



Wellow Neighbourhood Plan

Results from the 2018 Parish-wide
survey of residents

Introduction to the results of the survey

- The following presents the results of the survey of residents in Wellow Parish which took place in between October and early December of 2018
- Its purpose was to gather residents' views and guide the team developing the Neighbourhood Plan for our Parish
- The survey was hand delivered to every residential address in the Parish
- A Neighbourhood Plan is a means by which local people can influence planning and development in the area in which they live
- To find out more about the Wellow's Neighbourhood Plan look on the Parish website www.wellowparish.org.uk under the Community tab

What did the survey ask about?



What people valued about living in Wellow

The natural and built and environments and green spaces
Being part of a community



Housing and development

Future housing needs of residents
Size, density quality and location of any new developments



Local economy

Future development of the local economy
Types of enterprises that should be encouraged



Roads and transport

Local roads and public transport
Footpaths and cycle ways



Use of existing facilities

How many responses did we receive?

- Responses either online or on paper
- Number of households in Wellow Parish from electoral roll
- Percentage of households responding*
- Percentage of these responses which were complete

*This assumes only one response/household thus the true figure is probably rather less but since the surveys were anonymous, this cannot be determined exactly.

A word of caution

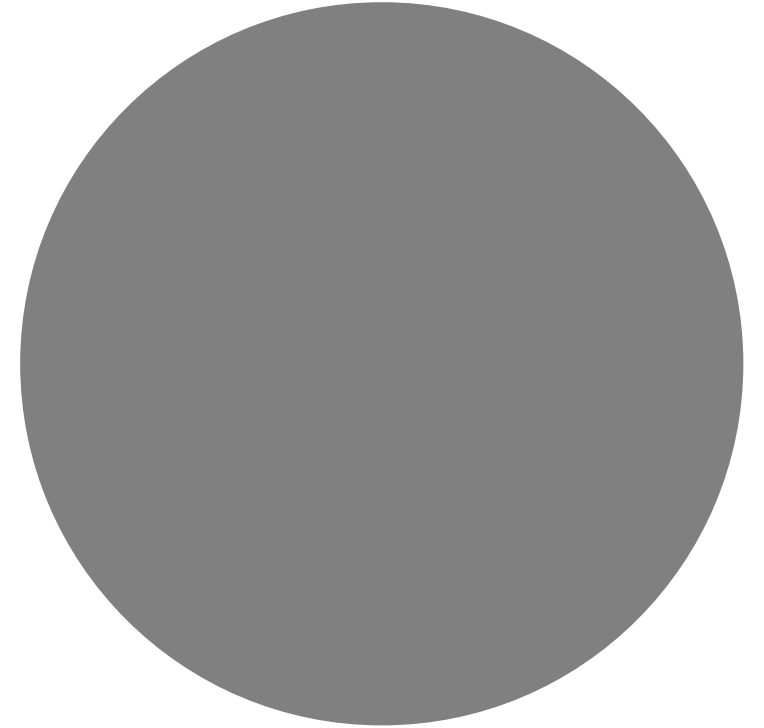
These results are based on views expressed by those residents that returned the questionnaire either online or via a paper form.

When reading these results please bear in mind that:

- The opinions of the 60% of households that did not respond cannot be taken into account
- The results have not been adjusted by factors such as age or area within the Parish to reflect the actual ages and distribution of the total population

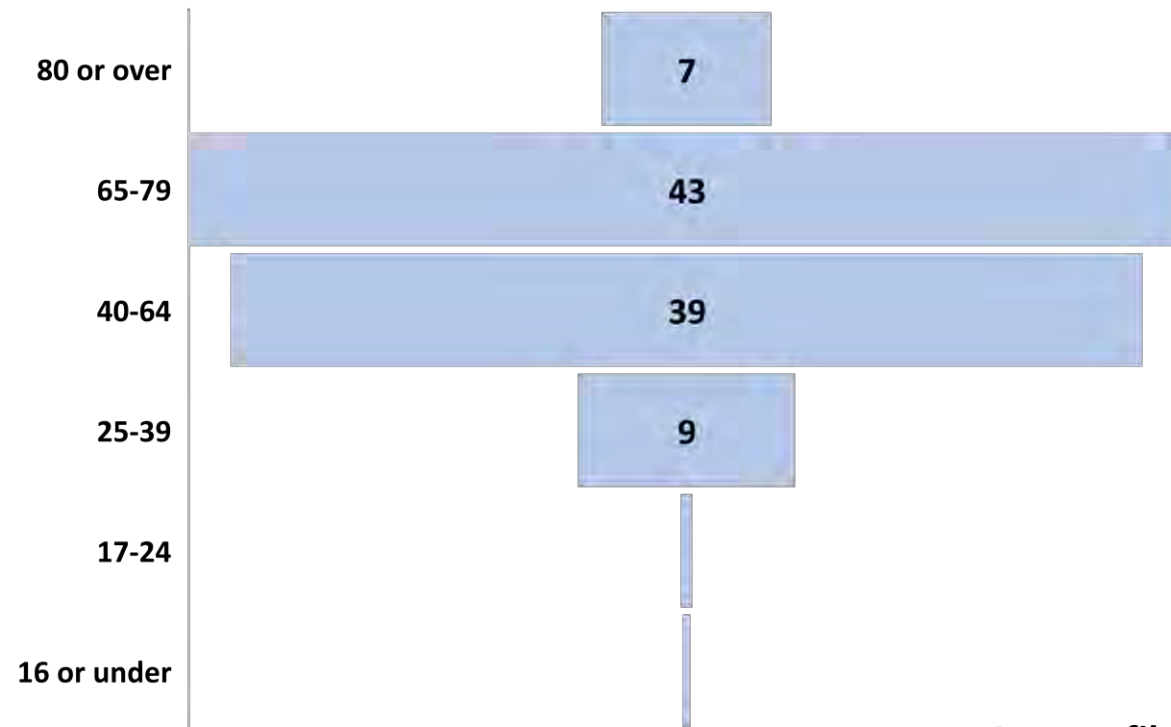


Who responded?



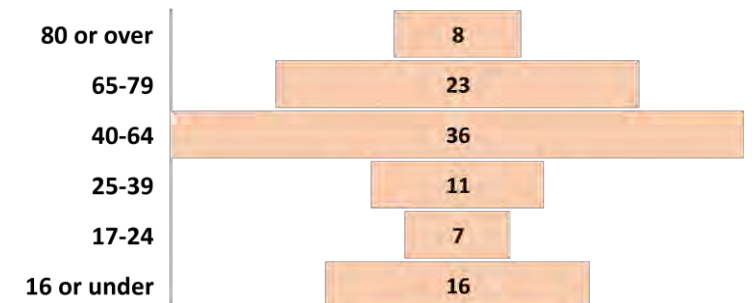
Who
responded?
Age ranges

Age profile of survey respondents



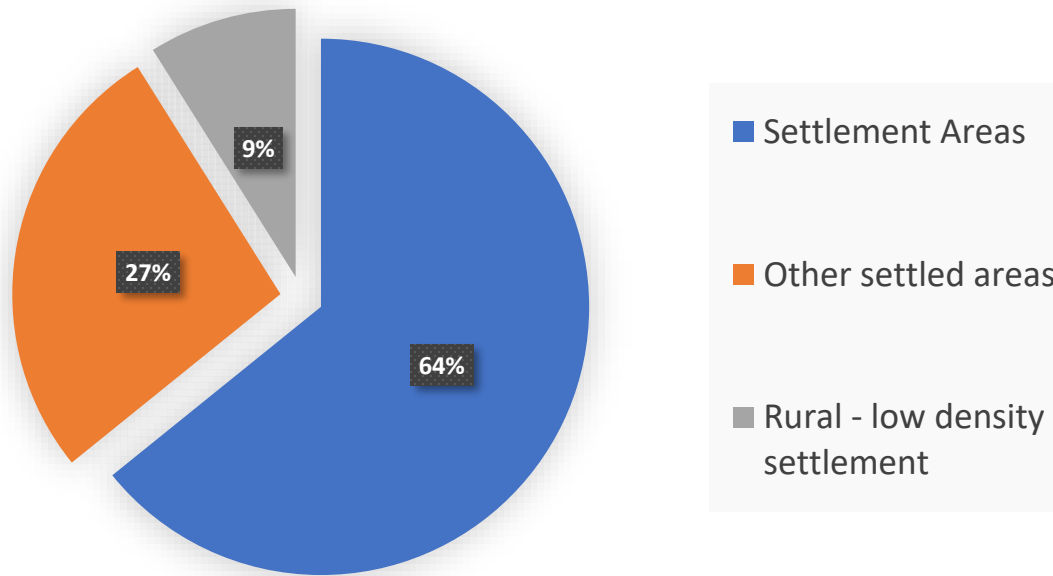
Shows
percentage of
total
respondents in
each age range

Age profile of total population of Parish (1917)

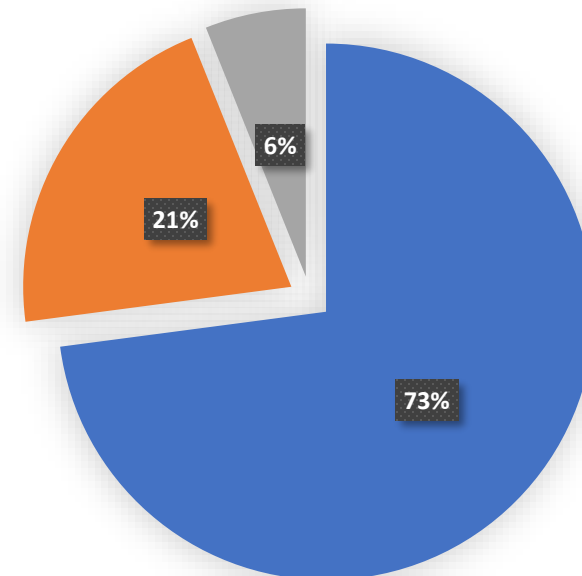


Who responded? Where do they live?

Percentage of households by type of area for whether completed survey or not



Percentage of households returning the survey by type of area



Assumes one response per household- true in most cases but not all

Higher proportion of responses from settled areas (see next slide)

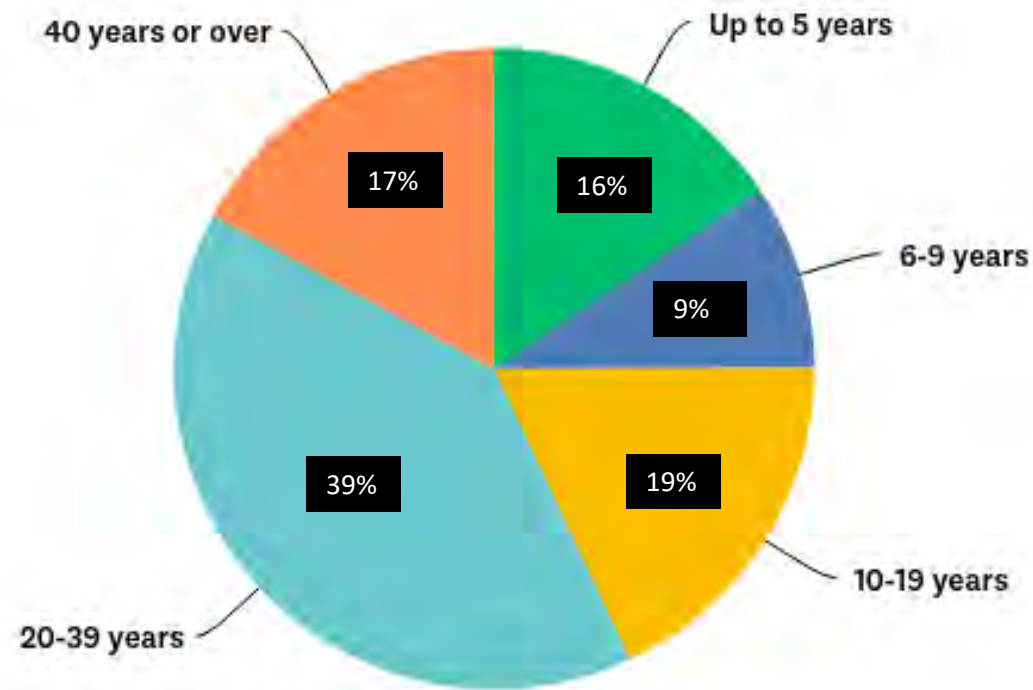
Responses
by location
in more
detail

Areas based on groupings
of postcodes

Type of Area	Area	No. addresses	No. responses	Percentage response
Settlement Areas	East Wellow	208	106	51%
	West Wellow	616	260	42%
	School Road	74	54	73%
Other settled areas	Canada	141	56	40%
	Crawley Hill	52	24	46%
	Romsey Road East	42	17	40%
	Embley	71	13	18%
	Shootash	70	11	16%
Rural	Wellow Wood, Scallows Lane Woodington, Ryedown etc.	125	35	28%

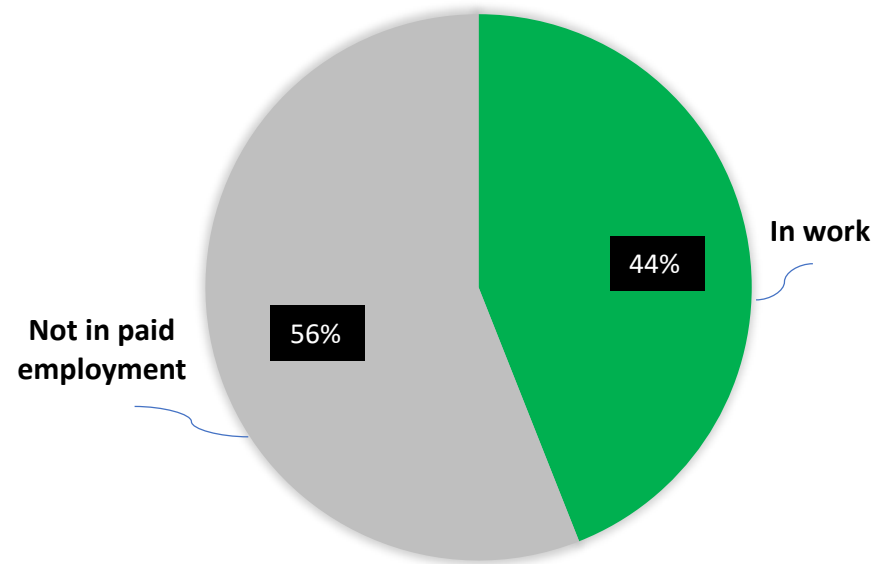
This totals to 576 not 599 because 23 did not include a valid postcode

How many years lived in Wellow?



- 56% have lived in Wellow for 20 years or more
- 16% have lived in Wellow for 5 years or less

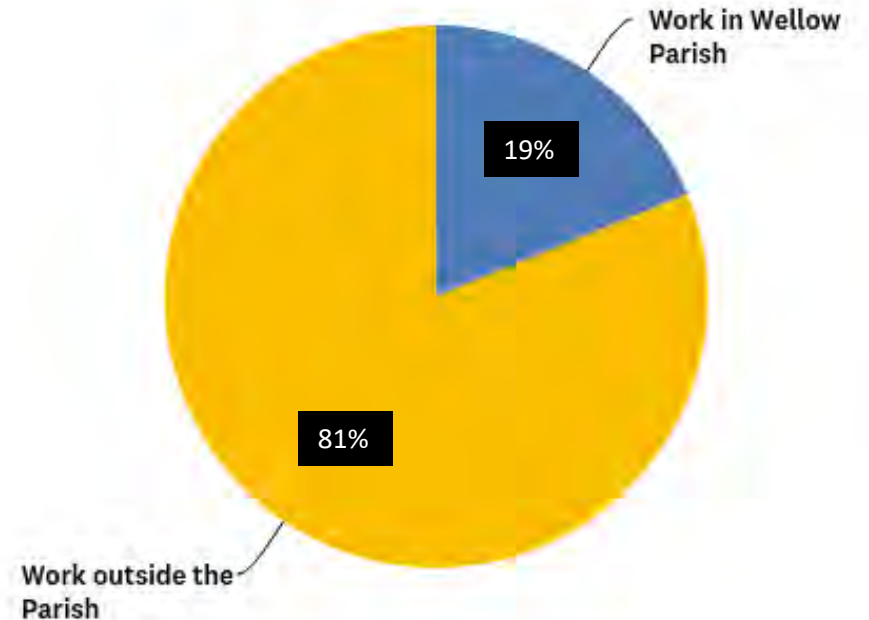
Who works and where people work



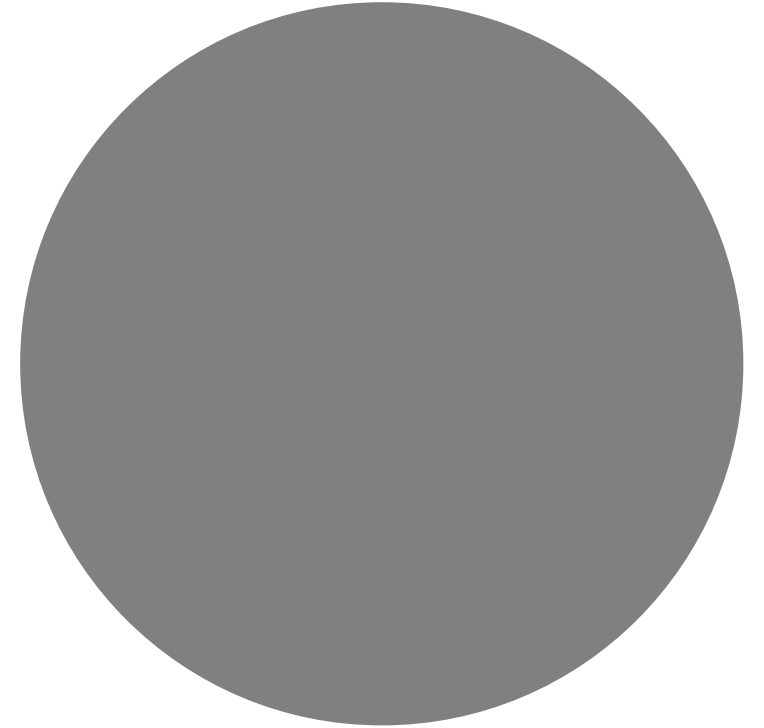
56% of responders are not in paid employment

Of those that are in paid employment:

- 19% work in the Parish
- 81% work outside



What people value and what people dislike about living in Wellow



What do people value most about living in Wellow?

Commonest reason

- Rural aspect of the village and nearness to the countryside

But these were also important - order based on how often cited

- Friendly village community and atmosphere
- Closeness to the New Forest
- Peace and tranquillity
- Good road links and proximity to local towns
- Local amenities



What do people most dislike about living in Wellow?

Commonest dislike

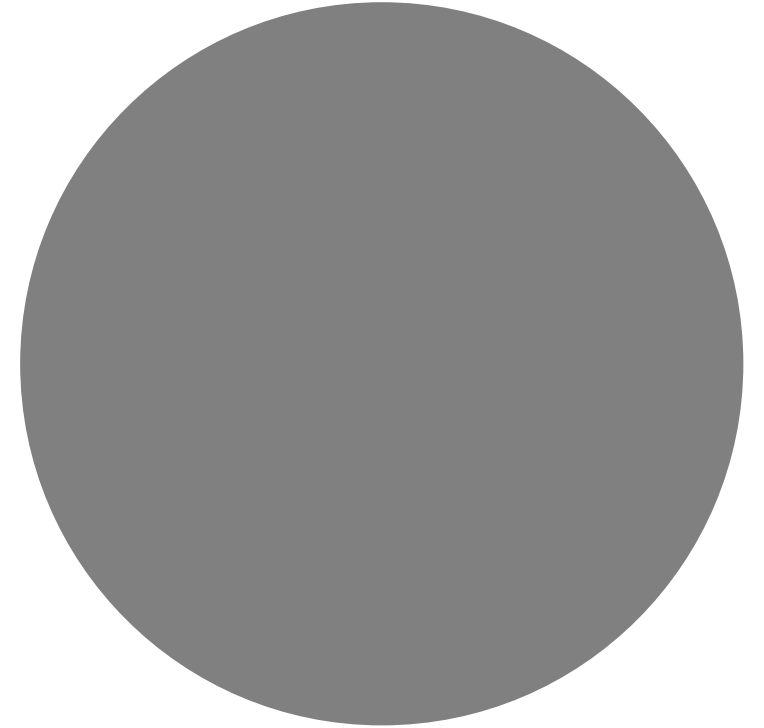
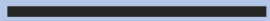
- A36 – heavy volume of traffic, noise and pollution and difficulty of access

Other common dislikes – order based on how often cited

- Lack of public transport – poor bus service
- Creeping urbanisation - developers trying to expand and ruin our village - too much Infilling in gardens
- Traffic speeding and dangerous driving
- Heavy traffic on our lanes, noise and destruction of verges
- Lack of safe footpaths and bridleways and other areas for walking



Shared vision



General aspects of the Parish	Important/ very important
The rural aspect of the Parish, its landscape and natural environment	99%
Facilities & services available locally -shops, clubs, sports clubs, garages	94%
The Parish as a distinct and vibrant community	90%
The Parish as an historic place with an attractive built environment	89%

In this and the next four tables, respondents were asked to rate the importance of each aspect. The table shows the percentage of respondents rating each aspect as important or very important as opposed to not important or of little importance.

General aspects of the Parish - important or very important?

Aspects of the natural environment	Important/ very important
Green spaces supporting the rural feel of the Parish	98%
The trees and hedgerows	98%
Local wildlife and habitat	97%
Being in or near to the New Forest National Park	95%
The network of public footpaths giving access to the rural parts of the Parish	94%

Natural environment - important or very important?

Aspects of the built environment	Important/ very important
The appearance of the Parish with its mixture of built-up areas and dispersed settlements in a rural setting	94%
The Parish as an attractive place with its many old of buildings, places of worship and association with Florence Nightingale	90%
A mix of housing types to meet local needs including privately owned housing, social housing and privately rented accommodation	87%

Built environment - important or very important?

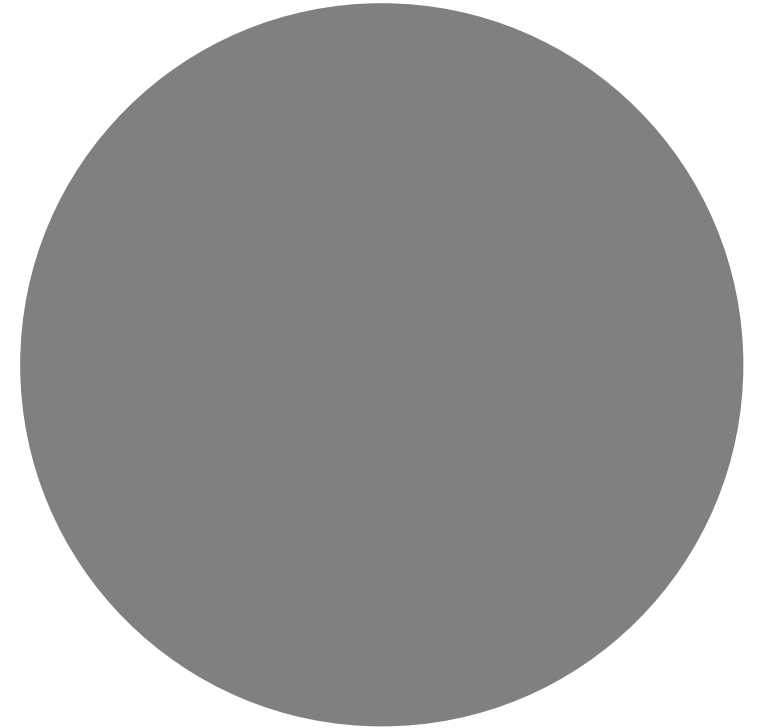
Aspects of the community	Important /very important
Living in a safe and friendly environment	100%
Being part of a distinct Parish community	93%
Benefiting from parish associations, clubs and other communal activities	77%
Benefiting from more local employment and opportunities	44%

Wellow as a community- important or very important?

Facilities	Important/ very important
Shops and Post Office	98%
Pubs and restaurants	93%
Facilities for young people such as Scouts and other clubs	92%
Public transport services	91%
Meeting rooms and other facilities provided by the Village Hall	89%
Sports facilities	88%
The availability of schools and other child care facilities in the Parish	87%
Places of worship	64%

Wellow's facilities and services
- important or very important?

Rural heritage and green spaces



Preservation of
the environment
when planning
developments –
important or very
important

Preserving the countryside and natural environment of the Parish	99%
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Preventing new and existing development from contributing to soil, air, water and noise pollution	97%
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Maintaining the variety of plant and animal life in the Parish	96%
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Preserving historic buildings and their setting in the landscape	94%
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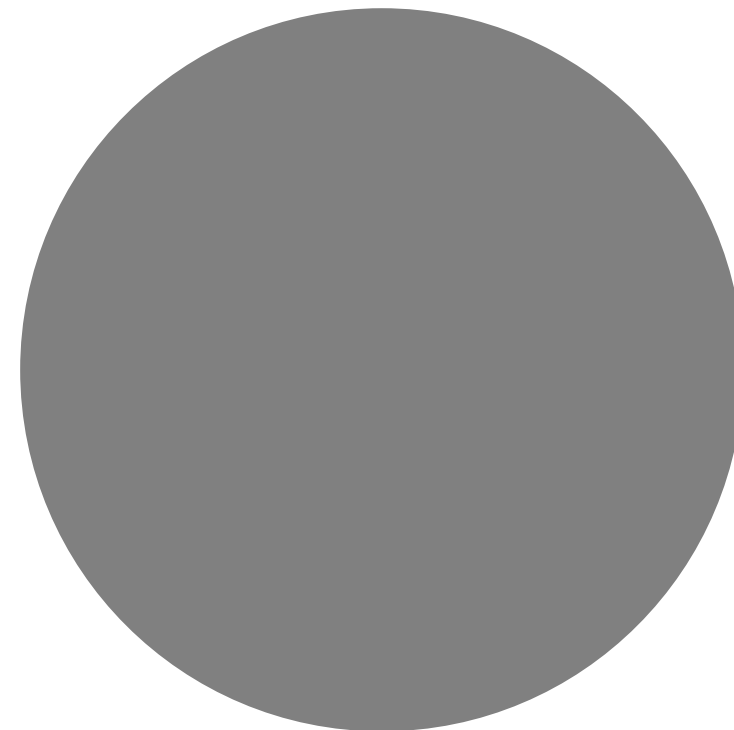
Supporting developments which lead to the supply of renewable and low carbon and a reduction in greenhouse gases	85%
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Having facilities for plug-in electrical vehicles	56%
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Importance of retaining green breaks between built-up areas

95% rated this as important or very important

Housing and development



If people in
the Parish
were to move,
where would
they want to
move to?

51% said they were unlikely to move



Of the 49% thinking of moving at some time:

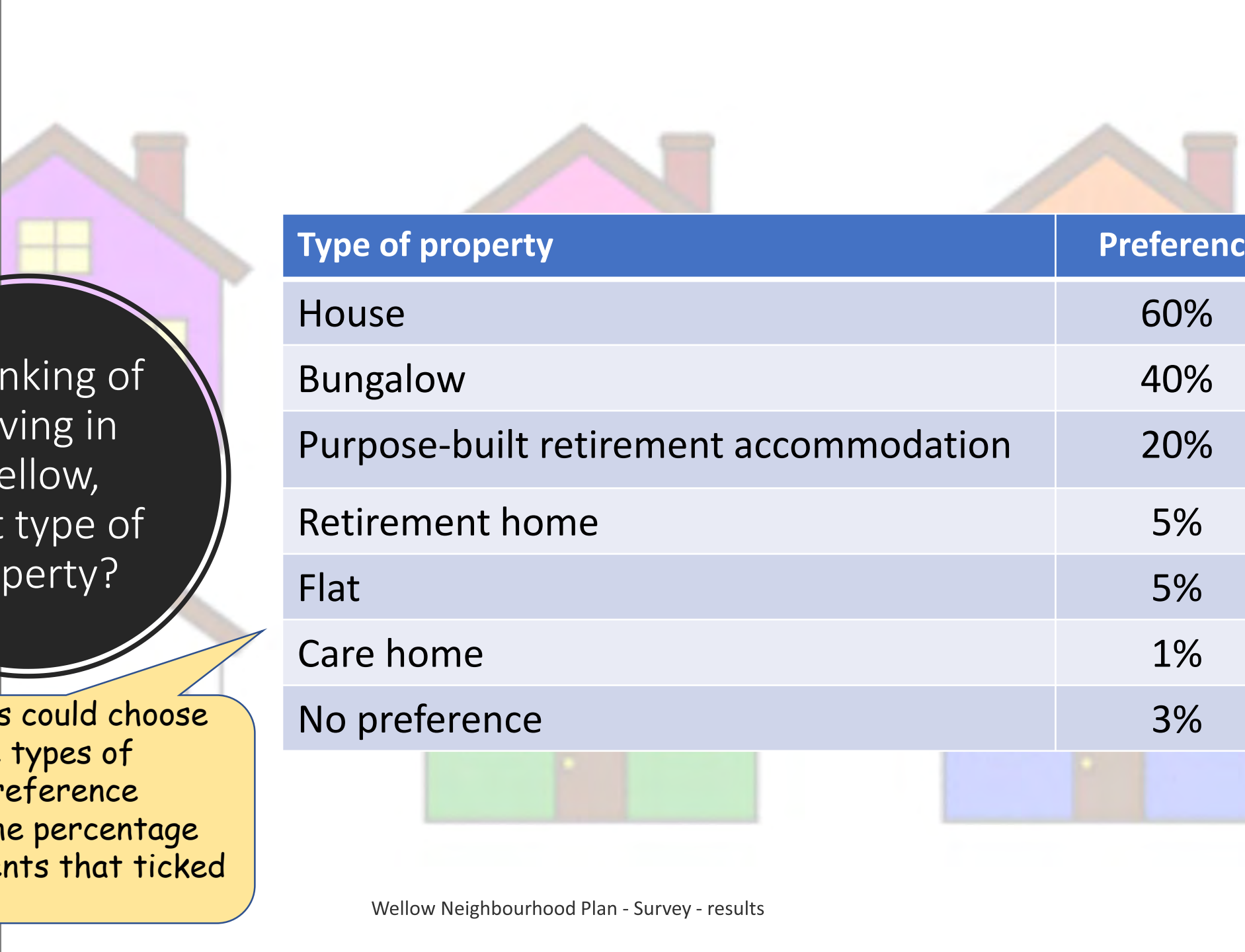
73% would like to
move in the Parish

27% would move out
of the Parish

Of those thinking of moving in the Parish at some time what size of property are they looking for?

Size of house thinking of moving to	Percentage of potential movers
1 – 2 bedroom	13%
2 – 3 bedroom	42%
3 – 4 bedroom	39%
5 or more bedrooms	6%





If thinking of moving in Wellow, what type of property?

Respondents could choose one or more types of property. Preference refers to the percentage of respondents that ticked this box

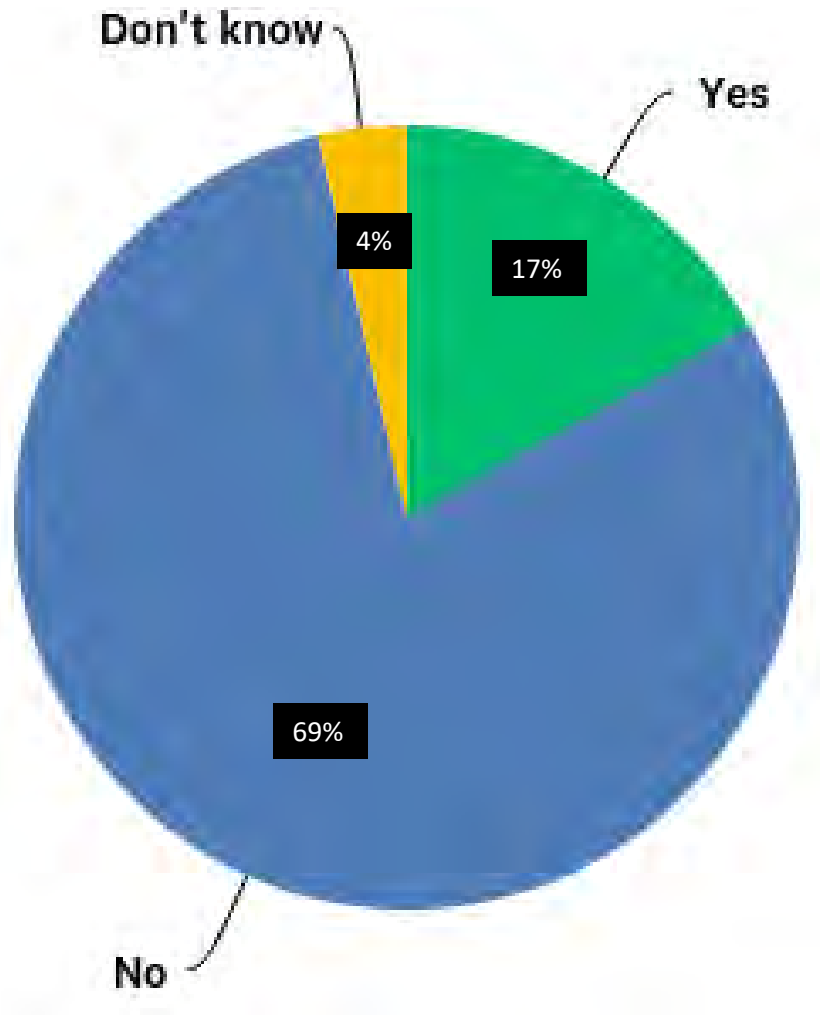
Type of property	Preference
House	60%
Bungalow	40%
Purpose-built retirement accommodation	20%
Retirement home	5%
Flat	5%
Care home	1%
No preference	3%



If thinking of moving in Wellow, what type of ownership?

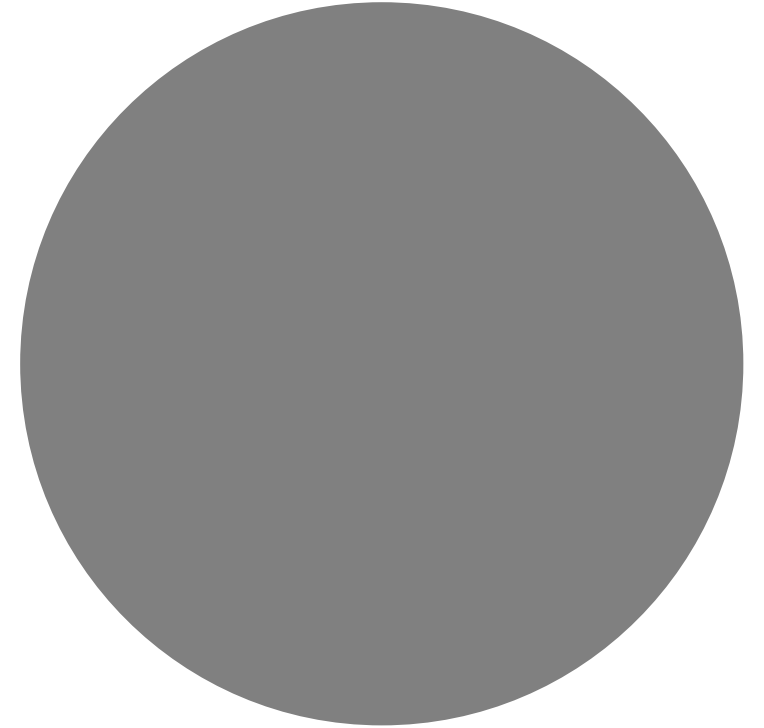
Respondents could choose one or more types of ownership
Preference refers to the percentage of respondents that ticked this box

Type of ownership	Preference
Sole ownership of property purchased on open market	80%
Self build on land purchased or leased	20%
Purpose-built & managed retirement accommodation	17%
Warden assisted retirement accommodation	9%
Social housing	5%
Privately rented	4%
Residential care	3%
Shared ownership	3%
No preference or don't know	5%



Relatives unable to return to Wellow because of the affordability of property?

New housing development



Size of developments	Suitable/very suitable
Mix of individual houses & smaller developments	87%
Individual houses	83%
Smaller developments of less than 10 houses	81%
Small developments of 10 - 24 houses	51%
Medium developments of 25 – 49 houses	19%
Large developments of 50 – 74 houses	6%
Larger developments of 75 – 100 houses	3%

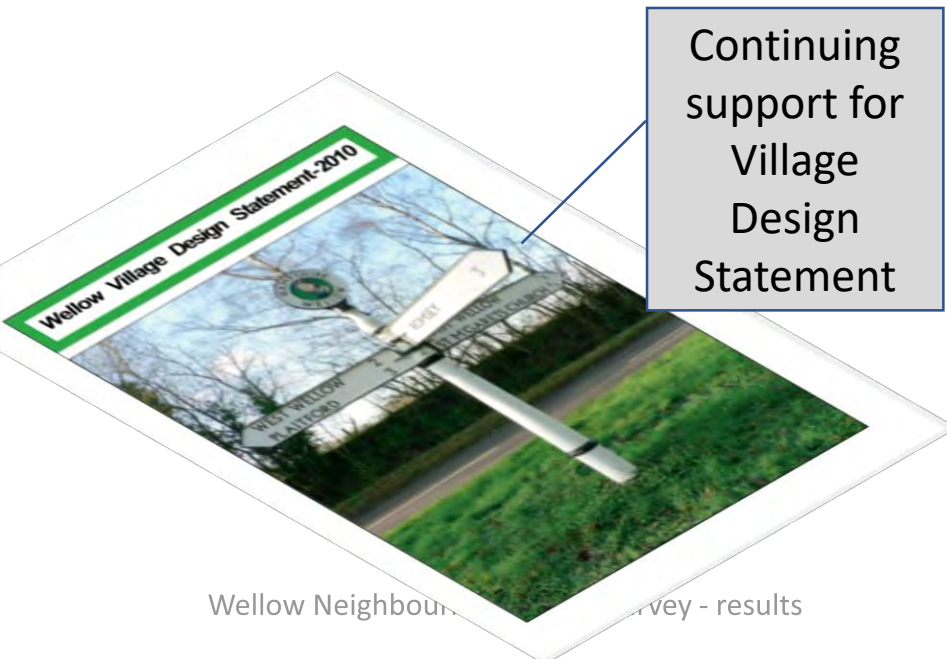
Respondents were asked to rate suitability of each size of development. The percentage that rated each of these suitable or very suitable is shown. This means that other respondents rated it unsuitable or not very suitable. For example, 51% in the table equates to 49% of respondents rating this unsuitable or not very suitable



Suitability of different sizes of housing developments in the Parish – suitable or very suitable

Respondents were asked how much they agreed with each of these statements
The percentage that agreed or strongly agreed with each statement is shown .
This means the remainder of the respondents disagreed or strongly disagreed with the statement.

Design of new developments



Wellow Neighbourhood Survey - results

Design statements

Agree/
strongly
agree

Developments should reflect the character of the locality based on the size, scale and design of the surrounding buildings

96%

Materials should be used to reflect traditional colour and texture

89%

New housing should be sympathetic and take account of the storey heights of neighbouring properties

97%

Subject to certain constraints, housing development should allow for mix of house sizes

93%

Developments should display individuality of housing design to enhance the appearance of the Parish

92%

Use of developers' standard designs which create uniform suburban development should be discouraged.

92%

Natural materials should be encouraged in place of concrete, imitation stone, resins, fibre, aluminium or UPVC

86%

To maximise energy and water efficiency, the use of sustainable construction, design and materials should be favoured

95%

Innovative designs or use of new materials should be allowed if they blend with the adjacent properties and complement the natural environment

93%

Location	Preferred/ strongly preferred
Using brownfield land in preference to greenfield land where possible	96%
In other parts of Parish away from existing settlement areas for single houses only	68%
Within the existing designated settlement areas	65%
Contiguous with, or in close proximity to, the existing settlements	63%
In other parts of Parish away from existing settlements for small developments only	56%
Infilling by building in the gardens of existing houses	36%
In other parts of Parish away from existing settlements regardless of size development	17%

Preference for where new housing developments take place?

Respondents were asked their preferences for each of these locations for new housing developments. The percentage that preferred or strongly preferred the location is shown. This means that the remainder of the respondents disagreed or strongly disagreed with the location.

Sites that should never be built upon

Main sites proposed by respondents when asked which sites in the Parish should never be built on. Listed from top according to how often proposed:

- The recreation/cricket ground
- Green corridors between housing
- Hatches Farm
- New Forest National Park including Canada Common
- Behind the Village Hall
- Around Wellow Primary School
- Between East & West Wellow including Hamdown

Top concerns about further development

Top concerns	Selected
Increased traffic and the impact on road safety	75%
Loss of countryside & natural habitat to new housing	70%
Loss of the rural aspect of the Parish	55%
In-fill of houses, loss of green spaces in settlement areas	40%
Housing that only satisfies the expensive end of the market	39%

Shows the top five concerns selected by respondents. "Selected" refers to the percentage of respondents that selected this concern.

Business development

Statements	Agree/ strongly agree
More employment and job opportunities should be created in the Parish	70%
Wellow benefits from a thriving local economy which is able to develop further in the Parish	69%
Conversion of existing agricultural buildings and the construction of new buildings should be encouraged for business development	68%
Some land outside the settlement areas should be identified for development of separate business clusters	55%

Business development

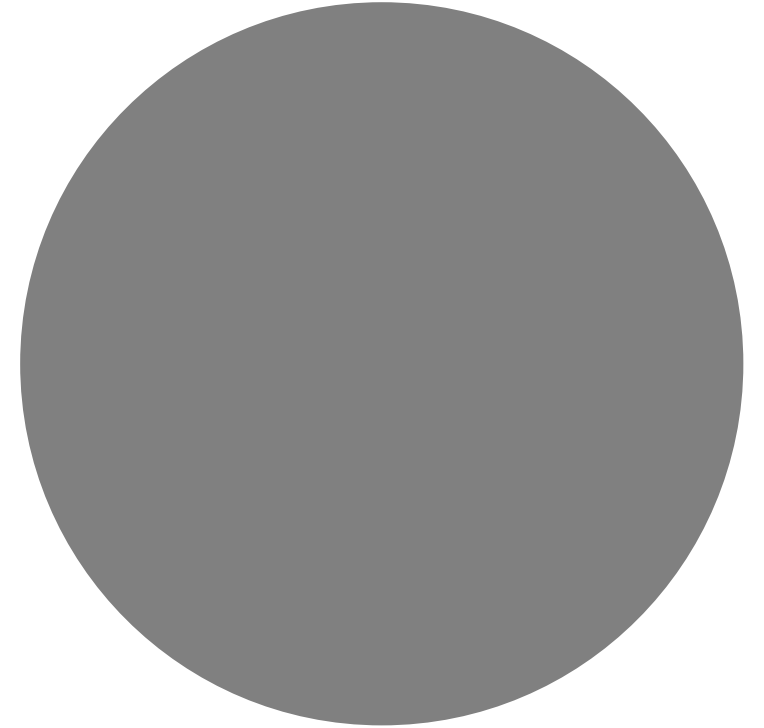
Respondents were asked whether they agreed with each of these statements about the local economy. The percentage that agreed or strongly agreed with each statement is shown. This means that the remainder of the respondents disagreed or strongly disagreed with the statement.

Type of business enterprise	Agree/ strongly agree
Agricultural/farming facilities	87%
Outdoor pursuits	83%
Small starter units, light industrial units, offices	62%
New shops	62%
Catering facilities e.g. restaurants, coffee shops, tea rooms	60%
Tourism e.g. hotels, campsites	33%
Open storage facilities	15%

Respondents were asked what type of enterprise should be encouraged. The percentage that agreed or strongly agreed with each type is shown. This means that the remainder of the respondents disagreed or strongly disagreed with the statement

Types of business enterprise to be encouraged

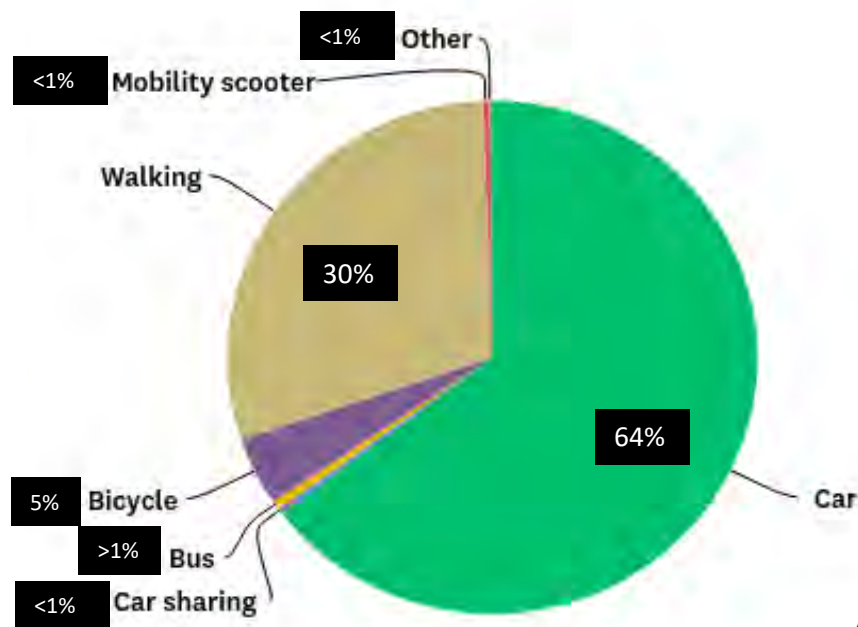
Roads and transport



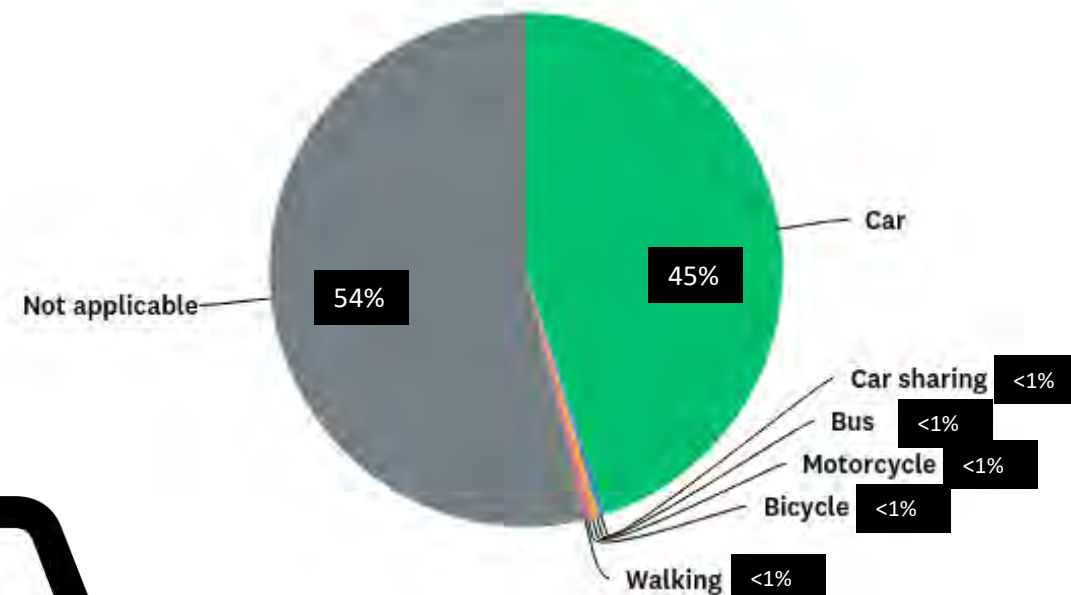
Roads and transport aspects	Satisfied/ very satisfied
Roads around the main settlement areas	76%
Roads around the wider parish	76%
Existing speed limits on Wellow's roads	74%
Access onto the A36	65%
Pavements	48%
Footpath links between strategic points e.g. schools, shops, E to W Wellow	42%
Parking facilities for schools and shops	39%
Cycle paths	37%
Adherence to existing speed limits	31%
Bus services	24%

Satisfaction with roads and transport

Respondents were asked how satisfied they were with each aspect of roads and transport. The percentage satisfied or very satisfied with each aspect is shown. This means that the remainder of the respondents were dissatisfied or very dissatisfied with that aspect.

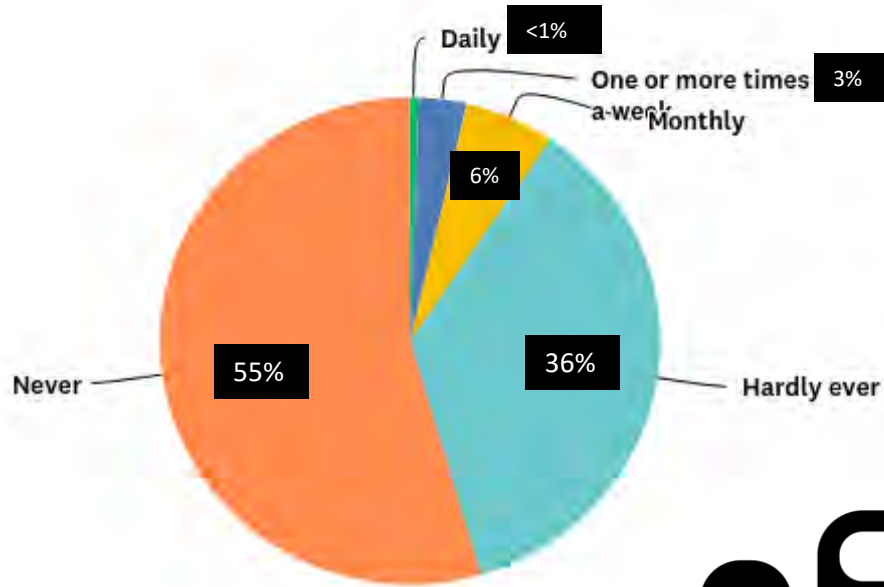


Around the Parish

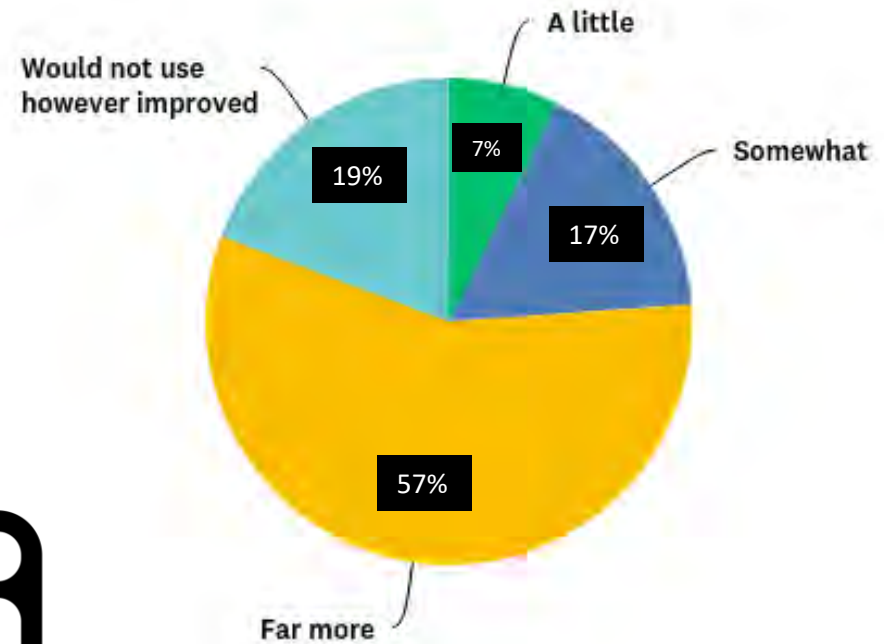
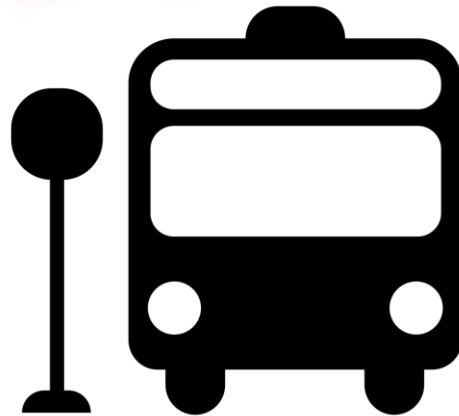


To work outside Parish

Main mode of transport



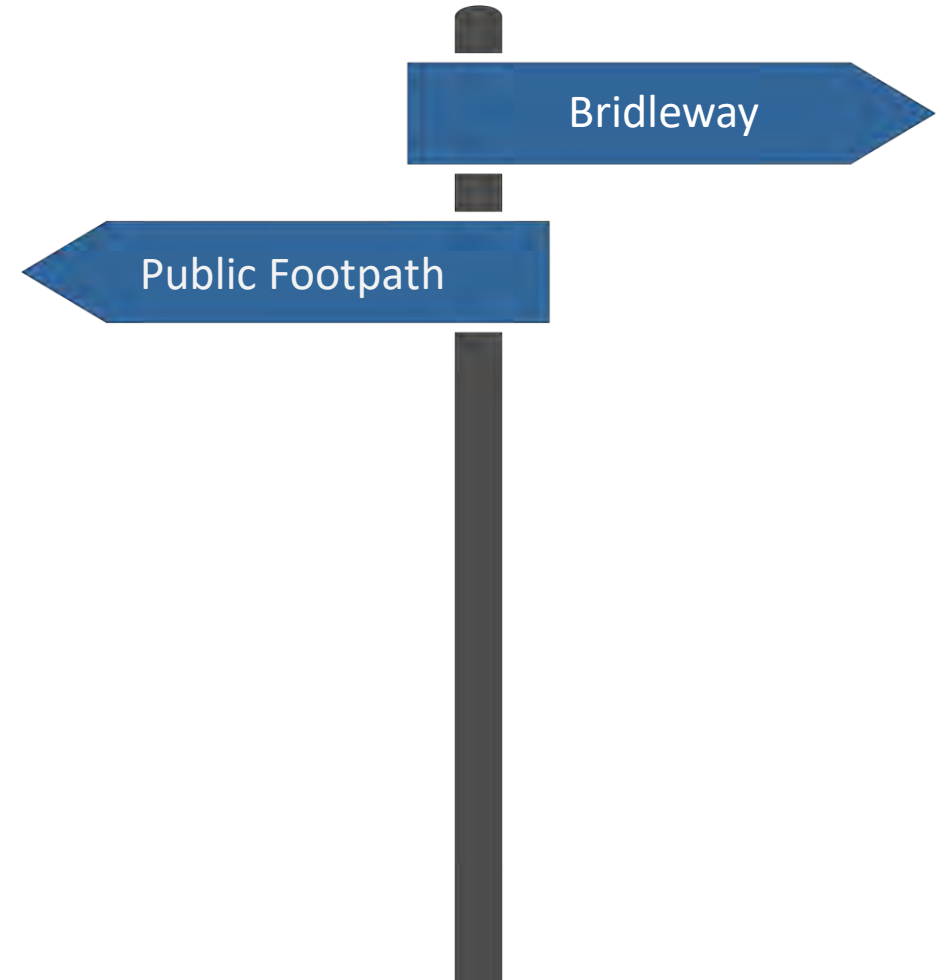
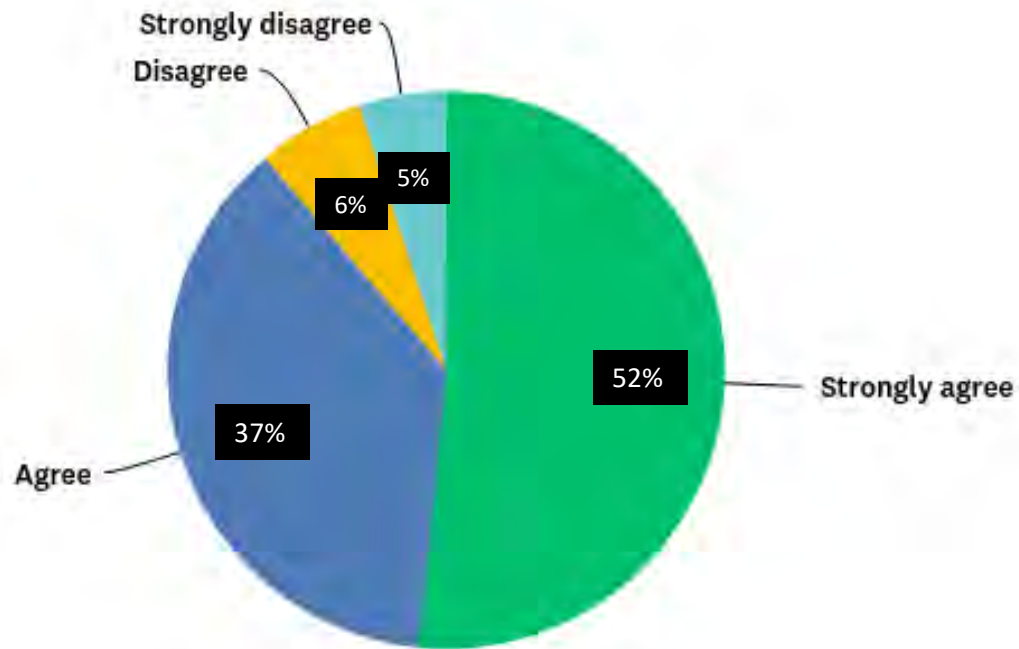
How often used



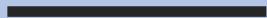
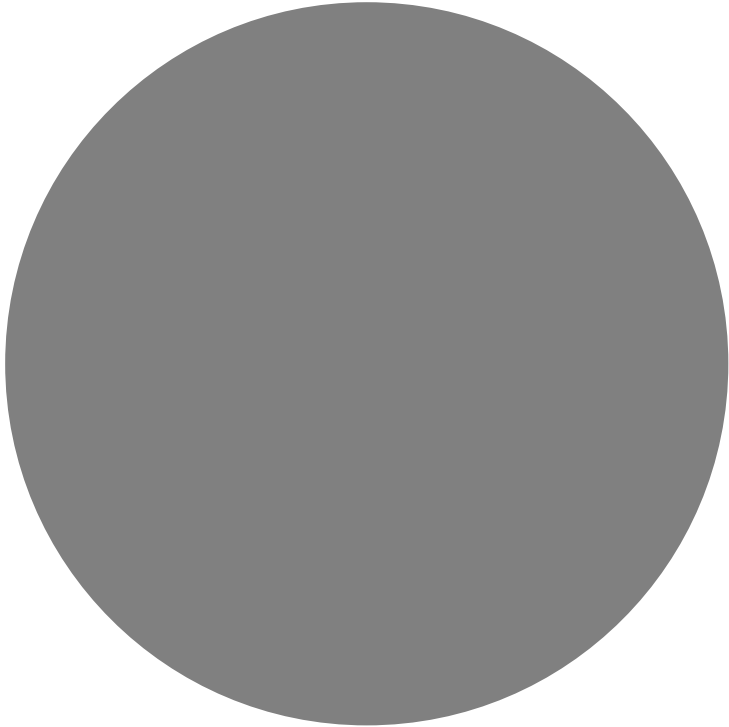
How much improvement before use

Bus services

In favour of new footpaths being proposed?



Facilities



Use of existing facilities in Wellow

Most commonly used facilities in order of reported usage:

- Local shops
- Post Office
- Pharmacy
- Pubs in the Parish
- Footpaths
- The Commons
- Village Hall
- Play area on the recreation ground

What other facilities would people like

These are some of the more popular proposals:

- Doctors surgery or at least some medical services available in the Parish
- Coffee/tea shop
- Swimming pool maybe combined with gym facilities
- Somewhere to meet or a drop-in centre
- Other shops including take-away
- Better and more footpaths
- Much improved bus service
- Youth club and other facilities for young people
- Traffic calming measures and better access onto A36
- Allotments



End of survey results

Slides prepared by Wellow Neighbourhood Plan Team for Wellow Parish Council

For more information on the survey or how to get involved with the Neighbourhood Plan please contact the Wellow Neighbourhood Plan office admin@wellownhp.org.uk