

Cold Ash Neighbourhood Development Plan 2019 Summer Survey Summary of free text answers

Introduction

There were four questions in the survey questionnaire that enabled respondents to provide free text answers. These are shown in italics below:

Q9: Are there any particular types of housing, which you would like to see more of in the Parish? For example sheltered or assisted housing for elderly people.

Q11: Please identify any "important assets" in the Parish that you feel particularly need to be protected from development. For example such an asset could be a building or facility, a recreation area, landmark, an important view or space, hedgerow, trees or a wood.

Q12: What are the 3 most important changes or improvements you would like to see in the Parish?

Q13: Any other comments? Please use this box to include any other comment you wish to make for consideration in the Neighbourhood Development Plan.

Q9 results summary

There were 100 questionnaires that answered YES to this question, and then provided text in the answer box. The categories are not mutually exclusive; so if a response highlighted the need for elderly housing and affordable housing then that generates two "ticks", one counting in each category. Using this method all the ticks were then added up and the total came to 151 categorised answers.

The most common preferences for particular types of housing were in order:

1. Housing for the elderly
2. Affordable / starter housing
3. Assisted housing
4. Bungalows

The analysis clearly shows that providing housing for elderly people is the dominant response, followed by affordable housing.

- 61% of the 100 highlight elderly housing and 25% highlight assisted housing (which is associated with elderly housing).
- Affordable housing (ie smaller homes, often for younger people, but also mentioned for elderly too – eg downsizing) is highlighted by 44%.
- The need to provide bungalows is highlighted by 10% - basically pointing to the elderly again.
- Other (ie comments not directly related to housing) = 9, three of which were about having better public transport.

Overall, 96 out of 151 categorised comments (63.5%) relate to providing accommodation for the elderly, making it easily the dominant response, followed by affordable housing at 44 out of 151 (29%).

Cold Ash Neighbourhood Development Plan 2019 Summer Survey Summary of free text answers

Q11 to Q13 summary

Top 5 Important assets

1. Cold Ash Recreation Ground [91 out of 428 categorised responses = 21%]
2. Local woods (this includes both specific woods local to the responder and a more general designation across the parish) [48 out of 428 = 11%]
3. Open spaces / fields [31 = 7%]
4. Acland Hall [30 = 7%]
5. Cold Ash WAG [29]

Around half of the categorised responses related to specific community buildings or recreation areas. The other half related to green spaces and views.

Ranking 1, 4 and 5 relate to a specific “asset”. However, this does not mean that a general category is not helpful. Moreover, a high-scoring theme probably underscores a very important issue for parishioners – such as the importance of green spaces or beautiful views.

Top 5 improvements / changes

1. Controlling / reducing traffic speed [81 out of 510 categorised responses = 16%]
2. Better bus service [42 out of 510 = 8%]
3. Improved roads and paths / pavements [42 out of 510 = 8%]
4. Restricting housing development in the villages [29 = 6%]
5. Less traffic through Cold Ash and Ashmore Green villages [23] / More community spirit / events [23]

The overall theme of reducing traffic volume and speed (principally in/through the villages) represents 30% of all categorised responses (roughly 1 in 3 of answered questions).

Top 3 responses to Q13 other comments

1. Keep rural nature of villages [18 out of 109 categorised responses = 17%]
2. Concern over pressures on infrastructure / services from more housing [11 = 10%]
3. Curb traffic volume / speed [9 = 8%]
4. Prevent light pollution in Cold Ash village [6 = 6%]