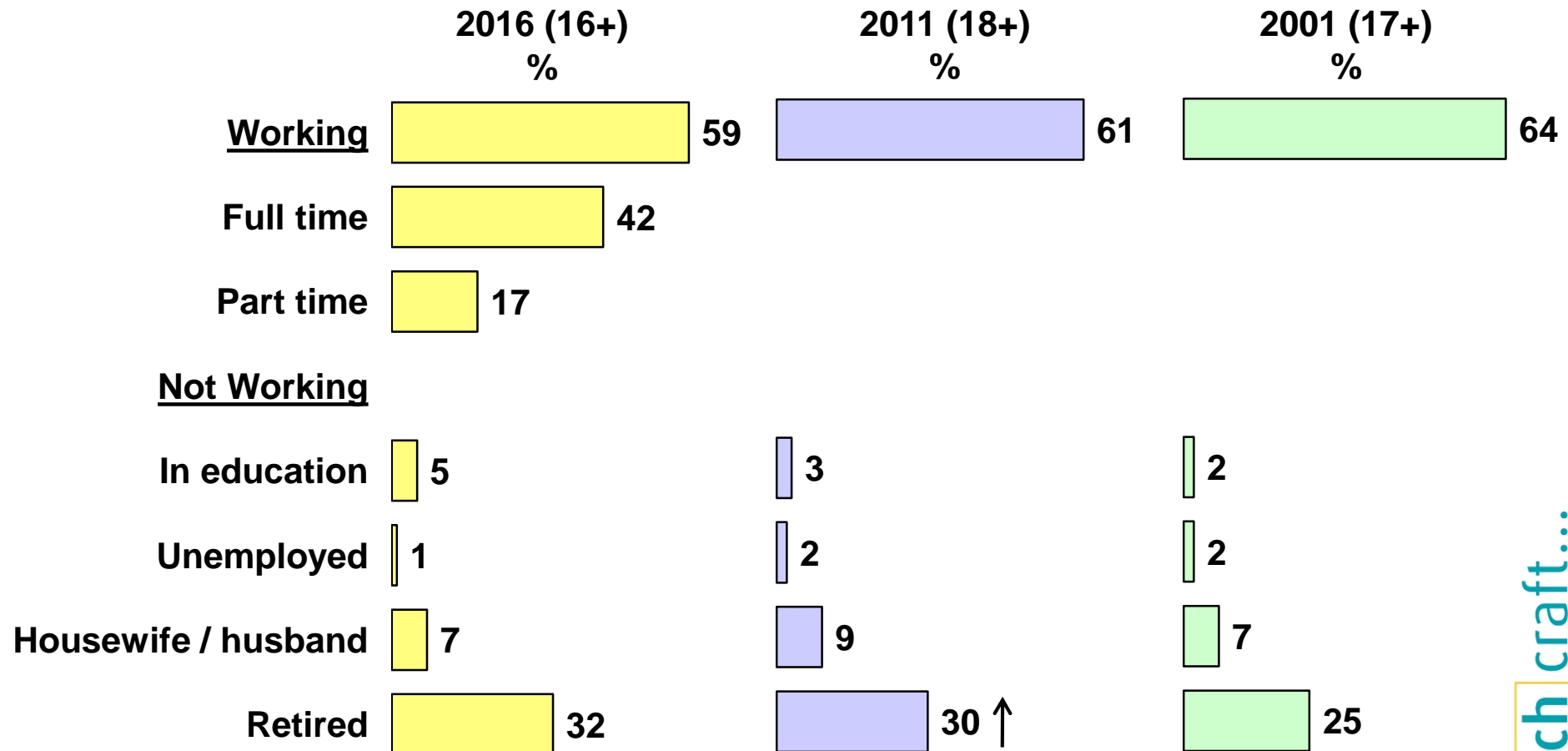
	2016	2011	2001
Cars	1,432	1,327	1,156
Vans / lorries	86	83	80
Motorbikes	<u>63</u>	<u>50</u>	<u>65</u>
	1,581	1,460	1,301

With the forthcoming dramatic increase in houses, this is a problem that can only get worse.

3. Work & public transport

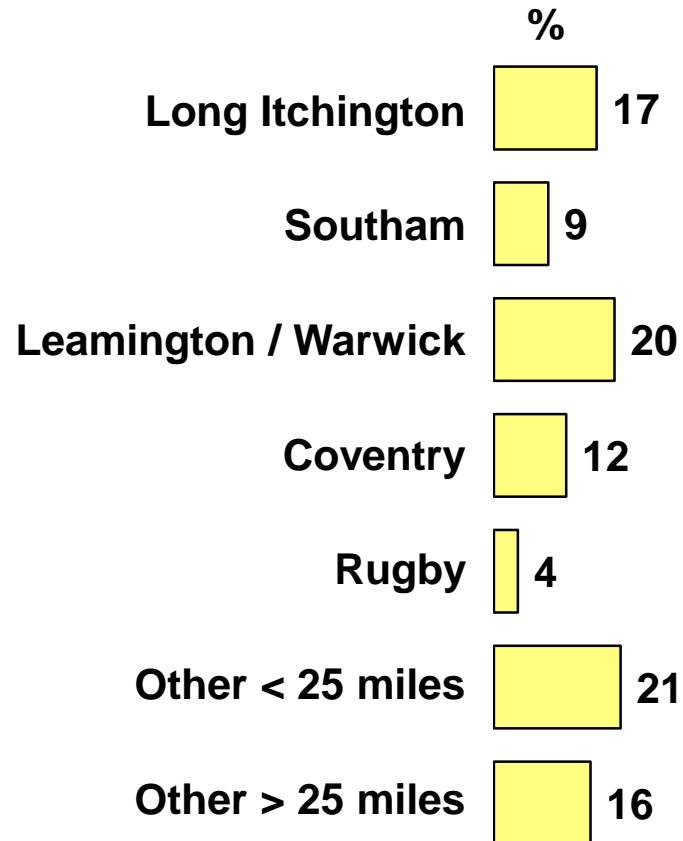


Occupation



Around 60% are working – mostly full time. A third are retired & this has increased since 2001.

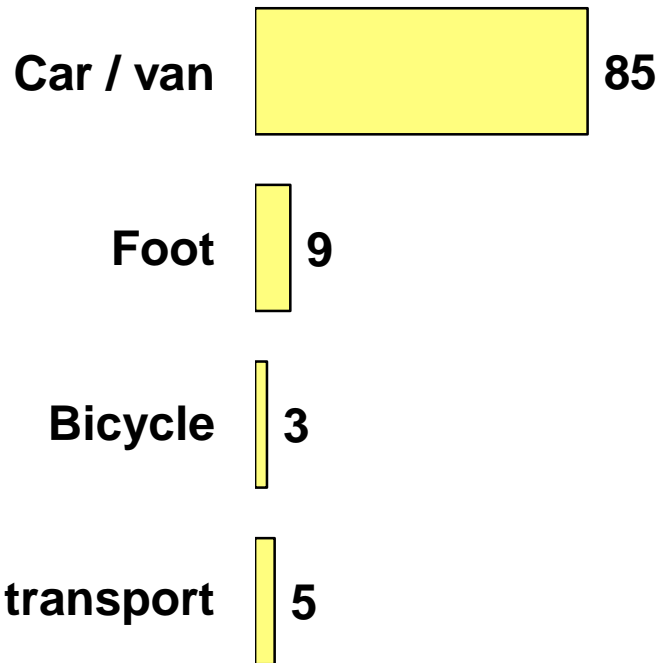
Where work



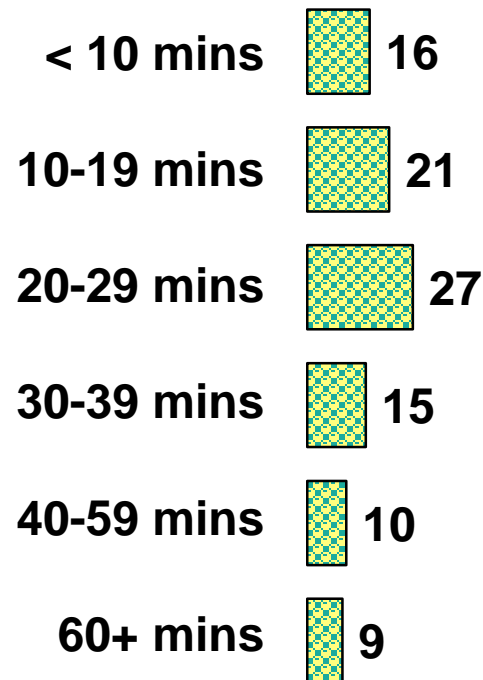
Most work fairly locally, mainly in the village or Leamington / Warwick.

Travel to work

Method
%



How long takes
(own motorised vehicle)
%



Average time taken:
27 mins

Average maximum
acceptable time:
36 mins

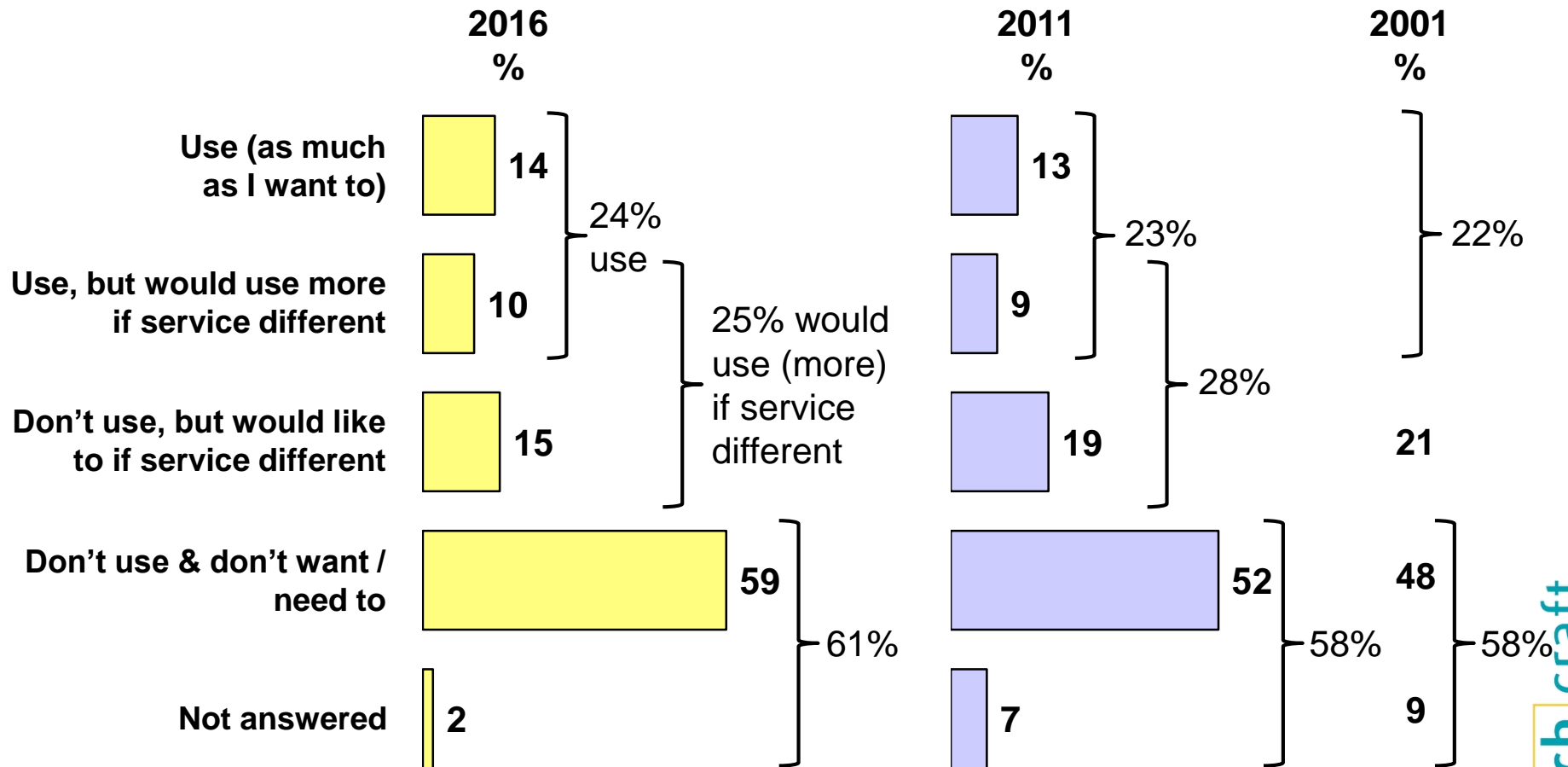
Those travelling by own motorised vehicle were asked:

- Could they travel to work without this vehicle: 16%
- Could they travel to work satisfactorily by public transport: 7%

Most travel to work by car / van & few of these would have any other way of getting to work.

Base: Total working individuals (704); Total using own motorised vehicle (600)

Usage of bus service



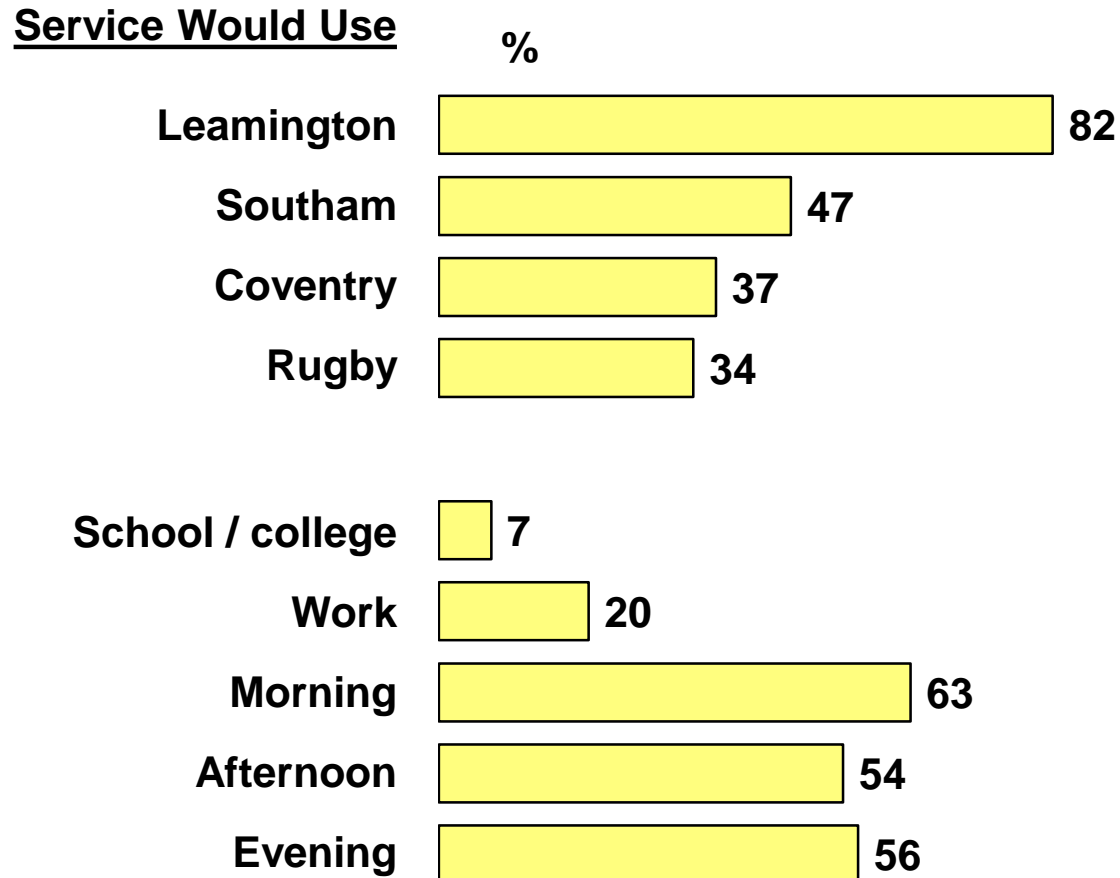
Nearly a quarter use the bus service & more would use it if the service was different. This has not really changed over time.

Usage of bus service by age

	16-26	27-39	40-59	60-74	75+
	%	%	%	%	%
Use (as much as I want to)	13	6	11	20	22
Use, but would use more if service different	11	7	7	15	12
Don't use, but would use if service different	20	14	14	17	14
Don't use and don't want / need to	54	72	69	46	42
Not answered	2	1	0	2	10

The bus service is important to younger &, particularly, older parishioners.

What service would use

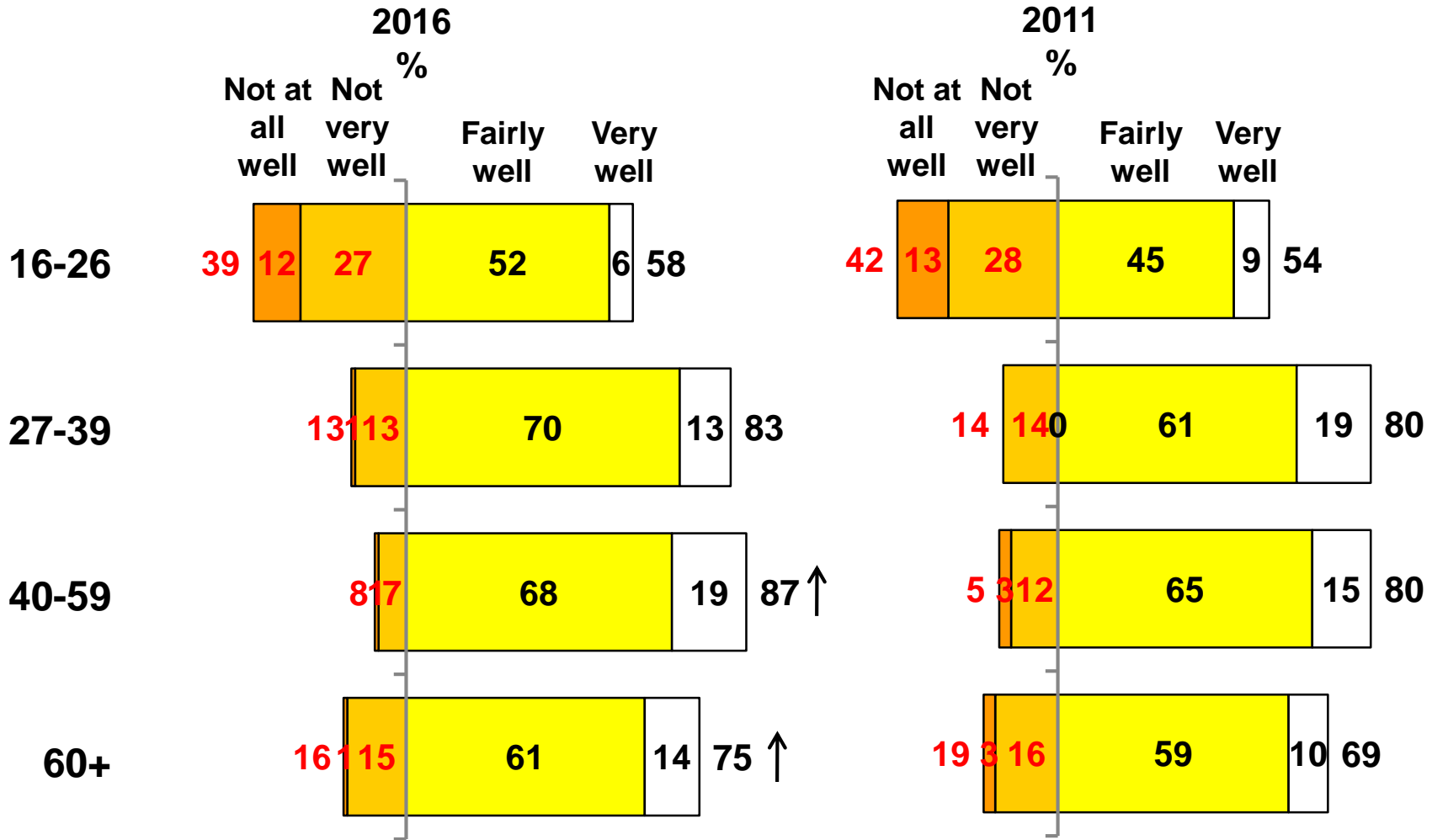


Leamington is the main bus destination desired – at all times of the day.

4. The community & community facilities



How well your age Provided for in the village



Satisfaction with the parish for their age group is highest among 27-59 year olds, but all groups showing an improvement – particularly 40+.

Base: Total individuals (113, 196, 443, 437; 89, 233, 495, 488)

How involved in aspects of the community

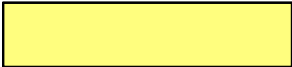
	Very	Fairly		Not, would like	Not, don't want	Don't know	Not answered
The community as a whole %	6	43	49	15	16	9	11
Community social life %	7	36	44	14	19	8	16
Local issues %	5	38	43	17	16	8	15
Local groups / clubs %	7	26	33	15	27	9	16

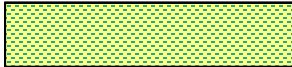
Just under half feel involved with the community, it's social life & local issues. A further c. 15% would like to be.

Involvement with community as a whole

By where live & age

Feel very / fairly involved

Total %  49

Total %  49

Area

East of A423 %  35 ↓

On A423 %  47

Model Village %  54

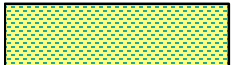
Leather Street %  71

Green / Central %  53

West of village %  54

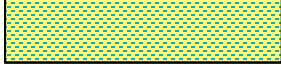
Outlying areas %  47

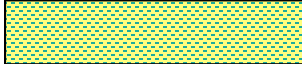
Age

16-26 %  38 ↓

27-39 %  47

40-59 %  54

60-74 %  47

75+ %  51

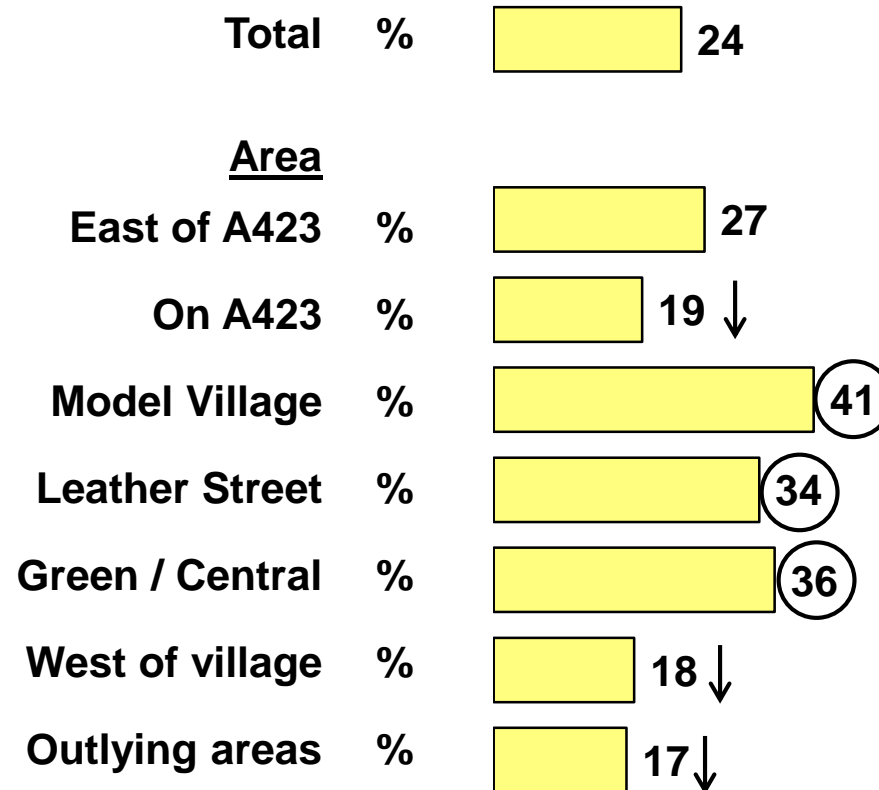
Those living in Leather Street feel the most involved (unclear why). The least involved are those living to the east of the village & those aged 16-26.

Views of the parish

	Yes	No	Don't know	Not answered
The parish is a nice place to live %	95	2	1	2
Friendly with good community spirit %	85	4	7	4
Crime / antisocial behaviour is an issue %	24	45	25	6

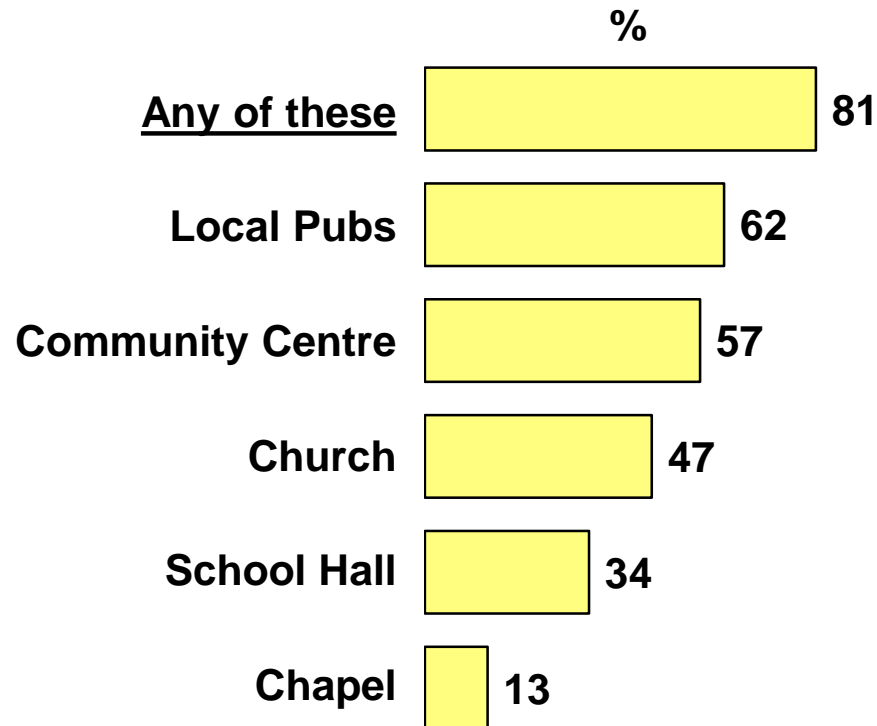
Most think the parish is a nice place to live, which is friendly, with a good community spirit. A quarter think crime / antisocial behaviour is an issue.

Those thinking crime / antisocial behaviour is an issue by where live



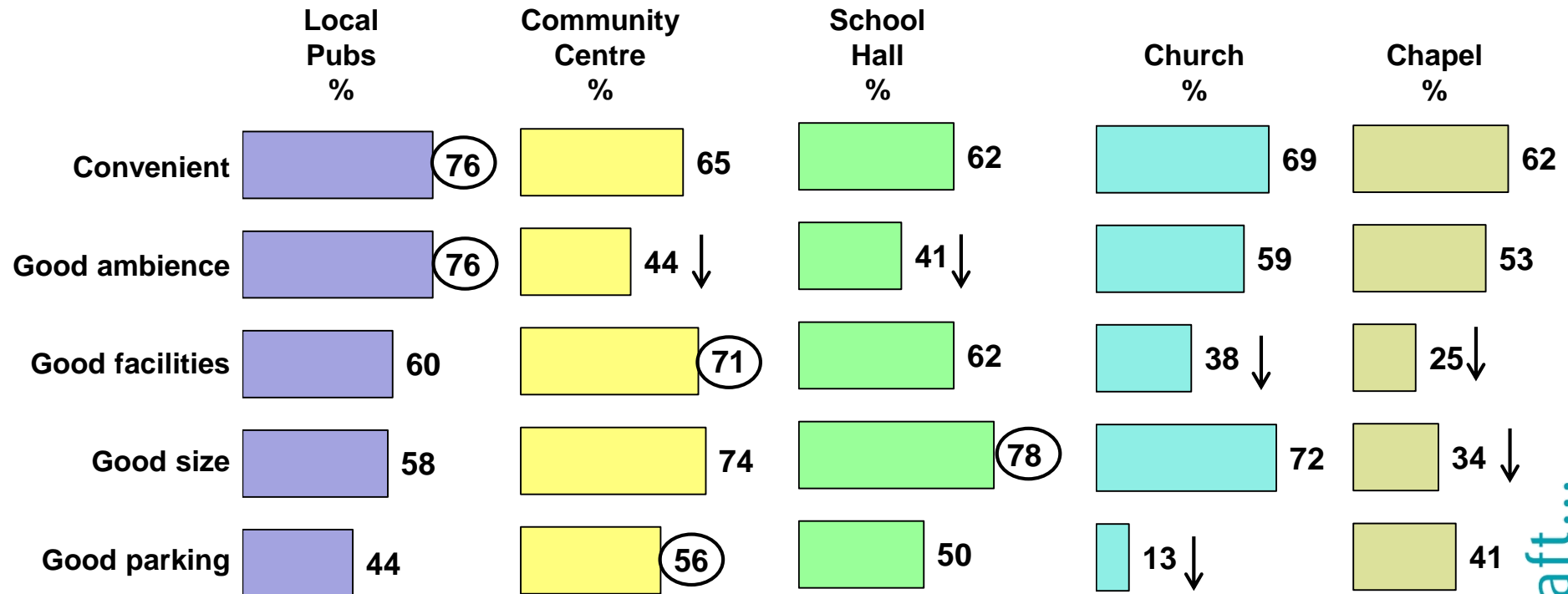
People living in Model Village, Leather Street & The Green / Central are most likely to think crime / antisocial behaviour is an issue.

Places where have attended community event / meeting in last 3 years



Most have attended a community event / meeting in the last 3 years – mainly in local pubs or the Community Centre.

Features which apply to community venues



All venues are considered convenient, but especially the pubs which also have a good ambience. The Community Centre has good facilities & parking but isn't so good on ambience.

Community venues

Specific comments

A number of people commented on the community venues

- Ranging from those who felt we had good facilities
- To those who felt different facilities were needed, particularly on the west side of the village

Community Centre

While there was some praise for the Community Centre & work which had been done

There were also negative comments about it:

- Looking tired
- Lacking ambience
- Poor acoustics
- Poor parking
- Poor location
- Being difficult / expensive to book

Church

There was praise for the Church as a community venue, the FROLIC events & Thursday teas

And a feeling that it should be used more as a community venue

- But inevitably some disagreed & also commented on the lack of a kitchen & the parking
- The issue of the pews was also raised (for & against their removal)

5. The parish environment

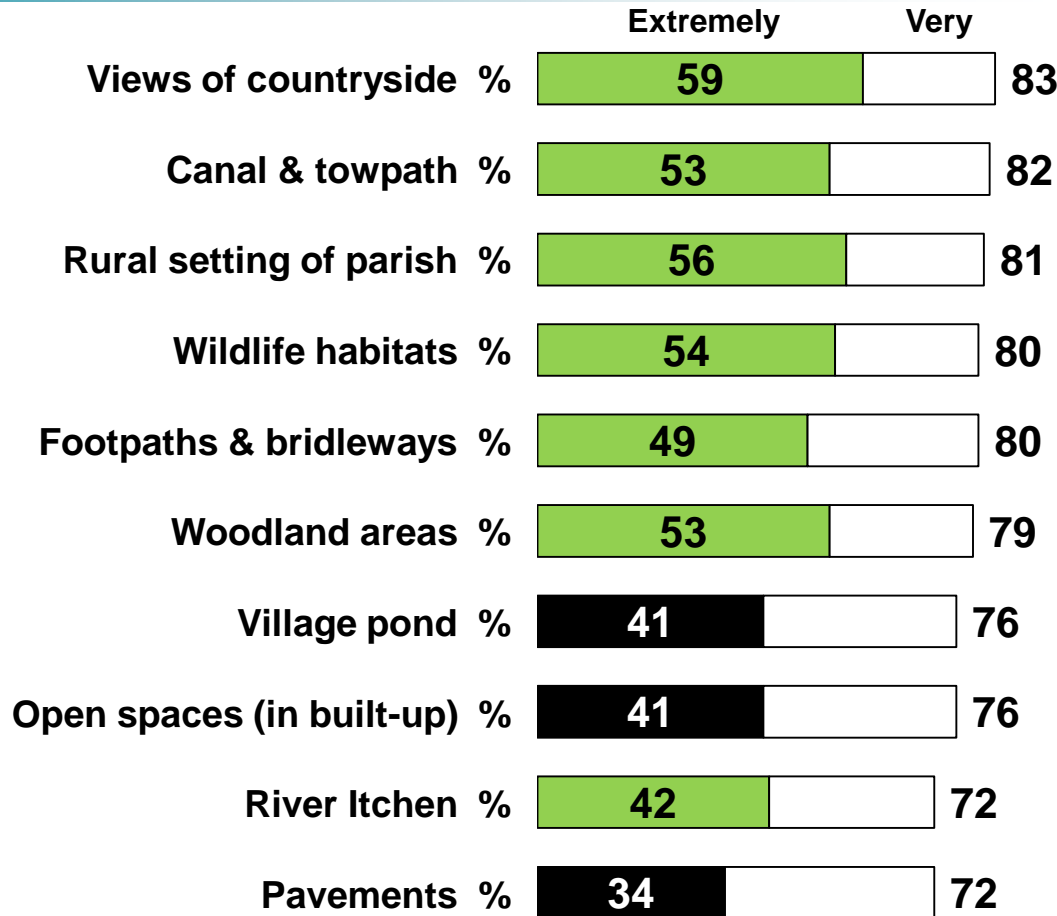


Questions about the parish environment

- People were asked to rate the importance of a number of things to their enjoyment of the parish environment.
- They were then asked which of these they felt were:
 - In need of improvement
 - More were needed
- These were in 4 areas:
 - **Buildings**
 - Features in built-up areas
 - **Facilities**
 - **The natural environment**

Importance to enjoyment of parish environment

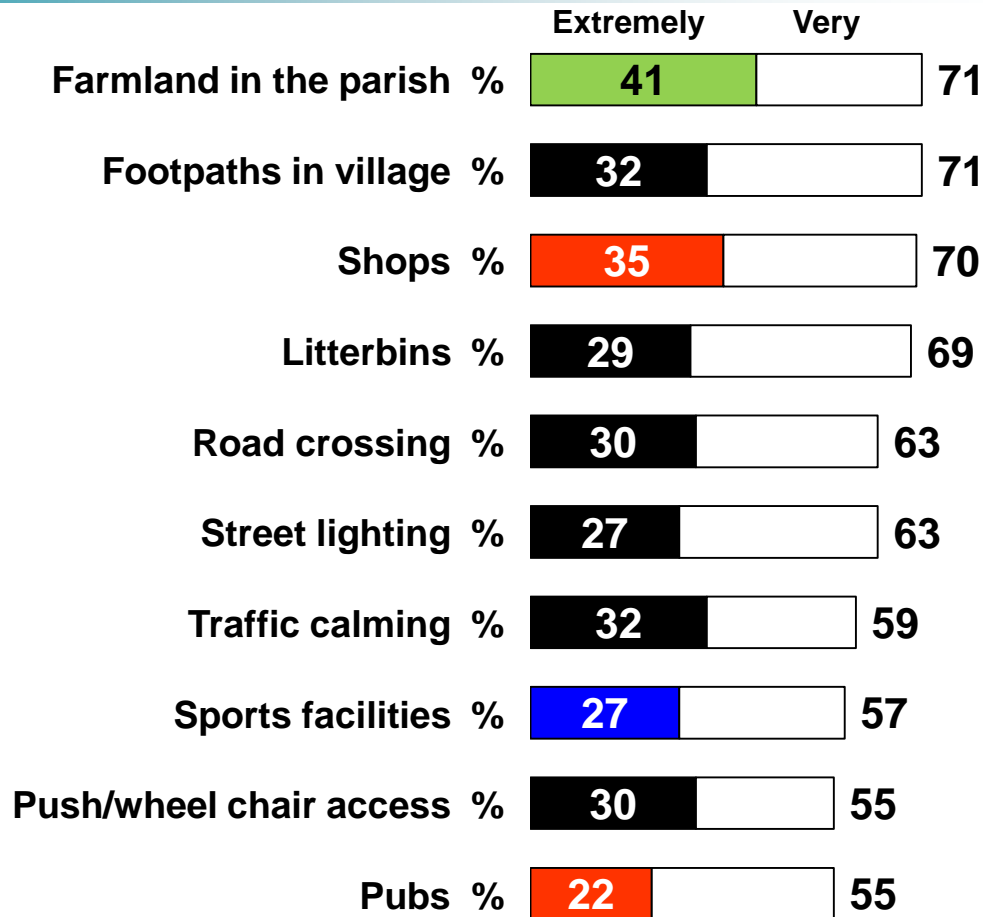
The top 10



What is considered important to the enjoyment of the parish environment is all about the natural environment or natural spaces within the built-up areas, but pavements also get into the top 10.

Importance to enjoyment of parish environment

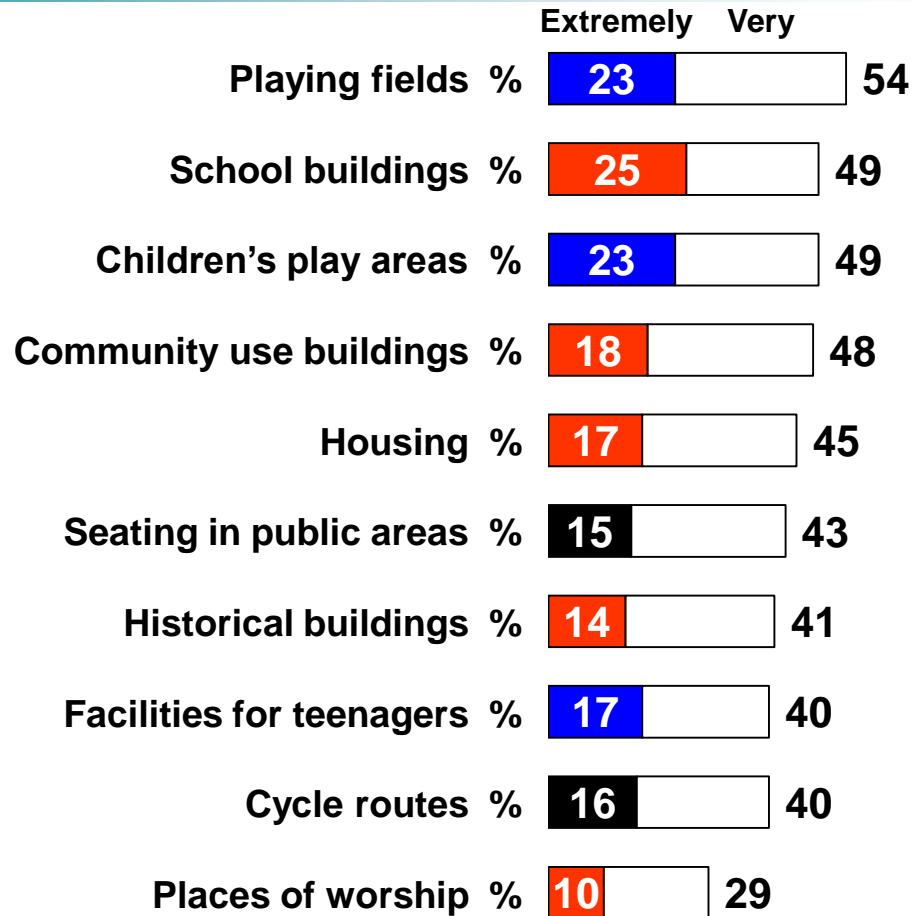
The next 10 (11-20)



Next most important to the enjoyment of the parish environment are mainly specific elements in the built-up areas, plus shops, sports facilities & pubs.

Importance to enjoyment of parish environment

The next 10 (21-30)



Outside the top 30 are:

Burial grounds (29%)

Allotments (28%)

Car parks (26%)

Bus stops (23%)

Commercial buildings (11%)

Lower in importance are the other facilities in the parish & buildings.

Areas for action: need improvement / more of

The top 10

	Either	Improvement	More of
Litterbins %	51	20	36
Footpaths & bridleways %	49	40	14
Traffic calming %	47	30	26
Footpaths in village %	43	33	14
Wildlife habitats %	41	24	21
Canal & towpath %	38	38	
Woodland areas %	38	22	21
Pavements %	37	31	8
Cycle routes %	37	19	23
Children's play areas %	37	30	12

Top areas in need of action are litterbins, footpaths / bridleways & traffic calming: half the village want action. Followed by footpaths / pavements in the village, wildlife / woodlands, canal / towpath, cycle routes & children's play areas.

Areas for action: need improvement / more of The next 10 (11-20)

	Either	Improvement	More of
Sports facilities %	35	25	15
Facilities for teenagers %	33	22	15
Shops %	33	12	23
Road crossings %	32	18	18
Street lighting %	32	20	15
Push/wheel chair access %	32	23	12
Buildings for community use %	31	21	12
Burial grounds %	30	19	13
Open spaces %	29	14	17
Car parks %	28	13	18

Around a third think these areas need action.

Areas for action: need improvement / more of The next 10 (21-30)

	Either	Improvement	More of
Seating in public areas %	28	13	17
Views of the countryside %	27	16	13
Bus stops / shelters %	25	21	5
Village pond %	25	21	5
Playing fields %	24	18	7
River Itchen %	23	23	
Allotments %	21	10	12
School buildings %	20	10	11
Housing %	17	8	11
Farmland %	16	8	8

Outside the top 30 are:

Historic buildings (11%)

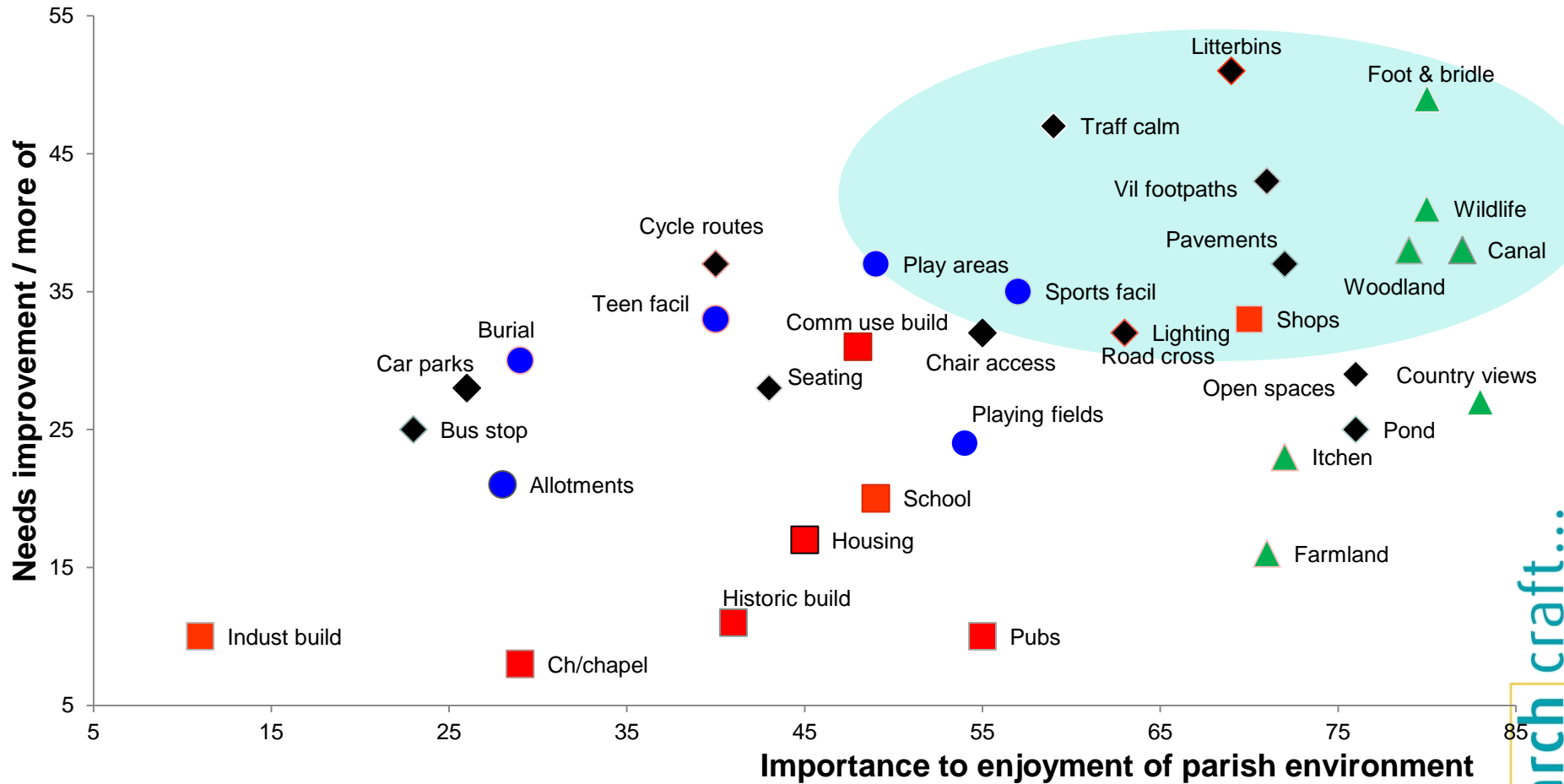
Commercial buildings (10%)

Pubs (10%)

Places of worship (8%)

Fewer think these areas need action, but a quarter are still mentioning many of them.

Summary of importance v. Need for action



The top right shows the aspects which are important to people's enjoyment of the parish environment, but are in need of action – either improving or more of.

Natural environment

Specific comments

It is clear that the natural environment is absolutely key to people's enjoyment of the parish

All aspects of the natural environment are extremely important to me. Should be preserved and maintained as well as possible.

Essential to protect all the woodlands and natural environments in the parish, especially wildlife displaced during the construction of current and future developments and infrastructure.

With people wanting the wildlife habitats & woodland areas improved

There is also some concern about the River Itchen & that it should be cleared.

River Itchen needs better attention in places to prevent possible flooding. It is much improved but needs yearly attention.

The River Itchen requires urgent maintenance from the Bascote Road bridge down. Particular attention is silting around bridges and fallen trees.

But the main concerns about improvements to the natural environment relate to the bridleways / footpaths & the canal towpath.....

Footpaths, bridleways & towpath

Specific comments

There are quite a few comments about the state of footpaths, bridleways & (particularly) the canal towpath

Canal towpath beyond Bascote is unsafe for bikes. Also railway after Stonebridge Lane narrows and is overgrown.

Footpaths from the allotments to Leamington Road are a disgrace and dangerous. Towpath by canal is partly overgrown in places.

The canal and cycle path is a disgrace and a real hazard to cyclists and runners. Could we organise a day for all interested parties to tidy it up?

Clear bridleways / footpaths so they are accessible!

Maintenance of footpaths / towpaths important. Parts of towpath are rough / narrow. Vegetation management important to ensure routes passable easily (foot, cycle and towpath).

Towpath after Bascote is very overgrown and dangerous to walk / cycle. Walk from Stonebridge Lane to Bascote Road all overgrown.

Features in built-up areas

Specific comments

Features in built-up areas are the next most important area in terms of enjoyment of the parish environment

But they are also key in terms of the areas where people feel action is needed

Primarily:

- **Litterbins**
- **Traffic calming**
- **Footpaths in the village**
- **Pavements** (bearing in mind that some people use 'footpaths' & 'pavements' interchangeably)

But also

- **Street lighting** (particularly Leamington Road)
- **Push / wheel chair access**

Litterbins

Specific comments

Some of the comments about litterbins relate to outside the Co-op

A problem with overflowing bin outside Coop (litter blowing down the street on a regular basis).

Current ones overflow all the time. Need more, especially close to Coop.

But there are more comments about dog bins

Need more dog bins for dog litter. I frequently see plastic bags in hedges and dog excrement on paths and footpaths.

Dog litter bins: more of and regularly emptied and more profile campaign / name and shame dog owners not picking up dog mess on pavement and lanes / lines / canal paths!!

Particularly on bridleways / footpaths & the canal towpath

More rubbish bins on the canal.

Canal and towpath need more dog bins, or just usual bins.

More bins along towpath to dispose of dog waste as there isn't enough either end and very rarely emptied it seems.

Can we please have more dog poo bins along the towpath and old railway.

Traffic

Specific comments

There are lots of comments about traffic, speeding in particular, parking etc.

Specific areas that come up often are:

- **Speeding vehicles & the need to slow them down** (mainly on the A423 & Leamington Road)

I strongly feel that we need better traffic calming measures. Traffic moves too quickly on the Leamington Road and the Southam Road.

- **The need for better road crossing(s) on the A423 & on the Stockton Road near the school**

A crossing on Stockton Road. A second crossing on Southam Road by school bus drop off.

- **The issue of parking: particularly on pavements, at the school & at Green End**

Parking on pavements spoil the village for others.

Facilities

Specific comments

Facilities are the third area in terms of importance & need for action with sports facilities, children's play areas & facilities for teenagers being the most prominent

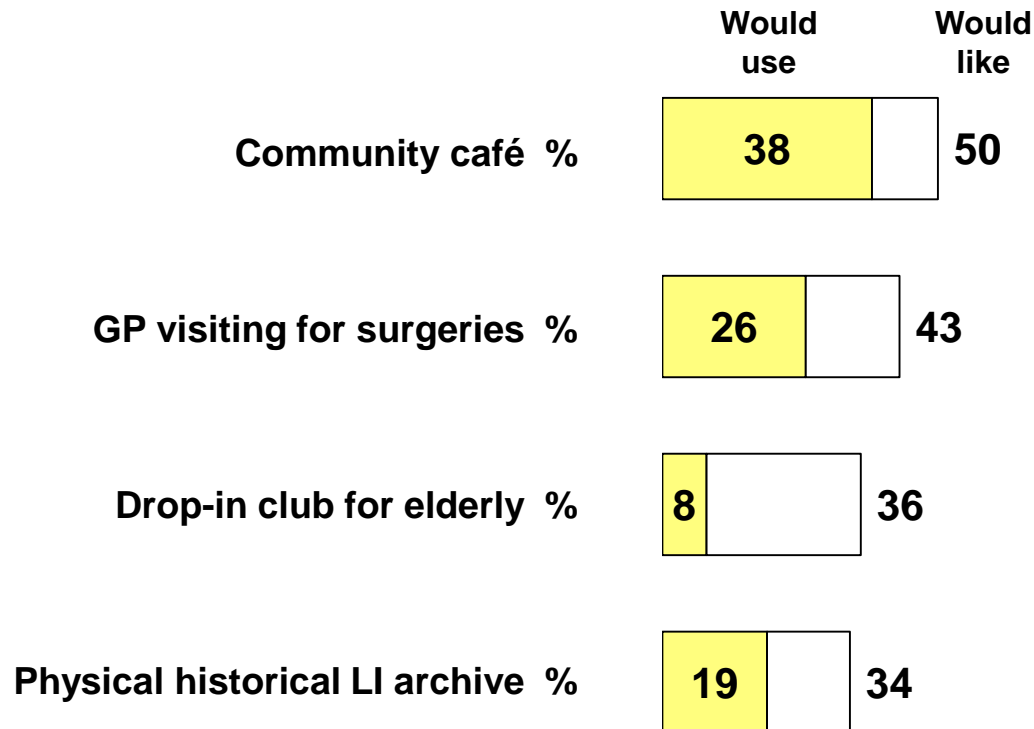
In the specific comments there are quite a few mentions of the toilets / pavilion on the playing fields and how these need to be improved

I would like to see a proper sports facility at Green End to replace the one that has not been fit for use for forty years!

Public toilet in playing field in dire need of renovation.

We also specifically asked about interest in 4 possible facilities...

Interest in facilities



The idea of a Community Café has appeal and over a third say they would use it.

Buildings

Specific comments (1)

The buildings we asked about do not feature very highly in terms of:

- **Enjoyment of the parish environment**
- **Needing action**

Apart from shops (reasonably high on both) **& community use buildings** (needing action – already covered)

For shops it is primarily that around a quarter of respondents want more shops, with a number of different types of shops suggested including:

- **Post Office** (most aware of current facility but don't think it's adequate)
- **Butcher**
- **Bakery**
- **Greengrocer**
- **Farm shop / local produce**

Although sadly no-one offers to subsidise these ventures so they could operate viably!

Buildings

Specific comments (2)

Although, inevitably, the largest volume of comments in the open questions is reserved for the subject of housing

With a strong message of “no more”

Long Itchington should be kept as a village - no more buildings.

Long Itchington is being spoiled by the building of more houses (too many). Building on the countryside is a shame!

But also a concern for affordable housing for locals

Despite the massive current house building, we will need more affordable and reasonably priced family homes in the future.

We need more affordable housing for young people and the elderly.

And bungalows for the elderly

More single story buildings required. Residential bungalows especially.

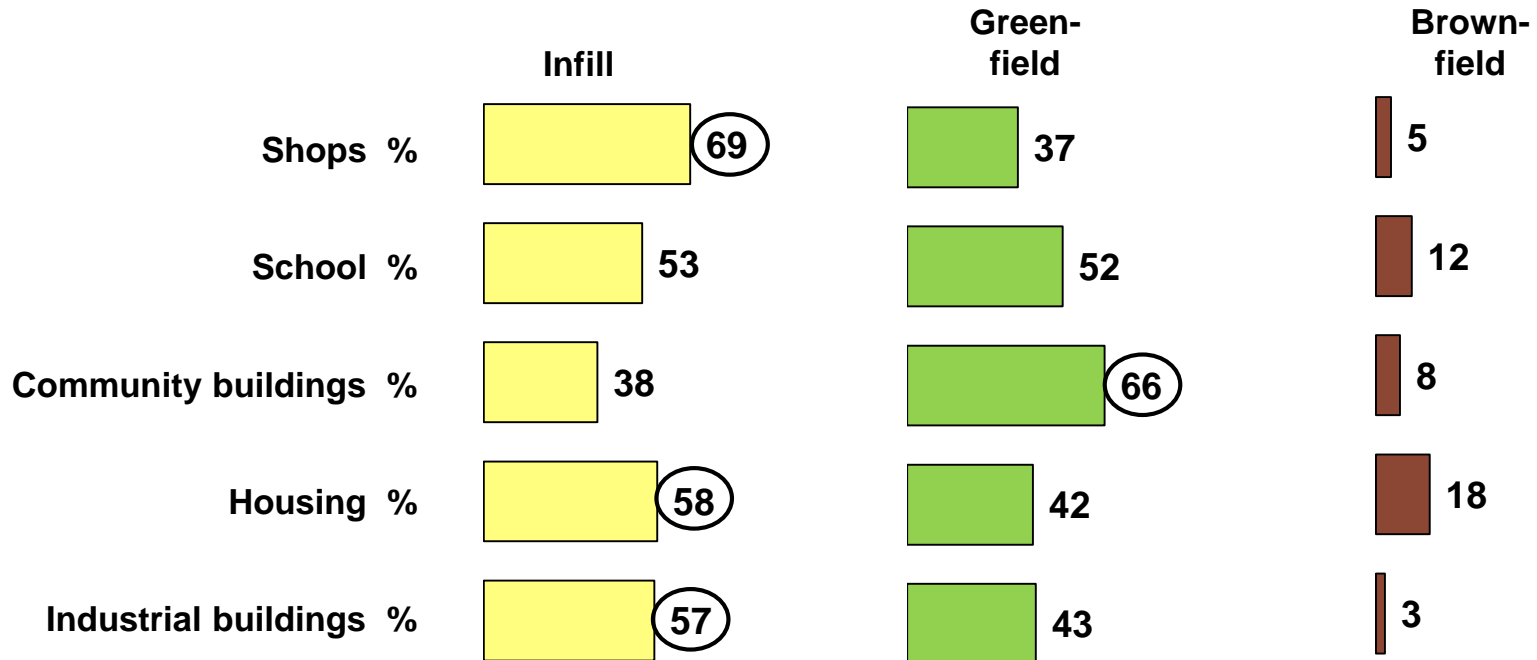
We need more bungalows and sheltered accommodation for the 'demographic time bomb' of the elderly. Indeed bring back Galanos!

Views on various aspects

		Agree	Dis- agree	Don't know	Not answered
The Development Plan should make provision for housing based on needs of local people	%	81	5	7	7
New developments should incorporate renewable energy resources	%	58	18	16	8

There is a strong feeling that the Development Plan should make provision for the housing needs of local people. Most also agree that new developments should incorporate renewable energy resources.

Where new building should go



Most people did not answer this question

Most think new buildings should be infill (shops, housing, industrial buildings) or go on greenfield (mainly community buildings on the playing fields). Few mention brownfield but this may be due to lack of understanding or perceived lack of brownfield available.

Importance of recommendations from Village Design Statement

		Extremely	Very	Fairly import	Not import	Don't know	Not answered	
New developments should be assessed in terms of impact on village as a whole & not in isolation	%	67	18	85	5	1	2	6
Open rural character of village should be retained by preserving all existing open spaces	%	64	20	84	6	2	3	6
Tree planting & landscape design considerations must be an integral part of any new development	%	61	23	84	8	1	2	6
Existing trees must be protected & supplemented by new planting	%	59	22	81	9	2	2	6
Adequate car parking must be provided in all developments, but behind the buildings if possible	%	55	25	80	9	3	3	6
The integration of developments should be strengthened by use of footpaths & cycle ways	%	50	25	75	10	3	5	7
The characteristics of buildings of all types should reflect the scale & form of the village	%	47	28	75	11	3	3	9
New developments should minimise large expanses of asphalt	%	52	22	74	8	4	7	7

Most people think the recommendations in the VDS are extremely or very important.

6. Business views



Views on various aspects of employment

Individual questionnaires

		Agree	Dis- agree	Don't know	Not answered
The Development Plan should make provision for employment opportunities in the parish	%	63	8	19	9
Employment sites in should be protected from change in use	%	46	14	29	11
Small meeting rooms available for hire on a daily or hourly basis	%	39	11	38	12
There are sufficient employment opportunities within a reasonable distance	%	36	23	34	7
Someone in your family is likely to want to find local employment in the next 5 years	%	28	32	25	15

Most think the Development Plan ought to make provision for employment opportunities in the parish, but, apart from that, a lot of people do not know about these employment issues.

Business questionnaire

Responding businesses

RAW NUMBERS

Full time employees	Part time employees	Number	
0	1	15	} 29 – sole traders
1	0	14	
0	2-5	1	} 19 – small
0	6-10	1	
1	1	1	
1	2-5	3	
2-5	0	11	
2-5	1	1	
2-5	2-5	1	
2-5	10+	1	} 3 – large
10+	0	2	

The majority responding were sole traders or with 10 or fewer employees. It is fair to assume that the responders are fairly reflective of these type of businesses.

Base: Total businesses (51)

Businesses link with the parish

RAW NUMBERS

	Sole	Small	Large		
<u>Whether Live In Parish</u>					
Yes	26	16	2	= 44	86%
No		2	1	= 3	
Not answered	3	1		= 4	
<u>Employees Living In Parish</u>					
All	26	10	1	= 37	73%
Half - Three quarters		5		= 5	
Few / None		4	2	= 6	
Not answered	3			= 3	
<u>Location</u>					
Only in parish	13	14	2	= 29	57%
Mainly in parish, also elsewhere	13	5		= 18	
Mainly elsewhere	3		1	= 4	
<u>Likely To Remain In Parish For Next 20 Years</u>					
Yes	21	16	3	= 40	78%
No	7	3		= 10	
Not answered	1			= 1	

Mostly the business owner & all employees live in the parish, the business is only or mainly based here & it is likely to remain here for the next 20 years.

Things likely to happen in future

RAW NUMBERS

	Next 5 yrs	6-10 yrs	11-20 yrs	Won't	DK/ NR	Not answered
Take on additional workforce	15	4	1	5	17	9
Need new premises in parish	5	4	0	12	19	11
Move out of parish	3	5	1	15	17	10
Close down	3	2	2	12	21	11
Reduce workforce	0	1	1	15	18	16

The businesses are much more likely to take on more staff than close down or reduce their workforce. 15 (29%) expect to take on new workers in the next 5 years.

Base: Total businesses (51)

Type of business & premises

RAW NUMBERS

	Sole	Small	Large	
<u>Type Of Business</u>				
Construction / engineering / manuf	8	8	1	= 17
Business services / IT	9	3		= 12
Agriculture / horticulture / food	1	6		= 7
Leisure / retail	1	3	1	= 5
Health / child / elderly care	2	1	1	= 4
Other	9	0	0	= 9
<u>Premises</u>				
Private home	27	8	1	= 36
Agricultural premises	4	8		= 12
Pub / restaurant / retail	1	3	1	= 5
Purpose built factory unit		3	1	= 4
Premises along canal		2	1	= 3
Other	4	2		= 6

The main areas of business are construction / engineering / manufacture & business services / IT. Many operate from private homes.

Customer base

RAW NUMBERS

	Sole	Small	Large	
<u>Type Of Customers</u>				
Solely consumer	17	8	2	= 27
Consumer & business	2	3	1	= 6
Solely business	10	8		= 18
<u>Location Of Customers</u>				
Warwickshire	14	5		= 19
Midlands	5	3		= 8
UK	8	7	2	= 17
Worldwide	2	4	1	= 7

The parish businesses cover both consumers & businesses in Warwickshire & further afield. 7 are selling worldwide.

Rating of their business premises

RAW NUMBERS

	Excellent / good	OK		Needs improving	DK/ NR	Not answered
Location	33	8	41	0	9	1
Vehicle access	26	9	35	5	9	2
Quality of building	25	13	38	0	11	2
Utilities	23	15	38	3	8	2
Size	23	14	37	0	11	3
Car parking	22	10	32	5	13	1
Pedestrian access	20	10	30	3	15	3
Internet access	15	14	29	17	4	1
Access to public transport	11	8	19	8	22	2

When asked about the size of their business premises, 50 say they are a suitable size

There is little dissatisfaction with their business premises except that 17 (33%) say the internet access needs improving.

Base: Total businesses (51)

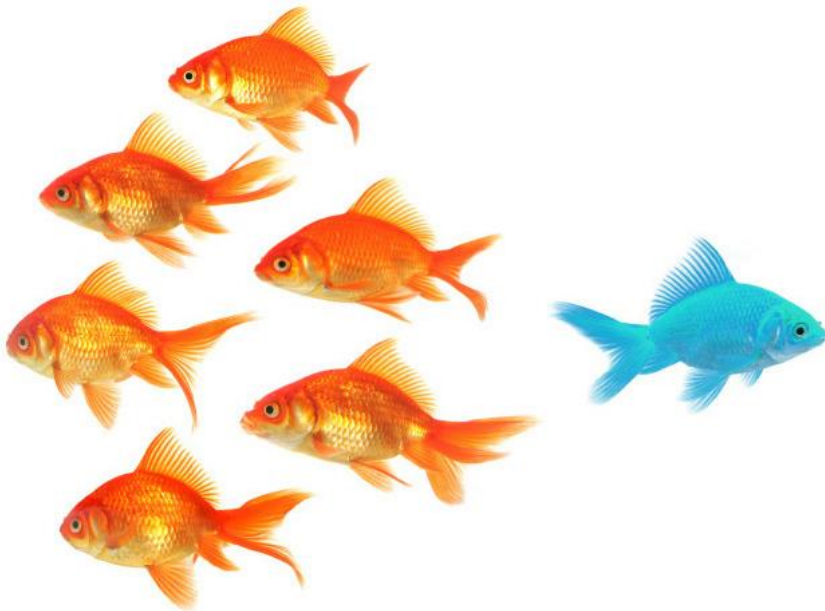
Labour force

RAW NUMBERS

	Sole	Small	Large	
<u>Have access to an appropriately skilled local labour force</u>				
Yes	4	9	2	= 15
No	2	3		= 5
Don't know / not relevant	22	7	1	
Not answered	1			
<u>Able to attract suitable staff to work in the parish</u>				
Yes	2	8	3	= 13
No	2	3		= 5
Don't know / not relevant	24	7		
Not answered	1	1		

While these statements are not really relevant to sole traders, more people are positive about these aspects than negative.

creative thinking grounded in established **wisdom**



Jeremy Atkins

jeremy.atkins@researchcraft.com

Tel: +44 (0) 1926 424 518

Researchcraft Ltd.

62 Brandon Parade

Holly Walk

Leamington Spa

Warwickshire

CV32 4JE

United Kingdom

www.researchcraft.com