

Chelford Neighbourhood Plan Residents' Survey Report

November 2017



CONTENTS

INTRODUCTION

METHODOLOGY

OVERALL RESPONSE

SURVEY SECTIONS

QUESTION ANALYSIS

APPENDIX A:

CHELFORD RESIDENTS' SURVEY

INTRODUCTION

Chelford Neighbourhood Plan Steering Group commissioned Cheshire Community Action (CCA) to carry out an analysis of the Neighbourhood Plan Residents' Survey undertaken in September/October 2017.

This report presents the results of the survey. The content highlights issues that are important to the local community, and will help inform (along with other evidence) the vision, objectives and the direction of the planning policies in the Chelford Neighbourhood Plan. There are also aspects which cannot be dealt with through the Neighbourhood Plan but may become actions or projects for the Parish Council to address through other means.

CCA is a local, independent charity that has supported over 60 neighbourhood plan groups in Cheshire and is therefore one of the most experienced local organisations in supporting and advising on neighbourhood plans.

METHODOLOGY

The questionnaire shown in Appendix A was delivered to all households in Chelford during the week of 7th -15th September. Respondents could complete the questionnaire whereupon it would be collected by a Neighbourhood Plan volunteer or left for collection at AJ Boons Butchers, Chelford Newsagents or Chelford Surgery.

The survey required responses from as many local people as possible and was therefore promoted through a variety of methods. The questionnaire was promoted by the village website <http://chelfordvillage.org> and was hand delivered to each property.

The deadline for responses was 12th October 2017 so that individuals had approximately a month to respond. The surveys were collected by members of the Neighbourhood Plan Steering Group to try to ensure as good a return as possible, and so that any queries could be answered. Alternatively, the survey could be returned to two local shops and the local surgery if more convenient. CCA carried out data entry and analysed the responses. Hard copy responses were manually entered into the database using Survey Monkey.

All personal information that has been received as part of the survey was treated as confidential in order to comply with data protection laws.

OVERALL RESPONSE

A total of 211 surveys were returned out of the 653 distributed. This gives an overall response rate of 32%.

SURVEY SECTIONS

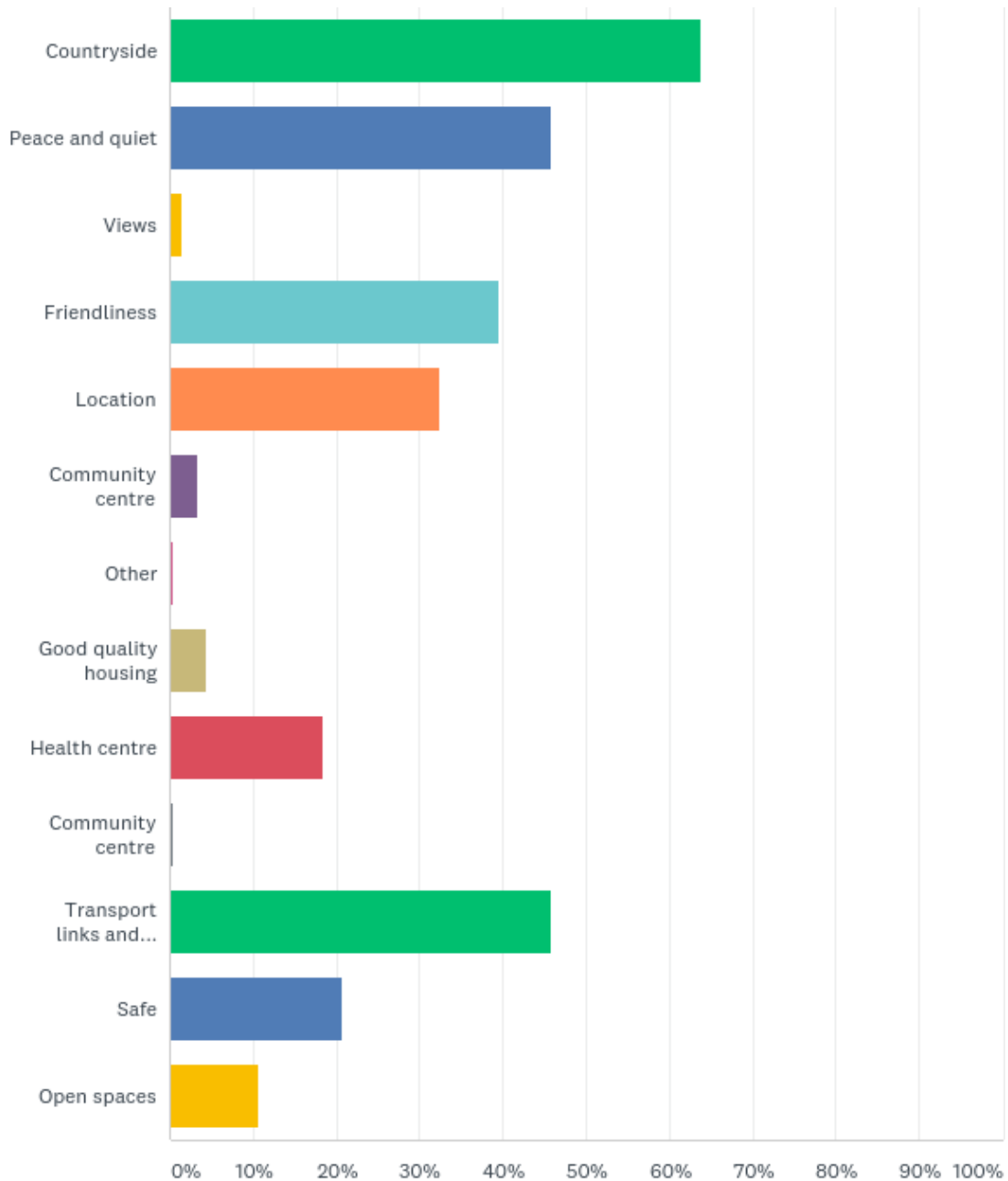
The survey had six questions: What do you like about living in Chelford Parish? What do you dislike about living in Chelford Parish? What do you see as the main threats for the future of Chelford Parish? By 2030 please describe what type of place you would like Chelford to be? Do you agree with suggested planning issues to be included, and please rank them in order of importance; Any other issues that should be considered.

The questions were all open ended, and so in order for analysis to be undertaken, comments were grouped into certain main themes, and question 5 was split to make analysis clearer. In this report, the results are shown in chart and tabular form. The number of respondents who answered each question are included in the tables.

QUESTION ANALYSIS

Q1: What do you like about living in Chelford Parish?

Answered: 207 Skipped: 4



ANSWER CHOICES	RESPONSES	
Countryside	63.77%	132
Peace and quiet	45.89%	95
Views	1.45%	3
Friendliness	39.61%	82
Location	32.37%	67
Community centre	3.38%	7
Other	0.48%	1
Good quality housing	4.35%	9
Health centre	18.36%	38
Community centre	0.48%	1
Transport links and station	45.89%	95
Safe	20.77%	43
Open spaces	10.63%	22
Total Respondents: 207		

Almost all respondents answered this question, with almost two thirds of respondents answering that they valued the rural nature of Chelford, and the surrounding countryside and peace and quiet. Many respondents commented on the friendliness of the Parish, along with their pleasant neighbours. The excellent location of Chelford in relation to nearby larger settlements such as Knutsford and Macclesfield was noted, along with the good road and rail links and proximity to Manchester airport.

The village character and small size of the village was mentioned by a fair number of respondents, along with a number of people who felt that Chelford had a good range of facilities and shops for the size of the village.

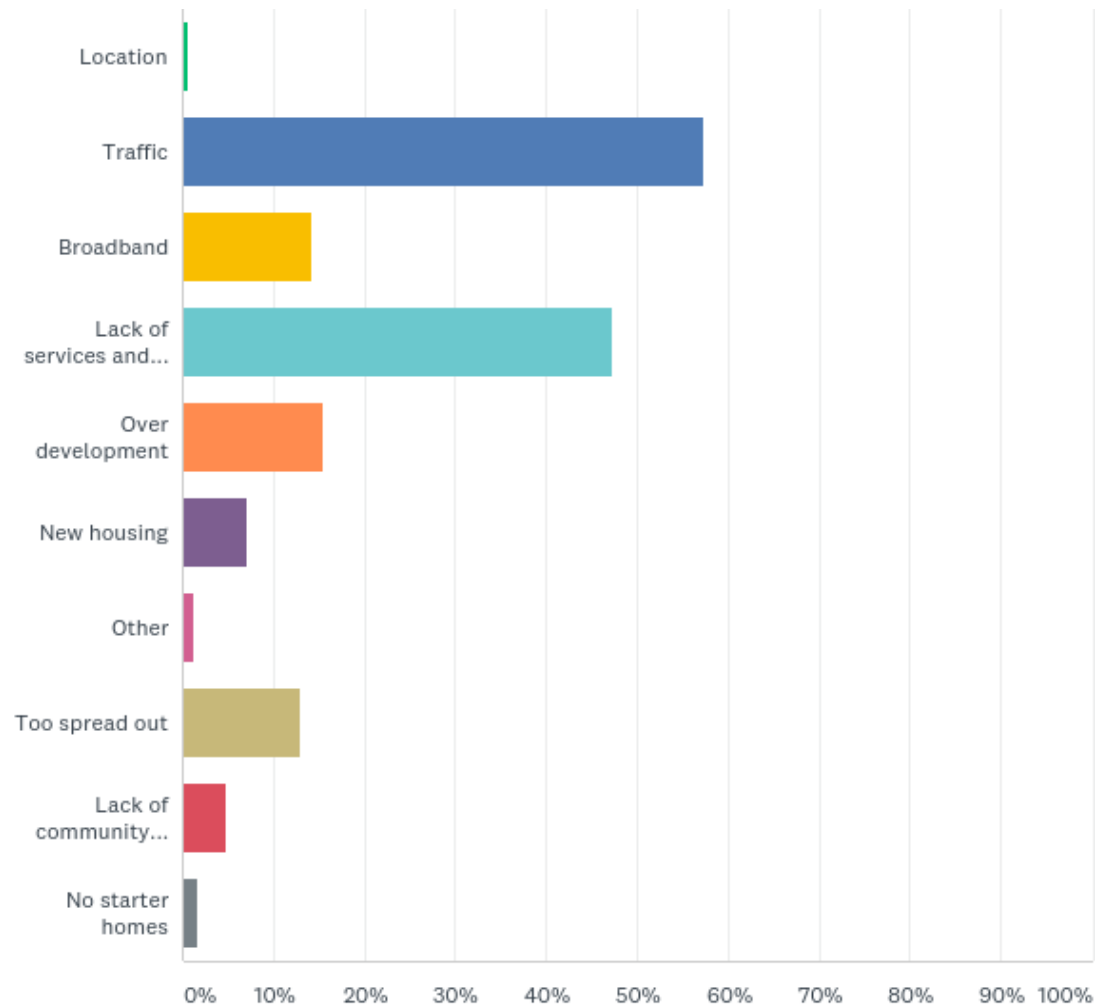
Other things about Chelford that respondents liked are listed below.

WHAT DO YOU LIKE ABOUT LIVING IN CHELFORD- ADDITIONAL SUGGESTIONS
Small x22
Good facilities and shops x21
Good school x5
Village feel x3
Clean x2
Not too many shops and takeaways x2
Individual character
The Parish Council
The postman
The parish magazine
Not a commuter belt

Community works together –Parish Council church and school
Good social activities
Good footpath network
Good climate
Good parking
No industry
Mix of people
Well designed

Q2: What do you dislike about living in Chelford Parish?

Answered: 167 Skipped: 42



ANSWER CHOICES	RESPONSES	
Location	0.59%	1
Traffic	57.40%	97
Broadband	14.20%	24
Lack of services and facilities	47.34%	80
Over development	15.38%	26
New housing	7.10%	12
Other	1.18%	2
Too spread out	13.02%	22
Lack of community spirit	4.73%	8
No starter homes	1.78%	3
Total Respondents: 169		

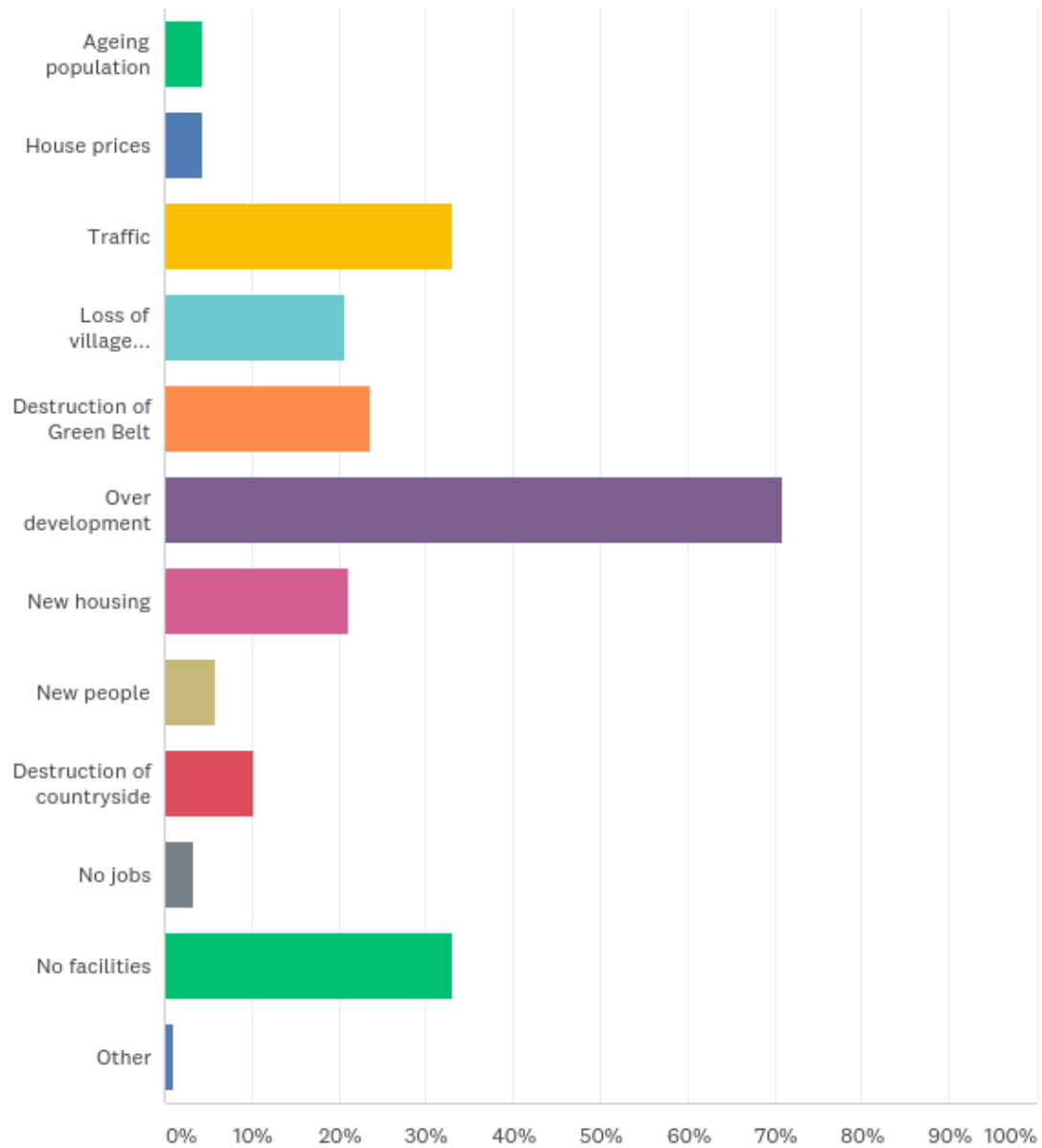
Less people answered what they disliked about living in Chelford than what they liked – and indeed a number of people commented that they couldn't think of anything that they disliked at all. The main answer was too much traffic and a lack of public transport, which over 50% of respondents mentioned, followed by a lack of services and facilities and over development. A number of respondents mentioned that they would like to see a better range of shops or a mini supermarket. A number of respondents mentioned the closure of the cattle market and untidy farmland around the Parish, and mentioned their dislike of the car boot sales. The lack of affordable housing for young people was mentioned by a number of respondents. Further issues raised are listed in the table below

WHAT DO YOU DISLIKE ABOUT LIVING IN CHELFORD- ADDITIONAL SUGGESTIONS
Need better shops x17
Car boots x 9
Derelict eyesore farmland x8
Loss of cattle market x6
Need more affordable housing for younger people x6
No café or restaurant x4
Need takeaway x4
Need a bank or cash machine x3
Lack of police presence x3
Buy to lets x 2
No pub x2
Post Office too far x2
Dog mess x2
Too many dogs with irresponsible owners x2
Need better play areas
Noise
Poor village hall
Growing population
Uncertainty of future development

Lack of parking
Pavements need repairing
Bushes and drains need maintenance
Dormitory town
Too quiet
Lack of community meeting places
Access to facilities is not safe for children
No real village centre
Short term residents
Lack of progressiveness
Shortage of young families
Treated as second class citizens
Land ownership in too few families
Lack of diversity
No mosque or multi faith centre

Q3: What do you see as the main threats for the future of Chelford Parish?

Answered: 203 Skipped: 8



ANSWER CHOICES	RESPONSES	
Ageing population	4.43%	9
House prices	4.43%	9
Traffic	33.00%	67
Loss of village character	20.69%	42
Destruction of Green Belt	23.65%	48
Over development	70.94%	144
New housing	21.18%	43
New people	5.91%	12
Destruction of countryside	10.34%	21
No jobs	3.45%	7
No facilities	33.00%	67
Other	0.99%	2
Total Respondents: 203		

A large number of people filled in this question, and many had obviously given it a lot of thought. The main threats were perceived to be over development, negatively impacting the village feel and character. Over 70% of respondents replied that this was what they saw as the main threat to the Parish. The destruction of the Green Belt, new housing and loss of village character were also often mentioned by respondents.

A large number of respondents felt that the lack of facilities, particularly with proposed new developments and an increase in population were a threat. This, along with the increased volume of traffic, along with a lack of public transport was seen as a threat by over a third of respondents.

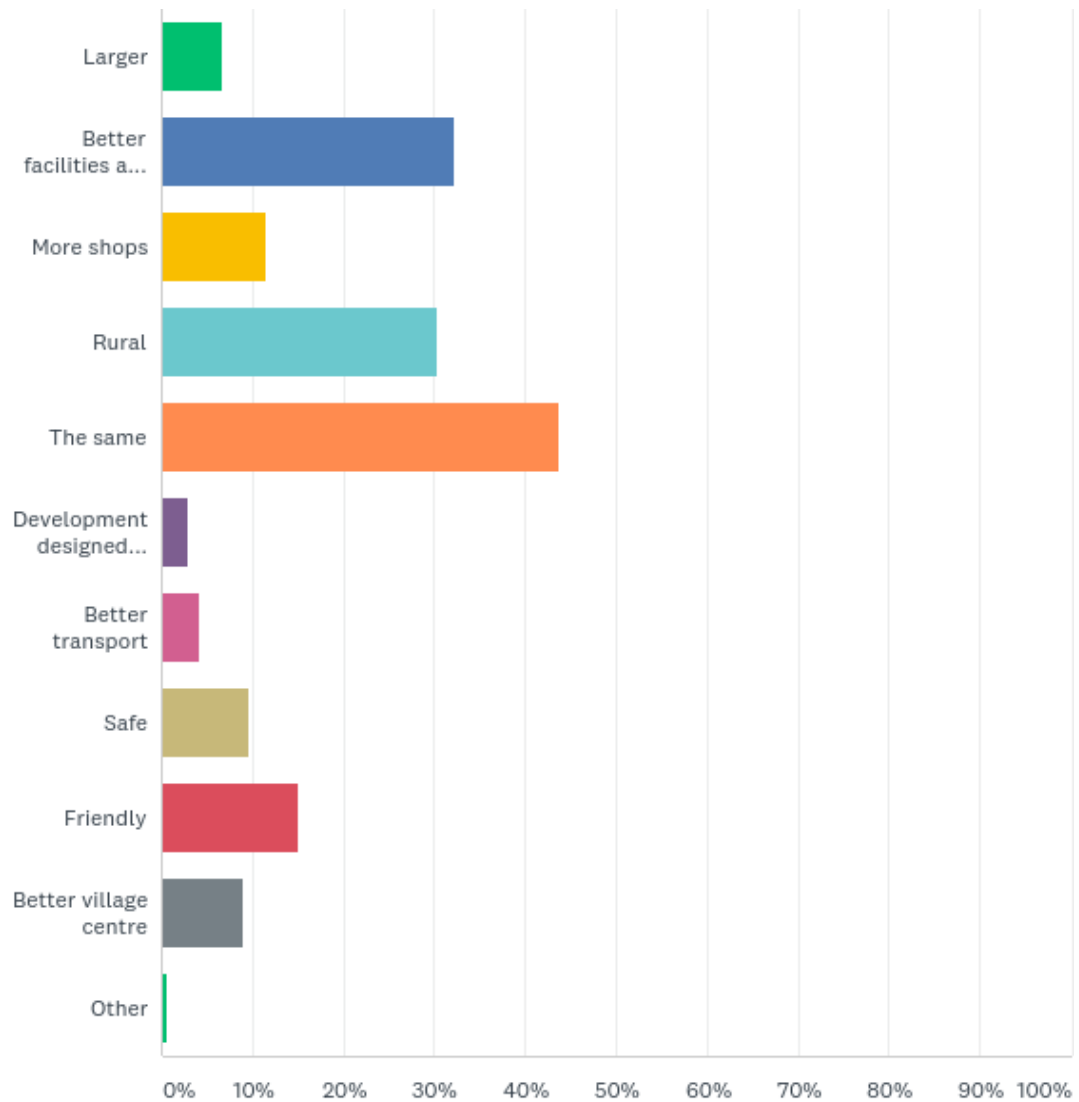
Other issues that people saw as threats for the future of Chelford Parish included a lack of infrastructure to keep pace with new developments, causing existing problems to be exacerbated, and worries about greedy developers. A list of the main threats considered is listed in the table below.

WHAT DO YOU CONSIDER ARE THE MAIN THREATS TO THE FUTURE OF CHELFORD PARISH– ADDITIONAL SUGGESTIONS
Lack of infrastructure to keep pace with new developments x9
Greedy developers x8
Noisy x4
Station may close x3
Newcomers do not integrate x3
Loss of post office x3
No village centre x3
Lack of affordable housing x2

Parking x2
Cafes and supermarkets coming x2
Lack of consultation x2
Protectionism and lack of progression x2
Crime x2
Lack of police
Introduction of affordable housing
Potential route changes at Manchester airport
Too large
Mot enough people going to church
Becoming a suburb
Becoming a commuter village
Need more bungalows
Need more play space
Jeremy Corbyn
Flooding
Activities on farmland
Pollution
Not enough for young people to do
Not a balanced community

Q4: By 2030, please describe what type of place you would like Chelford to be?

Answered: 165 Skipped: 46



ANSWER CHOICES	RESPONSES	
Larger	6.67%	11
Better facilities and infrastructure	32.12%	53
More shops	11.52%	19
Rural	30.30%	50
The same	43.64%	72
Development designed sympathetically	3.03%	5
Better transport	4.24%	7
Safe	9.70%	16
Friendly	15.15%	25
Better village centre	9.09%	15
Other	0.61%	1
Total Respondents: 165		

Respondents had many ideas of how they would like to see Chelford develop, and be like in 2030. Over 40% of respondents said that they would like the village to be exactly the same as it is now. Respondents obviously valued the rural character and village feel of the Parish, and a number stated that they would like it to be the same but with some improved facilities. A number of respondents commented that they were unlikely to still be around in 2030, but many still described what they would like to see.

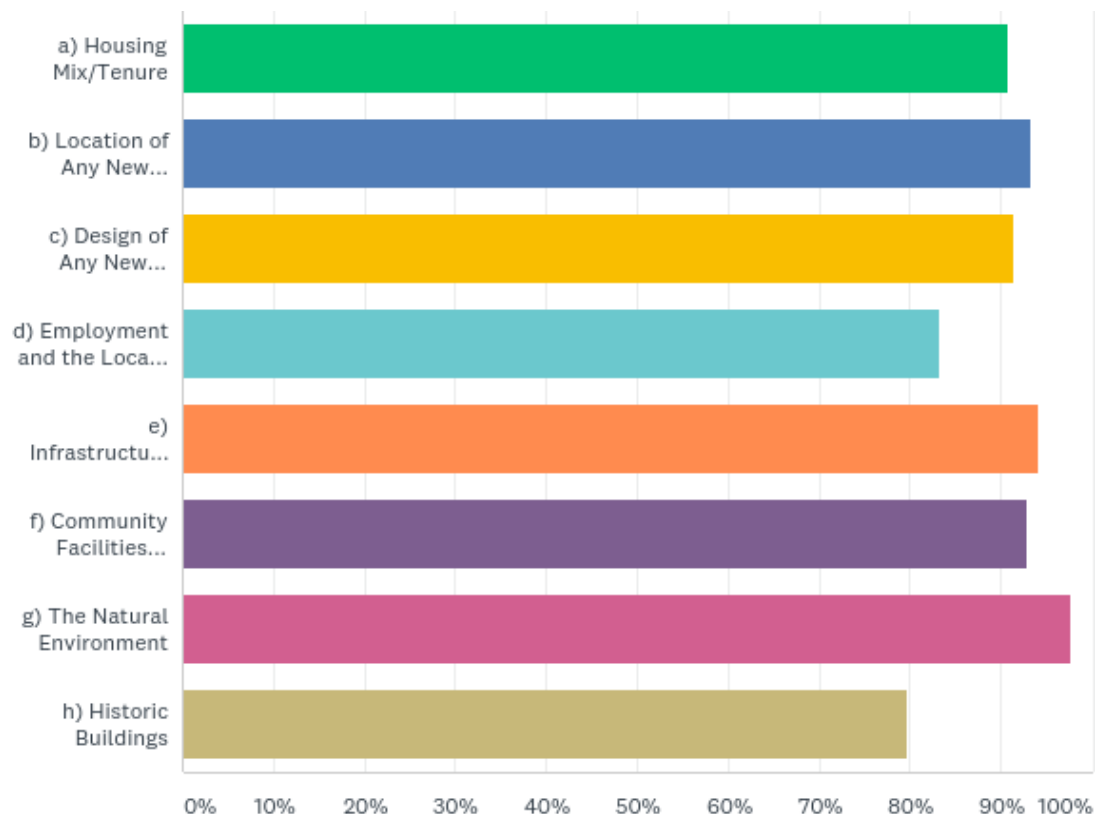
Other ideas that people had can be viewed in the table below. A number of respondents commented that they would like to see Chelford as thriving and vibrant, with the village identity retained, and with a diverse community that catered for all generations, along with affordable and starter homes to enable the younger generation to remain in the village.

BY 2030 WHAT TYPE OF PLACE WOULD YOU LIKE CHELFORD TO BE – ADDITIONAL SUGGESTIONS
Mix of ages x12
Thriving and vibrant x12
Retain village identity x9
Affordable housing and starter homes x7
Improved playgrounds and more for young families X5
Improved leisure facilities and cycle/walking routes x5
A better village hub and connectivity x4
Peaceful x4
Jobs x4
Green spaces x4
Better retail and cafes and takeaways x3
Small x2
Meeting places x3

Return of the cattle market
Tolerant and welcoming
A high school
Mixed housing
Housing for the elderly
Community Spirit
Like Altrincham or Sale
Balanced community
The good school maintained

Q5: Do you agree that the main planning issues below, should be considered by the Planning Group when developing a Neighbourhood Plan up to 2030? Yes

Answered: 208 Skipped: 3

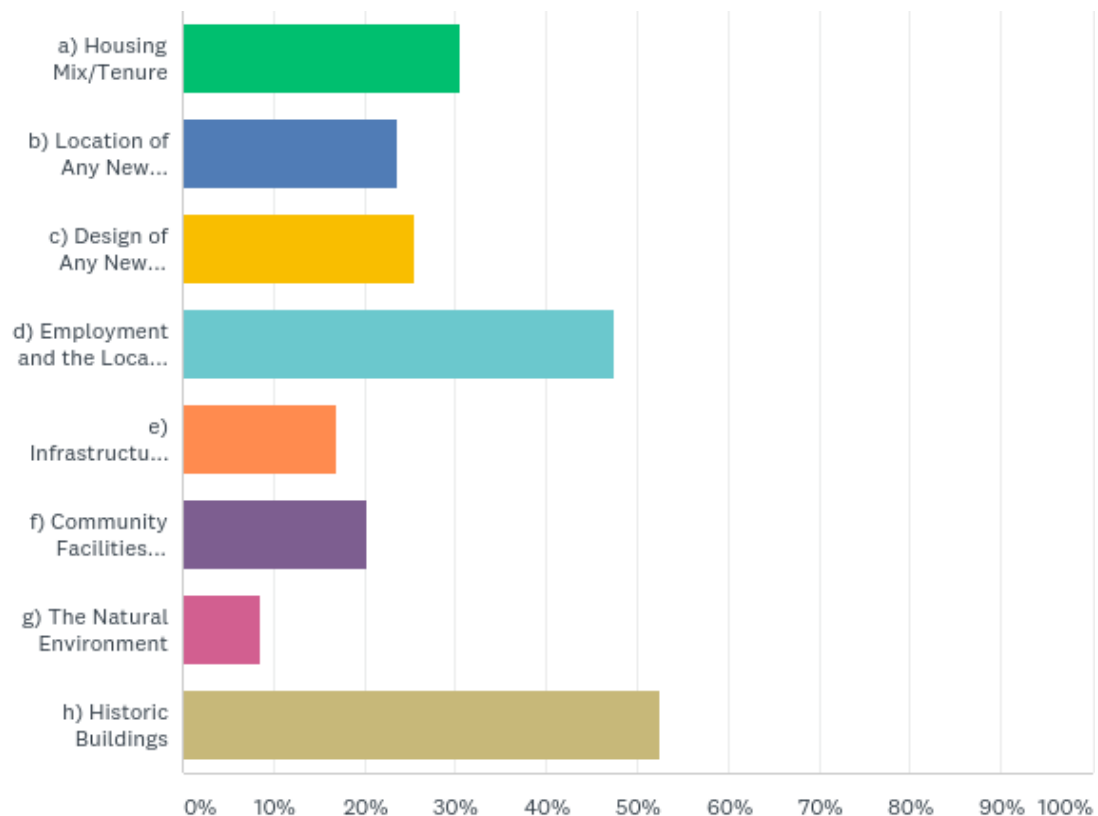


ANSWER CHOICES	RESPONSES	
a) Housing Mix/Tenure	90.87%	189
b) Location of Any New Developments	93.27%	194
c) Design of Any New Developments	91.35%	190
d) Employment and the Local Economy	83.17%	173
e) Infrastructure (e.g. parking, broadband)	94.23%	196
f) Community Facilities (e.g. leisure/recreation)	92.79%	193
g) The Natural Environment	97.60%	203
h) Historic Buildings	79.81%	166
Total Respondents: 208		

Almost all the respondents to the survey answered this question positively, with over 90% agreeing that the natural environment, infrastructure, the location of new developments, community facilities, the design of new developments and housing mix and tenure should be considered for inclusion in the Neighbourhood Plan. Employment and the local economy, and historic buildings were less popular, but still enjoyed approximately 80% of respondents' support.

Q6: Do you agree that the main planning issues below, should be considered by the Planning Group when developing a Neighbourhood Plan up to 2030? No

Answered: 59 Skipped: 152

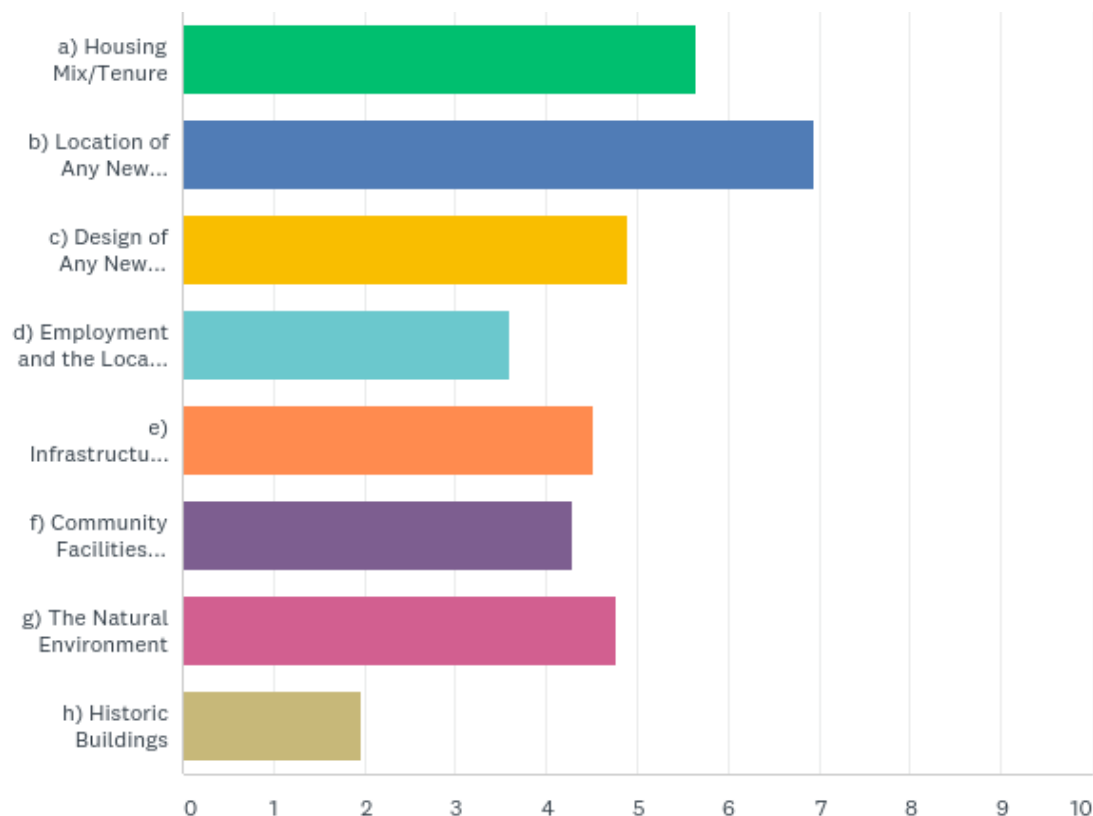


ANSWER CHOICES	RESPONSES	
a) Housing Mix/Tenure	30.51%	18
b) Location of Any New Developments	23.73%	14
c) Design of Any New Developments	25.42%	15
d) Employment and the Local Economy	47.46%	28
e) Infrastructure (e.g. parking, broadband)	16.95%	10
f) Community Facilities (e.g. leisure/recreation)	20.34%	12
g) The Natural Environment	8.47%	5
h) Historic Buildings	52.54%	31
Total Respondents: 59		

Less people answered that they didn't agree with the issues mentioned for inclusion in a Neighbourhood Plan. 31 respondents did not feel that historic buildings should be included, and 28 felt that employment and the local economy did not need to be included. A lower number of respondents felt that housing mix and tenure, the design and the location of new developments, and community services and infrastructure should be included. Only 5 respondents felt that the natural environment did not need consideration.

Q7: Please rank them in order of importance to you e.g. 1 being the most important.

Answered: 150 Skipped: 61

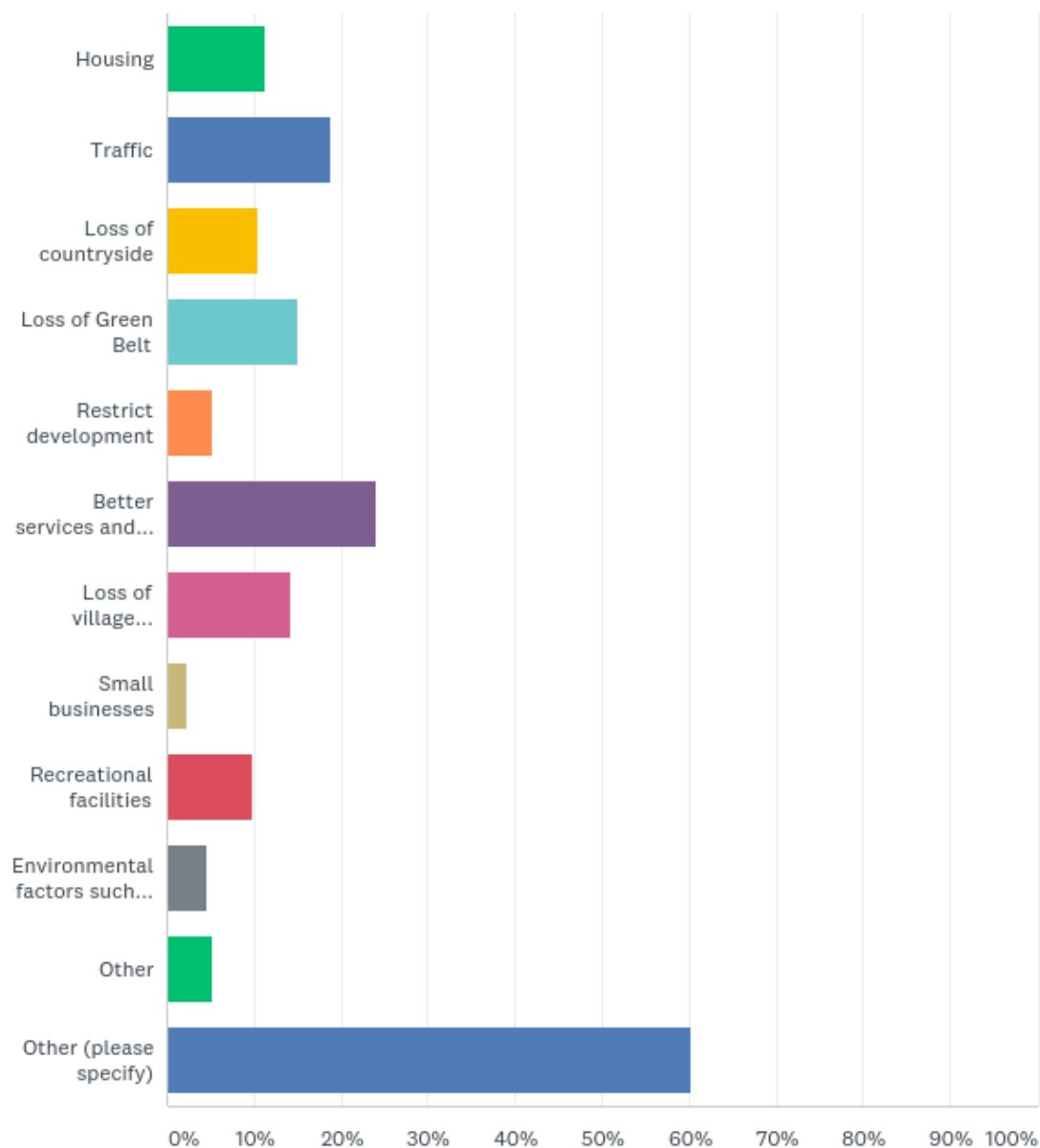


	1	2	3	4	5	6	7	8	TOTAL	SCORE
a) Housing Mix/Tenure	18.75% 27	21.53% 31	18.75% 27	14.58% 21	10.42% 15	6.94% 10	6.25% 9	2.78% 4	144	5.64
b) Location of Any New Developments	49.32% 73	22.30% 33	15.54% 23	5.41% 8	2.70% 4	3.38% 5	0.68% 1	0.68% 1	148	6.94
c) Design of Any New Developments	5.52% 8	15.17% 22	26.90% 39	13.79% 20	11.72% 17	11.72% 17	12.41% 18	2.76% 4	145	4.90
d) Employment and the Local Economy	1.45% 2	7.97% 11	6.52% 9	16.67% 23	15.94% 22	19.57% 27	15.22% 21	16.67% 23	138	3.59
e) Infrastructure (e.g. parking, broadband)	6.16% 9	11.64% 17	10.27% 15	20.55% 30	19.18% 28	19.18% 28	9.59% 14	3.42% 5	146	4.52
f) Community Facilities (e.g. leisure/recreation)	4.14% 6	10.34% 15	13.79% 20	13.79% 20	19.31% 28	19.31% 28	16.55% 24	2.76% 4	145	4.28
g) The Natural Environment	16.33% 24	10.88% 16	8.84% 13	14.97% 22	16.33% 24	13.61% 20	17.01% 25	2.04% 3	147	4.77
h) Historic Buildings	0.73% 1	3.65% 5	2.92% 4	2.92% 4	5.84% 8	4.38% 6	17.52% 24	62.04% 85	137	1.97

Respondents were asked to rank the listed planning issues in order of their importance. Over 70% of respondents answered this question. The most important issue was considered to be the location of any new developments, with almost 50% of respondents ranking this most highly, followed by housing mix and tenure and the natural environment. Although not many people ranked the design of new developments as their first priority, it scored highly over all being the third most popular issue. Employment and historic buildings were ranked lowest in order of importance – although as indicated in question 5, almost 80% of respondents thought that they should be included.

Q8: Please state any other issues that you think we should consider when developing the Plan (Please note that issues must relate to land use planning and should not include things as road maintenance, litter, speeding, bus services, etc).

Answered: 133 Skipped: 78



ANSWER CHOICES	RESPONSES	
Housing	11.28%	15
Traffic	18.80%	25
Loss of countryside	10.53%	14
Loss of Green Belt	15.04%	20
Restrict development	5.26%	7
Better services and infrastructure	24.06%	32
Loss of village character	14.29%	19
Small businesses	2.26%	3
Recreational facilities	9.77%	13
Environmental factors such as pollution	4.51%	6
Other	5.26%	7
Other (please specify)	60.15%	80
Total Respondents: 133		

A little under two thirds of respondents answered the question as to whether there were any other issues that they felt should be included in the Neighbourhood Plan. Some respondents repeated issues that had been listed, such as housing and infrastructure. Respondents were keen to ensure that the village character was retained and that Chelford remains as a village and not a town. A number of respondents suggested that a supermarket was needed, but others felt that retail should be limited. The largest responses were the need for better services and infrastructure followed by traffic and public transport. The loss of the Green Belt and loss of the countryside were also highlighted along with the need for improved leisure and recreational facilities. Further issues raised are listed in the table below.

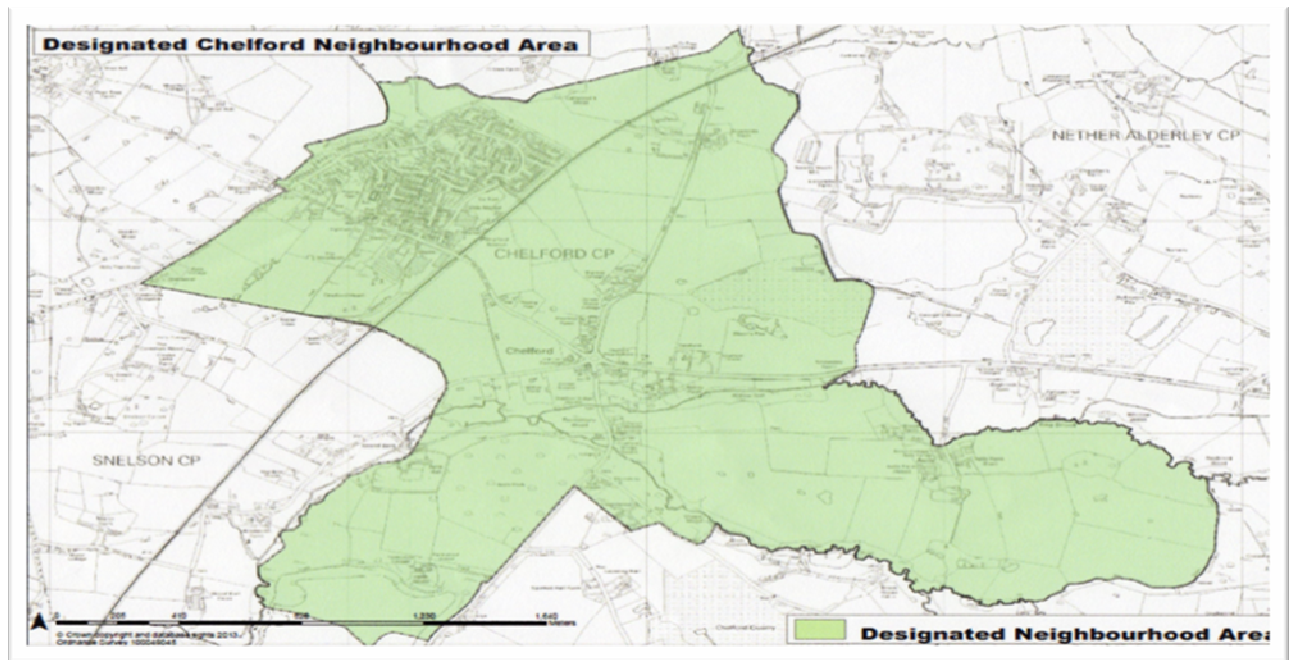
OTHER ISSUES TO BE CONSIDERED WHEN DEVELOPING THE NEIGHBOURHOOD PLAN
More retail x13
More affordable housing x8
Better parking x7
Improve facilities x6
Ensure good design x5
Protect open spaces and recreation areas x5
Limit retail x4
More takeaways x4
Ensure the maintenance and provision of cycleways and footpaths x4
Protect wildlife and nature x3
Consider the elderly x3
Health and wellbeing, and keep the surgery x3
Communication and coordination with adjacent parishes x2
Density of development x2
Give residents a vote x2

Road crossing x2
Develop brownfield x2
Ban car boots x2
Safer to walk x2
Don't allow change of use after planning permission x2
Small scale development
No industrial parks
Phase development
Make the pub a community asset
Ensure a good housing mix
Allow families to extend and adapt their homes
Tidy up farm land
No affordable housing
Limit mineral extraction
Stop speeding
Keep the station functional
Keep post office
Protect views
Ensure developer contributions are made
Support jobs and businesses
Pollution
Renewable energy
Location of development
Relocate village hall to centre
Ensure that utilities can cope with increased demand
Ensure a balanced and diverse community – don't just focus on the elderly
A mosque or multi faith centre

APPENDIX A – CHELFORD RESIDENTS' SURVEY

Chelford Neighbourhood Plan

Help Shape the Future of Our Community



What is a Neighbourhood Plan?

- A Neighbourhood Plan is an opportunity for every resident in Chelford to have a say in how Chelford Parish should develop up to 2030 to meet local needs.
- Neighbourhood Plans are important planning documents. When completed and accepted, the plan will have legal status for planning purposes. Cheshire East planners must use the plan, alongside their local plan, to determine planning decisions of future development in the parish.
- The Neighbourhood Plan must conform to the principles and strategies of the Cheshire East Local Plan and although our plan cannot stop future development, it will give us a major say in influencing and shaping that development.
- There are approximately 50 Neighbourhood Plans in Cheshire East underway or completed. They are being used successfully to help decide planning applications and have been used to fight appeals.

- A Neighbourhood Plan can allocate sites for development and can have a number of policies covering planning issues such as housing, local character and design, the natural environment, community facilities and more.

Why Have We Decided to Produce a Neighbourhood Plan?

- Our parish is about to undergo significant change with two new housing developments, which could increase the population by almost 500 people (+40%) and the housing stock by about 180 dwellings (+36%)
- Chelford is experiencing pressure from landowners and developers to take land out of the green belt and build even more homes.
- A Neighbourhood Plan will allow us to state where and how we want future development to occur--housing, businesses, services, infrastructure
- A Neighbourhood Plan will offer us a measure of control and influence to ensure that the parish grows and develops in an appropriate and acceptable way.

What Do We Have To Do?

- The plan is a community plan not a Parish Council Plan, although the Parish Council has overall responsibility for the process
- We have to consult with all interests in the parish including residents of all ages, businesses and other organisations and any other interested parties, so that we can gain information on their future needs and issues.
- We will hold public events and consultations at different stages of the Neighbourhood Plan process to ensure that everyone is well informed and has the opportunity to make their views known
- We will keep you informed regularly and all relevant documents, information and updates can be found on the Village Website via the Neighbourhood Planning Portal on the Home Page.
- We must gather a wide variety of information and evidence; analyse it in detail and then use it in order to write the plan
- We have to prepare a draft document which is then subject to public consultation, before being formally submitted to Cheshire East for further consultation, prior to independent examination

- Cheshire East will then organise a referendum of Chelford residents on the electoral roll, at which 50% of votes cast must be in favour of the Plan before it can be formally adopted.

What Have We Done So Far?

- We have gone through the required consultation process with Cheshire East to have our Neighbourhood Area designated (see map on page 1)
- We have formed a Steering Group which has drawn up a project plan; has successfully bid for central government funding; has gained consultancy support; has begun the consultation process

How Long Will It Take?

- It is a major project, which will require considerable work. It will require the help of a number of volunteers to work on specific aspects of the plan.
- We are aiming to complete the process by the end of 2018 but this will require your help by completing questionnaires thoroughly and returning them promptly; getting involved in consultations; and where possible by volunteering to help the planning team.

PLEASE ANSWER ALL THE QUESTIONS

All responses will remain anonymous and will be treated as confidential

RESIDENTS' SURVEY

We want to know your views on Chelford Parish and what are the main planning issues over the next 13 years that we should consider in the Neighbourhood Plan?

This information will help us draw up a vision and objectives for Chelford and help us to design a more detailed questionnaire, which we will then ask you to complete in due course. This will help us draft planning policies.

Please complete all aspects of the questionnaire. If you prefer it can be completed online using the Neighbourhood Plan link on the Village website home page. Additional copies can be obtained from local shops.

1. What do you like about living in Chelford Parish?

a)

b)

c)

2. What do you dislike about living in Chelford Parish?

a)

b)

c)

3. What do you see as the main threats for the future of Chelford Parish?

a)

b)

c)

4. By 2030, please describe what type of place you would like Chelford to be?

5. Do you agree that the main planning issues below, should be considered by the Planning Group when developing a Neighbourhood Plan up to 2030? Please indicate with a tick by Yes or No and also rank them in order of importance to you e.g. 1 being the most important.
(Please note that issues relate to land use planning)

RANK

a) Housing Mix/Tenure	YES	NO
b) Location of Any New Developments	YES	NO
c) Design of Any New Developments	YES	NO
d) Employment and the Local Economy	YES	NO
e) Infrastructure (e.g. parking, broadband)	YES	NO
f) Community Facilities (e.g. leisure/recreation)	YES	NO
g) The Natural Environment	YES	NO
h) Historic Buildings	YES	NO

6. Please state any other issues that you think we should consider when developing the Plan
(Please note that issues must relate to land use planning and should not include things as road maintenance, litter, speeding, bus services, etc).

i) _____

ii) _____

iii) _____

Thank you for completing this first questionnaire. One of our representatives will call and collect your responses

Responses may also be left in the following local shops in the appropriate box:

AJ Boons Butchers, Chelford Newsagents. Chelford Surgery

If you would like to be involved in anyway with developing the Neighbourhood Plan, please contact the Clerk to Chelford Parish Council at:

clerk.chelfordpc@gmail.com Tel: 01477 571 444