

# The 2015 Alcester Neighbourhood Development Plan Household Questionnaire Results



## Neighbourhood Plan

Following the Community engagement events last year the Town Council would now like to know whether residents think the issues identified so far are the right ones, and what people think about the proposed aims and vision for the town. We would also like to find out some further details about specific issues, such as the town centre, new development, the environment, and community facilities in Alcester. This information will be used to prepare policies and proposals which Stratford-on-Avon District Council will use to make planning decisions in Alcester, after the Neighbourhood Plan has been successful in the referendum.

## This Questionnaire

Completed questionnaires were returned by Friday 27<sup>th</sup> March.

## Your Key Issues

30. From what local people said when consulted on the Neighbourhood Plan we have produced the following list of the key issues which Alcester faces:

- a) The retail offer and services in Alcester town centre should be improved and diversified.
- b) Parking facilities in the town centre are insufficient at peak times.
- c) There is a need to provide more affordable housing for local people in Alcester.
- d) There is a need for more family homes for local people in Alcester.
- e) New housing development must be accompanied by corresponding improvements to infrastructure
- f) New development must not increase the risk of flooding.
- g) Medical services in the town should be improved.
- h) Community facilities in the town should be improved.
- i) Primary school facilities need to be improved.
- j) Open space facilities should be improved.
- k) Provision should be made for employment growth.
- l) There is a need to protect the town's green belt and landscape setting.
- m) Alcester's built heritage is a valuable asset that should be preserved and promoted.

Do you agree that these are the main issues which need to be addressed in the town?

36.5% Strongly agree    51.1% Agree    9.6% Neither    2.5% Disagree    0.2% Strongly disagree

Where strongly agree was given a score of 1 and the others were also given a score to Strongly Disagree being 5, the average score was 1.79

If there are any other issues that the Neighbourhood Plan should deal with, please say what they are. If you disagree with any of the above, please say which one(s).

60.6% of respondents answered this question, of those responses the answers were categorised as:

Traffic/safety	Leisure	Disability	Appearance	Police	Litter/dog fouling
60.6%	9.1%	3.8%	5.9%	3.2%	3.8%

## Our Proposed Aims of the Neighbourhood Plan

31. From the above issues the following proposed aims were produced for the Neighbourhood Plan. Do you agree that these should be the main aims for the Neighbourhood Plan?

### Town Centre

SA1: To improve and diversify the range of shopping and other services offered in Alcester Town Centre in order to increase its attractiveness to the local community and to visitors.

SA2: To improve the provision and effectiveness of ancillary facilities required to support the town centre, including car parking and visitor facilities.

34.7% Strongly agree    53.6% Agree    7.2% Neither    4.1% Disagree    0.4% Strongly disagree

Where strongly agree was given a score of 1 and the others were also given a score to Strongly Disagree being 5, the average score was **1.82**

### New development

SA3: To accommodate new housing to satisfy strategic local policy and to meet local housing need, including sufficient affordable housing and family housing.

SA4: To accommodate new employment development to satisfy strategic local policy and provide an extended range of employment opportunities for local people.

SA5: To ensure that all significant new developments make an appropriate contribution towards the necessary improvements to local infrastructure, such as highways, education, green space, community and other necessary facilities.

33.1% Strongly agree    51.7% Agree    9.3% Neither    4.1% Disagree    1.9% Strongly disagree

Where strongly agree was given a score of 1 and the others were also given a score to Strongly Disagree being 5, the average score was **1.90**

### Environment

SA6: To ensure that new development achieves high quality design, and complements and respects the local historic built environment wherever appropriate.

SA7: To preserve and enhance the local historic built environment as a significant cultural and educational resource and an important visitor attraction.

SA8: To ensure that the landscape setting of the town and its valuable local green space is protected and enhanced.

SA9: To mitigate the risk of flooding by incorporating appropriate measures within new developments.

51.3% Strongly agree    43.7% Agree    4.2% Neither    0.2% Disagree    0.6% Strongly disagree

Where strongly agree was given a score of 1 and the others were also given a score to Strongly Disagree being 5, the average score was **1.55**

### Community and recreational facilities

SA10: To improve the quality and range of community facilities in Alcester.

SA11: To improve the quality and range of indoor and outdoor recreational facilities in Alcester.

39.0% Strongly agree    50.0% Agree    8.9% Neither    1.7% Disagree    0.4% Strongly disagree

Where strongly agree was given a score of 1 and the others were also given a score to Strongly Disagree being 5, the average score was **1.74**



If there are any other aims that the Neighbourhood Plan should have, please say what they are. Please say if you disagree with any of the above.

24.81% of respondents answered this question, of those responses the answers were categorised as:

Wildlife	Litter-free	Traffic in town	All ages/abilities	Brown field first
2.04%	2.04%	11.22%	5.10%	2.04%

## Our Proposed Vision for Alcester

32. The following proposed Vision has been prepared for Alcester:

***In 2031 Alcester will be an attractive, thriving town with a valued historic character located in a beautiful rural setting and offering a wide range of high quality housing, good local employment opportunities and excellent community and recreational facilities.***

Do you agree that this should be the vision of the Neighbourhood Plan?

45.7% Strongly agree 47.4% Agree 4.4% Neither 2.3% Disagree 0.2% Strongly disagree

Where strongly agree was given a score of 1 and the others were also given a score to Strongly Disagree being 5, the average score was 1.64

If there is anything else that you think the Vision should include please say what it is

18.80% of respondents answered this question, of those responses the answers were categorised as:

Visible police	Green spaces/belt	Quality shops	Accessibility	Rural setting	Tourism	Business	Young housing	Community
2.56%	10.26%	8.97%	12.82%	5.13%	8.97%	3.85%	2.56%	11.54%

## Our Town Centre

33. Alcester has a historic town centre which provides shops and services not only for the local community but also for visitors and tourists. It is important for the future of Alcester that the town centre continues to be attractive, lively and viable.

a) Do you agree that it is important that the businesses and services in the town centre continue to thrive and should be supported in the Neighbourhood Plan?

56.0% Strongly agree 42.1% Agree 1.4% Neither 0.4% Disagree 0.0% Strongly disagree

Where strongly agree was given a score of 1 and the others were also given a score to Strongly Disagree being 5, the average score was 1.46

b) If you think that the town centre lacks any facilities, businesses or services, please say which ones

30.6% of respondents answered this question, however due to the overlap in questions, the answers to this question were analysed with 34.b

c) Do you think the town centre car parking is satisfactory?

6.5% Strongly agree 50.3% Agree 18.0% Neither 20.2% Disagree 5.0% Strongly disagree

Where strongly agree was given a score of 1 and the others were also given a score to Strongly Disagree being 5, the average score was 2.67

If you disagree, what do you think could be done to improve provision?

27.6% of respondents answered this question, of those responses the answers were categorised as:

More car parking	Same parking	Less carparking	Event parking	Coach park	Park & ride	Pedestrian use	Free	Limited parking
55.1%	12.5%	0.74%	16.2%	2.21%	5.88%	6.62%	16.9%	3.68%

## Our New Development

34. Stratford-on-Avon District Council are producing a new Local Plan which proposes a housing allocation of 350 new dwellings for Alcester on land north of Allimore Lane and 11 hectares of employment land at Arden Industrial Estate. Over the plan period (to 2031) there will no doubt be other development in the town as well. It will be important to ensure that as far as possible this development meets local housing and employment needs, and the town can accommodate the proposed level of growth.

a) Do you agree that new housing development in Alcester should include provision for affordable homes and family homes to satisfy local needs?

32.9% Strongly agree 46.9% Agree 8.7% Neither 7.4% Disagree 4.0% Strongly disagree

Where strongly agree was given a score of 1 and the others were also given a score to Strongly Disagree being 5, the average score was 2.03

b) Do you agree that Alcester has sufficient employment opportunities for local people?

2.9% Strongly agree 17.4% Agree 35.0% Neither 36.7% Disagree 8.0% Strongly disagree

Where strongly agree was given a score of 1 and the others were also given a score to Strongly Disagree being 5, the average score was 3.30

What sort of businesses or other employment are missing from the town at present?

27.4% of respondents answered this question, however due to the overlap in questions, the answers to this question were analysed with 33.b, of those responses the answers were categorised as:

banks	butcher	baker	grocery	newsagents	electrical	shoe repair	ladies clothes	baby clothes/tovs	no charity	no cafe/fast food	no hair/beauty
9.63%	15.56%	26.67%	1.48%	1.48%	3.70%	2.96%	18.52%	11.11%	15.56%	8.15%	1.48%

swimming	cinema	clear/accessible	buses	tourist	safety	restaurant	laundrette	bookshop	health food
9.63%	5.19%	1.48%	5.19%	9.63%	3.70%	5.93%	1.48%	2.22%	0.74%

young employment	engineering	manufacturing	IT services	professional services	start-ups	variety of shops/retail	cheaper supermarket
8.15%	7.41%	11.85%	7.41%	6.67%	2.22%	7.41%	10.37%

c) New development increases demand for and use of local services, such as highways, education and communities facilities, and so should make a contribution towards improving or extending them. Please state which local facilities and services you think would be put under pressure from new development in Alcester.

65.9% of respondents answered this question, of those responses the answers were categorised as:

environment	schools	primary	secondary	nursery	health	Doctors	Nursing	other health services	dentist	Traffic
0.62%	64.92%	4.62%	1.23%	1.85%	24.92%	39.38%	1.23%	2.15%	3.69%	11.38%

roads	footpaths	parking provision	public transport	services	water/sewage	flood water	police/fire etc.	com facilities	leis facilities	supermarket/shops
17.23%	2.15%	19.08%	4.31%	5.54%	6.77%	4.00%	8.92%	5.23%	5.23%	4.92%

## Our Environment

35. The local environment make a vitally important contribution to the quality of life for people living in Alcester. It is also a major attraction for visitors and tourists, and as a result makes a significant contribution to the local economy. The Neighbourhood Plan can play an important part in ensuring that new development adds to the overall quality of the town and does not detract from it, that the historic environment is preserved, that local green space is protected, and that flood risk is mitigated.

a) Do you agree that the quality of design for new development in for Alcester is important?

49.2% Strongly agree 42.5% Agree 5.9% Neither 1.7% Disagree 0.8% Strongly disagree

Where strongly agree was given a score of 1 and the others were also given a score to Strongly Disagree being 5, the average score was 1.63

b) Do you agree that the historic environment is important for Alcester?

59.6% Strongly agree 35.8% Agree 4.2% Neither 0.2% Disagree 0.2% Strongly disagree

Where strongly agree was given a score of 1 and the others were also given a score to Strongly Disagree being 5, the average score was 1.46

c) Do you agree that Alcester's green belt and landscape setting are important?

68.3% Strongly agree 28.0% Agree 2.7% Neither 0.8% Disagree 0.2% Strongly disagree

Where strongly agree was given a score of 1 and the others were also given a score to Strongly Disagree being 5, the average score was 1.37

d) In your view, what are the most important green spaces and natural places in and around Alcester?

69.5% of respondents answered this question, of those responses the answers were categorised as:

Jubilee park	Moorfields park	Bleachfield park	Collins way park	Hopkins	Old rec	Westbury park	Oversley wood	Football site
49.56%	26.24%	15.74%	13.70%	15.16%	27.99%	12.54%	31.49%	2.04%

Cold comfort wood	Green oversley	Kings coughton green	Allimore lane green	Kinwarton green	All green	River walks	Nature reserve	Railway
9.91%	23.62%	7.58%	8.75%	11.95%	17.20%	27.11%	25.66%	5.25%



e) In the past Alcester has experienced flooding. In your experience, which parts of the parish of Alcester are most prone to flooding?

83.43% of respondents answered this question, of those responses the answers were categorised as:

Aware of flooding	No flooding	Stratford road	high street	swan street	malt mill lane	Priory Road	Bleachfield Street	Moorfields	school road
83.43%	10.22%	34.53%	37.57%	6.08%	11.05%	2.21%	11.60%	14.36%	37.02%

Gunnings road/bridge	Eclipse Road	Ragley Mill lane	Willow way	Oversley Green	Mill Lane	Conway/Jubilee fields	Kings Coughton/A435	Flood plain	Surface water
10.50%	2.49%	1.66%	1.38%	15.75%	5.25%	2.49%	3.31%	10.77%	1.38%

## Our Community and recreational facilities

36. Community and recreational facilities were mentioned by many people at the Neighbourhood Plan consultation events and in their written comments. The Neighbourhood Plan can help with the provision of such facilities, but not with the activities that take place in them.

a) Do you agree there are enough community facilities in Alcester at the present time?

3.7% Strongly agree    36.4% Agree    24.0% Neither    31.0% Disagree    4.8% Strongly disagree

Where strongly agree was given a score of 1 and the others were also given a score to Strongly Disagree being 5, the average score was **2.97**

If you disagree, please say what new community facilities should be provided or which existing facilities should be improved.

39.4% of respondents answered this question, of those responses the answers were categorised as:

Greig Hall	Arts facilities	Youth facilities	Older persons facilities	Picnic areas	cinema	disability facilities	Community centre
63.92%	7.22%	26.80%	6.19%	1.55%	9.79%	2.58%	23.71%

b) Do you agree there are enough recreational facilities in Alcester at the present time?

3.2% Strongly agree    38.9% Agree    28.2% Neither    25.3% Disagree    4.0% Strongly disagree

Where strongly agree was given a score of 1 and the others were also given a score to Strongly Disagree being 5, the average score was **2.88**

If you disagree, please say what new recreational facilities should be provided or which existing facilities should be improved.

33.5% of respondents answered this question, of those responses the answers were categorised as:

Greig centre	Swimming Pool	play area updates	sports/fitness improvements	footpaths/bridleways	Cycling
21.82%	50.91%	23.03%	22.42%	3.64%	3.03%