West Wiltshire District Council People's Voice

West Wiltshire District Council People's Voice Overall Report

March 2007

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Wiltshire COUNTY COUNCIL

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1. INTRODUCTION

1.1 Report of West Wiltshire District Council People's Voice March 2007

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

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

The panel consists of 1000 people from all community areas in West Wiltshire. The aim is to have around 200 active panellists per community area.

The survey was sent out during March 2007 and 692 people replied.

2. RESULTS

2.1 Charts of results

Q1. Do you live in a town or village?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I live in a town	425	61.4	61.9	61.9
	I live in a village	262	37.9	38.1	100.0
	Total	687	99.3	100.0	
Missing	System	5	.7		
Total		692	100.0		

Q2. Which of the following towns do you consider to be your local town?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bradford on Avon	137	19.8	20.2	20.2
	Melksham	142	20.5	21.0	41.2
	Trowbridge	162	23.4	23.9	65.1
	Warminster	128	18.5	18.9	84.0
	Westbury	108	15.6	16.0	100.0
	Total	677	97.8	100.0	
Missing	System	15	2.2		
Total		692	100.0		

Q3. We need to allow for new housing within our towns whilst protecting the environment, thinking about your local town, how should any new housing be built?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Built within the existing town, to a HIGH density, minimising the need for any development beyond the edge of the town	219	31.6	32.5	32.5
	Built within the existing town, to a MEDIUM density, with one or two new sites created beyond the edge of town	310	44.8	46.1	78.6
	Built within the existing town, to a MINIMUM national density, with new sites beyond the edge of the town as required	144	20.8	21.4	100.0
	Total	673	97.3	100.0	
Missing	System	19	2.7		
Total		692	100.0		

Q4. There is a high demand for new housing in rural areas, how should we meet the demand for new housing in our villages?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Only allow new housing in villages where there is a full range of facilities	157	22.7	23.4	23.4
	Allow new housing in villages OR a network of villages where there is a full range of facilities	116	16.8	17.3	40.7
	Focus new housing in villages with a full range of services but allow a limited amount in villages with some facilities	103	14.9	15.4	56.0
	Allow a small amount of housing at any village with a basic range of facilities if developers build new facilities	295	42.6	44.0	100.0
	Total	671	97.0	100.0	
Missing	System	21	3.0		
Total		692	100.0		

Q5. In our towns we currently ask developers to build up to 30% affordable housing as part of all new housing developments over 25 dwellings, should this policy change?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increase the percentage of affordable housing required as part of new housing developments	174	25.1	26.0	26.0
	Ask for affordable housing as part of smaller developments	196	28.3	29.3	55.2
	Continue with the existing policy	300	43.4	44.8	100.0
	Total	670	96.8	100.0	
Missing	System	22	3.2		
Total		692	100.0		

Q6. In our villages where there are fewer opportunities for affordable housing, we currently seek up to 50% affordable housing from all sites, in the future how should this policy change?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increase the percentage of affordable housing required from new housing sites	192	27.7	28.4	28.4
	Continue with the existing policy	271	39.2	40.1	68.5
	Not require affordable housing from very small sites	213	30.8	31.5	100.0
	Total	676	97.7	100.0	
Missing	System	16	2.3		
Total		692	100.0		

Q7. Which of the following environmental issues are the most important for us to address in the Core Strategy?

Q7.a. Protection and enhancement of the landscape

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	437	63.2	100.0	100.0
Missing	System	255	36.8		
Total		692	100.0		

Q7.b. Nature conservation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	315	45.5	100.0	100.0
Missing	System	377	54.5		
Total		692	100.0		

Q7.c. Heritage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	179	25.9	100.0	100.0
Missing	System	513	74.1		
Total		692	100.0		

Q7.d. Renewable energy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	313	45.2	100.0	100.0
Missing	System	379	54.8		
Total		692	100.0		

Q7.e. Water management

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	334	48.3	100.0	100.0
Missing	System	358	51.7		
Total		692	100.0		

Q7.f. Climate change

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	169	24.4	100.0	100.0
Missing	System	523	75.6		
Total		692	100.0		

Q7.g. Good design

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	239	34.5	100.0	100.0
Missing	System	453	65.5		
Total		692	100.0		

Q8. There are a number of areas in the district that are protected for their landscape quality, how should we conserve our landscape in the future?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maintain the existing designated 'special' areas and protect these	256	37.0	37.9	37.9
	Protect all landscape within the district but specify which key landscape features should be protected	419	60.5	62.1	100.0
	Total	675	97.5	100.0	
Missing	System	17	2.5		
Total		692	100.0		

Q9. To combat climate change, it is suggested larger new housing or commercial sites should provide on-site renewable energy to reduce carbon dioxide emissions by 10%, what targets should we be seeking to achieve?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A 10% reduction in emissions from large developments	133	19.2	19.8	19.8
	A reduction of more than 10% from large developments	111	16.0	16.5	36.3
	A 10% reduction from small developments, i.e. less than 10 houses or smaller than 0.5 hectares	21	3.0	3.1	39.4
	A reduction of more than 10% from both small and larger developments	358	51.7	53.3	92.7
	A 10% reduction in carbon emissions is unrealistic or not desirable	49	7.1	7.3	100.0
	Total	672	97.1	100.0	
Missing	System	20	2.9		
Total		692	100.0		

Q10. What should we do if a new development cannot deliver all of the required community infrastructure?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Accept a lesser provision	18	2.6	2.8	2.8
	Prioritise the most important local needs and try and meet these	632	91.3	97.2	100.0
	Total	650	93.9	100.0	
Missing	System	42	6.1		
Total		692	100.0		

Q11. Which facilities are most needed in the town or village where you live?

Q11.a. Community hall or other meeting places

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	142	20.5	100.0	100.0
Missing	System	550	79.5		
Total		692	100.0		

Q11.b. Schools

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	152	22.0	100.0	100.0
Missing	System	540	78.0		
Total		692	100.0		

Q11.c. GPs and health centre

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	405	58.5	100.0	100.0
Missing	System	287	41.5		
Total		692	100.0		

Q11.d. Sports and leisure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	252	36.4	100.0	100.0
Missing	System	440	63.6		
Total		692	100.0		

Q11.e. Arts and culture

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	130	18.8	100.0	100.0
Missing	System	562	81.2		
Total		692	100.0		

Q11.f. Shops

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	402	58.1	100.0	100.0
Missing	System	290	41.9		
Total		692	100.0		

Q12. Some employment sites in our towns are under pressure to be redeveloped for other uses, whilst there is a growing need to provide for more local jobs, thinking about your local town, how should we plan for the future of these sites?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Key employment sites should be kept for employment use only	311	44.9	46.4	46.4
	Sites should be redeveloped with a mix of employment and other uses including housing	272	39.3	40.6	87.0
	Allow sites to be redeveloped for other uses, but identify new employment sites on the edge of town (may be Greenfield)	87	12.6	13.0	100.0
	Total	670	96.8	100.0	
Missing	System	22	3.2		
Total		692	100.0		

Q13. How can we encourage the growth of the professional sector within the district?

Q13.a. Identify new sites for offices or business parks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	171	24.7	100.0	100.0
Missing	System	521	75.3		
Total		692	100.0		

Q13.b. Prioritise sites for small businesses and start-up entrepreneurs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	354	51.2	100.0	100.0
Missing	System	338	48.8		
Total		692	100.0		

Q13.c. Improve transport links to make the district an attractive location for professional sector employers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	418	60.4	100.0	100.0
Missing	System	274	39.6		
Total		692	100.0		

Q13.d. Actively promote business relocation to professional sector employers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	308	44.5	100.0	100.0
Missing	System	384	55.5		
Total		692	100.0		

Q13.e. Ensure developers provide dedicated office or work space within the design of new housing to encourage more home working

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	189	27.3	100.0	100.0
Missing	System	503	72.7		
Total		692	100.0		

Q13.f. Improve the skills of the district's resident workforce

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	254	36.7	100.0	100.0
Missing	System	438	63.3		
Total		692	100.0		

Q14. Thinking about your local town, what do you think are the best ways to achieve a vibrant mix of uses in town centres for people who live there or visit?

Q14.a. Environmental improvements (e.g. new signage, lighting, furniture)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	224	32.4	100.0	100.0
Missing	System	468	67.6		
Total		692	100.0		

Q14.b. Identify sites for new shops or other town centre uses (e.g. leisure)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	325	47.0	100.0	100.0
Missing	System	367	53.0		
Total		692	100.0		

Q14.c. Protect existing shopping and other town centre uses from redevelopment for housing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	446	64.5	100.0	100.0
Missing	System	246	35.5		
Total		692	100.0		

Q14.d. Traffic management measures (e.g. removing through traffic, pedestrian priority)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	367	53.0	100.0	100.0
Missing	System	325	47.0		
Total		692	100.0		

Q14.e. Use publicly owned vacant or surplus land for redevelopment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ticked	271	39.2	100.0	100.0
Missing	System	421	60.8		
Total		692	100.0		

Q15. In addition to better public transport and cycle routes, what would make you use your car less?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less or more expensive commuter parking in town centres	112	16.2	20.0	20.0
	Workplace measures that require you to leave your car at home	153	22.1	27.3	47.3
	Locating new housing next to jobs and services so that you only need to make essential car journeys	295	42.6	52.7	100.0
	Total	560	80.9	100.0	
Missing	System	132	19.1		
Total		692	100.0		

3. CONCLUSION

This survey covered a wide range of subjects, some with a purely West Wiltshire 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 West Wiltshire. Recent District People's Voice results are now searchable on a new database available on the Intelligence Network at www.intelligencenetwork.org.