

# Alcester

## *town plan*

Final Report

Alcester Town Council  
Globe House  
Alcester  
Warwickshire  
B49 5DZ

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- A2. Business Survey
- A3. Action Plan

# introduction

The last Town Plan was prepared over seven years ago in 2000.

At the request of Alcester Town Council, a similar community led steering group was set up in Autumn 2005 to assist in the development of a new Town Plan.

In order to inform the development of the Town Plan preparatory work was undertaken involving:

- Asking residents their views on the major issues facing Alcester – 64 responses were received.
- Discussions with local employers.

In light of this initial analysis a Household Questionnaire and Business Survey were put together in Spring 2006. The Household Questionnaire was delivered to every household and the Business Survey to every local employer in the Parishes of Alcester, Kinwarton, Arrow and Weethley.

The Household Questionnaire was completed by 721 of the 2,663 households, amounting to over one-quarter (27%) of all households.

The replies have been analysed (the full analysis is attached as an appendix) and are summarised below. This key document sets out what services and facilities the people of Alcester want improved and important features of the locality that they want to be retained.

The Plan will be forwarded to relevant authorities and partner organisations for their consideration - and subsequent

incorporation - within their own policies and actions.

Key partner organisations whose views will be sought on this draft Plan include:

- Warwickshire County Council
- Stratford-on-Avon District Council
- Warwickshire Community Council
- Police
- Local community groups
- Other interested bodies

Following these consultations on the draft Plan, a separate Action Plan has been drawn up and incorporated into this Plan by the Town Council.

The finalised Town Plan will provide a basis for :

- priorities and policies
- resource allocation
- influencing the actions of other partner agencies
- considering the need for new initiatives
- bidding for funds to improve local facilities.

The Steering Group has worked for two years to reach this point. I would like to thank them and the support provided by the community and local businesses in assisting with the Plan. This provides a clear and effective statement of the opinions and aspirations of the community of Alcester.

## **Chair of the Steering Group**

*Councillor Nina Knapman*

# alcester

The small, historic town of Alcester is located in south-west Warwickshire. The area is mainly rural, situated some 9 miles to the west of Stratford-Upon-Avon and 7 miles to the south of Redditch.

The town has pre-Roman origins and many artefacts from the Roman occupation are displayed in the Town's Museum. While Alcester has grown rapidly in over the past 40 years it retains its individual small town character.

The town is a focal point for the surrounding rural communities. It provides jobs, housing, community facilities and local services.

Local services are largely concentrated in, or adjacent to, the High Street. The central core of the town is a conservation area and contains numerous listed buildings.

The pace of construction has slowed in recent years, with few development opportunities within the town boundary.

The Alcester Bypass was completed in 1990 and takes through-traffic to the western and southern sides of the town with associated environmental benefits.

For the purposes of this Plan, the area is sub-divided into:

1. Alcester
2. Oversley Green
3. Kinwarton
4. Arrow
5. Kings Coughton

Collectively these areas comprise the parishes of Alcester, Kinwarton, Arrow and Weethley.



## Special character



Alcester can be traced back to pre-Roman times. It received a Royal Charter to hold a market in 1274. Alcester remains a small, historic, Middle England market town.

Ethnically it is mostly white and Christian. The representation of ethnic minorities is small but growing, with a recent influx of labour from Eastern Europe working in agriculture and hospitality sector.

The economy comprises a diverse mix of sectors and firm sizes. Key employers include manufacturing, distribution, hotels & restaurants, local retail / business services and public administration.

Unemployment is low and the economy shows a high degree of 'self-sufficiency', with the majority working in Alcester and the County.

Tourism is key to the future, building on a distinctive natural environment, the many buildings of historic and architectural merit, two major local visitor attractions and sites of archaeological interest.

It also provides a focus for much civic and community activity, with a significant number of high profile events staged in the Town.

The small size of the town, easy access to town and countryside contribute to the feeling of a close knit community, proud of its heritage and traditions.

This is further reflected in the variety of clubs, societies, groups, classes and the significant community 'asset base'.

Not surprisingly, the community was highlighted as the most important factor to local people.

# essential services

## Police, fire and ambulance

There was a low level of satisfaction with police services with only 22% rating services as good compared to 30% who felt that they were poor. Seven respondents noted that the police station is not open 24 hours a day and felt that there is insufficient police presence in the town. A high proportion of respondents (62.4%) felt unsafe in certain areas, notably Hopkins Precinct.

Community safety remains a priority, having been identified as a key issue in the Town Appraisal 2000. This reflects a wider national problem with anti-social behaviour publicised in the national press. Locally and nationally, it appears largely associated with a mixture of petty crime, largely relating to vandalism and drunkenness in and around the town centre. A high proportion of respondents (nearly half), have been personally affected by vandalism or drunkenness in the past 18 months.

The service provided by the fire service team was rated as good by 57% of households. The ambulance service was also rated good by 38.6% of respondents, although there was a considerably lower rating for hospital transport, with just 19% considering these services to be good.

## Utilities

While the full range of utilities are provided in and around Alcester (electricity, gas, water and sewerage services), concern was expressed by a number of respondents about the need for better drains and the need to address the flooding of the River Arrow. In the main, respondents were satisfied with the state of street lighting, although there are clearly variations across the Plan area as a much high proportion of respondents in Kings Coughton thought that street lighting was poor (38% compared with 11% overall).

## Waste and recycling

The Town Appraisal 2000 previously identified high levels of satisfaction with refuse collection and recycling services. As well as general waste, the district council collects glass, cans, paper/card and garden waste. Collection of plastics / plastic recycling facilities would also be welcomed (17 respondents). Over half of respondents further noted they would use a bottle bank, garden waste skips, newspaper, clothing and can banks, if provided. Some people would like to see some more dog and litter bins.

## Public transport

Of the 243 respondents, frequent usage is low but very important to this minority of residents, including some for whom it is the main mode of transport to work. A very high proportion of respondents of all ages make occasional use of public transport, mainly for shopping and other social / leisure pursuits.



## Health and welfare

The area is served by two local medical centres providing a range of clinical and health care services. The Questionnaire asked respondents to identify whether they experienced any difficulties in getting to a range of health services. This identified significant access issues notably in relation to:

- Doctors – 90% have problems accessing often or occasionally
- Hospitals – 84% have problems accessing often or occasionally
- Dentists – 77% have problems accessing often or occasionally

A further 6 respondents noted that there is no NHS dentist in Alcester.

Respondents were further asked to rate a range of medical services, where they had been used in the past 12 months. This indicated a very high level of satisfaction overall. Summarising results for respondents who had an opinion, the ambulance service had a very high satisfaction rating (97% rated services as good or reasonable); most other services rank highly (doctor, district nurse, health visitor, maternity care, meals on wheels).

Levels of satisfaction were much lower for home help (21% rated as poor), counselling (36% rated as poor) and physiotherapy services (34% rated poor).

## Education

There are a number of educational institutions in Alcester, namely:

- Alcester Grammar School
- Alcester High School
- St Benedicts RC High School
- St Nicholas C of E Primary School
- Our Lady's Catholic Primary.

In terms of importance to the community, over one-fifth (21.6%) of respondents highlighted the importance of schools to their household.

Overall, households completing the survey have 236 children in education, from nursery to secondary school: 34 in nursery; 88 in primary and 111 in secondary; and 3 in other.

In relation to the development of educational services in the area some clear priorities emerged, with overwhelming support for more adult education (66% of respondents); 47% want after school clubs (further discussed below); and 38% want holiday play schemes.

There was little support for additional nursery school / playgroup provision. The Advantage Alcester 'Healthcheck', although somewhat dated (2002), also noted that Alcester is fairly well served in respect of pre-school education.

# community

## Population profile

The 2001 Census indicates that the Parish of Alcester had a population of 6,214 (52.6% female / 47.4% male), living in 2,663 households. Average household size is 2.31. The average age of the community is 40.2 years (UK=38.8). The population is largely white (97%), with a small ethnic minority population (of Irish, Indian, Bangladeshi, African, Caribbean and Chinese). 31.2% of households are lone person (17.7% lone pensioners), 38.9% married couples, 8.5% co-habiting, 7.6% lone parents and 3.9% other.

## Socio-economic characteristics

While South Warwickshire is affluent there are small pockets of deprivation, including localised concentrations in and around Alcester. National deprivation statistics are prepared by the Department for Communities & Local Government (DCLG). The Index of Multiple Deprivation (IMD 2004) comprises an overall index score (IMD) plus the following seven 'domains':

- Income
- Employment
- Health Deprivation and Disability
- Education, Skills and Training
- Barriers to Housing and Services
- Crime and Disorder
- Living Environment

Comparing Alcester IMD 'scores' relative to those for other 'Super Output Areas' (SOAs) in the wider Stratford District indicates:

- SOAs in Alcester rank 2<sup>nd</sup> and 5<sup>th</sup> most deprived of the total 71 SOAs in Stratford-Upon-Avon District
- Income Deprivation - SOAs in Alcester rank 1<sup>st</sup> and 2<sup>nd</sup> most deprived of the 71 SOAs in the District
- Employment Deprivation - SOAs in Alcester rank 4<sup>th</sup> and 5<sup>th</sup> most deprived of the 71 SOAs in the District
- Skills and Training Deprivation - SOAs in Alcester rank 1<sup>st</sup> and 5<sup>th</sup> most deprived of the 71 SOAs in the District.

These parts of Alcester also perform poorly on a range of health indicators (life expectancy, illness and disability, mental health, emergency admissions to hospital) relative to the rest of the District.

Examining deprivation in Alcester relative to the wider national picture indicates that some of its most deprived areas also fall within the 'top 15% of most deprived areas in England', notably for education and barriers to housing and services - the latter underlining problems of housing affordability.



In terms of income deprivation, Alcester has areas that are the most deprived locally and also nationally fall within the top 30% of most deprived areas in the country.

In parts of Alcester around one-fifth of the population is on benefit, mainly concentrated in Ten Acres and the Conway Estate area of the town. The latter lies to the north of the River and is a well established former Council Estate. It contains a mixture of family houses with gardens, sheltered bungalows for older people and some flats. Around the edge of the estate is newer development of mainly one and two bedroom houses and bungalows.

While it has not been possible to isolate questionnaire responses based on income, previous work has highlighted the more limited opportunities available for low income groups in the town.

While the Health domain indicates Alcester suffers less from health deprivation than other parts of the country, nevertheless it is a key issue for certain neighbourhoods. Both the 2001 Census (1,040 persons) and the Town Plan questionnaire (116 persons) identify 16.7% of the population that suffer from a limiting long term illness (6.7% of working age), most resident in Alcester.

The Census further indicates that 7.6% of the population's health was thought to be 'not good'. This has implications for the wider community with 9.3% of the population required to act as unpaid carers.

## Young people

The 2001 Census indicates that there were some 775 young people aged 10-19 living in the Parish of Alcester, around 12.5% of the total population.

The questionnaire identified a number of issues facing younger people. Nearly two-thirds (65%) of respondents are of the view that facilities for the 17-25 age group are poor and nearly half (45%) felt facilities for children up to 16 are poor. These appear to be significant increases on the comparative responses for the Town Appraisal 2000.

This echoes the results of a 2001 report into community needs in Alcester.<sup>1</sup> This report also highlighted the lack of provision for children and young people along with expressed interest in improved youth and after school club provision, a skate park and interest in a cyber café.

Schools and jobs are generally more important to younger age cohorts and the general environment less so. This is further reflected in terms of the improvements with the greatest potential to improve Alcester. Younger age cohorts (25-44), generally placing far greater priority on further investment in children's play areas and less in for example cultural facilities.

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<sup>1</sup> Alcester Opportunities Group. A Report into Community Needs in Alcester. Warwickshire Community Education Service, September 2001.

## Older people

Approaching one in four (22.9%) of the population is aged 60 or over. Many of them take part in local organisations and clubs. Local volunteers (often senior citizens themselves) deliver meals on wheels, and drive the sick to hospitals, doctors, the shops, family and friends.

Health and access issues are particularly important to this age cohort. For example, there is a strong age dimension to the views of respondents as to how user-friendly the pavements are for the disabled, pushchairs or wheelchairs. Here some 40%+ of respondents aged 65+ thought the state of the pavements for the previously mentioned groups is poor.

Interestingly, there is no clear correlation between public transport use and age, perhaps indicating the key factor here is income.

Older people expressed greater concern regarding speeding traffic. Analysis by age group indicating quite a clear correlation between increasing age and perception that speeding traffic is a problem in Alcester. The proportion responding positively to this question rising from 43% for the 25-44 age cohort to 76% for the 85+ cohort.

Not surprisingly, health problems increased with each age cohort: one-third of the 75-84 age group having a health problem / disability that affects their daily living, this proportion rising to over two-fifths for the 85+ cohort.

The responses further indicate the specific needs of the elderly, notably in relation to housing. Here much higher proportions of people expressed the need for more sheltered and adapted housing. Elsewhere, responses indicate that access to most medical services was felt to be reasonable, notwithstanding the concerns previously noted concerning home help, counselling and physiotherapy services.

The satisfaction ratings in respect of local social facilities for the over 60s among this specific age cohort are also uniformly high.

In general, older age groups rated the environment as the most important affecting their quality of life. In terms of improvements to Alcester older age cohorts prioritised more flowers/shrubs and tidier shop fronts. The importance of seating is strongly related to age.

## Communications

Previous discussions have revealed that many people were unaware of the range of services and facilities offered through the Town. Local services were seen as poor at communicating the services they had to offer.

When respondents were asked about the amount of information available about what's going on in the Alcester area, 9% felt information provision is poor. This is a significant fall from the 2000 Town Appraisal, where the comparative figure was 19%. 4 respondents specifically noted the need for a public notice-board in the town centre and one mentioned the possibility of a town website.

## Community life

Alcester is perceived to be close-knit community. There are numerous community clubs, societies, groups and classes. Alcester has also long been the meeting place of different Christian movements.

For most, community life in the locality tends to revolve around faith buildings (Church House, Our Lady & St Joseph Parish Hall), local pubs and shops, schools and community facilities. The latter includes Globe House (museum & library), Greig Memorial Hall (leisure centre), several community centres, playing fields, clubs and voluntary services.

Improvements to social facilities that would most improve Alcester included more flowers (90 respondents thought this to be the greatest potential improvement) and more seating (96). A further 97 identified a Swimming Pool as the greatest potential improvement. Other potential improvements identified included children’s play area and leisure centre.

Community meeting places in Alcester		
The Greig Hall	Town Hall	Jubilee Court
Trades & Labour Club	Methodist Church	Catholic Church
Alcester Opportunities		Baptist Church
Malt Mill Lane Community Centre	Alcester Rugby Club, Kings Coughton	St Benedicts RC School St Nicholas School
Scouts & Guides Moorfield Road	Globe House	

Previous studies have noted the: ‘significant community asset base of buildings to support traditional services and facilities for the local community’<sup>2</sup>

## Town events

Alcester has also developed a reputation for a number of events which draw the community together and bring the town to life. Local events include:

- Alcester Court Leet events – Annual Mop, Annual Street Market, Town Criers. St Nicholas Christmas Fair.
- Arts events – Alcester Folk Festival, Forest of Arden Arts Festival, Alcester Male Voice Choir events, Victoria Silver Band.
- Parades – Pancake Day race, Easter Day & Remembrance Day Parades.

In addition, events are staged at the two major attractions in the local area – Ragley Hall and Coughton Court.

<sup>2</sup> WSP Development. Alcester Market Town Initiative: Final Report. March 2003.

## Local services

Alcester is a 'picturesque' town, with many historical buildings. Free car parking is provided in the centre of Alcester. It is easy to access the centre of town. This contributes to the feeling of a 'close knit' community.



## Shops

Alcester is distinguished by a large number of independent, small shops, albeit there is a limited amount of speciality retailing.

Residents like to shop in Alcester to help support local shops and general convenience. Over a third mentioned the social contact arising from shopping locally.

There has been a longstanding concern with the closure of traditional shops / convenience stores and growth of charity shops, estate agents, takeaways etc.



## Pubs

Alcester has a number of traditional coaching inns. These provide attractive places to eat and drink in an historic atmosphere. In the High Street this includes the Royal Oak, Three Tuns, the Bear, The Turk's Head and Hollybush Inn. Elsewhere, Angel House has associations with Queen Victoria.



## Globe House

Globe House provides a one-stop shop for the District Council and Town Council facilities. It also includes the local museum.



## Greig Centre

The Town's major leisure facility with sport hall, courts and gym; it is used by numerous clubs, societies and community groups.

## Housing

Alcester provides a significant mix of housing including detached, semi-detached and terraced homes. The 2001 Census indicated that 68.3% of housing is owner occupied, and 18.9% rented from a housing association, 1.5% rented from a local authority and 7.2% from a private landlord. Most rented property is located in Alcester in areas such as the Conway Estate.

Overall the population is relatively 'settled', with around 85% of respondents having lived in the area for 5+ years. Nearly two-thirds of respondents have lived locally for 16+ years.

A flavour of the extent of housing need has been gauged in the questionnaire, with some 9.5% of respondents indicating that there is either an individual in the household / or the whole household, currently in need of alternative accommodation. This proportion rises to 25% in Arrow, albeit the absolute number is low. The main reasons given for the difficulty in moving to the accommodation needed included: the cost of moving and the availability of homes to rent or buy. The majority (61%) wish to move within Alcester.

Asked whether there is a need for more accommodation in the Alcester area:

- 26% of the respondents felt there was no need for additional accommodation in any of these categories
- The remaining 74% of respondents felt most strongly about the need for low cost sale accommodation: 33% felt more was needed, 28% felt there should be restricted sales to locals, and 26% wanted more Local Authority / Housing Association rentals.

## Community safety

Although in national terms the IMD indicates Alcester is less deprived than many other areas, community safety / fear of crime is identified as a major issue in the survey. This is reflected in the high proportion of respondents (62.4%) who felt unsafe in certain areas, notably Hopkins Precinct (where 54% of respondents felt unsafe / 13% respondents felt unsafe in the High St).

A frequent and longstanding complaint is the number of young people 'hanging around' the streets, mainly around the Precinct. Previously, concern has been expressed that pubs are attracting some anti-social youth behaviour causing problems in / around the High Street in the evening/night-time.

A high proportion of respondents (nearly half), have been personally affected by vandalism or drunkenness in the past 18 months. 57 (12%) of respondents experienced theft and 13 (2.8%) had been mugged in the past 18 months.

## New projects...

While a range of suggestions are made in terms of future improvements to Alcester, the overwhelmingly most important related to better security mentioned by 276 (61%) of respondents. This holds true regardless of age.



# economy

A distinction needs to be made here between the economy of Alcester (ie. businesses / workplaces based in Alcester) and the resident labour force (ie. people who live locally but may not work locally). The difference between the two usually made up of a mix of commuting and unemployment.

## Local economy

The economy contains a robust mix of sectors and size of firms. Key sectors include manufacturing, distribution, hotels & restaurants, public administration and local retail / business services. Local services are based mainly in the town centre, with most industry based on the estates at Arden Forest (major employment area), Kings Coughton and the high-technology innovation centre at Minerva Mill. The latter has start-up incubation units. The town has a tourism profile based in large part on the profile of the two local attractions: Ragley Hall (a 17<sup>th</sup> century house and home of the Marquess of Hertford) and Coughton Court (a 15<sup>th</sup> century house owned by the National Trust but managed by the Throckmorton family).

## Labour force

The 2001 Census states there are 3,076 people aged 16-74 in employment. The District tends to have low unemployment rates vis-à-vis the region/nation.

- Male employment - the majority (56.7%) are in full time employment, with just 2.9% part-time. Unemployment is put at 2.8% or just 60 people.
- Female employment - this is more evenly split (24.4% PT / 32.3% FT), with female unemployment put at 1.8% or just 40 people.
- 425 (13.8%) of employed people are self-employed.

Of the working population, many (1,314 / 29.8%) have no qualifications.

Respondents to the survey indicated that the main place of work is in the Alcester area (33%), or elsewhere in the County (27.7%). There is a significant amount of working at home (9.6%). 23.4% commute out of the County to work – mainly the conurbation. While it is not surprising to find that the vast majority (79%) of people travel to work by car / van, interestingly the next most popular modes of transport included walking (7.4%) and cycling (4.6%). These proportions remain consistent with the responses to the Town Appraisal 2000.

## Barriers to employment

49 respondents indicated that they are actively seeking work currently. Barriers preventing them from taking up employment, training or study opportunities included: the cost of childcare and ill health / disability. However, in the main a host of 'other' non-specified factors were felt to be critical barriers. This reflects the often very specific nature of problems facing individuals out of work, especially when unemployment levels are very low.



## Local employer perspectives

The views of local employers are based on discussions held during the course of 2005, plus the Business Survey completed by 28 firms drawn from a cross-section of sectors (manufacturing 21%, other services 18%, construction 18%, retail 14%, business services 14%, distribution 11% and tourism 4%) and locations (town centre 21%, Arden Industrial Estate 61% and Kings Coughton Industrial Estate 14%).

## Profile of local businesses

For those responding to the Business Survey, the average age of the business was 19.2 years with the year of establishment ranging from 1944 to 2005. Small and medium sized firms (SMEs) predominate employing on average 17 persons each. The majority of employees (50.4%) live within 5 miles of their employer.

This further underlines the robustness of the local economy with a diverse mix of sectors and age of firms, including both new starts and long established firms. Overall there is no dominance on one major employer or sector; SMEs tend to be resilient to fluctuations in the trade cycle and changing patterns of demand.

The majority of businesses are locally orientated; on average 42% of sales arise from customers in Warwickshire, 32% of sales arise elsewhere in the UK outside of the West Midlands region and just 9% of sales are to customers elsewhere in the EU. This reflects the predominance of local retail and business services.

In terms of workforce change, over the past 12 months half of the businesses reported an increase in employees and some 60% anticipate their workforce to increasing over the following 12 months. 12 firms thought they would need to enlarge their premises over the next decade.

Twelve firms identified problems filling vacancies (mainly advertised via the local press). Key factors cited include: lack of applicants with required qualifications / skills (8 firms), lack of applicants with required experience (7 firms) and general lack of suitable candidates / basic ability (9 firms). This underlines the continuing significance of skills and training but also basic levels of educational achievement and what might be termed 'life-skills'.

The major constraints on business expansion were identified as: premises (44%), finance (24%), clients (20%) and labour supply (16%).

## Major concerns

Discussions with local employers highlighted the following specific concerns:

- Inadequate parking facilities in Alcester
- Difficulties in recruiting local people / shortage of local labour
- Limited contact between the schools and local industry
- Making Alcester more attractive to visitors and tourists

# parking, traffic & *footpaths*

## Parking

Parking is becoming an increasing issue along with the general increase in car ownership rates combined with the general increase in development densities.

This is indicated in the questionnaire, with an average of 1.52 vehicles per household. For the 721 households that responded, 1,014 cars were kept. While 32.7% had access to a garage, a further 58% parked vehicles off the road. The highest level of on road parking was in Alcester (10%).

58% of respondents cited occasional parking problems in Alcester and 13.5% frequent problems. This is reflected in the recent study by WSP<sup>3</sup> which found that virtually all town centre car parks were full at some point in the day along with frequently observed illegal and incorrect parking.

While the general road network was not mentioned, local businesses also have emphasised the need for additional parking facilities in Alcester.

## Traffic

In view of the above it is perhaps not surprising to find that general congestion and the lack of parking were considered to be the most significant contributory factors to the traffic problems in the Alcester area. 13 respondents specifically mentioned the High Street 'crossings' as an issue.

The two issues highlighted tend to be strongly related, with High Street tending to be the first preference for parking, and then if no spaces are available drivers continue through town to other parking sites.

Speeding traffic is also considered to be a problem by a (slight) majority of respondents (55%), especially in Alcester. While over ¼ of respondents wouldn't support any suggested speed control measures, the other ¾ would support the suggested measures fairly equally. Warning signs (31%) being the most popular measure, closely followed by cameras (29%), then 'children at play' signs, new speed limits and extended speed limits.

## Roads & footpaths

Around ¾ of respondents felt the state of the roads and pavements is reasonable or good. However, when asked how user-friendly the pavements are for people with disabilities, pushchairs or wheelchairs, 31% thought they were poor.

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<sup>3</sup> WSP Development. Alcester Market Town Initiative: Final Report. March 2003.

# environment

When asked about what factors are ‘most important’ to local residents, the environment was rated second. This reflects the quality of the urban fabric, the rivers (Arrow, and the Alne which joins the former in Oversley Green), associated spaces and the countryside which lies within one of the five main character areas within the District known as the Arden area. Arden is a medieval term meaning high / steep.

## Built environment

Alcester has a wealth of architecturally and historically important buildings: the Town Hall (circa 1620), St Nicholas Church (the focal point of the High St), Old Malthouse and Malt Mill Lane (a conservation area), Cruck House in Henley Street (the oldest surviving house in Alcester) and Churchill House (a fine example of an 18<sup>th</sup> century property). There are several historic connecting passageways in the town locally known as ‘tueries’.

The built environment is further embellished by the successful ‘Alcester in Bloom’ initiative. The Town has won the regional and national competition. A number of trees within the Town are covered by Tree Preservation Orders. The area contains significant sites of archaeological interest, many housed in the Museum. The Alcester & District History Society has produced a Roman Trail for the town.<sup>4</sup>

## Countryside access

The surrounding natural environment is extremely attractive and includes the River Arrow Local Nature Reserve.

While the River Arrow tends to be hidden from the casual visitor, the surrounding countryside is in general attractive and accessible. Local footpaths are in a relatively good state having been the subject of a three year programme of work by Alcester Civic Society and Warwickshire County Council. This is reflected in the high proportion of respondents that know where local footpaths are and can use them without difficulty (77%).

Further non-motorised access is afforded via the National Cycleway routes through Great Alne and Kings Coughton.

## Planning and development

60% of respondents thought it is appropriate at this stage to identify sites which might be suitable for future housing needs. Of the potentially suitable sites identified, very high proportions gave positive responses to development on the proposed sites at the former St Nicholas Infant School in Moorfield Road (80%) and the car showroom on Priory Road (75%).

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<sup>4</sup> Roman Alcester – Another stroll with History, Alcester & District History Society.

# appendices

*A1. Alcester Town plan questionnaire  
Summary analysis of results*

*A2. Business Survey*

*A3. Action Plan*

# A1. Alcester Town Plan Household Survey

## HOUSEHOLD SECTION

Question 1 : How many people including children normally live in your household?

	Alcester (incl Alcester Heath)	Oversley Green	Kinwarton	Arrow	Coughton	ALL AREAS
No. Households	532	43	117	21	8	721
No. in households	1183	85	285	58	25	1636
Ave. persons per household	2.22	1.98	2.44	2.76	3.13	2.27

NB.. get actual no. households from census & determine response rates

Question 2 : Please enter the number of people in your household in each age group:

Q2	Alcester (incl Alcester Heath)			Oversley Green			Kinwarton			Arrow			Coughton			ALL AREAS		
No. responses	532			43			117			21			8			721		
Age Range ?	M	F	All	M	F	All	M	F	All	M	F	All	M	F	All	M	F	All
0-4	13	32	45	0	0	0	6	3	9	0	1	1	1	0	1	20	36	56
5-10	21	36	57	0	4	4	4	12	16	0	2	2	0	2	2	25	56	81
11-15	26	39	65	2	5	7	11	7	18	4	2	6	1	1	2	44	54	98
16-17	21	24	45	1	1	2	4	4	8	1	1	2	1	1	2	28	31	59
18-24	29	26	55	2	1	3	9	7	16	2	3	5	1	2	3	43	39	82
25-44	87	132	219	2	5	7	20	29	49	1	4	5	1	1	2	111	171	282
45-59	115	134	249	10	14	24	27	38	65	10	9	19	4	4	8	166	199	365
60-64	60	64	124	4	5	9	23	20	43	4	3	7	1	0	1	92	92	184
65-74	81	85	166	9	9	18	21	22	43	5	5	10	1	1	2	117	122	239
75-84	61	69	130	5	4	9	9	8	17	1	0	1	1	1	2	77	82	159
85+	6	22	28	1	1	2	0	1	1	0	0	0	0	0	0	7	24	31
	<b>520</b>	<b>663</b>	<b>1183</b>	<b>36</b>	<b>49</b>	<b>85</b>	<b>134</b>	<b>151</b>	<b>285</b>	<b>28</b>	<b>30</b>	<b>58</b>	<b>12</b>	<b>13</b>	<b>25</b>	<b>730</b>	<b>906</b>	<b>1636</b>
Ave Age.	48.4	46.1	47.1	56.4	48.4	51.8	45.8	45.5	45.6	47.9	42.1	44.9	42.2	36.8	39.4	48.2	45.8	46.9
M:F	44%	56%		42%	58%		47%	53%		48%	52%		48%	52%		45%	55%	

Women make up 55% of the population but have an average age 2.4 years below that of men.

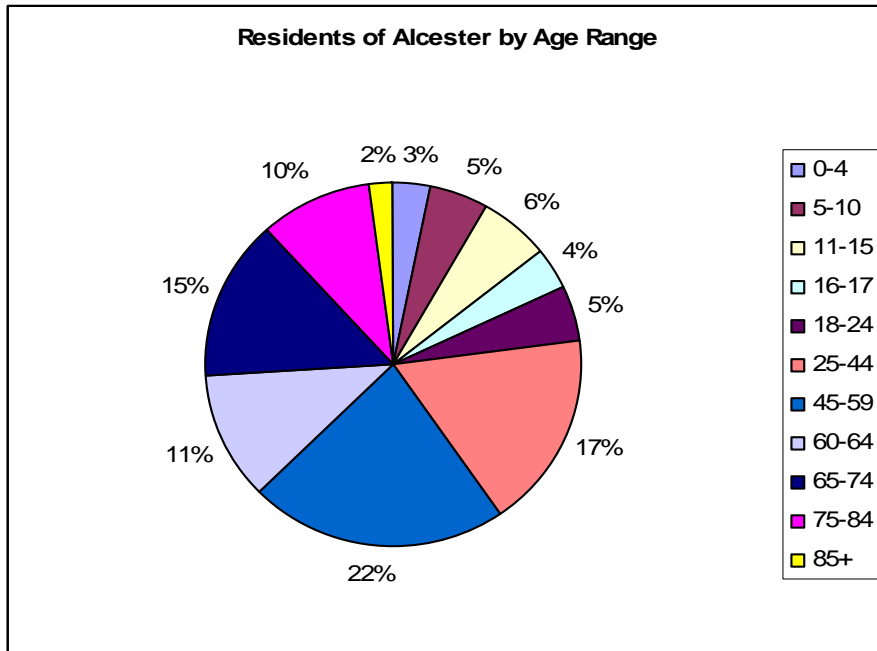
Average age in Alcester is far higher than national average (?? Yrs)

Coughton has the youngest average age and highest persons per household → young families

Oversley Green has the highest average age and lowest persons per household → retirees

NB: Average age calculated on midpoint ages, with upper category taken as 85, which may slightly underestimate average age.

Appendices - Town Plan Questionnaire Analysis



Roughly: 18% children; 38% retirees; 44% working age. How does this compare nationally? What does the population census say?

Question 3 : Where does your household live?

Q3	No. Households	
Alcester (incl Alcester Heath)	532	74%
Oversley Green	43	6%
Kinwarton	117	16%
Arrow	21	3%
Coughton	8	1%
ALL AREAS	721	100%

Question 4 : Type of Dwelling

Q4	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
<b>Dwelling Type ?</b>												
Privately rented	6	1.2%	1	2.3%	0	0.0%	2	9.5%	0	0.0%	9	1.3%
Local Authority rented	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.3%
Housing Association rented	74	14.5%	0	0.0%	1	0.9%	0	0.0%	0	0.0%	75	10.8%
<b>ALL RENTED</b>	<b>82</b>	<b>16.0%</b>	<b>1</b>	<b>2.3%</b>	<b>1</b>	<b>0.9%</b>	<b>2</b>	<b>9.5%</b>	<b>0</b>	<b>0.0%</b>	<b>86</b>	<b>12.4%</b>
Owner-occupied	426	83.4%	42	97.7%	111	98.2%	19	90.5%	7	100.0%	605	87.1%
Shared ownership	3	0.6%	0	0.0%	1	0.9%	0	0.0%	0	0.0%	4	0.6%
<b>ALL OWNED</b>	<b>429</b>	<b>84.0%</b>	<b>42</b>	<b>97.7%</b>	<b>112</b>	<b>99.1%</b>	<b>19</b>	<b>90.5%</b>	<b>7</b>	<b>100.0%</b>	<b>609</b>	<b>87.6%</b>
Other	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>No. responses</b>	<b>511</b>	<b>100.0%</b>	<b>43</b>	<b>100.0%</b>	<b>113</b>	<b>100.0%</b>	<b>21</b>	<b>100.0%</b>	<b>7</b>	<b>100.0%</b>	<b>695</b>	<b>100.0%</b>

Notable that outlying areas of the town are predominantly owner-occupied



Appendices - Town Plan Questionnaire Analysis

Questions 5-7 : Educational Attendance & Needs

Q5 No. <16s attending ?	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
Play Group	7	4.2%	0	0.0%	1	2.3%	0	0.0%	0	0.0%	8	3.4%
Nursery School	20	12.0%	0	0.0%	5	11.4%	1	10.0%	0	0.0%	26	11.0%
Primary School	66	39.8%	1	8.3%	17	38.6%	2	20.0%	2	50.0%	88	37.3%
Middle School	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.4%
Secondary School	72	43.4%	8	66.7%	21	47.7%	7	70.0%	2	50.0%	110	46.6%
Special Needs School	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0	0.0%	3	25.0%	0	0.0%	0	0.0%	0	0.0%	3	1.3%
<b>No. responses</b>	<b>166</b>	<b>100.0%</b>	<b>12</b>	<b>100.0%</b>	<b>44</b>	<b>100.0%</b>	<b>10</b>	<b>100.0%</b>	<b>4</b>	<b>100.0%</b>	<b>236</b>	<b>100.0%</b>
<b>Q6 No. children with special educational needs</b>	<b>4</b>		<b>0</b>		<b>2</b>		<b>1</b>		<b>0</b>		<b>7</b>	
<b>Q7 No. 16+s attending ?</b>												
Sixth Form College	21	42.0%	0	0.0%	3	20.0%	1	33.3%	2	50.0%	27	36.0%
University	20	40.0%	1	33.3%	10	66.7%	2	66.7%	2	50.0%	35	46.7%
Training Courses	9	18.0%	2	66.7%	2	13.3%	0	0.0%	0	0.0%	13	17.3%
<b>No. responses</b>	<b>50</b>	<b>100.0%</b>	<b>3</b>	<b>100.0%</b>	<b>15</b>	<b>100.0%</b>	<b>3</b>	<b>100.0%</b>	<b>4</b>	<b>100.0%</b>	<b>75</b>	<b>100.0%</b>

NB.. Q2 implies 235 under 16s and 141 16-24 year olds. Hence 75/141 = 53% of 16-24 year olds are in FE/HE.

Question 8 : Is any individual in your household, or your whole household, currently in need of alternative accommodation?

Q8 In need of alternative accomodation	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
Yes	41	9.7%	3	9.7%	6	5.9%	5	25.0%	0	0.0%	55	9.5%
No	382		28		95		15		6		526	
All responses	<b>423</b>		<b>31</b>		<b>101</b>		<b>20</b>		<b>6</b>		<b>581</b>	

NOTE: Arrow exceptionally high with 25% needing alternative accommodation!

Question 9 : If your household/individual is unable to move to accommodation of the type needed, is this because?

Q9 Unable to move because:	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
Can't afford moving costs	19	24.7%	0	0.0%	3	25.0%	2	40.0%	0		24	24.5%
Lack of LA/HA homes	16	20.8%	2	50.0%	3	25.0%	0	0.0%	0		21	21.4%
Lack of suitable to buy	14	18.2%	0	0.0%	2	16.7%	2	40.0%	0		18	18.4%
Lack of private rentals	9	11.7%	0	0.0%	0	0.0%	0	0.0%	0		9	9.2%
Other	7	9.1%	1	25.0%	0	0.0%	0	0.0%	0		8	8.2%
Price	5	6.5%	0	0.0%	1	8.3%	0	0.0%	0		6	6.1%
Other financial commitments	5	6.5%	0	0.0%	1	8.3%	0	0.0%	0		6	6.1%
No suitable sheltered housing	1	1.3%	1	25.0%	2	16.7%	1	20.0%	0		5	5.1%
Not able to get a job	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0		1	1.0%
<b>No. responses</b>	<b>77</b>		<b>4</b>		<b>12</b>		<b>5</b>		<b>0</b>		<b>98</b>	

NB.. Households could make multiple responses to this question

Question 10 : If yes to Q8, where do you as a household/individual need to move to?

Q10 Where do you need to move to?	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
Elsewhere in Alcester	25	58.1%	2	66.7%	7	87.5%	2	40.0%	0		36	61.0%
Elsewhere in the district	5	11.6%	1	33.3%	1	12.5%	1	20.0%	0		8	13.6%
Outside Alcester, within 10 miles	9	20.9%	0	0.0%	0	0.0%	2	40.0%	0		11	18.6%
Over 10 miles away	4	9.3%	0	0.0%	0	0.0%	0	0.0%	0		4	6.8%
<b>All responses</b>	<b>43</b>	<b>100.0%</b>	<b>3</b>	<b>100.0%</b>	<b>8</b>	<b>100.0%</b>	<b>5</b>	<b>100.0%</b>	<b>0</b>		<b>59</b>	<b>100.0%</b>

Most want to stay in the town/district

Question 11 : How many roadworthy vehicles are kept by your household?

Q11 Roadworthy vehicles in households	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Cars	716	91.8%	57	91.9%	180	94.2%	47	94.0%	14	87.5%	1014	92.3%
Vans	26	3.3%	2	3.2%	6	3.1%	1	2.0%	1	6.3%	36	3.3%
Motor Bikes	31	4.0%	1	1.6%	4	2.1%	1	2.0%	1	6.3%	38	3.5%
Adapted vehicles	5	0.6%	2	3.2%	1	0.5%	1	2.0%	0	0.0%	9	0.8%
Lorries	2	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.2%
<b>All Vehicles</b>	<b>780</b>	<b>100.0%</b>	<b>62</b>	<b>100.0%</b>	<b>191</b>	<b>100.0%</b>	<b>50</b>	<b>100.0%</b>	<b>16</b>	<b>100.0%</b>	<b>1099</b>	<b>100.0%</b>
<b>No. household responses</b>	<b>532</b>		<b>43</b>		<b>117</b>		<b>21</b>		<b>8</b>		<b>721</b>	
<b>Vehicles per household</b>	<b>1.47</b>		<b>1.44</b>		<b>1.63</b>		<b>2.38</b>		<b>2.00</b>		<b>1.52</b>	

## PERSONAL SECTION

Question 12 : Sex of Personal Respondents

Q12 Personal Respondents	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Male	476	44.8%	34	42.0%	124	48.1%	25	50.0%	11	50.0%	670	45.5%
Female	587		47		134		25		11		804	
<b>All responses</b>	<b>1063</b>		<b>81</b>		<b>258</b>		<b>50</b>		<b>22</b>		<b>1474</b>	

Question 13 : What age group do you belong to?

Q13 Age of personal respondents Age Range ?	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
11-15	61	5.8%	7	8.6%	16	6.2%	6	10.9%	2	9.1%	92	6.2%
16-17	45	4.3%	2	2.5%	11	4.2%	2	3.6%	2	9.1%	62	4.2%
18-24	54	5.1%	3	3.7%	15	5.8%	5	9.1%	3	13.6%	80	5.4%
25-44	216	20.5%	6	7.4%	49	18.8%	5	9.1%	2	9.1%	278	18.9%
45-59	243	23.0%	25	30.9%	65	25.0%	19	34.5%	8	36.4%	360	24.4%
60-64	123	11.7%	9	11.1%	43	16.5%	7	12.7%	1	4.5%	183	12.4%
65-74	167	15.8%	20	24.7%	43	16.5%	10	18.2%	2	9.1%	242	16.4%
75-84	118	11.2%	7	8.6%	17	6.5%	1	1.8%	2	9.1%	145	9.8%
85+	28	2.7%	2	2.5%	1	0.4%	0	0.0%	0	0.0%	31	2.1%
	<b>1055</b>	<b>100.0%</b>	<b>81</b>	<b>100.0%</b>	<b>260</b>	<b>100.0%</b>	<b>55</b>	<b>100.0%</b>	<b>22</b>	<b>100.0%</b>	<b>1473</b>	<b>100.0%</b>
<b>Ave Age.</b>	<b>50.9</b>		<b>53.9</b>		<b>49.5</b>		<b>47.0</b>		<b>44.0</b>		<b>50.6</b>	

NB: Average age calculated on midpoint ages, with upper category taken as 85, which may slightly underestimate average age.

Question 14 : How long have you lived in the Alcester area ?

Q14 How long have you lived in the Alcester area?	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Less than a year	22	4.2%	1	2.1%	2	1.7%	0	0.0%	0	0.0%	25	3.5%
One to Five years	66	12.6%	6	12.8%	7	5.9%	3	13.6%	3	33.3%	85	11.8%
Six to Fifteen years	100	19.2%	10	21.3%	20	16.9%	5	22.7%	2	22.2%	137	19.1%
Sixteen to Twentyfive yrs	85	16.3%	12	25.5%	26	22.0%	5	22.7%	0	0.0%	128	17.8%
Twenty-six to Fifty years	152	29.1%	13	27.7%	50	42.4%	9	40.9%	2	22.2%	226	31.5%
Fiftyone plus years	22	4.2%	1	2.1%	6	5.1%	0	0.0%	0	0.0%	29	4.0%
Whole Life	75	14.4%	4	8.5%	7	5.9%	0	0.0%	2	22.2%	88	12.3%
	<b>522</b>	<b>100.0%</b>	<b>47</b>	<b>100.0%</b>	<b>118</b>	<b>100.0%</b>	<b>22</b>	<b>100.0%</b>	<b>9</b>	<b>100.0%</b>	<b>718</b>	<b>100.0%</b>
<b>Average years:</b>	<b>22.1</b>		<b>21.3</b>		<b>26.8</b>		<b>23.0</b>		<b>15.1</b>		<b>22.9</b>	

NB: Average time calculated on midpoint years for categories excluding 'whole life'. 51+ category taken as 51, which may slightly underestimate years.

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Question 15 : Employment status

Q15 Employment status	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
An employee	216	39.4%	14	29.8%	57	46.3%	7	33.3%	2	22.2%	296	39.6%
Unemployed	5	0.9%	1	2.1%	3	2.4%	0	0.0%	0	0.0%	9	1.2%
Self-employed - employs others	18	3.3%	0	0.0%	3	2.4%	1	4.8%	3	33.3%	25	3.3%
Self-employed - no others	34	6.2%	4	8.5%	6	4.9%	1	4.8%	0	0.0%	45	6.0%
Govt training scheme	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Full time education	6	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	0.8%
Unwaged house wife/husband	17	3.1%	4	8.5%	1	0.8%	1	4.8%	1	11.1%	24	3.2%
Retired	239	43.6%	22	46.8%	52	42.3%	11	52.4%	3	33.3%	327	43.7%
Permanently sick/disabled	11	2.0%	2	4.3%	1	0.8%	0	0.0%	0	0.0%	14	1.9%
Other	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.3%
<b>No. responses</b>	<b>548</b>	<b>100.0%</b>	<b>47</b>	<b>100.0%</b>	<b>123</b>	<b>100.0%</b>	<b>21</b>	<b>100.0%</b>	<b>9</b>	<b>100.0%</b>	<b>748</b>	<b>100.0%</b>

Cross tabs by age and sex may be interesting for this Q

Question 16 : Where is your main place of work?

Q16 - Place of Work	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
At home	25	9.1%	5	26.3%	3	4.5%	0	0.0%	3	50.0%	36	9.6%
Alcester area	89	32.4%	5	26.3%	22	32.8%	1	11.1%	3	50.0%	120	31.9%
Elsewhere in the county	75	27.3%	4	21.1%	21	31.3%	4	44.4%	0	0.0%	104	27.7%
W Mids conurbation	65	23.6%	4	21.1%	16	23.9%	3	33.3%	0	0.0%	88	23.4%
Mobile job	21	7.6%	1	5.3%	5	7.5%	1	11.1%	0	0.0%	28	7.4%
<b>No. responses</b>	<b>275</b>	<b>100.0%</b>	<b>19</b>	<b>100.0%</b>	<b>67</b>	<b>100.0%</b>	<b>9</b>	<b>100.0%</b>	<b>6</b>	<b>100.0%</b>	<b>376</b>	<b>100.0%</b>

Question 17 : If you are actively seeking work, are there any barriers that are preventing you from taking up employment, training or study opportunities?

Q17 Barriers to employment etc	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
Care for dep. Adult	2	4.1%	0	0.0%	0	0.0%	0		0		2	3.2%
Availability of child care	4	8.2%	0	0.0%	0	0.0%	0		0		4	6.5%
Cost of child care	6	12.2%	0	0.0%	1	11.1%	0		0		7	11.3%
Transport access	4	8.2%	1	25.0%	1	11.1%	0		0		6	9.7%
Experience	1	2.0%	0	0.0%	0	0.0%	0		0		1	1.6%
Qualifications	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%
Disability/ ill health	4	8.2%	2	50.0%	1	11.1%	0		0		7	11.3%
Lack of info/ advice	1	2.0%	1	25.0%	0	0.0%	0		0		2	3.2%
None of the above	27	55.1%	0	0.0%	6	66.7%	0		0		33	53.2%
<b>No. responses</b>	<b>49</b>	<b>100.0%</b>	<b>4</b>	<b>100.0%</b>	<b>9</b>	<b>100.0%</b>	<b>0</b>		<b>0</b>		<b>62</b>	<b>100.0%</b>

Question 18 : What is, or would be, your main means of transport to work, training or study?

Q18 Transport to Work	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
Car/Van	264	78.6%	18	72.0%	64	82.1%	11	91.7%	7	77.8%	364	79.1%
Bus	10	3.0%	1	4.0%	5	6.4%	1	8.3%	0	0.0%	17	3.7%
Private Bus	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Taxi	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bicycle	16	4.8%	3	12.0%	2	2.6%	0	0.0%	0	0.0%	21	4.6%
Motorbike/Moped etc	1	0.3%	0	0.0%	1	1.3%	0	0.0%	0	0.0%	2	0.4%
Train	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walk	30	8.9%	1	4.0%	3	3.8%	0	0.0%	0	0.0%	34	7.4%
Other	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Not applicable	15	4.5%	2	8.0%	3	3.8%	0	0.0%	2	22.2%	22	4.8%
<b>No. responses</b>	<b>336</b>	<b>100.0%</b>	<b>25</b>	<b>100.0%</b>	<b>78</b>	<b>100.0%</b>	<b>12</b>	<b>100.0%</b>	<b>9</b>	<b>100.0%</b>	<b>460</b>	<b>100.0%</b>

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Question 19 : If responsible for a vehicle, where do you usually park it?

Q19 Parking	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
Garage at home	135	29.1%	18	42.9%	43	39.1%	13	56.5%	3	33.3%	212	32.7%
Garage elsewhere	13	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13	2.0%
Off road	270	58.2%	24	57.1%	66	60.0%	10	43.5%	6	66.7%	376	58.0%
On road	46	9.9%	0	0.0%	1	0.9%	0	0.0%	0	0.0%	47	7.3%
Not applicable	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>No. responses</b>	<b>464</b>	<b>100.0%</b>	<b>42</b>	<b>100.0%</b>	<b>110</b>	<b>100.0%</b>	<b>23</b>	<b>100.0%</b>	<b>9</b>	<b>100.0%</b>	<b>648</b>	<b>100.0%</b>

Question 20 : If you have a vehicle, do you have problems parking in Alcester?

Q20 Parking Problems	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
Often	67	15.2%	3	7.3%	7	6.5%	3	16.7%	3	33.3%	83	13.5%
Occasional	245	55.7%	26	63.4%	74	69.2%	10	55.6%	4	44.4%	359	58.4%
Never	128	29.1%	12	29.3%	26	24.3%	5	27.8%	2	22.2%	173	28.1%
<b>No. responses</b>	<b>440</b>	<b>100.0%</b>	<b>41</b>	<b>100.0%</b>	<b>107</b>	<b>100.0%</b>	<b>18</b>	<b>100.0%</b>	<b>9</b>	<b>100.0%</b>	<b>615</b>	<b>100.0%</b>

Question 21 : If you use the bus, what do you use it for and how often?

Q21 Bus Use	Alcester (Incl Alcester Heath)							
175 respondents	Often		Occas.		Never		Often or Occas.	
School	2	22%	1	11%	6	67%	3	33%
Work	2	12%	10	59%	5	29%	12	71%
Shopping	16	12%	111	85%	4	3%	127	97%
Medical	3	16%	10	53%	6	32%	13	68%
Social/ leisure	19	22%	65	74%	4	5%	84	95%
Other	1	7%	10	67%	4	27%	11	73%
<b>Oversley Green</b>								
15 respondents	Often		Occas.		Never		Often or Occas.	
School	0	0%	0	0%	3	100%	0	0%
Work	0	0%	0	0%	3	100%	0	0%
Shopping	1	11%	6	67%	2	22%	7	78%
Medical	0	0%	1	33%	2	67%	1	33%
Social/ leisure	0	0%	8	80%	2	20%	8	80%
Other	0	0%	1	33%	2	67%	1	33%
<b>Kinwarton</b>								
41 respondents	Often		Occas.		Never		Often or Occas.	
School	0		0		0		0	
Work	3	43%	4	57%	0	0%	7	100%
Shopping	5	17%	25	83%	0	0%	30	100%
Medical	0	0%	3	75%	1	25%	3	75%
Social/ leisure	0	0%	14	100%	0	0%	14	100%
Other	1	20%	4	80%	0	0%	5	100%
<b>Arrow</b>								
3 respondents	Often		Occas.		Never		Often or Occas.	
School	0		0		0		0	
Work	1	100%	0	0%	0	0%	1	100%
Shopping	0	0%	2	100%	0	0%	2	100%

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Medical	0	0%	1	100%	0	0%	1	100%
Social/ leisure	0	0%	1	100%	0	0%	1	100%
Other	0		0		0		0	
<b>Coughton</b>								
3 respondents	<b>Often</b>		<b>Occas.</b>		<b>Never</b>		<b>Often or Occas.</b>	
School	0		0		0		0	
Work	0		0		0		0	
Shopping	0	0%	0	0%	1	100%	0	0%
Medical	0	0%	0	0%	1	100%	0	0%
Social/ leisure	0	0%	2	67%	1	33%	2	67%
Other	0		0		0		0	
<b>ALL AREAS</b>								
237 respondents	<b>Often</b>		<b>Occas.</b>		<b>Never</b>		<b>Often or Occas.</b>	
School	2	17%	1	8%	9	75%	3	25%
Work	6	21%	14	50%	8	29%	20	71%
Shopping	22	13%	144	83%	7	4%	166	96%
Medical	3	11%	15	54%	10	36%	18	64%
Social/ leisure	19	16%	90	78%	7	6%	109	94%
Other	2	9%	15	65%	6	26%	17	74%

Difficult to interpret these results as although 237 respondents answered some of the question, only 12, 28, 173, 28, 116 and 23 answered each of the sub-questions.

Other: 3 respondents mentioned wheelchair accessibility

Question 22 : Do you think speeding traffic is a problem in the Alcester area?

Q22 Speeding a problem?	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
Yes	291	57.7%	19	44.2%	48	44.0%	16	76.2%	4	44.4%	378	55.1%
No	195	38.7%	24	55.8%	57	52.3%	5	23.8%	5	55.6%	286	41.7%
No opinion	18	3.6%	0	0.0%	4	3.7%	0	0.0%	0	0.0%	22	3.2%
<b>No. responses</b>	<b>504</b>	<b>100.0%</b>	<b>43</b>	<b>100.0%</b>	<b>109</b>	<b>100.0%</b>	<b>21</b>	<b>100.0%</b>	<b>9</b>	<b>100.0%</b>	<b>686</b>	<b>100.0%</b>

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Question 23 : Would you support the following speed control measures in the Alcester area ?

Q23 Speed Control	Alcester (incl		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
Cameras	158	31.9%	9	22.0%	21	20.2%	6	28.6%	2	25.0%	196	29.3%
Speed Limit Extn	73	14.7%	5	12.2%	17	16.3%	7	33.3%	2	25.0%	104	15.5%
New Speed Limits	118	23.8%	11	26.8%	21	20.2%	8	38.1%	3	37.5%	161	24.1%
Child at Play signs	126	25.5%	2	4.9%	31	29.8%	6	28.6%	2	25.0%	167	25.0%
Warning signs	145	29.3%	13	31.7%	37	35.6%	8	38.1%	3	37.5%	206	30.8%
None of above	120	24.2%	13	31.7%	35	33.7%	4	19.0%	3	37.5%	175	26.2%
<b>No. responses</b>	<b>740</b>		<b>53</b>		<b>162</b>		<b>39</b>		<b>15</b>		<b>1009</b>	
<b>No. persons</b>	<b>495</b>		<b>41</b>		<b>104</b>		<b>21</b>		<b>8</b>		<b>669</b>	

Over ¼ of respondents wouldn't support any of the suggested measures. The other ¾ would support the suggested measures fairly equally, with warning signs being the most popular measure, closely followed by cameras, then 'children at play' signs, new speed limits and extended speed limits.

3 respondents noted that they would support LESS road warning signs!

Question 24 : Is there need for more accommodation of the following types in the Alcester area?

Q24 Accomodation Needs	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
Private Rented	51	11.2%	1	3.4%	7	7.4%	2	11.8%	0	0.0%	61	10.1%
LA/HA Rented	130	28.6%	6	20.7%	20	21.1%	4	23.5%	0	0.0%	160	26.6%
Owner-occupied	50	11.0%	1	3.4%	13	13.7%	7	41.2%	1	16.7%	72	12.0%
Shared ownership	63	13.9%	0	0.0%	11	11.6%	0	0.0%	0	0.0%	74	12.3%
Sheltered housing	53	11.7%	6	20.7%	11	11.6%	2	11.8%	0	0.0%	72	12.0%
Adapted Housing	23	5.1%	0	0.0%	4	4.2%	0	0.0%	0	0.0%	27	4.5%
Restricted sale to locals	133	29.3%	5	17.2%	22	23.2%	4	23.5%	2	33.3%	166	27.6%
Low cost sale	160	35.2%	5	17.2%	27	28.4%	6	35.3%	2	33.3%	200	33.3%
Other	3	0.7%	2	6.9%	1	1.1%	1	5.9%	0	0.0%	7	1.2%
No need for any	113	24.9%	9	31.0%	28	29.5%	4	23.5%	2	33.3%	156	26.0%
<b>No. responses</b>	<b>779</b>		<b>35</b>		<b>144</b>		<b>30</b>		<b>7</b>		<b>995</b>	
<b>No. persons</b>	<b>454</b>		<b>29</b>		<b>95</b>		<b>17</b>		<b>6</b>		<b>601</b>	

26% of the respondents felt there was no need for additional accommodation in any of these categories.

The remaining 74% of respondents felt most strongly about the need for low cost sale accommodation (33% felt more was needed), restricted sales to locals (28%), LA/HA rentals (26%). 10-12% felt there was a need for more private rentals, owner occupied, shared ownership and sheltered housing, whilst 5% felt there was a need for more adapted accommodation and 1% felt there were other accommodation needs.

Other:

4 respondents felt there was a shortage of starter homes & 1 respondent felt there should be more single person homes

Is there any value in analysing these results by age group?



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Question 25 : What type(s) of housing development would be acceptable in the Alcester area to you ?

Q25 Acceptable Development	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
None	120	24.3%	6	15.4%	22	19.8%	3	14.3%	0	0.0%	151	22.6%
Single dwellings in controlled locations	90	18.3%	11	28.2%	24	21.6%	3	14.3%	0	0.0%	128	19.1%
Small groups of less than 10	167	33.9%	14	35.9%	49	44.1%	9	42.9%	2	40.0%	241	36.0%
Carefully designed larger groups	43	8.7%	5	12.8%	13	11.7%	3	14.3%	0	0.0%	64	9.6%
Conversion of redundant buildings	260	52.7%	28	71.8%	59	53.2%	14	66.7%	4	80.0%	365	54.6%
Expansion on the edge of Alcester	74	15.0%	1	2.6%	11	9.9%	3	14.3%	0	0.0%	89	13.3%
Other (specify...)	12	2.4%	3	7.7%	1	0.9%	3	14.3%	0	0.0%	19	2.8%
<b>No. responses</b>	<b>766</b>		<b>68</b>		<b>179</b>		<b>38</b>		<b>6</b>		<b>1057</b>	
<b>No. persons</b>	<b>493</b>		<b>39</b>		<b>111</b>		<b>21</b>		<b>5</b>		<b>669</b>	

23% of respondents think there should be no housing development in the Alcester area.

55% believe redundant buildings should be converted to housing.

36% believe small groups of less than 10 homes are acceptable.

19% believe single homes in controlled locations are acceptable.

13% believe expansion at the edge of the town is OK.

Only 10% believe groups of houses larger than 10 are acceptable and only 3% specified other acceptable development:

Other: 1 respondent mentioned developing Allimore Lane and 2 mentioned building one bedroom apartments.

Question 26 : In your view would it be appropriate at this stage to identify sites which might possibly be suitable for future housing needs?

Q26 Identify sites for housing?	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Yes	285	59.0%	26	60.5%	67	60.9%	14	73.7%	6	75.0%	398	60.0%
No	198	41.0%	17	39.5%	43	39.1%	5	26.3%	2	25.0%	265	40.0%
<b>No. responses</b>	<b>483</b>	<b>100.0%</b>	<b>43</b>	<b>100.0%</b>	<b>110</b>	<b>100.0%</b>	<b>19</b>	<b>100.0%</b>	<b>8</b>	<b>100.0%</b>	<b>663</b>	<b>100.0%</b>

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Question 27 : If yes, do you think any of the following are potentially suitable or not?

<b>Q27 suitable sites</b>		<b>Alcester (Incl Alcester Heath)</b>							
299 respondents		<b>Yes</b>		<b>No</b>		<b>Not Sure</b>		<b>All Responses</b>	
Kinwarton Farm House	104	61%	32	19%	34	20%	170	100%	
Allimore Lane	92	54%	53	31%	24	14%	169	100%	
St Nicholas Old Nursery	187	79%	36	15%	15	6%	238	100%	
Savilles Site	158	75%	31	15%	22	10%	211	100%	
Other	13	93%	1	7%	0	0%	14	100%	
		<b>Oversley</b>							
27 respondents		<b>Yes</b>		<b>No</b>		<b>Not Sure</b>		<b>All Responses</b>	
Kinwarton Farm House	6	46%	2	15%	5	38%	13	100%	
Allimore Lane	7	47%	5	33%	3	20%	15	100%	
St Nicholas Old Nursery	10	56%	2	11%	6	33%	18	100%	
Savilles Site	10	59%	3	18%	4	24%	17	100%	
Other	3	100%	0	0%	0	0%	3	100%	
		<b>Kinwarton</b>							
68 respondents		<b>Yes</b>		<b>No</b>		<b>Not Sure</b>		<b>All Responses</b>	
Kinwarton Farm House	16	48%	15	45%	2	6%	33	100%	
Allimore Lane	20	54%	10	27%	7	19%	37	100%	
St Nicholas Old Nursery	44	88%	5	10%	1	2%	50	100%	
Savilles Site	47	84%	4	7%	5	9%	56	100%	
Other	5	100%	0	0%	0	0%	5	100%	
		<b>Arrow</b>							
13 respondents		<b>Yes</b>		<b>No</b>		<b>Not Sure</b>		<b>All Responses</b>	
Kinwarton Farm House	4	80%	0	0%	1	20%	5	100%	
Allimore Lane	4	57%	2	29%	1	14%	7	100%	
St Nicholas Old Nursery	11	92%	0	0%	1	8%	12	100%	
Savilles Site	5	56%	1	11%	3	33%	9	100%	
Other	0		0		0		0		
		<b>Coughton</b>							
5 respondents		<b>Yes</b>		<b>No</b>		<b>Not Sure</b>		<b>All Responses</b>	
Kinwarton Farm House	2	100%	0	0%	0	0%	2	100%	
Allimore Lane	0		0		0		0		
St Nicholas Old Nursery	4	100%	0	0%	0	0%	4	100%	
Savilles Site	2	100%	0	0%	0	0%	2	100%	
Other	0		0		0		0		
		<b>ALL AREAS</b>							
412 respondents		<b>Yes</b>		<b>No</b>		<b>Not Sure</b>		<b>All Responses</b>	
Kinwarton Farm House	132	59%	49	22%	42	19%	223	100%	
Allimore Lane	123	54%	70	31%	35	15%	228	100%	
St Nicholas Old Nursery	256	80%	43	13%	23	7%	322	100%	
Savilles Site	222	75%	39	13%	34	12%	295	100%	
Other	21	95%	1	5%	0	0%	22	100%	

Other sites:

<b>Site</b>	<b>No. respondents</b>
Bridge End	6
Old Fire Station	5
Brooklyn site	3
Top of Eclipse Rd	3
Cold Comfort Lane	2
Western edge	1
White Lion site	1
Rear of Greig Hall	1
Birmingham Rd	1

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Question 28 : How user-friendly are the pavements in your area to people with disabilities, pushchairs or wheelchairs?

Q28 Pavements ...	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
Good	86	17.1%	6	13.6%	20	17.9%	5	26.3%	2	25.0%	119	17.4%
Reasonable	237	47.2%	19	43.2%	52	46.4%	11	57.9%	4	50.0%	323	47.2%
Poor	161	32.1%	19	43.2%	30	26.8%	2	10.5%	2	25.0%	214	31.2%
No opinion	18	3.6%	0	0.0%	10	8.9%	1	5.3%	0	0.0%	29	4.2%
<b>No. responses</b>	<b>502</b>	<b>100.0%</b>	<b>44</b>	<b>100.0%</b>	<b>112</b>	<b>100.0%</b>	<b>19</b>	<b>100.0%</b>	<b>8</b>	<b>100.0%</b>	<b>685</b>	<b>100.0%</b>

Question 29 : Do you have a health problem/disability which affects your day-to-day living?

Q29 Health/disability	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
Yes	88	17.2%	7	16.7%	18	16.2%	2	9.5%	1	11.1%	116	16.7%
No	424	82.8%	35	83.3%	93	83.8%	19	90.5%	8	88.9%	579	83.3%
<b>No. responses</b>	<b>512</b>	<b>100.0%</b>	<b>42</b>	<b>100.0%</b>	<b>111</b>	<b>100.0%</b>	<b>21</b>	<b>100.0%</b>	<b>9</b>	<b>100.0%</b>	<b>695</b>	<b>100.0%</b>

Question 30 : Do you have any difficulty in getting to the following?

Q30 Difficulty Accessing Services	Alcester (Incl Alcester Heath)							
	Often		Occasionally		Never		All Responses	
263 respondents								
Hospital	35	30%	60	52%	20	17%	115	100%
Doctor	73	38%	102	53%	16	8%	191	100%
Chemist	8	12%	20	29%	41	59%	69	100%
Chiropodist	12	24%	19	38%	19	38%	50	100%
Optician	11	18%	10	17%	39	65%	60	100%
Dentist	55	46%	36	30%	28	24%	119	100%
Other medical facility	9	35%	9	35%	8	31%	26	100%
<b>Oversley Green</b>								
31 respondents								
Hospital	5	26%	10	53%	4	21%	19	100%
Doctor	4	17%	12	50%	8	33%	24	100%
Chemist	2	17%	3	25%	7	58%	12	100%
Chiropodist	1	9%	3	27%	7	64%	11	100%
Optician	3	25%	2	17%	7	58%	12	100%
Dentist	5	33%	3	20%	7	47%	15	100%
Other medical facility	2	29%	2	29%	3	43%	7	100%
<b>Kinwarton</b>								
67 respondents								
Hospital	7	22%	22	69%	3	9%	32	100%
Doctor	14	33%	26	60%	3	7%	43	100%
Chemist	0	0%	7	54%	6	46%	13	100%
Chiropodist	6	67%	1	11%	2	22%	9	100%
Optician	1	11%	0	0%	8	89%	9	100%
Dentist	16	50%	12	38%	4	13%	32	100%
Other medical facility	2	25%	5	63%	1	13%	8	100%

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		Arrow							
12 respondents	Often		Occasionally		Never		All Responses		
Hospital	3	60%	2	40%	0	0%	5	100%	
Doctor	5	56%	3	33%	1	11%	9	100%	
Chemist	0	0%	0	0%	1	100%	1	100%	
Chiropodist	0	0%	0	0%	1	100%	1	100%	
Optician	0	0%	0	0%	1	100%	1	100%	
Dentist	2	50%	1	25%	1	25%	4	100%	
Other medical facility	0		0		0		0		
		Coughton							
6 respondents	Often		Occasionally		Never		All Responses		
Hospital	1	50%	1	50%	0	0%	2	100%	
Doctor	4	80%	1	20%	0	0%	5	100%	
Chemist	1	50%	1	50%	0	0%	2	100%	
Chiropodist	0		0		0		0		
Optician	1	100%	0	0%	0	0%	1	100%	
Dentist	2	67%	1	33%	0	0%	3	100%	
Other medical facility	0		0		0		0		
		ALL AREAS							
379 respondents	Often		Occasionally		Never		All Responses		
Hospital	51	29%	95	55%	27	16%	173	100%	
Doctor	100	37%	144	53%	28	10%	272	100%	
Chemist	11	11%	31	32%	55	57%	97	100%	
Chiropodist	19	27%	23	32%	29	41%	71	100%	
Optician	16	19%	12	14%	55	66%	83	100%	
Dentist	80	46%	53	31%	40	23%	173	100%	
Other medical facility	13	32%	16	39%	12	29%	41	100%	

Biggest access issues:

Doctors – 90% have problems accessing often or occasionally  
Hospitals – 84% have problems accessing often or occasionally  
Dentists – 77% have problems accessing often or occasionally  
6 respondents noted that there is no NHS dentist in Alcester.

Question 31 : If you have used any of the following services which cover the Alcester area during the last year, how do you rate the service?

Q31 Quality of Health Services	Alcester (Incl Alcester Heath)									
	Good		Reasonable		Poor		No Opinion		All Responses	
464 respondents										
Doctor	262	58%	143	32%	47	10%	0	0%	452	100%
District Nurse	65	69%	20	21%	4	4%	5	5%	94	100%
Health Visitor	24	52%	14	30%	3	7%	5	11%	46	100%
Home Help	10	29%	8	24%	7	21%	9	26%	34	100%
Ambulance	65	73%	14	16%	3	3%	7	8%	89	100%
Maternity care	10	33%	11	37%	2	7%	7	23%	30	100%
Chiropody	32	54%	10	17%	11	19%	6	10%	59	100%
Equipment loan	26	57%	8	17%	5	11%	7	15%	46	100%
Meals on Wheels	6	35%	2	12%	1	6%	8	47%	17	100%
Counselling	6	18%	6	18%	12	36%	9	27%	33	100%
Physiotherapy	31	39%	15	19%	27	34%	6	8%	79	100%

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<b>Oversley Green</b>										
39 respondents	<b>Good</b>		<b>Reasonable</b>		<b>Poor</b>		<b>No Opinion</b>		<b>All Responses</b>	
Doctor	23	61%	14	37%	1	3%	0	0%	38	100%
District Nurse	5	45%	3	27%	0	0%	3	27%	11	100%
Health Visitor	2	33%	1	17%	0	0%	3	50%	6	100%
Home Help	1	20%	1	20%	0	0%	3	60%	5	100%
Ambulance	8	73%	0	0%	0	0%	3	27%	11	100%
Maternity care	0	0%	0	0%	0	0%	3	100%	3	100%
Chiropody	5	50%	2	20%	0	0%	3	30%	10	100%
Equipment loan	1	25%	0	0%	0	0%	3	75%	4	100%
Meals on Wheels	0	0%	0	0%	0	0%	3	100%	3	100%
Counselling	0	0%	0	0%	1	25%	3	75%	4	100%
Physiotherapy	1	11%	2	22%	3	33%	3	33%	9	100%
<b>Kinwarton</b>										
107 respondents	<b>Good</b>		<b>Reasonable</b>		<b>Poor</b>		<b>No Opinion</b>		<b>All Responses</b>	
Doctor	72	69%	26	25%	7	7%	0	0%	105	100%
District Nurse	19	79%	5	21%	0	0%	0	0%	24	100%
Health Visitor	3	43%	3	43%	1	14%	0	0%	7	100%
Home Help	2	100%	0	0%	0	0%	0	0%	2	100%
Ambulance	15	83%	2	11%	1	6%	0	0%	18	100%
Maternity care	2	67%	1	33%	0	0%	0	0%	3	100%
Chiropody	8	62%	3	23%	2	15%	0	0%	13	100%
Equipment loan	4	80%	1	20%	0	0%	0	0%	5	100%
Meals on Wheels	2	100%	0	0%	0	0%	0	0%	2	100%
Counselling	2	40%	2	40%	1	20%	0	0%	5	100%
Physiotherapy	10	56%	6	33%	2	11%	0	0%	18	100%
<b>Arrow</b>										
21 respondents	<b>Good</b>		<b>Reasonable</b>		<b>Poor</b>		<b>No Opinion</b>		<b>All Responses</b>	
Doctor	10	48%	9	43%	2	10%	0	0%	21	100%
District Nurse	0	0%	2	100%	0	0%	0	0%	2	100%
Health Visitor	0		0		0		0		0	
Home Help	0		0		0		0		0	
Ambulance	4	80%	1	20%	0	0%	0	0%	5	100%
Maternity care	1	100%	0	0%	0	0%	0	0%	1	100%
Chiropody	1	100%	0	0%	0	0%	0	0%	1	100%
Equipment loan	0		0		0		0		0	
Meals on Wheels	0		0		0		0		0	
Counselling	0		0		0		0		0	
Physiotherapy	2	100%	0	0%	0	0%	0	0%	2	100%

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Coughton										
8 respondents	Good		Reasonable		Poor		No Opinion		All Responses	
Doctor	4	57%	1	14%	2	29%	0	0%	7	100%
District Nurse	2	67%	1	33%	0	0%	0	0%	3	100%
Health Visitor	1	50%	0	0%	0	0%	1	50%	2	100%
Home Help	0	0%	0	0%	0	0%	1	100%	1	100%
Ambulance	3	75%	0	0%	0	0%	1	25%	4	100%
Maternity care	0	0%	1	50%	0	0%	1	50%	2	100%
Chiropody	0	0%	0	0%	0	0%	1	100%	1	100%
Equipment loan	0	0%	0	0%	0	0%	1	100%	1	100%
Meals on Wheels	0	0%	0	0%	0	0%	1	100%	1	100%
Counselling	0	0%	0	0%	0	0%	1	100%	1	100%
Physiotherapy	0	0%	0	0%	0	0%	1	100%	1	100%
ALL AREAS										
639 respondents	Good		Reasonable		Poor		No Opinion		All Responses	
Doctor	371	60%	193	31%	59	9%	0	0%	623	100%
District Nurse	91	68%	31	23%	4	3%	8	6%	134	100%
Health Visitor	30	49%	18	30%	4	7%	9	15%	61	100%
Home Help	13	31%	9	21%	7	17%	13	31%	42	100%
Ambulance	95	75%	17	13%	4	3%	11	9%	127	100%
Maternity care	13	33%	13	33%	2	5%	11	28%	39	100%
Chiropody	46	55%	15	18%	13	15%	10	12%	84	100%
Equipment loan	31	55%	9	16%	5	9%	11	20%	56	100%
Meals on Wheels	8	35%	2	9%	1	4%	12	52%	23	100%
Counselling	8	19%	8	19%	14	33%	13	30%	43	100%
Physiotherapy	44	40%	23	21%	32	29%	10	9%	109	100%

ALL AREAS – Excluding 'No opinions'				
	Good	Reasonable	Good or Reasonable	Poor
Ambulance	82%	15%	97%	3%
District Nurse	72%	25%	97%	3%
Health Visitor	58%	35%	93%	8%
Maternity care	46%	46%	92%	7%
Meals on Wheels	73%	18%	91%	9%
Doctor	60%	31%	91%	9%
Equipment loan	69%	20%	89%	11%
Chiropody	62%	20%	82%	18%
Home Help	45%	31%	76%	24%
Physiotherapy	44%	23%	67%	32%
Counselling	27%	27%	54%	47%

Summarising results just for respondents who had an opinion, it can be seen that the highest satisfaction level is for the ambulance service: 82% rating them as good and 97% rating them as good or reasonable.

Most other services also rank highly on the satisfaction scale, except for Counselling Services (47% dissatisfaction) and Physiotherapy services (32% dissatisfaction).

*Appendices - Town Plan Questionnaire Analysis*

Question 32 : Which, if any, of the following crimes and anti-social behaviour concern you in the Alcester area because you have personally been affected by them in the past 18 months?

Q32 Crime & anti social behaviour	Alcester (incl Alcester)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Theft	39	11.1%	3	10.7%	12	16.9%	2	16.7%	1	20.0%	57	12.2%
Mugging	8	2.3%	1	3.6%	4	5.6%	0	0.0%	0	0.0%	13	2.8%
Vandalism	166	47.4%	10	35.7%	35	49.3%	4	33.3%	2	40.0%	217	46.6%
Drunkenness	176	50.3%	10	35.7%	24	33.8%	4	33.3%	2	40.0%	216	46.4%
Other	29	8.3%	1	3.6%	8	11.3%	2	16.7%	0	0.0%	40	8.6%
Not concerned	85	24.3%	9	32.1%	16	22.5%	3	25.0%	3	60.0%	116	24.9%
<b>No. repondents</b>	<b>350</b>		<b>28</b>		<b>71</b>		<b>12</b>		<b>5</b>		<b>466</b>	

Biggest worries are vandalism & drunkenness, with nearly half the respondents feeling concerned.

'Other' anti-social behaviour causing concern included fireworks (1 respondent), intimidating youths (14 respondents) and drug use (5 respondents).

Question 33 : Are there any areas in the Alcester area in which you feel unsafe?

Q33 Unsafe locations	Alcester (incl Alcester)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Yes	291	63%	19	53%	69	66%	11	65%	2	28.6%	392	62.4%
No	149	32%	14	39%	31	30%	6	35%	5	71.4%	205	32.6%
No opinion	24	5%	3	8%	4	4%	0	0%	0	0.0%	31	4.9%
<b>No. repondents</b>	<b>464</b>		<b>36</b>		<b>104</b>		<b>17</b>		<b>7</b>		<b>628</b>	

How does this break down by age?

Locations noted:

Location	No. respondents noting it
Hopkins Precinct	336
High St	81
Moorfield Park	25
Conway estate/ fields	23
General Park Areas	11
Tueries	11
Bulls Head Yard	5
Malt Mill Lane	4
Nature reserve	3
Greig Centre	2
Bleachfield St footpath/park	2
Bleachfield St – Swan Car park	2
Priory Rd bus stop	1
High School Bus Park	1
Evesham St	1
Public toilets	1
At weekends	9
Evenings/ night	99



*Appendices - Town Plan Questionnaire Analysis*

Question 34 : What do you think of the state of the following?

<b>Q34 State of roads etc</b>	<b>Alcester (Incl Alcester Heath)</b>									
512 respondents	<b>Good</b>		<b>Reasonable</b>		<b>Poor</b>		<b>No Opinion</b>		<b>All Responses</b>	
Roads	85	17%	284	57%	124	25%	1	0%	494	100%
Pavements	86	17%	277	55%	138	28%	0	0%	501	100%
Verges	69	15%	273	58%	121	26%	7	1%	470	100%
Street Lights	183	38%	246	51%	48	10%	3	1%	480	100%
Public toilets	123	28%	201	47%	74	17%	34	8%	432	100%
<b>Oversley Green</b>										
42 respondents	<b>Good</b>		<b>Reasonable</b>		<b>Poor</b>		<b>No Opinion</b>		<b>All Responses</b>	
Roads	8	20%	16	39%	17	41%	0	0%	41	100%
Pavements	8	19%	20	48%	14	33%	0	0%	42	100%
Verges	6	15%	21	51%	14	34%	0	0%	41	100%
Street Lights	17	44%	17	44%	5	13%	0	0%	39	100%
Public toilets	9	26%	18	53%	5	15%	2	6%	34	100%
<b>Kinwarton</b>										
115 respondents	<b>Good</b>		<b>Reasonable</b>		<b>Poor</b>		<b>No Opinion</b>		<b>All Responses</b>	
Roads	13	12%	78	70%	20	18%	0	0%	111	100%
Pavements	16	14%	67	59%	29	26%	1	1%	113	100%
Verges	19	18%	62	58%	23	22%	2	2%	106	100%
Street Lights	37	33%	60	54%	13	12%	1	1%	111	100%
Public toilets	24	24%	51	51%	14	14%	11	11%	100	100%
<b>Arrow</b>										
20 respondents	<b>Good</b>		<b>Reasonable</b>		<b>Poor</b>		<b>No Opinion</b>		<b>All Responses</b>	
Roads	2	10%	16	80%	2	10%	0	0%	20	100%
Pavements	4	20%	13	65%	3	15%	0	0%	20	100%
Verges	2	11%	13	68%	4	21%	0	0%	19	100%
Street Lights	7	37%	8	42%	3	16%	1	5%	19	100%
Public toilets	2	13%	10	63%	3	19%	1	6%	16	100%
<b>Coughton</b>										
8 respondents	<b>Good</b>		<b>Reasonable</b>		<b>Poor</b>		<b>No Opinion</b>		<b>All Responses</b>	
Roads	1	13%	6	75%	1	13%	0	0%	8	100%
Pavements	1	13%	5	63%	2	25%	0	0%	8	100%
Verges	1	13%	4	50%	3	38%	0	0%	8	100%
Street Lights	2	25%	3	38%	3	38%	0	0%	8	100%
Public toilets	2	40%	2	40%	0	0%	1	20%	5	100%
<b>ALL AREAS</b>										
697 respondents	<b>Good</b>		<b>Reasonable</b>		<b>Poor</b>		<b>No Opinion</b>		<b>All Responses</b>	
Roads	109	16%	400	59%	164	24%	1	0%	674	100%
Pavements	115	17%	382	56%	186	27%	1	0%	684	100%
Verges	97	15%	373	58%	165	26%	9	1%	644	100%
Street Lights	246	37%	334	51%	72	11%	5	1%	657	100%
Public toilets	160	27%	282	48%	96	16%	49	8%	587	100%

No particular areas of concern here. Following comments added:  
 Not enough public toilets/ need o be open longer → 4 / 2 respondents  
 Too many pot holes in roads → 4 respondents  
 Need more street lights → 7 respondents

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Question 35 : Would you use any of the following if they were available in the Alcester area?

Q35 Waste & Recycling	Alcester (incl Alcester)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
Bottle bank	277	68.9%	23	71.9%	63	68.5%	14	77.8%	6	85.7%	383	69.5%
Bulk rubbish tip	296	73.6%	25	78.1%	68	73.9%	14	77.8%	5	71.4%	408	74.0%
Garden waste skip	207	51.5%	13	40.6%	47	51.1%	8	44.4%	4	57.1%	279	50.6%
Newspaper bank	223	55.5%	16	50.0%	64	69.6%	10	55.6%	4	57.1%	317	57.5%
Clothing bank	234	58.2%	19	59.4%	58	63.0%	10	55.6%	5	71.4%	326	59.2%
Can bank	229	57.0%	15	46.9%	52	56.5%	9	50.0%	4	57.1%	309	56.1%
<b>No. repondents</b>	<b>402</b>		<b>32</b>		<b>92</b>		<b>18</b>		<b>7</b>		<b>551</b>	

17 respondents added that they would like plastic recycling facilities

Question 36 : If you usually shop in Alcester is it because?

Q36 Shopping in Alcester	Alcester (incl Alcester)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
Good value	143	27.6%	14	33.3%	28	24.8%	10	47.6%	1	12.5%	196	27.9%
Support local shops	393	75.9%	37	88.1%	84	74.3%	18	85.7%	7	87.5%	539	76.8%
Social contact	191	36.9%	13	31.0%	43	38.1%	9	42.9%	1	12.5%	257	36.6%
Saves time	235	45.4%	26	61.9%	59	52.2%	11	52.4%	3	37.5%	334	47.6%
Saves transport	227	43.8%	18	42.9%	50	44.2%	12	57.1%	2	25.0%	309	44.0%
No transport to shop	53	10.2%	4	9.5%	6	5.3%	0	0.0%	0	0.0%	63	9.0%
Last minute' items	276	53.3%	21	50.0%	69	61.1%	10	47.6%	2	25.0%	378	53.8%
Other	2	0.4%	0	0.0%	2	1.8%	0	0.0%	0	0.0%	4	0.6%
<b>No. repondents</b>	<b>518</b>		<b>42</b>		<b>113</b>		<b>21</b>		<b>8</b>		<b>702</b>	

Question 37 : What are your views on local social facilities for the following groups?

Q37 Social Facilities	Alcester (Incl Alcester Heath)									
	Good		Reasonable		Poor		No Opinion		All Responses	
428 respondents										
Children up to 16	50	16%	110	36%	137	44%	12	4%	309	100%
Young people 17-25	17	6%	71	24%	196	66%	15	5%	299	100%
People 26-60	55	17%	201	63%	49	15%	14	4%	319	100%
People over 60	107	31%	167	49%	44	13%	25	7%	343	100%
Oversley Green										
34 respondents										
Children up to 16	2	12%	7	41%	7	41%	1	6%	17	100%
Young people 17-25	1	7%	6	43%	6	43%	1	7%	14	100%
People 26-60	6	24%	13	52%	4	16%	2	8%	25	100%
People over 60	6	23%	15	58%	4	15%	1	4%	26	100%

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Kinwarton										
100 respondents	Good		Reasonable		Poor		No Opinion		All Responses	
Children up to 16	7	10%	27	38%	37	51%	1	1%	72	100%
Young people 17-25	1	1%	20	28%	47	65%	4	6%	72	100%
People 26-60	14	18%	49	61%	15	19%	2	3%	80	100%
People over 60	27	36%	31	41%	14	18%	4	5%	76	100%
Arrow										
18 respondents	Good		Reasonable		Poor		No Opinion		All Responses	
Children up to 16	3	25%	4	33%	5	42%	0	0%	12	100%
Young people 17-25	1	8%	4	33%	7	58%	0	0%	12	100%
People 26-60	2	18%	8	73%	1	9%	0	0%	11	100%
People over 60	2	20%	6	60%	1	10%	1	10%	10	100%
Coughton										
7 respondents	Good		Reasonable		Poor		No Opinion		All Responses	
Children up to 16	1	20%	2	40%	2	40%	0	0%	5	100%
Young people 17-25	0	0%	0	0%	4	100%	0	0%	4	100%
People 26-60	2	50%	1	25%	1	25%	0	0%	4	100%
People over 60	2	33%	1	17%	2	33%	1	17%	6	100%
ALL AREAS										
587 respondents	Good		Reasonable		Poor		No Opinion		All Responses	
Children up to 16	63	15%	150	36%	188	45%	14	3%	415	100%
Young people 17-25	20	5%	101	25%	260	65%	20	5%	401	100%
People 26-60	79	18%	272	62%	70	16%	18	4%	439	100%
People over 60	144	31%	220	48%	65	14%	32	7%	461	100%

Areas of concern: 65% of respondents thought facilities for 17-25 age group are poor  
45% felt facilities for children up to 16 are poor.

Analysis by age might be interesting.

Question 38 : In relation to educational facilities, does Alcester Parish need any of the following?

Q38 Educational facilities	Alcester (incl Alcester)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
Nursery school	23	8.3%	0	0.0%	1	1.6%	0	0.0%	0	0.0%	24	6.5%
Playgroups	22	7.9%	0	0.0%	3	4.8%	1	9.1%	0	0.0%	26	7.0%
Childminders	22	7.9%	1	6.3%	3	4.8%	1	9.1%	0	0.0%	27	7.3%
Full day care	19	6.8%	0	0.0%	0	0.0%	1	9.1%	0	0.0%	20	5.4%
After school clubs	135	48.6%	5	31.3%	27	42.9%	5	45.5%	2	66.7%	174	46.9%
Holiday play scheme	107	38.5%	5	31.3%	23	36.5%	4	36.4%	1	33.3%	140	37.7%
Adult education	182	65.5%	13	81.3%	39	61.9%	8	72.7%	2	66.7%	244	65.8%
Other	1	0.4%	1	6.3%	1	1.6%	0	0.0%	0	0.0%	3	0.8%
<b>No. respondents</b>	<b>278</b>		<b>16</b>		<b>63</b>		<b>11</b>		<b>3</b>		<b>371</b>	

Particular issues: 66% want more adult education; 47% want after school clubs and 38% want holiday play schemes.

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Question 39 : What is most important to you about the Alcester area ?

Q39 Most important	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
Schools/ education	110	22.9%	3	7.7%	23	20.4%	4	19.0%	3	33.3%	143	21.6%
Access to job	37	7.7%	0	0.0%	3	2.7%	3	14.3%	1	11.1%	44	6.6%
Community	161	33.5%	13	33.3%	44	38.9%	9	42.9%	1	11.1%	228	34.4%
Environment	135	28.1%	17	43.6%	34	30.1%	5	23.8%	2	22.2%	193	29.1%
Situation	15	3.1%	2	5.1%	3	2.7%	0	0.0%	1	11.1%	21	3.2%
Other	0	0.0%	0	0.0%	1	0.9%	0	0.0%	0	0.0%	1	0.2%
Not Sure	23	4.8%	4	10.3%	5	4.4%	0	0.0%	1	11.1%	33	5.0%
<b>No. repondents</b>	<b>481</b>	<b>100%</b>	<b>39</b>	<b>100%</b>	<b>113</b>	<b>100%</b>	<b>21</b>	<b>100%</b>	<b>9</b>	<b>100%</b>	<b>663</b>	<b>100%</b>

Top 3 factors: Community; Environment & Schools/ education

Question 40 : Do you think that the traffic problems in the Alcester area are related to any of the following?

Q40 Traffic problems	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
Congestion	221	50.5%	11	31.4%	50	49.5%	9	50.0%	4	57.1%	295	49.2%
Lack of parking	212	48.4%	13	37.1%	41	40.6%	8	44.4%	3	42.9%	277	46.2%
Lorry traffic	126	28.8%	11	31.4%	35	34.7%	5	27.8%	4	57.1%	181	30.2%
Pedestrian/vehicle co	103	23.5%	7	20.0%	28	27.7%	6	33.3%	0	0.0%	144	24.0%
Traffic speed	108	24.7%	7	20.0%	15	14.9%	5	27.8%	2	28.6%	137	22.9%
Need wider footpaths	23	5.3%	2	5.7%	4	4.0%	0	0.0%	0	0.0%	29	4.8%
Need pedestrianisatio	44	10.0%	0	0.0%	10	9.9%	3	16.7%	0	0.0%	57	9.5%
Need traffic reqs	32	7.3%	2	5.7%	5	5.0%	2	11.1%	0	0.0%	41	6.8%
Need public transport	40	9.1%	3	8.6%	11	10.9%	0	0.0%	0	0.0%	54	9.0%
Need 'park & ride'	4	0.9%	0	0.0%	2	2.0%	1	5.6%	0	0.0%	7	1.2%
No problems	12	2.7%	2	5.7%	2	2.0%	0	0.0%	1	14.3%	17	2.8%
<b>No. repondents</b>	<b>438</b>		<b>35</b>		<b>101</b>		<b>18</b>		<b>7</b>		<b>599</b>	

The following specific traffic problems were noted:

Issue	No. Respondents
High St crossings	13
High St pedestrianisation	6
Flashing speed awareness signs	6
Parking/Cycling on pavements	6/ 3
Speed bumps	4
Parking on double yellow lines in High St	3
Lorry parking & traffic	2
More public transport	2
Parking at top end of Station Rd	1
Stop parking on Priory Rd	1
Stop parking on Henley St	1
Traffic calming in St Faiths Rd	1

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Question 41 : In relation to local footpaths and bridleways, can you answer the following questions?

<b>Q41 Footpaths</b>		<b>Alcester (Incl Alcester Heath)</b>							
		<b>Yes</b>		<b>No</b>		<b>No Opinion</b>		<b>All Responses</b>	
447 respondents									
Know where paths are	334	76%	104	24%	4	1%	442	100%	
Use w/o difficulty	252	76%	55	17%	24	7%	331	100%	
Well signposted	195	59%	108	32%	30	9%	333	100%	
Help maintain them?	71	26%	183	67%	20	7%	274	100%	
		<b>Oversley Green</b>							
39 respondents		<b>Yes</b>		<b>No</b>		<b>No Opinion</b>		<b>All Responses</b>	
Know where paths are	34	92%	3	8%	0	0%	37	100%	
Use w/o difficulty	25	76%	8	24%	0	0%	33	100%	
Well signposted	19	63%	9	30%	2	7%	30	100%	
Help maintain them?	4	14%	22	79%	2	7%	28	100%	
		<b>Kinwarton</b>							
106 respondents		<b>Yes</b>		<b>No</b>		<b>No Opinion</b>		<b>All Responses</b>	
Know where paths are	84	79%	21	20%	1	1%	106	100%	
Use w/o difficulty	67	81%	11	13%	5	6%	83	100%	
Well signposted	46	57%	26	32%	9	11%	81	100%	
Help maintain them?	17	24%	45	64%	8	11%	70	100%	
		<b>Arrow</b>							
20 respondents		<b>Yes</b>		<b>No</b>		<b>No Opinion</b>		<b>All Responses</b>	
Know where paths are	16	80%	3	15%	1	5%	20	100%	
Use w/o difficulty	11	65%	5	29%	1	6%	17	100%	
Well signposted	6	40%	7	47%	2	13%	15	100%	
Help maintain them?	7	50%	6	43%	1	7%	14	100%	
		<b>Coughton</b>							
7 respondents		<b>Yes</b>		<b>No</b>		<b>No Opinion</b>		<b>All Responses</b>	
Know where paths are	5	71%	2	29%	0	0%	7	100%	
Use w/o difficulty	5	100%	0	0%	0	0%	5	100%	
Well signposted	4	67%	1	17%	1	17%	6	100%	
Help maintain them?	1	25%	2	50%	1	25%	4	100%	
		<b>ALL AREAS</b>							
619 responses		<b>Yes</b>		<b>No</b>		<b>No Opinion</b>		<b>All Responses</b>	
Know where paths are	473	77%	133	22%	6	1%	612	100%	
Use w/o difficulty	360	77%	79	17%	30	6%	469	100%	
Well signposted	270	58%	151	32%	44	9%	465	100%	
Help maintain them?	100	26%	258	66%	32	8%	390	100%	

1 respondent noted that the footpath near Greig Hall is dangerous and 8 respondents noted that footpaths had become badly overgrown. 3 respondents said there should be more dog and litter bins.

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Question 42 : What are your views on the standard of the following services in the Alcester Area?

Q42 Standard of following 'Good'	Alcester (incl Alcester Heath)		Oversley Green		Kinwarton		Arrow		Coughton		ALL AREAS	
Fire service	276	90.5%	19	67.9%	52	82.5%	7	70.0%	6	100.0%	360	87.4%
Police service	115	37.7%	8	28.6%	15	23.8%	2	20.0%	6	100.0%	146	35.4%
Ambulance (emergency)	180	59.0%	15	53.6%	32	50.8%	5	50.0%	3	50.0%	235	57.0%
Hospital transport	55	18.0%	6	21.4%	18	28.6%	1	10.0%	0	0.0%	80	19.4%
<b>No. repondents</b>	<b>305</b>		<b>28</b>		<b>63</b>		<b>10</b>		<b>6</b>		<b>412</b>	

NB.. this question had responses 1=good, 2=reasonable, 3=poor, 4=no opinion. BUT a software error prevented 2-4 being entered. We assume the results are for '1s' but we did provide a spreadsheet for Q42 responses to be entered in to. If this is available, it would provide a better analysis.

7 respondents noted that the police station is not open 24 hours a day and that there is insufficient police presence in the town.

Question 43 : Which of the following would most improve Alcester ?

Q43 Improvements	Alcester (Incl Alcester Heath)									
	Great		Reasonable		Limited		Least		All Responses	
447 respondents										
Leisure centre	51	26%	30	15%	37	19%	79	40%	197	100%
Arts centre	33	16%	47	23%	59	29%	65	32%	204	100%
Children's play area	48	22%	94	44%	42	19%	32	15%	216	100%
Better security	201	63%	85	27%	23	7%	10	3%	319	100%
Flowers/shrubs/tidy	61	25%	99	40%	55	22%	33	13%	248	100%
Street entertainment	16	8%	34	17%	30	15%	115	59%	195	100%
More seating	74	28%	90	34%	50	19%	51	19%	265	100%
Other	117	94%	4	3%	1	1%	2	2%	124	100%
	Oversley Green									
37 respondents										
Leisure centre	5	19%	3	12%	4	15%	14	54%	26	100%
Arts centre	3	14%	7	33%	6	29%	5	24%	21	100%
Children's play area	2	9%	13	59%	5	23%	2	9%	22	100%
Better security	11	37%	12	40%	6	20%	1	3%	30	100%
Flowers/shrubs/tidy	10	33%	7	23%	8	27%	5	17%	30	100%
Street entertainment	2	6%	8	26%	6	19%	15	48%	31	100%
More seating	8	25%	14	44%	6	19%	4	13%	32	100%
Other	10	100%	0	0%	0	0%	0	0%	10	100%
	Kinwarton									
109 respondents										
Leisure centre	12	21%	7	12%	22	38%	17	29%	58	100%
Arts centre	4	7%	17	29%	22	37%	16	27%	59	100%
Children's play area	15	23%	24	36%	17	26%	10	15%	66	100%
Better security	53	65%	21	26%	6	7%	2	2%	82	100%
Flowers/shrubs/tidy	13	17%	36	48%	18	24%	8	11%	75	100%
Street entertainment	3	5%	9	15%	15	25%	32	54%	59	100%
More seating	12	16%	31	42%	18	25%	12	16%	73	100%
Other	30	94%	2	6%	0	0%	0	0%	32	100%

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Arrow										
20 respondents	Great		Reasonable		Limited		Least		All Responses	
Leisure centre	4	40%	1	10%	4	40%	1	10%	10	100%
Arts centre	2	20%	3	30%	2	20%	3	30%	10	100%
Children's play area	4	31%	4	31%	4	31%	1	8%	13	100%
Better security	10	67%	2	13%	2	13%	1	7%	15	100%
Flowers/shrubs/tidy	4	40%	3	30%	2	20%	1	10%	10	100%
Street entertainment	0	0%	1	10%	4	40%	5	50%	10	100%
More seating	1	9%	4	36%	3	27%	3	27%	11	100%
Other	5	100%	0	0%	0	0%	0	0%	5	100%
Coughton										
5 respondents	Great		Reasonable		Limited		Least		All Responses	
Leisure centre	0	0%	3	100%	0	0%	0	0%	3	100%
Arts centre	1	33%	2	67%	0	0%	0	0%	3	100%
Children's play area	2	50%	2	50%	0	0%	0	0%	4	100%
Better security	1	33%	1	33%	1	33%	0	0%	3	100%
Flowers/shrubs/tidy	2	67%	0	0%	1	33%	0	0%	3	100%
Street entertainment	0	0%	1	33%	1	33%	1	33%	3	100%
More seating	1	33%	1	33%	1	33%	0	0%	3	100%
Other	1	100%	0	0%	0	0%	0	0%	1	100%
ALL AREAS										
618 respondents	Great		Reasonable		Limited		Least		All Responses	
Other	163	95%	6	3%	1	1%	2	1%	172	100%
Better security	276	61%	121	27%	38	8%	14	3%	449	100%
Flowers/shrubs/tidy	90	25%	145	40%	84	23%	47	13%	366	100%
More seating	96	25%	140	36%	78	20%	70	18%	384	100%
Leisure centre	72	24%	44	15%	67	23%	111	38%	294	100%
Children's play area	71	22%	137	43%	68	21%	45	14%	321	100%
Arts centre	43	14%	76	26%	89	30%	89	30%	297	100%
Street entertainment	21	7%	53	18%	56	19%	168	56%	298	100%

Other improvements:

Improvement	No. Respondents
Swimming Pool	97
Litter removal	17
More road sweeping/ grass cutting	10
Youth Club/ activities	9
Cinema	7
Cycling track	7
Ban on sandwich boards/ goods on pavements	7
Facilities for teenagers	7
Better drains & address flooding	6
More parking spaces	3
Stop High St/ Town Hall parking	3
Exercise for working people	2
Dropped Kerbs	2
Improved play areas	2
High St Coffee Shop	1
New Health Centre	1



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Buddying for elderly	1
Ban fly posting	1
Sports Club	1
Skate Board Area	1
Brooklyn Garage	1
Stratford Rd	1
Better traffic light system – B’ham Rd	1
Cul-de-sac sign on Station Rd	1

Question 44 : Do you think the amount of information available about what's going on in the Alcester area is?

Q44 Information	ALL AREAS									
	Good		Reasonable		Poor		No Opinion		All Responses	
Alcester	195	39%	254	51%	42	9%	3	1%	494	100%
Oversley	15	38%	22	56%	2	5%	0	0%	39	100%
Kinwarton	38	34%	58	52%	13	12%	3	3%	112	100%
Arrow	10	53%	8	42%	1	5%	0	0%	19	100%
Coughton	4	50%	4	50%	0	0%	0	0%	8	100%
<b>All Areas</b>	<b>262</b>	<b>39%</b>	<b>346</b>	<b>51%</b>	<b>58</b>	<b>9%</b>	<b>6</b>	<b>1%</b>	<b>672</b>	<b>100%</b>

4 respondents mentioned the need for a public noticeboard in the town centre and one mentioned the possibility of a town website.

### Analysis of Responses by Age

Q9 – Is your household / individual unable to move to suitable accommodation because:

This is a household level question – the system will not let you cross-tab a household q to a personal q – age category (q13) is a personal q.

Q21 – If you use the bus, what do you use it for and how often?  
1=Often, 2=Occasionally, 3=Never

	School			All
	Often	Occ	Never	
11-15	0	0	0	0
16-17	0	0	0	0
18-24	1	0	0	1
25-44	1	0	1	2
45-59	0	0	2	2
60-64	0	0	2	2
65-74	0	0	1	1
75-84	0	0	3	3
85+	0	1	0	1
	<b>2</b>	<b>1</b>	<b>9</b>	<b>12</b>

	Work			All
	Often	Occ	Never	
11-15	0	0	0	0
16-17	0	0	0	0
18-24	0	0	0	0
25-44	5	5	0	10
45-59	1	6	2	9
60-64	0	1	2	3
65-74	0	1	1	2
75-84	0	0	3	3
85+	0	1	0	1
	<b>6</b>	<b>14</b>	<b>8</b>	<b>28</b>

Out of 28 answering this q, 20 (71%) use bus often or occasionally to go to work. More prevalent in younger workers, but due to small no. responding, this is not too meaningful.

	Shopping				% Often/Occasional
	Often	Occ	Never	All	
11-15	0	0	0	0	
16-17	0	0	0	0	
18-24	0	1	0	1	
25-44	1	22	1	24	92%
45-59	0	23	2	25	92%
60-64	5	18	0	23	78%
65-74	4	34	1	39	87%
75-84	8	35	3	46	76%
85+	4	9	0	13	69%
	<b>22</b>	<b>142</b>	<b>7</b>	<b>171</b>	<b>83%</b>

Would appear the older the respondent the less likely they are to use the bus to go shopping.

Medical Visits					
	Often	Occ	Never	All	Off/ Occ
11-15	0	0	0	0	
16-17	0	0	0	0	
18-24	0	0	0	0	
25-44	1	2	2	5	60%
45-59	0	1	2	3	33%
60-64	0	0	2	2	0%
65-74	1	3	1	5	80%
75-84	1	6	3	10	70%
85+	0	2	0	2	100%
	<b>3</b>	<b>14</b>	<b>10</b>	<b>27</b>	<b>63%</b>

Would appear that elderly more likely to use the bus for medical visits, but sample size too small to be clear.

Social/Leisure					
	Often	Occ	Never	All	Off/ Occ
11-15	0	0	0	0	
16-17	0	0	0	0	
18-24	0	1	0	1	100%
25-44	1	20	1	22	95%
45-59	1	18	2	21	90%
60-64	1	7	0	8	100%
65-74	6	22	1	29	97%
75-84	8	19	3	30	90%
85+	2	2	0	4	100%
	<b>19</b>	<b>89</b>	<b>7</b>	<b>115</b>	<b>94%</b>

Use of bus for social/ leisure high in all age groups, except sample size too small to be significant in some age groups.

Other					
	Often	Occ	Never	All	Off/ Occ
11-15	0	0	0	0	
16-17	0	0	0	0	
18-24	0	0	0	0	
25-44	0	2	1	3	67%
45-59	0	3	2	5	60%
60-64	0	1	0	1	100%
65-74	1	6	1	8	88%
75-84	1	1	2	4	50%
85+	0	2	0	2	100%
	<b>2</b>	<b>15</b>	<b>6</b>	<b>23</b>	<b>74%</b>

Small samples – no clear age conclusions.

Q22: Is Speeding Traffic a Problem in Alcester?					
	Yes	No	No opinion	All	% Yes
11-15	0	0	0	0	
16-17	0	0	0	0	
18-24	3	1	0	4	small sample
25-44	54	69	4	127	43%
45-59	84	98	6	188	45%
60-64	58	36	0	94	62%
65-74	89	44	6	139	64%
75-84	70	28	6	104	67%
85+	16	5	0	21	76%
	<b>374</b>	<b>281</b>	<b>22</b>	<b>677</b>	<b>55%</b>

Views on speeding increase with age.

Q24: Is there a need for more types of the following accommodation in the Alcester area?																				
	Private Rented		LA/ HA		Owned		Shared		Sheltered		Adapted		Restricted		Low Cost		Other		None	
11-15	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
16-17	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
18-24	1	2%	2	1%	0	0%	1	1%	0	0%	0	0%	0	0%	3	2%	0	0%	0	0%
25-44	18	30%	24	15%	17	24%	24	32%	3	4%	2	7%	37	23%	46	23%	0	0%	33	21%
45-59	16	26%	43	27%	27	38%	18	24%	18	25%	7	26%	55	34%	60	30%	2	29%	42	27%
60-64	8	13%	20	13%	8	11%	15	20%	6	8%	6	22%	23	14%	26	13%	2	29%	20	13%
65-74	7	11%	35	22%	15	21%	13	18%	20	28%	9	33%	23	14%	33	17%	3	43%	33	21%
75-84	7	11%	31	19%	4	6%	3	4%	20	28%	3	11%	20	12%	25	13%	0	0%	23	15%
85+	4	7%	4	3%	0	0%	0	0%	4	6%	0	0%	6	4%	4	2%	0	0%	5	3%
	<b>61</b>		<b>159</b>		<b>71</b>		<b>74</b>		<b>71</b>		<b>27</b>		<b>164</b>		<b>197</b>		<b>7</b>		<b>156</b>	
	10%		26%		12%		12%		12%		4%		27%		33%		1%		26%	
Total persons responding:																			<b>601</b>	

Younger people want: more rentals, owned, shared ownership, restricted (to locals) and low cost housing.

Older people want: more sheltered, adapted, other.

26% of all respondents want no additional housing – no clear age pattern to these.

Q28: How user-friendly are the pavements in your area for the disabled, pushchairs or wheelchairs?						
	Good	Reasonable	Poor	No opinion	All	% Poor
11-15	0	0	0	0	0	
16-17	0	0	0	0	0	
18-24	1	2	1	0	4	small sample
25-44	35	60	23	6	124	19%
45-59	33	88	45	12	178	25%
60-64	13	52	23	2	90	26%
65-74	21	58	59	5	143	41%
75-84	11	47	49	4	111	44%
85+	4	10	10	0	24	42%
	<b>118</b>	<b>317</b>	<b>210</b>	<b>29</b>	<b>674</b>	<b>31%</b>

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**Q29: Do you have a health problem/ disability which affects your daily living?**

	Yes	No	All	% Yes
11-15	0	0	0	
16-17	0	0	0	
18-24	0	4	4	small sample
25-44	6	122	128	5%
45-59	20	168	188	11%
60-64	12	81	93	13%
65-74	28	111	139	20%
75-84	36	74	110	33%
85+	10	13	23	43%
	<b>112</b>	<b>573</b>	<b>685</b>	<b>16%</b>

Q30: Do you have any difficulty in getting the following?  
1=Often, 2=Occasionally, 3=Never

Hospital					
	Often	Occ	Never	All	Off/ Occ
11-15	0	0	0	0	
16-17	0	0	0	0	
18-24	0	0	0	0	
25-44	8	12	6	26	77%
45-59	11	23	8	42	81%
60-64	4	14	0	18	100%
65-74	20	17	8	45	82%
75-84	7	22	5	34	85%
85+	1	4	0	5	100%
	<b>51</b>	<b>92</b>	<b>27</b>	<b>170</b>	<b>84%</b>

Doctor					
	Often	Occ	Never	All	Off/ Occ
11-15	0	0	0	0	
16-17	0	0	0	0	
18-24	0	2	0	2	
25-44	25	35	3	63	95%
45-59	35	43	5	83	94%
60-64	9	16	6	31	81%
65-74	17	23	7	47	85%
75-84	12	20	7	39	82%
85+	2	3	0	5	100%
	<b>100</b>	<b>142</b>	<b>28</b>	<b>270</b>	<b>90%</b>

Chemist					
	Often	Occ	Never	All	Off/ Occ
11-15	0	0	0	0	
16-17	0	0	0	0	
18-24	0	1	0	1	
25-44	0	8	8	16	50%
45-59	2	11	13	26	50%
60-64	0	0	9	9	0%
65-74	3	5	14	22	36%
75-84	6	5	11	22	50%
85+	0	1	0	1	100%
	<b>11</b>	<b>31</b>	<b>55</b>	<b>97</b>	<b>43%</b>

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<b>Chiroprapist</b>					
	<b>Often</b>	<b>Occ</b>	<b>Never</b>	<b>All</b>	<b>Of/ Occ</b>
11-15	0	0	0	<b>0</b>	
16-17	0	0	0	<b>0</b>	
18-24	0	0	0	<b>0</b>	
25-44	1	1	3	<b>5</b>	<b>40%</b>
45-59	3	7	8	<b>18</b>	<b>56%</b>
60-64	2	2	2	<b>6</b>	<b>67%</b>
65-74	8	4	8	<b>20</b>	<b>60%</b>
75-84	4	7	8	<b>19</b>	<b>58%</b>
85+	1	2	0	<b>3</b>	<b>100%</b>
	<b>19</b>	<b>23</b>	<b>29</b>	<b>71</b>	<b>59%</b>

<b>Optician</b>					
	<b>Often</b>	<b>Occ</b>	<b>Never</b>	<b>All</b>	<b>Of/ Occ</b>
11-15	0	0	0	<b>0</b>	
16-17	0	0	0	<b>0</b>	
18-24	1	0	0	<b>1</b>	
25-44	0	1	8	<b>9</b>	<b>11%</b>
45-59	4	3	13	<b>20</b>	<b>35%</b>
60-64	1	1	9	<b>11</b>	<b>18%</b>
65-74	4	3	13	<b>20</b>	<b>35%</b>
75-84	6	2	12	<b>20</b>	<b>40%</b>
85+	0	2	0	<b>2</b>	<b>100%</b>
	<b>16</b>	<b>12</b>	<b>55</b>	<b>83</b>	<b>34%</b>

<b>Dentist</b>					
	<b>Often</b>	<b>Occ</b>	<b>Never</b>	<b>All</b>	<b>Of/ Occ</b>
11-15	0	0	0	<b>0</b>	
16-17	0	0	0	<b>0</b>	
18-24	0	2	0	<b>2</b>	
25-44	19	10	3	<b>32</b>	<b>91%</b>
45-59	19	17	9	<b>45</b>	<b>80%</b>
60-64	11	7	9	<b>27</b>	<b>67%</b>
65-74	19	8	7	<b>34</b>	<b>79%</b>
75-84	11	6	12	<b>29</b>	<b>59%</b>
85+	1	3	0	<b>4</b>	<b>100%</b>
	<b>80</b>	<b>53</b>	<b>40</b>	<b>173</b>	<b>77%</b>

<b>Other Medical</b>					
	<b>Often</b>	<b>Occ</b>	<b>Never</b>	<b>All</b>	<b>Of/ Occ</b>
11-15	0	0	0	<b>0</b>	
16-17	0	0	0	<b>0</b>	
18-24	1	0	0	<b>1</b>	
25-44	3	2	2	<b>7</b>	<b>71%</b>
45-59	4	5	1	<b>10</b>	<b>90%</b>
60-64	0	2	1	<b>3</b>	<b>67%</b>
65-74	3	5	5	<b>13</b>	<b>62%</b>
75-84	2	2	3	<b>7</b>	<b>57%</b>
85+	0	0	0	<b>0</b>	
	<b>13</b>	<b>16</b>	<b>12</b>	<b>41</b>	<b>71%</b>

Appendices - Town Plan Questionnaire Analysis

Q31: If you have used any of the following services which cover the Alcester area during the last year, how do you rate the service?  
1=Good; 2=Reasonable; 3=Poor; 4=No Opinion

	Doctor						District Nurse					
	Good	Reas.	Poor	No Opin.	All	Good/ Reas	Good	Reas.	Poor	No Opin.	All	Good / Reas
11-15	0	0	0	0	0		0	0	0	0	0	
16-17	0	0	0	0	0		0	0	0	0	0	
18-24	1	2	0	0	3		0	1	0	0	1	
25-44	55	44	17	0	116	85%	18	7	1	2	28	89%
45-59	84	62	22	0	168	87%	16	5	2	3	26	81%
60-64	56	23	7	0	86	92%	11	7	0	0	18	100%
65-74	81	36	7	0	124	94%	21	5	1	2	29	90%
75-84	75	18	4	0	97	96%	18	5	0	1	24	96%
85+	12	6	1	0	19	95%	5	0	0	0	5	100%
	<b>364</b>	<b>191</b>	<b>58</b>	<b>0</b>	<b>613</b>	<b>91%</b>	<b>89</b>	<b>30</b>	<b>4</b>	<b>8</b>	<b>131</b>	<b>91%</b>
	Health Visitor						Home Help					
	Good	Reas.	Poor	No Opin	All	Good/ Reas	Good	Reas.	Poor	No Opin	All	Good/ Reas
11-15	0	0	0	0	0		0	0	0	0	0	
16-17	0	0	0	0	0		0	0	0	0	0	
18-24	1	0	0	0	1		0	0	0	0	0	
25-44	21	11	3	0	35	91%	1	1	0	3	5	40%
45-59	1	2	1	3	7	43%	1	2	3	3	9	33%
60-64	1	2	0	1	4	75%	3	2	1	2	8	63%
65-74	3	1	0	2	6	67%	1	2	1	2	6	50%
75-84	2	2	0	3	7	57%	3	2	1	3	9	56%
85+	1	0	0	0	1	100%	4	0	1	0	5	80%
	<b>30</b>	<b>18</b>	<b>4</b>	<b>9</b>	<b>61</b>	<b>79%</b>	<b>13</b>	<b>9</b>	<b>7</b>	<b>13</b>	<b>42</b>	<b>52%</b>
	Ambulance						Maternity Care					
	Good	Reas.	Poor	No Opin	All	Good/ Reas	Good	Reas.	Poor	No Opin.	All	Good/ Reas
11-15	0	0	0	0	0		0	0	0	0	0	
16-17	0	0	0	0	0		0	0	0	0	0	
18-24	1	1	0	0	2		1	0	0	0	1	
25-44	7	2	0	3	12	75%	10	9	0	1	20	95%
45-59	24	4	2	3	33	85%	0	1	1	3	5	20%
60-64	10	3	0	2	15	87%	0	1	0	2	3	33%
65-74	20	1	2	2	25	84%	1	1	0	2	4	50%
75-84	24	6	0	1	31	97%	0	1	0	3	4	25%
85+	7	0	0	0	7	100%	1	0	0	0	1	100%
	<b>93</b>	<b>17</b>	<b>4</b>	<b>11</b>	<b>125</b>	<b>88%</b>	<b>13</b>	<b>13</b>	<b>1</b>	<b>11</b>	<b>38</b>	<b>68%</b>



Appendices - Town Plan Questionnaire Analysis

	Chiropody						Loan of Medical Equipment					
	Good	Reas.	Poor	No Opin.	All	Good/ Reas	Good	Reas.	Poor	No Opin.	All	Good/ Reas
11-15	0	0	0	0	0		0	0	0	0	0	
16-17	0	0	0	0	0		0	0	0	0	0	
18-24	0	0	0	0	0		0	0	0	0	0	
25-44	4	1	1	3	9	56%	0	1	2	3	6	17%
45-59	8	4	2	2	16	75%	8	2	2	3	15	67%
60-64	3	2	0	2	7	71%	3	3	1	1	8	75%
65-74	8	4	5	2	19	63%	8	1	0	2	11	82%
75-84	16	4	5	1	26	77%	9	2	0	2	13	85%
85+	6	0	0	0	6	100%	3	0	0	0	3	100%
	<b>45</b>	<b>15</b>	<b>13</b>	<b>10</b>	<b>83</b>	<b>72%</b>	<b>31</b>	<b>9</b>	<b>5</b>	<b>11</b>	<b>56</b>	<b>71%</b>

	Meals on Wheels						Counselling services					
	Good	Reas.	Poor	No Opin.	All	Good/ Reas	Good	Reas.	Poor	No Opin.	All	Good/ Reas
11-15	0	0	0	0	0		0	0	0	0	0	
16-17	0	0	0	0	0		0	0	0	0	0	
18-24	0	0	0	0	0		0	0	2	0	2	
25-44	0	0	0	2	2	0%	2	3	1	3	9	56%
45-59	1	0	1	3	5	20%	4	1	7	3	15	33%
60-64	3	1	0	2	6	67%	0	2	1	2	5	40%
65-74	1	0	0	2	3	33%	0	1	3	2	6	17%
75-84	2	1	0	3	6	50%	1	1	0	3	5	40%
85+	1	0	0	0	1	100%	0	0	0	0	0	
	<b>8</b>	<b>2</b>	<b>1</b>	<b>12</b>	<b>23</b>	<b>43%</b>	<b>7</b>	<b>8</b>	<b>14</b>	<b>13</b>	<b>42</b>	<b>36%</b>

	Physiotherapy Services					
	Good	Reas.	Poor	No Opin.	All	Good/ Reas
11-15	0	0	0	0	0	
16-17	0	0	0	0	0	
18-24	0	1	1	0	2	
25-44	10	2	5	3	20	60%
45-59	15	6	7	1	29	72%
60-64	3	4	6	1	14	50%
65-74	7	6	7	2	22	59%
75-84	7	4	5	3	19	58%
85+	1	0	1	0	2	50%
	<b>43</b>	<b>23</b>	<b>32</b>	<b>10</b>	<b>108</b>	<b>61%</b>

Appendices - Town Plan Questionnaire Analysis

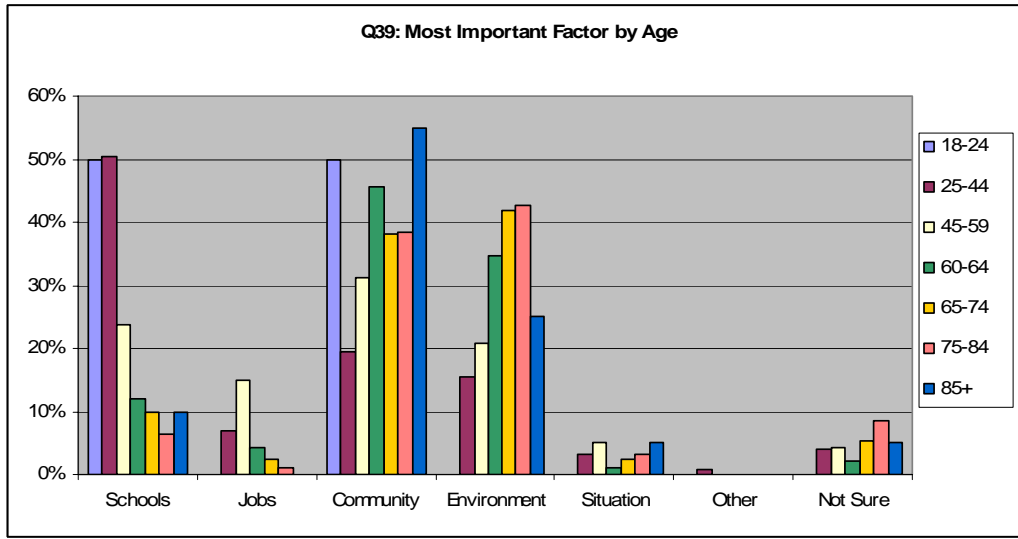
Q32: Which if any, of the following crimes and antisocial behaviour concern you in the Alcester area because you have personally been affected in the past eighteen months?

Q32: Have you been affected by....												
	Theft		Mugging		Vandalism		Drunkenness		Other		Not Concerned	
11-15	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
16-17	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
18-24	0	0%	1	8%	2	1%	1	0%	0	0%	0	0%
25-44	16	28%	3	23%	33	16%	52	24%	7	18%	22	19%
45-59	15	26%	6	46%	66	31%	63	30%	13	33%	26	23%
60-64	3	5%	0	0%	33	16%	28	13%	5	13%	12	10%
65-74	10	18%	2	15%	49	23%	48	23%	10	26%	26	23%
75-84	12	21%	1	8%	27	13%	19	9%	4	10%	28	24%
85+	1	2%	0	0%	2	1%	2	1%	0	0%	1	1%
	<b>57</b>	<b>100%</b>	<b>13</b>	<b>100%</b>	<b>212</b>	<b>100%</b>	<b>213</b>	<b>100%</b>	<b>39</b>	<b>100%</b>	<b>115</b>	<b>100%</b>
	12%		3%		45%		46%		8%		25%	
Total persons responding:											<b>466</b>	

Q37: What are your views on local social facilities for the following groups?  
1=good; 2=reasonable; 3=poor; 4=no opinion

	Up to 16						17 to 25					
	Good	Reas.	Poor	No Opin.	All	Good/ Reas	Good	Reas.	Poor	No Opin.	All	Good/ Reas
11-15	0	0	0	0	0	0	0	0	0	0	0	0
16-17	0	0	0	0	0	0	0	0	0	0	0	0
18-24	0	1	2	0	3		0	1	3	0	4	
25-44	15	33	54	2	104	46%	3	26	61	4	94	31%
45-59	13	52	65	2	132	49%	2	29	92	3	126	25%
60-64	5	21	28	3	57	46%	2	18	37	2	59	34%
65-74	16	31	24	4	75	63%	7	18	42	7	74	34%
75-84	10	9	12	2	33	58%	4	7	17	4	32	34%
85+	3	2	1	1	7	71%	2	2	3	0	7	57%
	<b>62</b>	<b>149</b>	<b>186</b>	<b>14</b>	<b>411</b>	<b>51%</b>	<b>20</b>	<b>101</b>	<b>255</b>	<b>20</b>	<b>396</b>	<b>31%</b>
	26 to 60						Over 60					
	Good	Reas.	Poor	No Opin.	All	Good/ Reas	Good	Reas.	Poor	No Opin.	All	Good/ Reas
11-15	0	0	0	0	0	0	0	0	0	0	0	0
16-17	0	0	0	0	0	0	0	0	0	0	0	0
18-24	0	1	2	0	3		0	0	1	1	2	
25-44	13	65	21	1	100	78%	22	38	5	13	78	77%
45-59	32	89	22	4	147	82%	41	48	8	9	106	84%
60-64	10	49	9	0	68	87%	25	35	9	1	70	86%
65-74	19	38	9	9	75	76%	28	57	24	2	111	77%
75-84	3	21	6	4	34	71%	20	32	14	6	72	72%
85+	2	6	0	0	8	100%	7	6	2	0	15	87%
	<b>79</b>	<b>269</b>	<b>69</b>	<b>18</b>	<b>435</b>	<b>80%</b>	<b>143</b>	<b>216</b>	<b>63</b>	<b>32</b>	<b>454</b>	<b>79%</b>

Q39: Which of the following is of the most importance to you?



Q43: Which of the following would most improve Alcester?  
1=greatest; 2=reasonable; 3=limited; 4=least

	Leisure Centre					Grts/ Reas	Arts Centre					Grts/ Reas
	Grts	Reas.	Lmtd	Least	All		Grts	Reas.	Lmtd	Least	All	
11-15	0	0	0	0	0		0	0	0	0	0	
16-17	0	0	0	0	0		0	0	0	0	0	
18-24	1	0	2	1	4		0	1	0	2	3	
25-44	17	12	12	25	66	44%	10	15	23	17	65	38%
45-59	22	16	27	34	99	38%	15	27	26	36	104	40%
60-64	7	6	14	14	41	32%	6	12	15	12	45	40%
65-74	11	7	11	21	50	36%	6	14	20	12	52	38%
75-84	10	3	1	14	28	46%	6	6	4	10	26	46%
85+	2	0	0	2	4	50%	0	1	1	0	2	50%
	<b>70</b>	<b>44</b>	<b>67</b>	<b>111</b>	<b>292</b>	<b>39%</b>	<b>43</b>	<b>76</b>	<b>89</b>	<b>89</b>	<b>297</b>	<b>40%</b>
	24%	15%	23%	38%	100%		14%	26%	30%	30%	100%	

Does not appear to be much age differential – possibly core working ages (25-65) less interested in leisure facilities than young & retired; retired more interested in Arts Centre than other age groups.

Appendices - Town Plan Questionnaire Analysis

	Children's Play area						Better Security					
	Grstst	Reas.	Lmtd	Least	All	Grstst/Reas	Grstst	Reas.	Lmtd	Least	All	Grstst/Reas
11-15	0	0	0	0	0		0	0	0	0	0	
16-17	0	0	0	0	0		0	0	0	0	0	
18-24	1	0	1	0	2		2	2	0	0	4	
25-44	25	35	13	6	79	76%	50	23	10	1	84	87%
45-59	15	42	26	18	101	56%	74	39	11	6	130	87%
60-64	8	19	12	7	46	59%	37	18	5	2	62	89%
65-74	11	27	10	9	57	67%	60	24	7	3	94	89%
75-84	10	12	6	4	32	69%	37	12	4	1	54	91%
85+	0	2	0	1	3	67%	11	2	1	1	15	87%
	<b>70</b>	<b>137</b>	<b>68</b>	<b>45</b>	<b>320</b>	<b>65%</b>	<b>271</b>	<b>120</b>	<b>38</b>	<b>14</b>	<b>443</b>	<b>88%</b>
	22%	43%	21%	14%	100%		61%	27%	9%	3%	100%	

25-44s who show the most interest in play areas – presumably parents of young children.

Age does not appear to be a determinant in views on better security.

	More flowers etc..						Street entertainment					
	Grstst	Reas.	Lmtd	Least	All	Grstst/Reas	Grstst	Reas.	Lmtd	Least	All	Grstst/Reas
11-15	0	0	0	0	0		0	0	0	0	0	
16-17	0	0	0	0	0		0	0	0	0	0	
18-24	0	0	2	0	2		0	0	2	2	4	
25-44	13	33	20	6	72	64%	6	10	17	34	67	24%
45-59	18	46	31	18	113	57%	7	19	18	51	95	27%
60-64	14	19	8	8	49	67%	2	10	8	23	43	28%
65-74	26	25	17	10	78	65%	2	8	8	37	55	18%
75-84	13	16	4	4	37	78%	3	5	3	17	28	29%
85+	4	4	2	1	11	73%	1	0	0	4	5	20%
	<b>88</b>	<b>143</b>	<b>84</b>	<b>47</b>	<b>362</b>	<b>64%</b>	<b>21</b>	<b>52</b>	<b>56</b>	<b>168</b>	<b>297</b>	<b>25%</b>
	24%	40%	23%	13%	100%		7%	18%	19%	57%	100%	

More flowers/shrubs, tidier shop fronts generally increases in importance with age. Street entertainment does not appear to be thought a great improvement by any age group, particularly the 65-74s and 85+ groups.

	More seating						Other					
	Grstst	Reas.	Lmtd	Least	All	Grstst/Reas	Grstst	Reas.	Lmtd	Least	All	Grstst/Reas
11-15	0	0	0	0	0		0	0	0	0	0	
16-17	0	0	0	0	0		0	0	0	0	0	
18-24	0	2	0	1	3		1	0	0	0	1	
25-44	6	21	14	22	63	43%	38	1	0	0	39	100%
45-59	20	38	30	23	111	52%	49	2	1	0	52	98%
60-64	12	20	12	8	52	62%	25	2	0	1	28	96%
65-74	21	33	13	12	79	68%	37	0	0	0	37	100%
75-84	29	22	7	2	60	85%	11	1	0	1	13	92%
85+	6	3	1	1	11	82%	1	0	0	0	1	100%
	<b>94</b>	<b>139</b>	<b>77</b>	<b>69</b>	<b>379</b>	<b>61%</b>	<b>162</b>	<b>6</b>	<b>1</b>	<b>2</b>	<b>171</b>	<b>98%</b>
	25%	37%	20%	18%	100%		95%	4%	1%	1%	100%	

The importance of seating is strongly related to age.

## A2. Alcester Town Plan Business Survey

28 Businesses in total returned surveys.

<b>2. Type of business</b>	No.	%
Agriculture / horticulture	0	0%
Food processing	0	0%
Retail	4	14%
Construction	5	18%
Finance / business services	4	14%
Manufacturing	6	21%
Transport	0	0%
Distribution	3	11%
Tourism	1	4%
Other Services	5	18%
	<b>28</b>	<b>100%</b>
SIC code if known ?	1	

### Other Services

Garage service & repairs  
Hairdresser  
Renting Industrial property  
2 not specified

The known SIC code: **Roba Metals Ltd, 3710**

<b>3. Is the firm ?</b>	No.	%
Locally owned	24	86%
UK owned	2	7%
EU company	2	7%
Non-EU company	0	0%
	<b>28</b>	<b>100%</b>

### 4. When was the firm established?

24 of the 28 businesses answered this question. Average business age was 19.2 years, with year of establishment ranging from 1944 to 2005.

<b>5. Can you estimate broadly what proportion of your sales are :</b>				
	No.	Ave %	Min	Max
To customers in the Alcester area	27	23.37%	0%	100%
To customers in the Warwickshire area	27	18.85%	0%	100%
To customers in the West Midlands	27	14.26%	0%	100%
To customers elsewhere in the UK	27	32.07%	0%	100%
To customers elsewhere in the EU	27	9.07%	0%	70%
To customer outside of the EU	27	2.37%	0%	33%
	<b>27</b>	<b>100%</b>		

<b>6. Location of Business</b>		
	<b>No.</b>	<b>%</b>
Alcester town centre	6	21%
Arden Industrial Estate	17	61%
Coughton (Turner) Industrial Estate	4	14%
Minerva Mills	0	0%
Other (Please specify)	1	4%
	<b>28</b>	<b>100%</b>

Other: Hopkins Precinct

<b>7. How many people do you employ</b>		
	<b>No.</b>	<b>%</b>
0	0	0%
1-3	5	18%
4-10	12	43%
11-25	5	18%
26-50	4	14%
50-100	2	7%
100+	0	0%
	<b>28</b>	<b>100%</b>

Using midpoints and assuming 100+ employees to be 100 exact, this gives an average of 17.4 employees per business across the sample of 28.

**8 What percentage of your workforce would you estimate live locally (ie within a 5 mile radius)**

27 of the 28 businesses answered this question. On average 50.44% of their workforces lived within 5 miles.

<b>9. Over the past 12 months has your workforce :</b>		
	<b>No.</b>	<b>%</b>
Increased	14	50%
Decreased	3	11%
Remained the same	11	39%
	<b>28</b>	<b>100%</b>

<b>10. Over the next 12 months do you anticipate your workforce will:</b>		
	<b>No.</b>	<b>%</b>
Increase	17	61%
Decrease	1	4%
Remain the same	10	36%
	<b>28</b>	<b>100%</b>

<b>11. If you had a problem filling vacancies over the last 12 months, was it because</b>		
	<b>No.</b>	<b>%</b>
	1	8%
Lack of applicants with required qualifications / skills	8	67%
Lack of applicants with required experience	7	58%
Lack of suitable candidates / basic ability	9	75%
Unsociable hours	0	0%
Transport	1	8%
Other	0	0%
<b>No. of businesses responding to this question:</b>	<b>12</b>	

*Appendices - Town Plan Questionnaire Analysis*

<b>12. How do you advertise your job vacancies</b>	<b>No.</b>	<b>%</b>
Job Centre	7	28%
Word of mouth	12	48%
Local press	15	60%
County press	2	8%
National press	1	4%
Other	7	28%
<b>No. of businesses responding to this question:</b>	<b>25</b>	

**Other**

Agency

Depends what for: w/hse staff - use agency & take on permanent if OK. For office staff tend to use recruitment agencies. Have doubled in size recently.

employment agencies

Health Service Journal

School/college leavers

Shop Window

Website & recruitment companies

<b>13. Over the next 10 years are you likely to enlarge your premises?</b>	<b>No.</b>	<b>%</b>
Yes	12	46%
No	14	54%
	<b>26</b>	<b>100%</b>

<b>14. If no, do you wish to relocate to another site?</b>	<b>No.</b>
In Alcester	5
Within Stratford Upon Avon District?	0
Elsewhere ?	0

<b>15. What are the major constraints on the expansion of your business?</b>	<b>No.</b>	<b>%</b>
Finance	6	24%
Premises	11	44%
Finding clients	5	20%
Marketing	1	4%
Planning	2	8%
Labour Supply	4	16%
Parking	2	8%
Crime / security	1	4%
Other (please specify).	5	20%
<b>No. of businesses responding to this question:</b>	<b>25</b>	

**Other (please specify).**

Don't wish to expand

Our premises are indeed limited: not having the A435 bypass also does not help. However, the single largest constraint is finding highly skilled traders

Size of market

The Government!

There is a shortage of land for expanding the existing industrial areas



**ALCESTER TOWN COUNCIL  
ACTION PLAN  
2008 - 2012**

**Appendix A3**

**Abbreviations used**

SDC	Stratford on Avon District Council
WCC	Warwickshire County Council
ATC	Alcester Town Council
ACPT	Alcester Community Police Team
PCT	Primary Care Trust
PACT	Partners and Communities Together

(In the light of the recent flooding a further survey may be necessary, particularly with Town Centre businesses and residences)

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Page No.	Issue	Action	Partners	Urgency	Timescale	Review Frequency
	<b>ESSENTIAL SERVICES</b>					
	<b>Police</b>					
4	Police Station should be open 24 hours a day	Raise with Police to provide a better communication facility using PACT facility	ATC/ACPT/PACT	Medium	Already in progress	12 months
4	Insufficient Police presence in the town	Raise with Police/PACT to improve confidence and continue to support Neighbour Watch	ATC/ACPT/PACT	Medium	Already in progress	6 months
4	Anti-social behaviour	Improve Police presence and surveillance facility	ATC/ACPT/PACT	High	Already in progress	3 months
4	Transport provision to hospitals not good	Raise with PCT/Volunteer Groups	ATC/SDC/ CVS Volunteer Groups Ref Community Hospital review	Medium	Already in progress	6 months
4	Flooding and drainage problems	Problems already identified need to be addressed. Refer to SDC Drainage Forum and Community Resilience	ATC/WCC/SDC/ Environment Agency /Severn Trent Water	High	Already in progress	3 months
	<b>Waste and Recycling</b>					
4	Insufficient recycling facilities in the town	Identify possible sites and press SDC for collection	ATC/SDC (review new collections)		Already in progress	6 months
	<b>Health and Welfare</b>					
5	Problems with access to doctors	Raise with local doctors (New Community Hospital review)	ATC/Doctors/PCT	Medium	Already in progress	6 months
5	Problems with access to hospitals	Raise with PCT (New Community Hospital Review)	ATC/PCT			6 months

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	<b>Education</b>					
5	Adult education should be improved	Establish what is needed and raise with WCC – Set up local community Steering Group	ATC/WCC/SDC	<b>Long</b>	<b>5 years</b>	<b>12 months</b>
5	After school clubs and holiday play schemes should be improved	Raise with WCC and providers. Contact Vision for Alcester re. SDC new play strategy	ATC/SDC/WCC/ Providers	<b>Medium to Long</b>	<b>2 years</b>	<b>6 months</b>
	<b>Community</b>					
7	Facilities for 17-25 age group poor	Raise with 'Vision for Alcester' and with providers (Urgent youth club provision needed) - MATG	ATC/Vision for Alcester/SDC/WCC	<b>High</b>	<b>1 year</b>	<b>6 months</b>
7	Facilities for up to 16 age group poor	Raise with 'Vision for Alcester' and raise with providers - MATG	ATC/Vision for Alcester/SDC/WCC	<b>Medium</b>	<b>1-2 years</b>	<b>6 months</b>
8	Poor state of pavements	Raise with WCC	WCC	<b>High</b>	<b>Already in progress</b>	<b>3 months</b>
8	Problems with speeding traffic	Raise with WCC/Police /PACT	WCC/Police	<b>High</b>	<b>Already in progress</b>	<b>3 months</b>
8	Requirement for more sheltered and adapted housing	Raise with SDC/WCC Especially Local Development Framework	SDC/WCC/SWHA	<b>Medium to Long</b>	<b>1 year</b>	<b>6 months</b>
	<b>Community Life</b>					
9	Request for more flowers and planting in public areas	Raise with SDC and Alcester in Bloom	ATC/SDC/Alcester in Bloom	<b>Long</b>	<b>2 years</b>	<b>12 months</b>
9	Lacking a swimming pool	Raise with Local Schools, and SDC (who have no policy to supply one)	SDC	<b>Long</b>	<b>2 years</b>	<b>12 months</b>
	<b>Housing</b>					
11	Need for low-cost and rented accommodation (see environment section)	Discuss with providers. Contact SDC to discuss housing needs (Local Development Framework)	SDC/Housing Association/ Providers	<b>Long</b>	<b>2 years</b>	<b>6 months</b>

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<b>Page No.</b>	<b>Issue</b>	<b>Action</b>	<b>Partners</b>	<b>Urgency</b>	<b>Timescale</b>	<b>Review Frequency</b>
	<b>Community Safety</b>					
11	Certain areas in the town are considered unsafe	See 4 – Essential Services		<b>High</b>	<b>Already in progress</b>	<b>3 months</b>
	<b>ECONOMY</b>					
	<b>Employers</b>					
13	Problems with finding suitable employees (lacking skills/experience/abilities)	Identify issues and raise with local employers and Chamber of Trade – SDC Vision for Alcester	ATC/local employers /Chamber of Trade	<b>Medium</b>	<b>1 year</b>	<b>6 months</b>
13	Problems with enlarging premises or relocating in Alcester due to lack of available sites	Contact employers and raise with SDC (Planning Department – Local Development Framework)	ATC/Employers/ SDC	<b>Long</b>	<b>2 years</b>	<b>12 months</b>
13	Make Alcester more attractive to visitors and tourists	ATC to consider options. Raise with SDC (Vision for Alcester)/Better Welcome	ATC/SDC/Tourist Board	<b>Long</b>	<b>2 years</b>	<b>12 months</b>
	<b>PARKING, TRAFFIC AND FOOTPATHS</b>					
	<b>Parking</b>					
14	Lack of parking in the town	Continue discussions on providing additional parking facilities and residents parking schemes – Better Welcome/ SDC Vision for Alcester	ATC/SDC	<b>Long</b>	<b>2 years</b>	<b>12 months</b>
	<b>Traffic</b>					
14	Parking/vehicle/pedestrian conflicts	Discuss with WCC – set up local steering group to identify problem areas	ATC/SDC/WCC	<b>Medium</b>	<b>6 – 12 months</b>	<b>6 months</b>
14	Speeding/more speed control measures	Discuss with WCC/Police/PACT	ATC/WCC/Police/ PACT	<b>Medium to Long</b>	<b>1 year</b>	<b>6 months</b>

