



Analysis of the Swavesey Pre-consultation Questionnaire

Swavesey Neighbourhood Plan Group

January 2018

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Background

As part of our public consultation we carried out a pre-consultation questionnaire during the summer of 2017. The Swavesey Neighbourhood Plan Group devised a survey of 10 questions to capture a range of issues that the community feel strongly about.

The key objective of the survey was to ensure that all policy areas were identified prior to the consultation in order to establish a core list of themes that the Neighbourhood plan would address. The survey was also a method of raising the profile of the Swavesey Neighbourhood Group and communicating our objectives.

The survey was limited to Swavesey residents only; this was reinforced in the survey introduction. The first survey question was also designed to filter out non Swavesey residents.

The survey was circulated in various formats; MS Excel based spreadsheet was emailed to the stakeholders identified in the village, a printed version was distributed at the Compass Café on 27th July (a community café) as well as being posted to every house on a recently built social housing estate within the village (Home Close) and an online survey (via Google Forms) was sent by email, Facebook (Swavesey Village Life, Swavesey Planning) and text services to residents in the village.

The aspiration was to achieve a response from 5% (or 96) adult population¹ of Swavesey, this was the target. The preferred response rate was 10% (or 193) of the adult population, this would give the Group the assurance that the survey results were formed of a more representative sample.

The survey closed on the 30th September 2017 and attracted 253 responses or 13% of the Swavesey adult population.

Report Author, Vicki Bidwell

¹ Based on the adult population statistics in the 2011 Census

Analysis of the findings

2.1 Assumptions/points to note:

During the analysis some of the data sets have been amalgamated to group similar type responses to condense the data and to enhance the result. For instance, in some categories 'Excellent' and 'Good' datasets have been amalgamated as this assumes an above satisfactory response. Similarly, figures have been amalgamated for 'Strongly agree' and 'Agree' responses and vice versa. This is made clear.

Where respondents have selected more than one category the higher of the two values has been counted in the analysis. For instance, where a response is 'Strongly agree; Disagree' the former has been accepted. Similarly where 'Poor' and 'Not sure/don't know' has been selected the former has been accepted.

A final point to note is that although 253 people initially started filling in the survey of which 7 respondents stopped filling in the survey after question 4. All questions from here required an answer thus 246 completed the survey from herein.

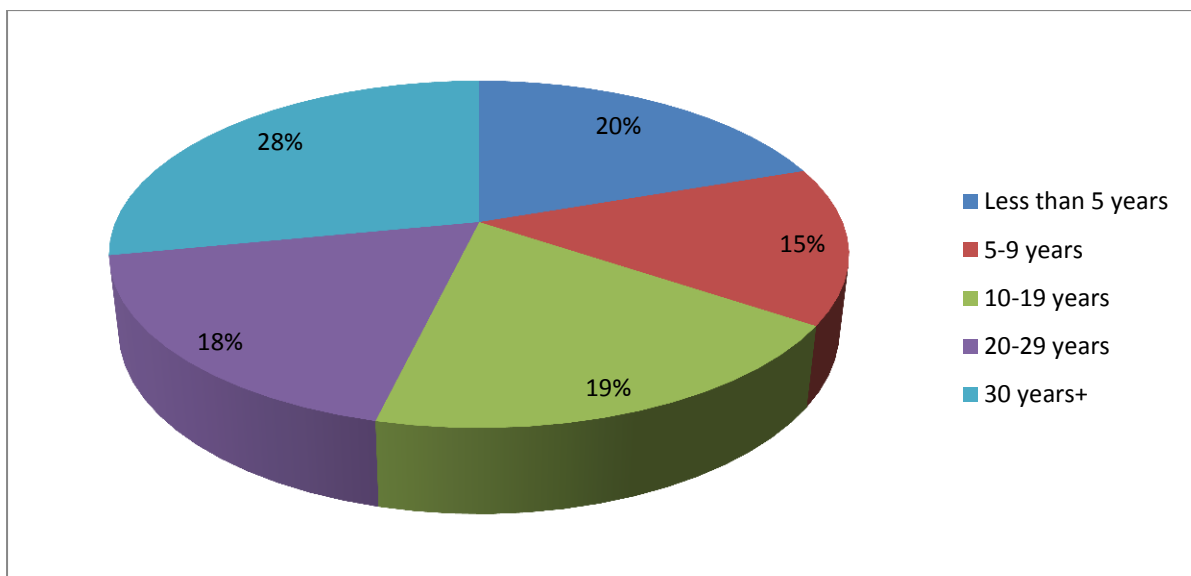
2.2 Survey analysis

Each question raised in the survey has been analysed. The raw data is presented in Annex A of this document for reference.

How long have you lived in Swavesey?

This question was a precursor to filter out those potential respondents who did not reside in Swavesey.

Chart 1



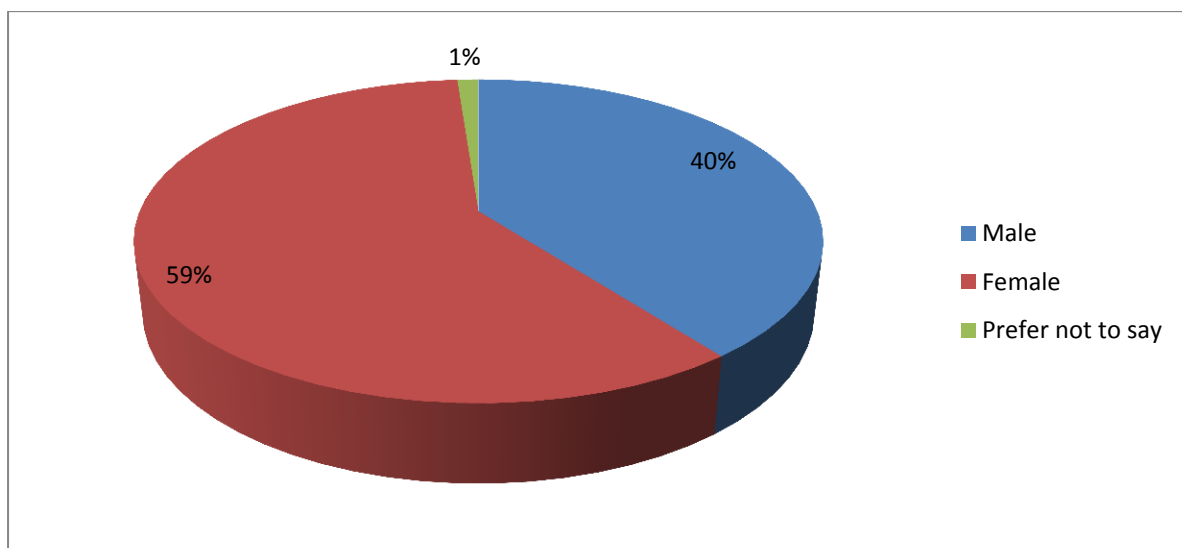
The results show that nearly half of those who responded have lived in the village for over 20 years.

The survey proportionately includes responses from residents of all terms.

What is your gender?

Nearly two thirds of those who responded reported that they were female.

Chart 2



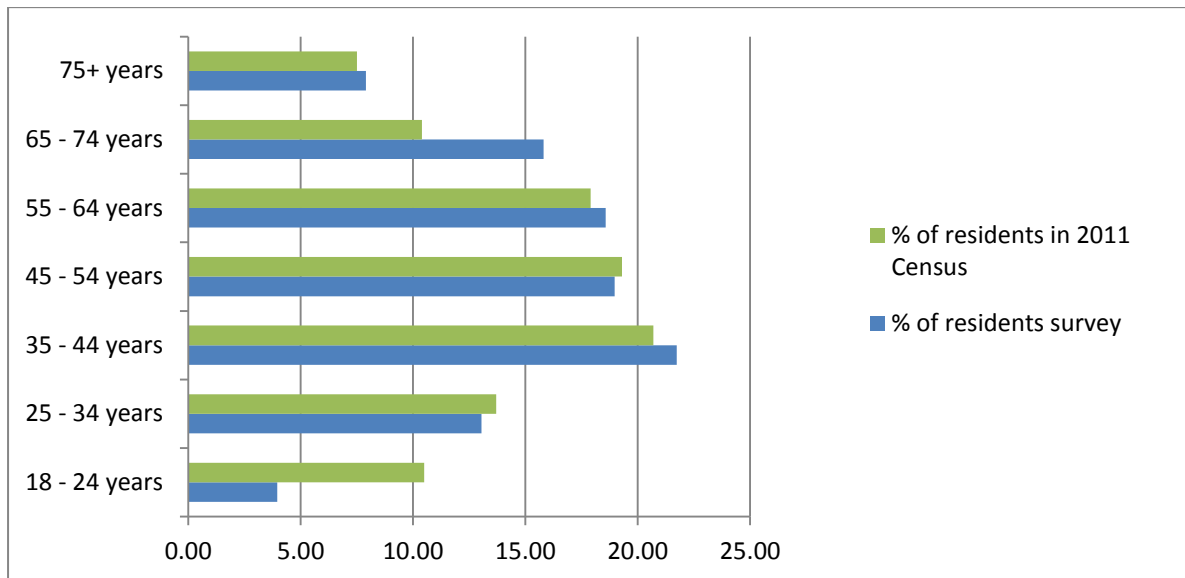
As per 2011 Census Data 1,921 persons over the age of 18 were recorded to be living in Swavesey; of which 954 were male and 967 were female indicating a 50:50 ratio.

Given the Census data it appears that the male population of Swavesey are under-represented in this survey however comments received during the live roll out of the survey indicate that many female responses are joint responses where a male and female cohabit.

What is your age group?

When comparing the number of respondents per age group with the 2011 Census data (see Chart 3) the survey appears to be representatively aligned in most age groups. Two age categories were disproportionately represented; the 18 – 24 years were under the ideal target size and the 65 – 74 years were over-represented.

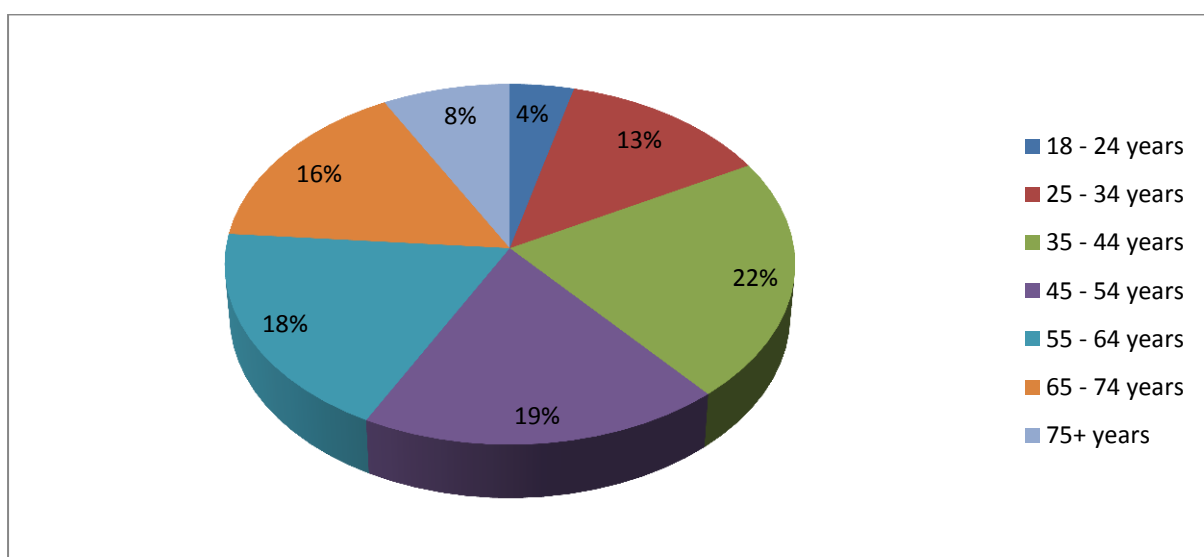
Chart 3



Only 4 % of respondents were between 18 and 24 years old, to be more aligned to the demographic the sample size should be approximately 10%. Of the sample c16% of respondents were aged between 65 – 74 years, to ensure the data is more representative the target sample should have been more aligned to 10%. However on balance these discrepancies are considered relatively minor.

Initially there were concerns that the 18 – 24 years and the 75+ categories were under-represented (chart 4) but on reflection the 75+ sample size is proportionate allied to the 2011 Census demographic.

Chart 4

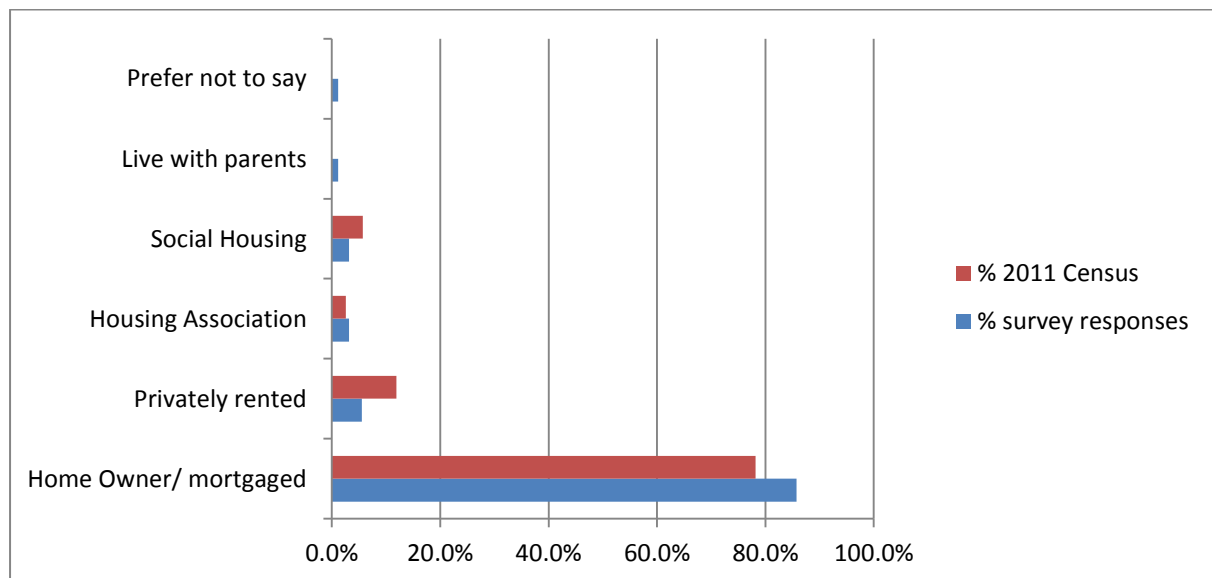


We have identified the two age categories poorly represented in the survey sample where the 18 – 24 years. In the Pre-consultation Survey we have also failed to adequately account for responses from younger residents (under 18 years old) despite receiving interest from a small number of people under the age of 18. In the wider consultation the Neighbourhood Plan group need to consider a variety of methods to engage and consult with these age groups to make the demographic more representative.

What is your current housing situation?

The following chart (Chart 5) illustrates the housing situation as a proportion of survey respondents compared to the proportion of those declared by residents in the 2011 Census.

Chart 5



Over 85% of respondents are home owners or have a mortgage for property in Swavesey, similarly in the 2011 Census 78% of residents identified themselves as home owners/mortgaged.

This indicates a significant number of respondents have a vested interest in the future of Swavesey. This statistic could also indicate a greater need for more alternative housing tenures to meet the needs of the community as opposed to the ability to invest in property. This is explored later in the survey.

The percentage of respondents living in Social Housing and Housing Association accommodation are also similar to those reported in the 2011 Census. The proportion of respondents who privately rent is marginally lower what residents reported in the latest Census. Nonetheless the data appears aligned to the demographic data identified in the 2011 Census which supports the notion that the survey data is a representative sample of Swavesey residents.

From this point in the analysis the charts only present the Pre-consultation Survey data.

How do you rate Swavesey on the following provisions in the village:

Chart 6

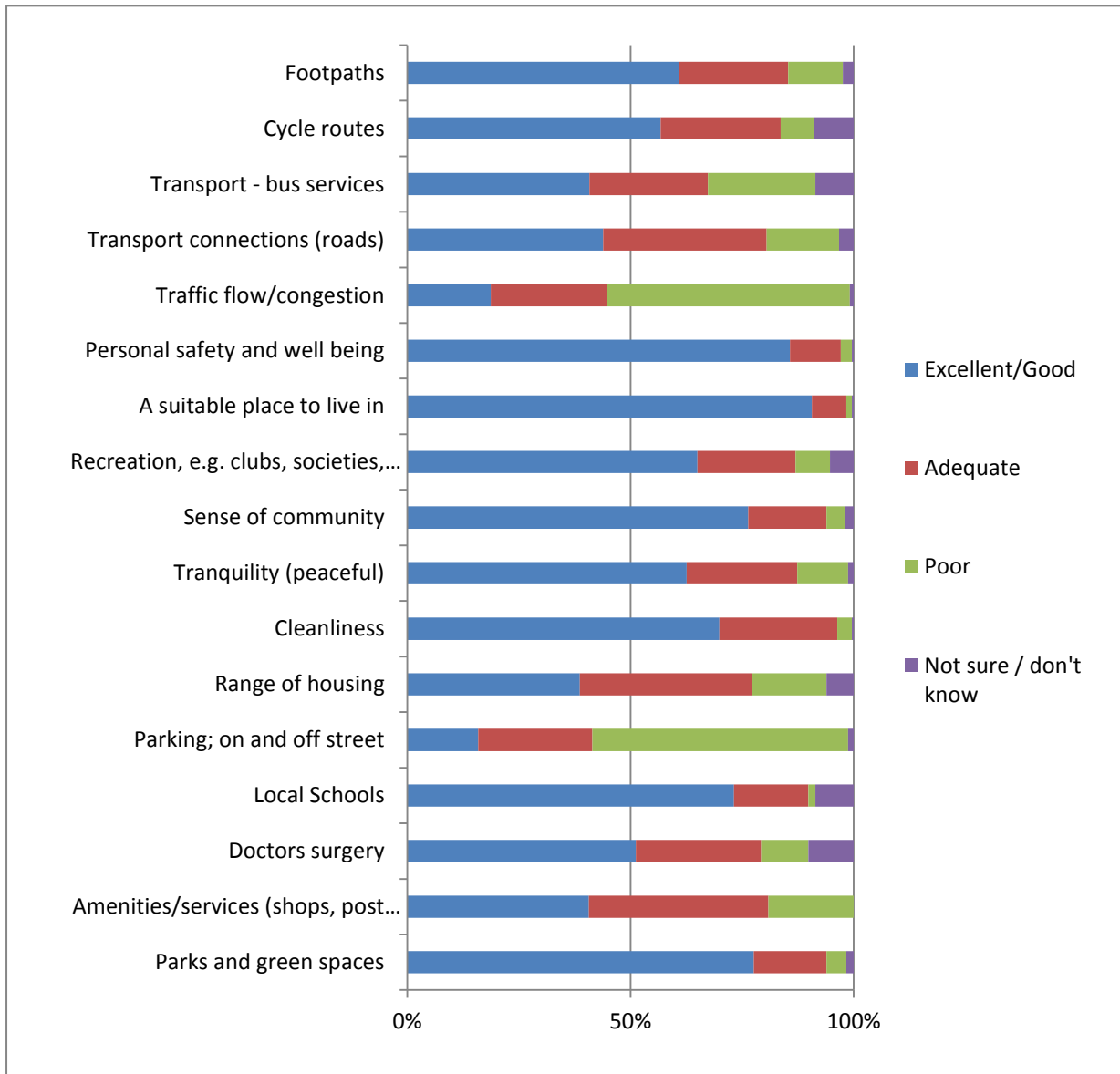


Chart 6 illustrates that there are two distinct provisions that over half of respondents considered poor; ‘Traffic flow/congestion’ (57%) and ‘Parking: on and off street’ (54%). These are considered significant findings.

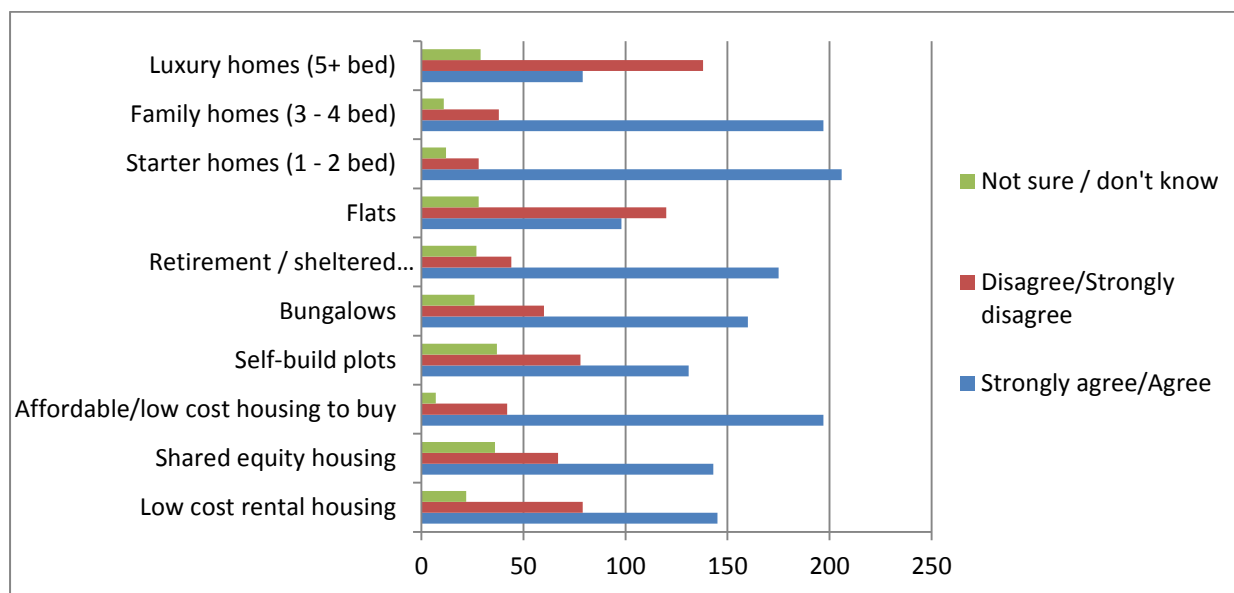
Two village provisions that score highly as being acceptable but are within the boundaries of being unacceptable are; ‘Range of housing’ and ‘Doctors surgery’. It would appear from the data

that should the demand on these provisions increase it could affect the quality of provisions in the future.

The categories that over 70% of respondents considered excellent/good are parks and green spaces, local schools, sense of community, a suitable place to live and personal safety. It is these characteristics that the survey respondents value and want to maintain.

If new homes have to be built, which type do you think would be most suitable?

Chart 7

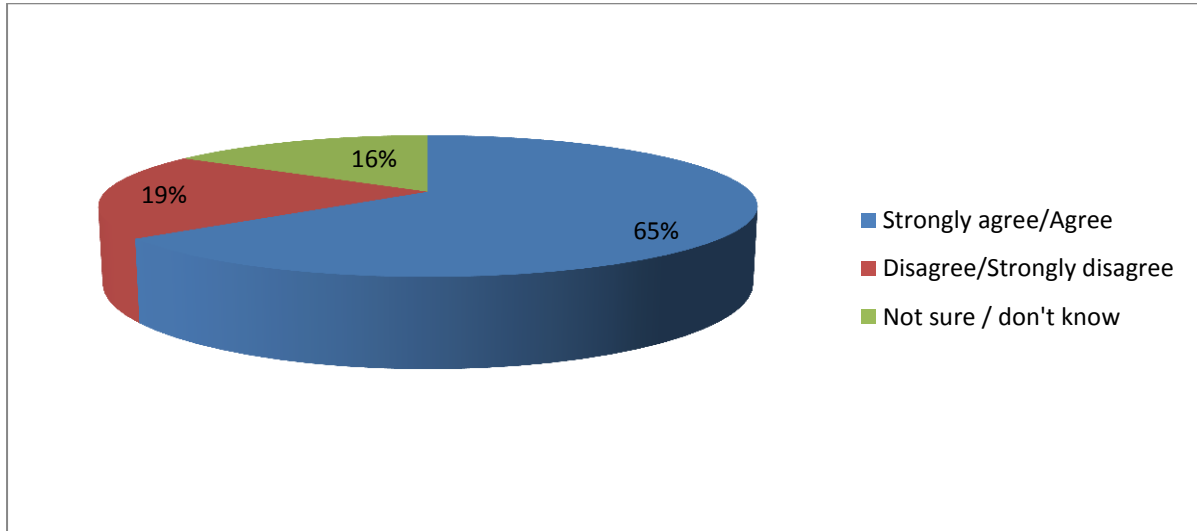


A clear majority of those surveyed feel that there is a significant need for more Starter and Family homes as well as more affordable/low cost housing to buy. The data clearly indicates that there is also a need for more retirement/sheltered housing, bungalows and self-build plots. There is also a need for more shared equity and low cost rental housing. This indicates that a large number of respondents feel the cost of housing in Swavesey is high and means to make this more affordable are required.

A large majority of the sample surveyed feel that any new developments luxury homes (5+bedrooms) and flats are not desired/required. This suggests there is sufficient provision in the village at present.

Over the next 20 years do you think there will be a need for more employment space in Swavesey?

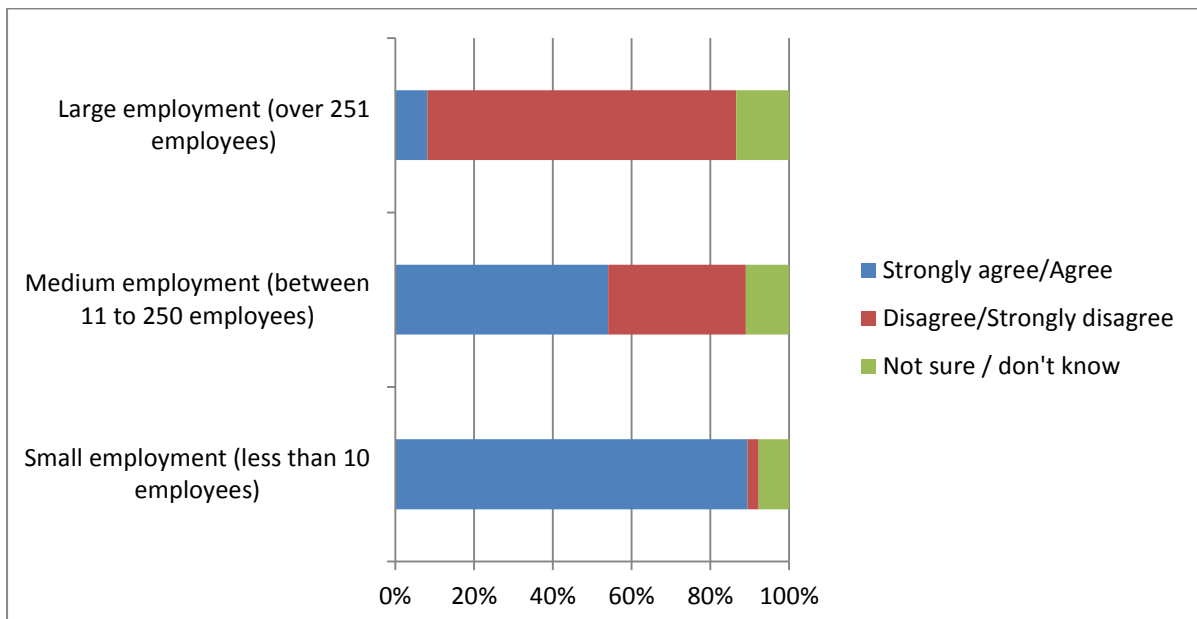
Chart 8



The survey identifies that nearly two thirds of respondents believe there is a need for more employment space in Swavesey. This is a significant finding.

If there was to be new employment what type of businesses do you think would suit Swavesey?

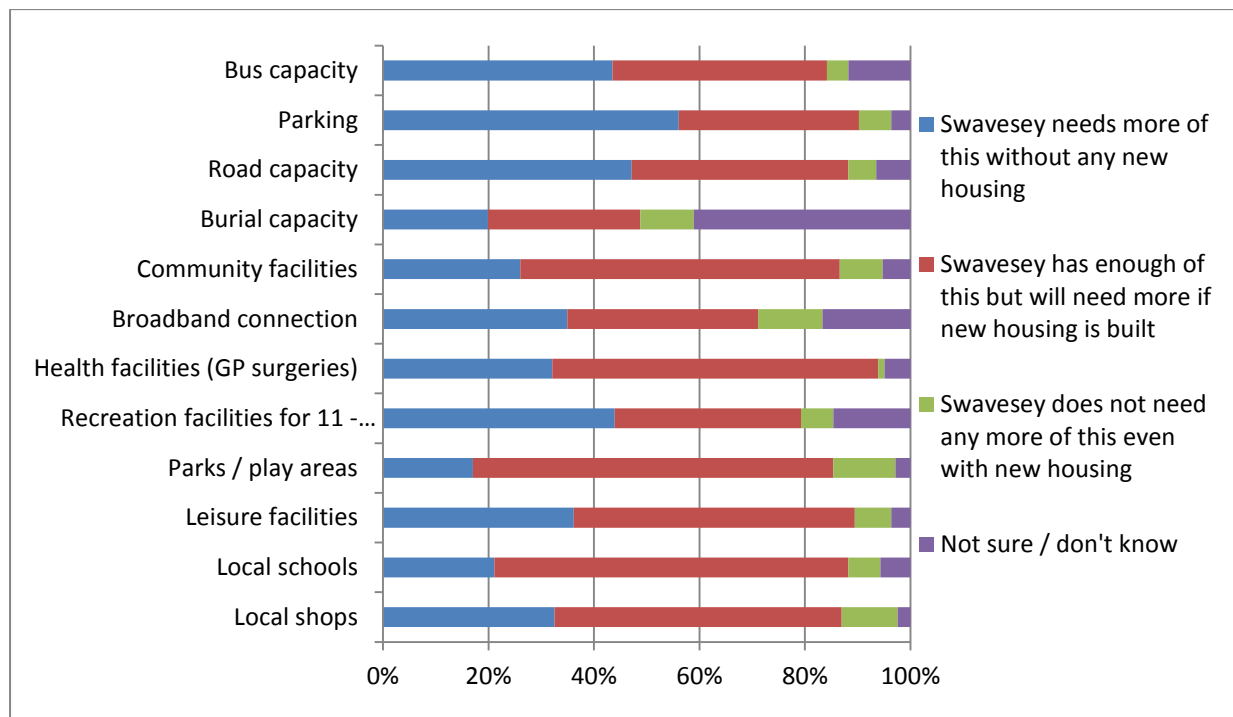
Chart 9



Nearly 90% of respondents have identified a considerable need for small employment with over 54% of responses stating a need for more medium employment space. Nearly 80% feel opposed to more large employment space in Swavesey. This is a significant set of findings; there is clearly a desire for Swavesey to remain attractive for businesses to operate however there is a limit to the business size.

How do you feel about the infrastructure of Swavesey?

Chart 10

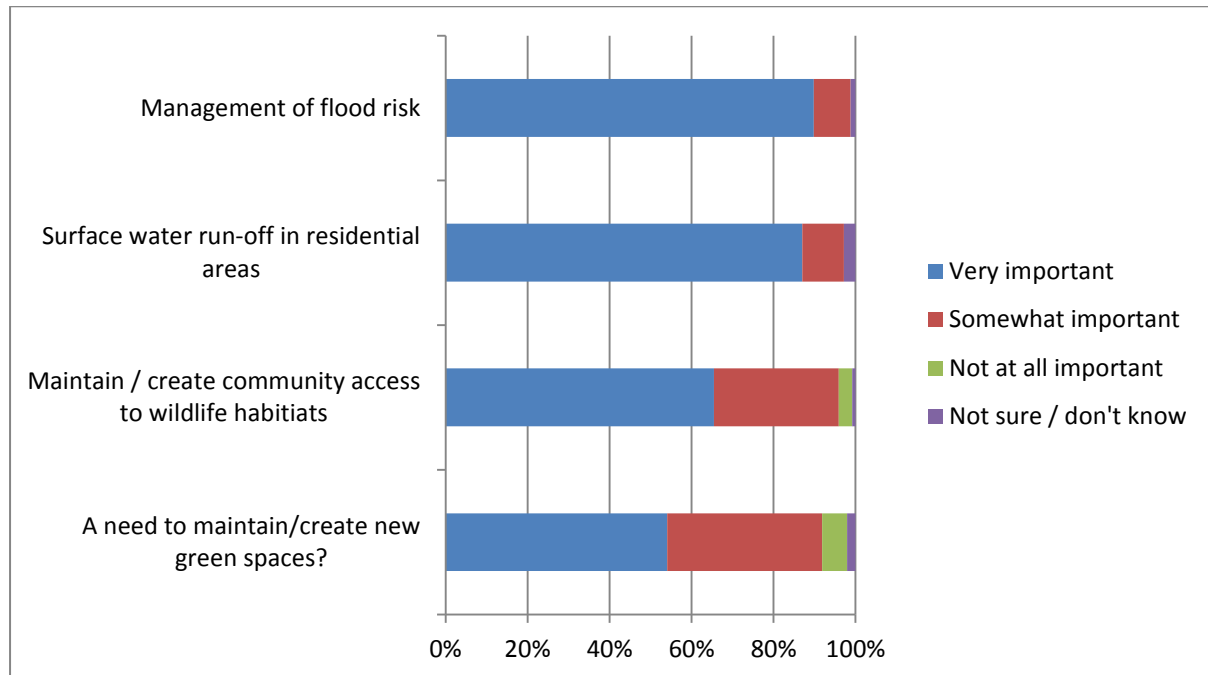


Parking is identified as the main infrastructure provision that is lacking in Swavesey. This is the only provision that has been raised as a significant issue with 56% by survey respondents. Between 40% – 50% of the survey sample have identified that the road capacity, bus capacity and recreation facilities for 11 – 17 year olds are insufficient for the current housing provision. The survey results indicate that any future housing developments will put too much pressure on these provisions. The respondents have indicated that there is a need to increase the provision of these resources to facilitate the current residents of Swavesey adequately.

More significantly over 60% of respondents are concerned about maintaining the parks/play areas, local schools, health facilities and community facilities should new houses be built. It is clear that residents value the existing provision and they feel that any additional housing would compromise the quality/quantity of these services. This is a key finding.

How do you rate the following environmental issues that face Swavesey?

Chart 11



Of the survey sample 90% are very concerned about the management of flood risk and 87% are very concerned with surface water run-off in residential areas within the Swavesey. When you combine the scores for 'very' and 'somewhat' important these issues score 99% and 97% respectively this indicates that nearly all respondents feel these issues are important.

To a lesser degree 65% of respondents believe maintaining/creating community access to wildlife habitats is very important however 96% feel that this access is generally important.

Similarly 54% of respondents believe that maintaining/creating new green space is very important however 92% feel that this access is generally important.

These are significant findings and demonstrate that the survey sample feel that environmental factors are incredibly important to the character and success of Swavesey.

Tell us your 3 main concerns that face the future of Swavesey that are not identified in this survey.

This was a free text section where respondents used this space to articulate their views on some of the subjects raised in the survey as well as issues that have not been addressed. Below is a list of the top 8 most frequently used words in this section (the full list can be found in Annex A).

Word	Frequency
school	63
houses/housing	52
traffic	43
road	43
flood	28
parking	26
bus	24
community	20

By far the most popular word used was ‘school’ closely followed by ‘house/housing’, ‘traffic’ and ‘road’. The context in which these key words are used is illustrated below; each bullet is listed in order of popularity:

School

- Concern with traffic/congestion at primary school during opening/closing times
- Lack of parking at school sites
- If village grows the strain on current schools could compromise performance
- Primary school should be moved to same location as college
- More crossings required at schools
- Access to primary school should be moved away from the main road

House/housing

- Rate of housing development being unsustainable
- New housing will put pressure on existing facilities (move community, health and social space to existing primary school location)
- Too much development spoiling character of Swavesey
- House prices too high for residents who need to upscale or first time buyers
- Insufficient housing stock for disabled or sheltered accommodation for aging villagers
- Impact of environmental factors with new developments (air, noise pollution etc)
- Parking/more parking required with new builds
- New housing developments should be closer to A14 to reduce pressure on high street

Traffic/Road/Parking – the same comments are raised for all 3 key words.

- Traffic congestion particularly at primary school at peak periods and Bethel Baptist church.
- High Street is becoming a major thoroughfare
- Traffic speeds (being excessive). Calls for greater traffic management are listed: crossings (on the High Street and Gibraltar Lane for students), a bypass and a 20mph speed restriction in the high street.
- Too many cars parked along the road causes traffic issues (particularly the High Street where passing cars need to mount the curb to pass)
- A need to restrict traffic/reduce the flow of traffic through the village
- Need for more parking provisions in the village. Hot spot areas: schools, high street (especially around the Memorial Hall), pub, the village green, doctors and places of worship/community facilities.

Flood

- A need to manage flood risk in and around Swavesey
- Concerns with building in flood plain
- Increased risk of surface water build-up/flooding from waterways; existing drains and waterways within the village require dredging/clearing (of vegetation)

Bus

- Public transport access/only service one end of the village; fails those most vulnerable/reliant in the village (most popular comments in this section by far).
- Bus service has insufficient capacity to meet current demands; more demand if all residents had better access to services
- Inadequate parking for the busway; shuttle service required if current provision remains.
- Busway overcrowding at peak times
- Current bus/busway services too expensive

Community

- The village needs a community centre with community facilities (like a café)
- Village identity is key concern for a majority of respondents; loss of village feel/sense of community if the village becomes a town/dormitory town to Cambridge.
- Primary school is ideal location for a community centre; health and social facilities, sheltered/disabled housing facilities.

- Maintaining pub as a community asset greatly supported, a need to maintain pub.
- Deterioration of all the traditional village virtues (friendliness, law & order, tranquility, consideration for others), dog fouling on green.
- Health, safety and wellbeing of residents is important. Access to wildlife and nature, more green areas reduce pollution.
- Fear of increased crime and anti-social behaviour. Calls for greater police presence. community policing
- Pushing residents out of the community/village due to house prices/lack of social housing provision.

Conclusion

The survey has demonstrated that all those consulted feel very passionately about the village and the impact growth will bring. Clear and consistent issues have been raised throughout the survey which identifies significant matters for consideration in generating policy areas to ensure sustainable growth that is in keeping with the village characteristics.

The response base is considered a representative sample when correlated with the 2011 Census data in terms of age groups as well as the term and tenure of residents. There is still a further need to engage and consult with residents under the age of 24 to ensure the Swavesey demographic is fully representative.

A number of key issues have been raised with the infrastructure of Swavesey:

Infrastructure: Environmental factors

The most significant result from the survey is the management of flood risk within the village. The threat of flooding from surface run-off and building in flood zones combined with the insufficient management of existing waterways and drains is a primary concern.

The need to maintain and create new green spaces and access to habitats is considered important. These factors are key to the character and success of Swavesey but also influential in the health, safety and wellbeing of the residents. There is a recognition that these green spaces add to the tranquillity and friendliness of Swavesey, there is a concern that these spaces need to be managed more proactively in particular around dog fouling enforcement.

Infrastructure: Roadways and thoroughfares

The layout of the village twinned with the current road infrastructure is considered unsustainable. During busy periods traffic flow is high, twinned with the added lack of parking provision at hot spot areas (the Primary School, Memorial Hall) causes severe congestion. There are calls for better traffic management, in particular provisions to reduce the opportunity for motorists to speed through the village.

Infrastructure: Parking

The lack of parking provision in residential areas (the High Street) at hot spot areas (the Primary School) in the village disrupts the natural flow of traffic in the village.

Infrastructure: Housing

There is a significant need for more affordable 'Starter' and 'Family' homes. There is also a need for more retirement/sheltered housing, bungalows and self-build plots in Swavesey. There is a strong concern that the rate of development is not being reciprocated in the provision of community provisions and services; this is considered unsustainable.

Infrastructure: Community facilities and services

Currently the parks, green spaces, health services, community facilities and local schools are valued and there is a strong desire to maintain the level of service / provision. This adds to the general view that Swavesey is a suitable place to live, that residents share a sense of community and personal safety is maintained.

There are provisions that are inadequate and are detrimental to the health and wellbeing of residents. In particular the lack of public transport services and service points is a key concern along with insufficient recreation facilities for 11 – 17 year olds that do not meet the needs of the existing resident base.

There is concern that should the village housing stock increase at an unsustainable rate then the range of housing will not compliment the character of the village. This will add unsustainable pressure on the services provided by Swavesey Surgery along with growing concerns with the current location of the Primary School.

Infrastructure: Employment land

There is a strong recognition that Swavesey needs more employment space. In order to maintain the character of the village there is a strong preference to support space for small enterprises with added provision for medium sized businesses.

The Pre-consultation Survey has raised a number of significant findings. It is likely that these key factors will form the basis used to shape the Neighbourhood Plan policy areas.

Annex A - Datasets

What is your age group?

18 - 24 years	10
25 - 34 years	33
35 - 44 years	55
45 - 54 years	48
55 - 64 years	47
65 - 74 years	40
75+ years	20
Total	253

How long have you lived in Swavesey?

Less than 5 years	50
5-9 years	37
10-19 years	49
20-29 years	46
30 years+	71
Total	253

What is your gender?

Male	100
Female	150
Prefer not to say	3
Total	253

What is your current housing situation?

Home Owner/ mortgaged	217
Privately rented	14
Housing Association	8
Social Housing	8
Live with parents	3
Prefer not to say	3
Total	253

How do you rate Swavesey on the following:

	Parks and green spaces	Amenities /services (shops, post office, hairdressers, pubs, meeting facilities etc)	Doctors surgery	Local Schools	Parking; on and off street	Range of housing	Cleanliness	Tranquility (peaceful)	Sense of community	Recreation, e.g. clubs, societies, sports facilities	A suitable place to live in	Personal safety and well being	Traffic flow/congestion	Transport connections (roads)	Transport - bus services	Cycle routes	Footpaths
Excellent	72	18	42	76	7	12	24	41	58	40	78	78	8	17	25	39	25
Good	119	82	84	104	32	83	148	113	130	120	145	133	38	91	75	100	125
Adequate	40	99	69	41	63	95	65	61	43	54	19	28	64	90	65	66	60
Poor	11	47	26	4	141	41	8	28	10	19	3	6	134	40	59	18	30
Not sure / don't know	4	0	25	21	3	15	1	3	5	13	1	1	2	8	21	22	6
Total	246	246	246	246	246	246	246	246	246	246	246	246	246	246	245	245	246

With amalgamated 'Excellent' and 'Good' responses.

Excellent/ Good	191	100	126	180	39	95	172	154	188	160	223	211	46	108	100	139	150
Adequate	40	99	69	41	63	95	65	61	43	54	19	28	64	90	65	66	60
Poor	11	47	26	4	141	41	8	28	10	19	3	6	134	40	59	18	30
Not sure / don't know	4	0	25	21	3	15	1	3	5	13	1	1	2	8	21	22	6
	4%	19%	11%	2%	57%	17%	3%	11%	4%	8%	1%	2%	54%	16%	24%	7%	12%

If new homes have to be built, which type do you think would be most suitable?

	Low cost rental housing	Shared equity housing	Affordable/low cost housing to buy	Self-build plots	Bungalows	Retirement / sheltered accommodation	Flats	Starter homes (1 - 2 bed)	Family homes (3 - 4 bed)	Luxury homes (5+ bed)
Strongly agree	48	34	71	24	39	40	18	71	58	15
Agree	97	109	126	107	121	135	80	135	139	64
Disagree	48	37	25	49	51	37	66	17	27	71
Strongly disagree	31	30	17	29	9	7	54	11	11	67
Not sure / don't know	22	36	7	37	26	27	28	12	11	29
Total	246	246	246	246	246	246	246	246	246	246

With amalgamated 'Strongly agree' and 'Agree' responses and 'Disagree' and 'Strongly disagree' responses.

	Low cost rental housing	Shared equity housing	Affordable/low cost housing to buy	Self-build plots	Bungalows	Retirement / sheltered accommodation	Flats	Starter homes (1 - 2 bed)	Family homes (3 - 4 bed)	Luxury homes (5+ bed)
Strongly agree/Agree	145	143	197	131	160	175	98	206	197	79
Disagree/Strongly disagree	79	67	42	78	60	44	120	28	38	138
Not sure / don't know	22	36	7	37	26	27	28	12	11	29

Over the next 20 years do you think there will be a need for more employment space in Swavesey?

Strongly agree	31
Agree	128
Disagree	39
Strongly disagree	9
Not sure / don't know	39
Total	246

With amalgamated 'Strongly agree' and 'Agree' responses and 'Disagree' and 'Strongly disagree' responses.

Strongly agree/Agree	159
Disagree/Strongly disagree	48
Not sure / don't know	39

If there was to be new employment what type of businesses do you think would suit Swavesey?

	Small employment (less than 10 employees)	Medium employment (between 11 to 250 employees)	Large employment (over 251 employees)
Strongly agree	85	19	4
Agree	135	114	16
Disagree	5	65	101
Strongly disagree	2	21	92
Not sure / don't know	19	27	33
Total	246	246	246

With amalgamated 'Strongly agree' and 'Agree' responses and 'Disagree' and 'Strongly disagree' responses.

	Small employment (less than 10 employees)	Medium employment (between 11 to 250 employees)	Large employment (over 251 employees)
Strongly agree/Agree	220	133	20
Disagree/Strongly disagree	7	86	193
Not sure / don't know	19	27	33

How do you feel about the infrastructure of Swavesey?

	Local shops	Local schools	Leisure facilities	Parks / play areas	Recreation facilities for 11-17	Health facilities (GP)	Broadband connectio	Community facilities	Burial capacity	Road capacity	Parking	Bus capacity
Swavesey needs more of this without any new housing	80	52	89	42	108	79	86	64	49	116	138	107
Swavesey has enough of this but will need more if new housing is built	134	165	131	168	87	152	89	149	71	101	84	100
Swavesey does not need any more of this even with new housing	26	15	17	29	15	3	30	20	25	13	15	10
Not sure / don't know	6	14	9	7	36	12	41	13	101	16	9	29
Total	246	246	246	246	246	246	246	246	246	246	246	246

How do you rate the following environmental issues that face Swavesey?

	A need to maintain/create new green spaces?	Maintain / create community access to wildlife habitats	Surface water run-off in residential areas	Management of flood risk
Very important	133	161	214	221
Somewhat important	93	75	25	22
Not at all important	15	8	0	0
Not sure / don't know	5	2	7	3
Total	246	246	246	246
% of r very important	54%	65%	87%	90%

Tell us your 3 main concerns that face the future of Swavesey that are not identified in this survey.

Below is a list of the most frequently used words in this section.

Word	Frequency
school	63
houses/housing	52
traffic	43
road	43
flood	28
parking	26
bus	24
community	20
safe	17
build	15
speed	15
high street	14
congestion	12
developments	11
risk	11
surgery	11
infrastructure	11
home	9
doctor	9
crossing	9
town	8
crime	8
police	8
water	5
dorm/dormitory	4
drainage	3

For alternative graphs representing the data below please click on the link below:

<https://app.powerbi.com/view?r=eyJrIjoiYjQ2N2RkZjgtZTdhZS00MTZiLTgwYzItZDdlYzY2YTl2OTIyIiwidCI6IjRlZTA4NTQwLTBkNGUtNDI0NS04OTQwLWYxOGJjMGQ2MmM2NyIsImMiOjh9>

End.