



INKBERROW PARISH NEIGHBOURHOOD PLAN SURVEY 2019

FINAL REPORT

**Prepared by:
Stratford-on-Avon District Council
Performance, Consultation & Insight Unit
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1.0 INTRODUCTION

The Inkberrow Parish Neighbourhood Plan survey was designed to gather the opinions and views of the residents of Inkberrow Parish in order to help shape the development plan for the Parish. It is seen as an important stage in the future development of Inkberrow Parish to provide key information and evidence with which to shape the future development plan.

A Neighbourhood Plan is a land use plan for the parish area, and will help to create a document that will be adopted by Wychavon District Council and become part of the South Worcestershire Development Plan for the area, shaping building developments within the village for the foreseeable future.

There will be a Draft Neighbourhood Plan that will eventually, following a full consultation and inspection by an Independent Examiner, go to a Public Referendum. If it gets the approval of the majority of those that vote, it will then go to Wychavon District Council. They can adopt it to become part of the South Worcestershire Development Plan, alongside the Core Strategy, that will have legal status and considerable weight in the planning process.

The Parish Council have set up a steering group to develop a Neighbourhood Plan for Inkberrow Parish (The Parish being formed of: Inkberrow, Holberrow Green, Knighton, Stockwood and Moreton-under-Hill).

This survey was important for the future development of Inkberrow Parish. It gave the opportunity for residents to say what they think and what is most important.

2.0 METHODOLOGY

The Performance, Consultation and Insight section at Stratford-on-Avon District Council (SDC) offers its services as a market research agency to other District Councils, Parish and Town Councils and other public bodies. The section was engaged by Inkberrow Parish Council, as they could offer an independent research project.

The questionnaire was designed to be answered as an individual. All household occupants aged 16 and over were invited to complete the questionnaire. Two questionnaires were distributed to most households by volunteers. 199 households based outside the village itself were posted two questionnaires each. Alternatively, the survey could be completed online via the Inkberrow Parish Council website or by downloading a paper copy. Businesses in the Parish were also mailed.

The survey period was from May 8th to June 7th 2019. Questionnaires were returned in a Freepost envelope to Stratford-on-Avon District Council. 989 households, plus 70 businesses were posted questionnaires in Inkberrow Parish either by hand or via the post (two copies per household – 1978 in total, one copy to the business). 648 questionnaires (615 paper / 33 online) were returned.

All the information provided was processed by an independent third party, and SDC aggregated and analysed the responses to create this final report. This allowed complete confidentiality for the responses.

The report follows the order of the questionnaire. Charts and tables are used throughout the report to assist the interpretation of the results. In some cases where the percentages do not add up to 100%, anomalies appear due to "rounding". The term

“base” in the tables and charts refers to the number of responses to a particular question. These are shown with a bracket around the number.

3.0 SUMMARY OF RESULTS

3.1 PROFILE

- 69% of residents chose to live in Inkberrow for the areas of countryside surrounding the village, 58% were attracted to the scenery and views, with 45% attracted to the village community.
- 49% of the sample were aged 65 and over, with 7% under 35 years of age.
- 52% of those completing the questionnaire have lived in the parish for more than twenty years. 22% have lived in the area for five years or less.

3.2 LOCAL FACILITIES

- 13% of residents felt there is a need for an additional community activity space in the village in the next two to three years, 16% felt the same way both in the next five years and then fifteen years. However, over half of those answering the question did not think there was a need for the additional community activity space.
- Residents were asked if the Plan should decide on and reserve a place for this new meeting place. 36% felt it would be a good idea for a reserved location to be allocated in the Neighbourhood Plan, 29% felt there was no need for a decision now, with 35% indicating the space was not required.
- Regarding existing public buildings in the village, 82% felt there could be more use both the St. Peter’s Hall and the Village Hall.
- Almost everyone had been to the Forge Shop or Inkberrow Post Office in the last twelve months and 84% had attended the Doctors Surgery.
- Around two-thirds of respondents had been to Millennium Green and the Village Green, the Bulls Head pub and the Old Bull pub. 62% had been to the Village Hall.
- 57% felt the footpaths should be improved, closely followed by 56% indicating the pavements should be improved. 31% went for improved stiles/bridges and 28% improved parking spaces.
- 14% of residents were themselves or knew someone who has specific disabilities, 23% did not know of specific problems, but believed some need improving and 63% were not aware of any village facilities which are difficult to use.
- 4% of residents have an allotment in Inkberrow, 7% would like one in the next five years, with 89% not interested in having one.
- 9% of respondents had children who attended Inkberrow Primary School, 7% a private school and 6% attended Pershore High School.
- For those with children in the household, 9% regularly use childcare facilities and 7% on an occasional basis.
- Of those using childcare facilities, 35% attend Inkberrow Pre-School, 33% go to a relative and 30% use childcare provided outside the village.
- 17% of all respondents would like to see other childcare facilities in the Parish, 39% would like to see more play areas for children, 68% think the Parish needs more facilities for teenagers and 26% think more leisure facilities are needed for the elderly.

3.3 COMMUNITY ASSET REGISTER

- 91% felt the Village Hall/playing fields should be on the Register, closely followed by Inkberrow Post Office (87%), St. Peter’s Church/St. Peter’s Hall (86%) and the Forge convenience store (85%).

3.4 ENVIRONMENT

- Asked what features of the village they considered most important to protect and enhance parts of the village environment, 89% said the Village Green, 88% the scenery/views, 87% St. Peter's Church and the Millennium Green, plus 85% public footpaths.
- Asked which features of the countryside around Inkberrow they valued, nine out of ten residents liked the scenery/views and the meadows and green fields. 88% valued the open spaces, 86% the wildlife, 85% the dark sky at night, 84% the public footpaths and 83% the local woodland.
- 72% of residents rate the public footpath network as very important and 25% quite important.
- Seven out of ten residents feel that the public footpath network in the village is clearly marked. For the three in ten who felt it was not, they were asked to list the locations where they are not clearly marked.
- If circumstances arose, residents were given a list of possible village projects. 73% supports traffic calming on the main road through Inkberrow, 68% supports a safe crossing at the top of Pepper Street across the main A422 road and 56% supports better local recycling facilities.
- 2% of properties have suffered from flooding in the last five years.
- Residents were asked what areas should be considered for Local Green Space designation. 98% said the village green and 95% the Millennium green.
- 91% wanted to maintain and preserve the current green space, 65% have enhanced protection of the landscape and 56% have positive management and protection of local wildlife.
- In respect of natural environment protection, around two-thirds of respondents wish to minimise the level of noise and other forms of pollution caused by development and transport, minimise light pollution by supporting a 'dark skies' policy and promote the protection of existing mature or important trees and hedgerows, groups of trees or woodland.
- 71% wished for sustainable drainage schemes designed to minimise the impact of development on the natural water environments. 68% wished to see energy efficient homes/eco houses and 58% liked geothermal energy for heating.

3.5 HOUSING

- 97% of residents indicated that over the next fifteen years Inkberrow should continue to grow at roughly the same rate as it had done over the last fifteen years.
- In respect of the suitability of potential new developments for Inkberrow parish, 91% of residents felt one large development (more than 20 houses) would not be suitable. Exactly six out of ten felt the same way about medium sized development, typically 10-15 houses in size.
- For small developments, typically fewer than ten houses, 30% felt they would be very suitable and 46% quite suitable.
- For individual plots, 88% felt it very or quite suitable for their development. More than half felt it suitable in some way that there should be a mixture of small and medium developments.
- For types of new property in new developments in the Parish, the provision of sheltered/extra care housing for the elderly was the most important with 83% indicating very or quite. Just behind on 82% (31% very important/51% quite important) were bungalows, 79% felt two-bedroom houses were important and

78% three-bedroom houses. There was less support for flats/maisonettes (72% rating it not important) and four or more bedroom homes (62% not important).

- Looking at the type of groups that the new housing should provide for, 86% felt it very or quite important that provision should be made for people with reduced mobility, 83% felt the same way about providing sheltered accommodation and 82% felt extra care accommodation. Least importance was given to the provision of accommodation for people with local connections, a third felt it was not important.
- 52% felt it very important and 37% quite important that privately owned homes should be in any new development. Two thirds of residents (14% very/52% quite) felt it important to have rented tenure and 71% went for shared ownership as very or quite important. Three-quarters felt it important to have a mixture of all types of ownership/tenure.
- 24% strongly agreed or agreed that it should be allowed to demolish or convert an existing building to deliver two or more dwellings. 41% disagreed or strongly disagreed with this notion.
- 96% of residents felt it very or quite important to keep materials in keeping with the village to help preserve Inkberrow's rural and historic character. 95% felt the same way about having a stronger management of the Conservation Area and 93% to keep the height of housing low. The least important aspect to help preserve the rural and historic character was building gable-on, creating diversity in buildings.
- 99% felt it very or quite important that there should be a focus on energy efficiency in respect of design and layout features for new housing developments in Inkberrow, 98% felt the same about having adequate parking on premises and 96% felt the same about housing density reflecting the current levels. Landscaping was considered very or quite important by 95%, and 94% felt the same way for communal greens, play areas and play spaces, plus adequate storage areas. Modern innovative structures and a garden length less than 10 metres were not important for 51% of respondents.
- To protect and enhance the quality of any new buildings, 87% felt it very important the design respects the scale of the existing village, 82% thought it very important to have high levels of energy conservation in new buildings and 79% felt it very important to have adequate green space and gardens. Not as important for respondents was the provision for the charging of electric cars (16% not important).

3.6 INFRASTRUCTURE

- The highest rated infrastructure was the water supply where 70% rated it as good. 60% were happy with the gas supply rating it good and 55% the electricity supply. The highest poor ratings were for pavements (45%) and the broadband speed (36%).
- Four in ten residents agreed that the infrastructure has kept up with the pace of development in the Parish of Inkberrow, a third disagreed and a quarter had no opinion or did not know.
- If money was available to invest in infrastructure, the top three for residents were the pavements (68%), roads (56%) and broadband coverage/speed (52%).

3.7 TRANSPORT

- 41% of those surveyed worked full or part time outside the village. Asked how far they travel to work, 49% do not work. 15% travel between 6 and 12 miles to work, 14% 13 to 24 miles and 13% 25 miles or more.
- When asked what method of travel they normally used when carrying out their day to day activities, 51% commuted to school or work by car. 52% of the total sample travelled on business by car. A quarter of those responding to the survey

took children to and from school by car or van. 94% of respondents use a car or van for grocery shopping. 58% of residents walk to the doctors.

- Almost a quarter of commuters travelled to multiple locations across the West Midlands. One in ten travelled to Worcester and a further one in ten travelled across the UK and abroad.

- 85% of residents attend the Inkberrow GP surgery, 6% go to the Alcester surgery and 5% elsewhere.
- 43% of those travelling to the dentist go between 10 and 15 miles in their journey. 36% travel between 6 and 9 miles.
85% of the sample responding were not dependent on public transport as they had their own/family transport. 11% were somewhat dependent and have to use public transport sometimes, but have other methods available to them. 2% seldom travel outside of the village and 2% of residents are very dependent on public transport.
- 84% would like to see a more frequent service on the Redditch to Worcester route, 59% would like to see a late bus service to/from Worcester and 38% felt it important to have buses back from Redditch later in the evenings.
- 54% of residents would use the local bus service more, if they became more convenient than self-drive. 46% would like to see a bus service to the train station and 38% would use it more if there were later bus times. Three in ten would like to see better reliability of the bus service and the same amount wish to see an increased frequency of buses to the hospital.
- 45% would support a policy to facilitate the provision of a car park, in addition to the car park at the Village Hall, 55% would not support it.

3.8 EMPLOYMENT AND BUSINESS IN INKBERROW PARISH

- Residents were asked if they felt there was a need for different types of small scale business or commercial development in Inkberrow Parish. Exactly half felt there was no need. 32% felt there was a need for creative workshop spaces and 21% small commercial units. There was little support for serviced office units.
- Those respondents who work or run a business in Inkberrow were asked what they did. 52% are self-employed working at/from home. 16% said they work at home (some of the time) for an employer outside the village. 11% of respondents run a business in the village which employs other people and the same percentage work within the village, but not at home.
- For those respondents working or running a business in Inkberrow, they were asked to describe their business activity. 16% worked in farming or horticulture and 16% in IT or business services. 8% worked in consultancy.
- 44% of those respondents working or running a business in Inkberrow felt the main thing that will help improve grow their business was faster broadband. This was by far the most important measure. One in ten were keen on available premises and better transport links.
- For those running a business in the Parish, 71% did not employ anyone else. 18% employed 1 to 3 staff and 5%, 4-10.
- Businesses were asked what percentage of their employees live within Inkberrow Parish. The average percentage overall was 43% based on 26 responses.
- 48% had traded in Inkberrow for over ten years, with 4% trading for less than a year.
- Respondents were asked what difficulties they experienced, 63% both said poor broadband and poor mobile phone reception which were by far the top ones.
- 18% had difficulties recruiting trained/experienced staff and 16% felt there were transport problems for staff to and from work.
- Asked if their present business premises were suitable, 51% felt they were very suitable, 45% adequate and 4% unsuitable.

3.9 PARISH MATTERS

- Asked how they received information about Parish matters, 97% indicated the What's On magazine, 66% word of mouth and 54% looked at the notice boards.
- Asked how they would prefer to receive information in the future (one choice only), residents preferred the What's On magazine (82%).