



Stradbroke Parish Council

Stradbroke Neighbourhood Plan

Site Allocations Survey Analysis

31st October 2017



CONTENTS

1	INTRODUCTION	1
2	DISTRIBUTION OF RESPONSES.....	2
3	ANALYSIS OF RESPONSES	5
	Residential survey	5
	Business survey	10
4	SUMMARY	11

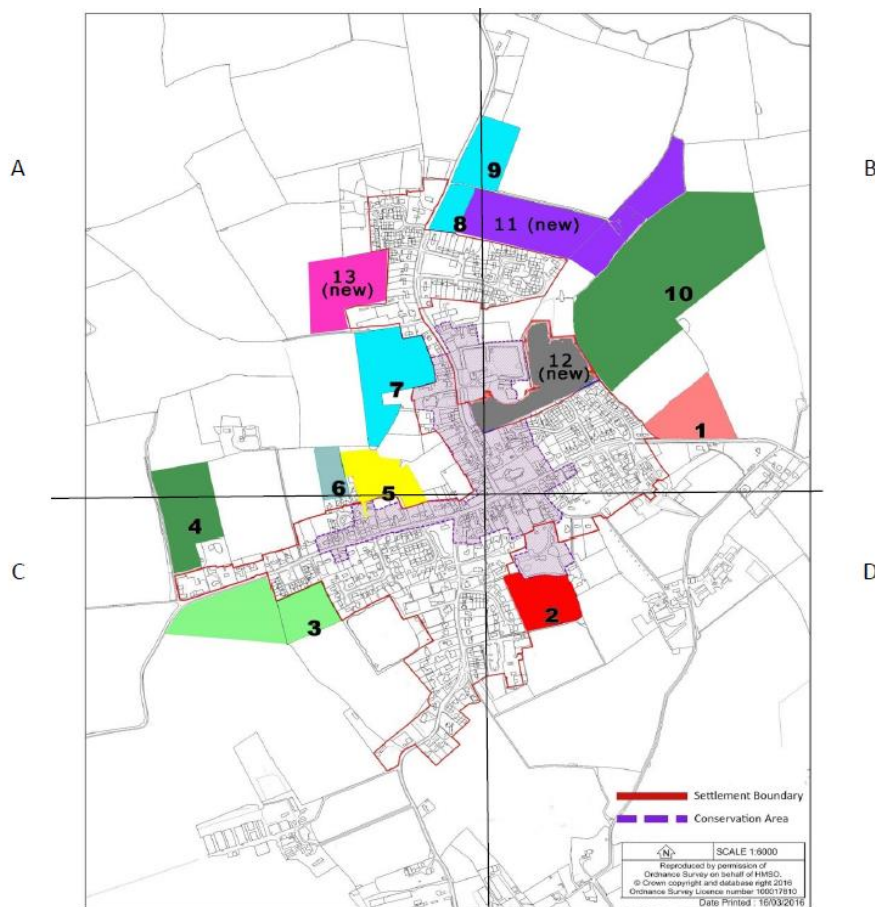
1 INTRODUCTION

- 1.1 Navigus Planning was commissioned to review the responses to the Stradbroke Neighbourhood Plan sites consultation and to report back to the Neighbourhood Plan Steering Group.
- 1.2 Following a presentation of shortlisted sites at two public consultation events held on 17th and 19th October 2017, a survey was administered to ascertain the preferences of the public in their development in the preparation of a Neighbourhood Plan. The timing of the survey was driven by three factors:
 - the need to inform the Parish Council's response to the Mid Suffolk Local Plan consultation, which closed on 10th November 2017; and
 - the need to keep moving the process of preparing the Neighbourhood Plan forward, particularly given the status of the emerging Mid Suffolk Local Plan (this was an approach which was encouraged by Mid Suffolk District Council); and
 - the potential 'threat' to good plan-making by speculative planning applications in Stradbroke which may come forward.
- 1.3 Much of the survey had been informed by the extensive community engagement that had been undertaken to date, which particularly raised matters concerning:
 - traffic and congestion on Queen Street;
 - the refusal of the Parish Council to adopt a swale on Grove Farm, a site with planning permission for 44 dwellings;
 - the Stradbroke Village Design Statement.
- 1.4 The survey could be accessed online via Survey Monkey or completed in hard copy. 135 surveys in total were completed and submitted. Of these, 39 (29%) were submitted via hardcopy and 96 (71%) were electronic via Survey Monkey. Of the electronic responses, 3 were from businesses.
- 1.5 In addition to providing responses to the 20 questions regarding site location, site potential and support for the draft policies and objectives in the Stradbroke Neighbourhood Plan, 54 respondents included additional written comments.
- 1.6 This report will aim to analyse the responses according to location, support for sites, and issues raised by residents and businesses.

2 DISTRIBUTION OF RESPONSES

- 2.1 The Parish Council requested an analysis of the location of respondents by their home address. This was in order to establish whether there was a significant bias in the responses, i.e. very high proportions of people objecting to sites close to where they live and supporting sites further away.
- 2.2 2011 Census data shows the population of Stradbroke parish as 1,408 persons. Of this, those aged 16+ total 1,162, producing a response rate of 11.36%.
- 2.3 Census output areas roughly correspond with the quadrants:
- 305 residents (139 households) live in the area roughly correlated to quadrant A;
 - 379 residents (177 households) live in the area roughly correlated to quadrant B;
 - 405 residents (182 households) live in the area roughly correlated to quadrant C; and
 - 319 residents (124 households) live in the area that covers quadrant D and elsewhere in the parish (referred to as quadrant E but not shown in Figure 2.1).

Figure 2.1: Shortlisted sites and 'quadrant' approach to response analysis



Source: Stradbroke Parish Council

- 2.4 Quadrants A and B saw the highest number of responses at 37 and 38 respectively. A further respondent marked as 'other' identified themselves as living 'between A and B'. 30 respondents marked living in Quadrant C; 17 marked living in D; 8 as living elsewhere in the parish; and 2 respondents skipped the question.
- 2.5 Table 2.1 lists the response rates by quadrant:

Table 2.1: Response rates by quadrant

Quadrant	Responses	Population	Households	Response rate by population	Response rate by household
A	37	305	139	12.1%	26.6%
B	38	379	177	10.0%	21.5%
C	30	405	182	7.4%	16.5%
D	17	319	124	5.3%	13.7%
E	8				

The population and households for quadrants D and E are merged because it was not possible to sub-divide the Census output areas

- 2.6 According to the Census data outlined above, the response rate by quadrant does not align with the proportion of residents and households within those quadrants. The higher rates of response from those in quadrants A and B coincides with the larger number of possible development sites, with respectively lower rates in quadrants C and D where possible development sites are fewer. Indeed, quadrant D which elicited the lowest response rate has only one proposed development site with few other sites close to its boundary in the neighbouring quadrants.
- 2.7 This does not necessarily suggest that more people in quadrants A and B responded because they wished to object to the large number of sites in these quadrants. The analysis of levels of support for each site is included in Section 3.
- 2.8 After investigating the Survey Monkey responses, the occurrence of several incomplete questionnaires does not seem to have created any duplicates or inconsistencies in the resulting data.
- 2.9 Two responses from the same IP address (respondents 84 and 85) offered very similar additional written comments, flagging a possible duplicated survey submitted by a single respondent. However, the answers to each of the 20 questions are different and thus it can be reasonably assumed that these are separate replies from persons in the same household.

- 2.10 Whilst there are higher proportions of response from residents living in quadrants A and B, this is not sufficient to suggest any significant bias in the responses to the point that the results are not robust enough to be used to inform site selection in the Neighbourhood Plan.

3 ANALYSIS OF RESPONSES

Residential survey

- 3.1 The survey generally produced a positive response by participants.
- 3.2 Table 3.1 shows that the sites put forward by landowners mostly received majority support. The exceptions were sites 9, 12 and 13 although none received very high proportions of objection (all were between 40% and 42%). All of these sites were either in quadrants A or B which had to highest response levels. However, a number of other sites in these quadrants (sites 1, 5, 6 and 8) received majority support.
- 3.3 Of the sites that received majority support, the greatest support was for Site 2 which is in quadrant D. In this regard, it is perhaps instructive to note that the highest response levels were from people that live in the other quadrants. This may suggest a certain level of support from those most interested in ensuring that development is furthest away from where they live.

Table 3.1: Q2-10. 'Does the evidence support the inclusion of the following sites?'

		Yes	No	Skipped	% Yes	% No	% Skipped
Q2	Site 2	83	23	26	62.9%	17.4%	19.7%
Q3	Site 5	63	40	29	47.7%	30.3%	22.0%
Q4	Site 6	62	43	27	47.0%	32.6%	20.5%
Q5	Site 7	57	45	30	43.2%	34.1%	22.7%
Q6	Site 8	55	49	28	41.7%	37.1%	21.2%
Q7	Site 9	48	55	29	36.4%	41.7%	22.0%
Q8	Site 12	49	56	27	37.1%	42.4%	20.5%
Q9	Site 13	50	53	29	37.9%	40.2%	22.0%
Q10	Site 1	67	38	27	50.8%	28.8%	20.5%

- 3.4 The sites identified for commercial use by AECOM (sites 4 and 13) were supported by the majority of respondents, as shown in Table 3.2:

Table 3.2: Q11-12. 'Does the evidence support the inclusion of the following sites as commercial sites?'

		Yes	No	Skipped	% Yes	% No	% Skipped
Q11	Site 4	78	24	30	59.1%	18.2%	22.7%
Q12	Site 13	63	38	31	47.7%	28.8%	23.5%

3.5 In respect of sites for residential use, respondents were against the inclusion of sites 4, 10 and 11 but agreed with the inclusion of Site 3. In respect of site 4, this response was different to the response on Q11, suggesting that people were in favour of it as a commercial site but not a residential site. The responses are shown in Table 3.3:

Table 3.3: Q13-16. 'Does the evidence support the inclusion of each of the following sites?'

		Yes	No	Skipped	% Yes	% No	% Skipped
Q13	Site 3	73	29	30	55.3%	22.0%	22.7%
Q14	Site 4	47	50	35	35.6%	37.9%	26.5%
Q15	Site 10	32	72	28	24.2%	54.5%	21.2%
Q16	Site 11	30	73	29	22.7%	55.3%	22.0%

3.6 While 30 respondents skipped answering, all the sites had at least some support in terms of their suitability for a residential care home. Sites 3 and 4 had the highest levels of support, although this was only around 19% of those that completed a survey. This is shown in Table 3.4:

Table 3.4: Q17. 'Which site do you consider most suitable for a residential care home?'

	Site 1	Site 2	Site 3	Site 4	Site 5	Site 6	Site 7	Site 8
Q17	10	9	27	26	11	3	8	2
	7.2%	6.5%	19.4%	18.7%	7.9%	2.2%	5.8%	1.4%
	Site 9	Site 10	Site 11	Site 12	Site 13	Skipped	Total	
	1	1	4	6	1	30	139	
	0.7%	0.7%	2.9%	4.3%	0.7%	21.6%		

3.7 Overall, respondents agreed with the draft objectives, infrastructure policy, and site allocation, as shown in Table 3.5:

Table 3.5: 'Do you agree with...the draft objectives? (Q18), ...the draft infrastructure policy? (Q19), ...the draft site allocation policy? (Q20)'

Q18	Yes	81	61.4%
	No	15	11.4%
	Skipped	36	27.3%

Q19	Yes	73	55.3%
	No	22	16.7%
	Skipped	37	28.0%

Q20	Yes	69	52.3%
	No	27	20.5%
	Skipped	36	27.3%

3.8 54 of the 132 responses offered additional written comments.

3.9 Issues raised related to congestion (18 comments); infrastructure (11); village change (10); the consultation process (8); proposed sites (7); the environment (6);

development interests (5); the potential care home (4); demographics (3); flooding (2); the school (2) and surgery (2); light pollution (1); and privacy (1).

3.10 The most frequent issue generally raised was the level of traffic in the village and/or the capability of village infrastructure to handle current traffic:

- 7 comments specifically identified the congestion already seen at Queen Street and the potential of proposed sites to worsen this; the school in particular is named a cause although a majority of the sites associated with Queen Street are cited by different responders as problematic if developed (sites 1, 2, 3, 7, 8, 9, 12, 13). One commenter states, 'Surely all sites will cause traffic problems'.
- 4 comments related specifically to the current levels of commercial traffic (i.e. heavy goods vehicles) and mentioned concern over increases to this traffic through construction due to the development of any of the proposed sites.
- The proposal for access via Meadow Way at sites 5 and 6 is mentioned 5 times, with general opposition and citations of its status as a conservation area. Other infrastructure-related comments include: sustainable infrastructure being 'key'; roads being unable to support further housing or development; access points for proposed sites being unsuitable; the necessity of a car park at the school for village growth; the village roads in general already being over capacity at peak times and with commercial and agricultural traffic; and new properties being within walking distance of village facilities. The school and surgery are twice mentioned as needing expansion with the inability to cope with the current provision.

3.11 Comments regarding change in the village are generally negative. Several comments are general concerns that the village will become a town with more commercial/industrial and housing developments. Two comments accept the change, with one emphasising the need for developments to be within walking distance. Others negatively comment on the development of agricultural land and the loss of the rural setting of Stradbroke and its community and village spirit. In our experience, such comments in a community survey addressing such matters are inevitable. However, the extent of the comments does not suggest any significant groundswell of opinion which may jeopardise the progress of the Neighbourhood Plan.

3.12 Certain proposed sites are mentioned throughout various comments (see the commentary earlier in this section). Site 13 is mentioned as already being large enough and only fit to support its current commercial operation. General comments note that the chosen proposed sites encourage a 'crossroads' element to the village and that they will change the landscape of the village if developed (in line with other comments relating to the change of the village).

3.13 The environmental attributes of Stradbroke, particularly its agricultural setting and conservation areas, were often combined with comments regarding its village attributes. Comments were generally negative, accusing certain sites of spoiling these attributes such as sites 1, 10, and 12 potentially altering views of allotments and the cemetery as well as impacting wildlife. Others recommended necessary measures such as 'buffer

zones' (landscaping and open space) around site 13. Two comments specifically mentioned the risk of flooding if the village's periphery is developed, saying the roads around the village already flood in heavy rain and that the development of fields leaves nowhere for water to go. Two comments also cited the need to prevent light pollution through requiring certain design regulations on proposed developments.

- 3.14 Comments regarding interests of development were generally negative; some respondents mentioned the Parish Council giving in to external pressures while others accused landowners of not putting forward sites near where those landowners live. There was some slight confusion as to who AECOM are as well as a comment generally chastising the priorities of planners. Again, such comments are not uncommon when engaging on matters such as these; certainly any suggestions that the Parish Council is giving in to external pressures should be disregarded. Equally, landowners are at liberty to put forward any land which they have control over and how this relates to where that landowner lives must be disregarded.
- 3.15 Apart from question 17, the care home is twice mentioned to be suitable for site 3. Comments generally recommended that it should be within walking distance of village amenities to prevent the isolation of extant care facilities. One respondent clarified that a residential care home would need to be less central than sheltered housing.
- 3.16 A small number of comments mentioned the need for provision of affordable housing and housing for young families, with one respondent asking whether young people would return to the village if housing developments were permitted.
- 3.17 One comment called the draft policies and the process of consultation 'excellent' but a number of comments did make negative comments about the consultation process. Most mentioned an inadequate amount of confusing information given to answer survey questions and/or the short amount of time to complete responses. As explained in section 1, the timetable was driven by a number of factors and the Neighbourhood Plan team present at the consultation events sought to inform attendees as best they could; this may therefore suggest that the confusion lay with respondents that did not attend the events. It is common with surveys of this nature regarding sites to be seen as complex because for many people it is introducing concepts that are new to them. This may explain why some people skipped answering some questions but this cannot be proven. Generally however, such issues are commonplace but their presence does not undermine the process which was presented as clearly as it could be.
- 3.18 One comment asked after the lack of community actions in the policies and said they were not legitimate nor advertised to the public. Suggestions of a lack of legitimacy without evidence cannot be given credence. Generally the events were well advertised (through a monthly newsletter which advertised it on the front cover and was delivered to every household in the parish) and the number of attendees would suggest that many people were well aware of them. Suggestions regarding community actions can be taken on board in the drafting of the Plan document.

Business survey

- 3.19 The business survey had 3 respondents. 2 said their businesses were in quadrant B and 1 said their business was elsewhere (outside any of the quadrants).
- 3.20 Of the sites put forward by landowners, the respondents supported all but sites 12 and 13, as shown in Table 3.6:

Table 3.6: Q2-9. 'Do you agree with the inclusion of the following sites?'

	Site 2	Site 5	Site 6	Site 7	Site 8	Site 9	Site 12	Site 13	Site 1
Q2-Q9	3	3	3	3	3	2	1	1	2

- 3.21 Of the sites identified for commercial use by AECOM, Site 4 received support from 3 commercial respondents and Site 13 received support from 2 commercial respondents.
- 3.22 Of the excluded sites, 2 of the 3 commercial respondents agreed with the exclusion of Site 3 and Site 4; 2 of 3 disagreed with the exclusion of Site 10 and Site 11.
- 3.23 2 respondents preferred site 6 for use as a residential care home and 1 preferred site 4 for this purpose.
- 3.24 All 3 respondents agreed with the draft objectives, infrastructure policy, and site allocation policy.
- 3.25 Written comments were included by 2 of 3 respondents. One comment noted the need for houses for young families (described as 2/3 bedroom homes and not 4/5 bedroom residences). The other comment stated that commercial development should be away from residential dwellings at the edge of the village to draw traffic away from the centre so it doesn't affect residential areas.

4 SUMMARY

- 4.1 The distribution of responses does not entirely seem to correspond with the rough population and household totals for each quadrant. Higher levels of response were received from those living in quadrants A and B which had the greatest number of sites. However, a number of sites in these quadrants (sites 1, 5, 6 and 8) received majority support. There is no evidence to suggest any significant bias in the responses to the point that the results are not robust enough to be used to inform site selection in the Neighbourhood Plan.
- 4.2 Overall, there was a high level of support for the proposed sites:
- Of the sites put forward by the landowners to the Mid Suffolk Draft Local Plan, sites 2, 1, 5, 6, 7 and 8 were supported by the majority for residential development (with the level of support in that descending order of sites); sites 9, 12 and 13 were not supported by a majority.
 - AECOM-identified sites 4 and 13 were supported by the majority of respondents for commercial development, with site 4 receiving a higher proportion of approval.
 - The sites omitted from the Mid Suffolk Draft Local Plan assessment process and deemed unsuitable for residential development by AECOM were also rejected by most respondents, with site 4 receiving the least support for inclusion (despite it being supported as a commercial site) and sites 10 and 11 receiving similar levels of support. However, site 3 was supported for inclusion as a residential site by 55.3% of respondents.
 - The majority of respondents preferred sites 3 and 4 for a residential care home at 19.4% and 18.7% respectively.
- 4.3 Many respondents were concerned about extant traffic and congestion issues and the ability of village infrastructure to handle the increase should development occur, particularly around Queen Street and the primary school. Retaining the rural qualities of the village, such as conservation and containing agricultural expansion, were important to many respondents.
- 4.4 Issues raised relating to the process of consultation are not considered to be relevant nor are they considered reasonable because the engagement events are considered to have been well advertised.
- 4.5 Of the 132 total responses, the draft local objectives, infrastructure policy and site allocation policy received support by a majority of respondents. However, the greatest proportion of respondents to the survey skipped these questions at over 27% each.
- 4.6 Overall, it is considered that the community engagement, level of response and actual responses received are sufficient to inform the process of site allocation and preparation of related policies. It is important to note that the Neighbourhood Plan cannot simply allocate the most popular sites. The sites allocated need to be demonstrated that they represent sustainable sites when considered against reasonable alternatives. In

addition, it must be justified through the use of evidence that there is a need and demand for the uses proposed for allocation. In the case of housing this is straightforward but for employment uses the evidence base must be clearly used to justify any allocations, either for solely employment uses or as part of mixed use development.



This page is intentionally blank