



Worton Village Survey

Report

Prepared for:

Worton Parish Council and Worton Neighbourhood Planning Steering Group

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Background

This paper reports on a survey of Worton residents undertaken in the summer of 2017. A two part questionnaire was developed, as follows:

- the first set of questions were prepared by Worton Parish Council to seek views on local facilities, infrastructure, traffic, local clubs, organisations and businesses
- the second set of questions were prepared by the Worton Neighbourhood Planning Steering Group, to explore options for the amount and type of development that could be built in Worton in the future

The questionnaire was printed and delivered to all households in the village. All households were given the option of completing more than one questionnaire if more than one adult in the household wanted to fill it in. In total, 281 questionnaires were distributed in the last week of July 2017. Returns were accepted up until the 25th August 2017.

A total of 200 questionnaires (71% response) were completed and returned to Alpha Research, an independent research agency based in Oxfordshire. Alpha Research have data entered the questionnaires, analysed the data and prepared this report.

A copy of the questionnaire is appended, along with details of the demographics of the respondents.

Headlines

Parish Council questions

- The most popular traffic initiative would be a 20mph limit by the school
- The village hall and the Rose & Crown public house were used by about 7 in 10 residents
- More than half of residents are involved with local clubs or organisations
- The Old Forge Garage was the most used local business, with three quarters of residents making use of it
- Residents were more likely to be dissatisfied than satisfied with local bus services
- Nearly all residents had broadband and/or a mobile phone, but half were unhappy with the broadband service and 4 in 10 were unhappy with the mobile phone reception
- The idea of a village shop was popular (supported by three quarters of respondents) and about one in three would help out at a community shop

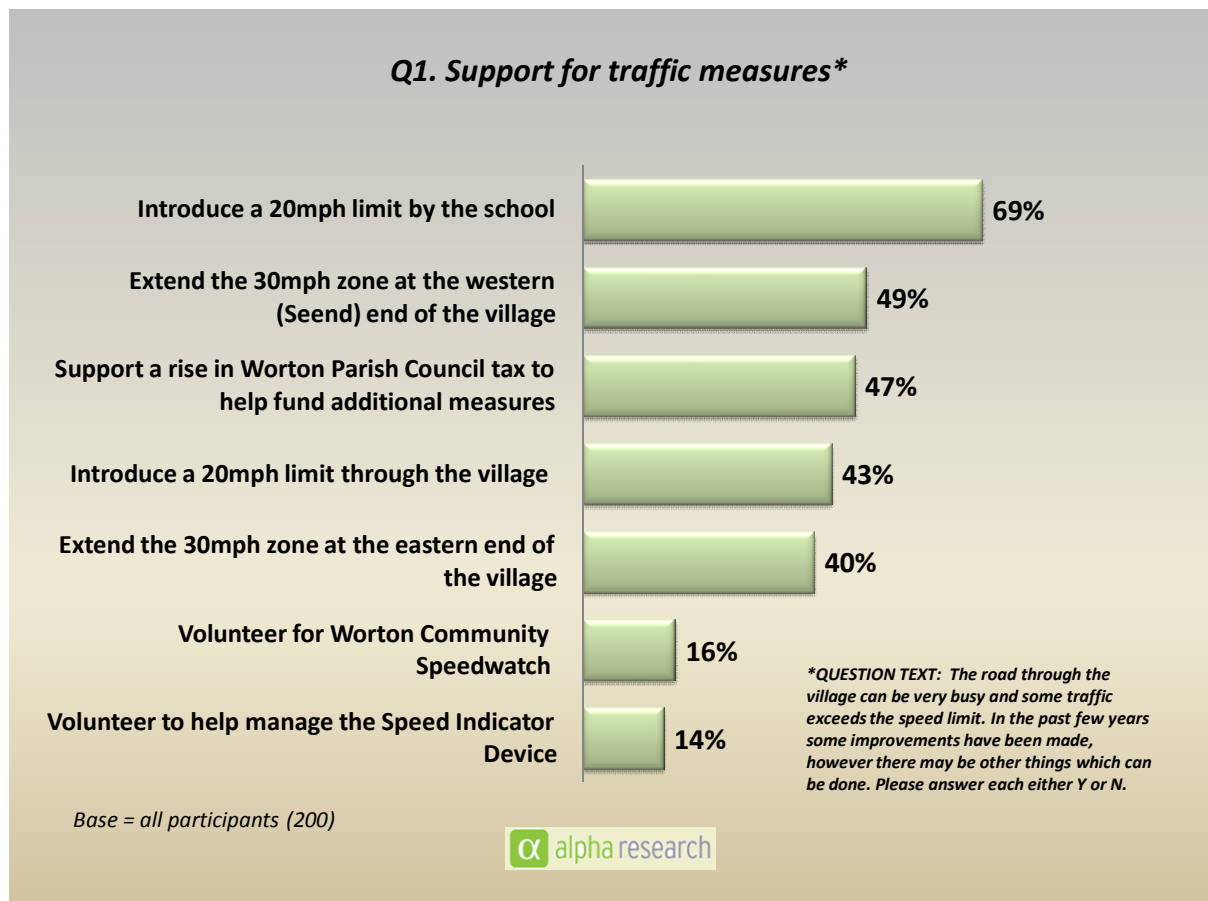
Neighbourhood Planning Steering Group questions

- About two thirds of residents opted for between 5 and 20 new homes for the village by 2026
- Building 10+ new homes by 2026 was slightly more popular than building less than 10
- Semi detached homes and those with two or three bedrooms were thought most appropriate
- Safe access, sufficient off-street parking and ensuring a housing density which is suitable for a rural village were seen to be the three most important considerations for any new developments
- More than three quarters of residents wanted the Neighbourhood Plan to protect the conservation area of the village
- Utilising redundant buildings, brownfield sites and in-filling were much more acceptable policies for new development than building on greenfield sites
- It was much preferred to have small clusters of houses (ideally less than 5) in any new developments, rather than more than 10 in a single development
- There was some support for more provision of craft workshops and rural office space, in order to promote business and employment development

Results from Worton Parish Council questions

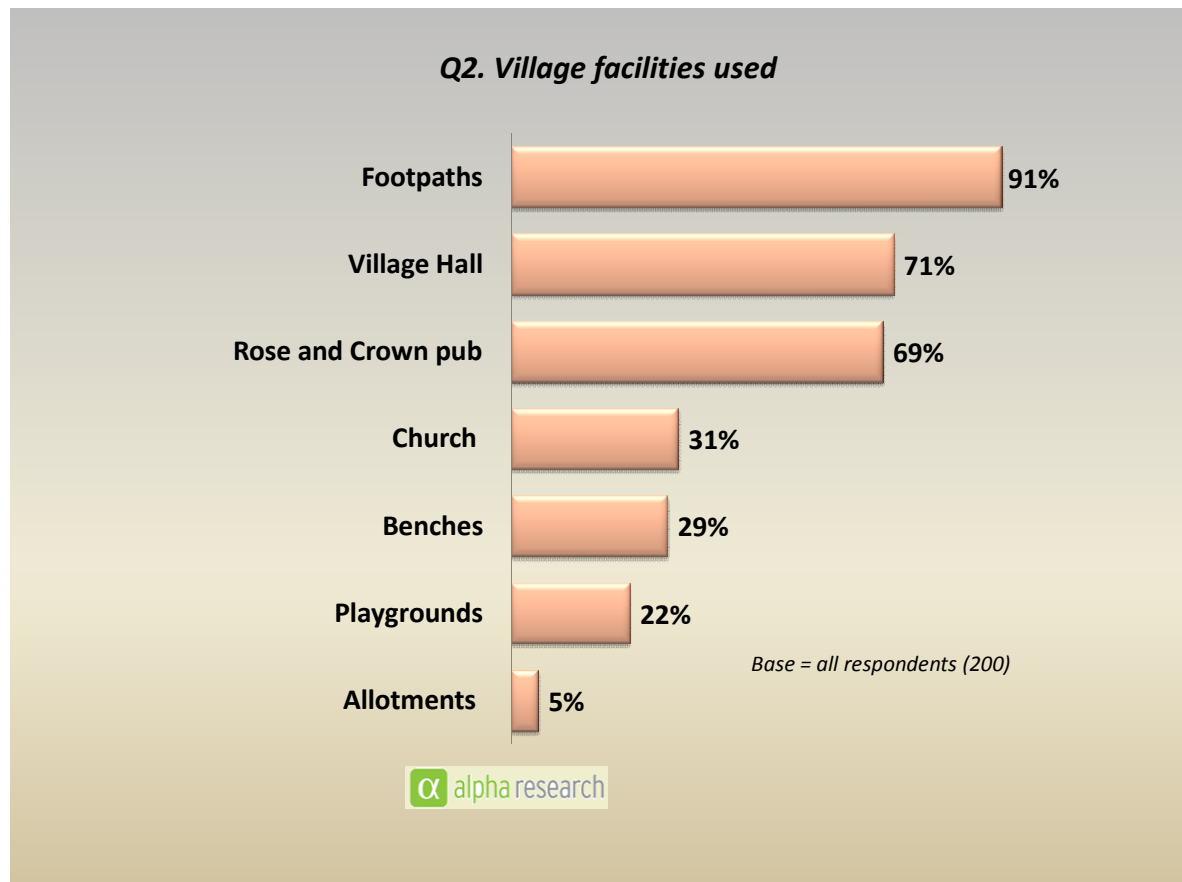
Traffic Issues

Various options were presented to Worton residents to combat traffic issues. The most popular was the introduction of a 20mph speed limit by the local school, with more than two thirds of respondents (69%) advocating this . Nearly half were in favour of extending the 30 mph zones at either or both end of the village, whilst similar numbers advocated a 20mph limit through the village. 94 respondents would support a rise in council tax to help fund additional measures if Wiltshire County Council will not fund them.



About 1 in 7 would volunteer to join the Worton Community Speedwatch Group and/or to help manage the Speed Indicator Device.

Village Facilities



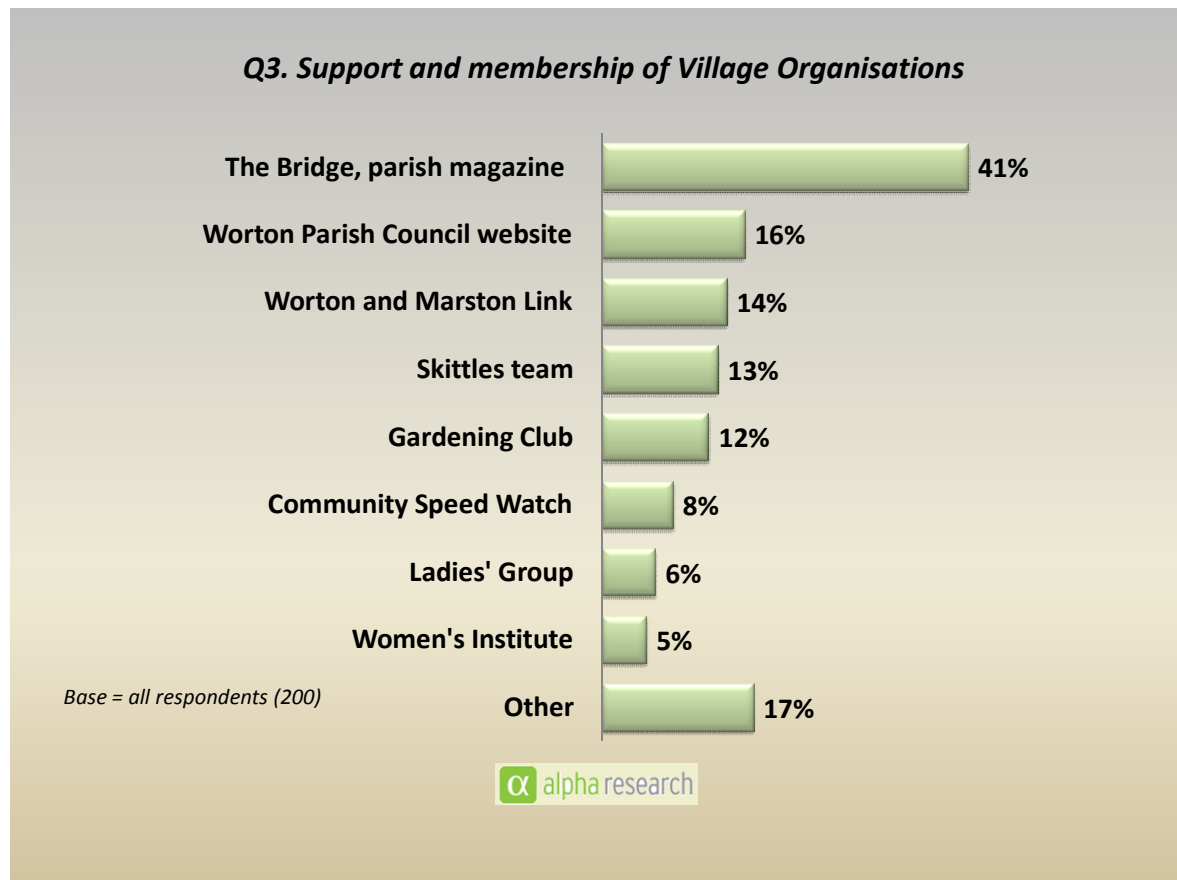
The local footpaths, pub and the village hall all appear well used; with over half saying they used these facilities.

Further questions were asked about the village hall and the pub. Most respondents (71%) said that they used the village hall. Most were occasional users (51% of all respondents) rather than at least monthly (20%). Four in ten (41%) said they would support a rise in Worton Parish Council tax to financially support the hall, whilst 1 in 7 (14%) thought they would use it more often if the facilities there were improved, such as renovating the kitchen area.

Nearly 3 in 10 respondents (28%) were at least weekly users of the Rose and Crown, whilst a further 1 in 10 (10%) were using it at least monthly. 45-64 year olds were significantly more likely to use the pub (76%) than other residents (63%).

The church was more likely to be used by women (39%) than men (23%).

Village Organisations



About half of residents supported village clubs or organisations, with 44% explicitly saying they supported any, rising to 60% ticking any from a list presented. The latter figure was significantly higher for those aged 45 years or more (65%) than those aged under 45 years (22%).

Of these, the parish magazine was most widely used.

Local businesses

Nearly 9 in 10 (88%) used local businesses. Three quarters (76%) used the Old Forge Garage and more than half (53%) used local contractors.

Eight respondents (4%) used the local caravan and trailer storage.

Young people

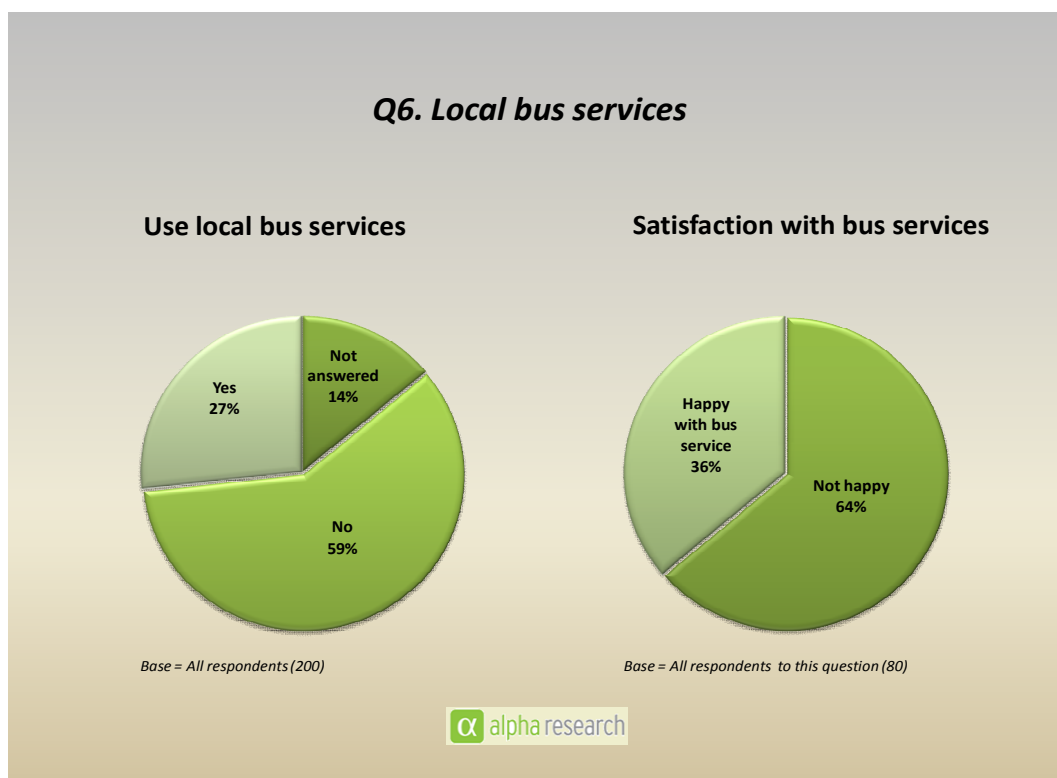
Fifteen (8%) respondents had children of primary school age, or younger, in their household. These children were using local facilities as follows:

- 6 were a member of Rainbows, Brownies or Worton and Cheverell Football Club
- 4 went to Five Lanes Primary School
- 3 attended a local nursery
- 1 attended the Worton Toddler Group

Bus services

About a quarter of respondents (27%) used local bus services. Older residents (aged 65 years and over) were more likely to be users (38%) than those under 65 years (17%).

Users and non-users were all asked if they were happy with the bus service provided. Amongst the 80 who responded to this question, notably more were unhappy (51) than happy (29). The 47 users who answered this question were more evenly split, with 25 happy and 22 unhappy.



Communications and Technology

Nearly all residents had a telephone landline with broadband (92%) and/or a mobile phone (92%). Those over 65 years were slightly less likely than others to have a broadband telephone line (86%) and/or a mobile phone (86%).

However, more than half (53%) were unhappy with the service (e.g. speed and/or reliability) of their broadband connection and 4 in 10 (40%) were unhappy with the mobile phone reception (e.g. 3G, 4G, signal strength).

Those living east of the Rose and Crown were significantly *more* likely to be unhappy with their broadband (67%, cf. 34% living west of the Rose and Crown), but significantly *less* likely to be unhappy with their mobile phone reception (30%, cf. 51% of those living west of the Rose and Crown).

Village Shop



Three quarters of residents (74%) would support having a general purpose shop in the village, particularly those from the west end of the village (83%, cf. 67% from the east end).

One in three (33%) would be happy to volunteer in a community shop, similar to the one in Rowde. Females (40%) and those under the age of 65 years (40%) were more likely to say they would volunteer than males (26%) and those aged 65 years and over (23%).

Nearly half (46%) would support a rise in Worton Parish Council tax to help fund the opening of a village shop.

Comments

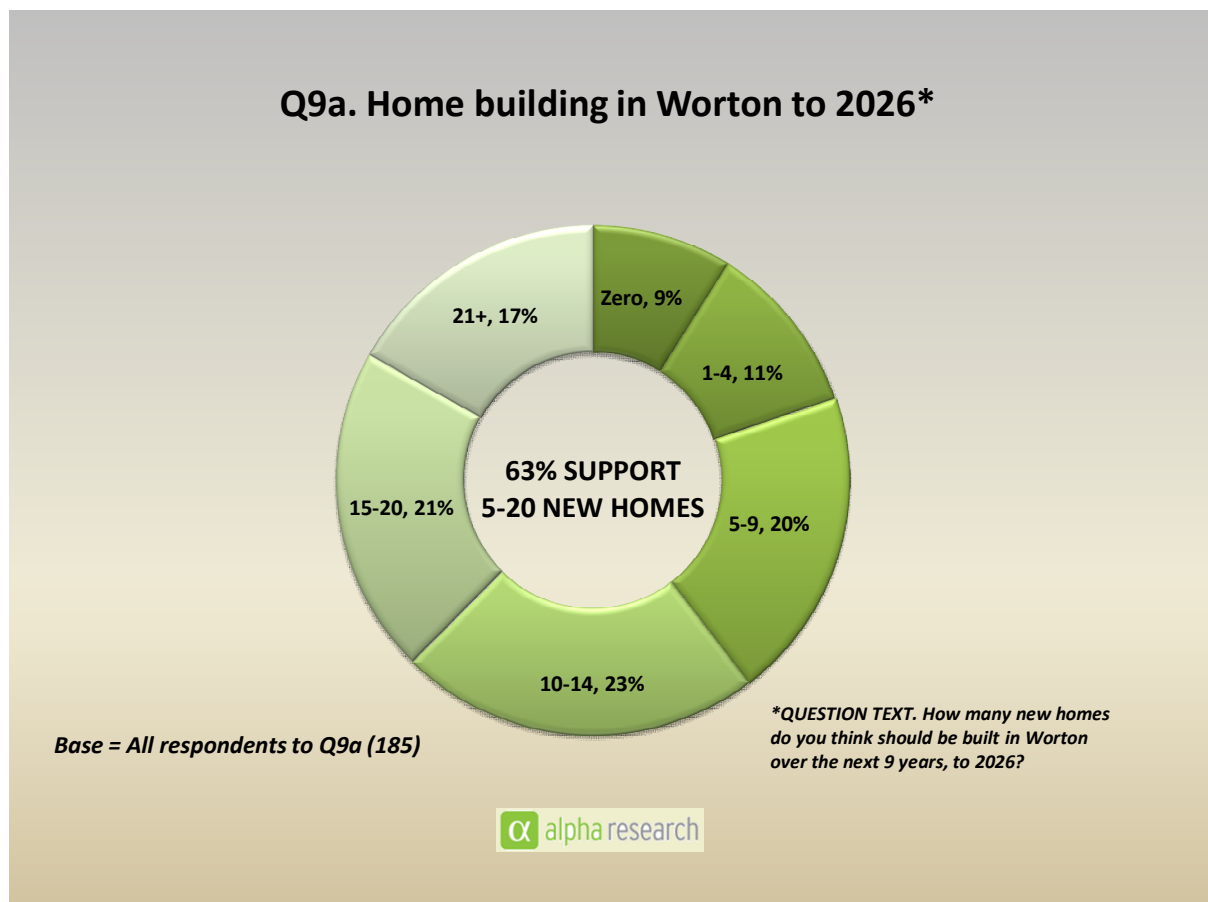
Residents were asked to comment on the Parish Council questions, along with what they like and do not like about living in Worton. Full listings of these comments have been provided separately.

Results from Worton Neighbourhood Planning Steering Group questions

Housing

When asked how many new homes should be built in Worton over the next nine years up until 2026, the most selected option was 10-14 new homes, with nearly two thirds (63%) of those responding to this question picking between 5 and 20 new homes.

Building 10 or more new homes was a more popular choice (61%) than building less than 10 (39%).



A further 15 respondents left this question blank. Given that the question asked for a number, it seems possible that leaving the question blank was more likely to denote 'don't know' or 'zero' (rather than one or more new homes), although this is conjecture only.

Men were clearly more in favour of 10 more new homes by 2026 (71%), whilst women were more split between less than 10 new homes (51%) and more (49%).

Those who have lived in the village longer (10+ years) were significantly more likely to support the building of more than 20 new homes (23%, with 128 answering the question) compared to those who had lived in the village for up to 10 years (6%, 54).

Semi-detached houses were the most popular choice for new development (72% selecting this from a list), with flats and maisonettes the least popular. Two-bedroom (75%) and three-bedroom (73%) homes were very much the preferred size.

<i>Base = all respondents (200)</i>	<i>%</i>
Semi-detacheds	72
Bungalows	45
Terraced inc. end terrace	42
Detached	39
Flats/ apartments	21
Maisonettes	12
<i>No preference given</i>	<i>13</i>

TABLE Q9b. What type of home would you prefer to see built? (Multiple answers allowed)

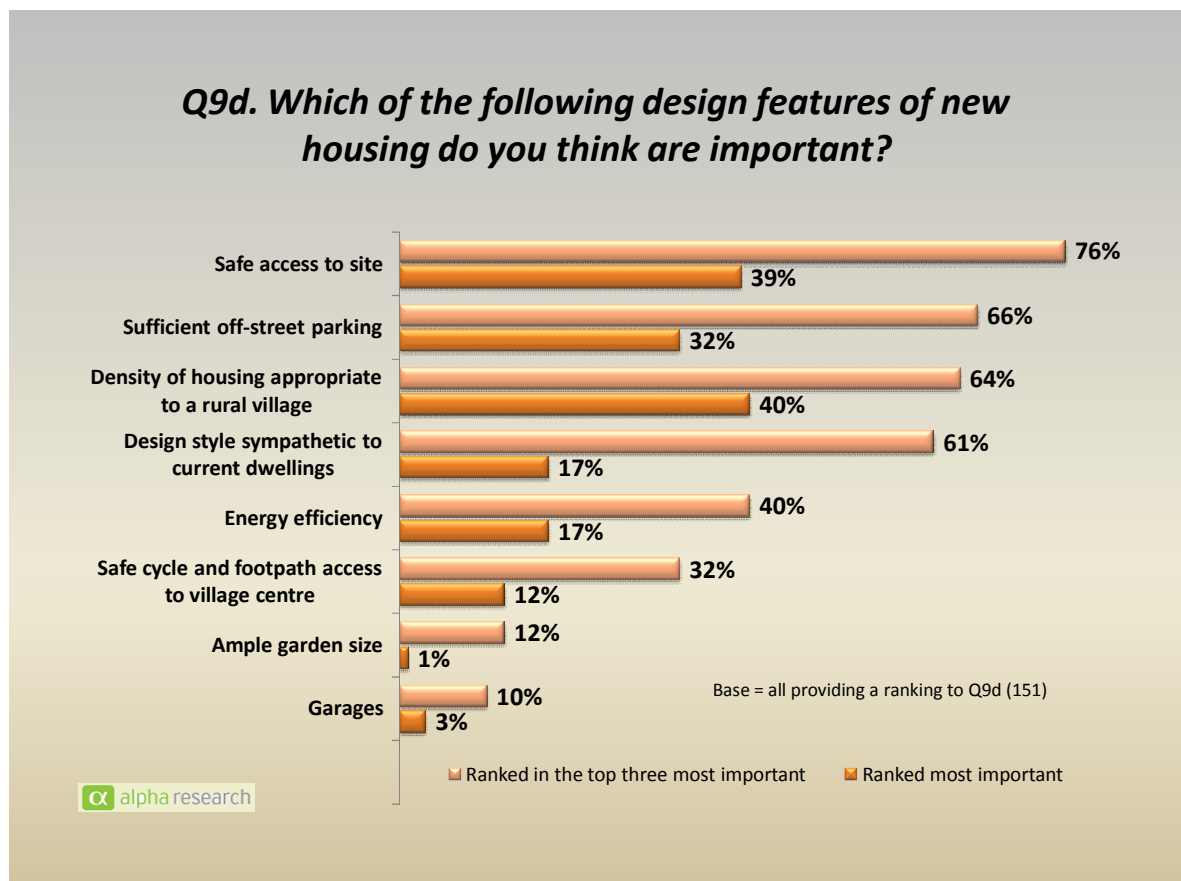
<i>Base = all respondents (200)</i>	<i>%</i>
1-bedroomed	26
2-bedroomed	75
3-bedroomed	73
4-bedroomed	25
5+-bedroomed	4
<i>No preference given</i>	<i>12</i>

TABLE Q9c. What size of home do you think should be built? (Multiple answers allowed)

Residents were then asked what design features were the most important for any new housing, by ranking eight attributes in order of importance. Three quarters of respondents did use ranking, but 29 residents (15%) instead ticked those of importance to them.

Amongst those who ranked the items, safe access to any housing development, appropriate housing density and sufficient off-street parking were the main concerns (see chart below).

Amongst those who ticked rather than ranked the attributes, the most selected were sufficient off-street parking (24/29 selected this) sympathetic design style (23), safe access (20) and energy efficiency (20).

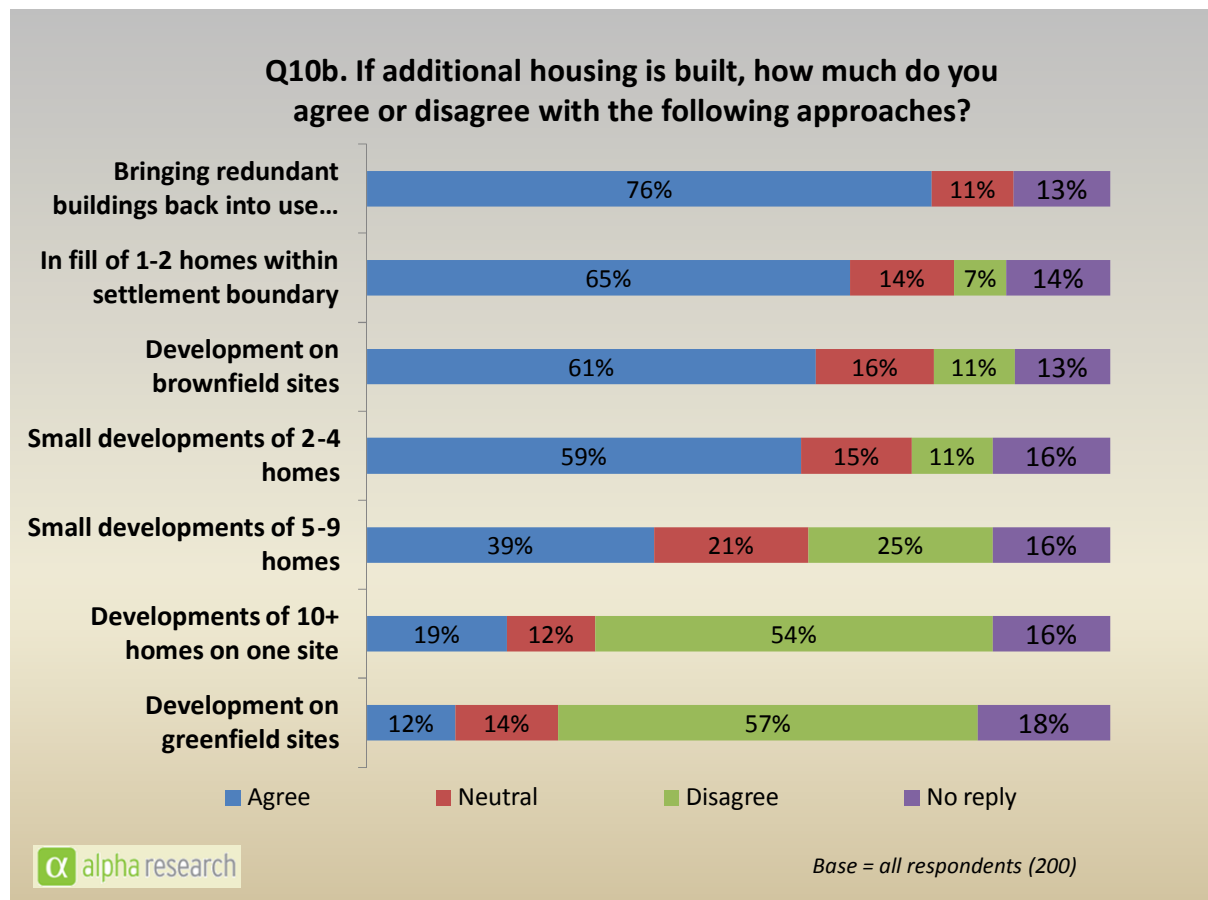


These results were largely consistent across demographic groups, although *energy efficiency* was significantly more likely to be the most important attribute for those aged 65 years and over (27%) compared to the under 65s (11%).

Residential Development Approach

More than three quarters (77%) of the residents responding to the questionnaire advocated for the Neighbourhood Plan to protect the conservation area in the centre of the village.

The preferred approach for development was for small clusters of houses (59% in favour), utilising redundant buildings (76%), in-fill (65%) and brownfield (61%) options where possible. Residents were much more likely to be against than in favour of building on greenfield sites (57% against), or having ten or more homes on one site (54%).



Those who have lived in Worton for less than ten years were much more likely to disagree (77%) with larger developments of 10+ more homes than those residing in the village for longer (57%).

Lastly, it was asked if more sites or premises were needed to promote business and employment development. Residents who stated were more likely to be in favour of the provision of craft

workshops (62% of those expressing a view) or office development (56%), than they were of light industrial premises (43%) or a mixed use business park (27%).

Comments

Residents were asked to comment on the Neighbourhood Planning questions. Full listings of these comments have been provided separately.

Appendices

*Response
Questionnaire*

Response

281 questionnaires were distributed, and 200 returned (**a 71% response**).

There was quite an even split between men and women completing the questionnaire. 98 (49%) were male, and 87 (44%) female, with the remainder not answering (9) or ticking both boxes (6), apparently because the questionnaire answers represented the views of both a man and a woman.

Of those who gave their age (191), most were over 45 years of age:

- 8 (4%) were 16-34 years old
- 10 (5%) were aged 35-44 y.
- 32 (17%) were aged 45-54y.
- 52 (27%) were aged 55-64y.
- 91 (48%) were aged 65y. plus

Slightly more (56% of the 195 who stated) lived east of the Rose and Crown than lived west of it (44%), with about a quarter residing in the inward code (second half of the postcode) of 5RU and the rest quite evenly split across a number of inward codes:

- 5RU (48 responses)
- 5SE (21)
- 5SD (16)
- 5RZ (15)
- 5RX (14)
- 5SF (14)
- 5SJ (13)
- 5SA (10)
- 5RX (7)

Nearly half of the respondents had lived in Worton for at least 20 years (89 out of 197 who stated):

- 34 (17%) had lived in Worton for less than five years
- 26 (13%) had lived there for 5-10 years
- 48 (24%) had lived there for 10+ years, but less than 20 years
- 89 (45%) had lived there for 20+ years

Many (110) had moved to Worton permanently, and/or because they were attracted to village life (78). Others cited job reasons (46), or because it was close to their family (29) or because they came in retirement to the village (24). 16 were born in the village. Very few were short term residents (3).

Analysis note

Most questions asked for a Y to agree or an N to disagree to options. Where the respondent left an occasional option blank, this seemed likely to be an 'N', so agreement is based on explicit 'Y's only.

Foreword by Barry Devine
Chairman, Worton Parish Council

Worton Parish Council

Village Survey

July 2017

This questionnaire is in two parts, the first part of the survey consists of questions that have been compiled by your Parish Council. These are designed to find out what villagers feel about things such as the facilities in the village, traffic etc. Your responses will help your Parish Council to plan and prioritise their work and spending over the next few years. Many of you will recall that we last undertook a similar survey in 2015 and following the election of a new council it seems an appropriate time to update our information.

The second part of the survey has been compiled by the Worton Neighbourhood Planning Steering Group. These questions will help form the Worton Neighbourhood Plan allowing the village to define and shape the development of any residential and commercial development up to 2026.

We understand that many of you may be suffering from "survey overload" and we cannot guarantee that you will get all, or indeed any, of that which you aspire to, but we do sincerely hope that you will find the time to share your views with us. They are important.

Barry Devine

Please be assured that your contribution to this consultation will be treated in confidence. An independent agency, Alpha Research Limited, has been hired to analyse and report the results on our behalf. They are bound by the Market Research Society Code of Conduct and will report findings on a general, rather than individual, level in a written report.

If you have any queries regarding Alpha Research or about how to respond, please contact Derek Mitchell at derekm@alpharesearch.co.uk.

Questionnaire instructions

Please either put a tick in the box or answer with a Y or N. You do not need to answer every question but it would help our survey if you did not leave any question blank.

About yourself

Please complete all parts of this section. The data will be used for analytical purposes only.

Please note that name and address is **NOT** required. All responses are anonymous.

Please tick the appropriate box.

Village Survey General Information	
Are you Male ☐ or Female ☐	
Age?	
16 – 24	☐
25 – 34	☐
35 – 44	☐
45 – 54	☐
55 – 64	☐
65 or over	☐
Where do you live?	
West of the Rose and Crown (towards Seend)	☐
East of the Rose and Crown (towards Devizes)	☐
Please record the second half of your postcode here _____	
How long have you lived in Worton?	
Less than 5 years	☐
5 – 10 years	☐
More than 10 but less than 20 years	☐
20 years or more	☐
Why are you living in Worton?	
Please tick all that apply	
Born here	☐
Moved here to be with family members	☐
Moved here to retire	☐
Moved here because of job	☐
Moved here because you were attracted to village life	☐
Moved here long-term / permanent	☐
Moved here short term / not intending to stay	☐

1. Traffic Issues

The road through the village can be very busy and some traffic exceeds the speed limit. In the last few years some improvements have been made, however there may be other things which can be done.

Please answer each question either Y or N

Question No. 1 - Traffic Issues	
Extend the 30mph zone at the western (Seend) end of the village?	☐
Extend the 30mph zone at the eastern end of the village?	☐
Introduce a 20mph limit by the school?	☐
Introduce a 20 mph limit through the village?	☐
Would you volunteer to join the Worton Community Speedwatch group?	☐
Would you volunteer to help manage the Speed Indicator Device?	☐
Would you support a rise in Worton Parish Council tax to help your council fund additional measures if Wiltshire County Council will not fund them?	☐

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2. Village Facilities

This section looks at the usage of village facilities.

Please answer either Y or N or leave blank

Question No. 2 - Village Facilities		
Do you use the Village Hall?		☐
If Yes, how often?	Weekly? Monthly? Occasionally?	☐ ☐ ☐
Would you support a rise in Worton Parish Council tax to financially support the Village Hall?		☐
If the facilities in the Village Hall are improved (e.g. Kitchen area) would you consider using it more often?		☐
Do you use the Rose and Crown?		☐
If Yes, how often?	Weekly? Monthly? Occasionally?	☐ ☐ ☐
Do you use other village facilities?	Playgrounds Benches Allotments Church Footpaths	☐ ☐ ☐ ☐ ☐

4. Village Business

This section looks at the support of local business

Please answer either Y or N or leave blank

Question No. 4. - Village Business		
Do you use any of the village businesses or services?		☐
Please answer Y to any that apply	Old Forge Garage – Servicing and Repair Caravan and Trailer storage Local contractor e.g. Electrician, plumber, builder, IT support, log supplies, dog training,	☐ ☐ ☐ ☐

3. Village Organisation

This section looks at the support and membership of village organisations

Please answer either Y or N or leave blank

Question No. 3. - Village Organisations		
Are you a supporter or member of a village club or organisation?		☐
Please answer Y to any that apply	Gardening Club Ladies Group Women's Institute Skittles Team Worton and Marston Link Community Speed Watch The Bridge, Parish Magazine Worton Parish Council Web site Other (please specify)	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

5. Young People

Please answer either Y or N or leave blank

Question No. 5. - Young People		
Do you have children of primary school age or younger in your household?		☐
If Y please answer Y to any that apply	Do they go to Five Lanes Primary School Do they attend a local nursery? Do they attend the Worton Toddler Group? Are they a member of Rainbows, Brownies or Worton and Cheverell Football Club?	☐ ☐ ☐ ☐

6. Bus Services

Please answer either Y or N or leave blank

Question No. 6. - Bus Services		
Do you use any of the local bus services		☐
Are you happy with the service provided?		☐

Worton Village Survey

7. Communications and Technology
Many people in the village now work from home, access tv or do on-line banking over the internet.

Please answer either Y or N or leave blank

Question No. 7. Communications and Technology	
Do you have a telephone landline with broadband?	☐
If Yes, are you happy with the service provided? E.g. Speed and reliable connection	☐
Do you have a mobile phone?	☐
If Yes, are you happy with the service provided? E.g. Access to 3G, 4G, reliable strong signal	☐

8. Village Shop
Previous village surveys have asked about having a village shop.
Please answer either Y or N

Question No. 8	
Do you support having a general purpose shop in the village?	☐
Would you volunteer to manage or be on a rota to run/staff a community shop? (e.g. Similar to the one in Rowde)	☐
Would you support a rise in Worton Parish Council tax to help your council provide funding to open a village shop?	☐

Foreword Dicky Parsons
Chairman, Worton Neighbourhood Planning Steering Group

The Worton Neighbourhood Plan once approved becomes an integral part of the Wiltshire Core Strategy which is the 'Local Plan' written by Wiltshire Council.

The Local Plan complements national policy. It does this by carefully assessing all county-wide development requirements then refines this into detailed area and settlement requirements. Worton is in the Eastern Wiltshire area of the Local Plan where Wiltshire Council housing needs have now been satisfied for the plan period until 2026. Wiltshire Council has therefore decided not to allocate any land for development in Worton or our sister 'large villages'.

However, there remains some flexibility and opportunity within the Local Plan for each village community to influence the amount and type of development that is built in order to sustain its vitality and provide for its future, such as the provision of the additional social homes, lower-cost homes for younger people, homes for families or for the more elderly to downsize into. This questionnaire is a chance for you to express your thoughts on Worton's future development. By completing it you'll assist us with creating a Neighbourhood Plan that reflects your community's aspirations. Many thanks for your time.

Richard Parsons
Chair of Worton Neighbourhood Plan Steering Group
wortonneighbourhoodplan@gmail.com

Questionnaire instructions

Please either put a tick in the box or answer with a Y or N. You do not need to answer every question but it would help our survey if you did not leave any question blank.

Comments

What in particular do you like about living in Worton?	

What don't you like about living in Worton?	

Do you have any comments or items you wish to raise about the Parish Council survey?	

9. General Housing Questions

Question No. 9 – General Housing Questions	
9a. How many new homes do you think should be built in Worton over the next 9 years up to 2026?	
Please tick one box only	
Zero – No further development	☐
1-4	☐
5-9	☐
10-14	☐
15-20	☐
More than 20	☐
9b. What type of home would you prefer to see built?	
You can select more than one option	
Semi-detached	☐
Detached	☐
Flat/Apartment	☐
Terraced (including end-terrace)	☐
Bungalow	☐
Maisonette	☐
9c. What size of home do you think should be built?	
You can select more than one option	
1 Bed	☐
2 Bed	☐
3 Bed	☐
4 Bed	☐
5+ Beds	☐

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9. General Housing Questions - Continued

Question No. 9 – General Housing Questions	
9d. Which of the following design features of new housing do you think are important? Please rank in scale of importance between 1 and 8 with 1 = Most Important and 8 = Least Important	
Sufficient off-street parking	
Safe access to site	
Design style sympathetic to current dwellings	
Energy efficiency	
Safe cycle and footpath access to the village centre	
Ample garden size	
Density of housing appropriate to a rural village	
Garages	

Question No. 10 – Residential Development Approach	
10a. There is a conservation area in the centre of the village. Should the Neighbourhood Plan protect this area? Please answer either Y or N	

10b. If additional housing is to be built, how much do you agree or disagree with the following approaches?	Agree	Neutral	Disagree
In fill development of 1-2 homes within the settlement boundary			
Small developments of 2-4 homes			
Small developments of 5-9 homes			
Developments of 10 or more homes on one site			
Development on brownfield sites			
Development on greenfield sites			
Bringing redundant buildings back into use for housing			

Question No. 11 Commercial Development	
Do we need more sites or premises to buy or rent to promote business and employment opportunities?	
Rural office development to buy or rent	
Light industrial premises to buy or rent	
Craft workshops to buy or rent	
Mixed use business park	

Comments:
 Do you have any comments or items you wish to raise about the Worton Neighbourhood Planning Survey?

Comments	