



Salehurst & Robertsbridge Neighbourhood Plan Residents' Survey

Presented on 20th October 2015
JER/1972

1a. Survey scope

- Designed to provide community feedback on village plans up to 2028 including broader village improvements
- Requirement:
 - 155 new dwellings
 - significant (but unspecified) increase in commercial/industrial space
- Key subject areas:
 - housing
 - village amenities
 - infrastructure
 - environment
 - employment
 - classification



1b. Other comments

Traffic problems
(mainly S&R but also
A21 access)

Parking (and lack of
enforcement)

Increased pressure on
schools

Comments about
sites

Focus on
brownfield

Need for
affordable
housing

Flooding
concerns

Retaining S&R's
character

2. Research method



- Questionnaires issued to 1,196 households
- 804 households responded (67%) + 159 additional household members = 963
- Questionnaire available for completion in print (82%) or online (18%)
- Print questionnaires distributed and collected by street champions
- Slight re-weighting of sample by age, to reflect Salehurst & Robertsbridge population profile
- Given the lifestyle of Darvell Community, their results are excluded just from housing and employment

3. Today's presentation

The sample

Current and future housing

Site selection

Village amenities – retail, medical and leisure

Infrastructure

The environment

Employment premises

Summary of key findings



4. The sample

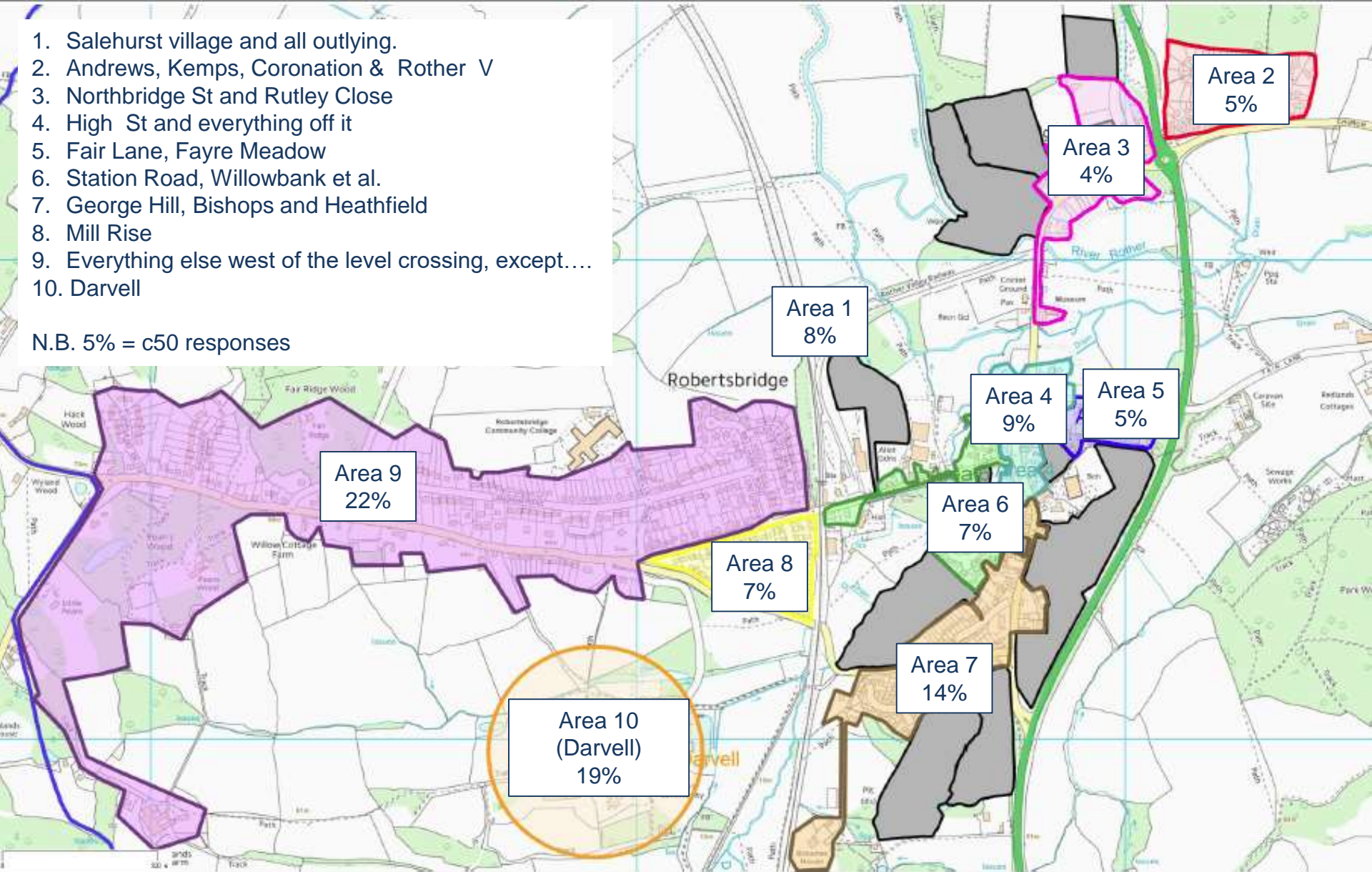


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5. Area profile (response)

1. Salehurst village and all outlying.
2. Andrews, Kemps, Coronation & Rother V
3. Northbridge St and Rutley Close
4. High St and everything off it
5. Fair Lane, Fayre Meadow
6. Station Road, Willowbank et al.
7. George Hill, Bishops and Heathfield
8. Mill Rise
9. Everything else west of the level crossing, except....
10. Darvell

N.B. 5% = c50 responses



6a. Demographics – sex and age

Q41, 42

Base: All weighted (963)

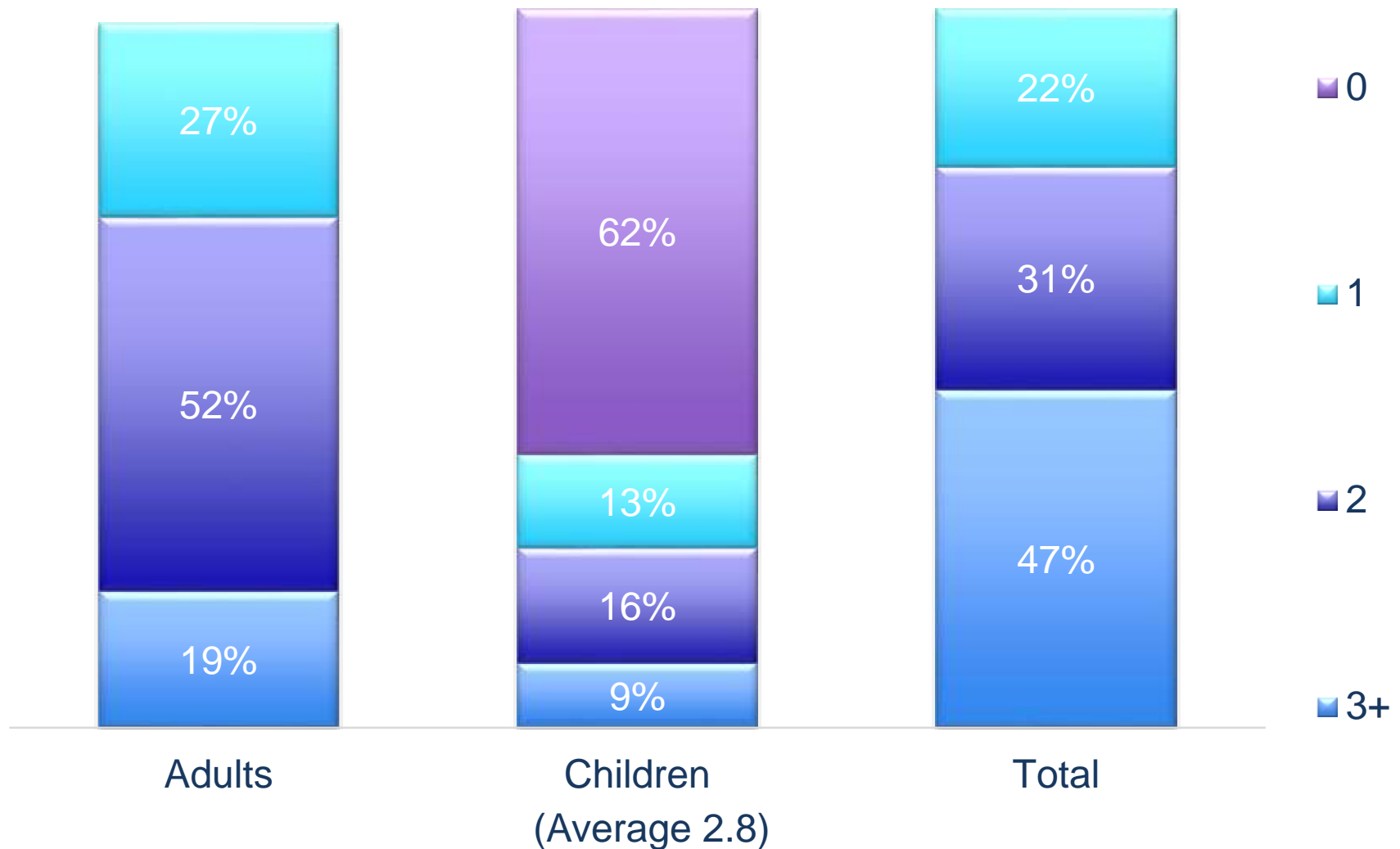
	%	
Male	45	
Female	51	
<24	5	
25 – 34	12	(8)
35 – 44	21	(15)
45 – 54	20	
55 – 64	17	
65+	25	(36)
Median age	50	

* unweighted figures in brackets

6b. Demographics – household size

Q43, 44

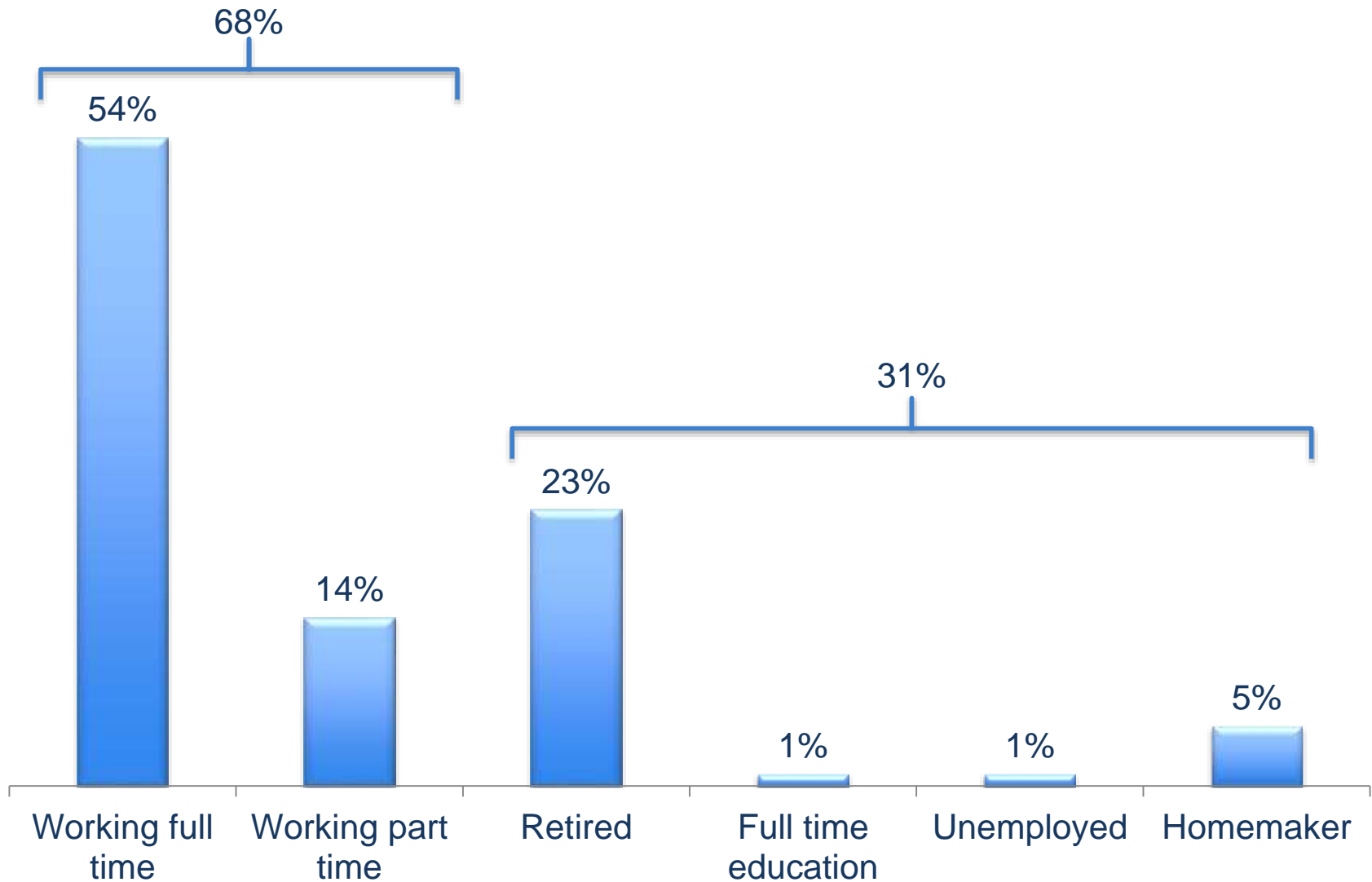
Base: All weighted (963)



6c. Working status

Q31. What is your current working status?

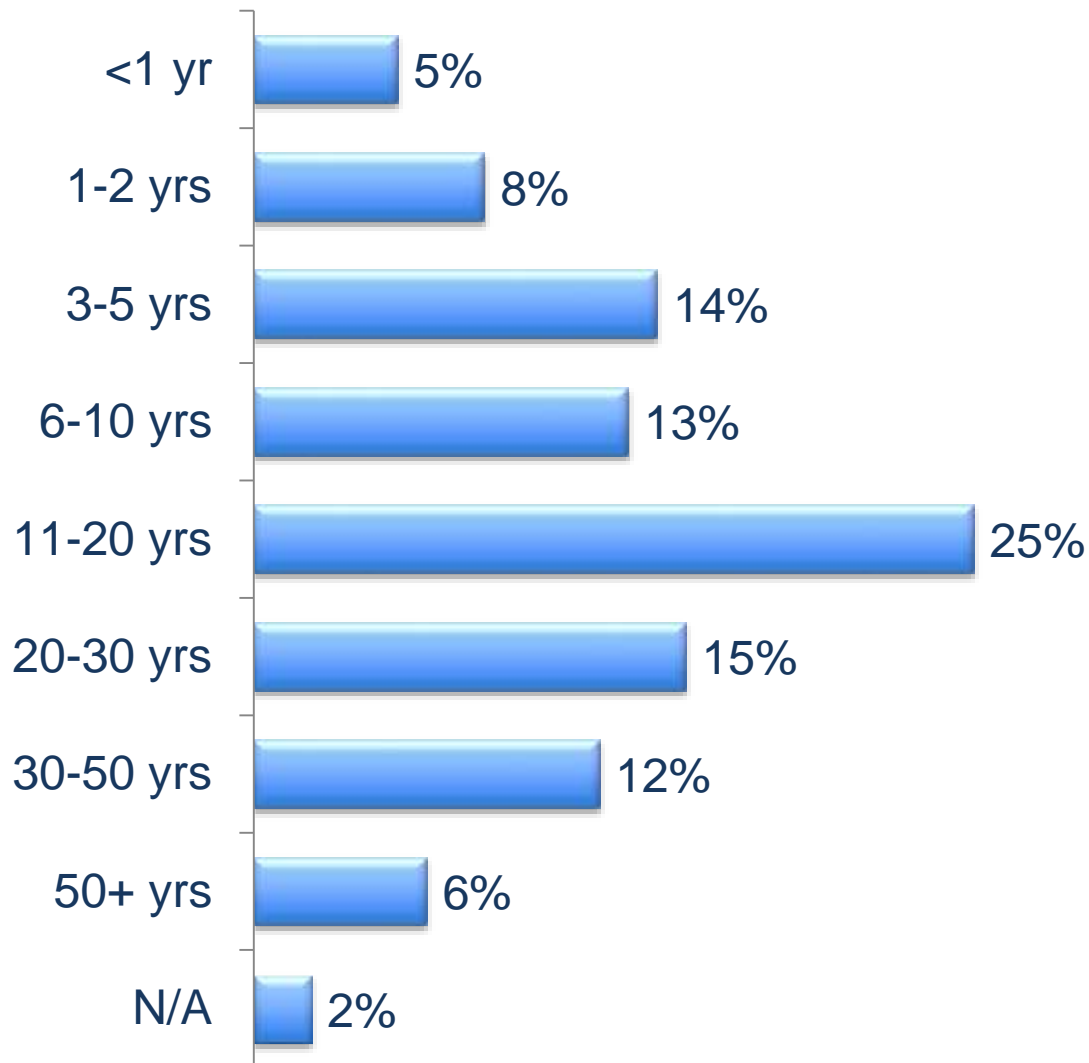
Base: All weighted (963)



7. Residency

Q1. How long have you lived in S&R?

Base: All weighted (963)



**Average
18 years**

8. Current housing



9. Property

Q2. Which of these best describes your current home?

Base: All weighted (963)



Detached
28% (36%)



Converted flat/maisonette
24% (2%)



Semi-detached
21% (27%)



Terraced
16% (20%)



Bungalow
8% (11%)



Purpose built flat/maisonette
2% (2%)

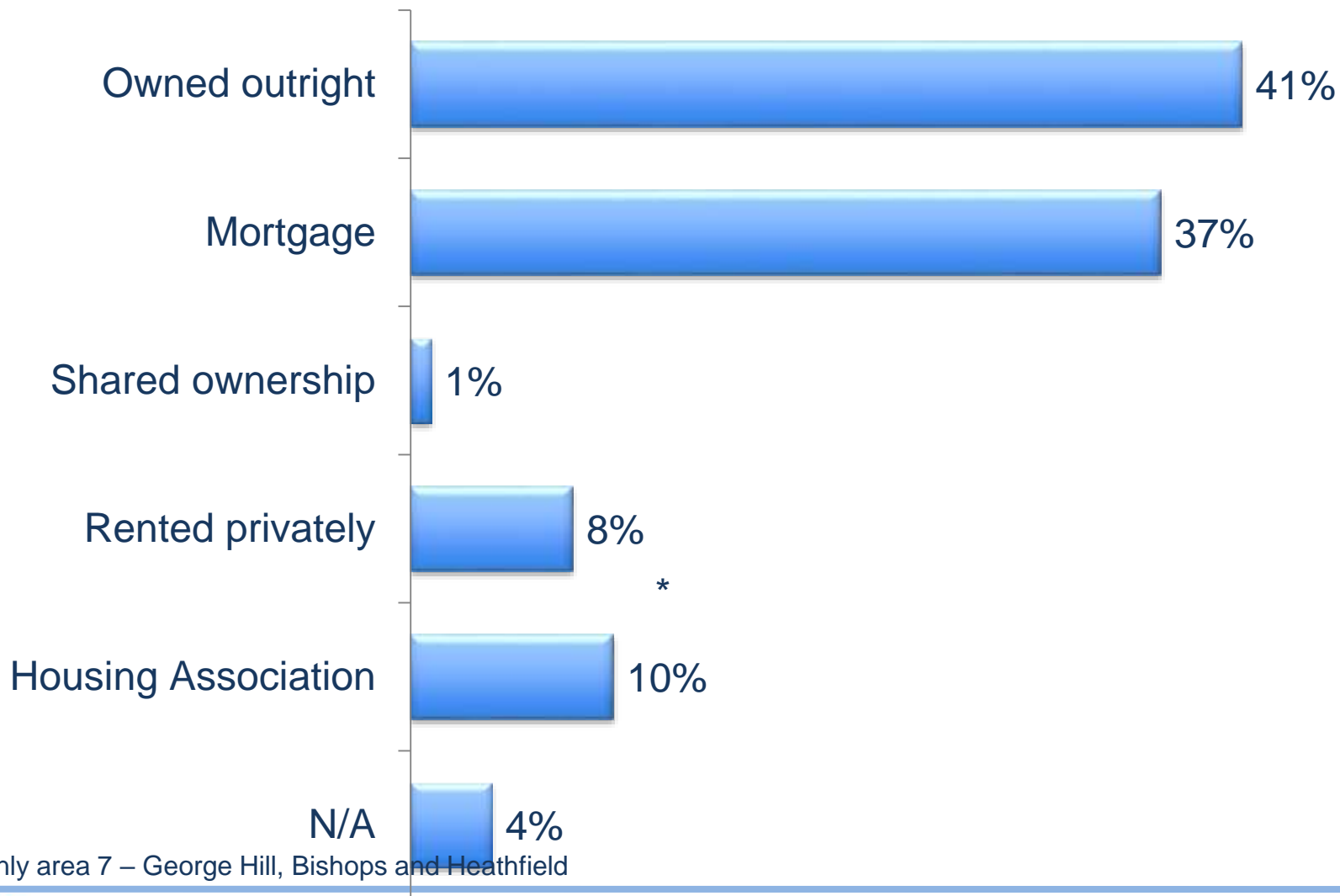
* Figures in brackets exclude Darvell

10. Ownership

Q3. Is your home?

Base: All weighted (779)

Darvell responses excluded.

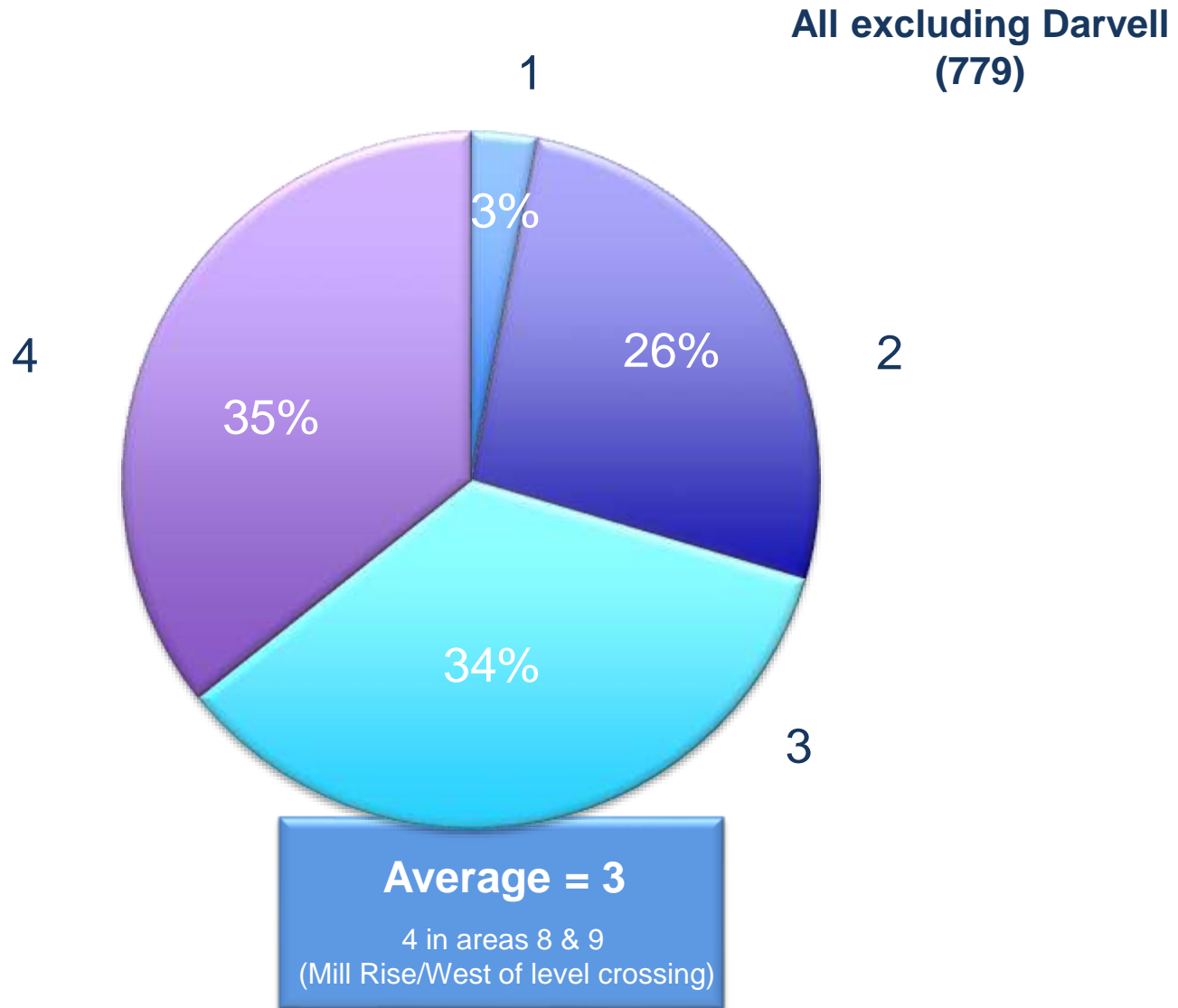


* Mainly area 7 – George Hill, Bishops and Heathfield

11. Bedrooms

Q4. How many bedrooms do you have?

Base: All



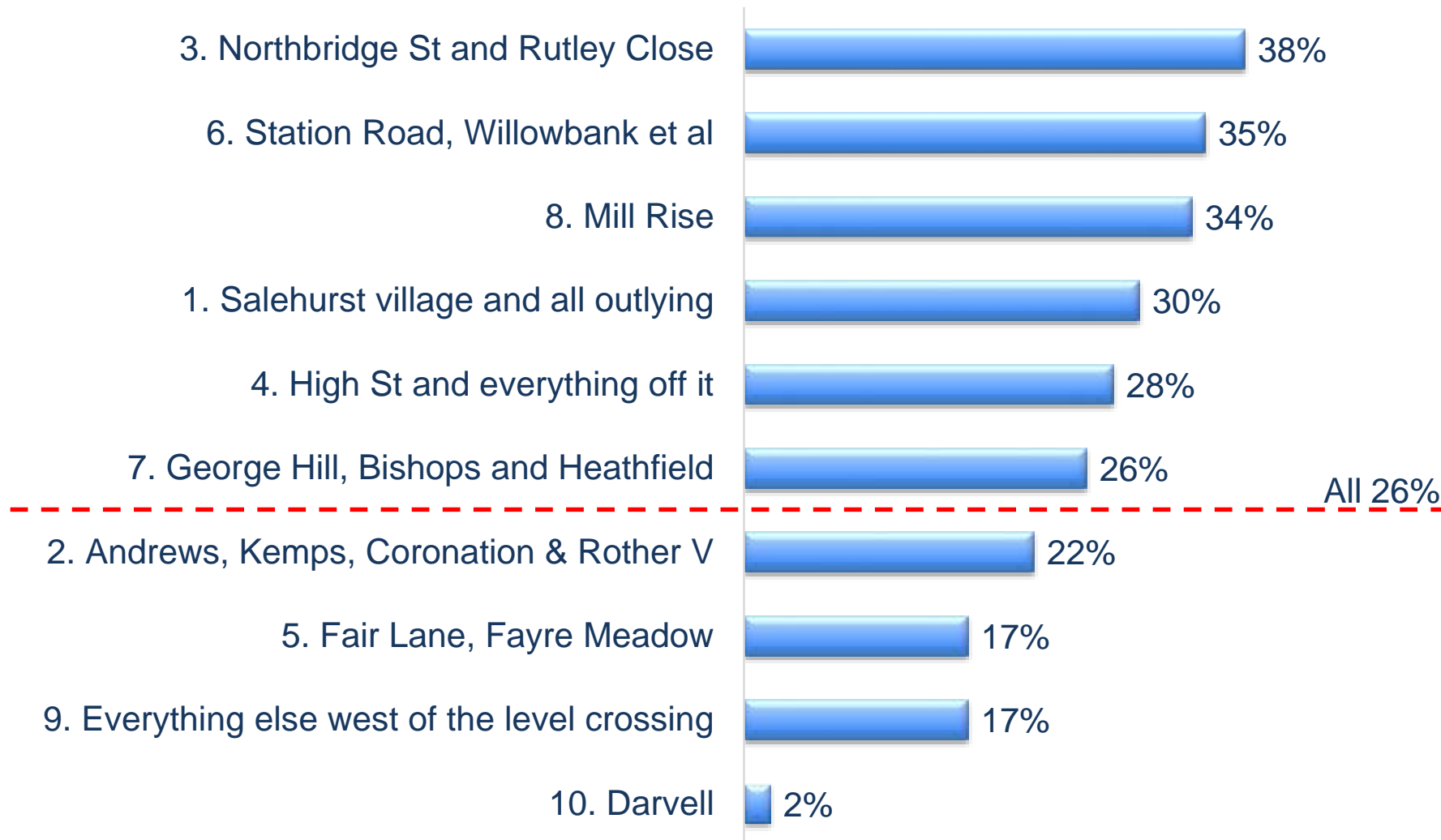
12. Future housing – Needs and criteria



13a. Moving plans

Q6a. Do you have plans to move in the next 10 years?

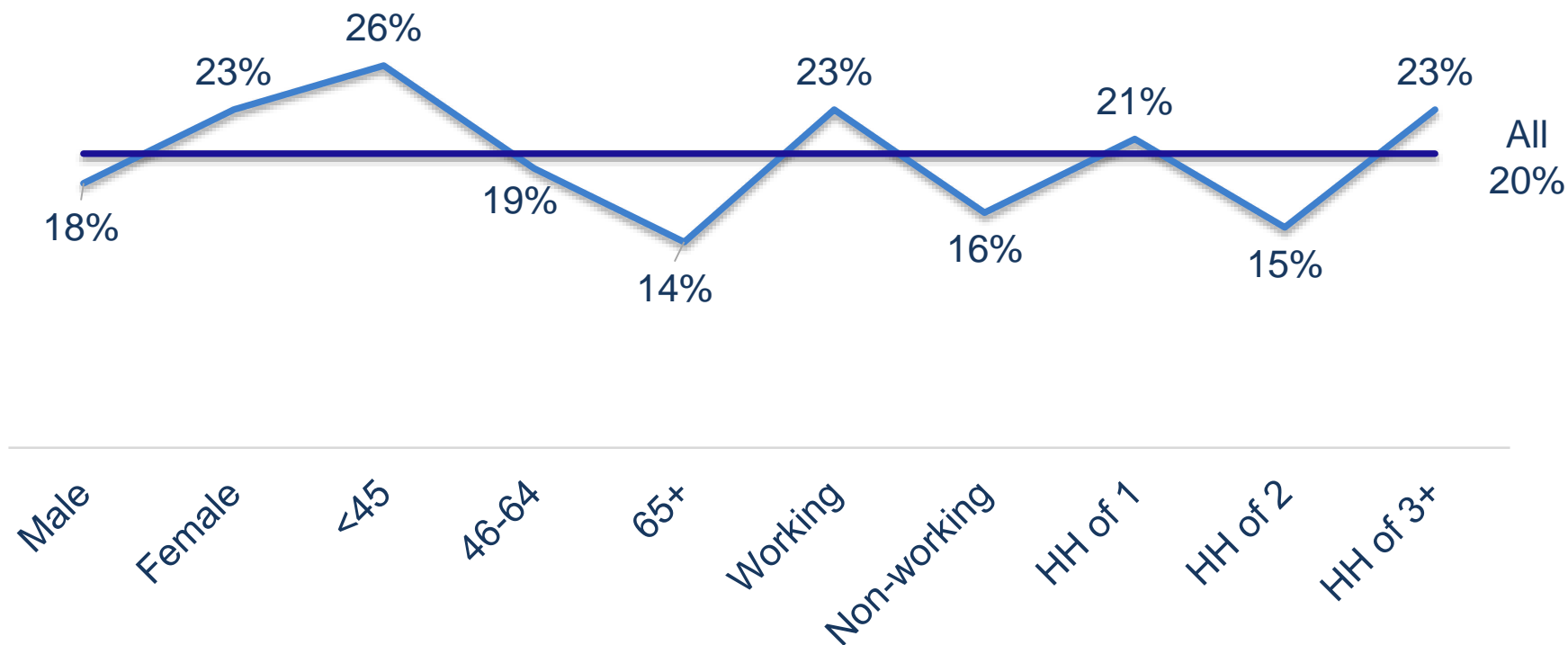
Base: All weighted (963)



13b. Moving plans

Q6a. Do you have plans to move in the next 10 years?

Base: All weighted (963)

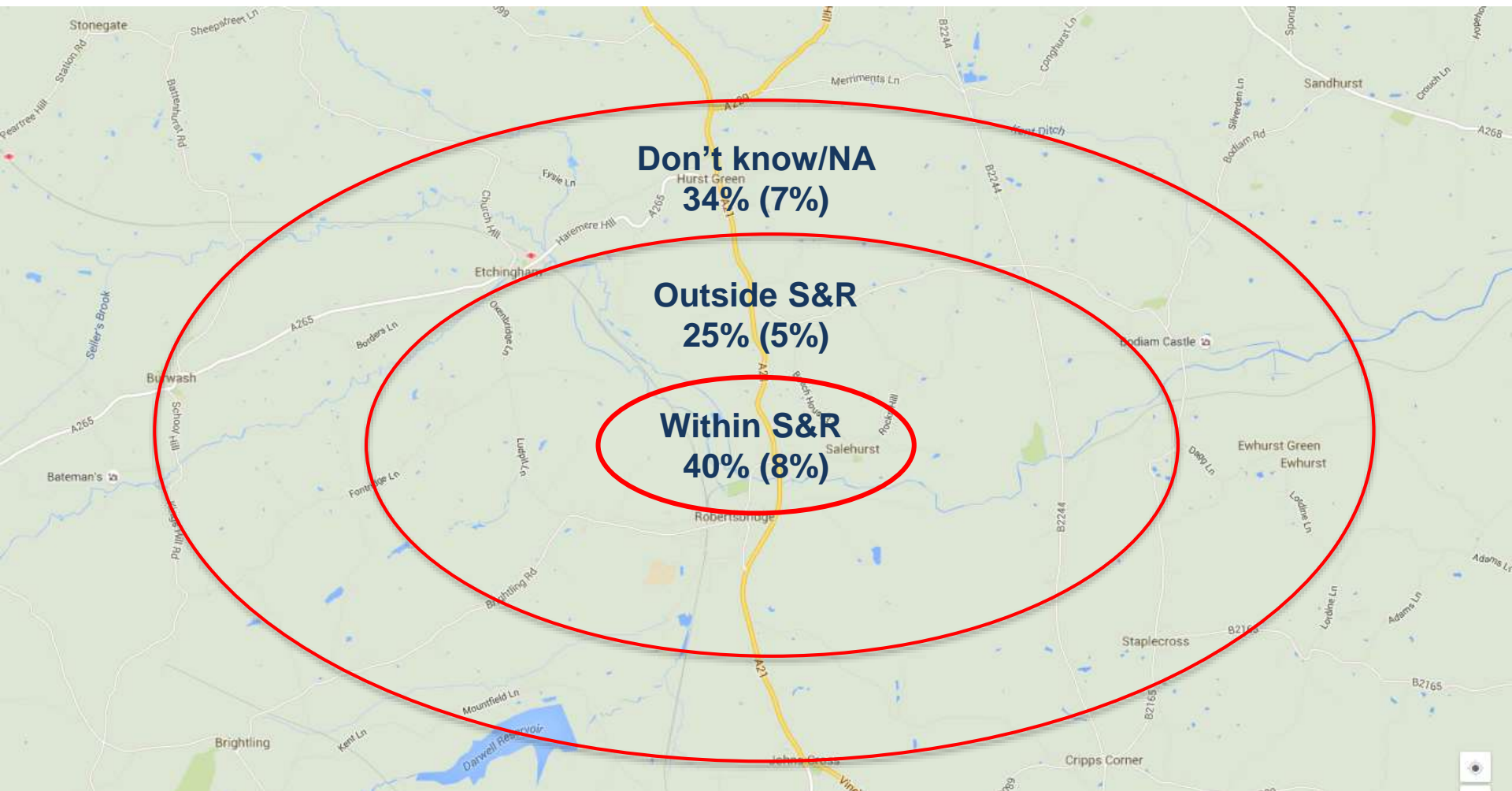


14. Moving destination

Q6b. Where are you likely to move to?

Base: All planning to move (182)

(Figures in brackets based on total sample)



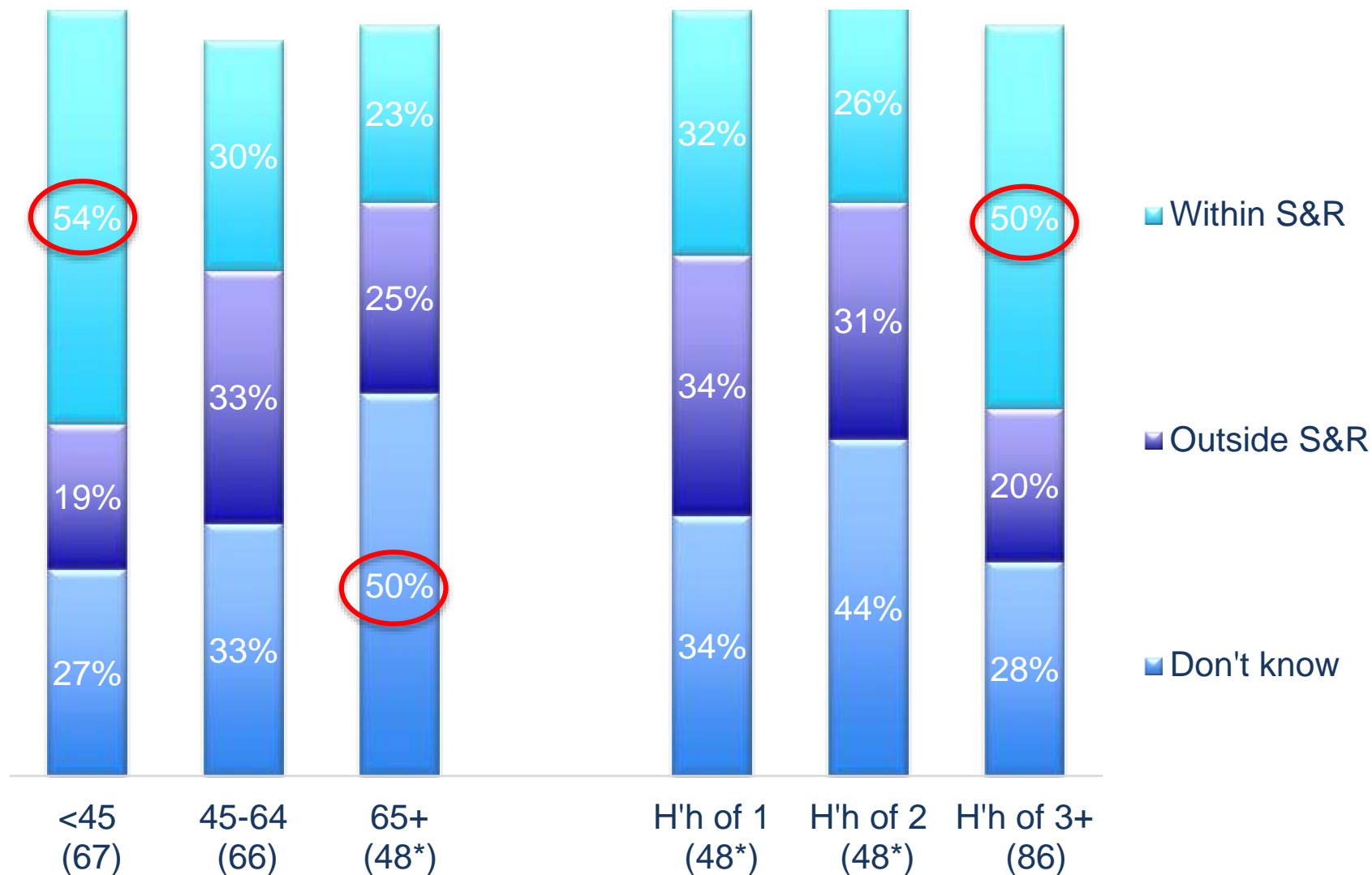
N.B. Area bases too low to highlight significant differences

15. Moving destination by age and household size

Q6b. Where are you likely to move to?

Base: All planning to move

* N.B. Small base size, treat data with caution



16. Moving out reasons

Q7. If you're likely to move out of S&R please tell us why

Base: All moving out of S&R (48*)

*N.B. Small base size, treat data with caution

House prices
23%

Family reasons
26%

Employment reasons
25%

Property sizes
15%

**Property
availability**
12%

Renting cost
8%

Other reasons = 41%

Mainly downsizing/age. 7 mentions anti-S&R

17. Accommodation needs

Q8. What type of accommodation are you likely to need?

Base: All planning to move in 10 years

	All (182) %	Current property		
		Detached (71) %	Semi (38*) %	Terrace (43*) %
Detached	36	54	33	37
Semi detached	24	13	30	34
Bungalow	12	12	10	9
Purpose built flat	8	6	8	10
Terrace	7	1	9	8
Converted flat	5	7	2	2
Private retirement home	2	3	3	-
Care/nursing home	1	1	-	-
Housing Association retirement home	1	-	2	-
N/A	4	4	2	1

* N.B. Small base size, treat data with caution

N.B. All other bases too small to analyse

18. Bedroom needs

Q9. How many bedrooms are you likely to need?

Base: All planning to move in 10 years

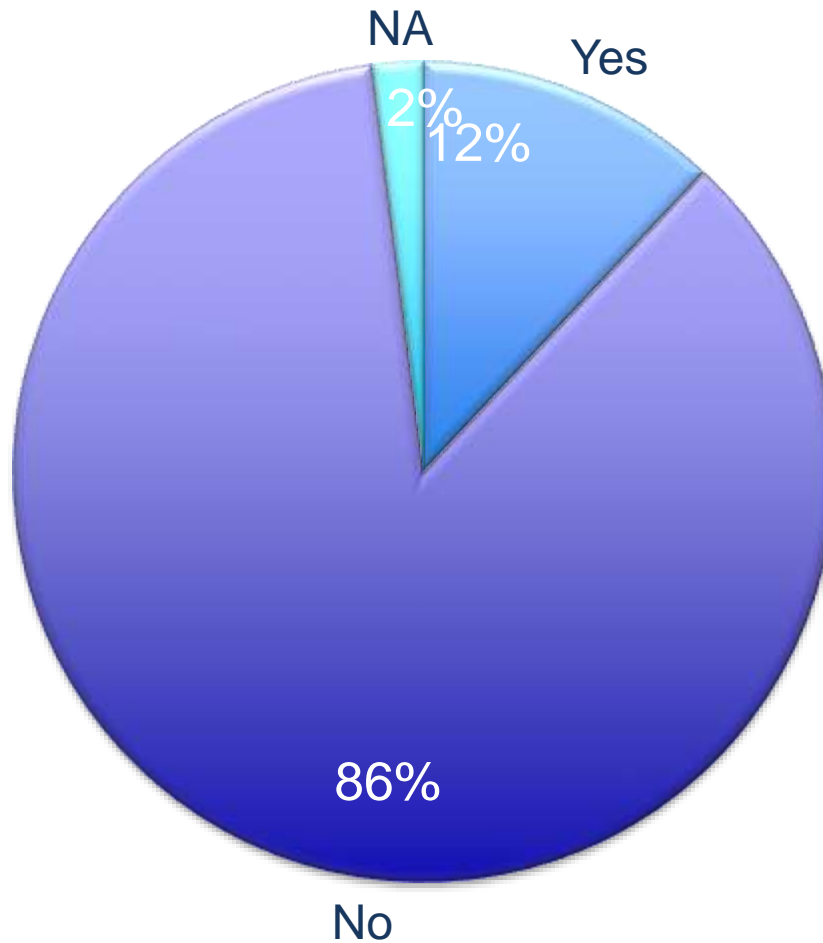
* N.B. Small bases, treat data with caution

		Current Bedrooms			
	All (182) %	1 (13*) %	2 (37*) %	3 (62) %	4+ (70) %
1	8	23	8	7	6
2	28	38	34	27	24
3	40	28	54	41	33
4+	23	10	4	25	35
N/A	1	-	-	-	2
Average number	3	2.4	2.6	3.1	3.3

19. Family member needs

Q10. Do you have any family members who have moved away from S&R and would like to move back?

Base: All weighted (963)



N.B.

Reported need, so treat data with caution

Low significant variations

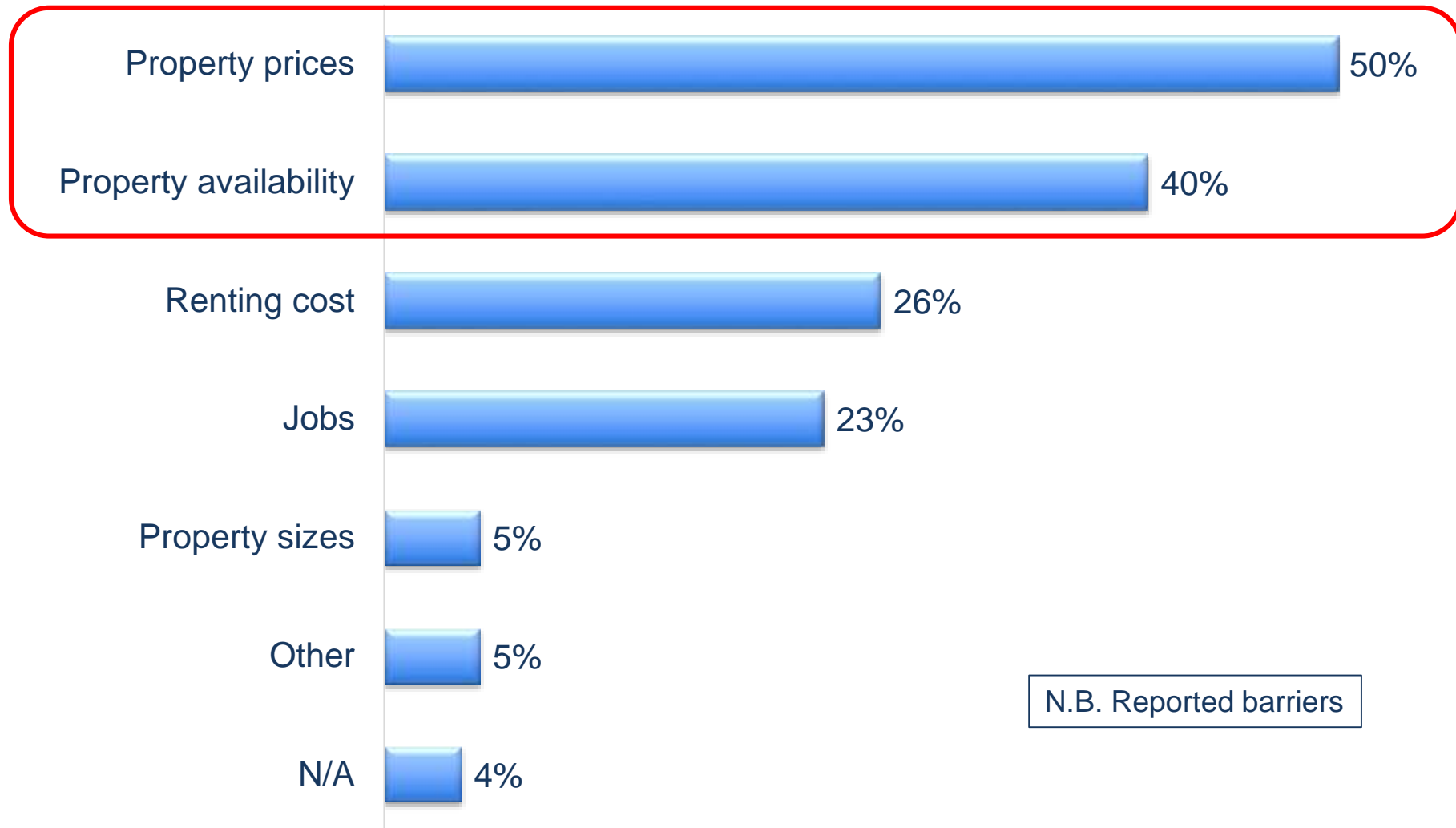
ex 30% Area 2

(Andrews, Kemps, Coronation & Rother V)

20. Family member moving barriers

Q11. Which, if any, of these reasons is preventing them from moving back to S&R?

Base: Those with family wanting to move back (114)



21a. Family member needs

Q12. What type of housing do you think they would need?

Base: Those with family wanting to move back (114)

N.B. Reported needs



Semi-detached
33%



Converted flat/maisonette
18%



Terraced
16%



Detached
12%



Bungalow
8%



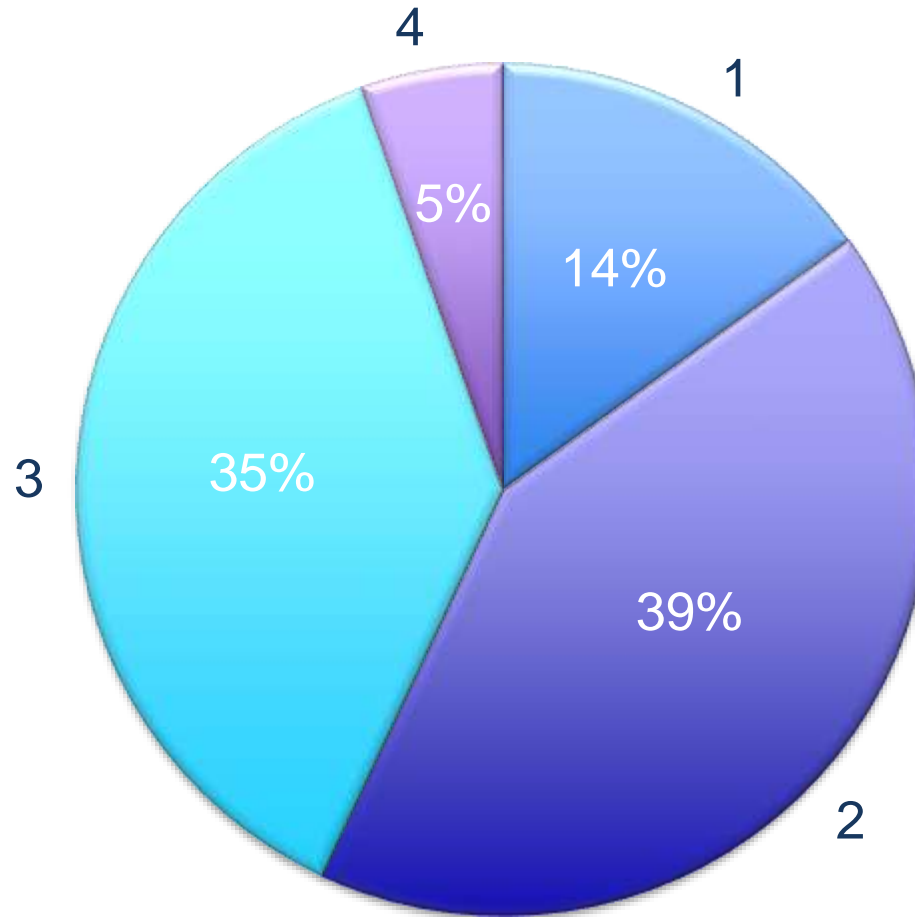
Purpose built flat/maisonette
6%

Private retirement home: 1%, Housing Association retirement home: 1%, N/A: 5%

21b. Bedrooms

Q13. And how many bedrooms are they likely to need?
Base: Those with family wanting to move back (114)

N.B. Reported needs

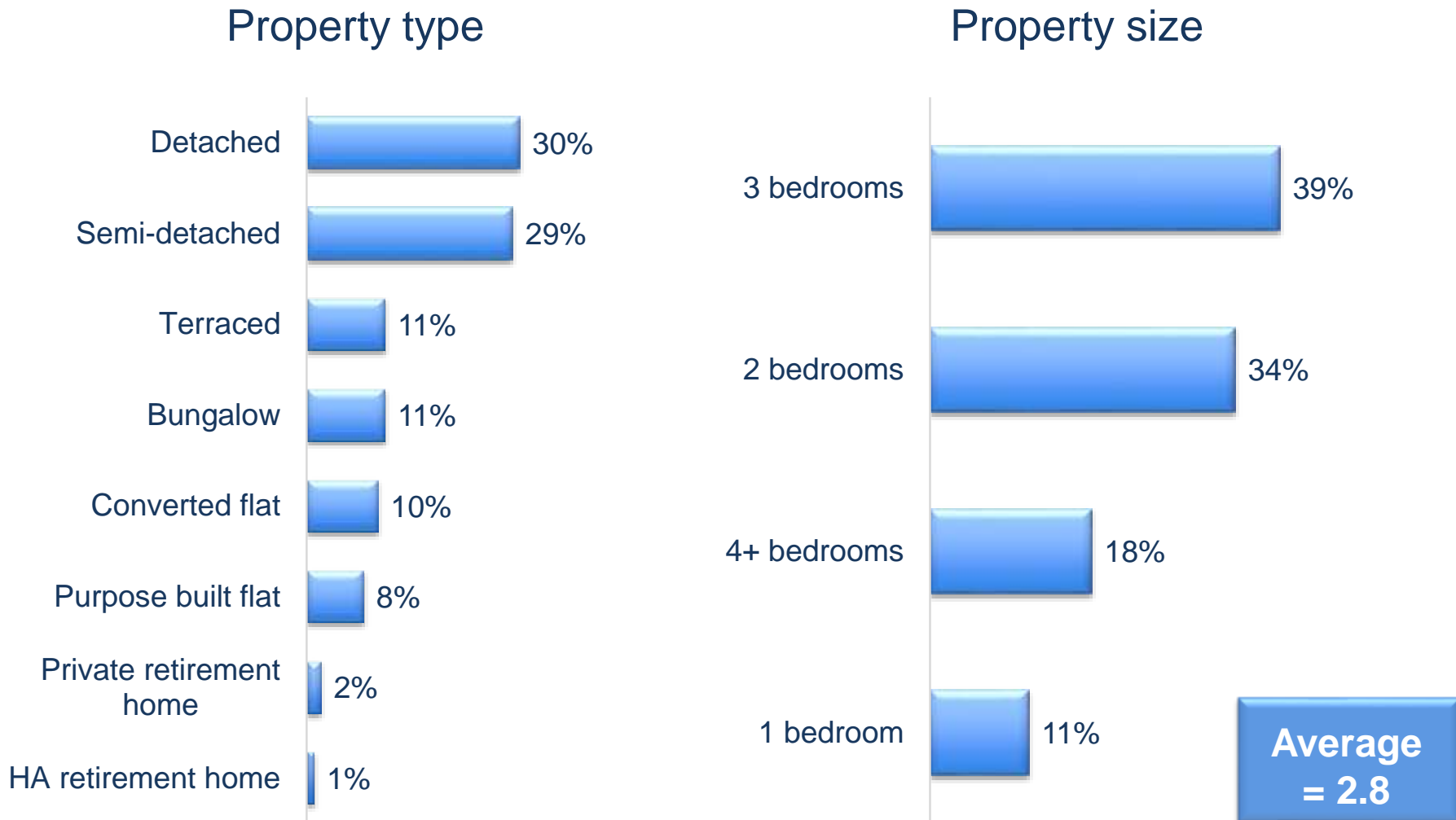


Average = 2.4

N/A = 8%

22. Combined housing needs

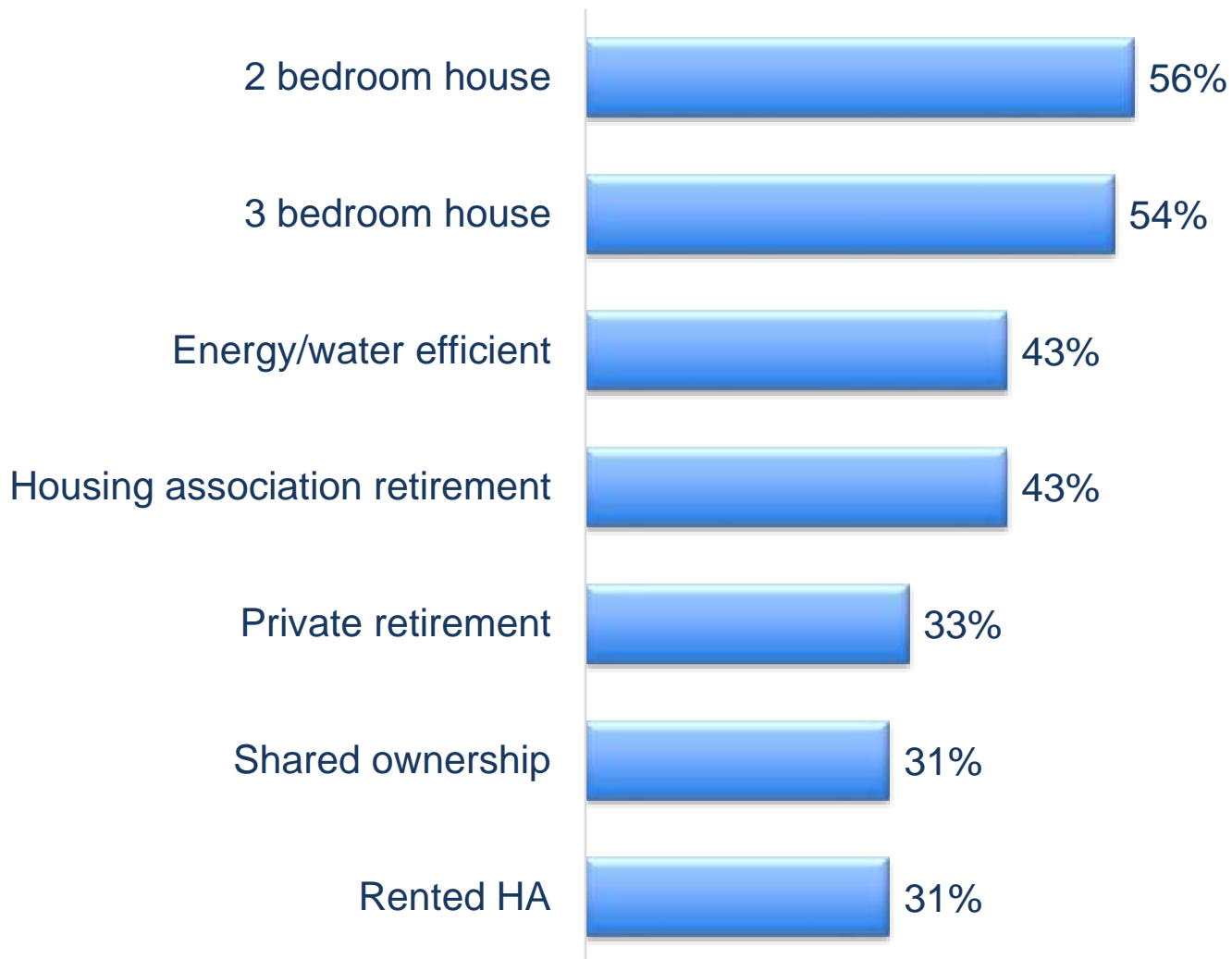
Base: All planning to move/those with family planning to move back (267)



23a. Housing types most needed

Q14. Thinking about the future housing needs of the village in general, which types of homes do you think are **most** needed?
(Please tick up to 5 only, out of the following 14 options)

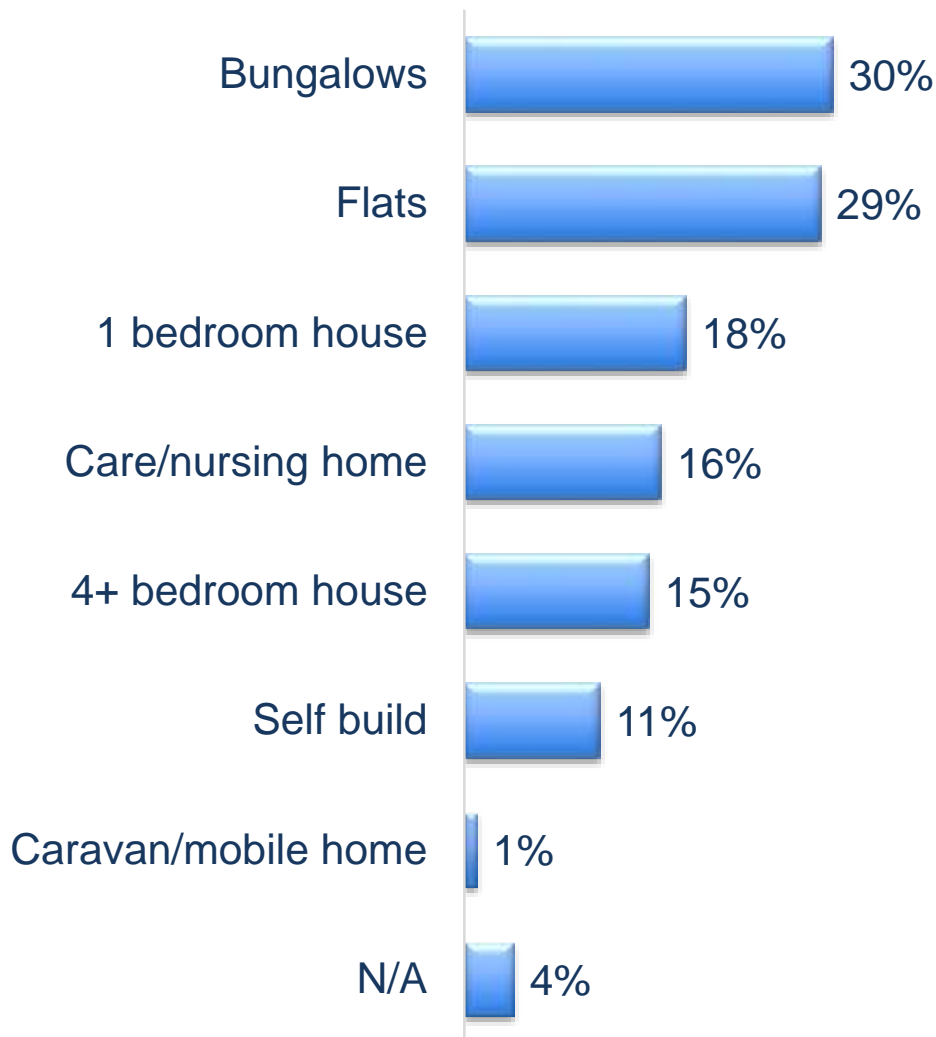
Base: All weighted (963)



23b. Housing types most needed

Q14. Thinking about the future housing needs of the village in general, which types of homes do you think are **most** needed?
(Please tick up to 5 only, out of the following 14 options)

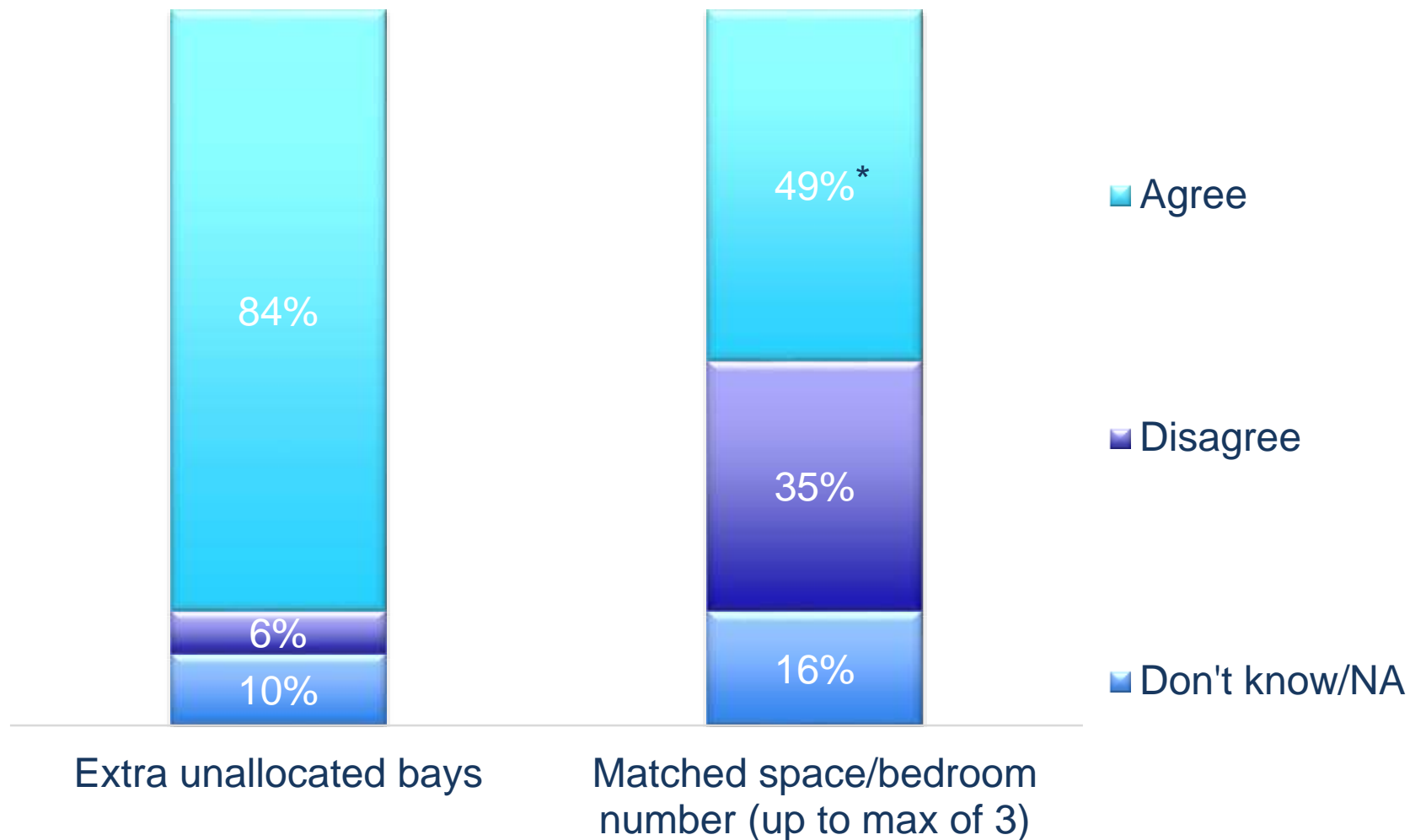
Base: All weighted (963)



24. Parking provision

Q17. On-site car parking would need to be provided as part of any new housing development. Do you agree or disagree that:

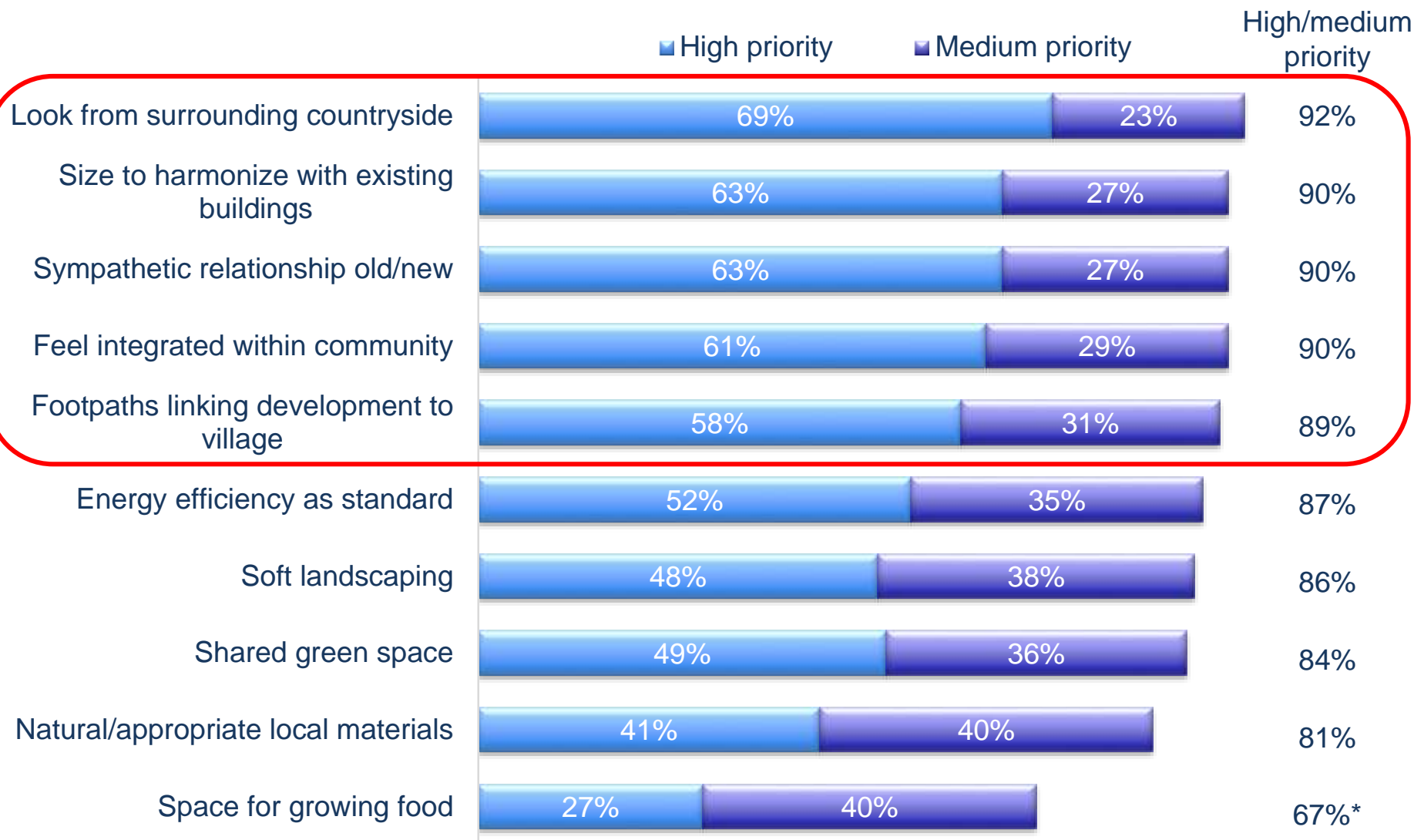
Base: All weighted (963)



25. Housing design criteria

Q15. Thinking about the design of any new housing developments in S&R, how important are each of the following?

Base: All weighted (963)



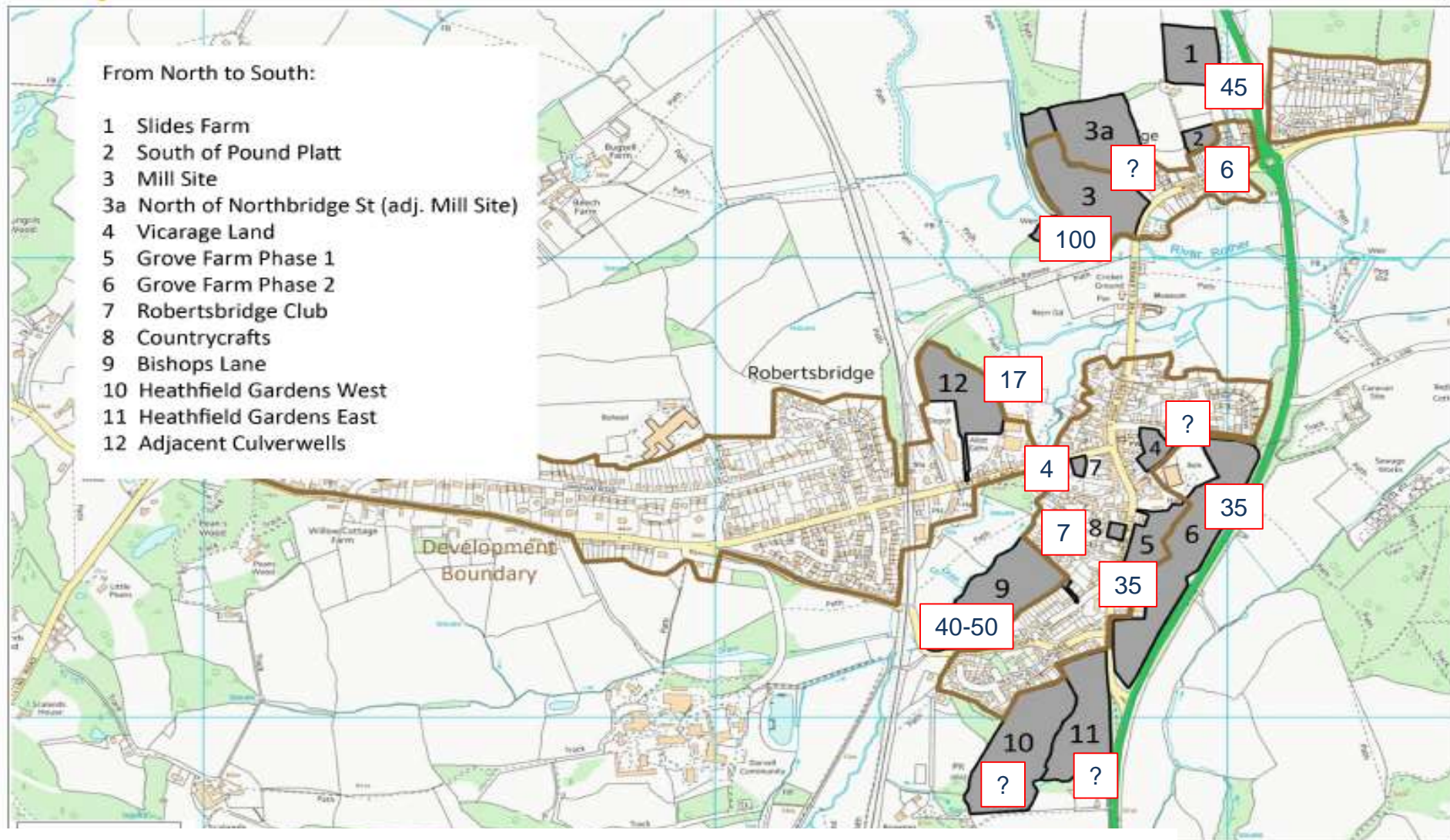
*20% not needed

26. Site selection – number of proposed properties



From North to South:

- 1 Slides Farm
- 2 South of Pound Platt
- 3 Mill Site
- 3a North of Northbridge St (adj. Mill Site)
- 4 Vicarage Land
- 5 Grove Farm Phase 1
- 6 Grove Farm Phase 2
- 7 Robertsbridge Club
- 8 Countrycrafts
- 9 Bishops Lane
- 10 Heathfield Gardens West
- 11 Heathfield Gardens East
- 12 Adjacent Culverwells



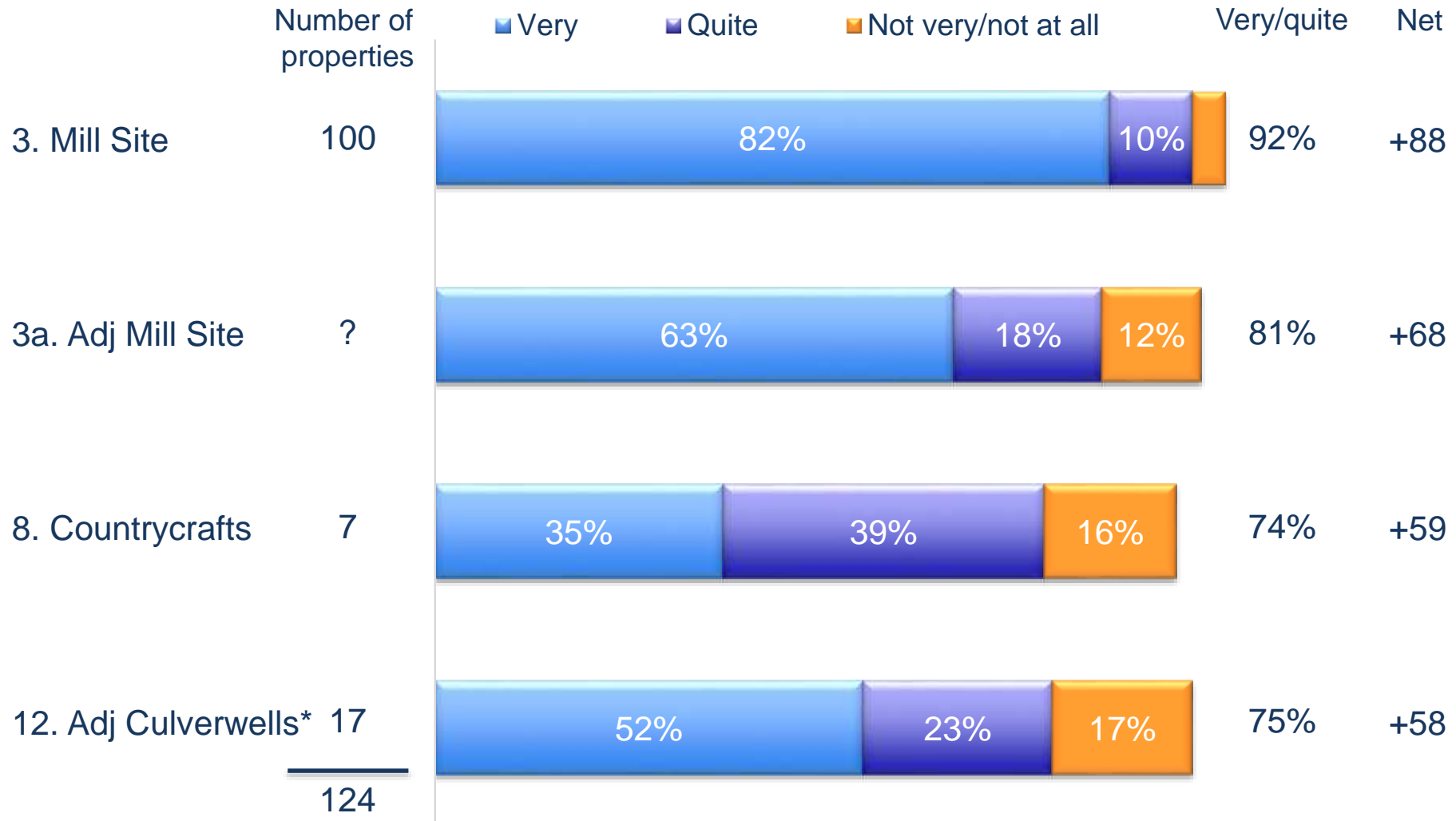
N.B. Darvell excluded from following analysis as all sites rated acceptable by c100%

64/ 2015

27a. Most acceptable sites – Total sample

Q16. A number of sites have been put forward for possible development. Though some sites may not be suitable for development until a site assessment has been done, we're interested in your views on each of them.

Base: All weighted (963)



*Permission granted

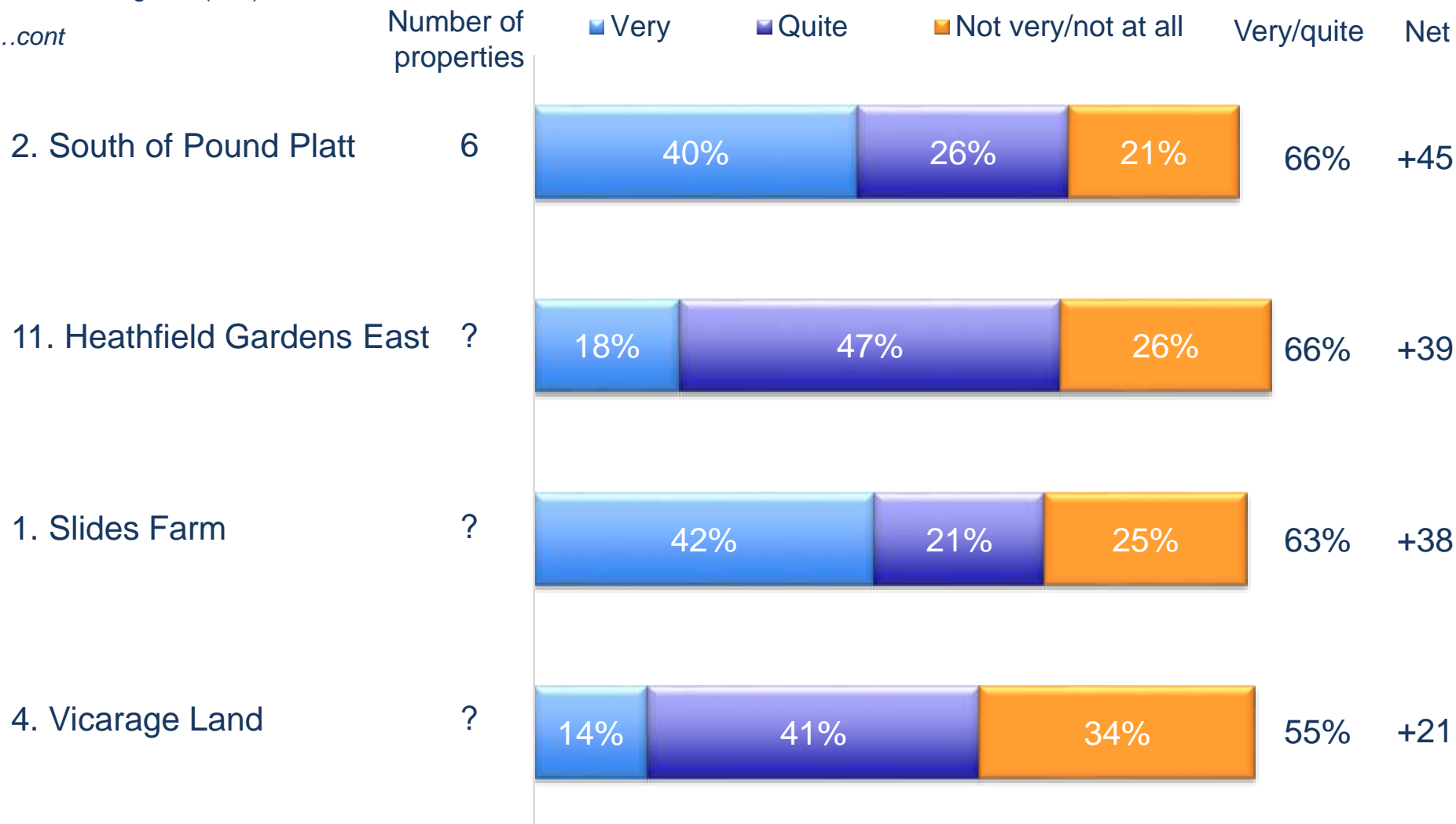
cont...

27b. Second option sites – Total sample

Q16. A number of sites have been put forward for possible development. Though some sites may not be suitable for development until a site assessment has been done, we're interested in your views on each of them.

Base: All weighted (963)

...cont

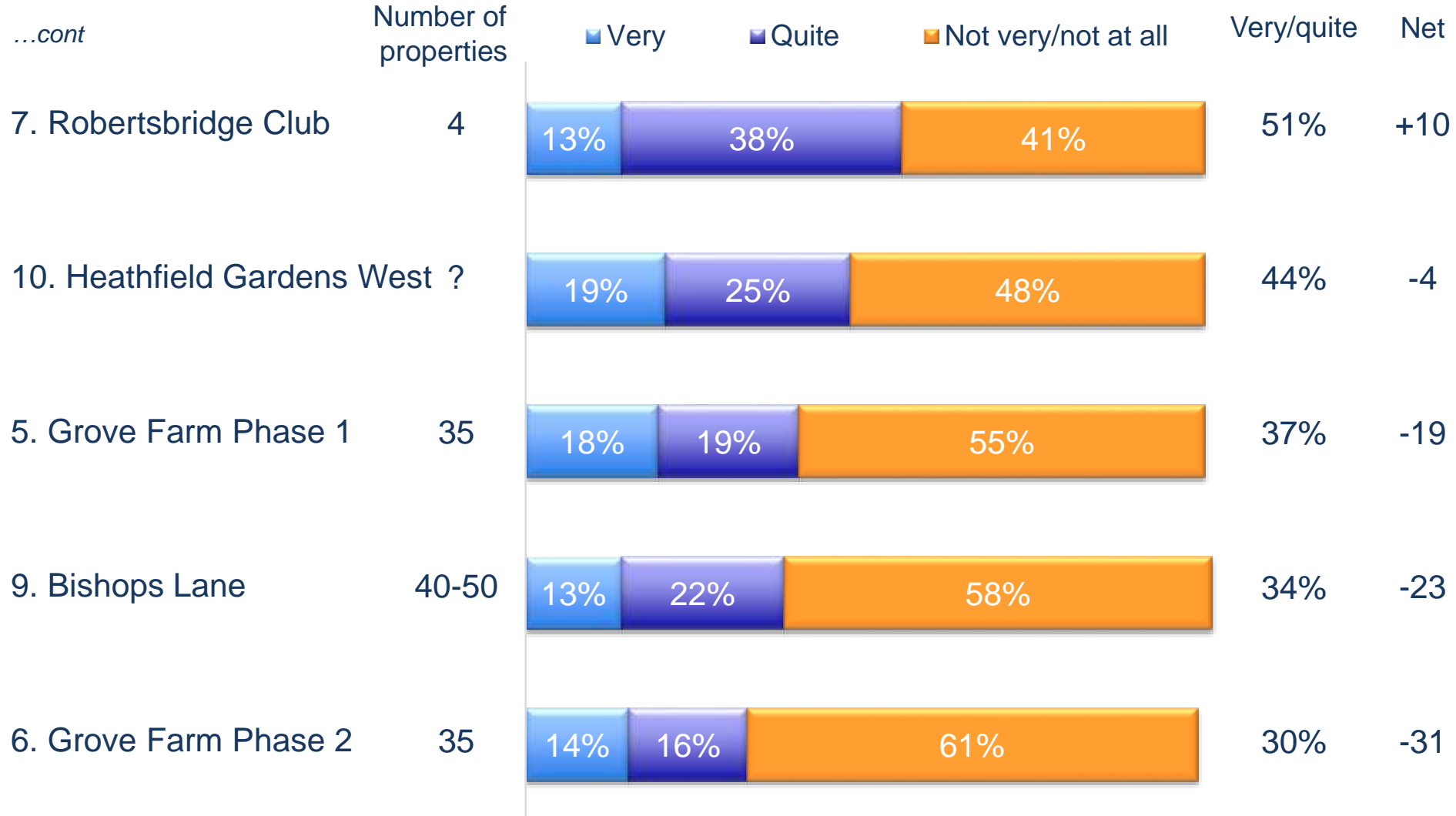


cont...

27c. Least popular sites – Total sample

Q16. A number of sites have been put forward for possible development. Though some sites may not be suitable for development until a site assessment has been done, we're interested in your views on each of them.

Base: All weighted (963)



27d. Are top sites acceptable across areas?

Net scores	Site 3 Mill Site	Site 3a Adj Mill Site	Site 8 Countrycrafts	Site 12 Adj. Culverwells
Number of properties	100	?	7	17
Total excl. Darvell	+84	+59	+49	+47
1. Salehurst village and all outlying	83	46	43	53
2. Andrews, Kemps, Coronation & Rother V	81	50	37	41
3. Northbridge St and Rutley Close	71	-20	72	68
4. High St and everything off it	73	57	45	37
5. Fair Lane, Fayre Meadow	73	55	46	39
6. Station Road, Willowbank et al.	97	72	50	45
7. George Hill, Bishops and Heathfield	89	74	53	52
8. Mill Rise	86	66	66	42
9. Everything else west of the level crossing	87	68	43	45
10. Darvell	100	100	93	97

N.B. Northbridge Street more extreme scores

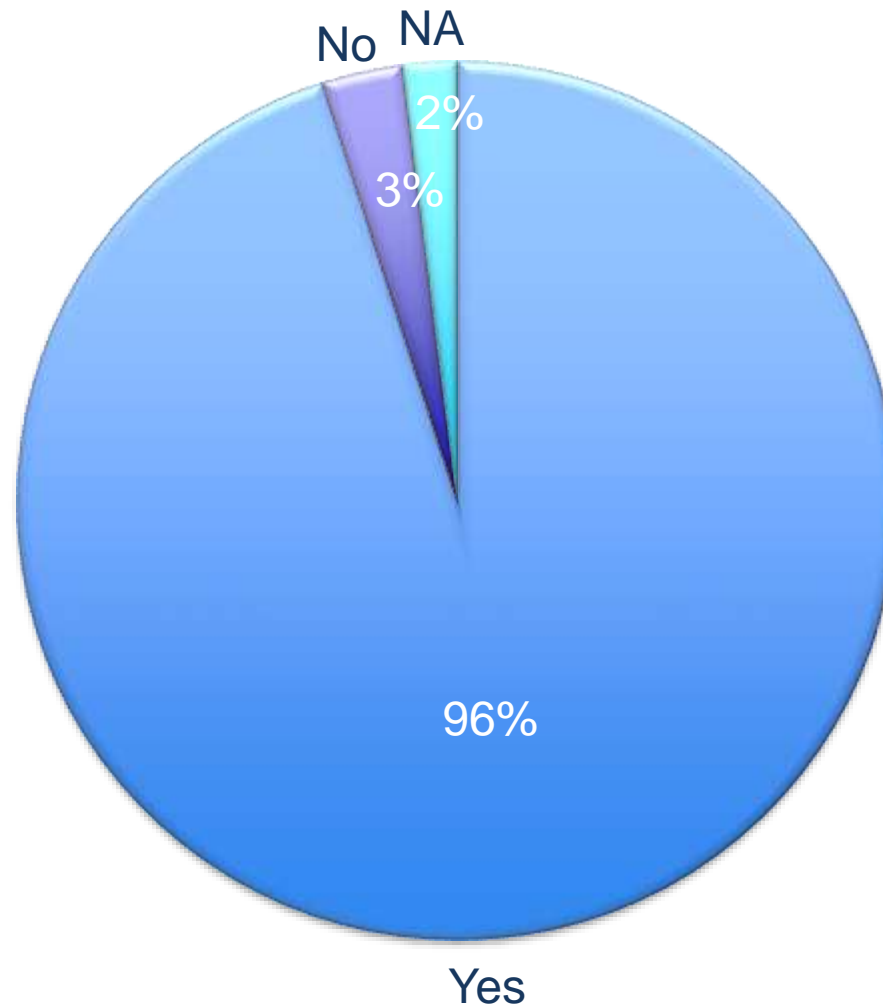
28. Village amenities – Retail, medical & leisure



29. Local shop usage

Q18. Do you use the local shops in and around the Parish?

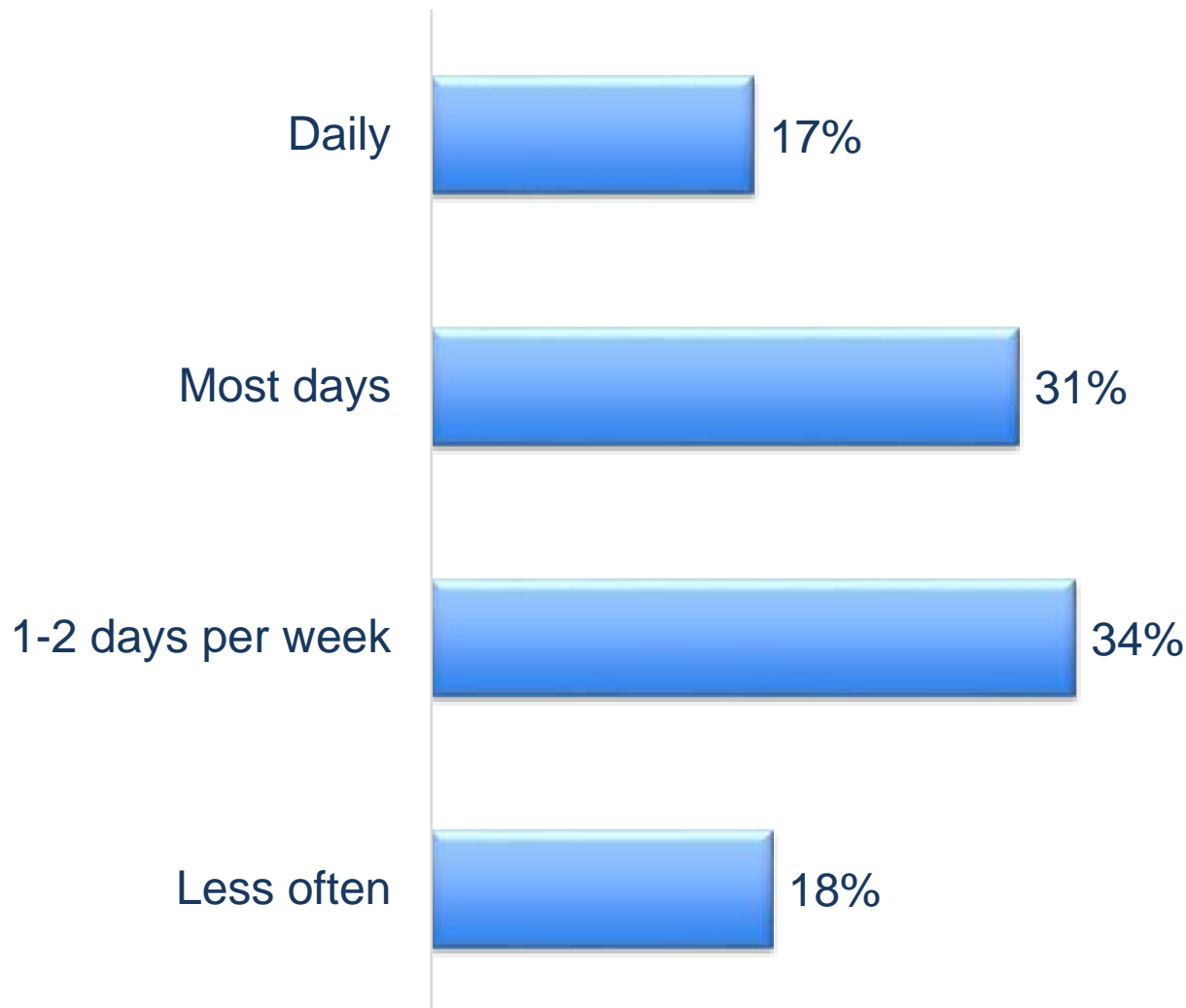
Base: All weighted (963)



30. Frequency of shop usage

Q19. If yes, how often do you use them?

Base: All users – weighted (919)



Average number days per week = 3

N.B.

Frequency higher:

- Not working
- 4. High St and everything off it
- 5. Fair Lane, Fayre Meadow
- 6. Station Road, Willowbank et al

31. Shop barriers

Q20. If you don't use the local shops regularly/at all is it because of:

* N.B. Small base size, treat data with caution

	Non users (27*) %	Non/less often users (182) %
Not enough choice of products	25	22
Pricing	22	10
Parking	16	22
Other	37	32*
NA	14	22

+ Mainly lack of transport, convenience, order in

32. Use of medical facilities

Q21. Do you use : The doctors surgery in the village/Either of the dentists in the village?

Base: All weighted (963)

	All (963) %
Doctors at all	86
Dentists at all	56
Neither	9
Both	41
Doctors only	45
Dentists only	3

33. Preferred medical relocation sites

Q22. It is understood that both the doctors and the dentists surgeries will need to move to larger/purpose built premises in the foreseeable future. Please tick your preferred sit for the relocation of each of these surgeries?

Base: All weighted (963)

3a. Adj Mill site

3% / 4%

3. Mill site

45% / 43%

12. Adj. Culverwells

16% / 14%

7. Robertsbridge Club

15% / 11%

8. Countrycrafts

5% / 6%

9. Bishops Lane

1% / 1%

10. Heathfield Gdn West

1% / *

1. Slides Farm

1% / 1%

2. South of Pound Platt

*% / 1%

4. Vicarage land

3% / 3%

6. Grove Farm (2)

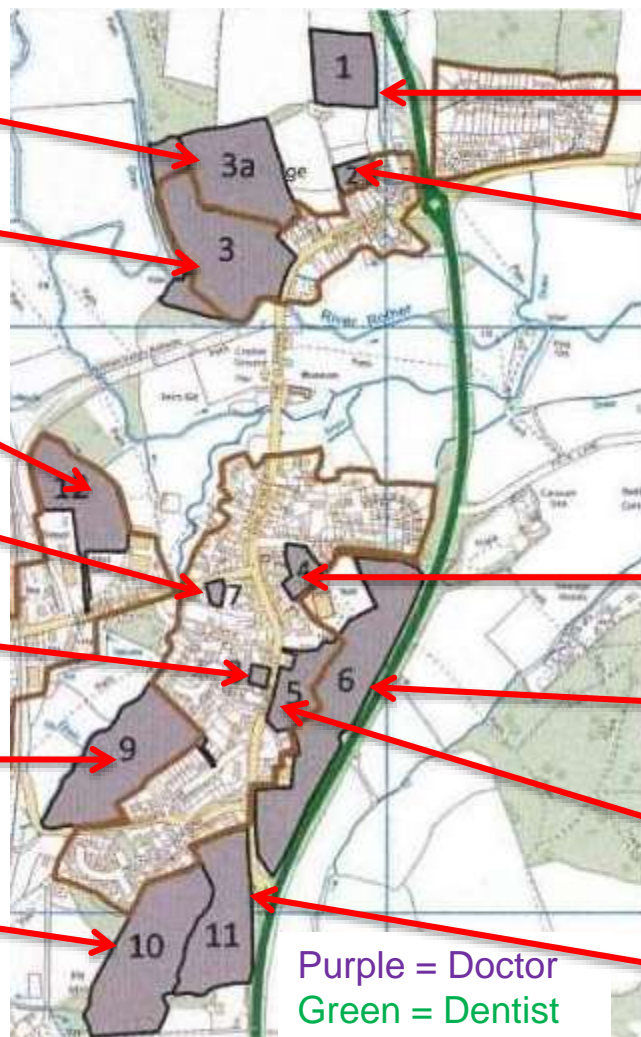
1% / 2%

5. Grove Farm (1)

3% / 3%

11. Heathfield Gdn East

* / 1%

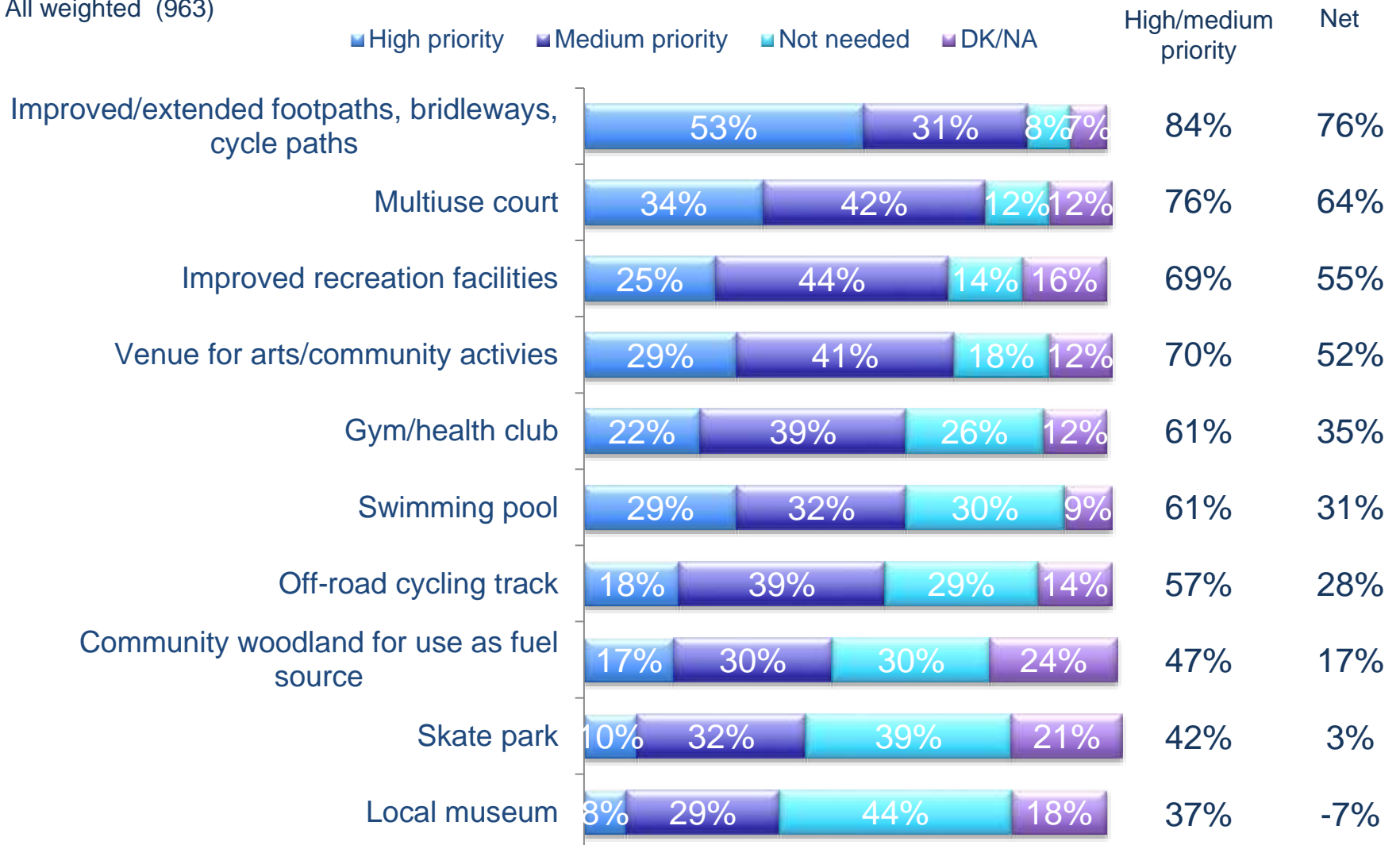


Purple = Doctor
Green = Dentist

34. Leisure facilities

Q23. Listed below are different types of leisure facilities. For each one please tick how important you feel it is to provide this type of facility in S&R.

Base: All weighted (963)



35. Leisure facilities – Net priority scores by age

Q23. Listed below are different types of leisure facilities. For each one please tick how important you feel it is to provide this type of facility in S&R.

Base: All weighted

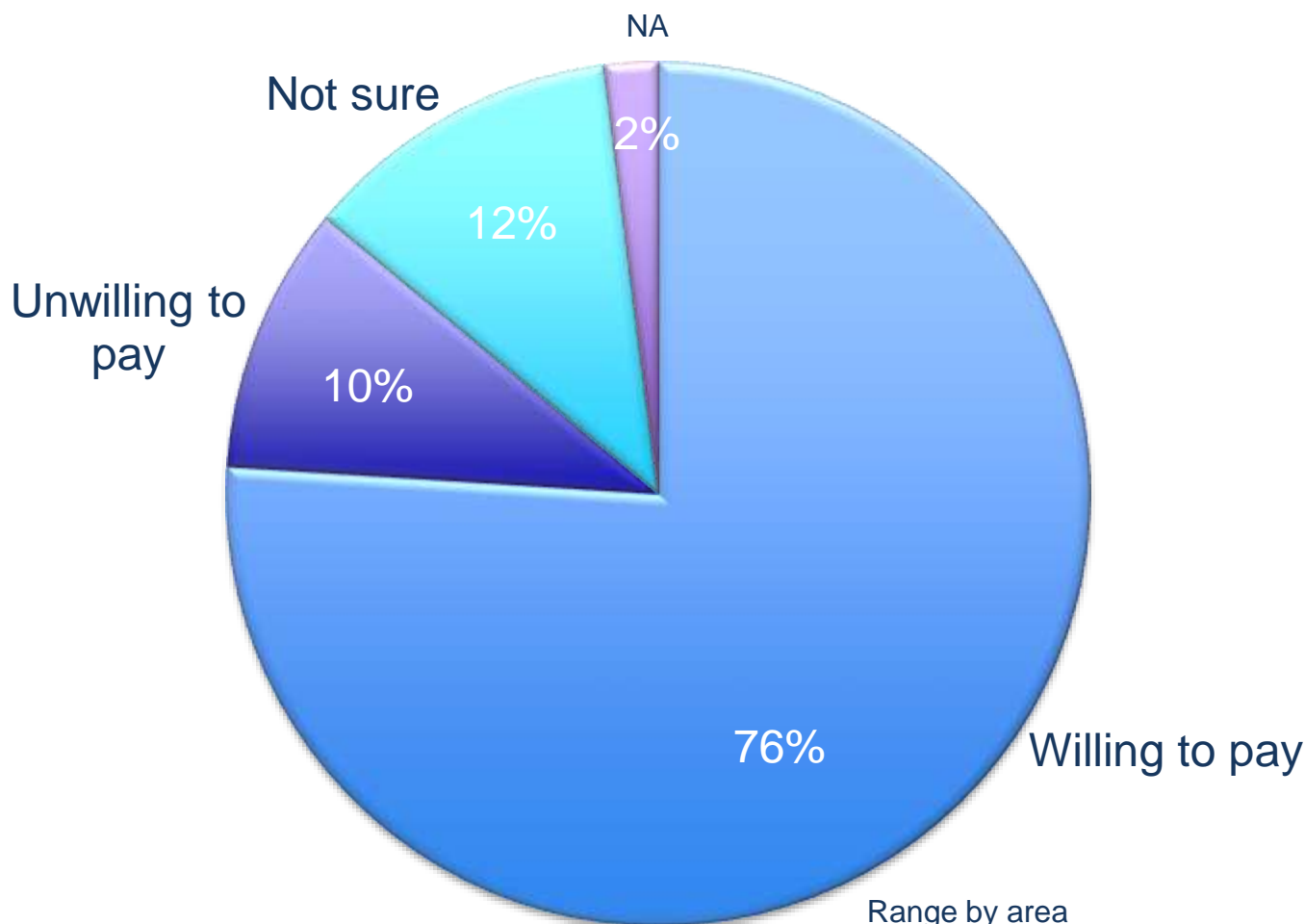
	All (963) %	<45 (260) %	45 – 64 (339) %	65+ (345) %
Improved & extended footpaths, bridleways etc	76	78	79	71
Multiuse court	64	68	62	60
Improved recreation facilities	55	67	52	43
Venue for arts/community activities	52	49	54	53
Gym/health club	35	53	35	15
Swimming pool	31	41	28	19
Off-road cycling track	28	28	32	24
Community woodland for use a fuel source	17	24	22	2
Skate park	3	-3	12	-3
Local museum	-7	-11	-4	-1

36. Infrastructure



37. Village steward funding

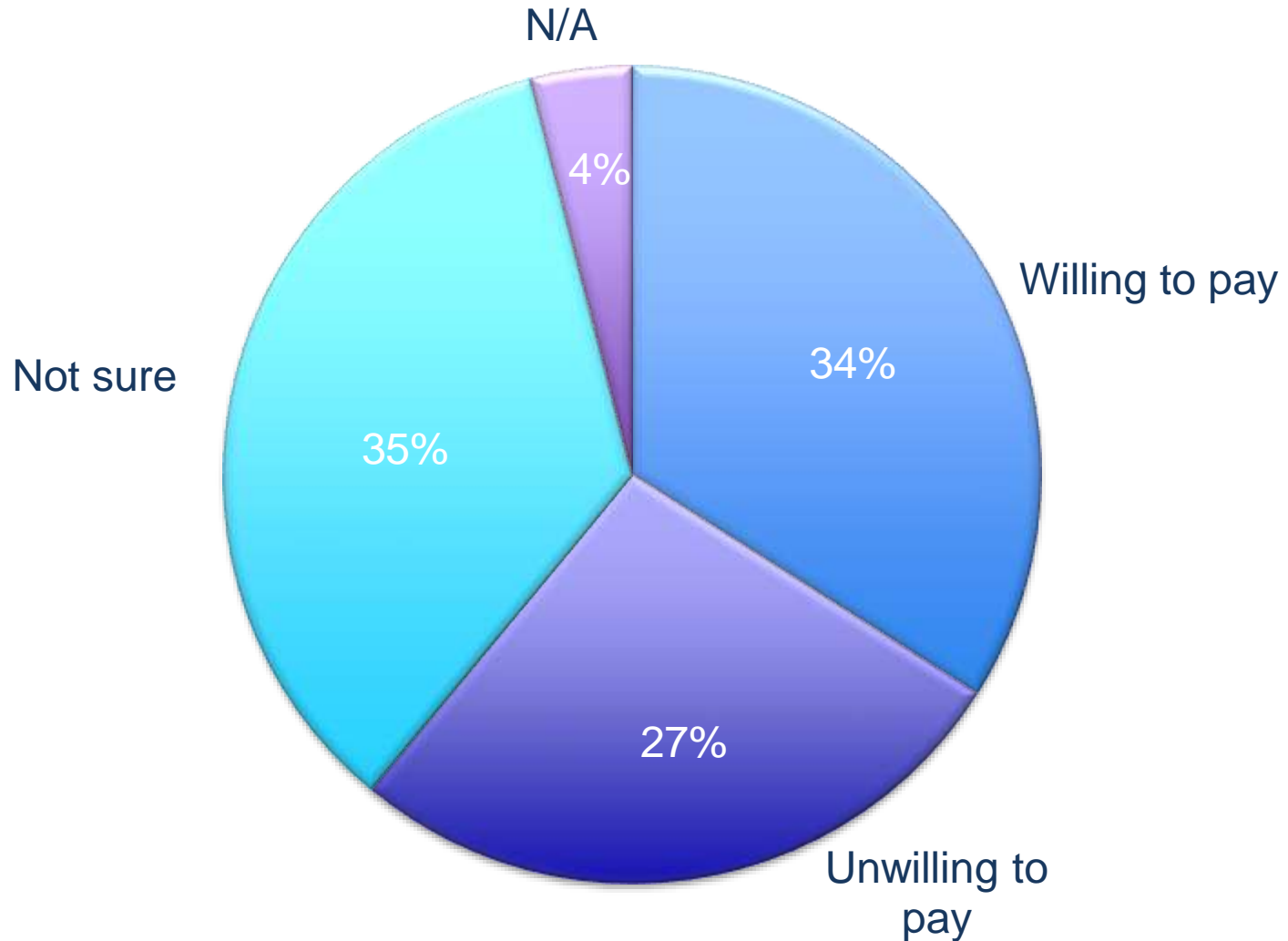
Q24. Would you be prepared to pay annually approximately 22p extra a week per household to fund a village steward for our Parish?
Base: All weighted (963)



Range by area
54% (2. Andrews, etc) to
80+% (8. Mill Rise, 4 Northbridge St, 6, Station Rd)

38. Review funding

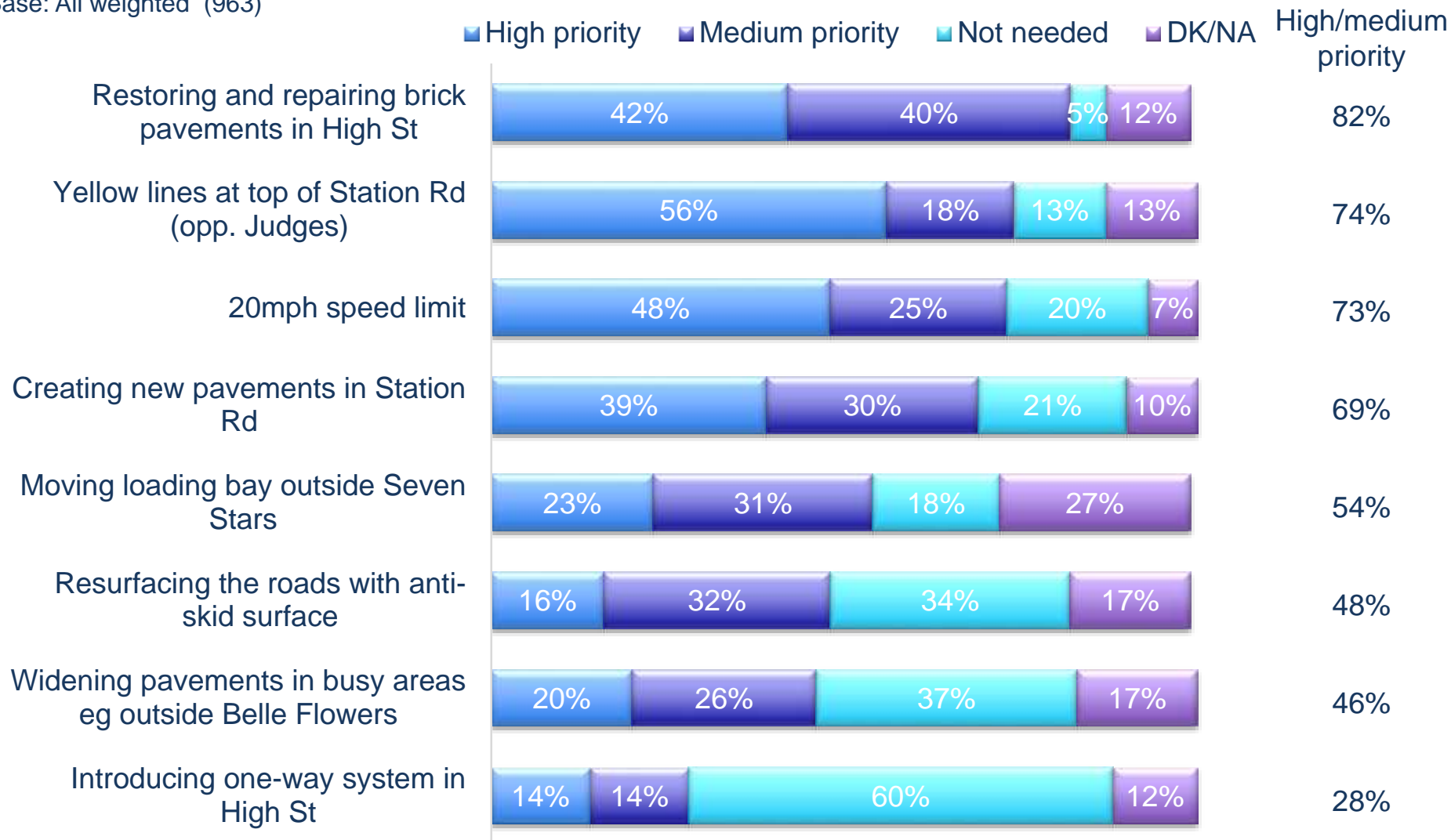
Q25. Would you be prepared to pay annually approximately 29p extra a week per household to fund a parking review?
Base: All weighted (963)



40a. Safety measures

Q26. The following suggestions for improving village safety have been raised by residents. How important are each of the measures in your view?

Base: All weighted (963)



40b. Safety – top initiatives by area

Q26. The following suggestions for improving village safety have been raised by residents. How important are each of the measures in your view?

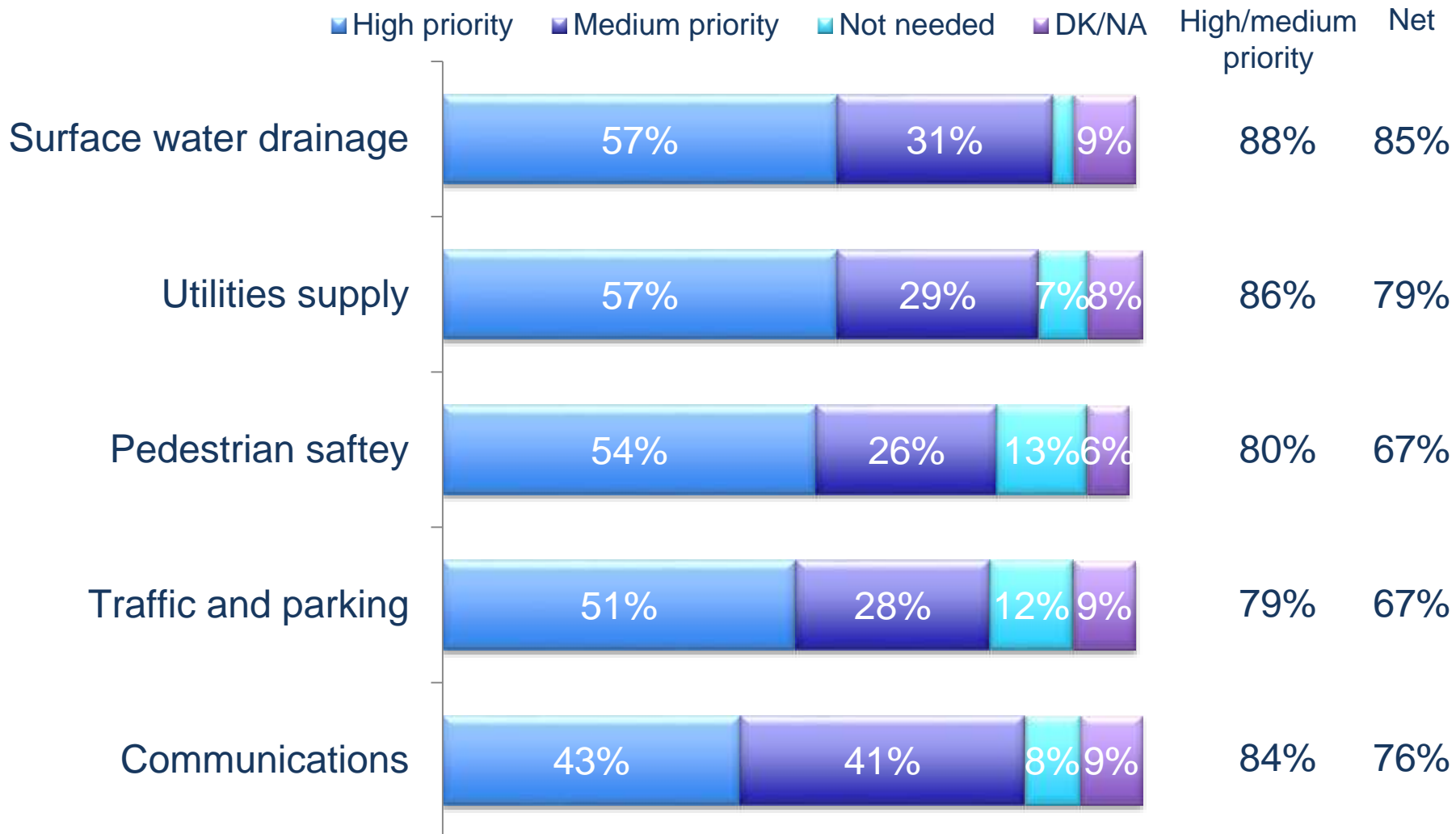
Base: All weighted (963)

Net differences	Restoring pavements in High St	Yellow lines Station Rd	20mph speed limit	New pavements Station Rd
All	77	61	53	48
1. Salehurst village and all outlying	70	51	38	-2
2. Andrews, Kemps, Coronation & Rother V	86	69	26	16
3. Northbridge St and Rutley Close	87	52	41	41
4. High St and everything off it	89	62	84	58
5. Fair Lane, Fayre Meadow	83	46	61	62
6. Station Road, Willowbank et al.	97	73	63	62
7. George Hill, Bishops and Heathfield	79	60	60	40
8. Mill Rise	83	81	65	66
9. Everything else west of the level crossing,	77	62	41	39
10. Darvell	59	58	52	72

41. Infrastructure ranking

Q27. How much of a priority are each of the following types of infrastructure when it comes to developing/improving services?

Base: All weighted (963)



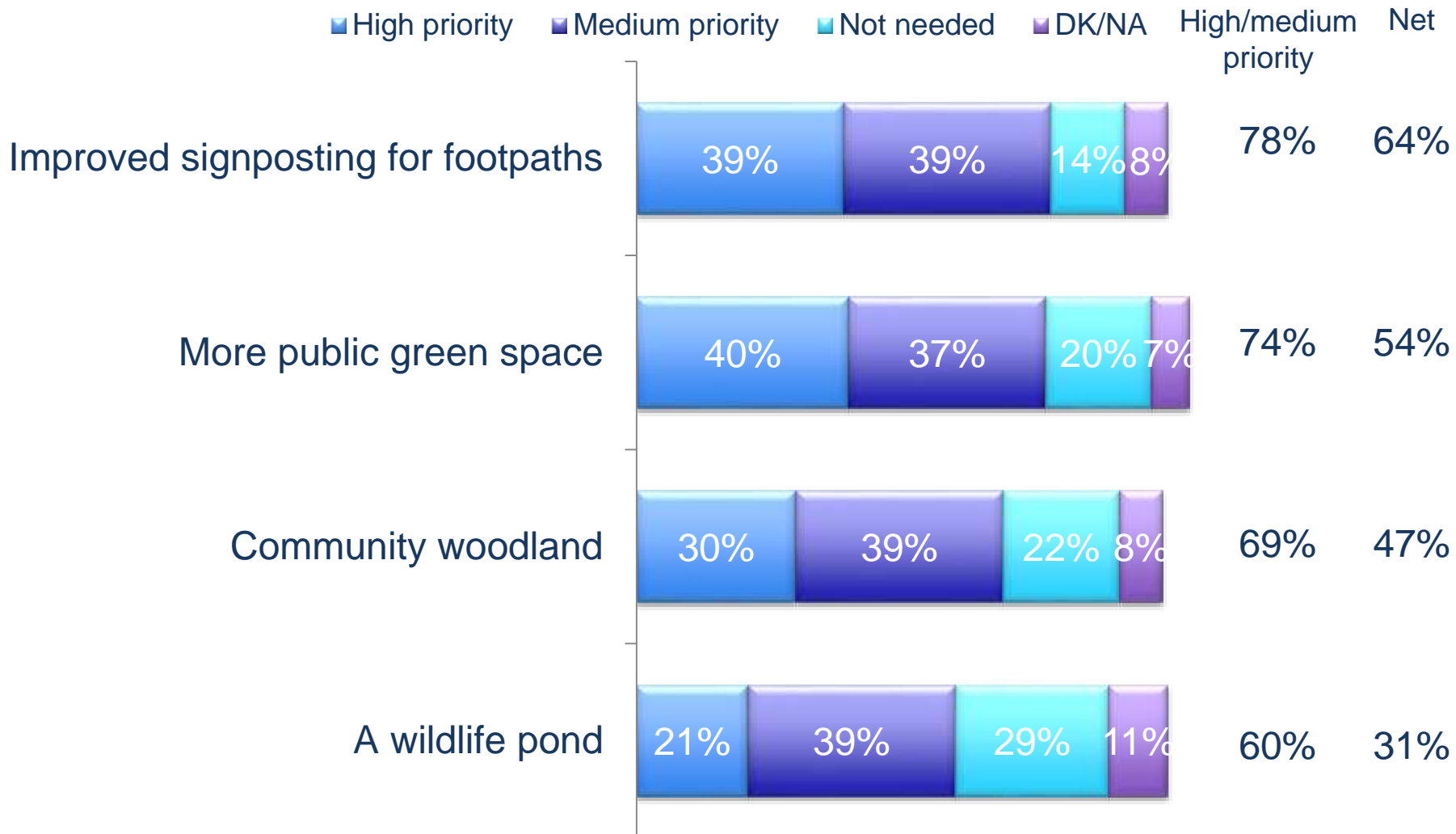
42. The environment



43. Improvements to open spaces

Q28. How important are each of the following when it comes to enhancing community open spaces?

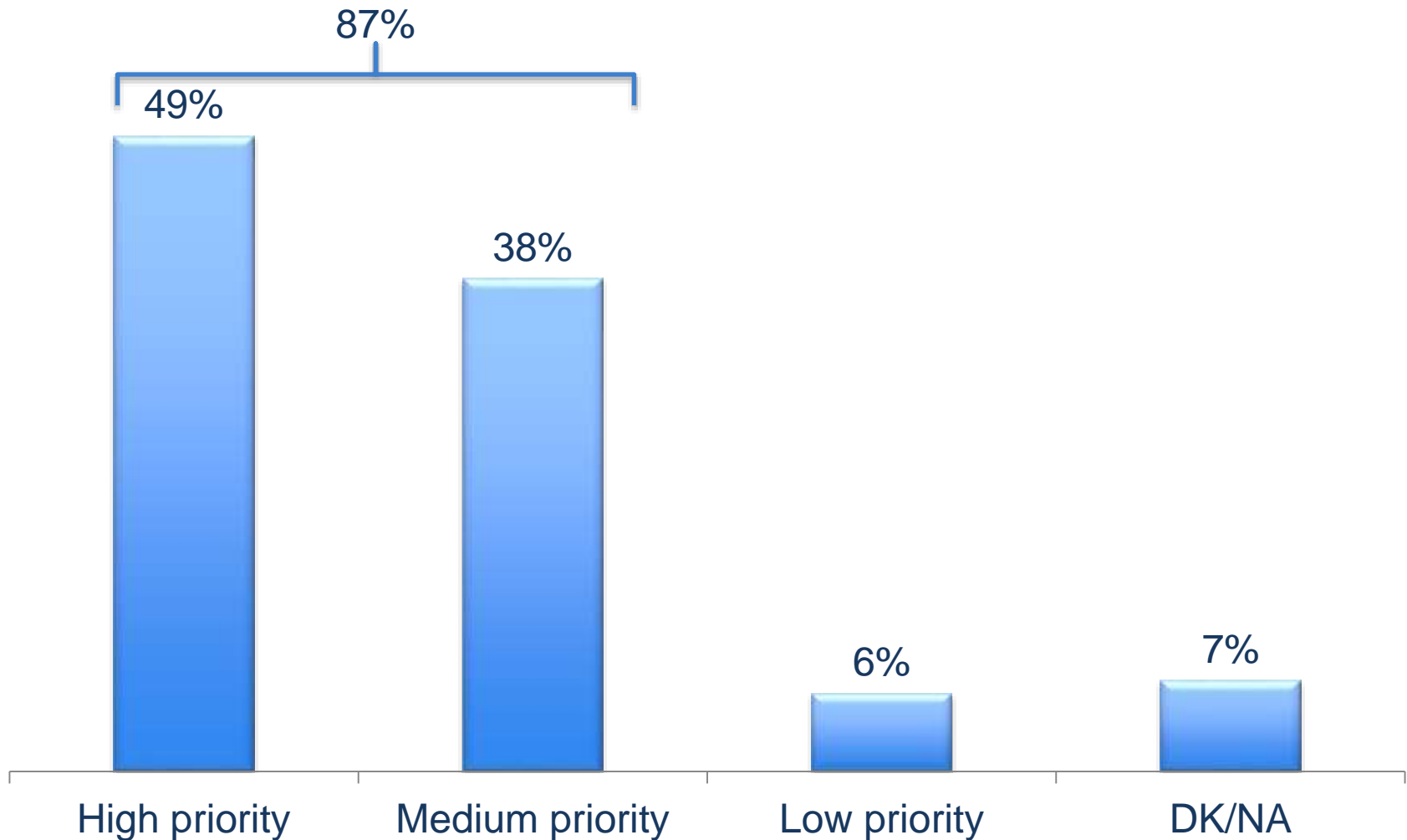
Base: All weighted (963)



44. Importance of energy efficiency in new builds

Q29. How important do you think it is for buildings in S&R to be energy efficient?

Base: All weighted (963)

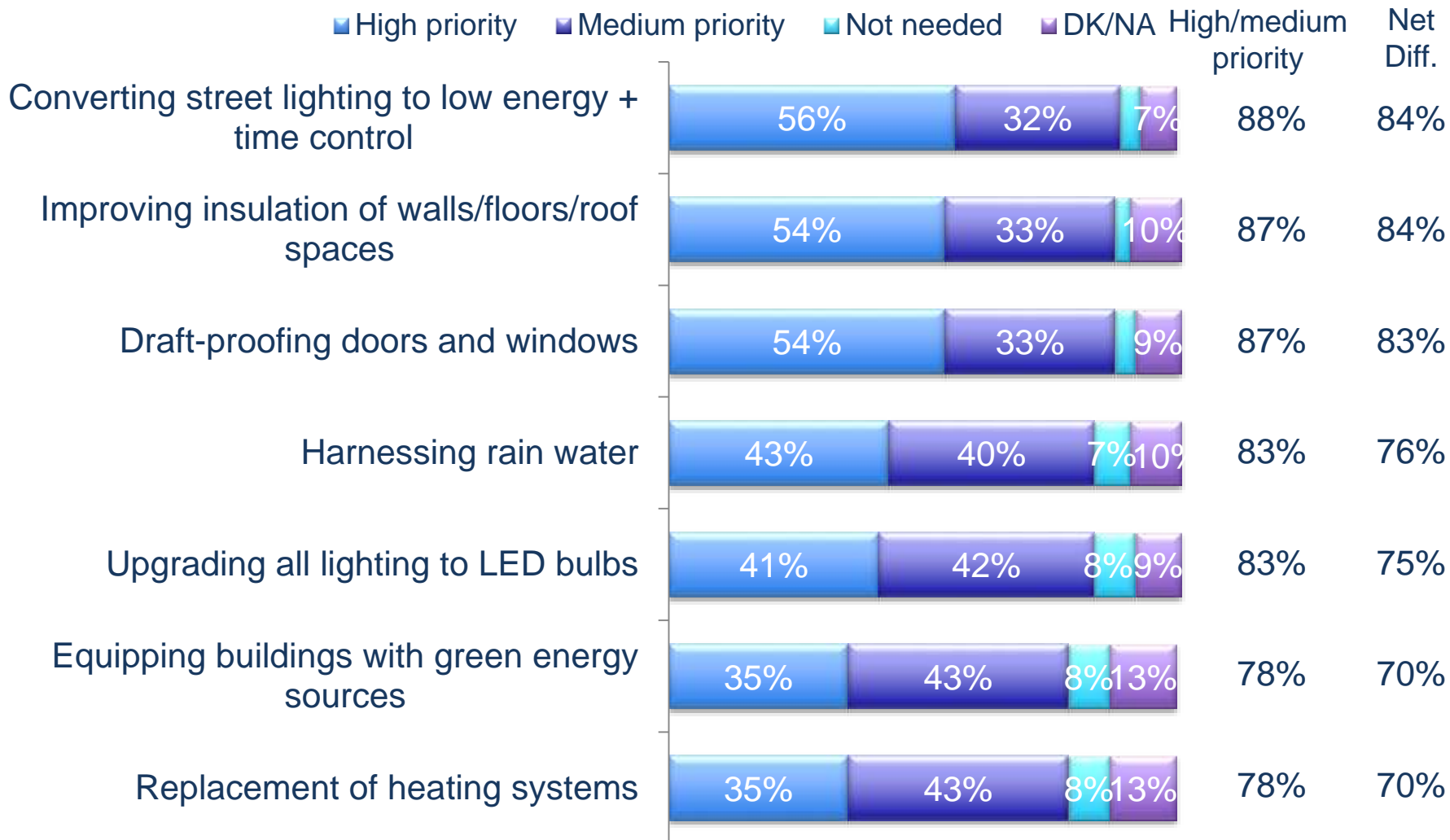


Flat across subgroups

45. Ranking of energy efficiency sources

Q30. There are many ways of increasing the energy efficiency of buildings. Please tell us how important you feel each of the following to be?

Base: All weighted (963)



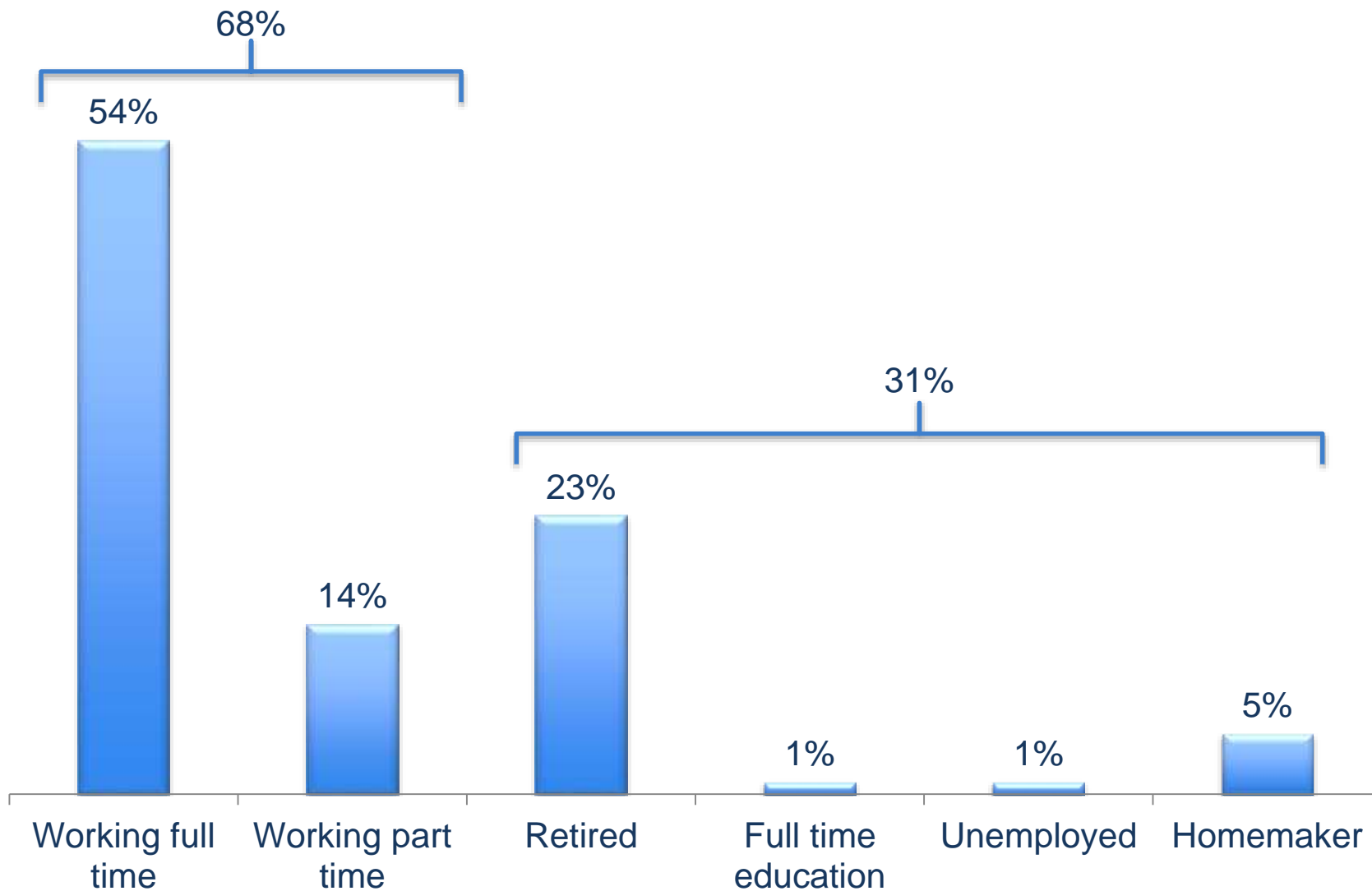
46. Employment premises



47a. Working status

Q31. What is your current working status?

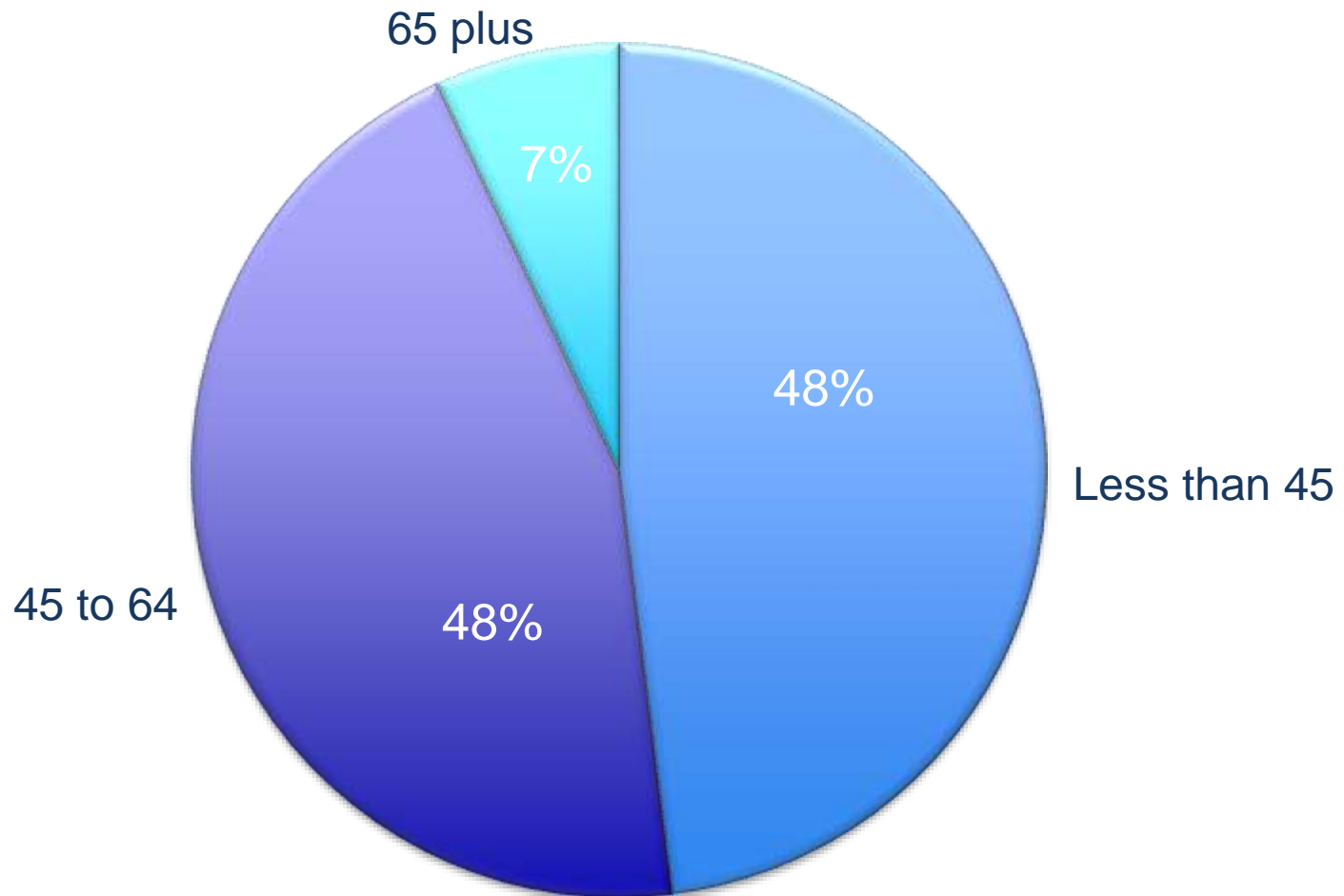
Base: All weighted (963)



47b. Age profile of S&R work pool

Q31. What is your current working status?

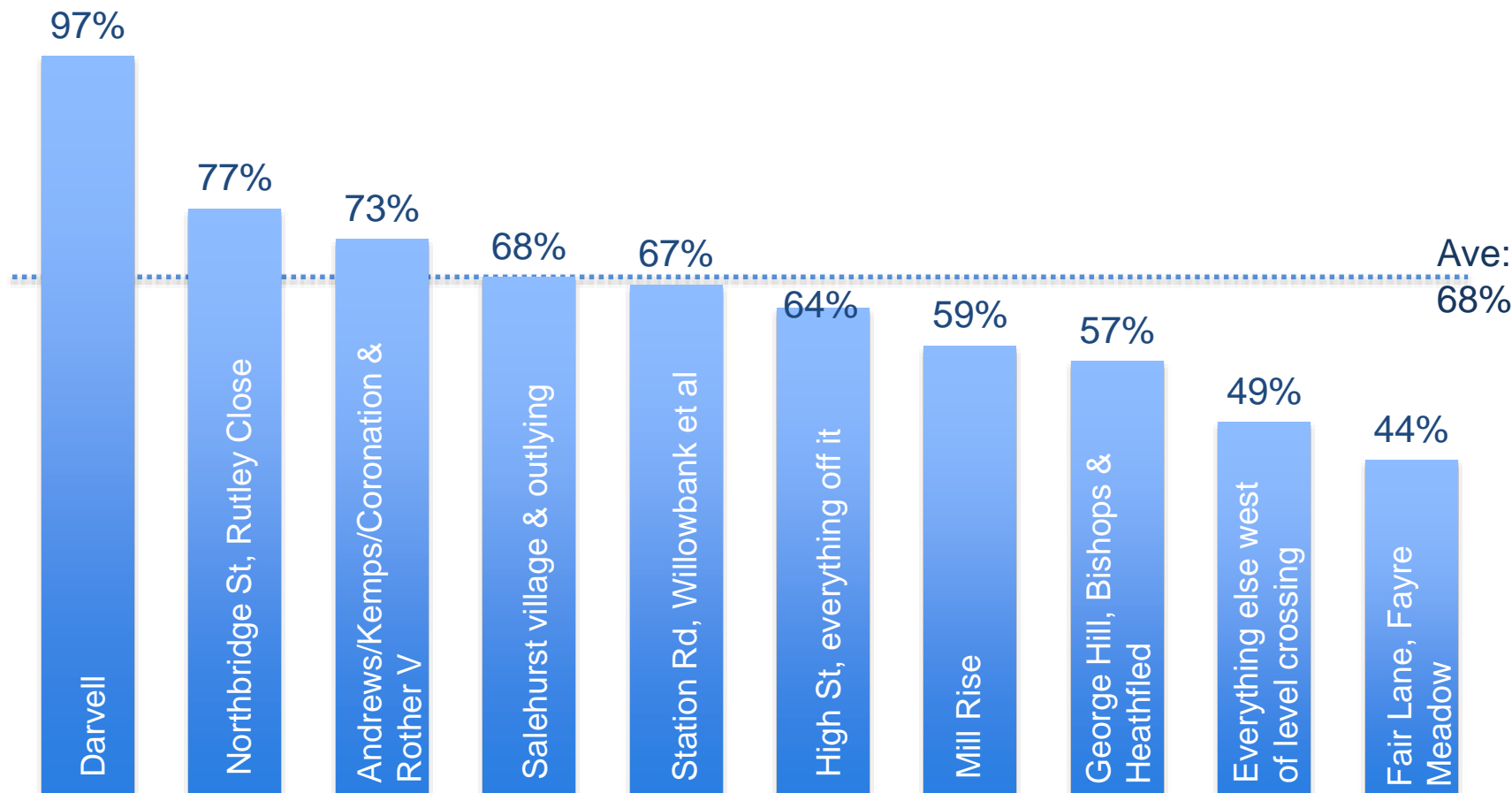
Base: All working (578)



48. Working by area

Q31. What is your current working status?

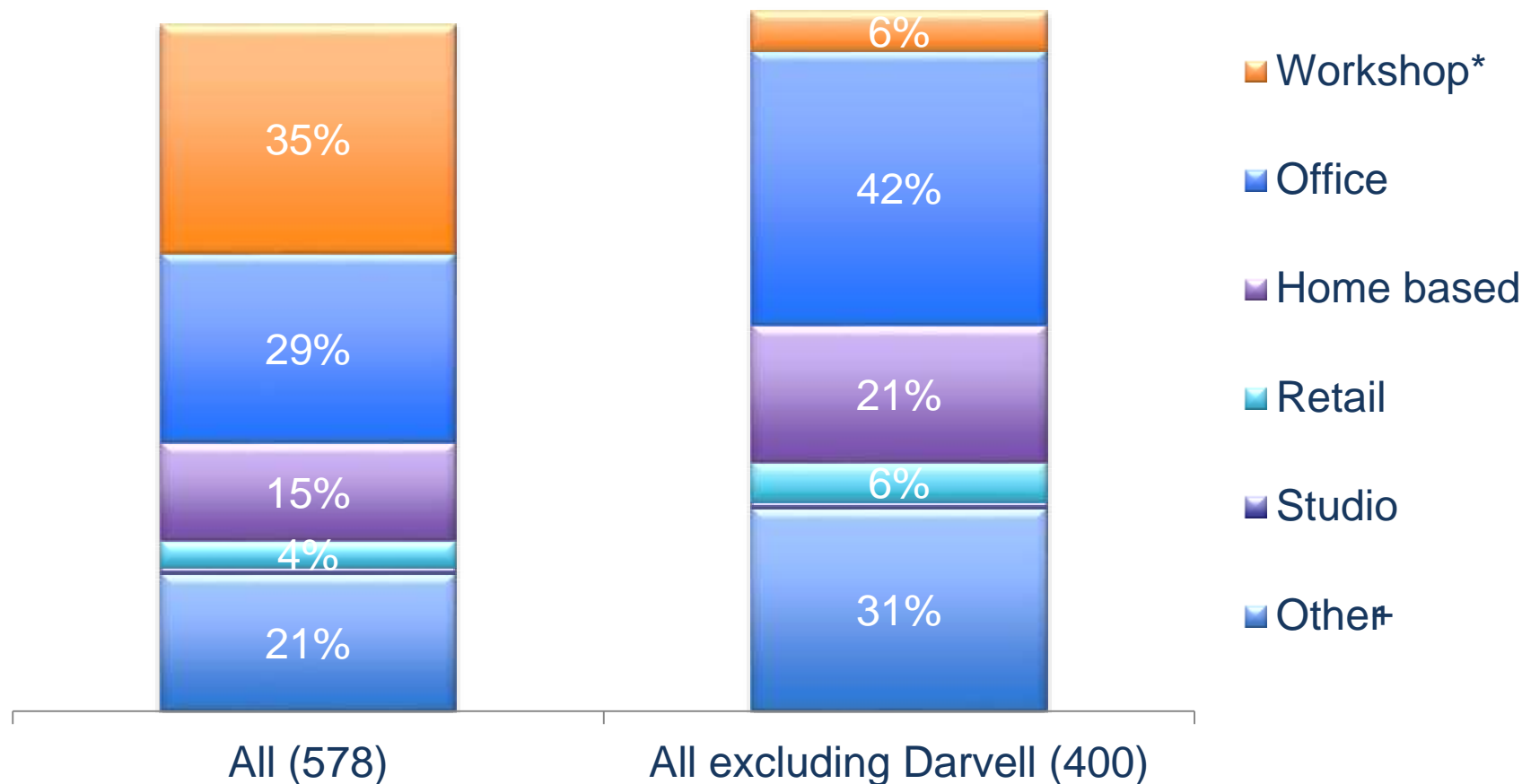
Base: All working (578)



49. Working premises

Q32. In what type of premises do you work?

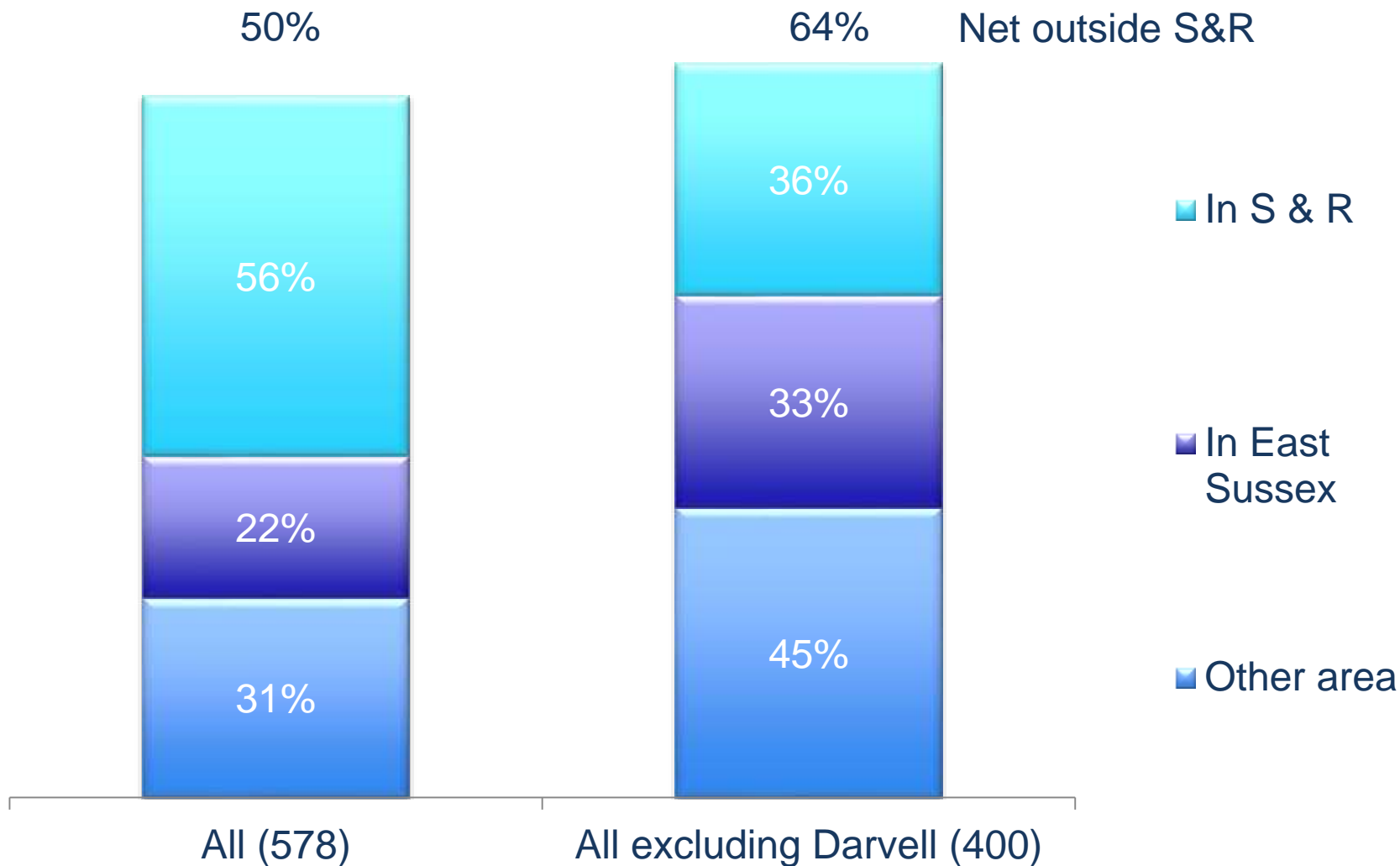
Base: All working



+ Main 'other premises': Education, outdoors/farming, medical, various

50. Work location

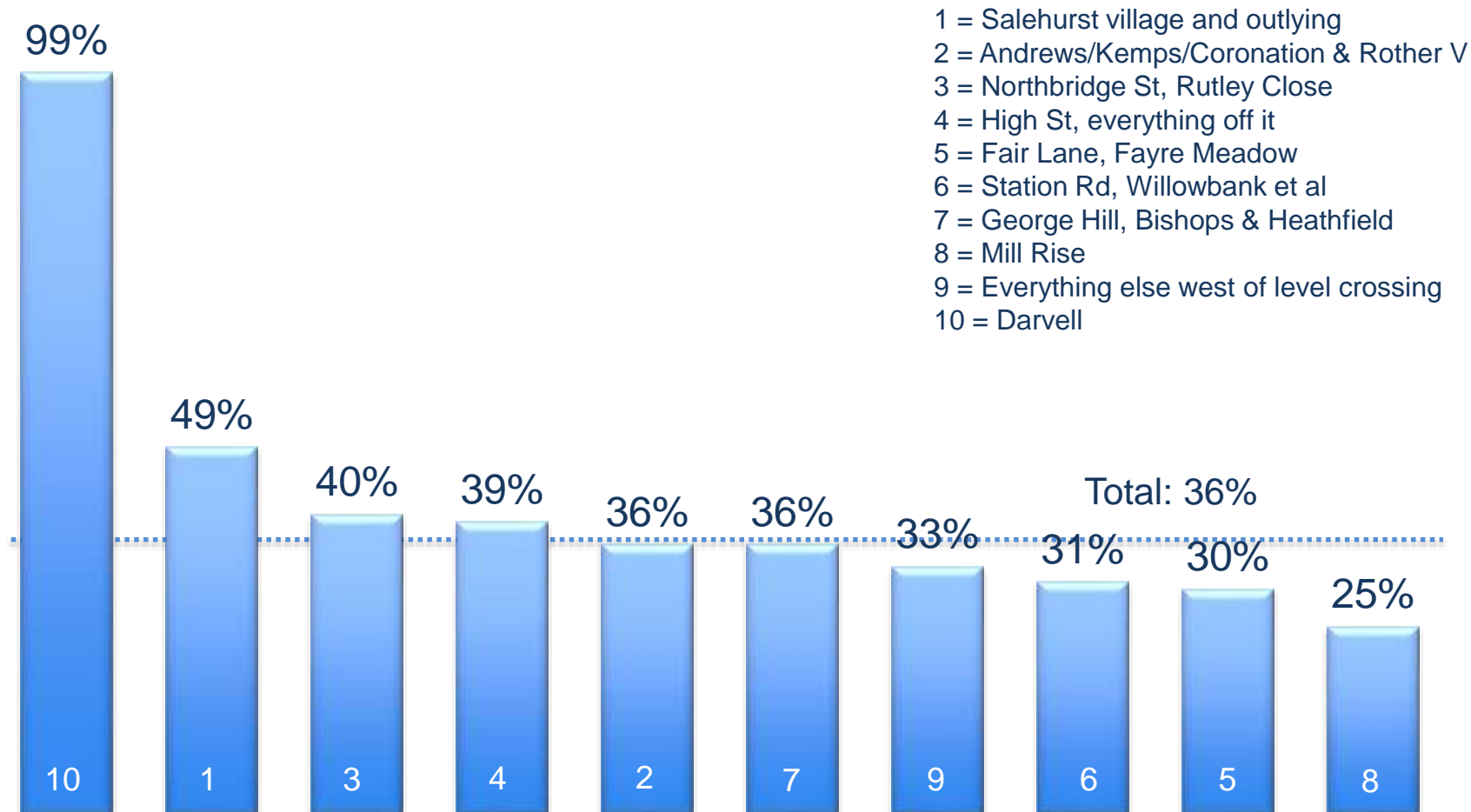
Q33. Do you work:
Base: All working



NB: some multi-coding

51. Work location - % working in S&R

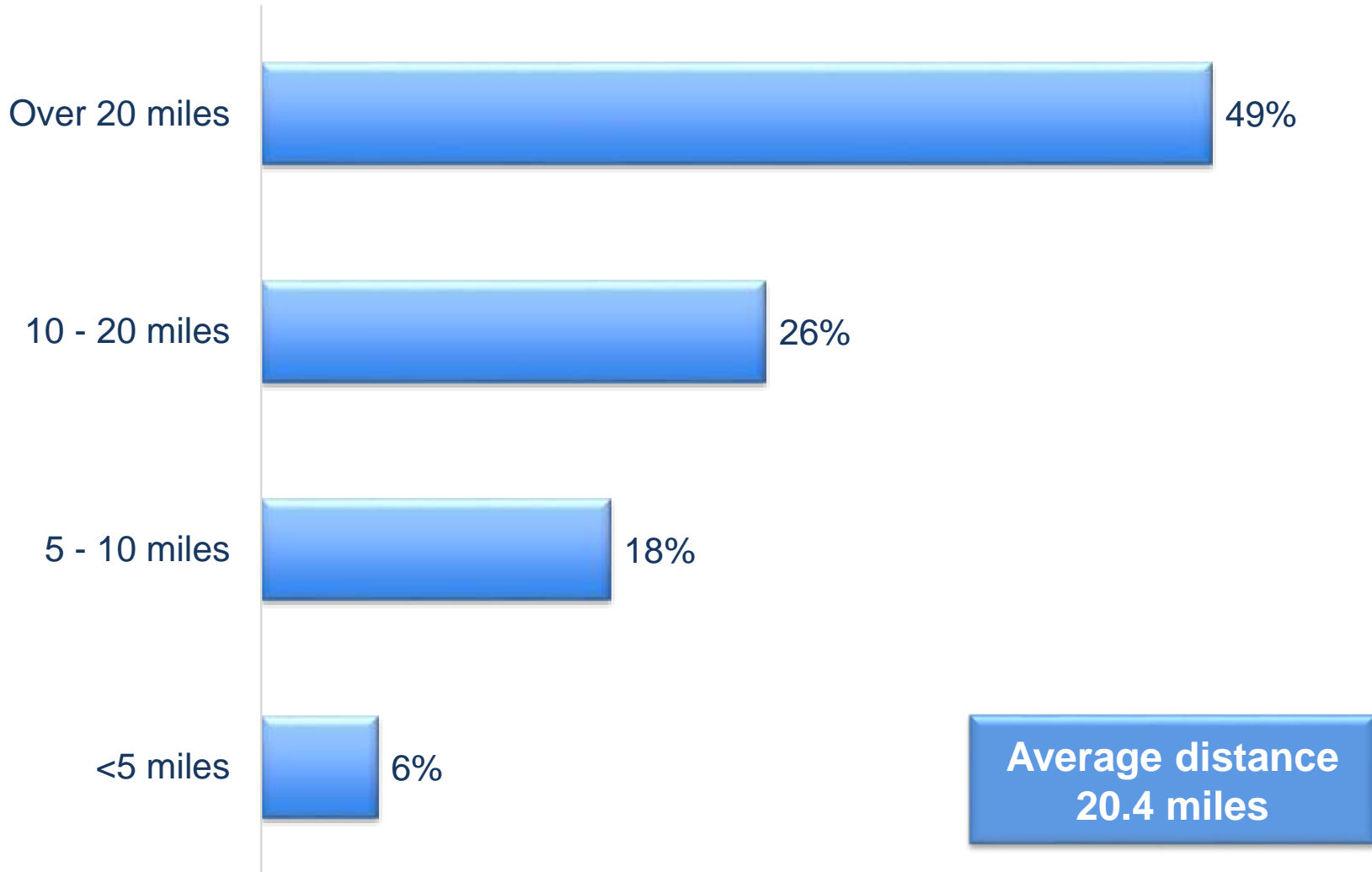
Q33. Do you work:
Base: All working



52. Distance to work

Q34. If you work outside S & R how far do you travel to work?

Base: All working



53. Means of travel

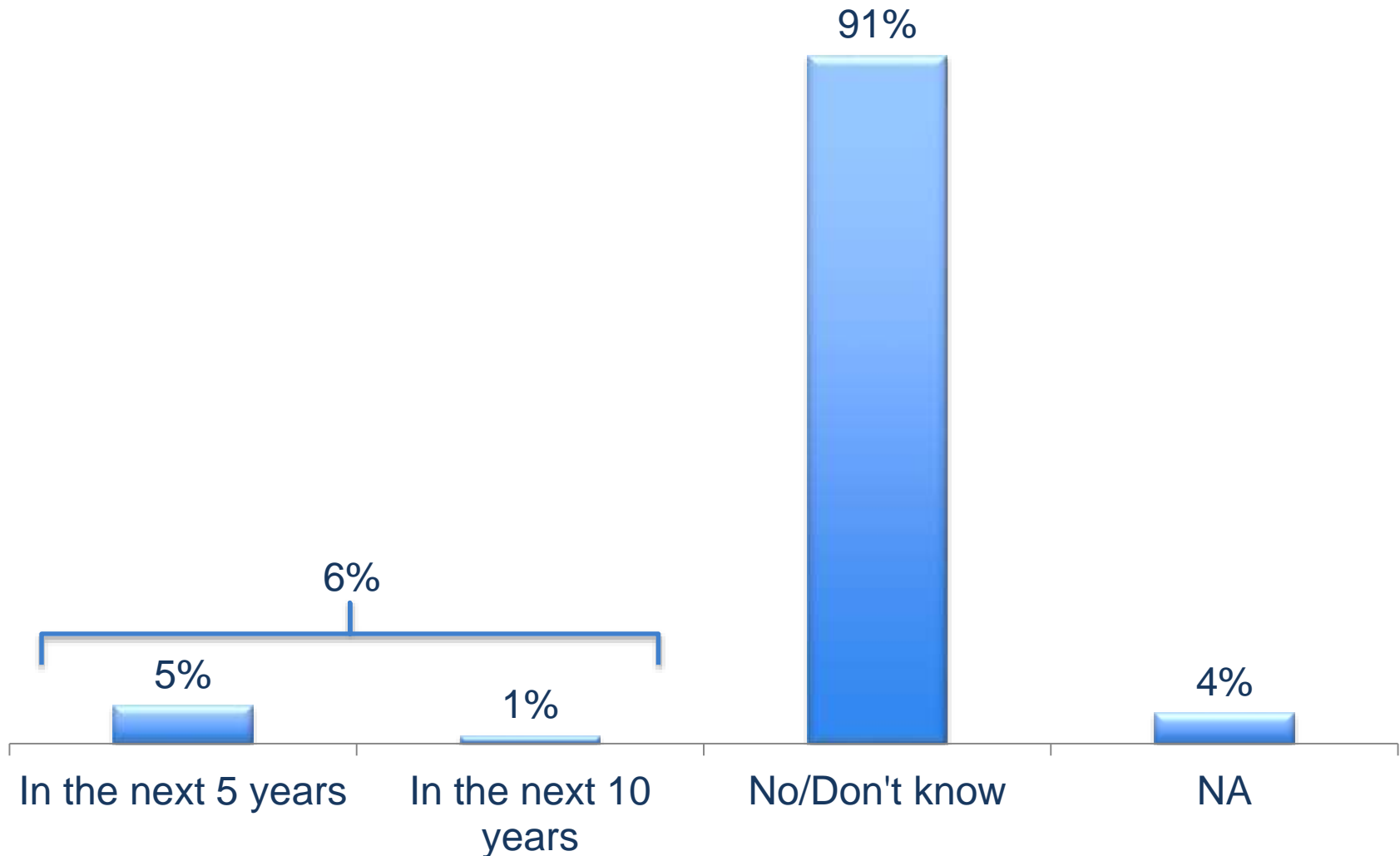
Q35. How do you usually travel to work?

Base: All working

	All (578) %	S&R (322) %	E. Sussex (129) %	Beyond (181) %
Car	41	20	97	55
Foot	40	72	3	2
Train	17	5	8	49
Bike	1	2	1	1
Bus	1	*	1	2
NA	5	8	-	1

54. Any planned premises move

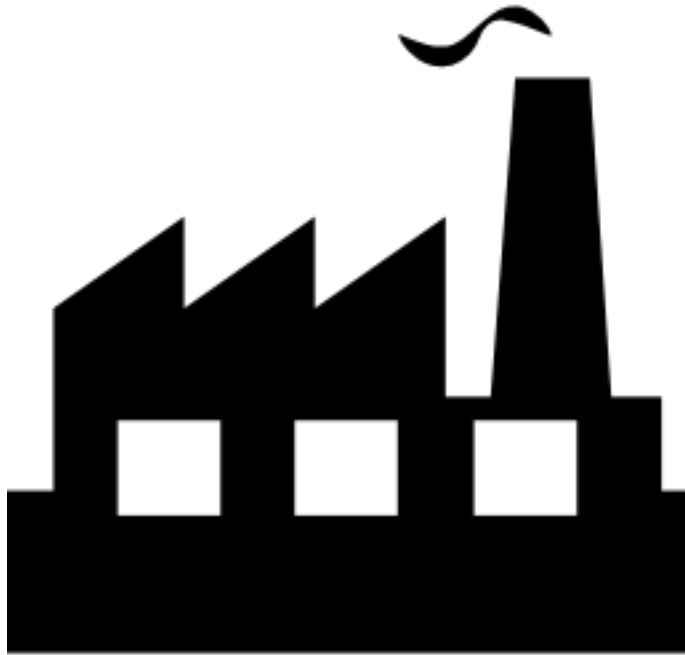
Q36. Does your business plan to move premises:
Base: All working (578)



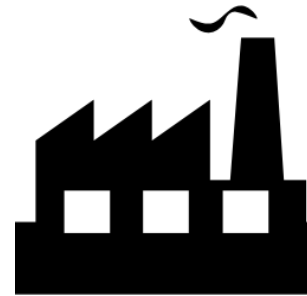
55. New premises needs

Q37. Are the new premises likely to be:

Base: All planning to move premises within 10 years (33*)



Larger: 67%



Same: 15%

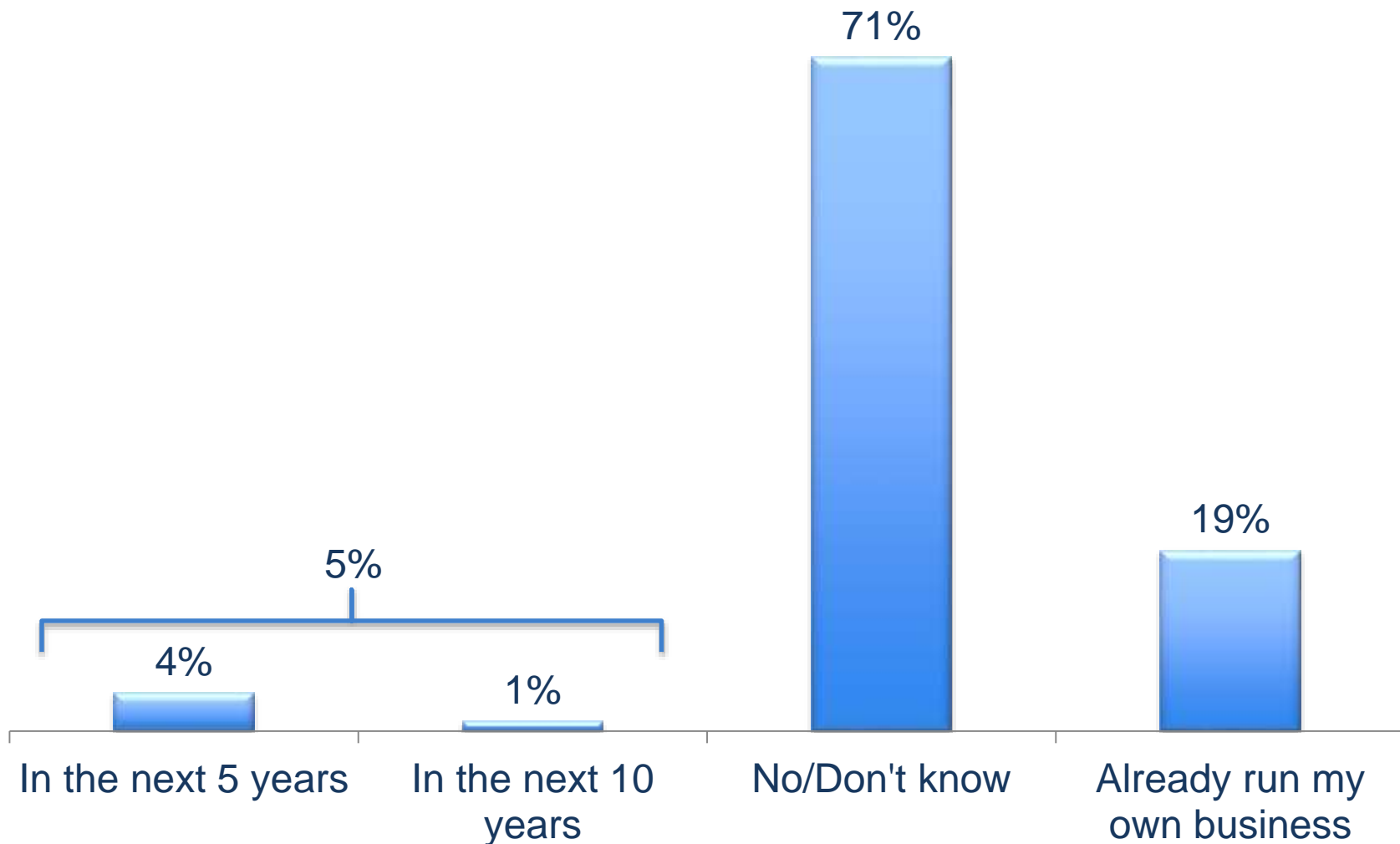


Smaller: 6%

*NB: Small base size, treat data with caution

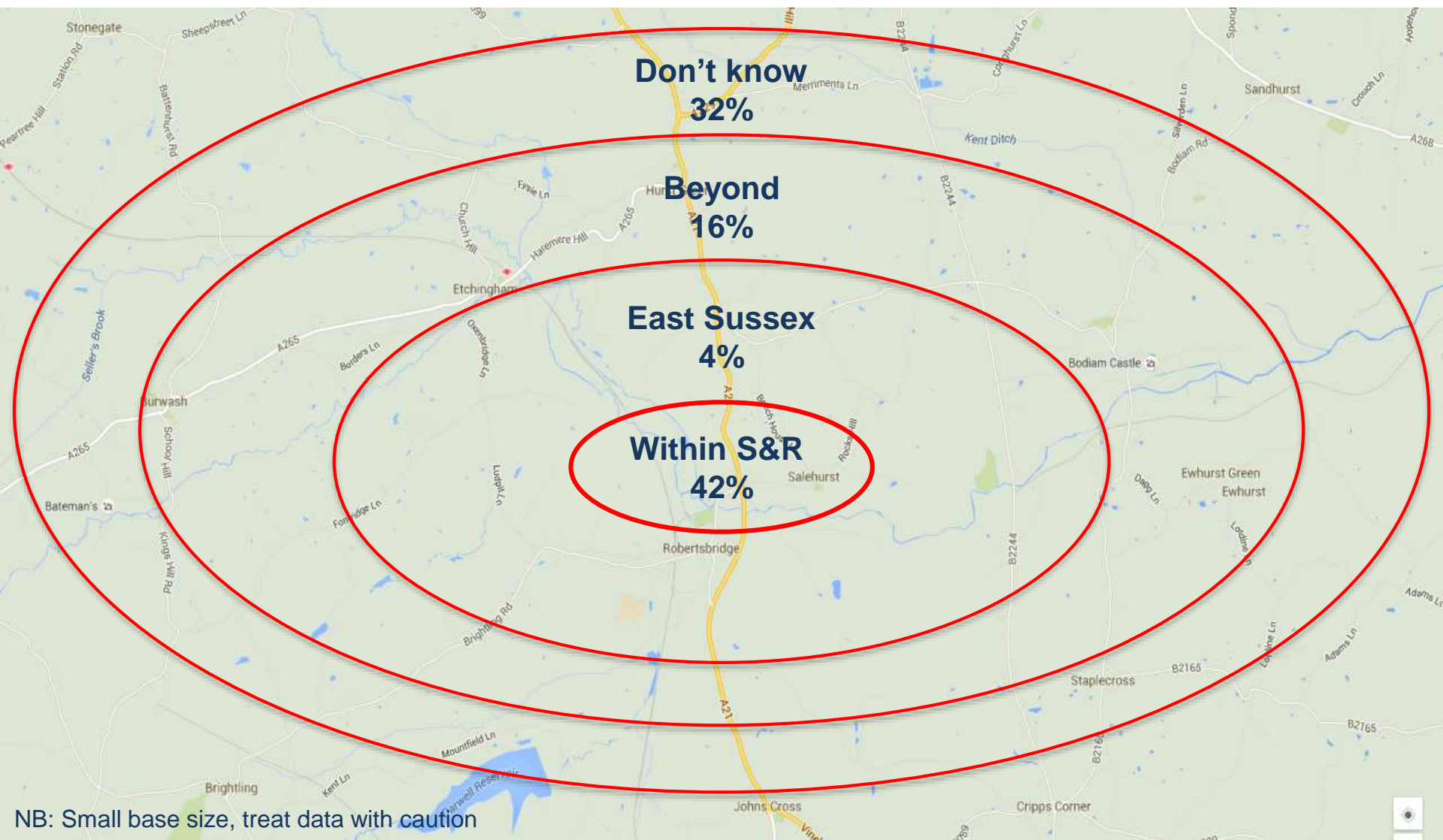
56. Whether start up planned

Q38. Are you planning to set up your own business
Base: All working (578)



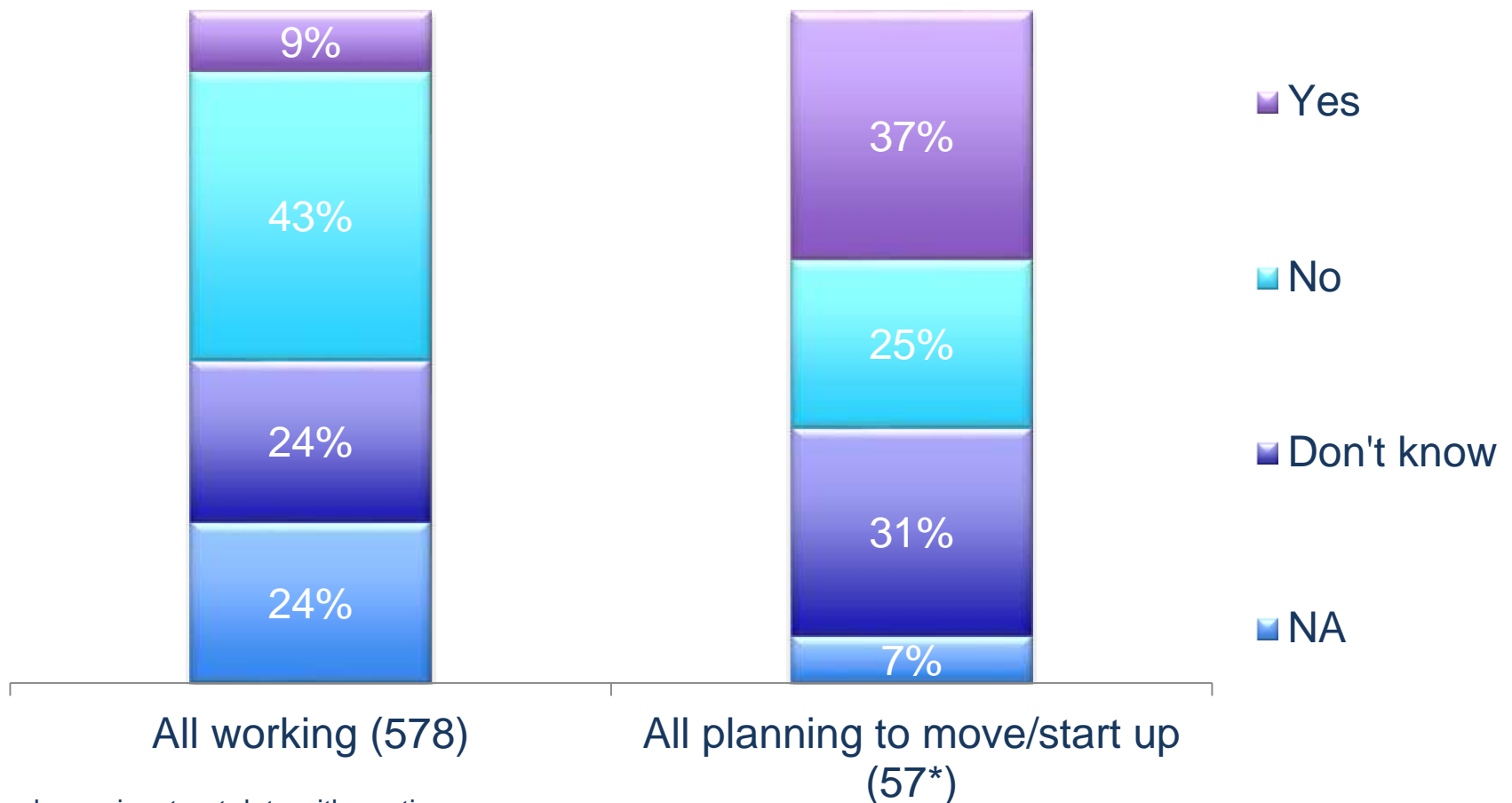
57. Start up/new business premises location

Q39. If you are planning to either move premises or set up your own business would this be:
Base: All planning to move or start up (57*)



58. Consideration of S & R premises

Q40. Would you consider moving to new premises in S & R if they were available?



*NB Low base size, treat data with caution

59. Key themes

- Robertsbridge is a desirable place to live:
 - 18 year average residency
 - 40% of those planning to move want to stay
 - 12% have relatives who'd like to move back
- Assuming flooding reservations have been taken into account, clear view about development locations and priorities. New property needs to be integrated to harmonise/retain feel of the locality +
 - energy efficiency the norm nowadays
 - 2-3 bedrooms
 - affordable housing
 - longer term retirement provision
- Further measures would improve local quality of life:
 - improved footpaths and signposting
 - village steward scheme
 - traffic calming and parking enforcement



60a. Summary of findings



- Robertsbridge keeps its residents... 18 year average
- 8% of sample will want to move within S&R in the next 10 years + 12% think other family members will be keen to move here
- Lack of property and property prices are key barriers to moving to S&R ∴ more affordable housing a must
- Residents feel S&R particularly needs:
 - 2-3 bedroom properties
 - energy efficient homes
 - retirement provision
 - affordable alternatives to buying
- The prime objective of any new development is integration – aesthetically, geographically and socially

60b. Summary of findings

- Assuming Adj. Mill Site (3a) can accommodate c30 houses, 4 sites emerge as clearly preferred to all others to meet housing needs:
 - 3 – Mill Site (100 homes)
 - 3a – Adjacent to Mill Site
 - 8 – Countrycrafts (7 homes)
 - 12 – Adjacent Culverwells (17 homes + work provision)(Though comments suggest desirability of spreading development)
- Mill Site also by far the most popular relocation site for medical facilities
- The main leisure priority is improvements to footpaths, with multi-use court in 2nd place
- Employing a village steward much more welcome as a funded initiative than parking review



60c. Summary of findings

- Clear preferences for safety improvements – High Street pavement repair, yellow lines, 20 mph speed limit and new pavements in Station Road
- All aspects of infrastructure important for new developments and energy efficiency almost taken for granted
- Improved signposting and increase in green space desirable
- Residents rate well established energy efficiency measures higher than new approaches – but all reasons deemed important



60d. Summary of findings

- 2/3rds of respondents work but only half work within S&R. Amongst those working away, average distance travelled is 20 miles
- S&R working population mainly travel on foot. Half of those who travel beyond East Sussex use the train. Car is the only means of transport for most working elsewhere in East Sussex
- 6% envisage moving premises in next 10 years (mainly to larger) and 5% planning a start-up in that period – equating in total to 1 in 10 of the working population of S&R.
- Just over 1 in 3 or movers/business starters likely to consider premises in S&R





Linda Jones & Partners
1 Station Road
Woodbridge
Suffolk
IP12 4AU

t 01394 383944 / 388756
f 01394 610485
e research@ljandp.co.uk