



Broughton Parish Plan

March 2010

Produced with the support of Broughton Parish Council
by an independent Steering Group

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We would like to acknowledge the help received from many other people during the work on this plan. They have shared ideas, delivered and collected questionnaires, counted ticks in boxes, and volunteered to help with actions from now on. Particular thanks to Kirsty Coltart, Julie Smith, Louise Payne, Lorraine Keane, Veronica Chubb, David Reynolds, and all the Broughton News deliverers.



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Broughton Parish Plan

INTRODUCTION

The Steering Group members are all unpaid volunteers. We have kept down the cost of the plan by avoiding a glossy presentation.

You can find the supporting data and documents on the Broughton website:

www.broughton-hants.net

and you can borrow a paper copy from the Parish Council clerk:

Sue Holder
tel. 01794 340130
broughton.clerk@tesco.net

On the website you can find a document that lists all the comments added to question responses. We recommend it as a fascinating read. A selection of these comments is quoted in the plan.

Broughton Parish is in the Wallop Valley, south of the Winchester to Salisbury Road. Its settlements date from Roman times and its housing represents at least 500 years of change and development. The parish covers 3,792 acres, and at the last census (2001) there were 1,069 residents, mainly concentrated in Broughton village.

The Government has suggested that each local community should take control of its future: to say what it wants to be done, and to work with others to enable this to happen. Producing a Parish Plan is an important part of this process. It helps a Parish Council by providing evidence of what its community wants. Broughton Parish Council (BPC) has supported this Parish Plan initiative, and will take ownership of it.

The actions we recommend are of three types:


- Issues on which the Parish Council can act, or give a lead, even if it does not have the necessary funds
- Issues outside the powers of the Parish Council, but on which it can make recommendations to those who do have the power
- Issues on which local people can take action themselves, if they have the right support and funding. We have proposed several action groups for key areas of interest

Over the past 15 months, we have

- asked for your ideas informally at various village events, with poster boards and a “love it/hate it” survey, which we used to shape the questionnaire
- met with several village organisations
- held one large public meeting asking for ideas
- given a questionnaire to every household, with a separate version for young people
- circulated a housing needs survey on behalf of the Parish Council. This was separately analysed by Community Action Hampshire (CAH), and a summary is included in this plan

This plan is based on the results of our consultations and on the 255 returned questionnaires, which represent 57% of all households. These households contain 623 people. Each questionnaire could be completed by two people. Up to 450 people answered some questions. 46 youth questionnaires were completed. The survey data has been independently audited by Community Action Hampshire.

264 out of 446 households (59%) returned the housing needs survey. CAH considers this a very high response rate.



Broughton Parish Plan

What we like about living in Broughton

"Broughton is a lovely place to live, both my husband and I were born here"

"It has the Wallop Brook at the bottom and the beautiful downs at the top and many lovely walks, what more can one want?"

"It rocks!"

and what we don't

"People who move into our village and try to take over the running of it. They think they are so much better than us older Broughtonians"

"Lack of transport to nearby towns & villages"

"The dog poo"

After 15 months of consultation and analysis, the Parish Plan Steering Group concludes:

- Broughton has more to value than to change
- The community spirit is healthy
- The survey results provide a good starting point for the wide and open discussion of some hot topics, particularly housing

The community of Broughton has much to be proud of. Its residents have many more positive comments than negatives. Most Broughton residents value the village's sense of community. They wish to preserve the beauty of its surrounding countryside, and they see the environment as an important asset.

Some of the issues identified might seem trivial, and the fact that they are considered important might imply that Broughton has few major problems. However, there is great sensitivity about changes to the village, with mixed opinions about both development and conservation. Traffic management and housing development should be well planned, based on clear policy and open discussion. 81% of respondents to the Housing Survey support limited housing development that allows young families and those on lower incomes to live in the village. There is scope for further expansion of, and support for, small businesses.

People value highly the village shop, the pubs, surgery, church, and primary school, and recognise their role in community life. The village bus is seen as important, but mainly for future use. Public transport should be more closely tailored to village needs. The Broughton Good Neighbours scheme is widely appreciated. All these services need continued support if they are not to be lost. Many adults belong to one or more village organisations, and they also give their services to others. There are suggestions for further activities. Many others are happy to live in the village without taking part in organised groups.

Adults believe that young people's interests are not very well served by the village, although the young people themselves seem more satisfied. The responses to the Youth Questionnaire contain many interesting suggestions. Many young people take part in organised activities in other villages or at school. They would like better transport links.



GETTING ABOUT

Traffic, transport, roads & pavements

“Why are the public buses so big? - they are always so empty and when they have to pull over to let vehicles pass they take half the grass verges away”

“Poor frequency means services unusable and cannot get to Romsey or Southampton”

“Many pot-holes and poor road maintenance. Inadequate gritting, sweeping and litter clearance”

Bus services. Many respondents would not consider using public transport at all. The survey suggests that more convenient timetables and regular services to Romsey and Southampton might increase usage of buses. Current timetables do not fit work and school times or connect with trains. There are no services that young people can use to go out in the evenings. Cost is an issue for about 20% of respondents.

Village bus. Almost everyone knows about the village bus service, but 67% have never used it. Fewer than 10% of respondents use it once a week. However, at least 50% say they might need it in the future. If it is not well used, the service might not continue.

Cars and bikes. The largest numbers of car journeys are made (in order of frequency) to Romsey, Stockbridge, Andover, Winchester, and Southampton. There is little support for regular or ad-hoc car sharing, although 60-70 people said they might offer or request lifts if details were on the website.

Speeding traffic is widely considered a problem. Although many respondents are against more road signs, flashing signs and traffic calming measures are thought to be effective. The reduction in speed limits and the regular police checks are raising awareness. “Hot spots” for bad driving are Salisbury and Romsey Roads, the High Street, and Horsebridge Road. The problems presented by School Lane traffic have been partly addressed by the School’s recent travel plan.

A quarter of respondents use a bicycle regularly, mostly for leisure, or for errands within the village.

Roads and pavements. Half the respondents think road maintenance is reasonable, and 36% think it is poor. 35% think gritting is poor.

With a few exceptions, most people find the pavements to be in good or reasonable condition.¹ Arrangements for pavement gritting and leaf clearance would be welcomed by older residents. Inconsiderate parking, including parking on the pavements, is a growing problem.

note¹ For comments on village footpaths, see “The Village Environment”



ACTION PLAN FOR GETTING ABOUT

Recommend:

**Traffic and Transport
Action Group (TTAG)
be set up by May 2010**

Issue	Action	Partners	Timescale	Priority
Safety – speeding traffic	Reduce speed of traffic through village	BPC HCC TTAG Police	Short term	High
Public transport & village bus²	Discuss survey results with transport providers to improve access at key times	Village bus committee Stagecoach HCC TTAG	Medium term	High
Lack of bus services to suit young people	Consider viability of using village bus for weekend and evening journeys	Village Bus committee, using parent volunteers or paid drivers on a rota	Short term	High
Parking	Public education and reminders to be considerate	BPC TTAG	Short term	High
	Regulate parking and discourage use of pavements and marked walking areas	BPC TTAG	Medium term, ongoing	Medium
Car-sharing	Set up an experiment in car-sharing by publicising lifts	Volunteers BPC	Short term	Low

note 2. The village bus provides a scheduled public service, as well as private hire, and is controlled by Hampshire County Council (HCC) as part of the overall transport service

Every proposed action needs volunteers. To get involved, please send an email message to parishplan@broughton-hants.net or ring Sarah Hendy, tel. 301106.



THE VILLAGE ENVIRONMENT

Nature, spaces, footpaths, and taking care of it all

We like...

"the countryside - views are beautiful and never taken for granted"

"Broughton Downs and the beautiful walks around the village"

"the tranquillity"

"The foals in the fields in March, the swans that nest on the Brook, the gypsies that visit every year, the snowdrops, the amazing community spirit"

We don't like ...

"As responsible dog owners, we are increasingly annoyed by the amount of dog faeces on pavements"

"lots of litter in the verges - sometimes we pay our children to collect it"

Utilities. Respondents are generally satisfied with the care of the village environment. They know who is responsible for each service. Most respondents think all the services are good or reasonable. 74% of respondents say lighting is good or reasonable, and additional comments are against the addition of more street or security lights. A small minority suffer from water supply problems. 85% of respondents think rubbish collection is good or reasonable, and some would like more re-cycling facilities, or a "freecycle" scheme.

Nature. Most people believe that woodlands need to be maintained; old and dangerous trees pruned or removed, and new ones planted. 63% want to preserve single trees in special places, and a majority support trimming and maintaining hedges to keep them healthy. The ownership and responsibility for particular trees, hedges, and footpaths is not clear to many respondents.

Open Spaces. Over 90% of respondents are happy with the appearance of most of the village's open spaces, such as the Pound, Fripps Acre, sports field, and village hall field. The exceptions are the Centenary Garden and the skateboard park. The questionnaire has prompted some people to discover spaces of which they were unaware. 27% commented on the untidy appearance of the Centenary Garden, but perhaps do not realise that it is a wild garden. 28% of adult respondents criticised the appearance and value of the skate park, but primary school children would like it kept maintained and usable. Occasional vandalism concerns all age groups, and particularly the primary school children. Environmental work on Broughton Down would attract some young people.

Footpaths. Most respondents know where the footpaths are, and they are well signposted. 25% say some of the paths are difficult to use, either because stiles block access for pushchairs and the less agile, or because of plants and hedges that need cutting. 35% of respondents would be prepared to help with maintenance, usually the landowners' responsibility.

Dog Fouling and Litter. 96% of respondents believe dog faeces should be removed. There are some strong comments about the problems they cause, particularly around Fripps Acre and on some footpaths. 196 people quoted it as a cause for concern. 75% think litter removal is very important. Some do it themselves and have suggested communal litter picking days.

Energy Saving. 65% of respondents would attend a presentation on energy saving, and 81% favour reducing their energy costs. 62% are interested in a bulk oil buying scheme, and someone has already volunteered to explore this. Other suggestions include a wind farm and solar panels on the village hall.



ACTION PLAN FOR THE VILLAGE ENVIRONMENT

Recommend:

An “Environment Watch” group to champion projects and monitor progress (EW)

Responsibility for managing many aspects of the village environment is already clear. An “Environment Watch”, group would draw the attention of the appropriate bodies to village opinion and speed up relevant action.

The publicised “Greening Broughton” campaign proved costly to run under the proposed arrangements. It attracted a lot of support and alternatives are being explored.

Issue	Action	Partners	Timescale	Priority
Footpath maintenance, provision, signage	Review access problems and press for changes	BPC Environment Watch (EW) Landowners	1 year to identify and begin action	Ongoing
Dog fouling	Dog owners’ campaign to co-operate and monitor behaviour	Responsible dog owners, supported by the TVBC dog warden EW to monitor	Urgent	High
Street lighting	Review against Village Design Statement 2003 and find gaps. Restrict hours and remove yellow lights Consider lighting for problem areas	BPC TVBC HCC	Already under review	Medium
Energy saving and recycling	Bulk oil buying scheme “Greening” policy and programme Extend re-cycling opportunities	Volunteer identified EW TVBC	In place by Winter 2010-11 2 years	Medium Ongoing
Upkeep of common spaces, road verges and hedges	Publicise responsibilities Maintain old hedges Social action events for litter picking, environment awareness	BPC TVBC HCC EW Individual owners Hort. society	To start at once Events twice a year	Ongoing

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COMMUNITY SERVICES AND SOCIAL RELATIONSHIPS

Pros.....

"A good mix of personalities. Peaceful. Village shop and Post Office. Very good walks and the village bus"

"The friendly safe atmosphere"

"The ambulance service were fast and very efficient"

... and cons

"The shop cannot survive on selling papers; a church needs a congregation; pubs need regular customers"

"Too many loud drunks wandering around shouting at the top of their voices"

Village Facilities. There is total agreement on the value of West View Stores, the Post Office, the surgery, school, and strong support for our other facilities. Actual use of the services varies, as we might expect that while people value the services they don't necessarily need or want to use them regularly; for instance, the surgery and the school. 60% of respondents value the sports field. Broughton Good Neighbours is a well-known service, which has quickly established itself and is valued. 90% are aware of it. 62% of respondents would miss the church.

The Village Hall. The facilities and cost of the village hall are thought to be good or reasonable. There are some interesting comments about the possibilities for its future development.

Emergency Services. Most of those who have used the emergency services are satisfied with the speed of response, although there are some examples of bad experiences. Although most people regard the police services as reasonable or better, around 25% think they are poor and 62% think there is an inadequate police presence. The Parish Council has regular discussions with the police and other emergency services. The detailed survey results will be made available to the police.

Safety. Most people feel perfectly safe in the village. About 10% identify a few places where they feel unsafe. These are linked to particular footpaths (for example, from Salisbury Road to the High Street) or areas of poor lighting.

St Mary's Church offers a service for the whole community, and not just its regular congregation. The church is open every day. It provides welcome packs for newcomers. It is in close contact with the village school. The church is completely full during the big festivals, like Christmas, but otherwise its congregations are much smaller. Over 70 people contribute to the regular life of the church in practical ways. Its children's work has developed well, with the thriving Sunday Club and Coffee Club. The Romsey Deanery has recently appointed a Youth Worker for the area

Anti-social behaviour. Although small pockets of anti-social behaviour can be found, by far the most common causes for concern are dog-fouling (identified by 196 respondents) and inconsiderate parking (identified by 189). Vandalism and theft came 3rd and 4th on the list (132 and 112 respondents respectively).



ACTION PLAN FOR COMMUNITY SERVICES AND SOCIAL RELATIONSHIPS

Recommend:

a voluntary consultancy panel offering ad hoc professional management advice to village organisations and facilities

Issue	Action	Partners	Timescale	Priority
Liaison and communication with police	Report questionnaire and youth questionnaire results to police	BPC	3 months	High, to ensure they have good evidence for future planning
	Prompt publication of communications with police	BPC and Hants police service	Ongoing	
Maintaining high quality of village services	All village services and groups to review survey results and consider what changes could respond to new needs. What could help them continue to thrive?	Village Hall Management Committee (VHMC) School governors Parochial Church Council Sports Committee Library services Allotment users	Within six months of publication of plan	Keep under review
Use and abuse of the skate park and recreation ground	Obtain suggestions from our young people	BPC to consider formation of a Youth Council	1 year	Medium

Community responsibility: Many people quote as a major strength Broughton's sense of community and its community spirit. The Steering Group believes that it should be possible for members of such a community to have an impact on the rare examples of anti-social behaviour. Formal and informal approaches can be made with the help of police, the community support officer, and neighbours. Community involvement is not just for other people, when we can all benefit.



EMPLOYMENT AND BUSINESS

"The village cannot stand still. Some changes over the past ten years which have affected my business and others are: increased mobility; increasing affluence; changing age groups, technology and housing. All these bring opportunities as well as threats"

Employment in Broughton. 80 respondents give Broughton as their place of work, and 110 work within 15 miles. 41 work permanently from home, and 62 do so at least once a week. Home working is therefore a significant feature of local employment.

Business Services. 68% of respondents are in favour of encouraging small businesses and employment opportunities, and 64% would favour small scale workshops, although with some reservations about their location. There is wide support for the creation of a village business directory. Some correspondence with the steering group outlined the vulnerability of some businesses such as the pubs, shop, and Post Office to changes in the village population, as well as changing legislation.

The Business Survey. A separate section of the questionnaire was completed only by people running a business or service in the village. 38 village-based businesses are identified; mainly sole traders of whom 35% say most of their custom is local. Compared with respondents to the main questionnaire, there is less support among those actually running businesses for the idea of a meeting place, networking, or administrative assistance, presumably because they are already up and running. However, there is some interest in a regular get-together of home workers, for social contact, and a few people would use some administrative support if it were available. For the home worker, a post office, shop, and pub can all be essential services.

Fewer people than expected completed the business questionnaire. There are more employed people working from home than there are people running their own businesses. Some of those who work from home are self-employed consultants and sole traders. All of these contribute to the overall prosperity of the village, although only 12 of the 38 businesses identified employ other staff. Only two said they had any problems recruiting employees.



ACTION PLAN FOR EMPLOYMENT AND BUSINESS

Recommend:

**A “Business in
Broughton” group**

Issue	Action	Partners	Timescale	Priority
Need for a business directory	Collect information, co-ordinate and produce, listing all businesses and services	Volunteer	1 year and periodic updating	Medium
Office support	Publicise and investigate options. Links to directory production	As above		
Survival of valued local businesses and services	A “use it or lose it” campaign	BPC to sponsor Key businesses and services	Immediate and continuous	

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EDUCATION, INFORMATION AND COMMUNICATION

"Childcare is a nightmare in the village. I want my children to be cared for in the village and ideally linked with the pre-school / school"

"We looked at the Broughton website before moving to the village and it's useful"

"Other Parish magazines carry full coverage - done with humour by a reporter. Full of interest. I don't even know who is on (parish council)"

"Broadband sluggish at times. Weak reception for mobile. Sometimes have good reception on Digital TV, sometimes it goes"

Education. 24 respondents have children under 12 who attend Broughton School. 32 respondents who also have primary age children send them to school elsewhere. 23 of those with children under 5 plan to send them to the village school. The school is small and welcoming. Its pupils achieve well. The Headteacher would be pleased to inform prospective parents and house purchasers about the opportunities it offers.

The questionnaire was sent out before the new pre-school facility came into operation in the autumn of 2009. To some extent it meets the needs expressed by 50 respondents for a nursery school or crèche. There is also a need for after-school care and holiday play schemes, and some respondents need registered child-minders, of which there is only one in the village.

There is considerable interest in adult education classes, with 115 people in favour. This needs to be further investigated.

Information. 97% of respondents consider they have good or reasonable information about what is going on in the village. Only 4% of respondents never use West View Stores or the Post Office, and 86% visit at least 5 times a month or more. They also use other post offices, the Stockbridge pharmacy, the Broughton website, and libraries. 55 respondents use the mobile library at least monthly. 83 respondents said they use the village website. By far the most effective medium of communication is the Broughton News, which is delivered to 353 of the 446 homes in the village. Next most effective are the posters around the village, then the posters in the Stores, followed by word of mouth. The fairly new *Stockbridge Forum* is also a popular medium. There is good support for an email communication system.

Communications technology. 85% of respondents have internet access, and 95% of these have a broadband link. 70% of respondents have reception difficulties with mobile phones, 24% with their radios, 31% with digital TV, and 22% with broadband.

Parish Council communications. When the questionnaire was issued, 43% of respondents thought that the Parish Council communicated its business and decisions badly. 96% wanted more regular and accessible communication from the Parish Council. This outcome was passed on to the Parish Council, and we are pleased to see the reports which are now appearing in the Broughton News. Additional comments suggest that the Parish Council has a generally low profile.



ACTION PLAN FOR EDUCATION INFORMATION AND COMMUNICATION

Recommend:

- 1 A digital connections pressure group
- 2 A focus group to assess demand for adult education classes

Issue	Action	Partners	Timescale	Priority
Views on provision at the primary and pre-school	Full survey results and comments to be passed to governors and pre-school management group	Governors Pre-school committee HCC early Years and Child Care Unit	Immediate	Ongoing
Communications technology; mobile and digital black spots	Seek members for a pressure group	Phone companies BT, ISPs	Within 6 months	Ongoing
Parish Council communications	Keep under review for continuous improvement	BPC Village residents	Continuous	High
Interest in adult education classes	Focus group to assess need Opportunity to “badge” established activities as adult education	Volunteer identified Local colleges HCC	For autumn 2010	High

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YOUNG PEOPLE IN BROUGHTON

Young people were invited to complete a separate questionnaire. 46 of them aged between 8 and 20 responded. In addition, the primary school sent comments from children at the school.

The analysis and full comments from the Youth Questionnaire is on the website.

We'd like

*a youth group for over 16s;
a place to hang out at weekends;
more sports activities for young people;
a multi-use hard tennis court;
more non-sport activity just for young people;
better playground equipment;
more buses*

.... please.

76% of those responding to the Youth Questionnaire have lived in Broughton for 2/3 of their life, and of those, 60% were born here. Over half regard the scenery, environment, and peace and quiet as the best thing about Broughton, and a quarter quote poor public transport as the worst thing.

Just over 60% of the respondents attend activities in the village, with the drama group attracting the highest number, although this is mainly limited to taking part in the pantomime. The same proportion takes part in a wide range of activities outside the village, sometimes in other villages, or at school and sixth form college. 70% of these activities are sports related. There is a list of 18 suggestions for clubs and activities in Broughton, of which tennis is the most popular. Of those who made suggestions for improvement, 5 suggested a youth club or space. Some respondents agree that there are things that young people can do themselves to make things happen.

All the respondents have a computer at home, and over half have one of their own. Email and homework research are the most common uses, and there is some interest in a games exchange scheme, but not much for a computer club.

Transport problems loom large with young people. Inevitably, because of the village location, parents' cars and school buses are the most common forms of transport, although over half use public buses and trains regularly in their leisure time. 47% rarely use public transport, but 76% would definitely or possibly use it if there were more buses. Better bus services would support both part-time working and social activities.

Although only 2 respondents did not feel generally safe while walking and riding about the village, a quarter named particular places where they sometimes feel unsafe. Low height lighting on the path through Fripps Acre could be considered. Only 28% would like more street lighting, but over half would not. "Don't add more lights or you can't see the stars at night" is one comment.

82% regard the village environment as very or quite important, and there are some worthwhile suggestions for ways to improve it, including a mini-market, a green gym, and anti-chewing gum stickers on the lamp-posts. Primary school children value the brook as well as the countryside and their friends. They have a variety of suggestions for further improvements to the park.

Most young people are not aware of what the Parish Council does, and feel that it could do more for young people. One asks "Is there anyone young on the parish council?" Two thirds say they would value a young people's section of the Broughton News.



ACTION PLAN FOR YOUNG PEOPLE IN BROUGHTON

Issue	Action	Partners	Timescale	Priority
Need for a young people's forum for ideas and support	Revive "Action for Broughton Youth" (ABY) to kick-start activity Consider a young people's shadow Parish Council	BPC Supportive parents Previous "officers" of ABY and new adult volunteers	Immediate (still funds available)	High
Development of sports activities and facility	Take forward plans to improve facilities at sports field Identify volunteers to assist with project management	BPC Sports Field Users Committee All sports clubs	During next year (funds available)	High
Youth activities as part of existing societies	All village societies to consider how or whether they could develop young people's sections or programmes	All village societies	By Spring 2010	High and ongoing
Holiday play schemes and out of school clubs	Develop programme of activities in conjunction with local school clusters	Broughton School Governors	Before summer of 2010	High
Youth activities outside Broughton	Identify other villages with complementary activities and liaise	Parents group Village bus committee	Medium term	Medium term

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SOCIAL AND ENTERTAINMENT

“Only attend one of the groups, but we do attend events, particularly BADG productions and FOBS events”

“As I have not been long in the village and not here much, I have indicated my preference for the future”

“If pilates / yoga was available after 5pm, I would join. If Cricket Club had a group for 11-15 year olds we would join”

Most village organisations and events are well supported. Over 400 memberships of the different groups were recorded, and several respondents said they were intending to join something. The highest numbers recorded are for BADG (the Amateur Dramatics Group), the Horticultural Society, Broughton Singers, and FOBS (Friends of Broughton School). Yoga and pilates classes and Walk this Way are also popular regular activities. Several respondents commented on the church’s omission from the questionnaire.

40% of the residents in the households responding are over 60, and only 13 of these people say their needs are not well met.

Of the suggestions made for other activities, those which meet with most approval are keep fit (87), dancing (74), tennis (65), a computer club (49), and skittles (42), with high numbers also saying they were possibly interested. There is clearly scope for more organised groups and classes, either in the village, or in co-operation with Stockbridge and Middle Wallop, both of which are refurbishing their village halls. Broughton is now well supplied with community rooms. As well as the heavily used village hall, there are the meeting room in St Mary’s Church, the community room in the senior citizens’ flats in Chapel Lane, and a new community space at the school. Some social activities have an educational element. The education section of the survey shows considerable support for adult education classes (115 respondents).

Some people expressed a willingness to help organise activities. Because of the anonymity of the questionnaire, we do not know who they are, but we urge them to come forward and pursue their interests.

The section of the plan about information makes the point that a variety of media need to be used to maximise knowledge about events and activities. Although most people receive the Broughton News, not all read it carefully, and about 80 households do not have it delivered.

ACTION: There is scope for more self-supporting groups to respond to various interests. Volunteers should not be shy about coming forward and starting them up, using a variety of publicity methods. For some activities, such as adult education and youth activities, funds may be available.



HOUSING

The Parish Plan was never intended to be simply about housing, although this issue initially aroused the greatest interest.

The Parish Council was under an obligation to conduct a housing needs survey, and this was conducted at the same time as the Parish Plan survey, but with a separate questionnaire, handled by Community Action Hampshire.

The executive summary of the report is included here, and the Parish Council is placing the full report on the website.


446 questionnaires were distributed and 264 processed; a 59% response which CAH considers high.

It is for the Parish Council to respond to the survey and take appropriate action.

BROUGHTON HOUSING NEEDS SURVEY (Exec. Summary)

Key Features and Main Outcomes

- 1** There is a limited number of smaller, cheaper homes either to buy or rent: there is a low turnover of open market and other stock partly due to there being a higher than average ageing population under-occupying larger houses.
- 2** House prices are high in relation to the incomes of those in need: the cheapest or entry-level house sold in parts of the Parish in the past two years was £165,000.
- 3** The survey has identified and recommended the need for a small housing scheme of 11 housing association homes for local people who need a home now or in the next few years, the need being for 1, 2 and 3 bed units.
- 4** The proposed scheme should be a mix of 9 rented and 2 shared ownership homes.
- 5** Respondents cited 55 family members having recently moved away from Broughton because they could not find a suitable home
- 6** Young adults wanting to set up an independent home from the family home form the single largest category of need but several other factors are identified in the report.
- 7** Eight of those households in need are already on the Housing Register representing the backlog of unmet need.
- 8** The majority (72%) of those in need have a household income of less than £26,000 per year.
- 9** There is an overall preference for housing association accommodation through renting. Of those who would prefer to buy on the open market (38%) most are unlikely to be able to afford a property in the area on the basis of financial information provided.
- 10** Most of the households in need have a strong local connection: 79% live in the Parish. The rest are based in Andover, Winchester, Tidworth, Southampton and Portsmouth.
- 11** The majority, 81%, of all respondents would support the idea of building a small affordable housing scheme for local people in Broughton.
- 12** The location and design of any proposal were seen as critical issues.
- 13** All households in the Parish were surveyed to assess local housing need: a high response rate of 59% was achieved.
- 14** The report also concluded that the Parish Council may wish to explore the options for meeting the needs of elderly residents wishing to downsize.



Broughton Parish Plan

WHAT NEXT ?

This plan is only the start. The Parish Council supports it, and is keen to see the proposed working groups formed as soon as possible.

There are proposals for the following action groups:

- Traffic and Transport
- Environment Watch
- Business in Broughton
- Digital connections
- Shadow Youth Parish Council

as well as a professional consultancy panel and a revived Action for Broughton Youth group.

Each group will have a link Parish Councillor, but it will choose its own chair, set its own timescales, and wind up when it thinks its job is finished. In addition, each existing body named as a “lead partner” in the action plans should review the proposals and make its own plan for action in response to the views set out here. It would be helpful if these were reported to the Parish Council, with copies to Sarah Hendy, who will track progress on the Plan.

For the plan to succeed, we need the famous Broughton community spirit to move volunteers to action. If you would like to be involved in any of the groups, in any capacity, please send an email message to parishplan@broughton-hants.net or ring Sarah Hendy, tel. 301106.

Do it very soon!

Broughton Parish Plan

A SWOT SUMMARY

(Strengths, Weaknesses, Opportunities & Threats)

<p>STRENGTHS</p> <ul style="list-style-type: none"> • A talented village community • Concerned and caring community • Location and countryside • Wide range of services and activities, some of very high quality • Broadband connection • An award-winning website 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Poor transport links • High and rising house prices • Variable facilities for young people • The low profile of the Parish Council and its role
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • The present plan is a chance to review village life and create more and better provision for all ages • Create a ladder of appropriate housing for families to move up and elderly to downsize • A “greener” Broughton • Enhancement of sports facilities to create a wider appeal • Joined up thinking between all groups 	<p>THREATS</p> <ul style="list-style-type: none"> • Changing age and character of population reduces use of village services and puts them at risk: potential threats to village bus, post office, shop, church, pubs, and school • Increased urbanisation • Increased number of part-time residents (weekend or part-year) • Young people being priced out of the community