



**LONG MARSTON
NEIGHBOURHOOD PLAN SURVEY
2019**

FINAL REPORT SUMMARY

**Prepared by:
Stratford-on-Avon District Council
Performance, Consultation & Insight Unit
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1.0 SUMMARY OF RESULTS

3.1 LIVING IN LONG MARSTON

- Residents were asked for the top four things that they value most about living in Long Marston. 71% valued that it was a rural village with access to the countryside. 59% liked the house they lived in and 47% liked the friendly and safe environment. 44% enjoyed the community spirit in the village.
- Asked to indicate the two things that give Long Marston its character and distinctiveness, 64% indicated the rural environment/countryside views and 62% the easy access to the surrounding countryside.
- 72% of residents felt it extremely important that the physical separation between Long Marston and the surrounding settlements should be ensured, with a further 19% saying it is very important.
- The highest satisfaction rate was for the Poppin Community Shop that recorded a 100% satisfaction rate (very satisfied/satisfied). 96% were satisfied with the access to medical services and 94% the access to dental services. 99% were satisfied with the Church, 95% likewise with the Village Hall and 93% the Pub.
- For different age groups, facilities for older people had the highest satisfaction levels at 89%. However, 70% of residents were dissatisfied with the facilities for young people aged 12 to 18, 66% dissatisfied for facilities for young children aged 6 to 11, and 65% dissatisfaction for those under 6.

3.2 TRANSPORT, TRAFFIC AND PARKING

- 44% used private transport for employment reasons more than once daily or daily. Exactly half used private transport more than once daily or daily for recreational/leisure purposes. 64% used private transport on a weekly basis for shopping and 46% on a monthly basis for health/medical reasons. 20% did the school run using private transport more than once daily or daily.
- 57% of respondents were concerned about parking on the pavements and parking on verges. 21% did not like visitors blocking the road and 20% were concerned about damage from passing vehicles.
- 93% of residents believed that any new housing should have off-street parking for two or more cars.
- Residents were asked for their frequency of use of the public bus service (no.27). 3% of residents use the bus more than once daily or daily for school run reasons, however 96% never use it. 97% never use the bus for employment reasons. 23% use the bus weekly or more and 22% the same for shopping.
- Asked what would encourage them to use the local bus service more, residents indicated improved schedule times (45%), more buses (42%) and more destinations (32%). Exactly a third said they would never use the bus.

3.3 HOUSING

- Residents were asked about the suitability of new development by size. 95% felt it is not suitable for one large development of more than 20 houses. 78% felt the same way about medium sized developments between 10 and 15 houses. For

small developments fewer than 10 houses, 15% felt it would be very suitable and 41% quite suitable.

- The development of individual plots saw 36% indicating they would be very suitable and 42% quite suitable.
- Exactly two-thirds of residents felt a mixture of small and medium developments would not be suitable.
- Residents were asked to rate the importance of different types of new property. 78% felt it very or quite important to have bungalows, 75% two or three bedroom homes and 69% the same way for affordable housing. Least important where residents said not important, was given to flats (89%), maisonettes (83%), one bedroom homes (58%) and homes with four or more bedrooms (56%).
- Residents were given a list of features that any development in Long Marston might have. Asked to indicate their top five; these were to have designs that respects the size and appearance of the existing village (68%), preventing the urbanisation of the rural character and historic setting (68%), have development in keeping with the rural character (58%), have effective drainage and flood prevention (57%), and have adequate off-street parking spaces across the development (55%).
- Residents were given details of four different types of new housing and how it would be designed for different groups of people. Housing designed for people with reduced mobility was very or quite important for 82% of residents, housing designed for young families in starter homes was very or quite important for 80%, closely followed by 78% saying it was very or quite important to have supported accommodation. The score for people with local connections was 76%.
- In terms of ownership and tenure the highest importance was for privately-owned properties (91% very or quite important), followed by a mixture of private, rented or shared ownership (70% very or quite important), 59% for rented and 56% for shared ownership.

3.4 LANDSCAPE AND DEVELOPMENT

- 56% of residents disagreed or strongly disagreed with the building of 'backland development' in the village. 15% strongly agreed or agreed.
- 65% of residents disagreed or strongly disagreed that there should be 'infill development' in the village. 18% agreed or strongly agreed that this should be allowed.
- Residents were given a list of seven potential priorities that could be in the Neighbourhood Plan that would help protect the quality of the environment. Asked for the top three considered most important to them, 69% wanted to ensure that any new building minimises the impact on the rural character of Long Marston, 67% wished to preserve the views of the countryside as much as possible and 65% wished to preserve the green areas within the village.

3.5 NATURAL ENVIRONMENT

- Residents were given a list of seven potential priorities that could be in the Neighbourhood Plan that would help protect the natural environment. Asked for the top three considered most important to them, this resulted in 74% wanting

the rural character of the village preserved, 65% wishing to see mature trees and hedgerows including woodland preserved and 51% feeling it important for the rural view to be preserved.

- In terms of the natural environment, residents were asked what they would like to see improved within Long Marston. The top four were to plant/manage/protect roadside hedges and wildlife corridors for 82% of residents, the maintenance of ponds, streams and ditches (76%), and 63% of residents both wanting the planting of new orchards/coppices and the development of new meadows or woodlands.
- Exactly three-quarters of respondents wish to see road improvements if there were developer contributions to the community, 59% would like to see wildlife habitats developed, a further 59% want adult or youth recreational facilities and 54% wish to see projects given better access to the countryside.

3.6 EMPLOYMENT AND BUSINESS

- 68% of those with businesses in the Parish mainly run them from home, with 32% doing so from other premises. This equates to 22 businesses.
- Of the 22 businesses, a third were in consultancy and almost a quarter in farming or horticulture.
- 15 of 16 businesses responding experienced poor mobile phone reception and 12 poor broadband.
- All respondents were asked four questions on business and employment in Long Marston. There was a 51/49 split in favour of encouraging more local business, 55% wished to see more local jobs encouraged, 38% felt improvements/development for tourism should be made and 29% felt there was a need for starter units or facilities for local business.

3.7 ABOUT YOU

- A third of the sample were aged 45 to 54, a quarter 65 to 74 and just less than one in five, 55 to 64. 5% of respondents were aged under 35.
- Over a third of the sample completing the questionnaire had lived in the parish for 21 years or more, 29% between six and twenty years, with 36% having lived in the area for five years or less.
- 84% of the sample intend to stay living in Long Marston, 9% wish to leave, and 6% want to stay in either larger, smaller or extended accommodation.