



## **Brockhampton Group Neighbourhood Development Plan**

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Household survey

# **Results Report**

**DJN Planning Limited**

January 2019

For Brockhampton Group Parish Council



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# 1. Introduction

Brockhampton Group Parish Council is preparing a Neighbourhood Development Plan. A Neighbourhood Area was designated in November 2017 covering the constituent parishes of Brockhampton, Linton and Norton.

To help inform the Neighbourhood Development Plan, a household questionnaire survey was undertaken in October/November 2018. The survey covered a range of topics including housing, traffic and transport, jobs and the local economy, the local environment and community services.

This report sets out the results of the survey. The report:

- Includes a summary of the main findings (section 2).
- outlines the survey methodology, describes the overall response to the survey, and how the results have been presented in this report (section 3).
- sets out on a question-by-question basis the response to the questionnaire, dealing with the following topics:
  - Brockhampton Group in 2031 (question 1)
  - Housing (questions 2 to 6)
  - Housing needs (questions 7 to 14)
  - Traffic, transport and access (question 15)
  - Jobs and the local economy (questions 16 to 18)
  - Protecting our environment (questions 19 to 21)
  - Community services (question 22)
  - Demography (questions 23 to 25).

A copy of the questionnaire is available separately.

This report has been independently prepared for the Brockhampton Group Parish Council by Dr. D.J. Nicholson.

January 2019

## 2. Summary of results

The household survey was undertaken in October/November 2018 and 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 for improvements to facilities for vulnerable groups of road-users was 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 other matters.

### 3. Survey method, response and presentation of results

#### *Method and response*

The questionnaire was developed by the Steering Group to provide a basis for the preparation of the Neighbourhood Development Plan. Key themes were identified for the survey around housing, including housing need; traffic and transport; jobs and the local economy; the environment, and community services. The questionnaire asked 22 questions on these topics. Most questions sought opinion on a range of objectives against multiple choices. Two questions asked for comments in a free-write format. A further three questions asked for demographic information. There was a final opportunity to identify any issues not already covered.

Questionnaire packs were prepared which comprised:

- the questionnaire
- a covering letter, including frequently asked questions
- a map of the Neighbourhood Area
- return envelope (freepost).

Questionnaire packs were posted to all households within the Neighbourhood Area in October 2018. A total of 318 packs were distributed.

Completed questionnaires could be returned by post using the supplied freepost envelope; electronically; or to one of four collection points. Three of these were in the Neighbourhood Area, namely the Live and Let Live public house on Bringsty Common; Brockhampton Primary School; and The Royal Oak public house on Bromyard Downs. These provided collection points in the east, centre and west of the Neighbourhood Area respectively. For added convenience, a fourth collection point was made available in the neighbouring market town of Bromyard, at the offices of Bromyard and Winslow Town Council in Rowberry Street.

Overall, 111 questionnaires were completed and returned, a response rate of 35%.

#### *Presentation of the results*

This report analyses the responses to each of the questions in turn. For the multiple-choice questions, the number of responses per option are given, with percentages based on the total number of survey replies (111). This aids comparison of results overall and between questions by utilising a consistent base. Each table confirms the percentage base. Percentages are rounded to whole numbers. Table rows are presented in the same order as in the questions. Note that respondents did not necessarily select or provide answers to all row options in the multiple-choice questions.

Replies to the free-write questions have been summarised in terms of the key topics raised. A full set of all the comments is also available (see separate Comment Listings report).

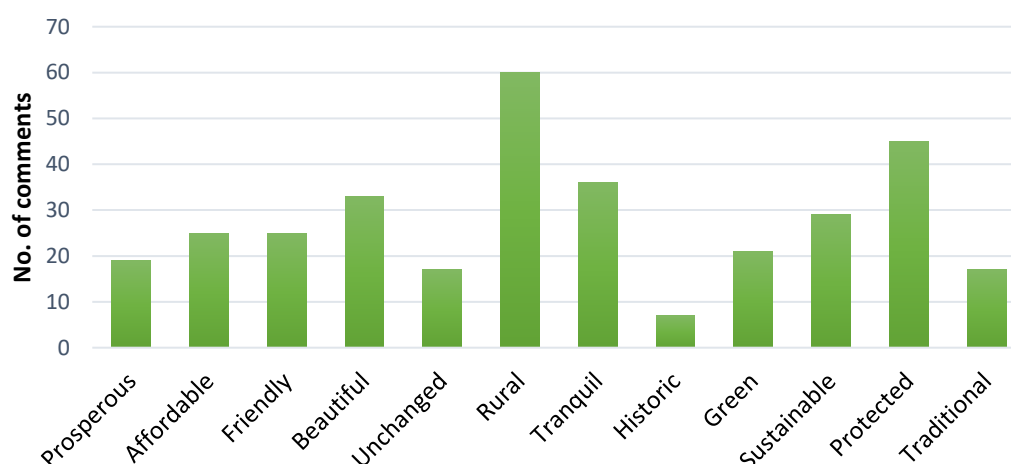
## Brockhampton Group in 2031

The first section of the questionnaire sought to provide information to help draw up a vision of the Neighbourhood Area in 2031, the end of the plan period.

### Q1. How would you like to see Brockhampton Group of parishes described in 2031?

(Tick a maximum of three)

	No.	%
Prosperous	19	17%
Affordable	25	23%
Friendly	25	23%
Beautiful	33	30%
Unchanged	17	15%
Rural	60	54%
Tranquil	36	32%
Historic	7	6%
Green	21	19%
Sustainable	29	26%
Protected	45	41%
Traditional	17	15%



- The most popular descriptors were “rural”, “protected” and “tranquil”. Over half of households selected “rural”, well ahead of “protected” (41%).
- Older households (questionnaires completed by respondent aged 65+) placed “friendly” in third place at 34%, rather than “tranquil”.
- Overall, the following descriptors scored between 17% and 30% (descending order): “beautiful”, “sustainable”, “affordable”, “friendly”, “green” and “prosperous”.
- Least emphasis was placed on “unchanged”, “traditional” and “historic”. “Unchanged” and “traditional” were each chosen by 15% of responding households. These relatively low scores would appear to indicate an acceptance of a degree of change and development, provided that key Parish characteristics such as rurality are maintained.



## Housing

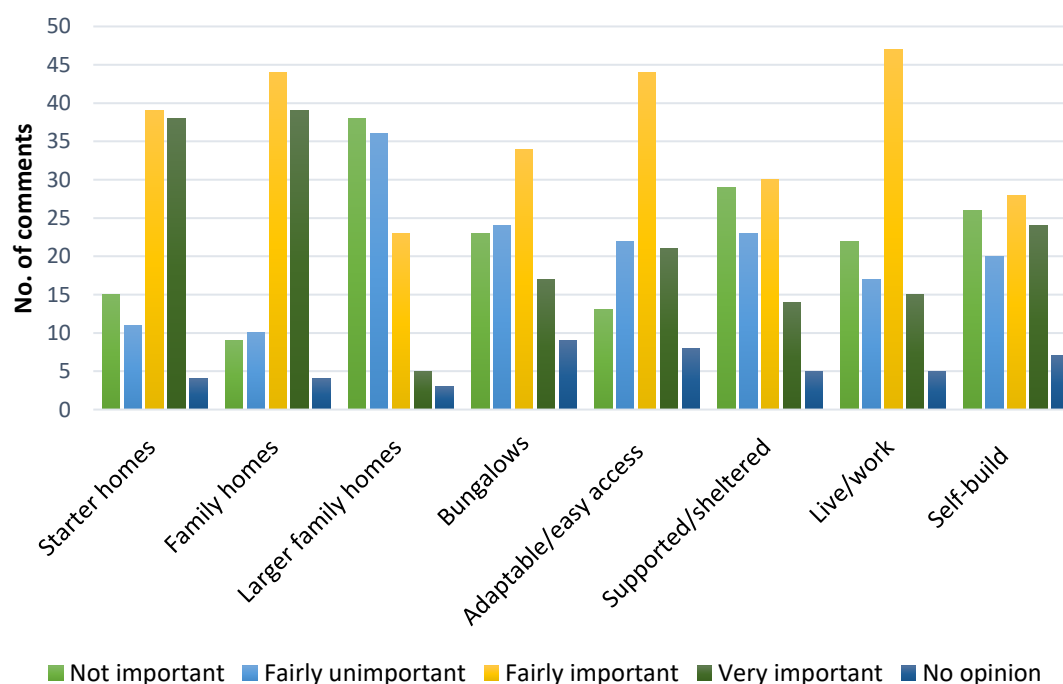
The Housing section was introduced by an explanation of the minimum amount of new housing required in the Neighbourhood Area between 2011 and 2031, and of the role envisaged to be played by Bringsty and Linton as settlements where such development should be located. Both of these settlements are in Linton parish. The two other parishes in the Group, Brockhampton and Norton, are both classed as entirely countryside where new dwellings are restricted to exceptional cases.

### Q2. In providing new homes, how important to you are each of the following?

(Tick one box in each row)

	Not important		Fairly unimportant		Fairly important		Very important		No opinion	
Starter homes (2 bedrooms)	15	14%	11	10%	39	35%	38	34%	4	4%
Family homes (3 bedrooms)	9	8%	10	9%	44	40%	39	35%	4	4%
Larger family homes (4 bedrooms)	38	34%	36	32%	23	21%	5	5%	3	3%
Bungalows	23	21%	24	22%	34	31%	17	15%	9	8%
Adaptable/easy access homes	13	12%	22	20%	44	40%	21	19%	8	7%
Supported/sheltered housing	29	26%	23	21%	30	27%	14	13%	5	5%
Live/work – homes with workspace attached	22	20%	17	15%	47	42%	15	14%	5	5%
Opportunities for people to build their own homes	26	23%	20	18%	28	25%	24	22%	7	6%

Percentage base = 111 (total responses)



## Question 2, continued/

- The most favoured types of new housing were starter homes and family homes, with combined very/fairly important scores of 69% and 75% respectively. 8% of responding households thought that family homes were not important, the lowest such score.
- In marked contrast, larger family homes were seen as not important by 34%, and as very important by only 5%. These were the highest and lowest scores in these categories.
- There was also support for adaptable and easy access homes (combined very/fairly important score of 59%), and for live/work facilities (56%), self-build (47%) and bungalows (46%).
- Supported/sheltered housing was judged not important by over a quarter, and had the second-lowest combined very/fairly important score at 40%.
- Older households (questionnaire completed by respondent aged 65+) placed less importance on larger family homes or on self-build than overall.

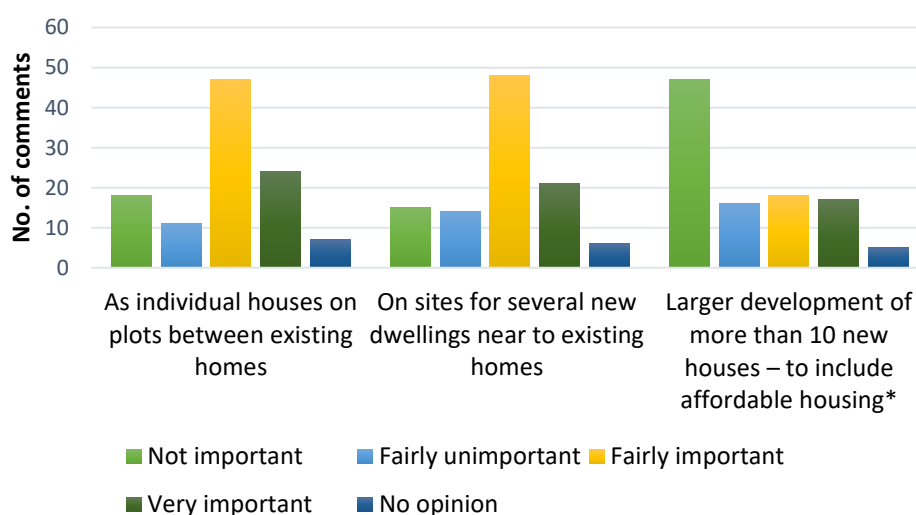
### Q3: How would you prefer to see new homes built?

(Tick one box in each row)

	Not important		Fairly unimportant		Fairly important		Very important		No opinion	
As individual houses on plots between existing homes	18	16%	11	10%	47	42%	24	22%	7	6%
On sites for several new dwellings near to existing homes	15	14%	14	13%	48	43%	21	19%	6	5%
Larger development of more than 10 new houses – to include affordable housing*	47	42%	16	14%	18	16%	17	15%	5	5%

\* Affordable housing is that provided for eligible households whose needs are not met by the open market. Under planning guidelines it can only be sought on sites of more than 10 dwellings, where 40% of homes should be provided as affordable.

Percentage base = 111 (total responses)



### Question 3, continued/

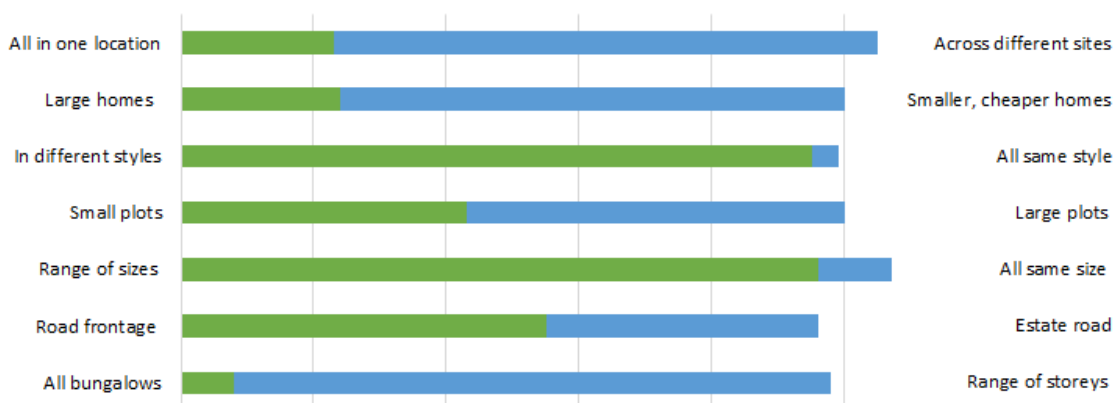
- The two options of individual homes and sites for several dwellings received similar levels of support, with combined very/fairly important scores of 64% and 62% respectively.
- In contrast, the option of having a larger development of more than 10 new houses was not favoured, with 42% judging this as not important.

### Q4: Planning always involves making compromises. Thinking about your answers to Q2 and Q3, would you prefer new homes to be:

(Circle either A or B in each row)

	No.	%		No.	%
All in one location	23	21%	Spread across different sites	82	74%
Large homes with big gardens	24	22%	Smaller, cheaper homes	76	68%
In different styles	95	86%	All to the same style	4	4%
On smaller plots, to reduce the land needed for development	43	39%	On plots with larger gardens, to keep a rural feel	57	51%
In a range of sizes, with different numbers of bedrooms	96	86%	All to the same size and number of bedrooms	11	10%
Every house fronting onto an existing road	55	50%	As a cluster of homes served by a new estate road	41	37%
All homes in a development built as bungalows	8	7%	Homes in a development to have a range of storeys	90	81%

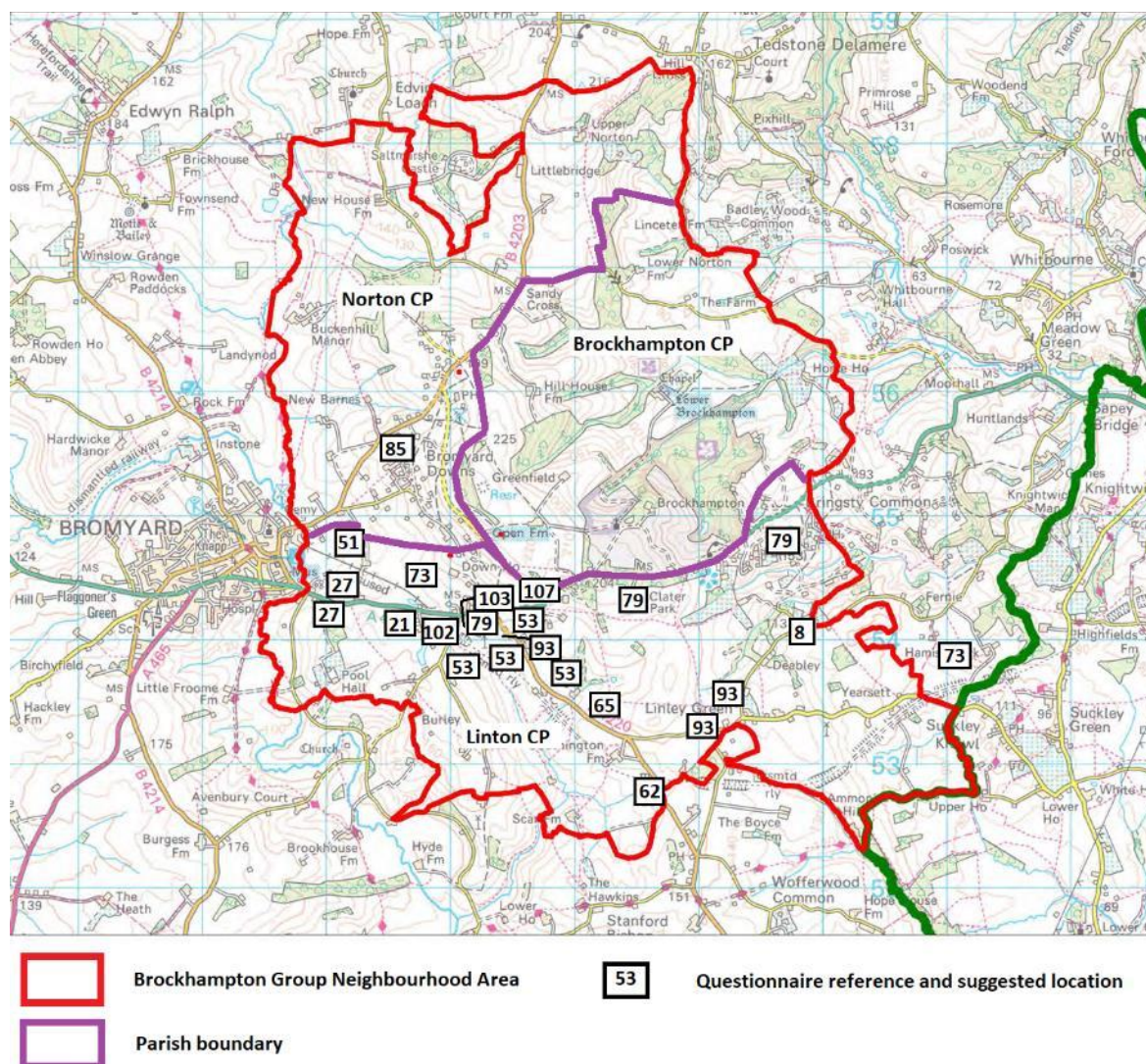
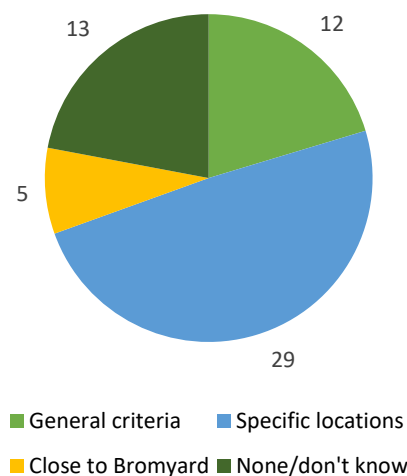
Percentage base = 111 (total responses)



- Responses to this question revealed clear preferences for:
  - Smaller, cheaper homes, to be spread across different sites
  - Homes to be built in a range of different styles, sizes and storey heights.
- Responses on plot sizes were more evenly distributed, with 51% wanting to see larger plots and 39% supporting smaller curtilages.
- Similarly, half of responding households expected to see new homes fronting onto an existing road, with 37% supporting use of estate roads to service plots.

**Q5: Are there any locations in or adjacent to Bringsty or Linton that you think are suitable for new homes? If so, where, and why? Please tell us below. You can mark any locations on the enclosed map of the Neighbourhood Area – remember to return it with your questionnaire.**

- There were 48 responses to this question (43%).
- Specific locations were suggested in 29 responses. Of these, 14 households returned their copy of the supplied Neighbourhood Area map marked-up with suggested locations for new homes. These locations are indicated by the questionnaire reference number on the map below. All locations are indicative. The majority of identified locations are in Linton parish.



**NORTH** © Crown copyright and database rights (2016) Ordnance Survey (0100054661). Not to scale.

### Question 5, continued/

- Overall, the locations identified on the marked-up maps and in text are generally associated with the A44 and B4220 corridors running through the Neighbourhood Area, particularly in respect of the south side of the A44 between Bromyard and the B4220. The view was expressed that *“small-scale developments in these types of areas would relieve the need to find plots in more rural locations”*.
- The suggested locations include:
  - Linton Trading Estate and adjacent land (although there was one comment *“please avoid any new housing and opening onto the A44 between Bromyard town and industrial site at Linton”*)
  - Adjacent to Bromyard e.g. at Petty Bridge
  - A44/B4220 Malvern Road junction
  - Adjacent to Malvern Road council houses
  - Linley Green
  - Clater Farm
  - Edge of Bringsty Common.
- A further 12 comments suggested general criteria to be used in locating new homes. These included:
  - amongst existing properties
  - on sites with good road access, to avoid increasing traffic on narrow lanes
  - to respect the biodiversity interest of Bringsty
  - to avoid land liable to flood
  - on brownfield land
  - redundant farm buildings
  - use of National Trust redundant barns to provide housing for rent
  - smaller, cheaper homes.
- Proximity to the services and facilities offered by Bromyard was identified in five responses as a locational factor: *“as close to Bromyard as possible ... close to amenities, less impact on the rural environment”*.
- Finally, 13 comments were unable to identify any specific location. One point made was *“where is Linton – it’s not marked on map and it does not exist as a village – lack of information means that I’m unable to comment”*. This point is understood, but the usage reflects that in the Local Plan Core Strategy and it now falls to the NDP process to define the geographical location and extent of Linton for the purposes of planning policy.

## Rural exception housing

Question 6 sought opinion on the possible use of “rural exception” housing as a means of providing affordable homes in Brockhampton Group. The preamble to the question explained that these schemes would be built where housing was not usually allowed, as an exception to normal planning policies, such as in the countryside; that they were provided for local people who could not afford to buy or rent on the open market, and that they would be made available to qualifying residents or those with close links through family or their job.

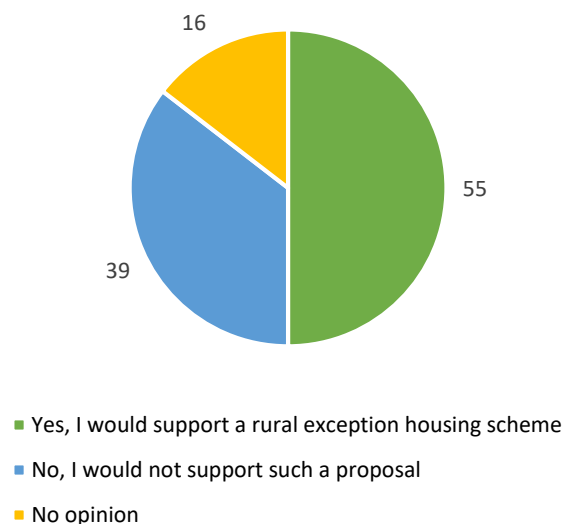
**Q6: Would you support the provision of affordable housing by developing a small site for rural exception housing, if this could be shown to be necessary to help meet local needs?**

*(Tick one box)*

	No.	%
Yes, I would support a rural exception housing scheme	55	50%
No, I would not support such a proposal	39	35%
No opinion	16	14%

Percentage base = 111 (total responses)

- Half of responses were supportive of a rural exception housing scheme.
- One-third of responding households overall (35%) were opposed.
- Older households (questionnaire completed by respondent aged 65+) were less likely to be opposed (29%)





## Identifying our housing needs

This section of the questionnaire sought information on local housing needs and requirements, to better enable these to be met through the planning policies of the Neighbourhood Development Plan.

**Answer questions 7 and 8 if your household is thinking of moving house in the next five years. If not, go to Q9.**

**Q7: Would you prefer to move house within the Brockhampton Group of parishes?**

*(Tick one box)*

	No.	%
Yes	20	18%
No	25	23%

Percentage base = 111 (total responses)

- A total of 45 households were thinking of moving in the next five years, either within the Neighbourhood Area (20 households) or elsewhere (25).

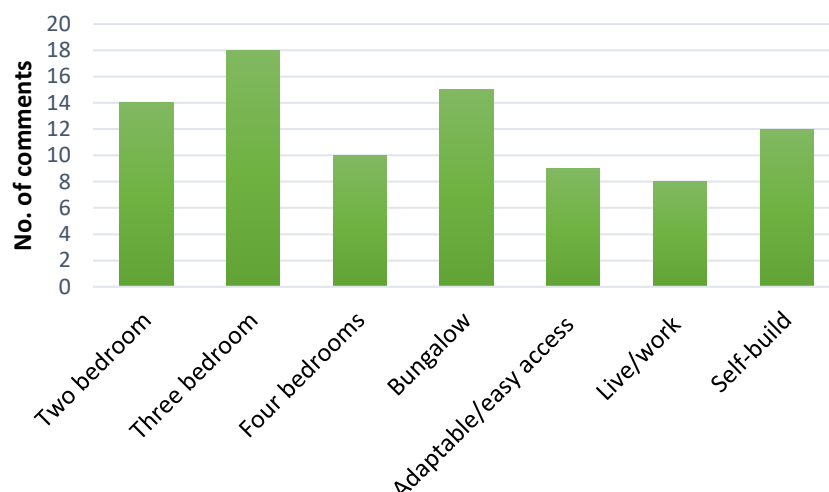
**Q8: If you do move house, either within the Brockhampton Group or elsewhere, what size and type of accommodation are you likely to want?**

*(Tick all that apply)*

	No.	%
One bedroom	0	-
Two bedroom	14	13%
Three bedroom	18	16%
Four bedrooms	10	9%
Bungalow	15	14%
Adaptable/easy access home	9	8%
Supported/sheltered housing	0	-
Live/work – homes with workspace attached	8	7%
Opportunity to build own home	12	11%

Percentage base = 111 (total responses)

### Question 8, continued/



- Of those households thinking of moving in the next five years, the most popular size of new accommodation was for three-bedroom (40% of such households) or two-bedroom dwellings (31%).
- Four-bedroom properties were likely to be required by ten households (22%).
- This matches the overall pattern of responses to Q2 with an emphasis on smaller property being required rather than larger.
- Some 15 households – one-third of those thinking of moving - expressed an interest in a bungalow. There was also interest in securing an adaptable or easy access dwelling.
- Self-build was an option for 12 households and live/work for eight.

### Q9: In the next five years, do you think that anyone in your household (including you) will want to move out into a separate home?

(Tick one box)

If no, go to question 14.

	No.	%
Yes	23	21%
No	83	75%

Percentage base = 111 (total responses)

- This question sought information on the scale of potential new household formation in the Neighbourhood Area. This could arise for instance through younger people leaving the family home to establish a new household, either by renting or as a first-time house buyer.
- The responses indicate that 23 new households could form, or be looking to form, from within existing households in the Neighbourhood Area in the next five years.
- The majority of these new households (15) were expected to arise from middle-aged households (questionnaires completed by respondent aged 45-64).



**Q10: How many (adults and children) would like to move to their own home?***(Enter a number in the box)*

Number wanting to move	No.	%
1	14	13%
2	6	5%
3	0	-
4	1	1%

Percentage base = 111 (total responses)

- Potential new households were expected to be mainly one-person or a couple.

**Q11: Would you or they prefer to stay in the Brockhampton Group of parishes?***(Tick one box)***If no, go to question 14.**

	No.	%
Yes	15	14%
No	6	5%

Percentage base = 111 (total responses)

**Q12: If yes, what do you think is the main reason which might prevent or delay such a move?***(Tick one box)*

	No.	%
Can't afford to buy	7	6%
Can't afford to rent	3	3%
Nowhere suitable to buy	9	8%
Nowhere suitable to rent	1	1%
Other – please specify	1	1%

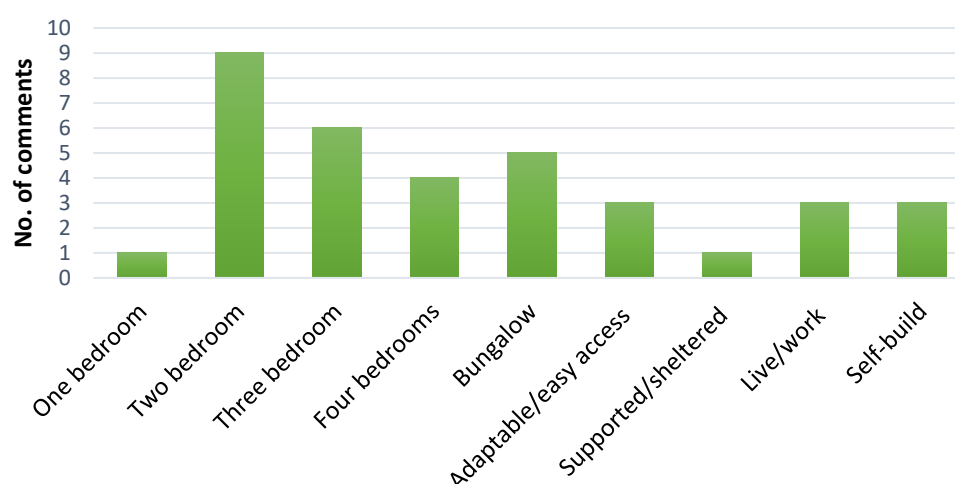
Percentage base = 111 (total responses)

**Q13: What size and type of property would be ideal, if moving elsewhere within Brockhampton Group was an option?**

*(Tick all that apply)*

	No.	%
One bedroom	1	1%
Two bedroom	9	8%
Three bedroom	6	5%
Four bedrooms	4	4%
Bungalow	5	5%
Adaptable/easy access home	3	3%
Supported/sheltered housing	1	1%
Live/work – homes with workspace attached	3	3%
Opportunity to build own home	3	3%

Percentage base = 111 (total responses)



- Questions 11, 12 and 13 asked for information about the housing requirements of the potential new households which may arise in the next five years from existing households in the Neighbourhood Area, and who would prefer to stay in the Brockhampton Group of parishes.
- Responses indicate that there are 15 potential such new households.
- The main obstacles to such household formation were seen to be associated with a lack of suitable or affordable accommodation to buy, rather than a shortage of suitable or affordable rental property.
- Reflecting the pattern of responses to Q2 and Q8, smaller rather than larger properties were sought after.

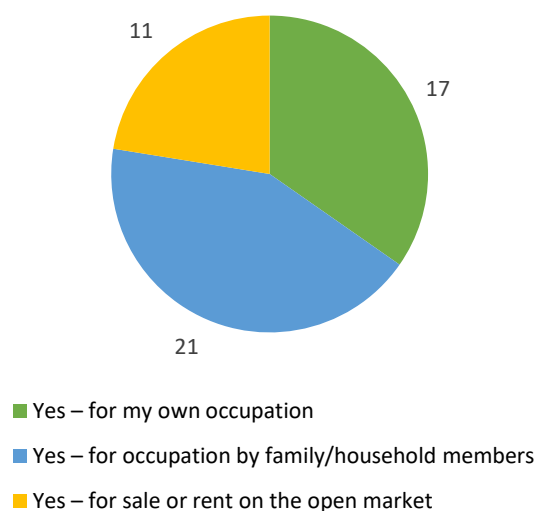
**Q14: Would you consider building an additional home on your property or land?**

*(Tick one box)*

	No.	%
Yes – for my own occupation	17	15%
Yes – for occupation by family/household members	21	19%
Yes – for sale or rent on the open market	11	10%

Percentage base = 111 (total responses)

- Responses to question 14 give an indication of the potential scale of available infill opportunities in the Neighbourhood Area.
- The suitability of such sites would also need to be assessed in terms of site factors and planning policies protecting open countryside and directing residential development to the identified settlements of Bringsty and Linton.
- Notwithstanding this, the responses indicate interest from landowners in making use of any such development potential, particularly for own occupation or by other family members.



## Traffic, Transport and Access

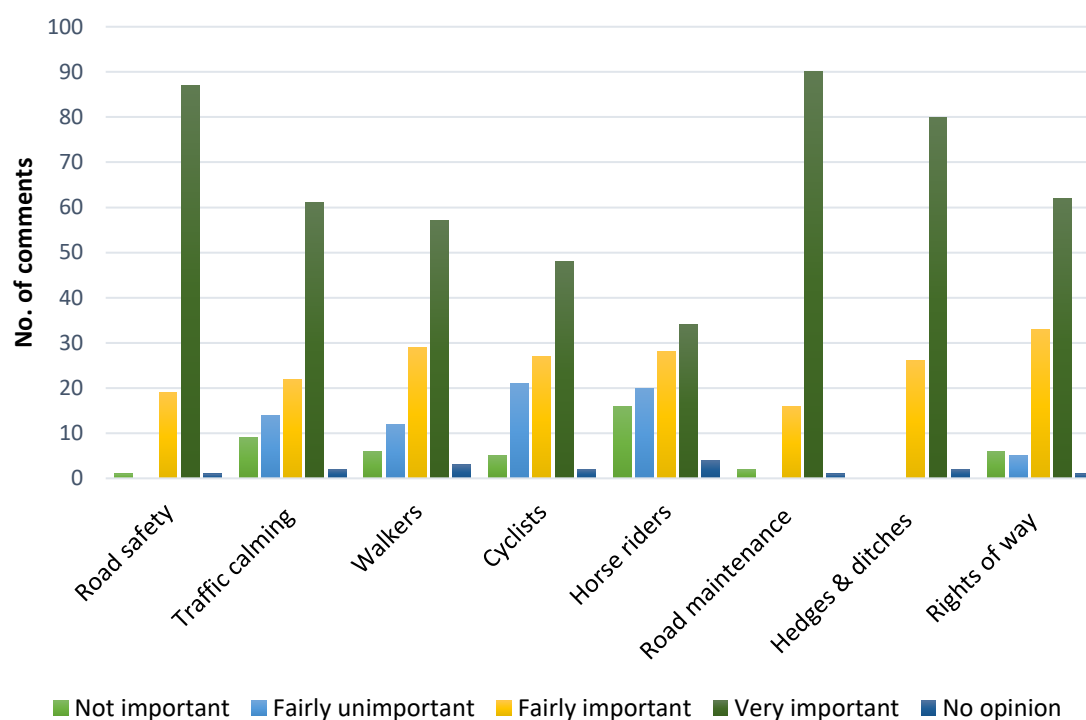
This question explained that whilst the NDP dealt with land use and development it could also be used to inform and influence other aspects of the environment such as roads and transport.

### Q15. How important to you are improvements to the following?

(Tick one box in each row)

	Not important		Fairly unimportant		Fairly important		Very important		No opinion	
Road safety, for all users	1	1%	0	-	19	17%	87	78%	1	1%
Schemes to “calm” traffic/speed reduction	9	8%	14	13%	22	20%	61	55%	2	2%
Facilities for walkers	6	5%	12	11%	29	26%	57	51%	3	3%
Facilities for cyclists	5	5%	21	19%	27	24%	48	43%	2	2%
Facilities for horse riders	16	14%	20	18%	28	25%	34	31%	4	4%
Road maintenance	2	2%	0	-	16	14%	90	81%	1	1%
Maintenance - hedges, ditches and drains	0	-	0	-	26	23%	80	72%	2	2%
Maintenance - footpath & bridleway	6	5%	5	5%	33	30%	62	56%	1	1%

Percentage base = 111 (total responses)



#### **Question 14, continued/**

- The most important transport-related improvements were road maintenance, road safety and the upkeep of hedges, ditches and drains. These were seen as very important by 81%, 78% and 72% of responding households; and all three were viewed as very or fairly important by 95%.
- In contrast, the maintenance of footpaths and bridleways was deemed less significant, being very important to just over half.
- Despite the emphasis given to achieving road safety for all users, positive interventions in the form of schemes to “calm” traffic or otherwise achieve speed reductions (usually associated with increasing safety) were relatively less well-supported, being very/fairly important to 75% of responding households and with 21% seeing them as fairly unimportant or not important.
- In terms of the various vulnerable road-user groups on which opinion was canvassed, the preferred order of priority for improvements to facilities was walkers, cyclists and horse-riders.
- Improvements to facilities for walkers were seen as very important by over one-half of households, a figure which dropped to just under one-third for horse-riders, the lowest such score. Improved facilities for horse-riders were seen as fairly unimportant or not important by 32%.

## Jobs and the local economy

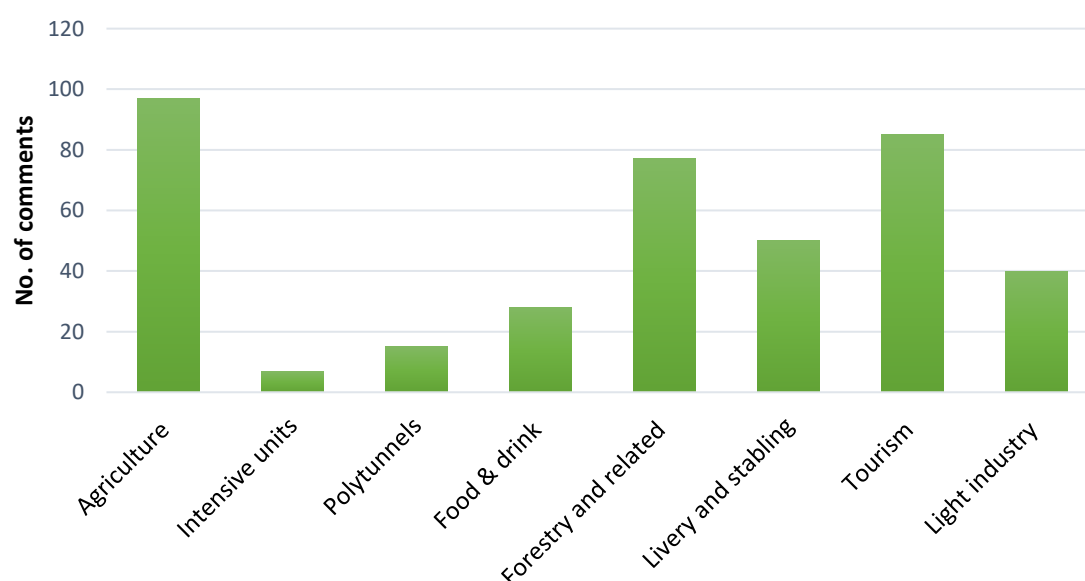
This section sought views on how policies in the NDP should be used to guide and promote new economic development in and around the three parishes.

### Q16: What types of economic development should the Plan encourage?

(Tick all that apply)

	No.	%
Agriculture and farming-related	97	87%
Intensive livestock units	7	6%
Polytunnels	15	14%
Food and drink processing and production	28	25%
Forestry and related activities	77	69%
Livery and stabling	50	45%
Tourism, leisure and crafts	85	77%
Offices/small businesses	0	-
Small-scale storage and distribution	0	-
Light industry and manufacturing	40	36%

Percentage base = 111 (total responses)

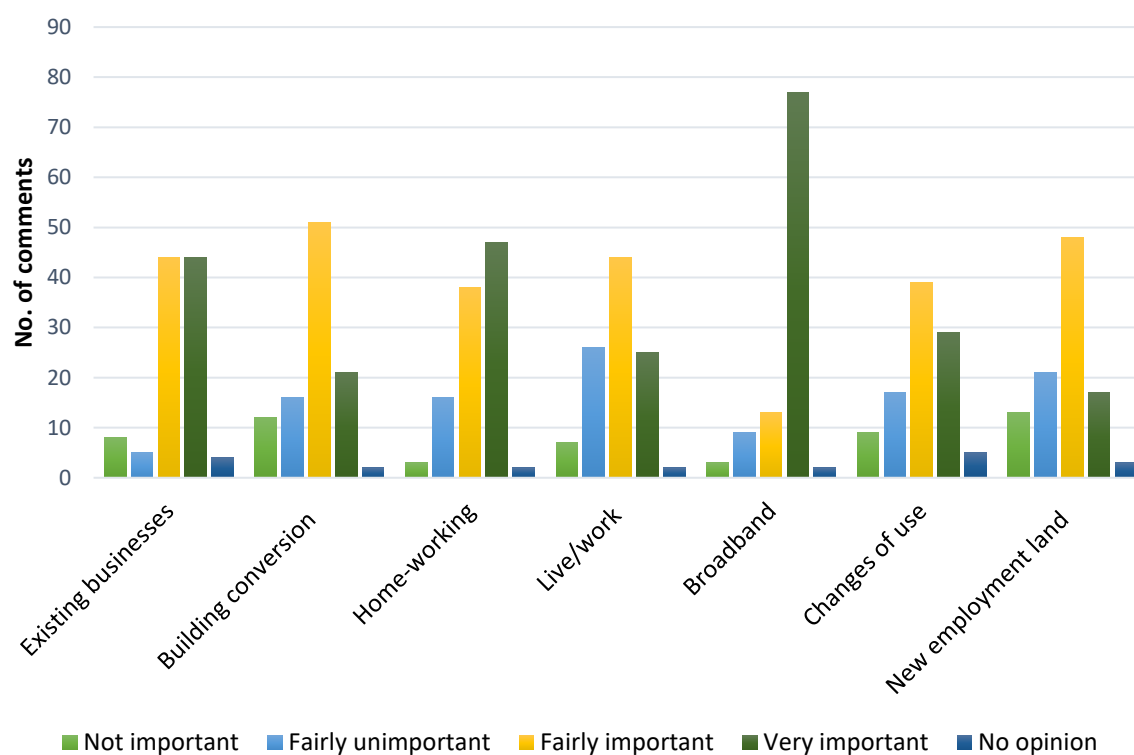


- The most favoured types of employment to be encouraged in the Plan were agriculture, tourism and forestry, reflecting the rural nature of the locality.
- Livery and stabling, light industry and manufacturing, and food and drink processing and production were also supported.
- Intensive livestock units and polytunnels received low levels of support.
- There was no support for offices, small businesses or small-scale storage and distribution.

**Q17: Which of the following ways of providing for jobs and the local economy are important to you?**  
(Tick one box in each row)

	Not important		Fairly unimportant		Fairly important		Very important		No opinion	
Supporting the extension of existing businesses	8	7%	5	5%	44	40%	44	40%	4	4%
Supporting the conversion of rural buildings for business	12	11%	16	14%	51	46%	21	19%	2	2%
Encouraging home-working	3	3%	16	14%	38	34%	47	42%	2	2%
Supporting the development of live/work premises	7	6%	26	23%	44	40%	25	23%	2	2%
Supporting improvements to broadband	3	3%	9	8%	13	12%	77	69%	2	2%
Protecting employment sites from changes of use	9	8%	17	15%	39	35%	29	26%	5	5%
Identifying new land for small scale employment uses	13	12%	21	19%	48	43%	17	15%	3	3%

Percentage base = 111 (total responses)



### Question 17, continued/

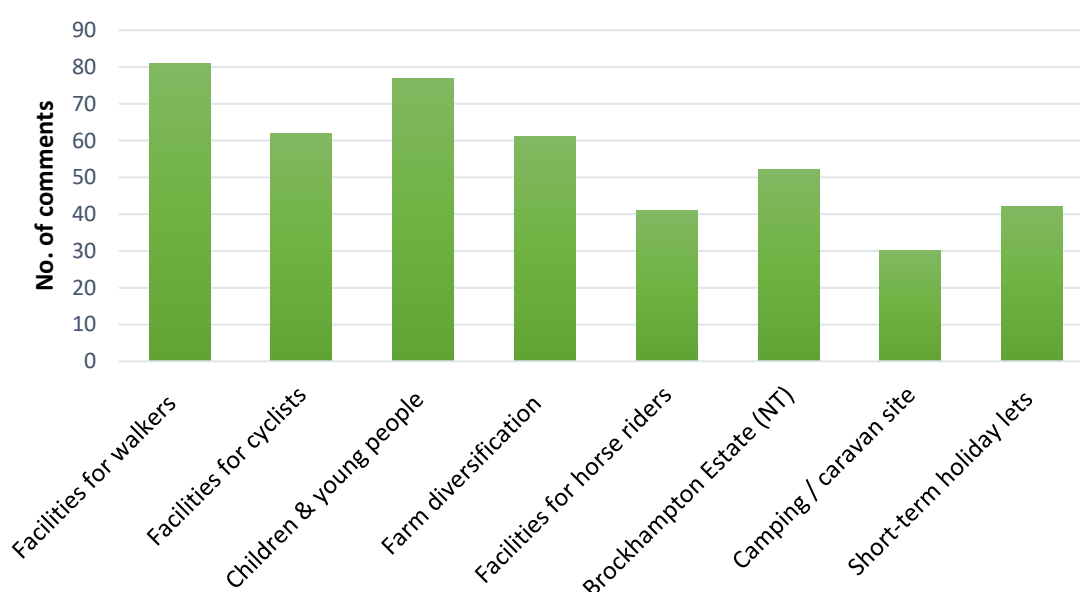
- The most important way of providing for jobs and the local economy was seen as supporting improvements to broadband. This was very or fairly important to 81% of responding households.
- The next most important means were supporting the extension of local businesses and encouraging home-working, with combined very/fairly important scores of 80% and 76% respectively.
- The conversion of rural buildings for business purposes and the development of new live/work premises were also well-supported.
- Of relatively least importance were protecting existing employment sites such as Linton Trading Estate or finding new land for small-scale business uses. The latter, although being very or fairly important to 58%, was not important or fairly unimportant to 31%, the highest such score.

### Q18: How should the Plan provide for improved or additional facilities for leisure and tourism?

(Tick all that apply)

	No.	%
Facilities for walkers e.g. more promotion of the Bromyard Walks	81	73%
Facilities for cyclists	62	56%
Facilities and activities for children and young people	77	69%
Farm diversification schemes	61	55%
Facilities for horse riders	41	37%
Enhanced facilities at Brockhampton Estate (National Trust)	52	47%
Camping / caravan site	30	27%
Use of property for short-term holiday letting	42	38%

Percentage base = 111 (total responses)





### **Question 18, continued/**

- There was a positive view of leisure and tourism and the various forms of provision that were canvassed were well supported, with one exception – camping / caravan sites.
- Further provision for walkers, children and young people, cyclists and through farm diversification were all supported by over half of responding households.
- Enhanced facilities at the National Trust's Brockhampton Estate were supported by 47%.
- Other, less well-supported forms of provisions were for short-term holiday lets, facilities for horse-riders, and camping / caravan site.

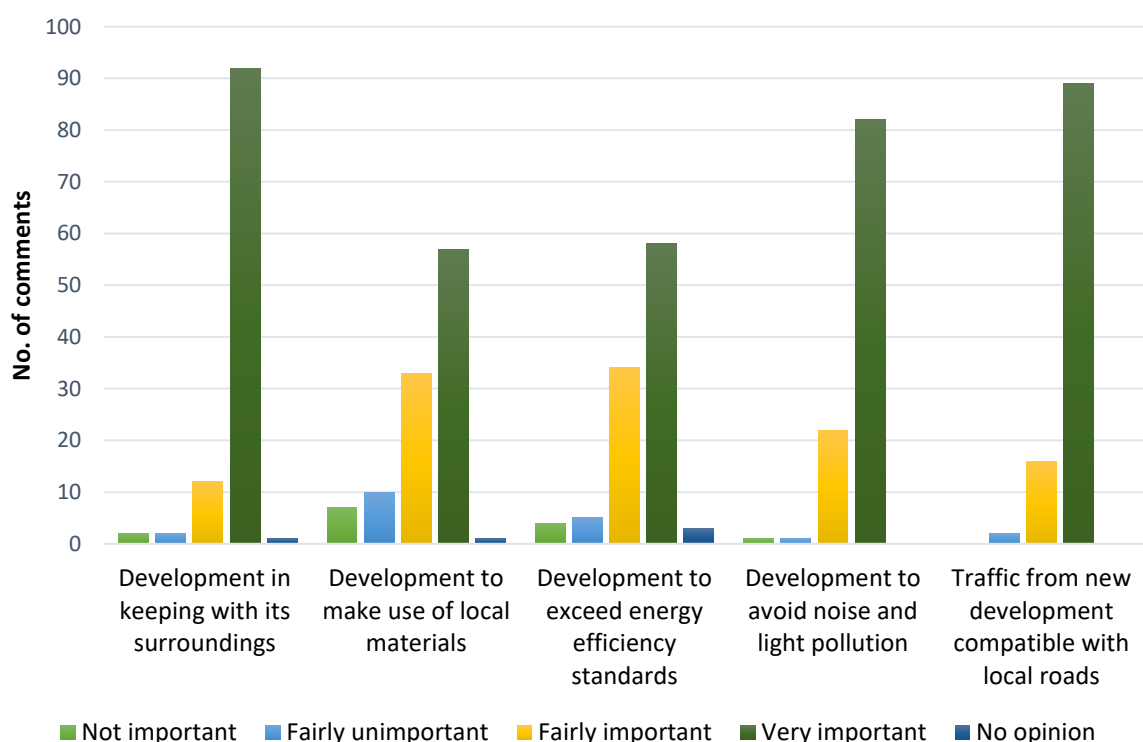
## Protecting our environment

**Q19: Which of the following ways of ensuring that new development respects the environment are important to you?**

*(Tick one box in each row)*

	Not important		Fairly unimportant		Fairly important		Very important		No opinion	
Development in keeping with its surroundings	2	2%	2	2%	12	11%	92	83%	1	1%
Development to make use of local materials	7	6%	10	9%	33	30%	57	51%	1	1%
Development to exceed energy efficiency standards	4	4%	5	5%	34	31%	58	52%	3	3%
Development to avoid noise and light pollution	1	1%	1	1%	22	20%	82	74%	0	-
Traffic from new development compatible with local roads	0	-	2	2%	16	14%	89	80%	0	-

Percentage base = 111 (total responses)



### Question 19, continued/

- The most important ways of ensuring that new development respects the environment were for development to be in keeping with its surroundings, to avoid noise and light pollution, and for additional traffic to be compatible with local roads. These were all seen as very or fairly important by 94% of responding households.
- Seeking high levels of energy efficiency and making use of local materials were both supported by over half.

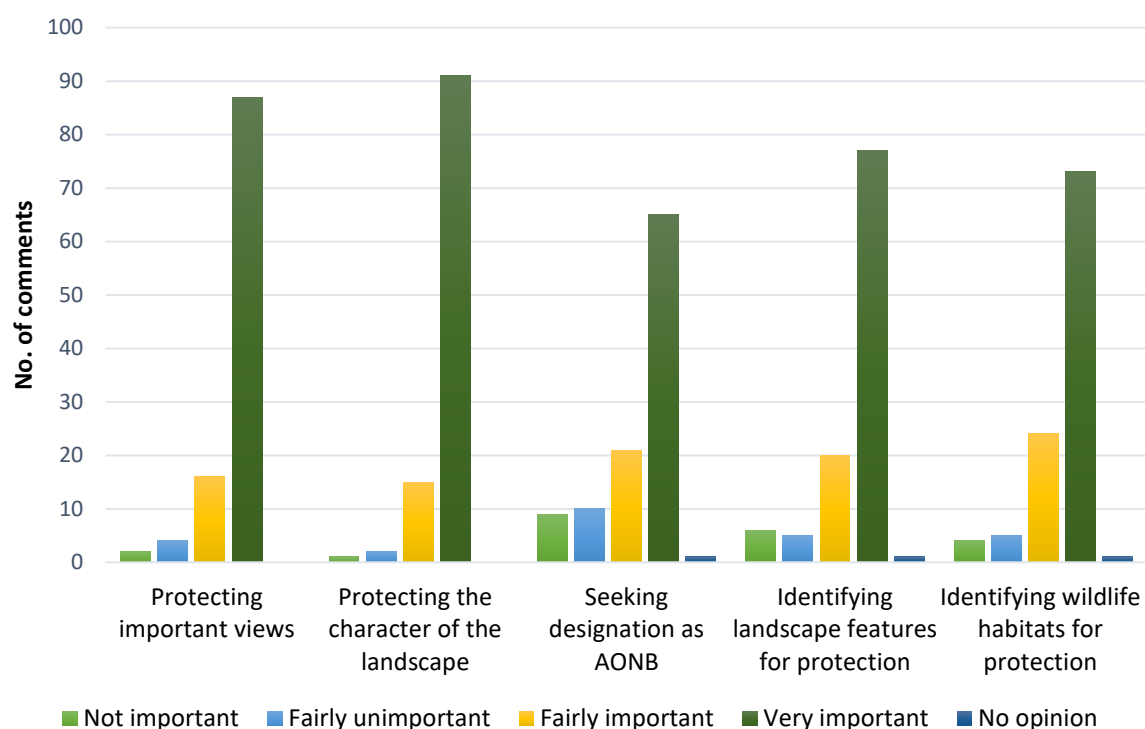
### Q20: Which of the following ways of protecting and enhancing the local environment are important to you?

(Tick one box in each row)

	Not important		Fairly unimportant		Fairly important		Very important		No opinion	
Protecting important views e.g. from the Downs	2	2%	4	4%	16	14%	87	78%	0	-
Protecting the character of the landscape	1	1%	2	2%	15	14%	91	82%	0	-
Seeking designation as Area of Outstanding Natural Beauty	9	8%	10	9%	21	19%	65	59%	1	1%
Identifying landscape features for protection e.g. woodland	6	5%	5	5%	20	18%	77	69%	1	1%
Identifying wildlife habitats for protection e.g. orchards	4	4%	5	5%	24	22%	73	66%	1	1%

Percentage base = 111 (total responses)

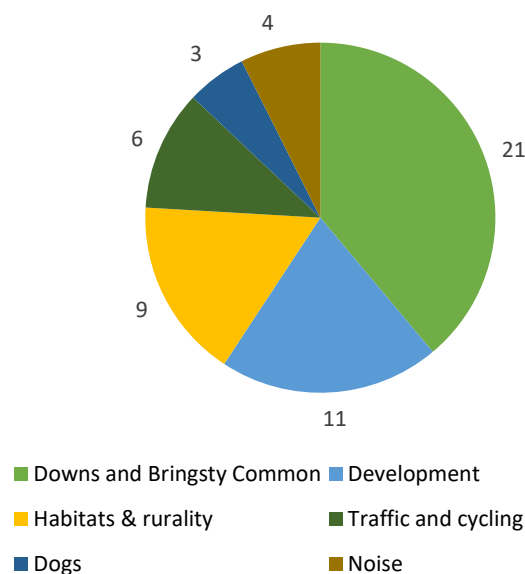
## Question 20, continued/



- The most important ways of protecting and enhancing the local environment were to maintain landscape character and safeguard important views. These were very or fairly important to 96% and 92% of responding households respectively.
- Identifying landscape features and wildlife habitats were also seen as important.
- Seeking designation of parts of the Neighbourhood Area as an Area of Outstanding Natural Beauty was seen as being of relatively least importance, but was still very or fairly important to 78%.

**Q21: Do you have any other comments on conserving and improving the local environment? If there are any particular local features, views or habitat areas that you think should be protected, please tell us below.**

- There were 35 responses to this question (32%).
- Many respondents (21) commented on the contribution made by Bromyard Downs and Bringsty Common to the wildlife, landscape and recreational value of the Neighbourhood Area. There were suggestions for management improvements, such as encouraging grazing. A typical comment was that *“The Downs is unimproved grassland and home to wild orchids, harebells etc and a great range of wildlife. Visitors need interpretation material to tell them what to look out for and how to respect this special environment”*.
- There were 11 comments on development and the circumstances in which it could be permitted or (alternatively) resisted. Development should be kept away from Bromyard Downs and Bringsty Common, or limited to single dwellings in keeping with established properties, through for instance the use of local stone. One comment was that *“We should recognise that to sustain the area we need to provide new housing in imaginative ways. Home owners need to be less selfish about avoiding change and should welcome new families into new homes in the area. After all if others before us hadn’t we would not be able to live in this beautiful place.”* There were also calls to avoid building on green field sites; and to keep large developments that might put undue strains on local services to a minimum.
- There were nine comments referring to various habitats of local importance, such as the disused railway line, Brockhampton Estate, woodland, orchards, hedgerows, ponds and watercourses, pointing to the contribution they made to the rural character of the area.
- On traffic and cycling (six comments), there were several suggestions to introduce cattle grids on the A44 at Bringsty Common, linked to reductions in traffic speeds; and to improve parking and to calm traffic at Brockhampton Primary School. There was also a comment supporting recreational cycle routes with suitable facilities between Bringsty, Brockhampton and the Downs, and potentially extending to Whitbourne.
- There were four comments seeking to reduce or limit noise, from main road traffic and noisy recreational pursuits (motocross), and three in respect of dog fouling.



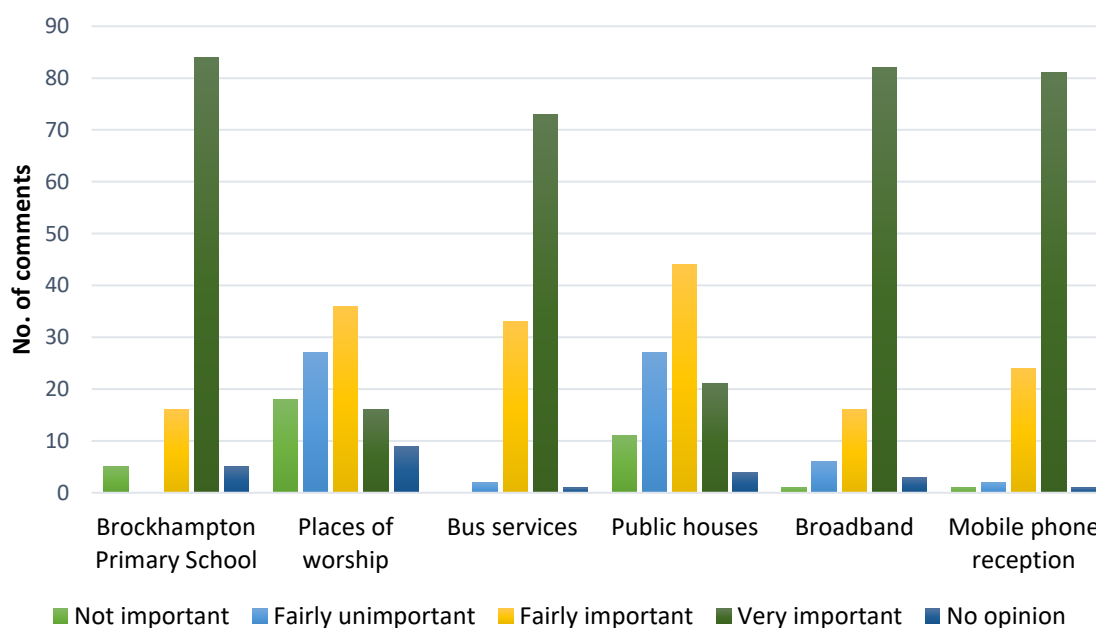
## Community Services

**Q22: How important do you think the following facilities, services and amenities in the Neighbourhood Area are in meeting the current and future needs of the local community?**

*(Tick one box in each row)*

	Not important		Fairly unimportant		Fairly important		Very important		No opinion	
Brockhampton Primary School	5	5%	0	-	16	14%	84	76%	5	5%
Places of worship	18	16%	27	24%	36	32%	16	14%	9	8%
Bus services	0	-	2	2%	33	30%	73	66%	1	1%
Public houses	11	10%	27	24%	44	40%	21	19%	4	4%
Broadband	1	1%	6	5%	16	14%	82	74%	3	3%
Mobile phone reception	1	1%	2	2%	24	22%	81	73%	1	1%

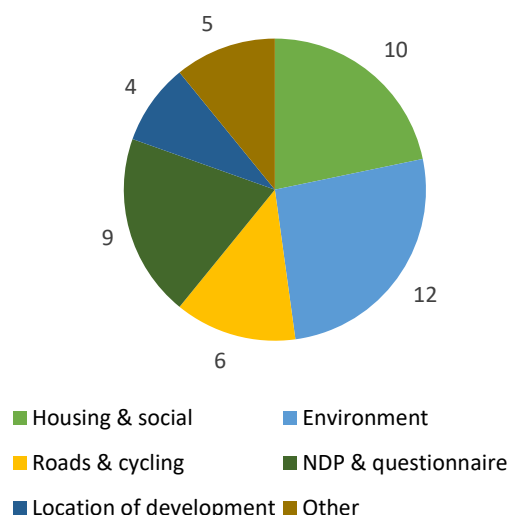
Percentage base = 111 (total responses)



- Brockhampton Primary School, local bus services, broadband and mobile phone reception were all judged to be important in meeting current and future community needs. Bus services and mobile phone reception in particular were seen as very or fairly important by almost all responding households. The Primary School was more likely to be ranked as very important by older households (questionnaires completed by respondent aged 65+).
- In contrast, public houses and places of worship were of less importance. Both were fairly unimportant to almost one-quarter; a further 16% thought places of worship to be not important.

## Have we missed anything?

- There were 33 responses to this question (30%).
- The 12 comments on the environment emphasised the need to protect the countryside, local landscapes, the Downs, Bringsty Common, Brockhampton, and biodiversity. Any new development *“should blend into the landscape as unobtrusively as possible”*.
- There were 10 comments on housing and on wider social concerns. The emphasis was on providing 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. One comment pointed to a role for modern design; another was concerned about the impact of additional development on existing community services, especially medical.
- Several comments (6) referred to the poor nature of the road system and its maintenance, and to traffic speeds in Bromyard. Others pointed to opportunities for cycling along the disused railway line for access and tourism purposes, and to the scope for a family cycle route for local use and to cater for visitors: *“developing routes with Sustrans would bring economic as well as health benefits”*.
- In terms of the location of development (4 comments), new building should be situated close to Bromyard, possibly on previously-developed sites: *“we should try to restrict development to the periphery of Bromyard town”*. Affordable housing in particular should be in Bromyard, taking account of the available amenities and public transport. There was one comment that Brockhampton and Norton parishes should not be excluded from consideration for any new building.
- Other comments (5) referred to the need to assist the community in adverse weather, to eliminate animal farming for meat, to re-open public toilets in Bromyard, and to crime and policing levels. One comment was opposed to pursuing AONB status if this would restrict the ability to run dogs free on the Downs and at Bringsty.
- There were 9 comments on the need for an NDP and on the questionnaire itself. This was welcomed by some, whilst others referred to its excessive length, need for a question on voluntary work, need to identify Bringsty and Linton on a map, and that replies should have been sought from residents not households.



## Appendix: Demographic information

The survey asked for information on the gender, age and employment status of the person who filled in the questionnaire on behalf of the household concerned.

### Q23: Are you:

*(Tick one box)*

	No.	%
Male	62	52%
Female	58	48%

Percentage base = 120 (total responses to Q23)

### Q24: How old are you?

*(Tick one box)*

	No.	%
16-17	0	-
18-24	0	-
25-44	10	8%
45-64	43	36%
65-84	56	47%
85 and over	3	3%

Percentage base = 120 (total responses to Q23)

### Q25: Are you:

*(Tick all that apply)*

	No.	%		No.	%
Employed full-time	21	18%	Retired	58	48%
Employed part-time	8	7%	Looking after home/family	7	6%
Self-employed	28	23%	Long-term sick/disabled	0	-
Unemployed & available for work	0	-	Other (please specify)	3	3%
In full-time education	1	1%			

Percentage base = 120 (total responses to Q23)