

Upton Bishop Neighbourhood Development Plan

Residents' Questionnaire Survey 2019

Results report

DJN Planning Limited

December 2019

For Upton Bishop Parish Council

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1. Introduction

Upton Bishop Parish Council is preparing a Neighbourhood Development Plan (NDP). A Neighbourhood Area was designated in March 2013. To help inform the Plan, a residents' questionnaire survey was undertaken in October 2019 which sought views on vision and objectives, environment and heritage, infrastructure and roads, housing, community services and facilities, and economic development.

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

- provides 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); and
- sets out on a question-by-question basis the response to the questionnaire, dealing with the following topics:
 - responses to a draft Vision and objectives for the Parish – questions 1 to 3
 - environment and heritage – questions 4 to 6
 - infrastructure and roads – questions 7 and 8
 - housing – questions 9 to 13
 - community services and facilities – questions 14 and 15
 - economic development – questions 16 and 17
 - information about the respondent – questions 18 to 24.

A copy of the questionnaire is available separately.

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

December 2019

2. Summary of results

The survey was undertaken in October 2019 and achieved a response rate of 56%.

Vision and Objectives

- There was significant support for the draft Vision and objectives.
- Comments focussed on road traffic (type, speed and volume) and new housing (location and type). Any new homes should be kept to a minimum and be provided as good quality, sustainable and genuinely affordable dwellings. Other issues were raised about services and facilities, and the need for these to be improved to meet pressures arising from growth. Comments on local business sought to encourage and facilitate suitable development to provide employment; others were concerned about the potential for road traffic increases.
- The most valued features about living in the Parish were proximity to natural habitats and open countryside, current dwelling and the low density of housing. Relatively little weight was given to convenient access to workplaces, outdoor activities, and to local facilities and services.

Environment and Heritage

- Trees and hedgerows, wildlife and views were the top priorities for protection and enhancement, with the lowest rankings going to maintaining dark skies and traditional buildings.
- In minimising the impact of development, the priorities were the natural environment, road traffic levels and safety, the views over and from the villages, and for new buildings to be in keeping with their surroundings. Maintaining heritage assets was the lowest priority.
- Many views were identified for protection, from the general to the specific, together with a range of local features including trees and woodland, daffodil fields, open countryside around settlements, ponds and watercourses, phone and post boxes, and triangulation points. There were also references to the Church and churchyard identifying aspects of heritage, wildlife and community value.

Infrastructure and Roads

- Top priorities for improvement were road maintenance, HGV volumes, traffic speed limits (extent and enforcement), broadband speed and mobile phone reception. Signage for roads and footpaths and the school bus service were the lowest priorities for improvement.
- Comments focussed on traffic and transport issues including speed limits and traffic calming, the need for safety improvements at Old Gore crossroads, the impacts of HGVs and large farm vehicles, and highway maintenance. There were also comments on the frequency and timing of bus services and on public footpaths, seeking better links between communities.

Housing

- Just over two-thirds of respondents agreed with new housing being built as individual homes on “infill” plots between existing dwellings. In contrast, larger developments of more than 10 houses, which would include some affordable housing, were opposed by a similar proportion.
- In terms of size of homes, most respondents wanted to see small family homes (3 bedroom), followed by starter (2 bedroom) dwellings. Larger (4 bedroom and above) dwellings were not favoured. There was support for adaptable or easy access dwellings, such as bungalows.
- Low cost housing for sale was the most popular type of new housing, followed by privately owned homes and then by supported/sheltered accommodation. There was also support for affordable, shared ownership, self-build and live/work housing. Privately-rented homes were least favoured.
- Key factors in design and layout were for new housing to be in keeping with its neighbours in terms of size, appearance and materials; the provision of off-road parking, and having a garden in character with its surroundings. There was little support for innovative design in new housing.
- There were three clear priorities to be addressed by new housing schemes: retaining trees and other landscape features, minimising impacts on current residents, and maintaining the character and appearance of the Parish.

Community Services and Facilities

- The most valued facilities were the Millennium Hall and green/open spaces, such as the wildlife garden and Dymock Woods.
- Comments on facilities pointed to a desire for: a village shop/mobile Post Office; more community events; an on-line delivery hub; and a village pub. There were also suggestions as to how make better use of the Millennium Hall.

Economic Development

- Favoured types of economic development were small-scale farming/horticulture and retail, such as a shop or café, together with market gardening and a plant nursery.
- A majority were opposed to intensive livestock units, large areas of glass-housing or polytunnels, and to small-scale storage and distribution.
- The priorities to be addressed by new economic or business developments were to minimise traffic on rural lanes, the scale of operation as appropriate in a rural community, and increases in B-road traffic.

Other topics to be included in the NDP

- Comments raised a wide range of topics, including some covered in previous responses and others outside the land use and development scope of the NDP.
- A number of respondents commented on the fact that other areas had not been identified to receive housing growth in the Local Plan Core Strategy, with some supporting development here and others opposed.
- Other comments addressed social issues (including affordable housing, village shop, play facilities); the environment (such as building design, with some support for modern/eco approaches, sustainability and climate change); and the economy (including local employment, role of farming, and broadband).

Information about you

- Compared to Census 2011 data, in responses to the survey the following groups were over-represented:
 - females
 - age groups over 55
 - the retired.
- Over half of respondents had lived in the Parish for 11 years or more.
- Responses were received to the survey from across the Parish.

3. Survey method, response and presentation of results

Method and response

The questionnaire was developed by the Steering Group to provide evidence for the preparation of the NDP. Account was taken of issues raised to date, including at an Open Day in November 2018, and regard was also had to earlier work on the Parish Plan. On this basis, key themes for the survey were identified as: vision and objectives, environment and heritage, infrastructure and roads, housing, community services and facilities, and economic development.

The questionnaire asked 17 questions on these topics. Responses were sought against a range of given multiple choices, or in the form of free-write comments. There was a further opportunity to add comment on any other matters thought to be relevant to the NDP. The survey concluded with seven questions seeking information about respondents, including on gender, age, economic activity and length of residence.

Questionnaires were hand-delivered to households within the Neighbourhood Area in October 2019. As well as the survey questions, the form included a covering letter, a set of frequently asked questions, instructions on how to complete the questionnaire, and a map of the Upton Bishop Neighbourhood Area. All residents of the Neighbourhood Area aged 16 or over were invited to complete a questionnaire. A member of the Steering Group acted as a point of contact to co-ordinate the process, answer any queries from residents, and supply additional copies of the questionnaire if required.

Completed questionnaires were collected by hand up to the end of October 2019. Completed questionnaires could also be dropped-off at the village telephone box, or direct to a Steering Group volunteer (whose contact details were supplied).

Overall, 278 questionnaires were completed, a response rate of 56%.¹

Presentation of the results

For the multiple-choice elements of each question, tables and bar charts show the number of responses against the given options. Table percentages are based on the total number of completed questionnaires (278). 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.

Free-write comments have been summarised in terms of the key topics raised. Pie charts are used to illustrate the number of comments per topic. Individual comments may refer to several topics. A full set of all the comments made is also available (see separate Comment Listings report).

¹ Based on the number of usual residents in the Neighbourhood Area at the time of the Census 2011 (493).

Vision and Objectives

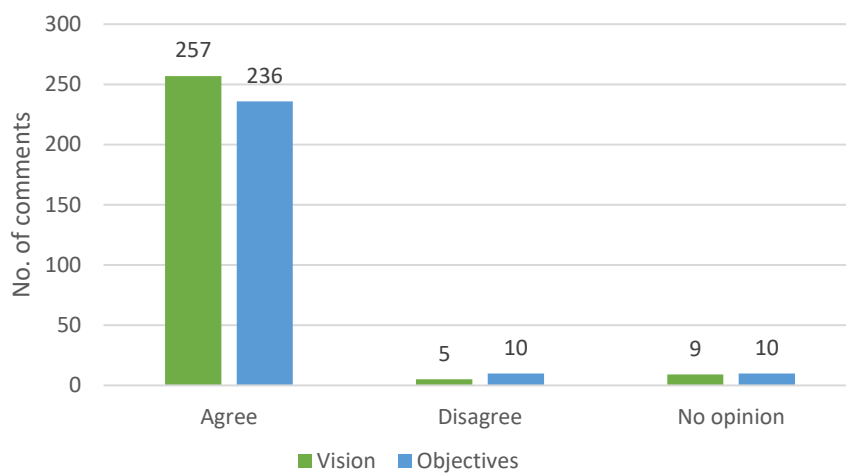
The questionnaire set out a draft Vision for Upton Bishop in 2031, together with a set of objectives relating to individual planning topics. These were drawn up taking into account the Parish Plan and feedback from the community at an NDP Open Day in November 2018.

Question 1: Do you agree or disagree with the vision and objectives? (tick one box per row)

	Agree		Disagree		No opinion	
Vision	257	92%	5	2%	9	3%
Objectives	236	85%	10	4%	10	4%

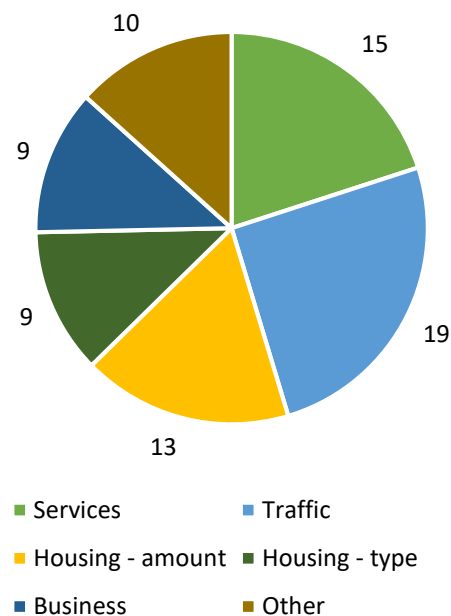
Percentage base = 278

- There was significant support for both the vision and the objectives.



Question 2: If you have any comments on our vision and objectives please tell us in the box below.

- This question was answered by 58 respondents (21%).
- Issues around the **type, speed and volume of road traffic** attracted most attention (19 comments). Many were concerned about the capacity of roads across the parish to safely accommodate existing levels of traffic, particularly larger vehicles (HGVs/farm machinery). There were calls for speed limits to be reduced and for traffic calming. Specific mention was made of single-track rural lanes; the B4221; and the roads through Upton Crews and Crows Hill. New development (for housing, or as a result of business growth) was seen as likely to add more traffic, compounding the problem.



- Comments on **housing** covered a wide range of issues, broadly divided between the **location and amount** of new housing (13 comments) and **type and design** (9 comments).
- On the former, many respondents (nine comments) thought that no more housing was needed or should be limited to the minimum required by the Core Strategy. Others wanted new housing to be limited *“to the hamlet areas as natural additions and no ... development on farmland”*. One respondent queried the focus for new housing to Crow Hill and Upton Crews, suggesting that Phocle Green also take a *“fair share”* of housing.
- Comments on the type and design of housing emphasised the need to ensure good quality, sustainable and genuinely affordable dwellings. Six comments referred to the need for affordable housing. Others emphasised that new development should be in keeping with its surroundings.
- Comments on local **services** (15) referred to the need for improvement of a wide range of facilities and infrastructure, including health, education, shops, voluntary community activities, surface water and foul drainage, broadband, mobile phone, and transport. The latter included public transport, pavements, and provision for cyclists. Some respondents pointed out that new housing should be only provided in tandem with associated service improvements. Others emphasised the need for faster broadband to enable economic development and that lack of a mobile signal was becoming increasingly problematic: *“no mobile facility is extremely isolating as more and more services are defaulting to access via mobile phone technology”*.

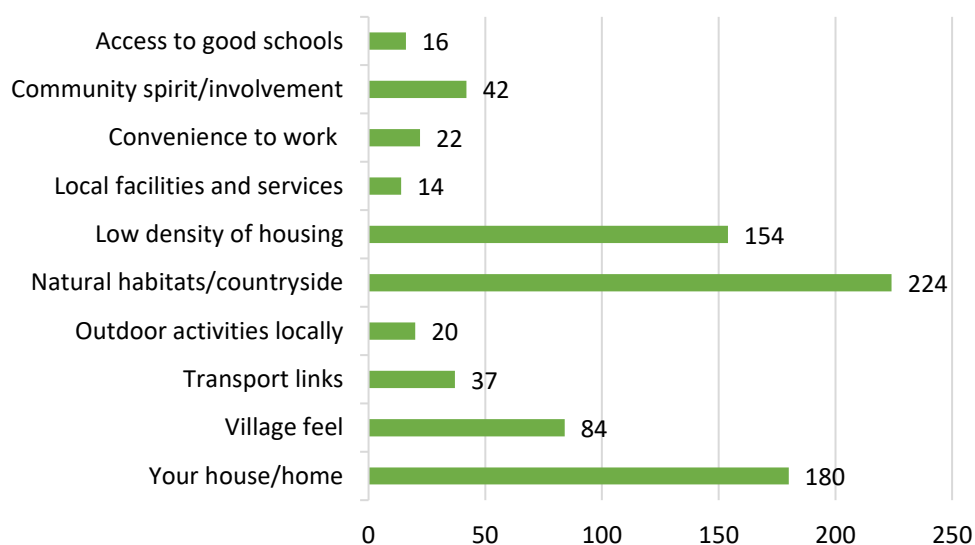
Question 2, continued/

- There were nine comments on aspects of local **business**. Many pointed to the need to encourage and facilitate such development to provide local employment. One comment suggested a re-wording of the economic development objective away from the present focus on home-based business and farming to say *“support economic development proposals which do not adversely impact ...”*. Others raised concerns over the potential for increased road traffic (HGVs/farm machinery). One respondent thought that when businesses outgrew their sites, they should re-locate rather than be permitted to expand inappropriately.
- A range of issues were raised in 10 **other comments**. Four confirmed agreement with the draft vision and objectives, whilst others thought these needed to be more specific or could be better worded. One raised the issue of the climate change emergency, to be responded to in future development, and another acknowledged that a balanced approach was needed: *“it is never easy in the rural area to find a good place for rurality, new housing and jobs. This plan needs to be sympathetic to/for all three aims”*.

Question 3: What are the TOP 3 things you value most about living in Upton Bishop Parish? (tick up to 3 boxes only)

	No.	%		No.	%
Access to good schools	16	6%	Natural habitats/countryside	224	81%
Community spirit/involvement	42	15%	Outdoor activities locally	20	7%
Convenience to work	22	8%	Transport links	37	13%
Local facilities and services	14	5%	Village feel	84	30%
Low density of housing	154	55%	Your house/home	180	65%

Percentage base = 278



- The most valued features to respondents were proximity to natural habitats and open countryside, their current dwelling and the low density of housing. All these aspects of life in the Parish were valued by more than half of respondents, particularly natural habitats and the countryside (81%).
- These were followed by the village feel, community spirit and transport links.
- Relatively little weight was given to the convenient access afforded to workplaces, local outdoor activities, and to local facilities and services. The latter was valued by only 5% of respondents.

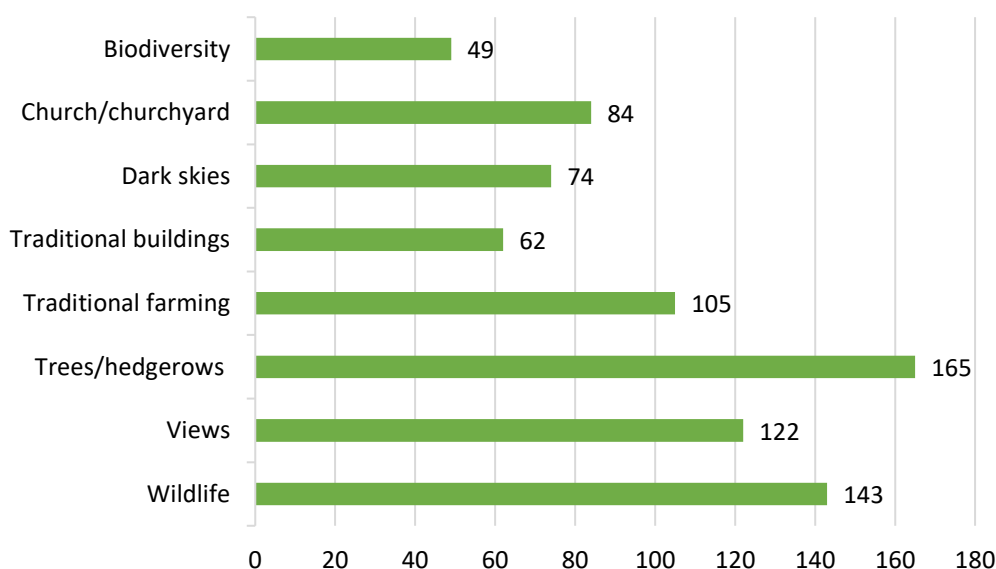
Environment and Heritage

This section sought views on how best to protect aspects of the environment through the policies of the NDP.

Question 4: From the list below, what are the TOP 3 environmental and heritage assets to be protected? (tick up to 3 boxes only)

	No.	%		No.	%
Biodiversity	49	18%	Traditional farming (e.g. orchard, horticulture)	105	38%
Church/churchyard	84	30%	Trees, hedgerows, wildflowers, etc	165	59%
Dark skies	74	27%	Views	122	44%
Traditional buildings	62	22%	Wildlife	143	51%

Percentage base = 278

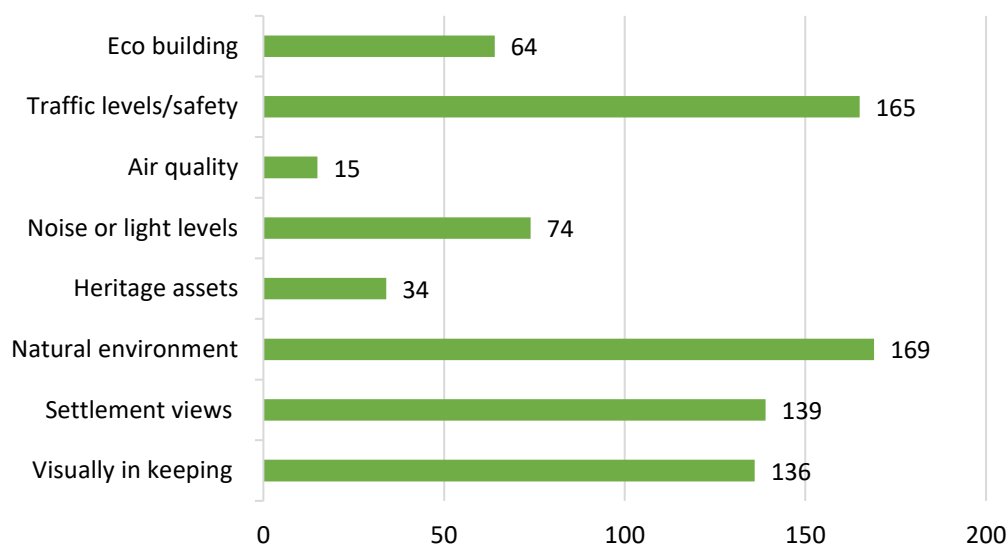


- There was strong support for protecting trees/hedgerows and wildlife (59% and 51% respectively, although biodiversity was favoured by only 18%, the lowest rating).
- Views were a priority for 44%, followed by traditional farming (38%) and the Church and churchyard (30%).
- Protecting dark skies and traditional buildings were supported by 27% and 22% respectively.

Question 5: In minimising the impact of new development in the Parish which 3 things are most important to you? (tick up to 3 boxes only)

	No.	%		No.	%
Eco building best practice (e.g. renewables, passive house)	64	23%	Maintaining heritage assets	34	12%
Impact on road traffic levels/safety	165	59%	Maintaining the natural environment	169	61%
Maintaining air quality	15	5%	Protecting views over and from the settlements	139	50%
Minimising noise or light levels	74	27%	Visually in keeping with the surroundings	136	49%

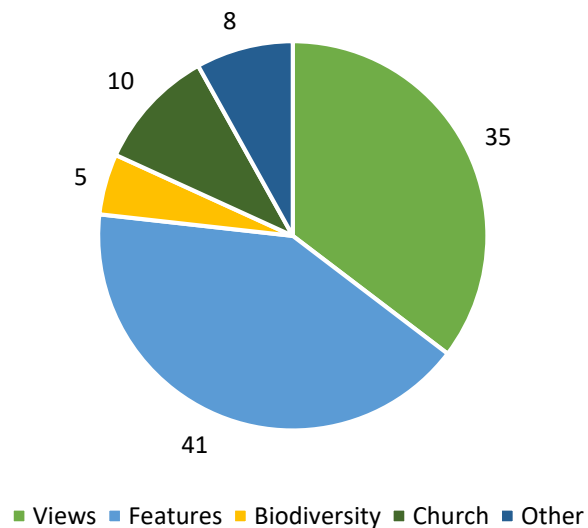
Percentage base = 278



- In minimising the impact of new development, respondents prioritised the natural environment (61%) above the other options. This is consistent with answers to Q3 and Q4.
- Road traffic levels and safety were seen as the second priority (59%), reflecting comments made to Q2 about the potential effects of new development.
- Other priorities were to protect views over and from the villages (50%) and that development should be in keeping with its surroundings (49%).
- Just over a quarter of respondents thought that minimising noise and light levels in new development was a priority; this was more important than maintaining air quality (5%).
- Maintaining heritage assets whilst accommodating new buildings was a priority for 12%.

Question 6: If there are any particular local features, views or habitat areas that you think should be protected, please describe them below.

- This question was answered by 50 respondents (18%).
- **Views** for protection were identified in 35 comments, ranging from the general: *“all views of existing residents”* to the more specific: *“views from Upton Crews to Hilltop Lane”*. Long distance views were also a feature, to Malvern Hills, Brecon Beacons, May Hill and Hay. One respondent commented that *“the views from Upton Crews are beautiful in all directions and I believe are at the heart of our environment in Upton Bishop”*.



- Many varied local **features** were identified for protection in 41 comments, either generally or by name, including:
 - Queens Wood
 - Green roadside ‘triangles’, and Ordnance Survey triangulation points (bench marks)
 - Daffodil fields at Tanhouse and Phocle Green
 - Phone and post boxes
 - Trees, woodland (including ancient) and hedgerows
 - Rural lanes – at risk from increasing traffic
 - Green fields on the edge of settlements
 - Ponds, watercourses and wetland areas.
- Specific references to **biodiversity** were made in five comments (many of the features identified above will also be of value to wildlife, such as woodland and hedgerows). Habitats identified were: Yatton woods, valley between Gayton and Crow Hill, and Tanhouse/Tedgewood to Hilltop and Queenswood.
- There were ten references to the **Church and churchyard**, identifying heritage, wildlife and community aspects of value. One comment warned that *“if Upton Bishop wants to keep the church open, it will have to stump up and support it. Closure is a real threat”*.
- In the eight **other comments**, some reiterated views that new housing should be either avoided entirely or limited to one or two dwellings on each site: *“we did not move to Upton Bishop to look at estates – we would have lived in a town”*. There were several comments on dark skies and street lighting – three against, one for.

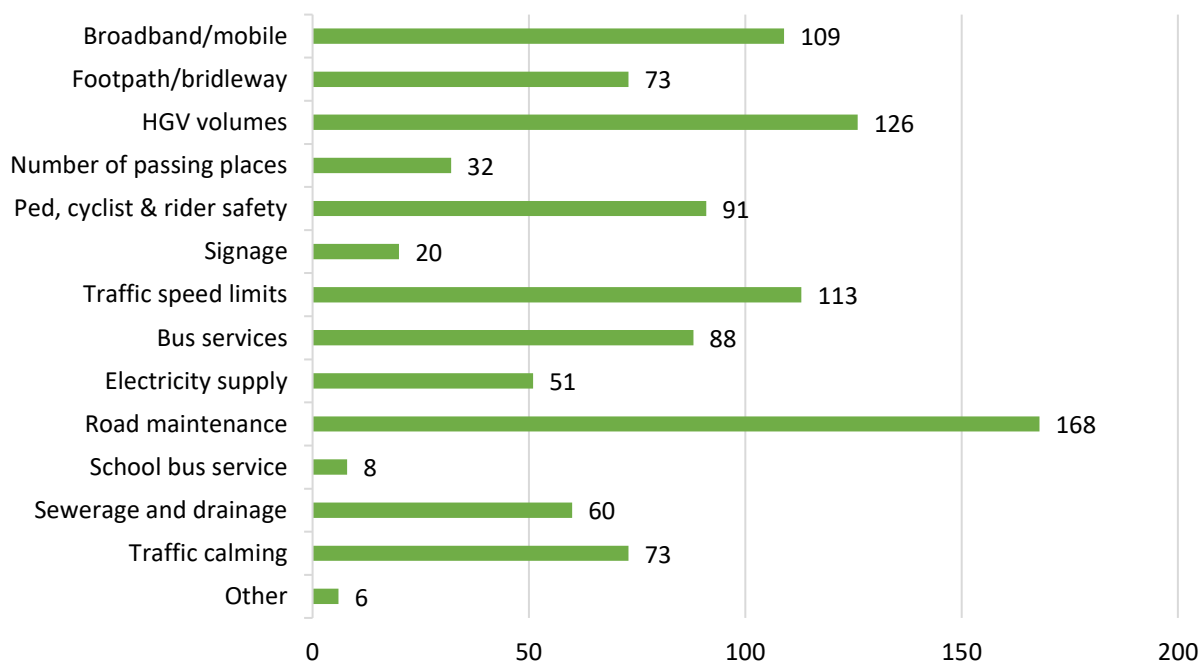
Infrastructure and Roads

The introduction to this section of the questionnaire explained that whilst road and traffic matters were outside the direct scope of the NDP, new buildings needed to be capable of being safely accessed and improvements to infrastructure could be sought in tandem with development. Views on the priorities for improvement were sought on this basis.

Question 7: What are the **TOP 4** things to be improved in the Parish? (*tick up to 4 boxes only*)

	No.	%		No.	%
Broadband speeds/mobile reception	109	39%	Public bus services	88	32%
Footpath/bridleway access and maintenance	73	26%	Reliable electricity supply	51	18%
HGV volumes	126	45%	Road maintenance	168	60%
Number and position of passing places	32	12%	School bus service	8	3%
Pedestrian, cyclist and horse rider safety	91	33%	Sewerage and drainage	60	22%
Signage for roads and footpaths	20	7%	Traffic calming measures	73	26%
Extent and enforcement of traffic speed limits	113	41%	Other	6	2%

Percentage base = 278

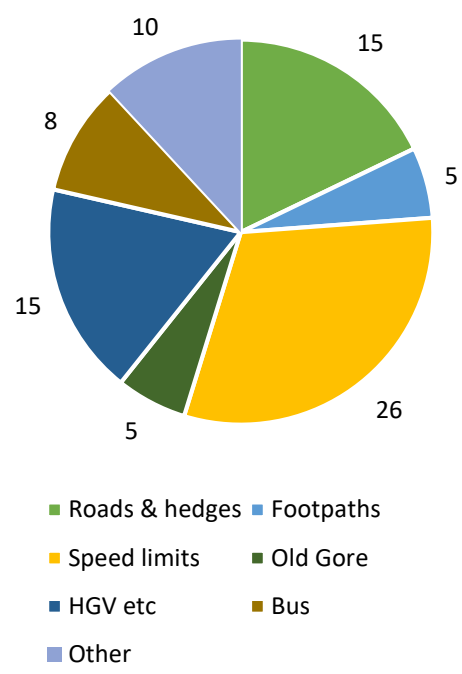


Question 7, continued/

- Road maintenance was the overall priority for improvement, being selected by 60% of respondents (maintenance of footpaths and bridleways in contrast was supported by 26%).
- This was followed by HGV volumes (45%), the extent and enforcement of traffic speed limits (41%), and broadband speed and mobile phone reception (39%).
- Improved safety for vulnerable road users (walkers, cyclists and horse riders) was a priority for 33%, closely followed by public bus services (32%). However, only 3% thought school bus services needed improving.
- Other aspects of highway infrastructure were scored as follows: traffic calming measures (26%), passing places (12%), and signage (7%). The support for traffic calming echoes the call for additional and better enforcement of speed limits and the concern for the safety of vulnerable road users.
- Improvements to sewerage and drainage were sought by 22% of respondents, and a more reliable electricity supply by 18%.

Question 8: If you have specific recommendations for improvements please give details of what and where below (this information will also be passed to the Parish Council):

- This question was answered by 74 respondents (27%).
- **Speed limits and traffic calming** were raised in 26 comments – the most popular single topic. There were many calls to extend, lower and enforce speed limits, both in general and at specified locations. Traffic calming was suggested in the form of village gates, warning signs, speed reminders, and more radically *“to pedestrianise the Crow Hill cross and only allow access to bikes, horses, buses, pedestrians and emergency services”*.



- **Old Gore** crossroads was a particular road safety concern: a roundabout or traffic lights were suggested as possible solutions. Other locations for safety improvement were also identified e.g. bend in road by Rose Cottage.
- **HGVs/large farm vehicles** were raised in 15 comments with many pointing out the unsuitability of roads and lanes both through the villages and serving the rural parts of the Parish. There were calls for width and weight limits to be used to manage access, control damage to road surfaces and verges, and reduce risks to vulnerable road users such as walkers and cyclists.
- **Road, hedge and ditch maintenance** was also the subject of 15 comments, with pot holes being the most common issue raised, followed by the need to ensure roadside hedge cutting.
- There were eight comments on **bus services**, with calls for more frequent and extended hours of public transport to centres such as Hereford, Ledbury and Ross to access work, college and health care. One respondent summed up the limitations posed thus: *“only one bus on Sunday if you go to Ross. If you don’t catch same bus back you’re stuck in Ross”*. The need for better and more affordable school bus services was also mentioned.
- There were five comments on public **footpaths**, including seeking better links between communities.
- Ten **other comments** addressed the need for improved children’s play facilities; utilities such as gas, electricity and broadband; school capacity, if required as a result of new development; car parking; and litter collection. Others wanted to avoid more development accessing via the fragile rural lanes.

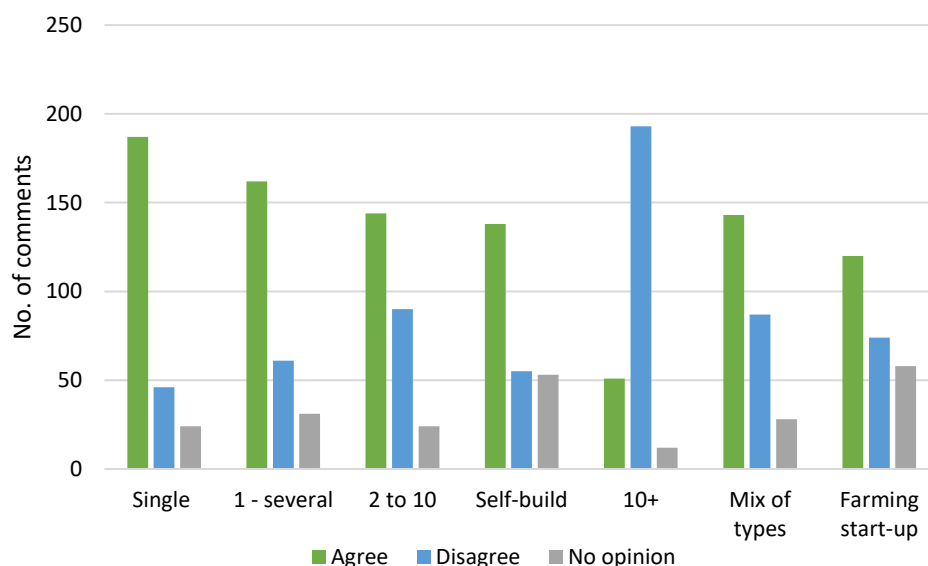
Housing

The questionnaire asked about residents' priorities for the type, size and design of new housing in the Parish, set in the context of the strategic requirements arising from the Herefordshire Local Plan.

Question 9: What kind of new housing should the Parish have during the lifetime of the plan – up to 2031? (tick one box per row)

	Agree		Disagree		No opinion	
Individual houses on “infill” plots between existing dwellings	187	67%	46	17%	24	9%
Smaller sites within or adjacent to existing homes, each for one/several new dwellings	162	58%	61	22%	31	11%
Small housing development (between 2-10 houses) within or adjacent to built up areas	144	52%	90	32%	24	9%
Self-build to encourage enterprising “starter” families	138	50%	55	20%	53	19%
Larger development of more than 10 new homes – to include some affordable housing	51	18%	193	69%	12	4%
Small mixed development with different types of housing	143	51%	87	31%	28	10%
Accommodation associated with start-up small farming initiatives	120	43%	74	27%	58	21%

Percentage base = 278



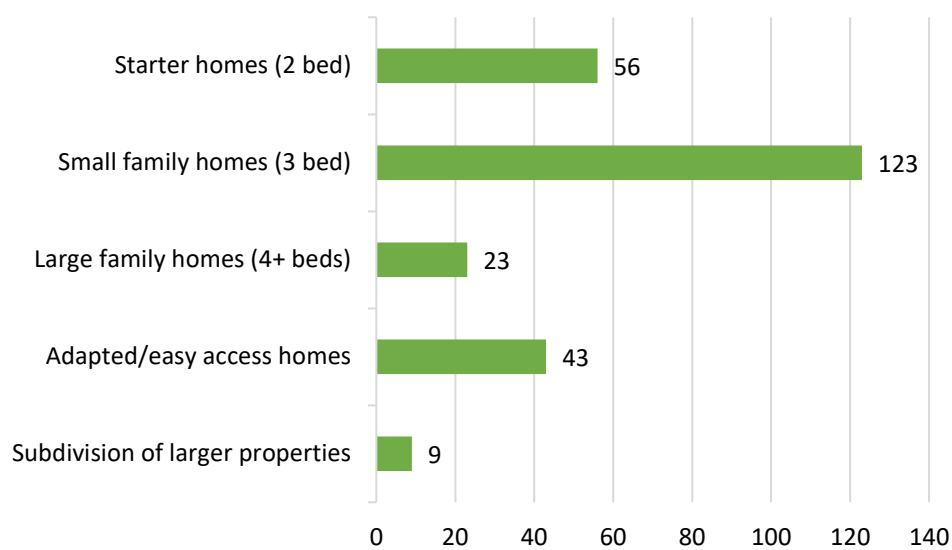
Question 9, continued/

- Levels of support for new housing declined with an increasing size of development.
- Over two-thirds of respondents agreed with the provision of individual new homes on infill sites, with just 17% disagreeing. This position was almost exactly reversed for the development of sites for more than 10 dwellings; here, over two-thirds disagreed, and 18% were in support. This option also recorded the lowest level of no opinion for this question, at 4%.
- Small sites (up to and including 10 dwellings) were supported by a majority for both the options canvassed. For example, 52% were in agreement with sites of between two to 10 houses, 32% against.
- Half of respondents supported the idea of self-build housing, and a similar proportion agreed with having a mix of different types of housing in the same, small development.
- There was also support for new housing linked to farming initiatives (43%).

Question 10: What size of new homes is the MOST important? (tick one box only)

	No.	%
Starter homes (2 bedrooms)	56	20%
Small family homes (3 bedrooms)	123	44%
Large family homes (4 or more bedrooms)	23	8%
Adapted/easy access homes (e.g. bungalows)	43	15%
Subdivision of larger properties for more than one household	9	3%

Percentage base = 278

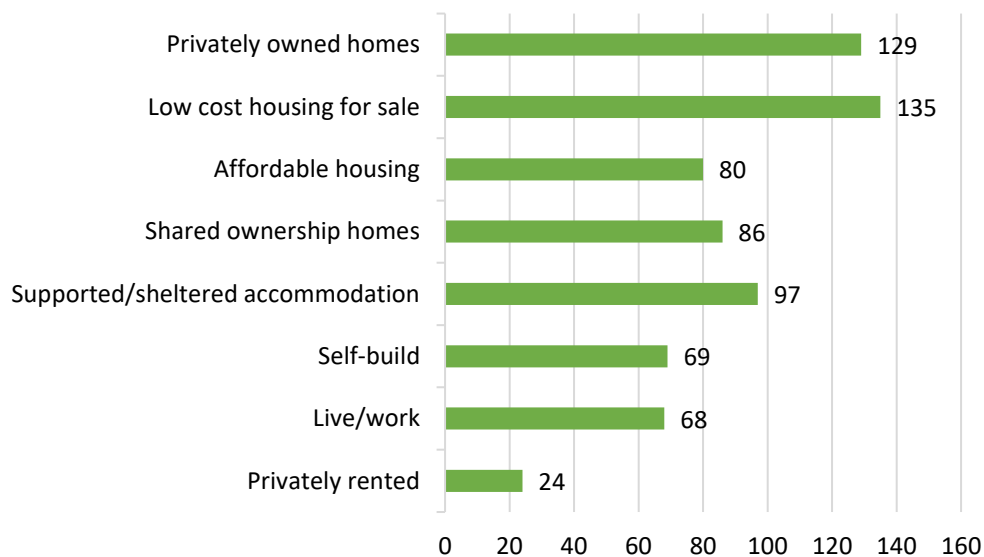


- Smaller family homes of 3 bedrooms were seen as the most important, being favoured by more than twice the number of respondents who selected the next most popular option, starter homes (44% compared to 20%).
- There was relatively little support for larger dwellings of 4 bedrooms or more, and less still for the subdivision of larger properties.

Question 11: Which 3 types of new housing are most needed? (tick up to 3 boxes only)

	No.	%		No.	%
Privately owned homes	129	46%	Supported/sheltered housing for older people	97	35%
Low cost housing for sale	135	49%	Self-build	69	25%
Affordable housing rented from a housing association	80	29%	Live/work homes with workshops/offices	68	24%
Shared ownership homes (i.e. part buy, part rent)	86	31%	Privately rented homes	24	9%

Percentage base = 278

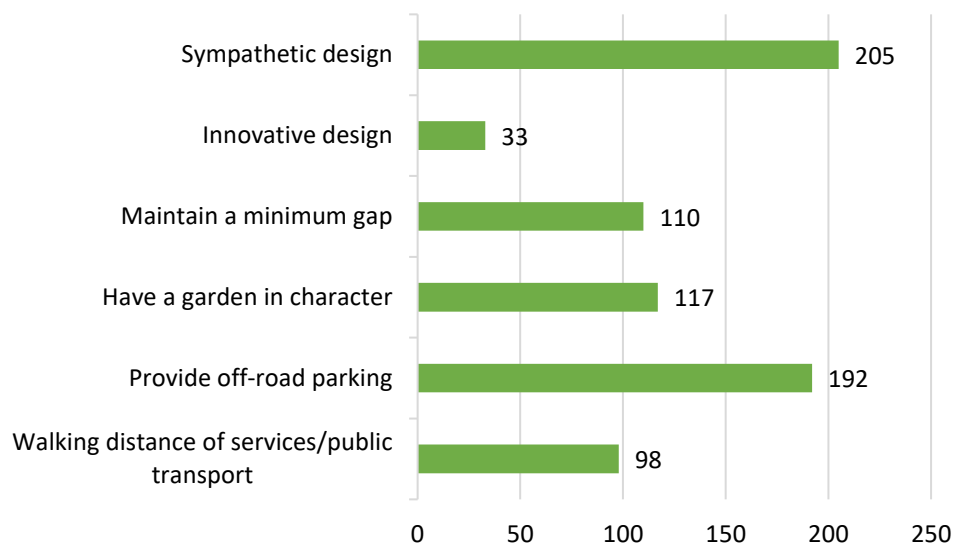


- Low cost housing for sale was the most favoured option for new housing, being selected by almost half of respondents (49%).
- This was closely followed by privately owned homes (46%).
- Supported or sheltered housing for older people was a priority for 35%.
- Affordable housing and shared ownership homes were both selected by just under a third of respondents.
- Self-build and live/work were options for around a quarter of respondents, with privately rented being seen as the least important type of new housing at 9%.

**Question 12: Which of the following are the 3 MOST important for any new houses in the Parish?
(tick up to 3 boxes only)**

	No.	%		No.	%
Have a design sympathetic in size, appearance and materials to its surroundings	205	74%	Have a garden of a size in character with surrounding properties	117	42%
Are of innovative design	33	12%	Provide off-road parking	192	69%
Maintain a minimum gap consistent with adjacent properties	110	40%	Are within walking distance of local services/public transport	98	35%

Percentage base = 278

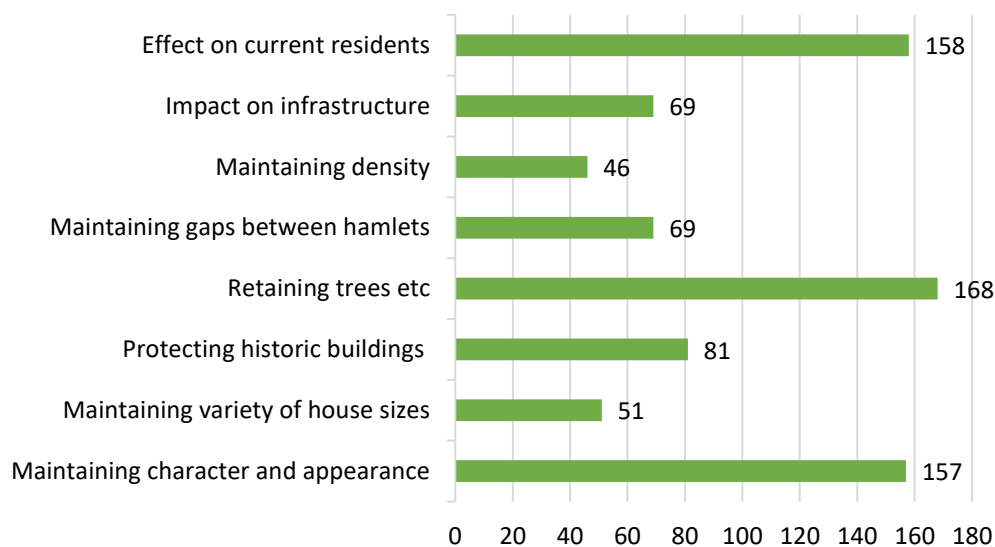


- Almost three-quarters of respondents thought that new housing should be designed to be in keeping with its neighbours, with similar levels of support for off-road parking (69%).
- The theme of new dwellings being in harmony with their surroundings was also reflected in the levels of support for having a garden of a size in character with the neighbourhood (42%) and avoiding ‘cramming’ by allowing space around properties (40%).
- Being within walking distance of services was seen as less of a priority (35%).
- There was little support for innovative designs in new housing (12%).

Question 13: What are your TOP 3 planning priorities for new housing, extensions, etc? (tick up to 3 boxes only)

	No.	%
Effect on current residents (e.g. overlooking, vehicles passing close to houses)	158	57%
Impact on infrastructure and local services	69	25%
Maintaining the density of development in the vicinity	46	17%
Maintaining the gaps between existing hamlets	69	25%
Retaining trees and other important landscape features (e.g. hedgerows, orchards, ponds etc)	168	60%
Ensuring historic buildings and other heritage assets are protected, including their settings	81	29%
Maintaining a variety of house sizes	51	18%
Maintaining the character and appearance of the Parish	157	56%

Percentage base = 278



- There were three clear priorities to be addressed in providing new housing: retaining trees and other landscape features (60%); minimising impacts on existing residents (57%), and maintaining character and appearance (56%).
- The next priority, protecting historic buildings, was chosen by 29%, followed by taking account of impacts on infrastructure/services and keeping the separation between the hamlets – both selected by 25%.
- Maintaining a variety of house sizes and the prevailing densities were ranked as least important.

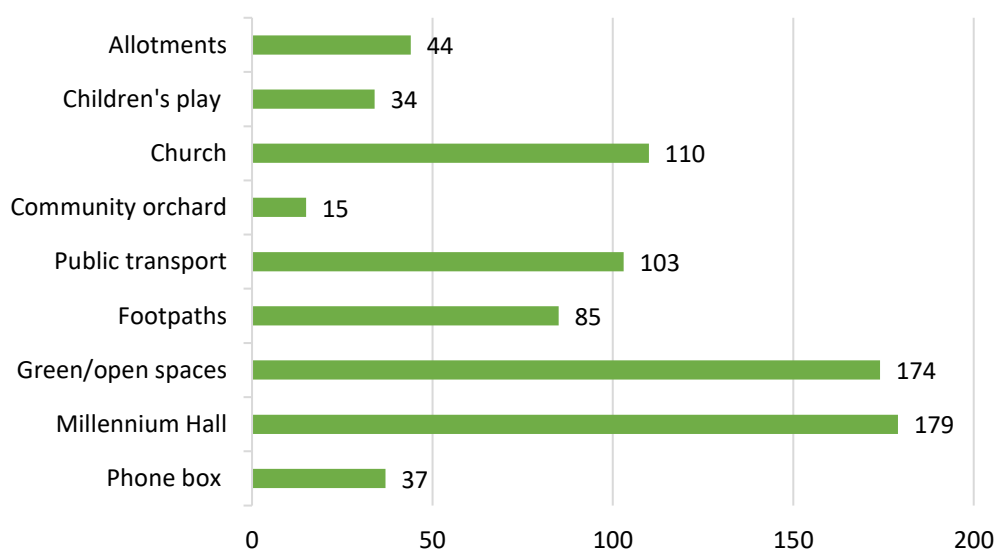
Community Services and Facilities

The questionnaire asked about residents' views on both existing community facilities and ideas for future provision.

Question 14: What are the TOP 3 community facilities in the Parish? (tick up to 3 boxes only)

	No.	%		No.	%
Allotments	44	16%	Footpaths	85	31%
Children's play facilities	34	12%	Green/open spaces	174	63%
Church	110	40%	Millennium Hall	179	64%
Community orchard	15	5%	Phone box – book swap	37	13%
Public transport	103	37%			

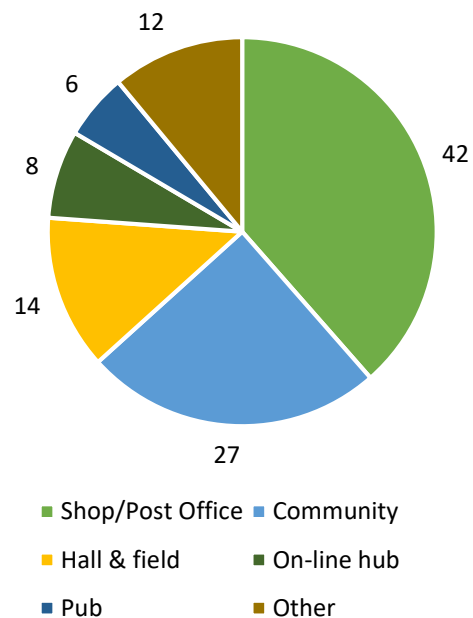
Percentage base = 278



- The most valued facilities in the Parish were the Millennium Hall and the green/open spaces (examples given in the question were wildlife garden and Dymock Woods), being chosen by 64% and 63% of respondents respectively.
- These were followed by the Church (40%), public transport (37%) and footpaths (31%).
- The allotments, children's play facilities and the book swap at the phone box were selected by between 16% and 12%.
- The community orchard was chosen by 5% of respondents.

Question 15: Is there anything you would like the village community to develop (e.g. regular community events, services, special interest groups, helping a particular sector of the community, mobile post office, on-line delivery hub, etc)?:

- This question was answered by 88 respondents (32%). This was the highest response rate to the free-write questions.
- The most popular topic was a **village shop/mobile Post Office**, raised by almost half of those who responded (42 comments). Some also mentioned a bank and/or a library. Several linked the need for these facilities to limited local transport. A typical comment was that *“a shop would be so handy for everyone ... in recent years with snow during the winter it is very difficult to get out to the closest town from this parish”*.



- There was a feeling that there should be more **community events** (27 comments): *“regular community events in the village hall”*; *“Parish very disjointed”*. A wide range of possible activities were mentioned: book group; storytelling; Church fundraising; events targeted at young people and to support elderly residents, including a winter buddy network; local history; volunteer-run coffee shop; eco initiatives such as local produce market; events where families with children could meet up; music concerts; folk clubs; and barn dances.
- The **Millennium Hall and field** attracted 14 comments. Some thought the Hall should be available at reduced rates or at no cost for community events. Others wanted to see the Hall grounds better used for children’s play or had other proposals for adult fitness, dog training, and pop-up enterprises.
- The suggestion of an **on-line delivery hub** was supported in eight comments.
- There were six comments on the need for a **village pub** catering for a different clientele than the Moody Cow: *“it would be nice to have a place with a bar/facilities for a game of pool/darts where people from the parish could go for a sociable drink”*.
- **Other comments** (12): appreciative comments on the book swap in the phone box, with several suggestions for a defibrillator to be installed here; on the need generally for better play, sport and recreation facilities; and on aspects of local transport including need for cycle facilities, a volunteer driver scheme, and making more use of local buses.

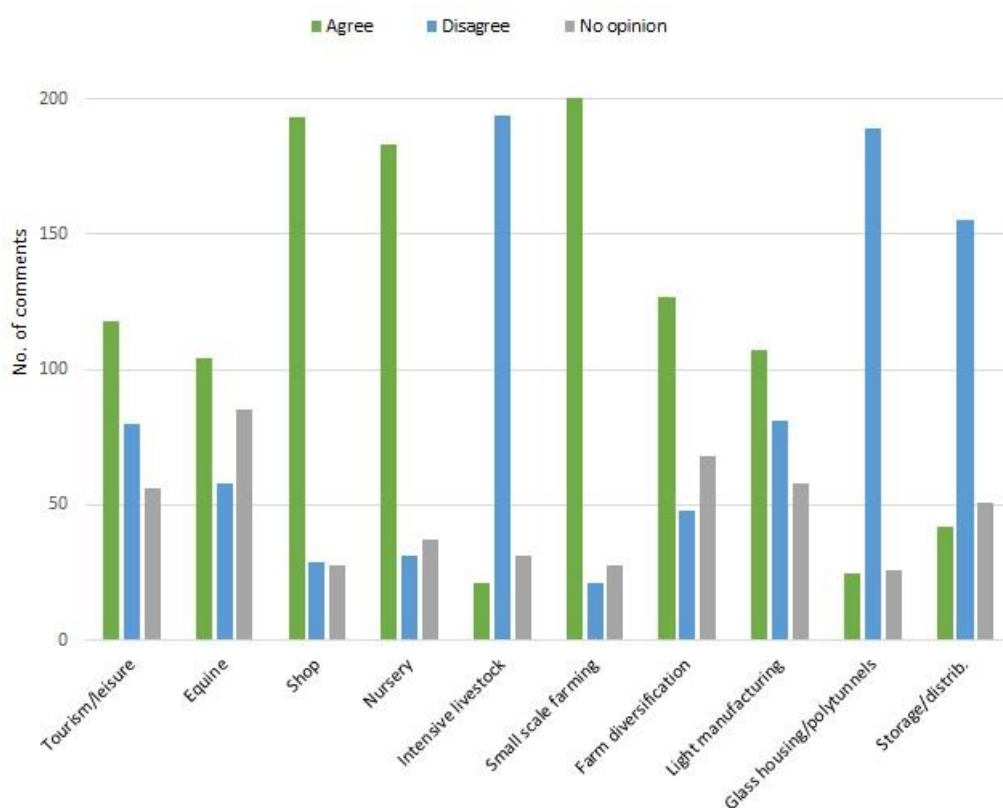
Economic Development

The questionnaire asked for views about policies in the NDP to guide and promote new economic development, acknowledging concerns about the effects of increased traffic (particularly HGVs) on the country lanes.

Question 16: What types of economic development, if any, should our plan provide for? (tick one box per row)

	Agree		Disagree		No opinion	
Tourism/leisure-related businesses	118	42%	80	29%	56	20%
Equine businesses (e.g. livery, stabling)	104	37%	58	21%	85	31%
Small scale retailing (e.g. café, shop, craft outlets)	193	69%	29	10%	28	10%
Market garden/plant nursery	183	66%	31	11%	37	13%
“Intensive” livestock units	21	8%	194	70%	31	11%
Small scale farming or horticulture	200	72%	21	8%	28	10%
Agriculture and farming diversification businesses	127	46%	48	17%	68	24%
Light manufacturing/craft workshops/offices	107	38%	81	29%	58	21%
Large areas of glass-housing or plastic/polytunnels	25	9%	189	68%	26	9%
Small scale storage and distribution	42	15%	155	56%	51	18%

Percentage base = 278



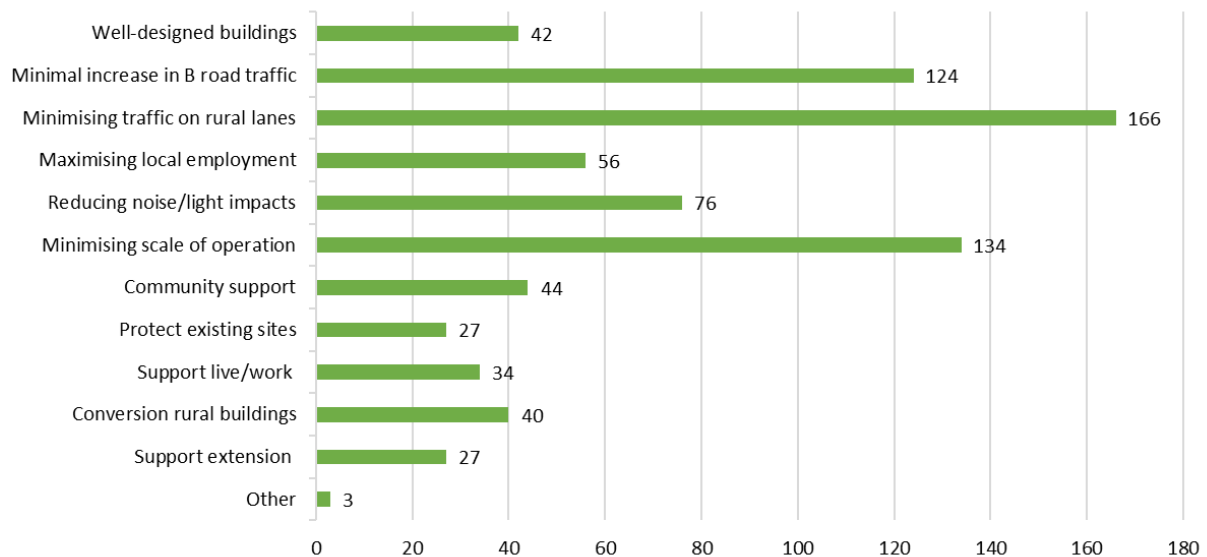
Question 16, continued/

- Favoured types of economic development were small-scale farming/horticulture and retail, such as a shop or café, together with market gardening and a plant nursery.
- There was also support for farming (including diversification) and for tourism enterprises, and to a lesser extent for equine and light manufacturing businesses. A quarter had no opinion on agriculture and farm diversification.
- A majority were opposed to intensive livestock units, large areas of glass-housing or polytunnels, and to small-scale storage and distribution.

Question 17: In relation to the impact of economic/business development in the Parish what are your TOP 3 planning priorities? (tick up to 3 boxes only)

	No.	%		No.	%
Allowing well designed new buildings for small-scale employment uses	42	15%	Overall community support	44	16%
Minimising increases in B-road traffic	124	45%	Protecting existing employment sites from change of use	27	10%
Minimising traffic on rural lanes	166	60%	Supporting the development of live/work premises	34	12%
Maximising local employment opportunities	56	20%	Supporting the conversion of rural buildings for business	40	14%
Reducing noise/light impacts	76	27%	Supporting the extension of existing businesses	27	10%
Minimising scale of operation as appropriate in a rural community	134	48%	Other	3	1%

Percentage base = 278



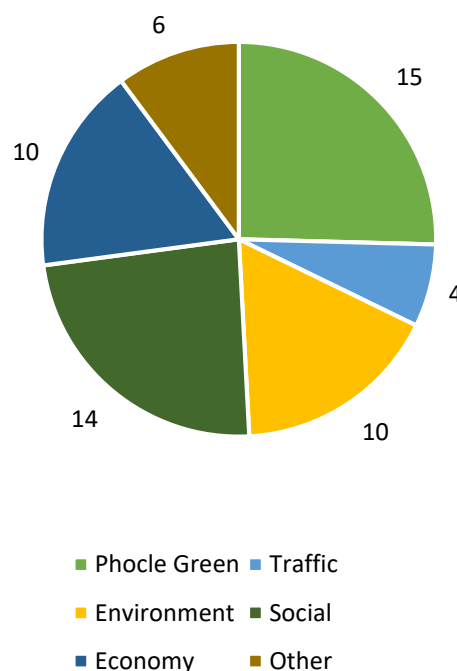
Question 17, continued/

- Overall, the survey revealed three clear planning priorities in managing the impact of new economic development on life in the Parish. These were, in descending order: minimising traffic on rural lanes (selected by 60% of respondents); minimising the scale of operation as appropriate in a rural community (48%); and minimising increases in B-road traffic (45%).
- Reducing noise and light impacts from such development was a priority for just over a quarter of respondents.
- The remaining options addressed various aspects of maintaining or increasing economic activity. These attracted lower levels of support. Maximising local employment was a priority for 20% of respondents. The provision of well-designed new buildings for small-scale employment uses and the conversion of rural buildings for business use were supported by 15% and 14% respectively. These were followed by the development of live/work premises (12%) and by the extension of existing businesses and the protection of employment sites (both 10%).

Many thanks for getting this far

If you believe there are others matters relevant to the Upton Bishop NDP that you think we have missed, please give details below:

- This question was answered by 50 respondents (18%).
- Comments covered a wide range of issues, with many respondents re-iterating points they had made earlier and others referring to matters outside the scope of the NDP.
- There were 15 comments on **Phocle Green** and its absence from the Local Plan Core Strategy’s list of settlements to receive growth. Of these, six comments supported some development at Phocle Green: *“Phocle Green looks to be a very suitable option being bisected by the main road to Ross on Wye, on the current bus route, and located nearest to Ross on Wye”*. Eight comments opposed development at Phocle Green and/or supported Crows Hill as the place to develop: *“Phocle Green area should be a green belt with no development to protect our village/parish from encroachment by Ross”*.
- Four comments addressed **traffic** issues (speed through Crow Hill, Old Gore crossroads).
- Comments on the **environment** (10) referred to: hedges; building design, with some supporting modern/innovative and eco approaches; character and appearance of the villages; new development to respect traditional vernacular; and sustainability and climate change.
- Comments on **social** aspects (14) referred to: affordable housing; village shop; community energy; mentoring; having infrastructure in place to support growth; and play facilities.
- Comments on the **economy** (10) referred to: providing employment in rural areas/the villages, through homeworking, food hub, and using local suppliers; role of farming; intensive horticulture/polytunnels; and broadband.
- **Other comments** (6) covered land reform; need for parking at the Church; defibrillator in phone box; and whether the housing target applies to the Parish as a whole or just to the settlements identified in the Local Plan Core Strategy.



Information about you

Q18: Are you:

	Questionnaire responses ¹		Census 2011, usual residents ²	
Male	128	47%	304	51%
Female	143	53%	298	49%

1. Percentage base = 271 (respondents to Q18)

2. Percentage base = all usual residents in Upton Bishop parish (602)

- Females were over-represented in the survey responses compared to the Census 2011 figures for all usual residents. Note the Census data includes under 16s.

Q19: How old are you?

	Questionnaire responses ¹		Census 2011, usual residents ²	
16-17	5	2%	14	3%
18-24	6	2%	32	6%
25-34	11	4%	29	6%
35-44	28	11%	76	15%
45-54	31	12%	101	20%
55-64	70	26%	102	20%
65-74*	69	26%	88	18%
75-84	46	17%	40	8%
85 and +	0	-	11	2%

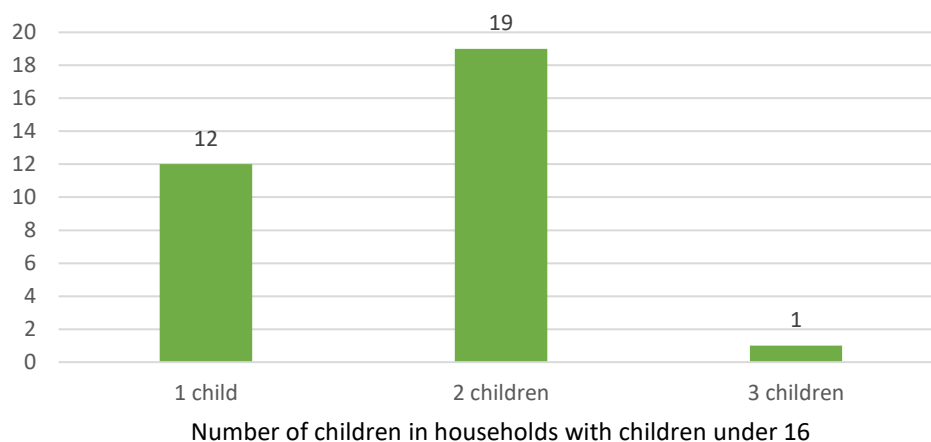
* this category was omitted in error from the questionnaire, but respondents provided information for this age group in any event.

1. Percentage base = 266 (respondents to Q19)

2. Percentage base = usual residents in Upton Bishop parish from age 16 (493)

- Age groups up to and including 45-54 were under-represented in terms of level of response, compared against the Census distribution of population amongst these groups.
- Older age groups were over-represented to varying degrees. The 75-84 age group, 8% of the 16 and over population at the time of the Census, accounted for 17% of questionnaire responses.

Q20: How many children under 16 live with you? (please only reply to this question once per household)



- In 2011 in Upton Bishop there were 25 families with one dependent child aged 0 to 18, 30 families with two, and 12 families with three or more.

Q21: How would you describe your “economic activity”? (Tick all that apply)

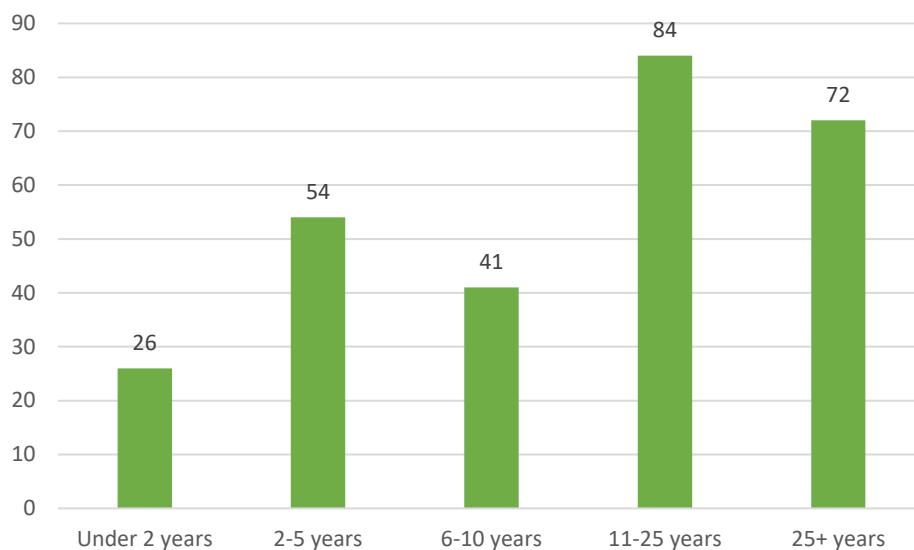
	Questionnaire responses ¹		Census 2011 ²	
Employed full-time	53	20%	118	24%
Employed part-time	36	13%	49	10%
Self-employed	46	17%	104	21%
Unemployed and available for work	0	-	14	3%
In full-time education	10	4%	15	3%
Retired	127	47%	97	20%
Looking after home/family	21	8%	12	2%
Long-term sick/disabled	13	5%	15	3%
Other	5	2%	13	3%

1. Percentage base = 270 (respondents to Q21)

2. Percentage base = usual residents in Upton Bishop parish from age 16 (493)

- Full-time employees and self-employed residents were both under-represented in survey responses compared to Census 2011 data; part-time employees were slightly over-represented.
- The ‘looking after home/family’ and ‘long-term sick/disabled’ groups were both over-represented to a degree, but the most striking aspect is the response rate for the retired; representing a fifth of the 16 and over population in 2011, they accounted for almost half of survey responses. This is consistent with the pattern of responses to Q19.

Q22: How long have you lived in the parish of Upton Bishop?



Q23: Where in the Parish do you live?

	No.	%		No.	%
Crow Hill	84	30%	The Crews	42	15%
Phocle Green	58	21%	Upton Bishop and Hilltop	42	15%
Tanhouse & Tedgewood	26	9%	Other	22	8%

Percentage base = 278

Q24: Are you completing this questionnaire as someone who also runs a business/farm from home or within the Parish:

	No.	%		No.	%
Yes	43	15%	No	225	81%

Percentage base = 278