



Analysis of Community Survey

Version B

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1. Introduction

In June 2018 a Parish-wide Community Survey (the survey) was undertaken. Every household in the Parish, around 1093, had a hard copy of the survey hand delivered. The volunteers delivering surveys knocked on the door of each house to inform residents about the survey and enquire whether extra copies were needed. The survey was open to every resident in the Parish aged 12 and over. The survey could be completed online, via Survey Monkey, or in paper format, with identical questions for each method. A copy of the survey is can be viewed on the Colerne Neighbourhood Plan website at <https://www.colerne-pc.gov.uk/neighbourhood-docs>. The survey closed in July 2018 and the high response rate of 562 returns was welcomed.

The survey aimed to cover all key sections of a Neighbourhood plan relevant to Colerne, as well as items that although outside the scope of neighbourhood planning, could help to inform future projects including work undertaken by Colerne Parish Council and community groups.

The survey was split into 8 sections:

- Section A: Colerne Parish, present and future
- Section B: The development of housing
- Section C: Business and Local Economy
- Section D: Protecting our Environment
- Section E: The Development of Community Facilities
- Section F: Moving around and communications
- Section G: The MoD site — the ‘Airfield’
- Final Section: About You

To generate the results of the survey, all hard copies of completed surveys were manually inputted into the online Survey Monkey tool, thereby combining the hard copy and online responses. Survey Monkey automatically generated the results in the form of statistics and diagrams which could be downloaded as pdfs or data files.

The majority of the data presented in this report uses the format automatically generated by Survey Monkey. However, to generate graphs for free text responses it was necessary to input responses into spreadsheets to assess the numbers and types of replies.

The survey analysis that follows has been divided into sections which are specifically pertinent to the Colerne Neighbourhood Plan and therefore follows a different pattern to the sections listed above. The full statistical results generated by Survey Monkey of the survey can be viewed in full in on the Colerne Neighbourhood Plan website <https://www.colerne-pc.gov.uk/neighbourhood-docs>.

The conclusions of this survey are presented in green text boxes and should be read in conjunction with other consultation evidence and will be used by the Steering Group to develop the policies of the Colerne Neighbourhood Plan (NP) and to provide evidence to support them.

2. Survey Demographics

2.1 Overall Numbers

The 2011 census (Nomis, Office of National Statistics, 2011) gives the number of ‘all usual residents’ for the parish of Colerne as 2972. The number of residents aged 16 and over was 2037. The number of ‘All usual residents aged 16 to 74 in employment in the area’ was 1447.

The 2011 census counted 1033 households.

The 2018 Wiltshire Council Housing Needs Survey (Wiltshire Council, 2018) identified 1093 households.

The survey response of 562 represents 51% of households (based on the HNS but assuming only one response per household) or 28% of adults (based on the census). In fact the survey encouraged everyone over 12 to respond so there could have been more than one response per household. While multiple household responses complicate the statistics, we are confident that returns covered between 40 and 50% of all households, which is an excellent response for a survey of this type.

2.2 Age Profile

The survey question 39 (Q39) asked for the age of the responder in one of six bands. 489 people answered this question and 73 did not. Therefore, 87% of those completing the survey gave their age.

Since only 13% of those completing the survey did not give their age it seems reasonable to treat the response to Q39 as representative of the age profile of all those completing the survey.

Of those who answered Q39 the percentage in each of the six age groups was:

Age Range	Number	Percentage of those responding
12 - 18	11	2.25%
19 - 24	10	2.04%
25 - 35	47	9.61%
36 - 55	175	35.79%
56 - 65	92	18.81%
Over 65	154	31.49%

How does this age profile compare to that for the parish of Colerne as a whole?

Two sources of data, 2011 census data for the parish of Colerne and Office of National Statistics population data for the whole of Great Britain for the year 2015 are used for here for comparison (Office of National Statistics, 2016)

The 2011 census data for Colerne does not use identical age bands as those used for the survey. Table 1 below shows the 2015 national data using the same age bands as the survey compared to the census.

Survey Age Range	2015 National Data (% of population over 12)	2011 Census data for Colerne Age Range	2011 Census data for Colerne (% of population over 15)
12 - 18	9.17		
19 - 24	9.14	16 - 24	11.24
25 - 35	17.42	25 - 34	17.67
36 - 55	31.46	35 - 54	38.64
56 - 65	13.15	55 - 64	15.02
Over 65	19.65	> 64	17.43

Table 1: Comparison of age ranges

Apart from the bottom of the range there is quite good agreement between these sources despite the slight differences in age groups. Up to age 24 the 2011 census has 11% in the range 16 to 24 whereas the national data is 18% in the range 12 to 24, which seems reasonably consistent.

This table suggests that the age profile of Colerne in 2011 was not wildly different to the national age profile in 2015.

To see how the age profile of those who responded to Q39 relates to that of the parish as a whole The following table shows Q39 responses compared with the 2011 census figures despite the slight difference in age ranges. (Differences in ranges used in the census are shown in brackets)

Age Range	Survey %	Census %	Survey/Census
(16) 12 - 24	4.29	11.24	0.38
25 - 35 (34)	9.61	17.67	0.54
(35) 36 - 55 (54)	35.79	38.64	0.93
(55) 56 - 65 (64)	18.81	15.02	1.25
Over 65 (64)	31.49	17.43	1.81

The 'Survey %' column in this table shows the percentage of Q39 respondents in each age range. The 'Census %' column shows the proportion of the 2011 population in each age range.

The 'Survey/Census' column compares the Census and Survey percentage figures. If they are the same the answer is 1. If there are less respondents in the survey than would be expected for the parish as a whole then the figure is less than 1 and if there are more it will be greater than 1.

It appears that those aged under 36 are under-represented in the survey and those aged over 55 are over-represented. However the range containing the greatest number of responses (36 to 55) is almost exactly the proportion that would be expected in the whole population.

Question 40 asked how many years respondents had been resident in the parish. This showed that 55% of those responding had been 16 or more years in the parish, which is consistent with the age profile from Q39.

3. Selecting Sites for development

The Survey does not specify specific sites which might be considered acceptable for development but an analysis of the answers does give some pointers as to the size of sites, what they might house, and the type of developments that (a) we might consider and (b) that would meet with village approval.

3.1 Scale and phasing

Question 1: *“The following points relating to the future of our parish were made during last year’s Focus Group meetings. Please rank them, 1 to 6, in order of their importance to you, with 1 being the most important: Our parish should be a place where.....”* (choice of 6 statements ranked 1 -6)

Result: 47% of respondents listed the feature “Development is planned in a step-by-step and sustainable way” in their top 3 of importance.

Question 6: *“What type of development is most important for new homes?”*

Results: Regarding scale of development, respondents favoured small scale developments taking place in a range of different locations (59%). There was some support for infill (45%) but larger scale developments were very unpopular; only favoured by 6% of respondents.

Question 7: *“...how would you prefer these houses to be phased in?”*

Result: the gradual addition of a few houses per year was favoured with 58.05% in favour. 37.16% of respondents were in favour of mid sized developments and just 4.79% support for large scale single-site developments.

Conclusion: There is most support for small scale developments taking place in a range of different locations. Support is shown for phased, sustainable

development. Larger scale developments of more than 25 houses have very low support.

Conclusion: Respondents prefer gradual small scale development and mid-sized developments over large scale single-site developments.

3.2 Types and size of houses

Question 4: “What sorts of houses do you think we most need in the Parish?”
Choice of bungalows; detached; flats / apartments; semi-detached and terraced housing.

Result: response indicated a strong preference for moderate development. Of the 2,620 total votes cast across the three options, irrespective of type, ‘a few more needed’ received 1,278 votes, ‘no more needed’ received 834, and ‘a lot more’ received 508. By type, the predominant response was that a few more of each type was appropriate, with semis being the most popular. A notable exception was ‘Flats and apartments’ with the majority vote being ‘no more needed’.

Conclusion: Respondents expressed a perceived need for ‘a few more’ houses across nearly all housing types in the parish.

In terms of the size of houses felt to be needed (Q5), half of all respondents indicated that a balance of all sizes was appropriate.

Conclusion: When considering the size of houses built, the most favoured option is a balance of housing sizes.

Support was expressed in the section on Design (Q3) for new properties to have gardens (77%) and for the reduction of on-street and pavement parking (84%). Ideally, therefore, sites selected should be of a sufficient size to accommodate both – something that would particularly affect infill.

Conclusion: Taken together, these responses promote:

- small scale developments,
- with gardens and off-street parking,
- large enough to accommodate a mix of different sizes of house
- which are phased in gradually.

Question 2: “...if new homes are built which sort of housing do you think should receive priority?” (choice of affordable housing; homes for veterans;

open-market housing; privately rented; retirement homes; shared equity housing; sheltered housing; social housing; work / live homes)

By adding together ‘should be highly encouraged’ and ‘should be moderately encouraged’ an ‘approval rating’ can be produced.

Result: “affordable housing” generated the most popular response: 92% felt that it should be highly or moderately encouraged.

Conclusion: The encouragement of affordable housing is supported by 92% of respondents.

However, if market housing is to provide the affordable homes referenced, it would probably require 30 market rate houses to be built for 10 ‘affordable homes’. This would be at odds to the conclusion that larger scale development of over 25 houses and open-market housing have very low support.

Conclusion: Although there is clear support for affordable housing, it is unknown how much support would remain if it is provided as a result of volume open-market housing within the parish.

Conclusion: models of affordable housing provision which do not require large-scale open-market housing would have greatest support.

Other categories (retirement, shared equity, work/live, homes for veterans, sheltered and social housing) received approval rates of between 60-70% range. The two exceptions were open-market housing, with a combined approval rating of 38% and privately rented at approval rating of 54%.

The highest negative opinion (“not a priority”) were open market housing at 62%, privately rented at 46%, sheltered housing at 37% and Social housing at 38%. However, there was 70% support for social housing to help local businesses recruit staff in question 14.

Developer built open Market Housing was decisively rejected as 62% felt this was not a priority and only 7% felt this should be highly encouraged.

By taking the approval votes (Highly encouraged + moderately encouraged) and subtracting the negative votes (‘Not a priority’) we can create a support ranking for each housing type, which results in the following:

Type of housing	Support (Highly encrgd + Moderately encrgd - Not Priority)	Rank
Affordable Housing	445	1

Retirement Homes	201	2
Shared Equity Housing	183	3
Homes for veterans	158	3
Sheltered Housing	132	4
Social Housing	123	5
Privately Rented	38	6
Open Market Housing (developer built)	-123	7

Conclusion: Developer built open market housing is the least supported type of new-build housing.

3.3 Locality of Housing Sites

Question 19: “*Key Landscape views are assets. Should the Neighbourhood Plan aim to protect these views even if this might be at the expense of housing or economic development?*”

Conclusion: 92% of respondents agree or strongly agree that key landscape views should be protected, even at the expense of housing or economic development.

Question 18: “*Development of the built environment in and around Colerne is inevitable, and the purpose of a Neighbourhood Plan is to guide it. How important is it to you that our Plan should aim to ensure that development respects the natural environment and character of our parish?*”

Conclusion: 99% of respondents believe that it is extremely or quite important that the Plan ensures development respects the natural environment and character of our parish.

Perhaps a key indicator for the assessment of potential sites and in line with the general view that the existing character of the village should be preserved, there was overwhelming support for the option that key landscape views should be protected, notably even at the expense of housing or economic development. Equally, it was felt to be extremely important (Q18) that the natural environment is protected. In an answer that predicted a positive response, there was also overwhelming support for protecting local green spaces (Q20).

Conclusion: With clear a preference for protecting landscape views and the natural environment it appears that there would be more support for the development of brownfield sites than greenfield/farming land.

3.4 Larger sites

Question 6: *“What type of development is most appropriate for new homes? Please tick your choice(s)”*

Question 7: *“ And how would you prefer these houses to be phased in?”*

Conclusion: 95% of respondents did not support large single site developments.

Question 36 *“Assuming the Airfield remains open as an operating airfield, how would you like to see the rest of the MoD site being developed over the longer term (10-15 years). (tick ONE option only.)*

Question 37 *“Assuming the Airfield is closed, how would you like to see the whole MoD site re-developed over the longer term (10-15 years). (tick one answer only)*

Results: The most popular use for the MoD site was ‘mixed use’ at 39% if the airfield remains open and 44% if it is closed. Mixed use was defined as a combination of housing, business, natural environment, agriculture and renewable energy.

Conclusion: From the responses regarding the MoD sites, it seems that there is most support for ‘mixed use’ development on larger sites.

Site-wide housing estates received low support at 3% for question 36 and 7% for question 37. The least supported option was for retail and business park at 3% for both questions 36 and 37.

Conclusion: From the responses regarding the MoD sites, it seems there is least support for retail and business parks on larger sites.

Manufacturing and a trading estate were not considered appropriate (Q11 and 12) and there was support for new businesses that do not require major new facilities or an increased transport load (Q11) and which favour home-working.

3.5 Housing Sites Summary

Summary of conclusions relating to housing sites: Results supported maintaining of the character of the village and to remain largely agricultural. Most support can be shown for smaller sites or ‘mixed use’ larger sites. Affordable

housing was encouraged and a range of housing sizes were supported. Large-scale developer built housing received very low levels of support.

4. The future of MOD sites within the Parish

Question 33: “Please tell us how you would most like to see the Airfield redeveloped on the assumption that this happens in the next two or three years.” (place tick in each row)

Options:

- *Housing development*
- *Return to agricultural land*
- *Remain as an operating airfield*
- *Light industrial units*
- *Large-scale generation of renewable energy (most likely solar panels)*
- *Community amenities such as those below:*
- *New footpaths, bridleways, cycle paths*
- *New community sports complex*
- *Horticulture/allotments*
- *New combined Healthcare Centre*
- *Wildlife conservation*

Responses to this question have been divided into two parts: Development options and community amenities.

4.1 Question 33 Part 1: Responses relating to first five options.

Of the five options large-scale generation of renewable energy (solar panels) was the most frequently acceptable option (45% acceptability as opposed to neutral or opposed). But this score was not significantly stronger than the 42% who found continuation as an operating airfield acceptable. 41% would find return to agricultural land acceptable: however this should perhaps be regarded as an incidental finding as this is unlikely to be a realistic planning prospect given that the site is currently classified as brownfield.

In contrast, only 18% would find either housing development or light industrial development an acceptable option.

Finer distinctions between these options emerge from examining how many voters would oppose each one. Only 10% would oppose retention as an operating airfield, while 22% would oppose renewable energy generation. Housing development and light industrial development were both significantly opposed.

By deducting the percentage opposed from the percentage supportive, a net-positive (or negative) index can be obtained.

Conclusion: Of the five options offered, return to agricultural use scored the highest net-positive result.

As the conclusion above may be somewhat academic the following conclusion is perhaps more important to note.

Conclusion: The second strongest net-positive option for the future of the airfield was retention as an operating airfield; followed in third place by renewable energy generation.

Conclusion: When presented with options for the future of the airfield, housing and light industrial development received net-negative scores.

4.2 Question 33 Part 2: Community Amenities

This overall class of re-use was not offered in such a way that it could be assessed against the five in Part 1. It was divided into five specific sub-sections but, because of a design limitation, preferences for these cannot be stacked against the five dealt with in Part 1.

What can be noted is that each specific example of community-amenity usage received net-positive support (based on the methodology above), notably wildlife conservation (+70%), which was followed by use for new footpaths, bridleways and cycle paths (+64%); while some way behind came use for a new community sports complex, horticulture/allotments, and combined healthcare centre.

Conclusion: To the extent that airfield re-development allowed for creation of community-amenity, there would be positive support for all the options, particularly wildlife conservation, followed by footpaths, bridleways and cycle paths. The lowest net-positive score among the options offered was horticulture/allotments and a combined healthcare centre.

4.3 Questions 34 and 35

Question 34 *“If you are supportive of the Airfield being retained as an operating airfield, what kind of flying would you be willing to see? Please tick all the options that you would support.”*

Options: Small private aircraft; Small (up to 12 seat) commuter or charter flights; Small private business jets; Historic/vintage aircraft

Question 35: *“If the airfield was to remain in active use for flying, would you be willing to support the following? Please tick all the options that you would support.”*

Options: A heritage and flying history centre; Air training apprenticeship facilities; Viewing areas and cafe for visitors; Small solar panel installations to supply airfield power needs.

Results: Question 34 only sought responses from those supportive of the airfield being retained. There were 412 responses, slightly less than the number that polled

as being in favour of or neutral to airfield retention (previous question — 457 votes). Arguably this indicates that 412 out of a maximum 564 (73%) actually “support” the airfield being retained for flying. Question 35 had an extra 10% of responses than to the Q34, so it may have attracted responses from some who did not favour airfield retention.

Conclusion: The responses to question 34 showed an overwhelming preference for light and historic aircraft (84%). Little over half supported small commuter and charter flights with slightly less support for small “business” jets (44%).

Conclusion: In question 35, all the options scored highly with only a 7% variation between the most supported and the least supported. In sum, the options of an historic centre, a cafe, and apprenticeship facilities were all well supported, along with solar PV facilities to supply the airfield’s needs.

4.4 Questions 36 and 37

Question 36 *“Assuming the Airfield remains open as an operating airfield, how would you like to see the rest of the MoD site being developed over the longer term (10-15 years). (tick ONE option only.)*

Question 37 *“Assuming the Airfield is closed, how would you like to see the whole MoD site re-developed over the longer term (10-15 years). (tick one answer only)*

Five specific redevelopment options, plus one option for “mixed-use”, were offered; and a single preference was requested. Responses for the two scenarios were remarkably similar and so they can be dealt with together.

In both scenarios, around 40% of respondents, preferred mixed-use development (a combination of the five specific options); with around one-quarter of respondents nominating redevelopment as a natural environment – parkland, wildlife, nature conservancy.

The idea of the entire site being redeveloped for renewable energy generation was not highly favoured, with only 13% of respondents prioritising it.

Conclusion: Single-use redevelopment of the MoD sites for housing was poorly favoured — by only 7% assuming the airfield continued, and by only 3% if the whole site was redeveloped. Site re-development as either a “new village” or a small “new town” (the site having area-capacity for either) was conspicuously unfavoured.

Conclusion: When considering the future development and planning for the MoD sites, the strong single-vote preference in favour of a mixed-use redevelopment

scenario is notable. This meant some combination of housing, business, natural environment, agricultural, and renewable energy.

5. The development of Housing

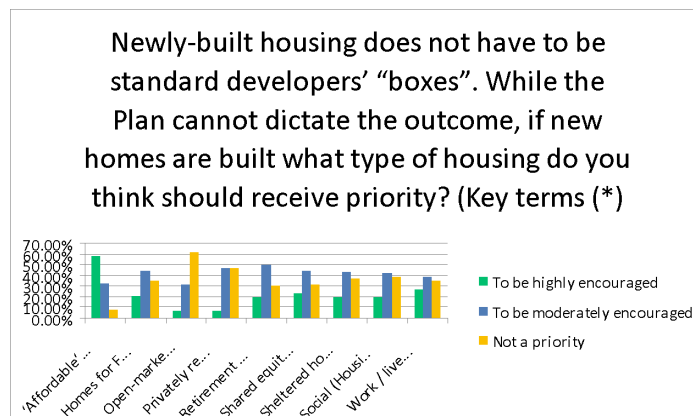
5.1 Types of housing

Question 2 “Newly built housing does not have to be standard developers’ “boxes”. While the Plan cannot dictate the outcome, if new homes are built what type of housing do you think should receive priority?”

There are nine types of accommodation, each with one response from: To be highly encouraged, To be moderately encouraged or Not a priority

Result: The table below is ranked by the sum of the percentage of respondents who consider that the type of housing should be highly or moderately encouraged.

	In favour	% of whom considered that this should be highly encouraged	Not a priority
Affordable housing	92%	59%	8%
Retirement homes	69%	19%	31%
Shared equity housing	68%	24%	32%
Work / live homes	65%	38%	35%
Homes for forces veterans	65%	21%	35%
Sheltered housing	63%	20%	37%
Social (Housing Association) or Council Housing	62%	20%	38%
Privately rented accommodation	54%	7%	46%
Open-market housing (developer built)	38%	7%	62%



Conclusion: In general 54-69% of the respondents considered that most types of housing were to be moderately or highly encouraged, and 31-46% thought that these were not a priority, with two notable exceptions:

- Affordable housing - 92% in favour of whom 59% thought this should be highly encouraged.
- Open market housing - 62% stated that this was not a priority among new houses being built

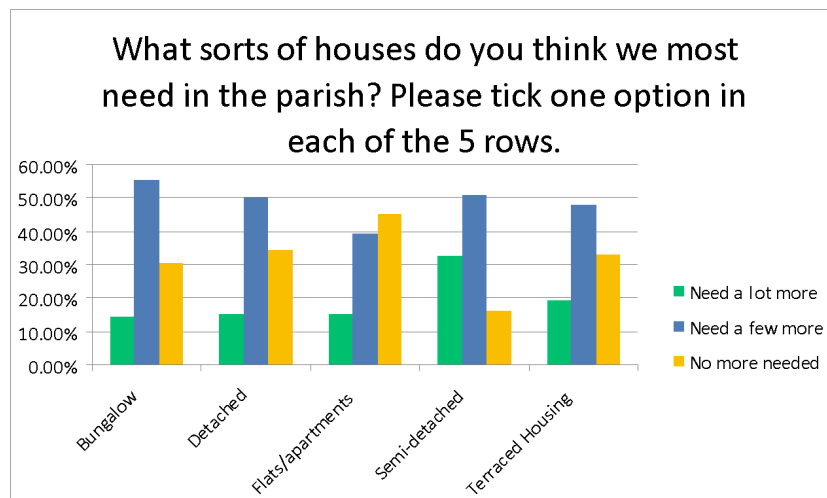
5.2 Sorts of Houses

Question 4: “What sorts of houses do you think we most need in the parish?”

There are five types of houses, each with a response from: Need a lot more, Need a few more, or No more needed

Results

	A lot more	A few more	No more
Semi-detached	33%	51%	16%
Bungalow	14%	56%	30%
Detached	15%	50%	35%
Terraced housing	19%	48%	33%
Flats/apartments	15%	40%	45%



Conclusions: The results indicate that about half the respondents thought that a few more of all types of housing were needed and 33% thought that a lot more semi-detached houses were needed. 45% thought that no more flats and apartments were required.

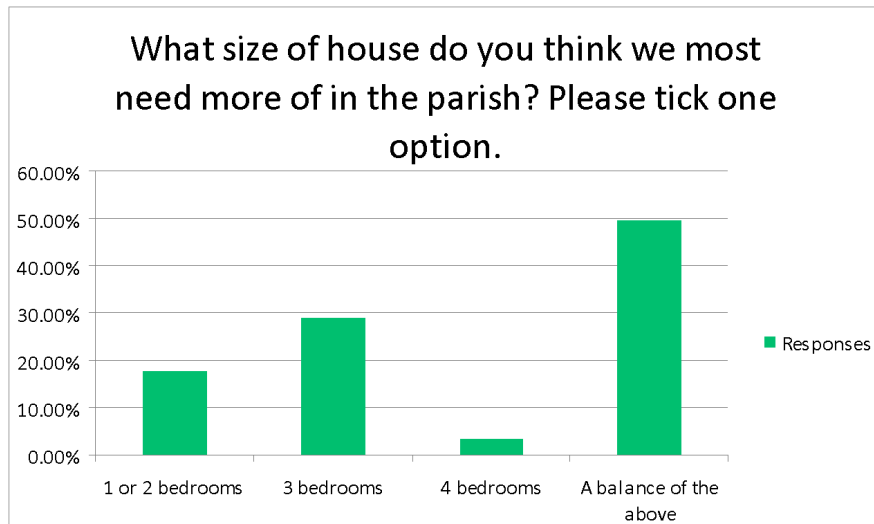
5.3 Size of House

Question 5: “What size of house do you think we most need more of in the parish?”

Respondents asked to choose one from the four options given.

Results

1 or 2 bedrooms	18%
3 bedrooms	29%
4 or more bedrooms	3%
A balance of the above	50%



Conclusion: Half of respondents thought that a balance of house size was needed. Very few people considered that only houses with 4 or more bedrooms were needed.

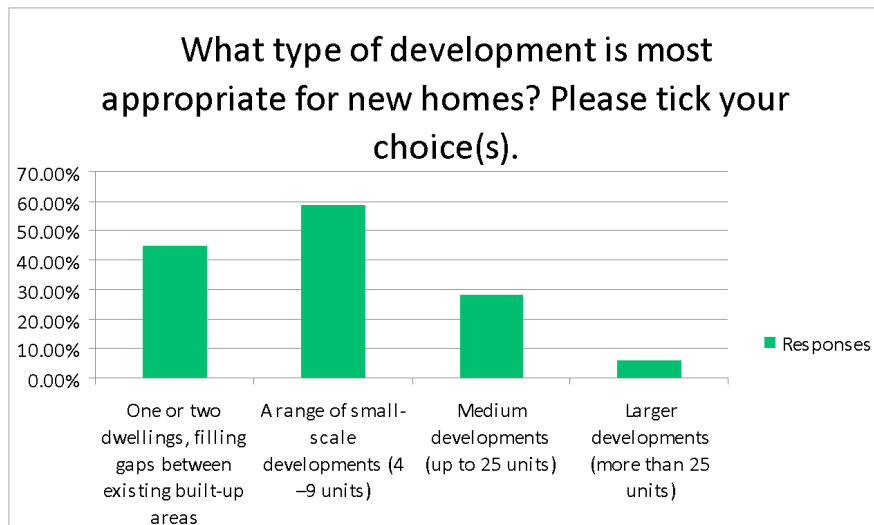
5.6 Type of Development

Question 6 “What type of development is more appropriate for new homes?”
Of the four choices, any or all could be chosen.

Results

No. of respondents who chose this option	Percentage of the 530 respondents
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A range of small scale developments (4-9 units)	311	59%
One or two dwellings filling gaps between existing built-up areas	239	45%
Medium developments (up to 25 units)	151	28%
Larger developments (more than 25 units)	32	6%



Conclusion: Small scale and one or two dwellings filling gaps were the most popular choices, with very little support for larger development – chosen by just 32 (6%) of the respondents.

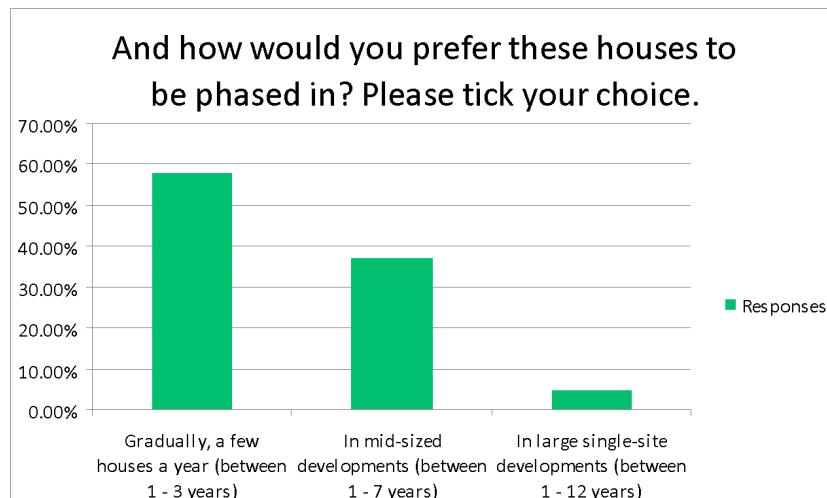
5.7 Phasing of Development

Question 7 “And how would you prefer these houses to be phased in?”

There were three choices, one of which could be chosen.

Results

Gradually, a few houses a year (between 1-3 years)	58%
In mid-size developments (between 1-7 years)	37%
In large single site developments (between 1-12 years)	5%



Conclusion: Results showed negligible support for large single site developments. A gradual, incremental increase in houses gained the most support.

5.8 The Development of Housing Summary

Conclusion: There appears to be no appetite for significant change. A mix of smaller houses with gardens and parking on infill land or small scale developments is preferred. The consensus is for these dwellings to be built incrementally, respect and reflect the character of their setting, and be affordable.

6. Design statement

Qualities to promote in new builds

Question 3 “Our Neighbourhood Plan will include a Design Statement that can promote certain qualities in new buildings in the parish.”

There are eight design qualities, each with a response from: Support, I’m neutral or Do not support.

These are ranked in order of ‘Support’

	Support	Neutral	Do Not Support
Designed to respect and reflect the character of its setting	87%	12%	1%

Minimise on-street and pavement parking	84%	11%	5%
Have a garden	77%	23%	0%
Use of energy-efficient technologies	75%	23%	2%
Use of traditional building materials	68%	30%	2%
Eco-homes	57%	37%	6%
Innovative in design and construction	38%	50%	12%
Self-build housing	34%	55%	11%

For all the categories in this question, opposition ranged from just 0.19%, or one person, through to 12.48%, or 66 people.

Conclusions: All the qualities were supported by between 57% and 87% of respondents, except for *‘innovative in design’* and *‘self builds’* which received less active support.

‘Designed to respect the character of its setting’ attracted the highest level of support, closely followed by *‘minimising on-street and pavement parking.’*

Very few respondents chose the ‘do not support’ option for any of the qualities.

Natural environment and Design

Question 18: “Development of the built environment in and around Colerne is inevitable, and the purpose of a Neighbourhood Plan is to guide it. How important is it to you that our Plan should aim to ensure that development respects the natural environment and character of our parish?”

Results: 87.13% of respondents saw this as “Extremely important” with 11.75% as “Quite important”.

Conclusion: 99% of respondents believe that it is extremely or quite important that the Plan ensures development respects the natural environment and character of our parish.

Question 19: “Key Landscape views are assets. Should the Neighbourhood Plan aim to protect these views even if this might be at the expense of housing or economic development?”

Results:

Answer Choices	Responses	
Strongly agree	69.09%	371
Agree	22.53%	121
Neither agree nor disagree	6.89%	37
Disagree	0.93%	5

Strongly disagree	0.56%	3
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Conclusion: 92% of respondents agree or strongly agree that key landscape views should be protected, even at the expense of housing or economic development.

7. Business and Local Economy

7.1 Introduction to Business and Local Economy

This section covers Section C of the survey - Business and the Local economy. It should be read in conjunction with the Colerne Business Survey report (Colerne Neighbourhood Plan Steering Group, 2018), which reported the results of a survey of local businesses. Section C falls into two parts, questions about the kind of businesses that the plan should encourage and questions about the usage of businesses and amenities currently existing in the parish.

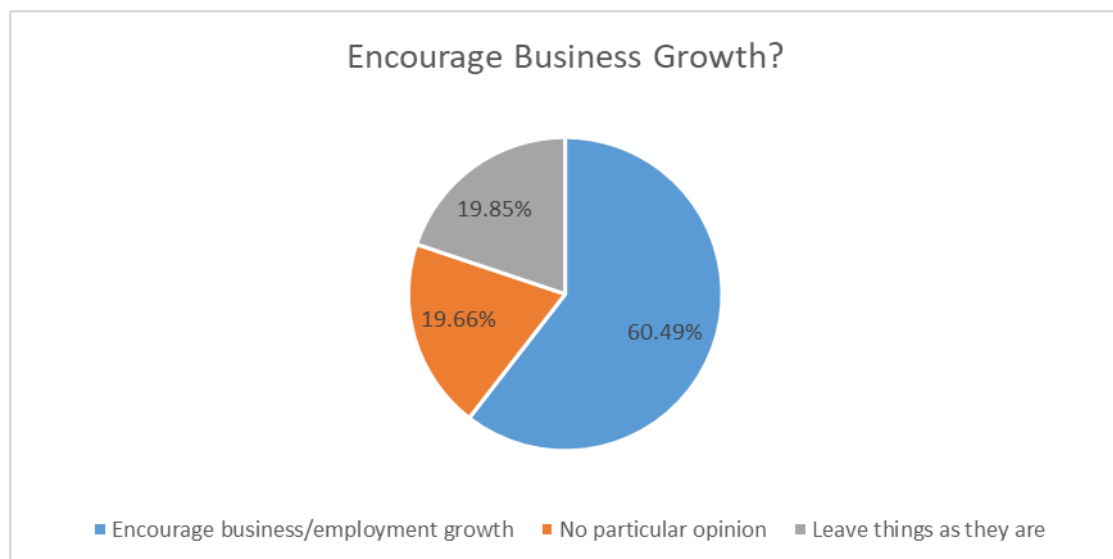
7.2 Survey Demographics relating to this section

Business questions were answered by between 93 and 95% of those who completed a survey form, that is, between 500 and 536 individuals.

7.3 Development of Local Business - Questions 8 to 14

Question 8: “Do you think our Neighbourhood Plan should encourage business and employment growth in the Parish, or should we leave things as they are?”

Result - Encourage 60% No opinion 20% Leave as is 20%



The No Opinion option is hard to evaluate since the only logical alternative to Encourage or Leave As Is must be Reduce, which was not a response people could make. It seems more likely that those voting No Opinion either meant 'I really don't care about business' or 'I want less business', in either case they were not likely to be supporters of increased business or they would have said so.

Conclusion: 60% of those responding to the survey thought that the Plan should encourage business and employment growth in the Parish.

Question 9: “A Neighbourhood Plan may not be able to prevent change-of-use on business premises, but should our Plan do its best to protect existing business-sites from change-of-use?”

Result - Yes 77% No 23%

It may not be possible for the NP to have any direct effect on this issue.

Conclusion: 77% supported the retention of existing businesses where possible.

Question 10: “On your current expectations, are you likely to wish to seek employment within the parish in the next five years?”

Result: Yes 27% No 73%

146 people said they would be looking for work in the parish within the next five years. This represents 60% of the respondents aged 55 or under. Taking the question literally implies that over half the working population expect to either change jobs or be out of a job in the next five years - subjectively this seems unlikely. Some may have interpreted the word 'wish' to mean would you prefer not to have to travel so far to your job.

Conclusion: A significant number of people would like to work near home.

Question 13 “How do you think our parish economy should develop in the future? Please tick one option in each of the six rows.”

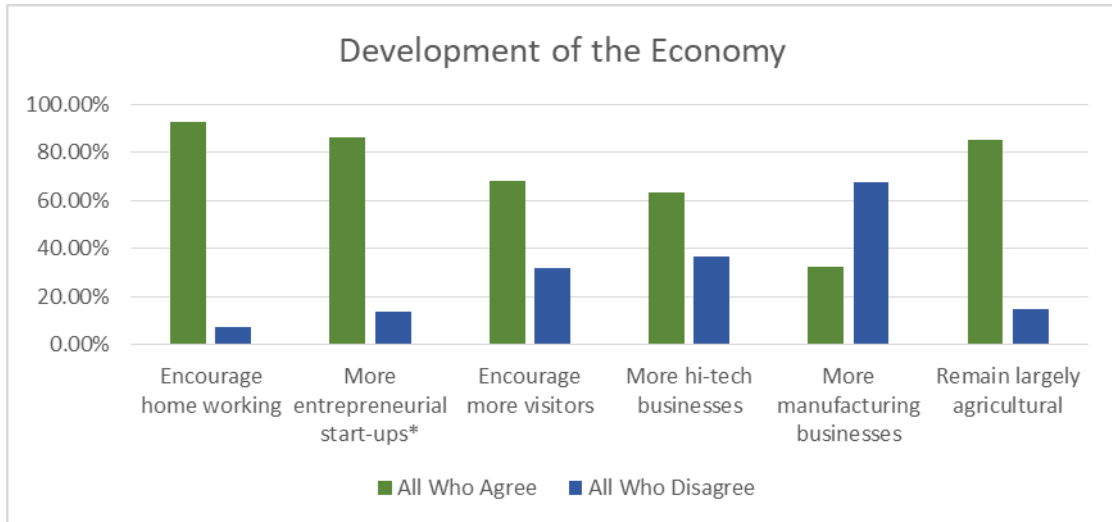
Essentially these are six independent statements, each with one response from: strongly agree, agree, disagree, strongly disagree.

When taken overall the six answers may point to a vision of the preferred future for the parish. Key points from each one are:

Encourage home working: 93% in favour, of whom 31% strongly agree.

More entrepreneurial start-ups: 86% in favour, of whom 24% strongly agree

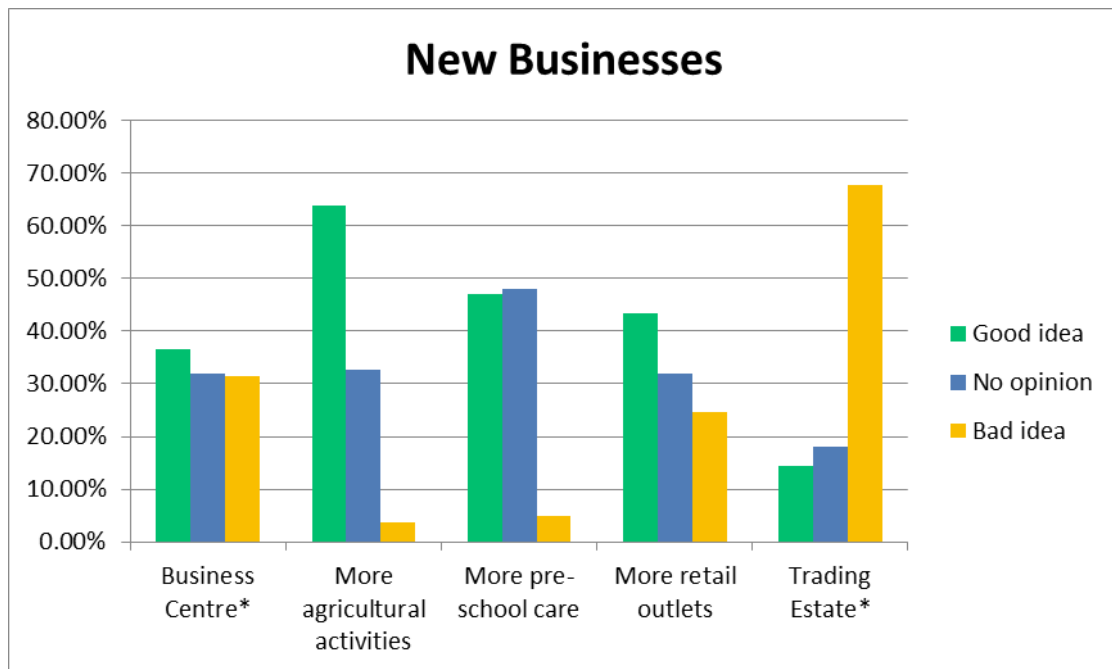
- Encourage more visitors: 68% agree or strongly agree, a significant number (32%) disagree.
- More hi-tech businesses: 63% in favour 37% against.
- More manufacturing businesses: 67% Disagree or strongly disagree only 7% strongly in favour.
- Remain largely agricultural: 85% in favour with 43% strongly in agreement.



Conclusion: Opinion appears to be strongly in favour of retaining the existing character of the parish, that is, largely agricultural with encouragement for new businesses that do not require major new facilities or increase the transport load (i.e. home working or high tech industry). There is a mixed view about encouraging more visitors and no appetite for manufacturing business.

Question 12: “What sort of new business ventures do you think would most encourage development of our community?”

People were able to select one of three options in each of these five independent questions. The options were Good idea / No opinion / Bad idea.



Business Centre: Opinion split evenly between the options.

More agricultural activities: 64% thought this a good idea, only 4% against. Since the only available land not in cultivation is the airfield this is more relevant to Section G - but the preamble to the survey states that this question is not about the airfield.

More pre-school care: 48% in favour, 47% don't care. This suggests the need for specific evidence of whether there is a shortage of nursery places in the parish and is essentially one for the Parish Council. It is not clear that the NP can influence this issue.

More retail outlets: 43% in favour, 24% against. Without being more specific it is not clear what kind of retail would encourage 'development of the community'

Trading Estate: A clear majority (68%) considered this a bad idea.

Conclusion: As with question 11 the inference is that people want the character of the village to remain much the same, no major building or transport (trading estate), with support for the existing community (retail, childcare) and a strong desire to remain largely agricultural.

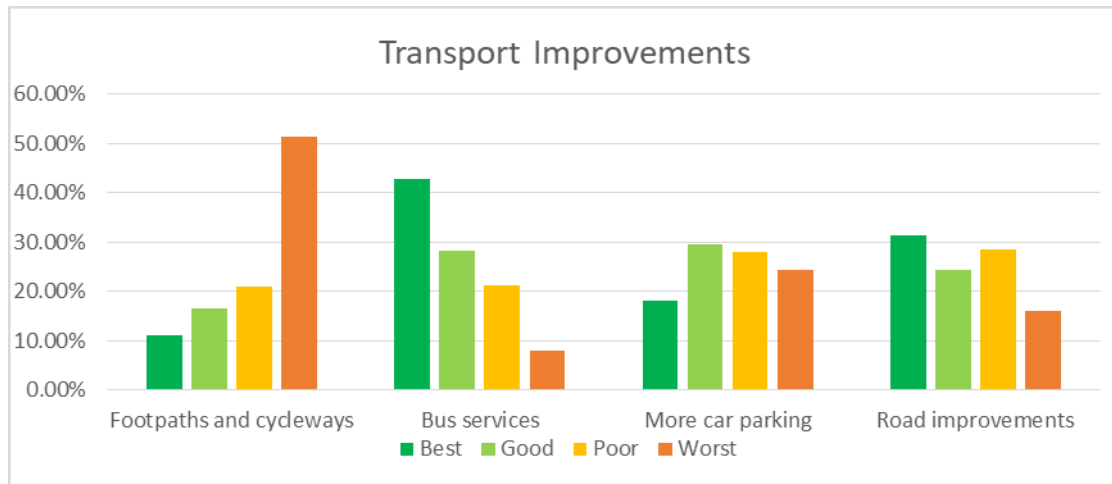
Question 13: “Would better transport connections encourage business growth in our parish?”

A single question ranking four options: Footpaths and Cycleways, Bus Services, More Car Parking, Road Improvements. The options are ranked from 1-4 with 1 being the most important. So the question was really which of these options do you see as most important.

Note that the question is about *encouraging business growth*, not general quality of life or the respondent’s journey to work.

It is also notable that this question was only answered by 500 people out of the total of 564 responses. All the other questions in this section had between 530 and 536 responses.

The results were:



Alternatively, using a simple scoring system to rank the alternatives (4 points for first, 3 for second etc.) and dividing by the number responding gives a rough order of preference for the options:

Bus services	3.1
Road improvements	2.7
More car parking	2.4
Footpaths and Cycleways	1.9

Surprisingly perhaps better bus services are seen as the best way of promoting business growth. However there is actually little distinction between the first three options. One might suspect that some of the respondents are actually thinking of their own situation rather than the question about parish business growth. Being able to get the bus down to Bath to go to work is not business growth in Colerne.

Conclusion: There is no strong feeling that any transport option is particularly important for business growth.

Question 14: “Would you support more Affordable and/or Social Housing to help businesses recruit local staff?”

Result: Yes 70% No 30%

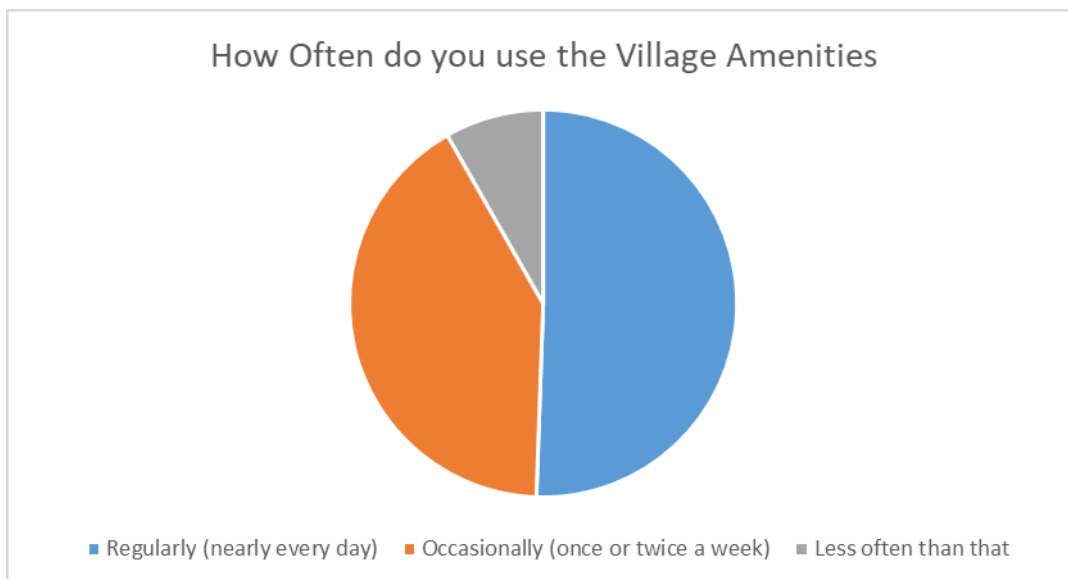
Conclusion: With a simple yes / no question it is not surprising that the great majority feel more low cost housing would increase the workforce.

When combined with the results of the business survey it is clear that there is support for a limited amount of social housing to help sustain local business.

7.4 Use of Parish Amenities - Questions 15 to 17

Question 15: “How often do you come into the centre of Colerne for village amenities (shops, pubs, church, etc)?”

Result: Regularly 50%, Occasionally 41%, Less often than that 8%



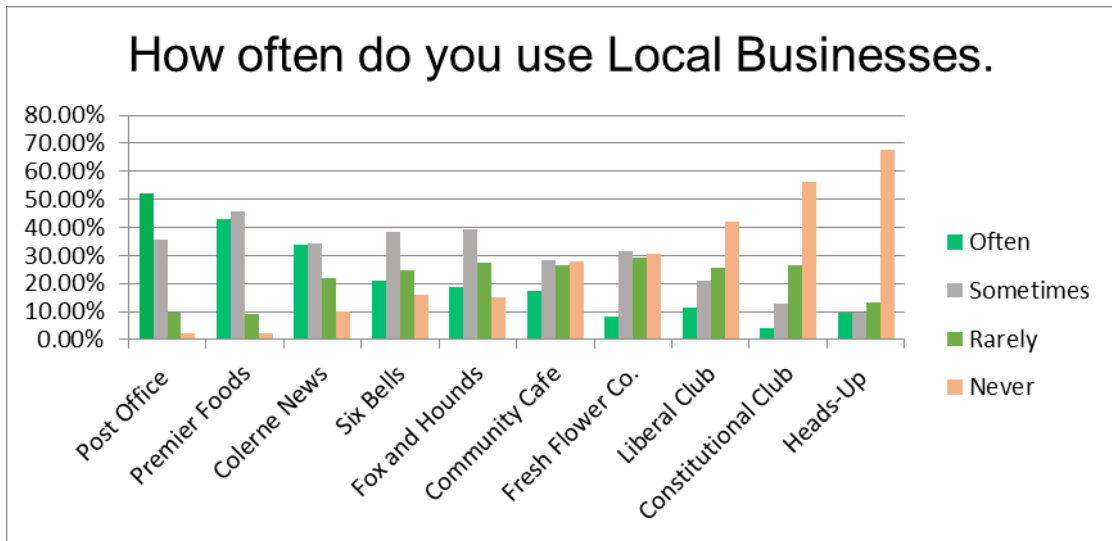
It is surprising how few use the village centre only rarely. The result may be somewhat affected by the fact that the response profile is slightly skewed towards older people and those who have lived in the village a long time.

Conclusion: Almost all the respondents (91%) come into the village at least once a week to use the amenities.

Question 16: “How often do you use the following local businesses?”

There were ten questions with four possible levels of response for each one: Often, sometimes, rarely, never.

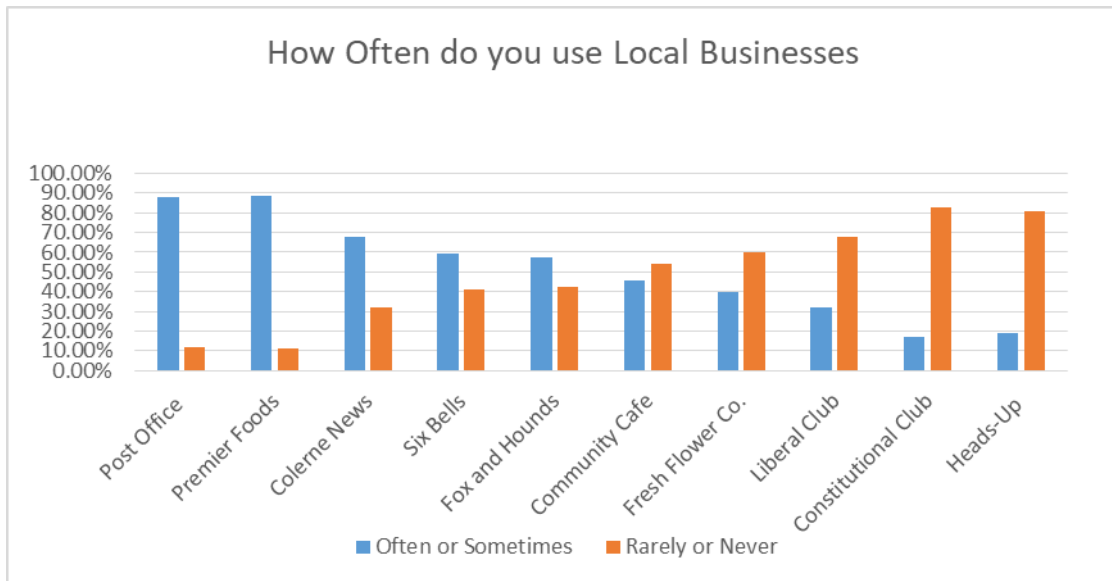
The percentage responses were:



Scoring these responses (Often = 3, Sometimes = 2, Rarely = 1, Never = 0) gives the ranking shown in the table.

Business	Often	Sometimes	Rarely	Never	Score
Post Office	52	36	10	2	238
Premier Foods	43	46	9	2	230
Colerne News	34	34	22	10	192
Six Bells	21	38	25	16	164
Fox and Hounds	18	39	27	15	159
Community Cafe	17	29	27	28	136
Fresh Flower Co	8	32	29	31	117
Liberal Club	11	21	26	42	101
Constitutional Club	4	13	27	56	65
Heads Up	10	10	13	68	63

Or, combining the positive and negative levels together (Often and Sometimes, Rarely and Never) gives a similar view:



Conclusion: The resources common to most users are the most used.

Question 28: *“The Colerne Post Office closed in April 2018. Please tell us how important a new Post Office is to you.”*

Results: About 93% of the responses were either ‘extremely important or quite important’.

Conclusion: A Post Office is considered to be an important amenity within the parish.

Update: A few months after the survey was carried out a new Post Office was opened in the centre of Colerne.

Question 17: *“How often do you use the following local social amenities?”*

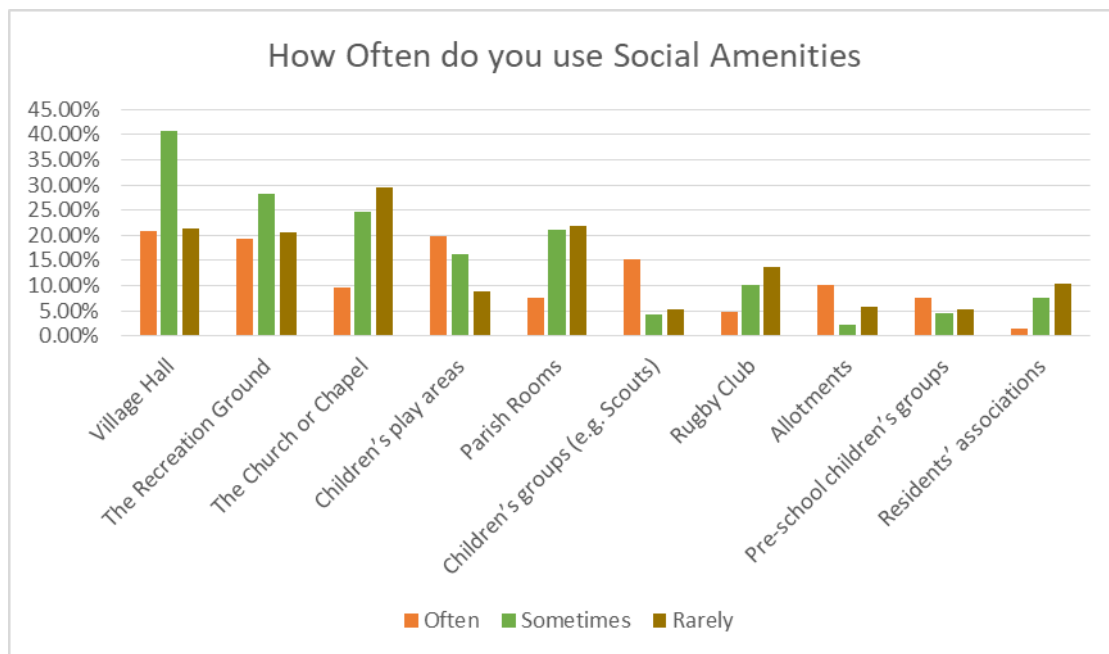
Ten questions with four level options: Often, sometimes, rarely, never

Scored in a similar way to question 16 gives the following rank.

Amenity	Often	Sometimes	Rarely	Never	Score
Village Hall	111	217	114	90	881
The Recreation Ground	101	148	108	169	707
The Church or Chapel	51	131	157	191	572
Children’s play areas	105	86	47	289	534

Parish Rooms	39	110	114	259	451
Children's groups (e.g. Scouts)	80	22	28	393	312
Rugby Club	25	53	72	377	253
Allotments	52	11	30	424	208
Pre-school children's groups	40	24	27	433	195
Residents' associations	8	39	54	422	156

If those who never use an amenity are excluded then the pattern of use is shown in the chart below.



The demographic of respondents may have slanted the result away from child related amenities (289 said they never used the play areas, older people may support them but they don't use them). The low scoring of Pre-school children's groups is interesting in relation to question 12 where 48% thought there should be more provision for pre-school children.

Conclusion: This question has no direct input to the Neighbourhood Plan but does provide background on the pattern of village life.

7.5 Summary of Conclusions relating to business

Conclusions for Neighbourhood Plan Evidence relating to business:

Question 8: 60% of those responding to the survey thought that the Plan should encourage business and employment growth in the Parish.

Question 10: A significant number of people would like to work near home.

Question 14 Affordable housing. When combined with the results of the business survey it is clear that there is support for a limited amount of social housing to help sustain local business.

Question 11 Design for homeworking. 93% were in favour of some action to encourage homeworking, which could be taken up in design policies.

Conclusions for opinions about business

Question 9 Business change of use. 77% supported the retention of existing businesses where possible.

Question 11 Development of the economy. Opinion appears to be strongly in favour of retaining the existing character of the parish, that is, largely agricultural. There was encouragement for new businesses that do not require major new facilities or increase the transport load (i.e. home working or high tech industry). There is a mixed view about encouraging more visitors and no appetite for manufacturing business.

Question 12 Type of new business. As with question 11 the inference is that people want the character of the village to remain much the same, no major building or transport (trading estate), with support for the existing community (retail, childcare) and a strong desire to remain largely agricultural.

Question 13 Transport to encourage business growth. There is no strong feeling that any transport option is particularly important for business growth.

While the answers to these questions do not provide direct evidence for particular NP policies they do give pointers to the kind of overall vision of the future parish that respondents favour. Essentially the message is no major change.

Question 15 Frequency of visiting the village centre. Almost all the respondents come into the village at least once a week to use the amenities.

Question 16 Frequency of using local businesses. No surprises. The resources common to most users are the most used.

Question 17 Frequency of using local amenities. This question has no direct input to the Neighbourhood Plan but does provide background on the pattern of village life. The demographic of respondents may have slanted the result away from child related amenities.

8 Green Spaces and Renewable technology

Green Spaces

Question 20: *“A Neighbourhood Plan can designate small ‘Local Green Spaces’ within our settlements (if they have historical, archaeological, recreational or wildlife value), and this protects them from housing or economic development. Should our Plan identify such areas?”*

Results: Of the 534 responses received, 524 people (98%) agreed that the Plan should identify these areas.

Conclusion: There was almost unanimous support for identifying ‘Local Green Spaces’ within the Plan.

Renewable Energy

Question 21: *“If any of the following renewable energy technologies was economically viable in our parish, which do you think the Neighbourhood Plan should encourage?”*

Options: *Any or all of the options listed below could be selected.*

Results: This question was answered by 531 people, and skipped by 31.

Solar panels on public buildings	57.44%
Solar panels on private houses	55.74%
Solar panel ‘farm’	45.20%
Ground-source heat	33.52%
Anaerobic digestors (farm slurry, food waste)	25.05%
Biomass (wood)	20.72%
Any of the options above if on a small scale	37.85%
None of the above	6.21%

About 300 people were in favour of solar panels, and 250 for solar farms. The other types of renewable energy technologies were each supported by around 100-180 people. And 200 people supported any of the options if implemented on a small scale.

Conclusion: A slight majority consider that solar panels on public buildings and private houses should be encouraged. Just under half were in favour of solar farms, and there was some support for other forms of renewable energy.

Question 22: *“If there was an opportunity to invest in a community-funded solar panel renewable energy generation scheme, would you be interested?”*

Results:

Interested	325	62.38%
Not interested	196	37.62%

Although 325 people would be interested in a community funded solar panel renewable energy generation scheme, only 250 supported a solar farm in Question 21 so there is a discrepancy. A possible explanation is that more people would be willing for a solar farm to be built if it were of financial benefit to them.

Conclusion: A large number of people (325) expressed interest in a community funded solar panel renewable energy generation scheme.

9. Moving Around and Communications

Moving around

Question 29: *“If you are in work, do you work inside the parish, outside the parish or flexible”*

Results

Outside the parish	60.12%	218
Flexible	22.83%	79
Inside the parish	17.05%	59
Total		346
Skipped		216

It should be noted that at least 154 of the responses to the survey were from people who were over 65 (see Section 2) which partly explains why this question was skipped by 216 people.

Conclusion: Of the residents who took part in the survey, 297 work outside the parish sometimes or all of the time, and 59 work locally.

Question 30: *“If you work outside the parish which route do you take to work?”*

Options: *The respondents were presented with a number of routes (below) of which they should select only one.*

Results

Through Thickwood to Ford	27.8%	77
Fosse Way – Bannerdown	25.27%	70
Doncombe Hill	16.97%	47
Fosse Way – Shoe	9.03%	25
Rode Hill – Ditterage	6.14%	17
Tutton Hill	1.81%	5
Other	13.00%	36
Total		277

Most of the people who stated that they worked outside the parish answered this question. It is assumed that, for those who work in a variety of locations, they selected the route they use most frequently.

Conclusion: About 50% of the commuters travel along the C151 to either Ford or Bannerdown, and approximately 25% go either via Doncombe Hill or the Fosse Way to reach the A420 at Shoe.

Question 31: “Where do you do the majority of your grocery shopping?”

Options: *The respondents were presented with a number of locations (below) of which they should select only one.*

Results

Chippenham	59.73%
Home delivery	12.98%
Bath	10.96%
Melksham	5.37%
Corsham	2.24%
Colerne	1.34%
Other	7.38%

It is quite probable that some people shop in multiple locations but the survey only asked for one location to be chosen.

The results, however, show overwhelmingly that 60% of people who answered the survey do most of their grocery shopping in Chippenham.

Home delivery (13%) appeared to be slightly more popular than shopping in Bath (12%). Only a few people did the majority of their grocery shopping in the other locations: Corsham, Melksham and Colerne

Conclusion: Of the people who responded to the survey about 60% do the majority of their grocery shopping in Chippenham.

Communication

Question 32: *“If you use the Internet at home, how do you rate your broadband service?”*

Results

Excellent	9.9%	48
Good	55.67%	270
Poor	31.34%	152
Non existent	0.62%	3
I have to use 3G/4G to get online	2.24%	12
Total		485

There is a wide spread of results which probably reflects whether users have opted to pay for fibre optic broadband or remain on ADSL broadband and also the distance of their home from the fibre cabinet or exchange. About 66% rate their service as good or excellent, but the other 34% have a very different experience ranging from poor to non-existent.

Conclusion: Whilst 66% of the respondents are pleased with the broadband speeds they experience, the other 34% have poor or no internet connection.

10. Community Facilities

The results below contain actual figures as these questions were asked for information for the Parish Council to work with and were not to be included in the Neighbourhood Plan. Therefore all the figures in this analysis are actual responses not percentages. No conclusions are given as the results will not directly influence the Neighbourhood Plan.

8.1 Question 23: *“Our parish is recognised as a friendly community where people want to live. But some of our community societies and events struggle to find volunteers to run them. Why do you think this is?”*

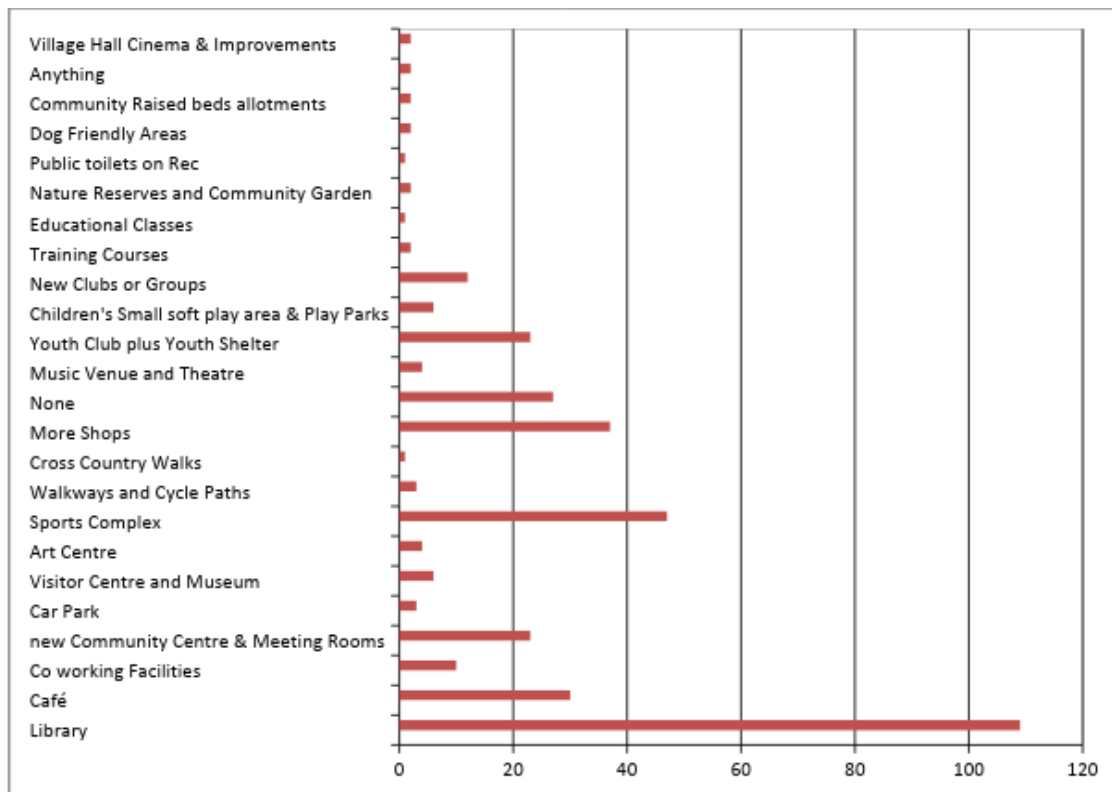
There were 525 responses to this question as below

No time – people are too busy juggling work/life balance	421
Village centre is too far from where I live	36

Not enough of my friends are involved	45
Activities do not interest me	95
Other (please specify)	106

8.2 Question 24: “What social amenities would you most like to see introduced or expanded in our parish?”

There were 290 responses to this question, the table below shows the responses. The responses regarding the Post Office service has been removed as this service is now being accommodated in Colerne News.



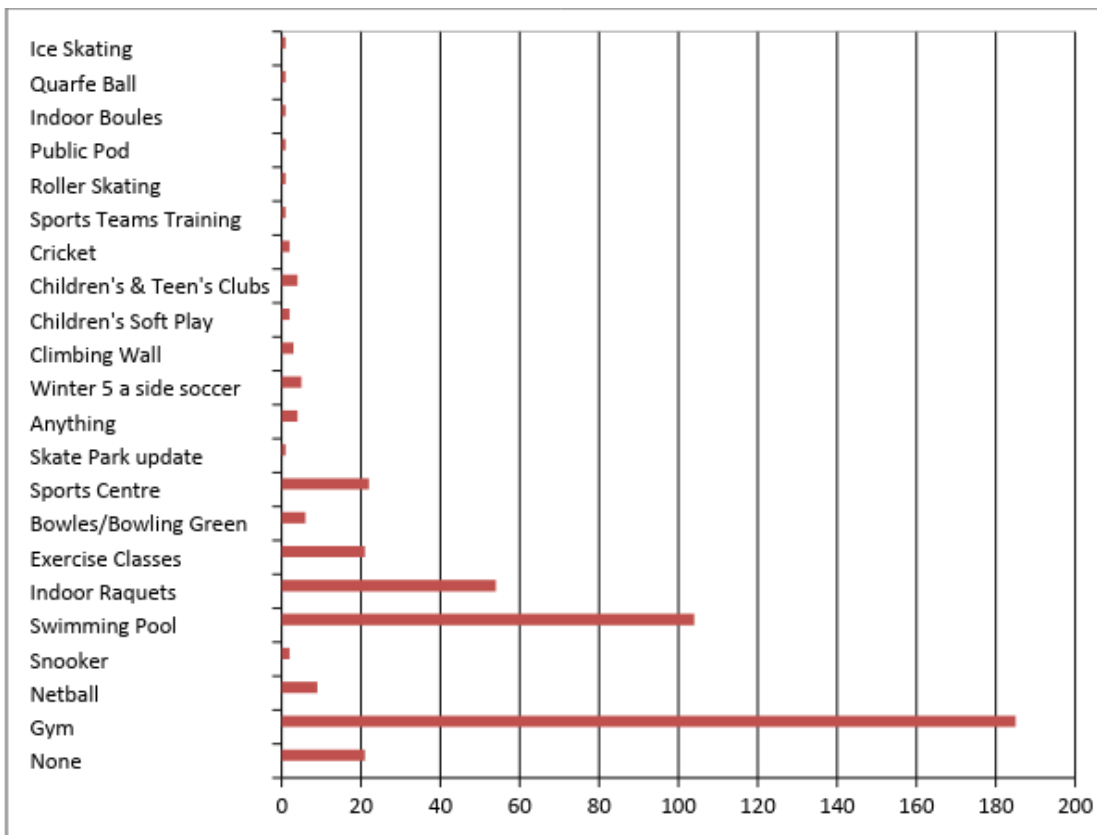
- ‘Library’ received 109 responses, some stating that they would like it open on evenings and weekends.
- ‘Expanding the Café’ received 30 responses, some very specific, requesting 6 day opening and styled more along the lines of the Café in Marshfield, most requested longer opening hours.
- ‘Co working facilities’ received 10 responses and includes any responses mentioning hot desks, a community hub facility or a shared office space of any kind.
- ‘New Community Centre & Meeting Rooms’ received 23 responses. The meeting room’s responses were very specific for a particular

activity also comments were made about affordability of meeting rooms.

- 'Car Park' responses numbered 3.
- 'Visitor Centre and Museum' received 6 responses; this included a space for the History Group to display information regarding the village's history.
- 'Art Centre' had 4 responses.
- 'Sports complex' - respondents didn't read the following questions 24 and 25, responses were mainly asking for a multi venue Indoor Sports Hall also included were responses for walkways, cycle paths and cross country walks plus a Water Park and Sky Diving Centre.
- 'More Shops' received 37 responses includes anything mentioning shops, deli's, supermarkets, local farm shop, Home delivery service of vegetables and dairy, Cash Machine as well as responses stating better shops or more shops and longer opening hours.
- 'None' there were 27 responses stating comments ranging from 'don't know', 'none,' 'we have enough' 'support the ones we have'.
- 'Music Venue and Theatre' responses were 4.
- 'Youth Club plus Youth Shelter' responses were 23, these includes any response containing the word youth or teenager.
- 'Children's small soft play area' and 'play parks' responses were 6, these includes responses for updating existing play park equipment.
- 'New Clubs and Groups' 12 responses most vague asking for more activities for children (toddler groups) or adults whilst others very specific, e.g. Photography Club and Board Games Club.
- 'Training Courses' responses were 2 and 'Educational Classes' response was 1.
- 'Nature Reserves' and 'Community Garden' responses were 2.
- Public toilets on the 'Rec' response were 1 and Dog Friendly Areas responses were 2.
- Community Raised beds at the allotments and other a shared covered area responses were 2.
- Anything responses were 2
- More Village Hall cinema and Improvements responses were 2.

8.4 Question 25: "Which indoor sports facilities if any would you like to see introduced or expanded?"

There were 321 responses to this question, the table below shows the responses.

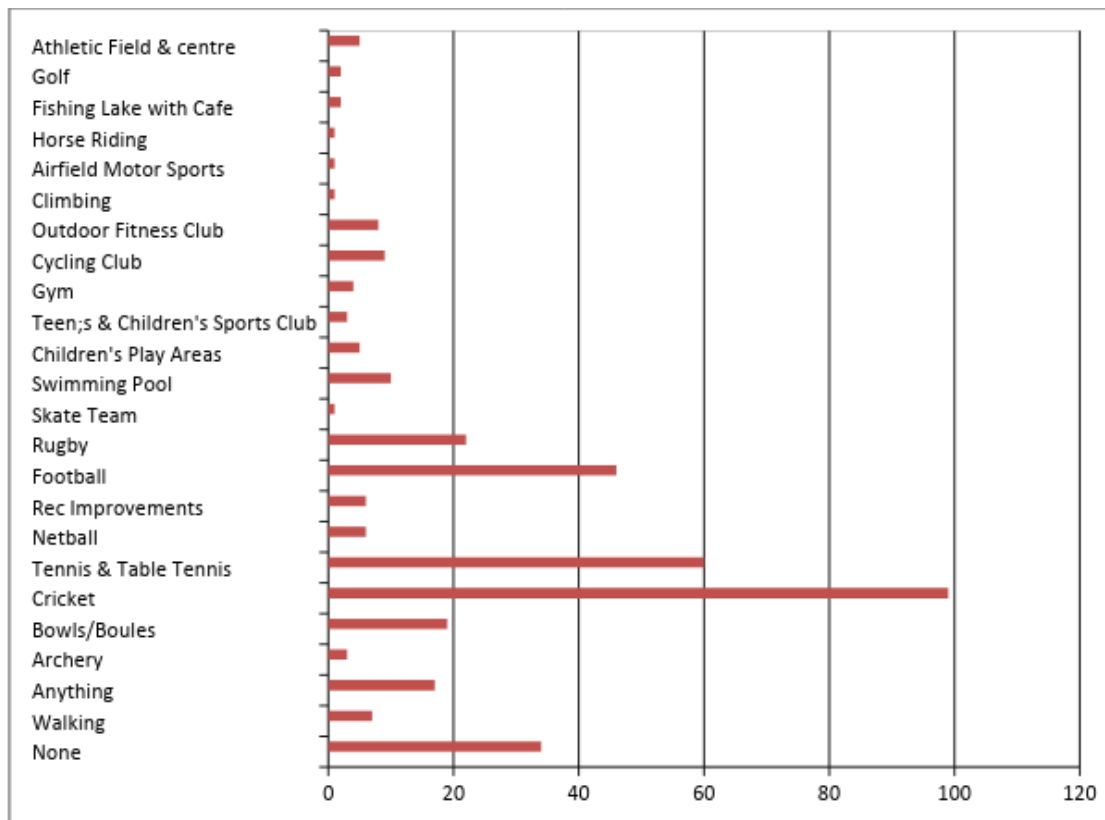


- None responses were 21 and this includes 'Don't Know' or 'we have enough'
- Gym responses were 185.
- Netball responses were 9 and include handball response.
- Snooker responses were 2.
- Swimming Pool responses were 104; these included more access to the Camp pool for civilians.
- Indoor Raquets responses were 54.
- Exercise Classes responses were 21 and this includes Yoga, Tai Chi, Pilates, and Martial Arts any form of exercise.
- Bowles/Bowling Green responses were 6.
- Sports Centre responses were 22 and this includes any responses which mentioned mixed or shared facilities for the Parish.
- Skate Park Update response was 1 and Anything response was 4.
- Winter 5 a side soccer response was 5.
- Climbing Wall response was 3, no mention of Children just a climbing wall.
- Children's soft play response was 2 and Children's and Teens clubs response was 4.

- Indoor cricket response was 2 and Sports Teams Training response was 1.
- 1 response was received for each of the following: Roller Skating, Public Pod, Indoor Boules, Quarfe Ball and Ice Skating.

8.5 Question 26: “What outdoor sports facilities if any would you like to see introduced or expanded?”

There were 277 responses to this question, the table below shows the responses.



- None responses were 34 and this includes ‘Don’t Know’ or ‘we have enough’
- Walking responses were 7.
- Anything responses were 17.
- Archery responses were 3.
- Bowls or Boules were 19.
- Cricket responses were 99.
- Tennis and table tennis responses were 60 although the majority just stated tennis and lots of comments regarding the tennis court not being operational at the ‘Rec’.

- Netball responses were 6 and this included Volleyball, Basketball, Rounders and Hockey.
- Rec Improvements responses were 6 mainly stating that toilets were need and that the exercise equipment needed maintaining.
- Football responses were 46 and these included comments containing the words colts or soccer.
- Rugby responses were 22.
- Skate Team responses were 1.
- Swimming Pool responses were 10.
- Children's Play Areas responses were 5 and mainly asking for updates.
- Teen's & Children's Sports Club responses were 3.
- Gym responses were 4.
- Cycling Club responses were 9 and included responses for a cycle track/paths, bike/mountain bike trials as well as a cycle club.
- Outdoor fitness club responses were 8 and included responses for a running club, running track, outdoor fitness group/class, athletic space for track and field activities, boot camp, fitness, sports centre with adjoining sports field.
- Climbing response was 1.
- Airfield motor sports and Horse Riding both received 1 response each.
- A Fishing lake with adjoining Café responses was 2.
- Golf responses were 2.
- Athletic field and Centre responses were 5.

8.6 Question 27 “If land and funding became available, would you support combining existing and potential future community and sports amenities into one new Community and Sports Complex?”

There were 526 responses to this question.

Yes	340
No	64
Don't Know	122

11. References

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