



Brockhampton Group Neighbourhood Development Plan 2011-2031

Household survey 2018 · Summary of findings

This is a summary of the findings from our household survey in October last year. The survey achieved a response rate of 35%.

Brockhampton Group in 2031

- “Rural”, “protected” and “tranquil” were the top choices for how the area should be described in 2031.
- Less emphasis was given to “unchanged”, “traditional” and “historic”.

Housing

- The most favoured types of new housing were 2-bedroom starter homes and 3-bedroom family homes. Larger family homes with 4 bedrooms were seen as much less important.
- There was also support for adaptable/easy access homes, live/work facilities and bungalows.
- The preference was for dwellings to be provided as individual houses on plots between existing homes or on small sites, rather than as a larger development.
- There were also preferences for smaller, cheaper homes spread across different sites; and for homes to be built in a range of different styles, sizes and storey heights.
- A number of possible locations for new housing were suggested, mainly along the A44 between Bromyard and the B4220, and along the B4220 towards Linley Green.

Rural exception housing

- The provision of affordable housing on a small “rural exception” housing site was supported by half of responding households, but opposed by a third.

Identifying our housing needs

- 45 existing households were thinking of moving in the next five years, either within the Brockhampton group of parishes (20 households) or elsewhere (25). Most would be looking for a two- or three-bedroom property, possibly a bungalow.
- 23 new households could arise locally in the next five years (this could be for example through younger people leaving the family home to establish a new household).
- Potential new households were most likely to be either single-person or a couple, with most expecting to want to stay within the Brockhampton group of parishes.
- The main obstacles to such new households being formed were a lack of suitable or affordable accommodation to buy locally, rather than a shortage of suitable or affordable rental property. The main requirement was expected to be for two- or three-bedroom homes, including for bungalows.
- There was interest in building an additional home on existing property particularly to meet family housing needs.

Traffic, transport and access

- The most important transport-related improvements were road maintenance, road safety, and the upkeep of hedges, ditches and drains.
- The preferred order of improvement in facilities for vulnerable groups of road-users was for walkers, followed by cyclists then horse-riders.

Jobs and the local economy

- The most important types of economic development to encourage in the Neighbourhood Development Plan were agriculture, tourism and forestry.
- Improving broadband was the most important means of providing for jobs, followed by supporting the extension of local businesses and encouraging home-working. Protecting existing employment sites or finding new land for small-scale business uses were ranked as of less importance.
- On leisure and tourism, better and/or more facilities for walkers, children and young people, cyclists and through farm diversification were all well-supported. Less favoured in this respect were short-term holiday lets, facilities for horse-riders, and a camping / caravan site.

Protecting our environment

- The most important ways of ensuring that development respects the environment were for new building to be in keeping with its surroundings, to avoid noise and light pollution, and for additional traffic to be compatible with local roads.
- Maintaining landscape character, safeguarding important views, identifying landscape features and wildlife habitats,

and seeking designation of parts of the Neighbourhood Area as an Area of Outstanding Natural Beauty were all judged to be important ways of protecting and enhancing the local environment.

- Many commented on the contribution made by Bromyard Downs and Bringsty Common to the wildlife, landscape and recreational value of the Neighbourhood Area, and how this could be maintained and enhanced.

Community services

- Brockhampton Primary School, local bus services, broadband and mobile phone reception were all seen as important in meeting current and future community needs.
- Public houses and places of worship were of less importance.

Have we missed anything?

- Comments on the environment emphasised the need to protect the countryside, local landscapes, the Downs, Bringsty Common, Brockhampton, and biodiversity.
- Comments on housing and on wider social concerns stressed the need to provide housing relevant to the local area: to meet local needs, for low cost/rental housing, the elderly, and younger families, and so as to enable mixed age communities.
- There were also comments on the location of development, roads and highway maintenance, traffic speeds, cycling, and many other matters.

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