

Kennet District Council People's Voice

Kennet District Council People's Voice Overall Report

March 2007

Report prepared by:

Matthew Sims

Research Assistant

Telephone: 01225 713626

Email: matthewsims@wiltshire.gov.uk

www.intelligencenetwork.org.uk

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1. INTRODUCTION

1.1 Report of Kennet District Council People's Voice March 2007

The following report looks at the overall results across Kennet for the March 2007 District People's Voice survey.

The Kennet District Council People's Voice survey was mailed out to members of the People's Voice panel in the Kennet district area.

The panel consists of 825 people from all community areas in Kennet. The aim is to have around 200 active panellists per community area.

The survey was sent out during March 2007 and 387 people replied.

2. RESULTS

2.1 Charts of results

Council Values

Q1. Please tell us which values you would like the Council to commit to?

Q1.a. The provision of value for money services

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Completely Disagree | 1 | .3 | .3 | .3 |
| | Disagree | 4 | 1.0 | 1.1 | 1.4 |
| | Agree | 134 | 34.6 | 36.7 | 38.1 |
| | Completely Agree | 219 | 56.6 | 60.0 | 98.1 |
| | Not Sure | 7 | 1.8 | 1.9 | 100.0 |
| | Total | 365 | 94.3 | 100.0 | |
| Missing | System | 22 | 5.7 | | |
| Total | | 387 | 100.0 | | |

Q1.b. Being open, accountable and honest

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid | Disagree | 1 | .3 | .3 | .3 |
| | Agree | 111 | 28.7 | 30.3 | 30.6 |
| | Completely Agree | 251 | 64.9 | 68.6 | 99.2 |
| | Not Sure | 3 | .8 | .8 | 100.0 |
| | Total | 366 | 94.6 | 100.0 | |
| Missing | System | 21 | 5.4 | | |
| Total | | 387 | 100.0 | | |

Q1.c. Improving and protecting the environment

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid | Disagree | 6 | 1.6 | 1.7 | 1.7 |
| | Agree | 161 | 41.6 | 44.4 | 46.0 |
| | Completely Agree | 193 | 49.9 | 53.2 | 99.2 |
| | Not Sure | 3 | .8 | .8 | 100.0 |
| | Total | 363 | 93.8 | 100.0 | |
| Missing | System | 24 | 6.2 | | |
| Total | | 387 | 100.0 | | |

Q1.d. Embracing change and innovation

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Completely Disagree | 3 | .8 | .8 | .8 |
| | Disagree | 28 | 7.2 | 7.9 | 8.7 |
| | Agree | 199 | 51.4 | 56.1 | 64.8 |
| | Completely Agree | 79 | 20.4 | 22.3 | 87.0 |
| | Not Sure | 46 | 11.9 | 13.0 | 100.0 |
| | Total | 355 | 91.7 | 100.0 | |
| Missing | System | 32 | 8.3 | | |
| Total | | 387 | 100.0 | | |

Q1.e. Being inclusive, caring about communities and the individual

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Completely Disagree | 1 | .3 | .3 | .3 |
| | Disagree | 17 | 4.4 | 4.7 | 5.0 |
| | Agree | 186 | 48.1 | 51.8 | 56.8 |
| | Completely Agree | 138 | 35.7 | 38.4 | 95.3 |
| | Not Sure | 17 | 4.4 | 4.7 | 100.0 |
| | Total | 359 | 92.8 | 100.0 | |
| Missing | System | 28 | 7.2 | | |
| Total | | 387 | 100.0 | | |

Q1.f. Being focused and effective

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Completely Disagree | 1 | .3 | .3 | .3 |
| | Disagree | 6 | 1.6 | 1.7 | 2.0 |
| | Agree | 165 | 42.6 | 46.3 | 48.3 |
| | Completely Agree | 173 | 44.7 | 48.6 | 96.9 |
| | Not Sure | 11 | 2.8 | 3.1 | 100.0 |
| | Total | 356 | 92.0 | 100.0 | |
| Missing | System | 31 | 8.0 | | |
| Total | | 387 | 100.0 | | |

Q1.g. Putting customers first

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Completely Disagree | 1 | .3 | .3 | .3 |
| | Disagree | 11 | 2.8 | 3.0 | 3.3 |
| | Agree | 157 | 40.6 | 43.5 | 46.8 |
| | Completely Agree | 177 | 45.7 | 49.0 | 95.8 |
| | Not Sure | 15 | 3.9 | 4.2 | 100.0 |
| | Total | 361 | 93.3 | 100.0 | |
| Missing | System | 26 | 6.7 | | |
| Total | | 387 | 100.0 | | |

Q1.h. Communication - listening and responding

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Completely Disagree | 1 | .3 | .3 | .3 |
| | Disagree | 9 | 2.3 | 2.5 | 2.8 |
| | Agree | 170 | 43.9 | 47.5 | 50.3 |
| | Completely Agree | 168 | 43.4 | 46.9 | 97.2 |
| | Not Sure | 10 | 2.6 | 2.8 | 100.0 |
| | Total | 358 | 92.5 | 100.0 | |
| Missing | System | 29 | 7.5 | | |
| Total | | 387 | 100.0 | | |

Q1.i. The training and empowerment of council employees

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Completely Disagree | 3 | .8 | .8 | .8 |
| | Disagree | 26 | 6.7 | 7.3 | 8.1 |
| | Agree | 214 | 55.3 | 59.9 | 68.1 |
| | Completely Agree | 82 | 21.2 | 23.0 | 91.0 |
| | Not Sure | 32 | 8.3 | 9.0 | 100.0 |
| | Total | 357 | 92.2 | 100.0 | |
| Missing | System | 30 | 7.8 | | |
| Total | | 387 | 100.0 | | |

Q1.j. Encouraging and promoting sustainability

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------|-----------|---------|---------------|--------------------|
| Valid | Disagree | 11 | 2.8 | 3.1 | 3.1 |
| | Agree | 185 | 47.8 | 52.1 | 55.2 |
| | Completely Agree | 136 | 35.1 | 38.3 | 93.5 |
| | Not Sure | 23 | 5.9 | 6.5 | 100.0 |
| | Total | 355 | 91.7 | 100.0 | |
| Missing | System | 32 | 8.3 | | |
| Total | | 387 | 100.0 | | |

Q1.k. Being an approachable organisation

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Completely Disagree | 2 | .5 | .6 | .6 |
| | Disagree | 6 | 1.6 | 1.7 | 2.2 |
| | Agree | 169 | 43.7 | 47.5 | 49.7 |
| | Completely Agree | 170 | 43.9 | 47.8 | 97.5 |
| | Not Sure | 9 | 2.3 | 2.5 | 100.0 |
| | Total | 356 | 92.0 | 100.0 | |
| Missing | System | 31 | 8.0 | | |
| Total | | 387 | 100.0 | | |

Q1.l Other – This was an open ended question and is not analysed here.

Q2. Please tell us which values you perceive Kennet District Council currently demonstrates?

Q2.a. The provision of value for money services

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Completely Disagree | 12 | 3.1 | 3.4 | 3.4 |
| | Disagree | 84 | 21.7 | 24.0 | 27.4 |
| | Agree | 172 | 44.4 | 49.1 | 76.6 |
| | Completely Agree | 23 | 5.9 | 6.6 | 83.1 |
| | Not Sure | 59 | 15.2 | 16.9 | 100.0 |
| | Total | 350 | 90.4 | 100.0 | |
| Missing | System | 37 | 9.6 | | |
| Total | | 387 | 100.0 | | |

Q2.b. Being open, accountable and honest

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Completely Disagree | 13 | 3.4 | 3.7 | 3.7 |
| | Disagree | 63 | 16.3 | 18.0 | 21.7 |
| | Agree | 163 | 42.1 | 46.6 | 68.3 |
| | Completely Agree | 26 | 6.7 | 7.4 | 75.7 |
| | Not Sure | 85 | 22.0 | 24.3 | 100.0 |
| | Total | 350 | 90.4 | 100.0 | |
| Missing | System | 37 | 9.6 | | |
| Total | | 387 | 100.0 | | |

Q2.c. Improving and protecting the environment

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Completely Disagree | 9 | 2.3 | 2.6 | 2.6 |
| | Disagree | 40 | 10.3 | 11.5 | 14.1 |
| | Agree | 229 | 59.2 | 65.8 | 79.9 |
| | Completely Agree | 19 | 4.9 | 5.5 | 85.3 |
| | Not Sure | 51 | 13.2 | 14.7 | 100.0 |
| | Total | 348 | 89.9 | 100.0 | |
| Missing | System | 39 | 10.1 | | |
| Total | | 387 | 100.0 | | |

Q2.d. Embracing change and innovation

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Completely Disagree | 7 | 1.8 | 2.0 | 2.0 |
| | Disagree | 55 | 14.2 | 15.8 | 17.8 |
| | Agree | 169 | 43.7 | 48.6 | 66.4 |
| | Completely Agree | 15 | 3.9 | 4.3 | 70.7 |
| | Not Sure | 102 | 26.4 | 29.3 | 100.0 |
| | Total | 348 | 89.9 | 100.0 | |
| Missing | System | 39 | 10.1 | | |
| Total | | 387 | 100.0 | | |

Q2.e. Being inclusive, caring about communities and the individual

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Completely Disagree | 9 | 2.3 | 2.6 | 2.6 |
| | Disagree | 80 | 20.7 | 23.5 | 26.2 |
| | Agree | 146 | 37.7 | 42.9 | 69.1 |
| | Completely Agree | 14 | 3.6 | 4.1 | 73.2 |
| | Not Sure | 91 | 23.5 | 26.8 | 100.0 |
| | Total | 340 | 87.9 | 100.0 | |
| Missing | System | 47 | 12.1 | | |
| Total | | 387 | 100.0 | | |

Q2.f. Being focused and effective

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Completely Disagree | 12 | 3.1 | 3.5 | 3.5 |
| | Disagree | 82 | 21.2 | 24.1 | 27.6 |
| | Agree | 129 | 33.3 | 37.9 | 65.6 |
| | Completely Agree | 16 | 4.1 | 4.7 | 70.3 |
| | Not Sure | 101 | 26.1 | 29.7 | 100.0 |
| | Total | 340 | 87.9 | 100.0 | |
| Missing | System | 47 | 12.1 | | |
| Total | | 387 | 100.0 | | |

Q2.g. Putting customers first

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Completely Disagree | 17 | 4.4 | 4.9 | 4.9 |
| | Disagree | 97 | 25.1 | 28.0 | 32.9 |
| | Agree | 114 | 29.5 | 32.9 | 65.9 |
| | Completely Agree | 18 | 4.7 | 5.2 | 71.1 |
| | Not Sure | 100 | 25.8 | 28.9 | 100.0 |
| | Total | 346 | 89.4 | 100.0 | |
| Missing | System | 41 | 10.6 | | |
| Total | | 387 | 100.0 | | |

Q2.h. Communication - listening and responding

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Completely Disagree | 16 | 4.1 | 4.6 | 4.6 |
| | Disagree | 78 | 20.2 | 22.5 | 27.2 |
| | Agree | 157 | 40.6 | 45.4 | 72.5 |
| | Completely Agree | 27 | 7.0 | 7.8 | 80.3 |
| | Not Sure | 68 | 17.6 | 19.7 | 100.0 |
| | Total | 346 | 89.4 | 100.0 | |
| Missing | System | 41 | 10.6 | | |
| Total | | 387 | 100.0 | | |

Q2.i. The training and empowerment of council employees

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Completely Disagree | 5 | 1.3 | 1.5 | 1.5 |
| | Disagree | 22 | 5.7 | 6.5 | 7.9 |
| | Agree | 122 | 31.5 | 35.8 | 43.7 |
| | Completely Agree | 20 | 5.2 | 5.9 | 49.6 |
| | Not Sure | 172 | 44.4 | 50.4 | 100.0 |
| | Total | 341 | 88.1 | 100.0 | |
| Missing | System | 46 | 11.9 | | |
| Total | | 387 | 100.0 | | |

Q2.j. Encouraging and promoting sustainability

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Completely Disagree | 5 | 1.3 | 1.5 | 1.5 |
| | Disagree | 41 | 10.6 | 11.9 | 13.4 |
| | Agree | 169 | 43.7 | 49.1 | 62.5 |
| | Completely Agree | 18 | 4.7 | 5.2 | 67.7 |
| | Not Sure | 111 | 28.7 | 32.3 | 100.0 |
| | Total | 344 | 88.9 | 100.0 | |
| Missing | System | 43 | 11.1 | | |
| Total | | 387 | 100.0 | | |

Q2.k. Being an approachable organisation

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Completely Disagree | 9 | 2.3 | 2.6 | 2.6 |
| | Disagree | 42 | 10.9 | 12.2 | 14.8 |
| | Agree | 204 | 52.7 | 59.3 | 74.1 |
| | Completely Agree | 32 | 8.3 | 9.3 | 83.4 |
| | Not Sure | 57 | 14.7 | 16.6 | 100.0 |
| | Total | 344 | 88.9 | 100.0 | |
| Missing | System | 43 | 11.1 | | |
| Total | | 387 | 100.0 | | |

Q2.l Other – This was an open ended question and is not analysed here.

Housing Strategy

Q3. Three quarters of houses built in Kennet since 2001 have been in the main towns, should this level of development continue within urban areas to promote a more sustainable pattern of development (please tick one)?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--|-----------|---------|---------------|--------------------|
| Valid | Continue this level of development within urban areas | 174 | 45.0 | 47.3 | 47.3 |
| | A greater proportion of development should be within the urban areas | 94 | 24.3 | 25.5 | 72.8 |
| | More development should be encouraged within rural areas | 100 | 25.8 | 27.2 | 100.0 |
| | Total | 368 | 95.1 | 100.0 | |
| Missing | System | 19 | 4.9 | | |
| Total | | 387 | 100.0 | | |

Q4. What should the target for the proportion of houses built on previously used land be in the future to promote a more sustainable pattern of development (please tick one)?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--|-----------|---------|---------------|--------------------|
| Valid | 70% (an ambitious target) | 160 | 41.3 | 43.0 | 43.0 |
| | 60% (the national target) | 132 | 34.1 | 35.5 | 78.5 |
| | 50% (the regional and current local plan target) | 80 | 20.7 | 21.5 | 100.0 |
| | Total | 372 | 96.1 | 100.0 | |
| Missing | System | 15 | 3.9 | | |
| Total | | 387 | 100.0 | | |

Q5. The national indicative target density for building new homes is 30 dwellings per hectare, over half of all houses in Kennet are built below this density, how should Kennet address this aspect of housing delivery (please tick one)?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---|-----------|---------|---------------|--------------------|
| Valid | Accept the national indicative target with no maximum | 25 | 6.5 | 6.8 | 6.8 |
| | Accept the national indicative target only in urban areas | 125 | 32.3 | 33.9 | 40.7 |
| | Develop density targets linked to accessibility standards | 219 | 56.6 | 59.3 | 100.0 |
| | Total | 369 | 95.3 | 100.0 | |
| Missing | System | 18 | 4.7 | | |
| Total | | 387 | 100.0 | | |

Q6. Since 2001 over 65% of dwellings built in Kennet have been homes of 3 or more bedrooms, how can Kennet encourage a broader range of households within new development (please tick one)?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--|-----------|---------|---------------|--------------------|
| Valid | Prioritise family size homes of 3 or more bedrooms | 9 | 2.3 | 2.4 | 2.4 |
| | Prioritise smaller size homes of 1 or 3 bedrooms | 62 | 16.0 | 16.8 | 19.2 |
| | Specify a mix of housing types required in all large sites | 201 | 51.9 | 54.5 | 73.7 |
| | Differentiate priorities in urban and rural locations | 97 | 25.1 | 26.3 | 100.0 |
| | Total | 369 | 95.3 | 100.0 | |
| Missing | System | 18 | 4.7 | | |
| Total | | 387 | 100.0 | | |

Affordable Housing

Q7. Do you agree that affordable housing should be a priority in the District?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | Yes | 305 | 78.8 | 81.6 | 81.6 |
| | No | 69 | 17.8 | 18.4 | 100.0 |
| | Total | 374 | 96.6 | 100.0 | |
| Missing | System | 13 | 3.4 | | |
| Total | | 387 | 100.0 | | |

Q8. Is it right to pursue more affordable housing potentially at the expense of other community benefits (e.g. investment in play areas or community halls)?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | Yes | 146 | 37.7 | 39.8 | 39.8 |
| | No | 221 | 57.1 | 60.2 | 100.0 |
| | Total | 367 | 94.8 | 100.0 | |
| Missing | System | 20 | 5.2 | | |
| Total | | 387 | 100.0 | | |

Q9. National planning policy states the Council can seek an affordable housing contribution from all sites in Devizes, Pewsey, Tidworth and Ludgershall involving 15 dwellings or more, what stance should Kennet take regarding this threshold?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------------------|-----------|---------|---------------|--------------------|
| Valid | Accept 15 as the threshold | 177 | 45.7 | 48.9 | 48.9 |
| | Increase the threshold | 81 | 20.9 | 22.4 | 71.3 |
| | Seek to reduce the threshold | 104 | 26.9 | 28.7 | 100.0 |
| | Total | 362 | 93.5 | 100.0 | |
| Missing | System | 25 | 6.5 | | |
| Total | | 387 | 100.0 | | |

Q10. For eligible sites in Devizes, Pewsey, Tidworth and Ludgershall do you think the current policy of 50% of homes to be affordable should be increased, decreased or not changed?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------|-----------|---------|---------------|--------------------|
| Valid | Increased | 94 | 24.3 | 25.2 | 25.2 |
| | Not changed | 206 | 53.2 | 55.2 | 80.4 |
| | Decreased | 73 | 18.9 | 19.6 | 100.0 |
| | Total | 373 | 96.4 | 100.0 | |
| Missing | System | 14 | 3.6 | | |
| Total | | 387 | 100.0 | | |

Q11. In settlements of 3000 people or less Kennet seek an affordable housing contribution from all sites involving 2 or more houses, how should this policy be applied in the future?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---|-----------|---------|---------------|--------------------|
| Valid | Continue with a 1 for 1 policy in rural areas | 231 | 59.7 | 65.4 | 65.4 |
| | Raise the threshold for eligible sites in rural areas | 122 | 31.5 | 34.6 | 100.0 |
| | Total | 353 | 91.2 | 100.0 | |
| Missing | System | 34 | 8.8 | | |
| Total | | 387 | 100.0 | | |

Q12. Do you think Kennet, on the smallest sites, should accept payment in lieu of on site affordable homes for investment in affordable homes elsewhere in the District?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | Yes | 199 | 51.4 | 56.5 | 56.5 |
| | No | 153 | 39.5 | 43.5 | 100.0 |
| | Total | 352 | 91.0 | 100.0 | |
| Missing | System | 35 | 9.0 | | |
| Total | | 387 | 100.0 | | |

The Environment

Q13. Can you indicate the level of importance you attach to each of the following key environmental topics identified for Kennet through consultation on a sustainability appraisal (1 is very important and 5 the least)?

Q13.a. Landscape and Land Management

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | 1 - very important | 122 | 31.5 | 34.0 | 34.0 |
| | 2 | 100 | 25.8 | 27.9 | 61.8 |
| | 3 | 104 | 26.9 | 29.0 | 90.8 |
| | 4 | 24 | 6.2 | 6.7 | 97.5 |
| | 5 - least important | 9 | 2.3 | 2.5 | 100.0 |
| | Total | 359 | 92.8 | 100.0 | |
| Missing | System | 28 | 7.2 | | |
| Total | | 387 | 100.0 | | |

Q13.b. Biodiversity

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | 1 - very important | 57 | 14.7 | 16.5 | 16.5 |
| | 2 | 105 | 27.1 | 30.4 | 47.0 |
| | 3 | 136 | 35.1 | 39.4 | 86.4 |
| | 4 | 31 | 8.0 | 9.0 | 95.4 |
| | 5 - least important | 16 | 4.1 | 4.6 | 100.0 |
| | Total | 345 | 89.1 | 100.0 | |
| Missing | System | 42 | 10.9 | | |
| Total | | 387 | 100.0 | | |

Q13.c. Heritage

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | 1 - very important | 83 | 21.4 | 23.3 | 23.3 |
| | 2 | 95 | 24.5 | 26.7 | 50.0 |
| | 3 | 122 | 31.5 | 34.3 | 84.3 |
| | 4 | 43 | 11.1 | 12.1 | 96.3 |
| | 5 - least important | 13 | 3.4 | 3.7 | 100.0 |
| | Total | 356 | 92.0 | 100.0 | |
| Missing | System | 31 | 8.0 | | |
| Total | | 387 | 100.0 | | |

Q13.d. Renewable Energy

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | 1 - very important | 148 | 38.2 | 41.1 | 41.1 |
| | 2 | 101 | 26.1 | 28.1 | 69.2 |
| | 3 | 60 | 15.5 | 16.7 | 85.8 |
| | 4 | 31 | 8.0 | 8.6 | 94.4 |
| | 5 - least important | 20 | 5.2 | 5.6 | 100.0 |
| | Total | 360 | 93.0 | 100.0 | |
| Missing | System | 27 | 7.0 | | |
| Total | | 387 | 100.0 | | |

Q13.e. Sustainable Construction

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | 1 - very important | 92 | 23.8 | 25.9 | 25.9 |
| | 2 | 114 | 29.5 | 32.1 | 58.0 |
| | 3 | 102 | 26.4 | 28.7 | 86.8 |
| | 4 | 35 | 9.0 | 9.9 | 96.6 |
| | 5 - least important | 12 | 3.1 | 3.4 | 100.0 |
| | Total | 355 | 91.7 | 100.0 | |
| Missing | System | 32 | 8.3 | | |
| Total | | 387 | 100.0 | | |

Q13.f. Water

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | 1 - very important | 191 | 49.4 | 52.3 | 52.3 |
| | 2 | 86 | 22.2 | 23.6 | 75.9 |
| | 3 | 57 | 14.7 | 15.6 | 91.5 |
| | 4 | 10 | 2.6 | 2.7 | 94.2 |
| | 5 - least important | 21 | 5.4 | 5.8 | 100.0 |
| | Total | 365 | 94.3 | 100.0 | |
| Missing | System | 22 | 5.7 | | |
| Total | | 387 | 100.0 | | |

Q13.g. Climate Change

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | 1 - very important | 107 | 27.6 | 29.8 | 29.8 |
| | 2 | 69 | 17.8 | 19.2 | 49.0 |
| | 3 | 102 | 26.4 | 28.4 | 77.4 |
| | 4 | 47 | 12.1 | 13.1 | 90.5 |
| | 5 - least important | 34 | 8.8 | 9.5 | 100.0 |
| | Total | 359 | 92.8 | 100.0 | |
| Missing | System | 28 | 7.2 | | |
| Total | | 387 | 100.0 | | |

Q13.h. Sustainable Transport

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | 1 - very important | 130 | 33.6 | 35.6 | 35.6 |
| | 2 | 110 | 28.4 | 30.1 | 65.8 |
| | 3 | 79 | 20.4 | 21.6 | 87.4 |
| | 4 | 30 | 7.8 | 8.2 | 95.6 |
| | 5 - least important | 16 | 4.1 | 4.4 | 100.0 |
| | Total | 365 | 94.3 | 100.0 | |
| Missing | System | 22 | 5.7 | | |
| Total | | 387 | 100.0 | | |

Q14. A priority emerging from local communities is that there should be a living and working countryside, should the countryside be protected from development at all costs?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | Yes | 217 | 56.1 | 59.8 | 59.8 |
| | No | 146 | 37.7 | 40.2 | 100.0 |
| | Total | 363 | 93.8 | 100.0 | |
| Missing | System | 24 | 6.2 | | |
| Total | | 387 | 100.0 | | |

Q14a. If you answered no to question 14, what type of development would be appropriate (1 is very important and 5 the least)?

Q14a.a. Tourism development

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | 1 - very important | 18 | 4.7 | 10.5 | 10.5 |
| | 2 | 37 | 9.6 | 21.5 | 32.0 |
| | 3 | 62 | 16.0 | 36.0 | 68.0 |
| | 4 | 35 | 9.0 | 20.3 | 88.4 |
| | 5 - least important | 20 | 5.2 | 11.6 | 100.0 |
| | Total | 172 | 44.4 | 100.0 | |
| Missing | System | 215 | 55.6 | | |
| Total | | 387 | 100.0 | | |

Q14a.b. Recreational development

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | 1 - very important | 26 | 6.7 | 15.3 | 15.3 |
| | 2 | 50 | 12.9 | 29.4 | 44.7 |
| | 3 | 68 | 17.6 | 40.0 | 84.7 |
| | 4 | 18 | 4.7 | 10.6 | 95.3 |
| | 5 - least important | 8 | 2.1 | 4.7 | 100.0 |
| | Total | 170 | 43.9 | 100.0 | |
| Missing | System | 217 | 56.1 | | |
| Total | | 387 | 100.0 | | |

Q14a.c. Renewable energy development

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | 1 - very important | 48 | 12.4 | 28.1 | 28.1 |
| | 2 | 56 | 14.5 | 32.7 | 60.8 |
| | 3 | 39 | 10.1 | 22.8 | 83.6 |
| | 4 | 15 | 3.9 | 8.8 | 92.4 |
| | 5 - least important | 13 | 3.4 | 7.6 | 100.0 |
| | Total | 171 | 44.2 | 100.0 | |
| Missing | System | 216 | 55.8 | | |
| Total | | 387 | 100.0 | | |

Q14a.d. Town expansion to provide new or improved services

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | 1 - very important | 22 | 5.7 | 12.8 | 12.8 |
| | 2 | 33 | 8.5 | 19.2 | 32.0 |
| | 3 | 45 | 11.6 | 26.2 | 58.1 |
| | 4 | 37 | 9.6 | 21.5 | 79.7 |
| | 5 - least important | 35 | 9.0 | 20.3 | 100.0 |
| | Total | 172 | 44.4 | 100.0 | |
| Missing | System | 215 | 55.6 | | |
| Total | | 387 | 100.0 | | |

Q14a.e. Infrastructure to support agriculture

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | 1 - very important | 66 | 17.1 | 38.2 | 38.2 |
| | 2 | 49 | 12.7 | 28.3 | 66.5 |
| | 3 | 36 | 9.3 | 20.8 | 87.3 |
| | 4 | 14 | 3.6 | 8.1 | 95.4 |
| | 5 - least important | 8 | 2.1 | 4.6 | 100.0 |
| | Total | 173 | 44.7 | 100.0 | |
| Missing | System | 214 | 55.3 | | |
| Total | | 387 | 100.0 | | |

Q15. 76% of Kennet is protected by international or national designations for landscape quality and biodiversity, which of the current local designations that compliment them are still needed?

Q15.a. Limits of Development (to protect the countryside)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | Yes | 345 | 89.1 | 96.6 | 96.6 |
| | No | 12 | 3.1 | 3.4 | 100.0 |
| | Total | 357 | 92.2 | 100.0 | |
| Missing | System | 30 | 7.8 | | |
| Total | | 387 | 100.0 | | |

Q15.b. Areas of Minimum Change (to protect built environment)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | Yes | 304 | 78.6 | 85.4 | 85.4 |
| | No | 52 | 13.4 | 14.6 | 100.0 |
| | Total | 356 | 92.0 | 100.0 | |
| Missing | System | 31 | 8.0 | | |
| Total | | 387 | 100.0 | | |

Q15.c. Marlborough Area of Special Quality

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | Yes | 225 | 58.1 | 66.6 | 66.6 |
| | No | 113 | 29.2 | 33.4 | 100.0 |
| | Total | 338 | 87.3 | 100.0 | |
| Missing | System | 49 | 12.7 | | |
| Total | | 387 | 100.0 | | |

Q15.d. Special Landscape Area (to protect the landscape)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | Yes | 325 | 84.0 | 92.3 | 92.3 |
| | No | 27 | 7.0 | 7.7 | 100.0 |
| | Total | 352 | 91.0 | 100.0 | |
| Missing | System | 35 | 9.0 | | |
| Total | | 387 | 100.0 | | |

Q15.e. Swindon Urban Fringe

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | Yes | 192 | 49.6 | 57.7 | 57.7 |
| | No | 141 | 36.4 | 42.3 | 100.0 |
| | Total | 333 | 86.0 | 100.0 | |
| Missing | System | 54 | 14.0 | | |
| Total | | 387 | 100.0 | | |

Q16. The draft Regional Spatial Strategy sets a target that 10% of energy generated on site in new development should be from renewable resources, what target should Kennet seek to achieve?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------------|-----------|---------|---------------|--------------------|
| Valid | 10% (the RSS target) | 115 | 29.7 | 31.9 | 31.9 |
| | Higher % | 229 | 59.2 | 63.4 | 95.3 |
| | Lower % | 17 | 4.4 | 4.7 | 100.0 |
| | Total | 361 | 93.3 | 100.0 | |
| Missing | System | 26 | 6.7 | | |
| Total | | 387 | 100.0 | | |

Q17. The draft Regional Spatial Strategy (RSS) and draft Government guidance both set a minimum target that 10% of energy generated on site in new development should be from renewable sources, what target should Kennet seek to achieve?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------------------|-----------|---------|---------------|--------------------|
| Valid | 10% (the RSS target) | 99 | 25.6 | 28.0 | 28.0 |
| | Higher than 10% | 181 | 46.8 | 51.1 | 79.1 |
| | A changing % target over time | 74 | 19.1 | 20.9 | 100.0 |
| | Total | 354 | 91.5 | 100.0 | |
| Missing | System | 33 | 8.5 | | |
| Total | | 387 | 100.0 | | |

The Economy

Q18. Local community plans indicate that jobs should be provided for local people, which of the following statements best reflects how this should be done?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--|-----------|---------|---------------|--------------------|
| Valid | We should aim to provide jobs for all residents within their local community/village | 65 | 16.8 | 18.9 | 18.9 |
| | We should aim to provide job opportunities in the nearest market town | 167 | 43.2 | 48.5 | 67.4 |
| | We should maximise job opportunities in one or two key locations within the district | 80 | 20.7 | 23.3 | 90.7 |
| | We should accept that Swindon provides a focus of jobs for Kennet residents | 32 | 8.3 | 9.3 | 100.0 |
| | Total | 344 | 88.9 | 100.0 | |
| Missing | System | 43 | 11.1 | | |
| Total | | 387 | 100.0 | | |

Q19. The Kennet Economy Study has identified economic performance, structural change, land supply and existing building stock as important issues in Kennet, do you agree?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | Yes | 309 | 79.8 | 88.8 | 88.8 |
| | No | 39 | 10.1 | 11.2 | 100.0 |
| | Total | 348 | 89.9 | 100.0 | |
| Missing | System | 39 | 10.1 | | |
| Total | | 387 | 100.0 | | |

Q20. Analysis of future employment trends indicated there would be more jobs in banking and other services and structural change (more smaller or medium sized firms), do you agree this is a reasonable assessment on which to base future need?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|--------------------|
| Valid | Yes | 249 | 64.3 | 72.0 | 72.0 |
| | No | 97 | 25.1 | 28.0 | 100.0 |
| | Total | 346 | 89.4 | 100.0 | |
| Missing | System | 41 | 10.6 | | |
| Total | | 387 | 100.0 | | |

Community Development

Q21. The well being of a centre or community is related to the infrastructure that supports it, can you indicate the priority that should be given to each of the following (1 is greatest priority and 5 the least)?

Q21.a. Strong town centre

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------------------|-----------|---------|---------------|--------------------|
| Valid | 1 - greatest priority | 157 | 40.6 | 42.7 | 42.7 |
| | 2 | 115 | 29.7 | 31.3 | 73.9 |
| | 3 | 60 | 15.5 | 16.3 | 90.2 |
| | 4 | 22 | 5.7 | 6.0 | 96.2 |
| | 5 - least priority | 14 | 3.6 | 3.8 | 100.0 |
| | Total | 368 | 95.1 | 100.0 | |
| Missing | System | 19 | 4.9 | | |
| Total | | 387 | 100.0 | | |

Q21.b. Availability of meeting places

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------------------|-----------|---------|---------------|--------------------|
| Valid | 1 - greatest priority | 67 | 17.3 | 18.1 | 18.1 |
| | 2 | 126 | 32.6 | 34.0 | 52.0 |
| | 3 | 123 | 31.8 | 33.2 | 85.2 |
| | 4 | 38 | 9.8 | 10.2 | 95.4 |
| | 5 - least priority | 17 | 4.4 | 4.6 | 100.0 |
| | Total | 371 | 95.9 | 100.0 | |
| Missing | System | 16 | 4.1 | | |
| Total | | 387 | 100.0 | | |

Q21.c. Quality recreation facilities

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------------------|-----------|---------|---------------|--------------------|
| Valid | 1 - greatest priority | 94 | 24.3 | 25.5 | 25.5 |
| | 2 | 137 | 35.4 | 37.2 | 62.8 |
| | 3 | 93 | 24.0 | 25.3 | 88.0 |
| | 4 | 31 | 8.0 | 8.4 | 96.5 |
| | 5 - least priority | 13 | 3.4 | 3.5 | 100.0 |
| | Total | 368 | 95.1 | 100.0 | |
| Missing | System | 19 | 4.9 | | |
| Total | | 387 | 100.0 | | |

Q21.d. Local GP with range of health care

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------------------|-----------|---------|---------------|--------------------|
| Valid | 1 - greatest priority | 260 | 67.2 | 69.7 | 69.7 |
| | 2 | 68 | 17.6 | 18.2 | 87.9 |
| | 3 | 22 | 5.7 | 5.9 | 93.8 |
| | 4 | 6 | 1.6 | 1.6 | 95.4 |
| | 5 - least priority | 17 | 4.4 | 4.6 | 100.0 |
| | Total | 373 | 96.4 | 100.0 | |
| Missing | System | 14 | 3.6 | | |
| Total | | 387 | 100.0 | | |

Q21.e. Local school that invites wider use of facilities

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------------------|-----------|---------|---------------|--------------------|
| Valid | 1 - greatest priority | 196 | 50.6 | 53.1 | 53.1 |
| | 2 | 112 | 28.9 | 30.4 | 83.5 |
| | 3 | 30 | 7.8 | 8.1 | 91.6 |
| | 4 | 17 | 4.4 | 4.6 | 96.2 |
| | 5 - least priority | 14 | 3.6 | 3.8 | 100.0 |
| | Total | 369 | 95.3 | 100.0 | |
| Missing | System | 18 | 4.7 | | |
| Total | | 387 | 100.0 | | |

Community Focus

Q22. Are you aware of the community plan for your local area (please tick for your appropriate community area)?

Devizes

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------|-----------|---------|---------------|--------------------|
| Valid | Yes | 44 | 11.4 | 24.9 | 24.9 |
| | No | 115 | 29.7 | 65.0 | 89.8 |
| | Don't know | 18 | 4.7 | 10.2 | 100.0 |
| | Total | 177 | 45.7 | 100.0 | |
| Missing | System | 210 | 54.3 | | |
| Total | | 387 | 100.0 | | |

Marlborough

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------|-----------|---------|---------------|--------------------|
| Valid | Yes | 50 | 12.9 | 29.8 | 29.8 |
| | No | 93 | 24.0 | 55.4 | 85.1 |
| | Don't know | 25 | 6.5 | 14.9 | 100.0 |
| | Total | 168 | 43.4 | 100.0 | |
| Missing | System | 219 | 56.6 | | |
| Total | | 387 | 100.0 | | |

Pewsey

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------|-----------|---------|---------------|--------------------|
| Valid | Yes | 47 | 12.1 | 31.3 | 31.3 |
| | No | 82 | 21.2 | 54.7 | 86.0 |
| | Don't know | 21 | 5.4 | 14.0 | 100.0 |
| | Total | 150 | 38.8 | 100.0 | |
| Missing | System | 237 | 61.2 | | |
| Total | | 387 | 100.0 | | |

Tidworth

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------|-----------|---------|---------------|--------------------|
| Valid | Yes | 39 | 10.1 | 33.6 | 33.6 |
| | No | 56 | 14.5 | 48.3 | 81.9 |
| | Don't know | 21 | 5.4 | 18.1 | 100.0 |
| | Total | 116 | 30.0 | 100.0 | |
| Missing | System | 271 | 70.0 | | |
| Total | | 387 | 100.0 | | |

Household Waste Collection

Q23. Please indicate how satisfied or dissatisfied you are with the household waste collection that we provide?

Q23.a. The waste collection service overall

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Very satisfied | 100 | 25.8 | 26.5 | 26.5 |
| | Fairly satisfied | 164 | 42.4 | 43.5 | 70.0 |
| | Neither | 24 | 6.2 | 6.4 | 76.4 |
| | Fairly dissatisfied | 45 | 11.6 | 11.9 | 88.3 |
| | Very dissatisfied | 44 | 11.4 | 11.7 | 100.0 |
| | Total | 377 | 97.4 | 100.0 | |
| Missing | System | 10 | 2.6 | | |
| Total | | 387 | 100.0 | | |

Q23.b. The service for the collection of items for recycling overall

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------|-----------|---------|---------------|--------------------|
| Valid | Very satisfied | 65 | 16.8 | 17.4 | 17.4 |
| | Fairly satisfied | 152 | 39.3 | 40.6 | 58.0 |
| | Neither | 29 | 7.5 | 7.8 | 65.8 |
| | Fairly dissatisfied | 83 | 21.4 | 22.2 | 88.0 |
| | Very dissatisfied | 45 | 11.6 | 12.0 | 100.0 |
| | Total | 374 | 96.6 | 100.0 | |
| Missing | System | 13 | 3.4 | | |
| Total | | 387 | 100.0 | | |

Scrutiny – What is it?

Q24. Subject to consider for review:- This was an open ended question and is not analysed here.

Q25. Reason for review:- This was an open ended question and is not analysed here.

Your local services – Your future

Q26. This question is not analysed in this report.

3. CONCLUSION

This survey covered a wide range of subjects, some with a purely Kennet focus, and others with a regional context. Some of the results will therefore, be shared across partners with an interest in Wiltshire and in the wider picture. Further analysis will be undertaken to compare results across a range of factors, in particular individual towns and areas to get a more in depth understanding of people's needs and desires.

The results of this survey should be seen as a way of supporting decision makers in the context of understanding the needs, opinions and priorities of people living in Kennet. Recent District People's Voice results are now searchable on a new database available on the Intelligence Network at www.intelligencenetwork.org.