



**LONG MARSTON
NEIGHBOURHOOD PLAN SURVEY
2019
FINAL REPORT**

**Prepared by:
Stratford-on-Avon District Council
Performance, Consultation & Insight Unit
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APPENDICES

Q4a: How satisfied or dissatisfied are you with the following facilities in Long Marston and the surrounding area? Please add any comments on the facilities listed above.
Q4b: Over the short term (next 5 years) what improvements do you feel should be undertaken to any of the facilities listed above? Please list here any other facilities you would like to see.
Q5: How frequently do you use private transport (car, van, motorcycle) for the following? If you wish to comment on transport, please do so in the box below.
Q6a: What are your general concerns about parking (your own and others' parking) in Long Marston? Other
Q6b: Please comment below on the concerns you have ticked in the question above on parking.
Q9: What would encourage you to use the local bus service more? If you wish to comment on transport, please do so in the box below.
Q16: If the fields/land you believe are suitable for future housing are in the Neighbourhood Plan area, but NOT shown on the map in Q15, then please describe their location and mark them on the map below.
Q19: What priorities should the Neighbourhood Plan have in protecting the quality of the environment? Other
Q22: Please select which views (if any) you value and believe need protecting when/if new developments are being considered. Please write in the new view number(s) and the reason(s) for protection in the box below. If the view you consider important is not shown on the map, please draw an arrow directly on to the map below.
Q30a: Are you intending to stay living in Long Marston for more than five years? If no, then please comment below on why you are likely to move away.
Q30b: Extra comments made by people who ticked yes/ did not tick an answer but still commented.

1.0 INTRODUCTION

The Long Marston Neighbourhood Plan survey was designed to gather the opinions and views of the residents of Long Marston in order to help shape the development plan for the village. It is seen as an important stage in the future development of Long Marston to provide key information and evidence with which to shape the future development plan.

There will be a Draft Neighbourhood Plan that will eventually, following a full consultation and inspection by an Independent Examiner, go to a Public Referendum. If it gets the approval of the majority of those that vote, it will then go to Stratford District Council. They can then adopt it to have legal status and considerable weight in the planning process.

The Neighbourhood Plan does not cover the whole parish, as it leaves out the areas at Meon Vale and the airfield where development has already been given outline permission. The map below shows the area which will be covered.



2.0 METHODOLOGY

The Performance, Consultation and Insight section at Stratford-on-Avon District Council (SDC) offers its services as a market research agency to other District Councils, Parish and Town Councils and other public bodies. The section was engaged by Long Marston Parish Council, as they could offer an independent research project.

The questionnaire was designed to be answered as an individual. All household occupants aged 16 and over were invited to complete the questionnaire. Two questionnaires were distributed per household. Additional copies could be downloaded from the Neighbourhood Plan website. Volunteers collected the questionnaires back after the deadline in sealed envelopes. The sealed envelopes were opened at the Stratford District Council offices.

The survey period was from 8th June to 30th June 2019.

235 households were posted questionnaires in Long Marston (2 copies per household - 470). 171 questionnaires were returned.

Every household also received a Housing Needs Survey for Long Marston parish, which was only completed if someone in the household had a need for alternative housing and wish to live within the parish. Warwickshire Rural Community Council analysed that particular survey.

All the information provided was processed by an independent third party, and SDC aggregated and analysed the responses to create this final report. This allowed complete confidentiality for the responses.

The report follows the order of the questionnaire. Charts and tables are used throughout the report to assist the interpretation of the results. In some cases where the percentages do not add up to 100%, anomalies appear due to "rounding". The term "base" in the tables and charts refers to the number of responses to a particular question. These are shown with a bracket around the number.

3.0 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.

4.0 RESULTS IN DETAIL

4.1 LIVING IN LONG MARSTON

Residents were asked for the top four things that they value most about living in Long Marston.

Seven out of ten respondents (71%) valued that it was a rural village with access to the countryside. Six out of ten residents (59%) liked the house they lived in and just under half (47%) like the friendly and safe environment. 44% enjoyed the community spirit in the village. Three other responses were given, including being near Stratford.

Table 1:

What are the top four things that you value about living in Long Marston?	Number	%
Rural village with access to countryside	118	71
The house I live in	98	59
Friendly and safe environment	79	47
Community spirit	74	44
Low density housing	68	41
Amenities and facilities (like the Village Hall and Community shop)	63	38
The linear form of the village allowing most households to enjoy countryside views	45	27
Local wild life and habitats	37	22
Low light pollution (night skies)	36	22
Historic & natural features (Church, Historic Buildings & Green spaces)	30	18
Convenient for work	8	5
Other	3	2
Base: (All respondents) (167)		

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.

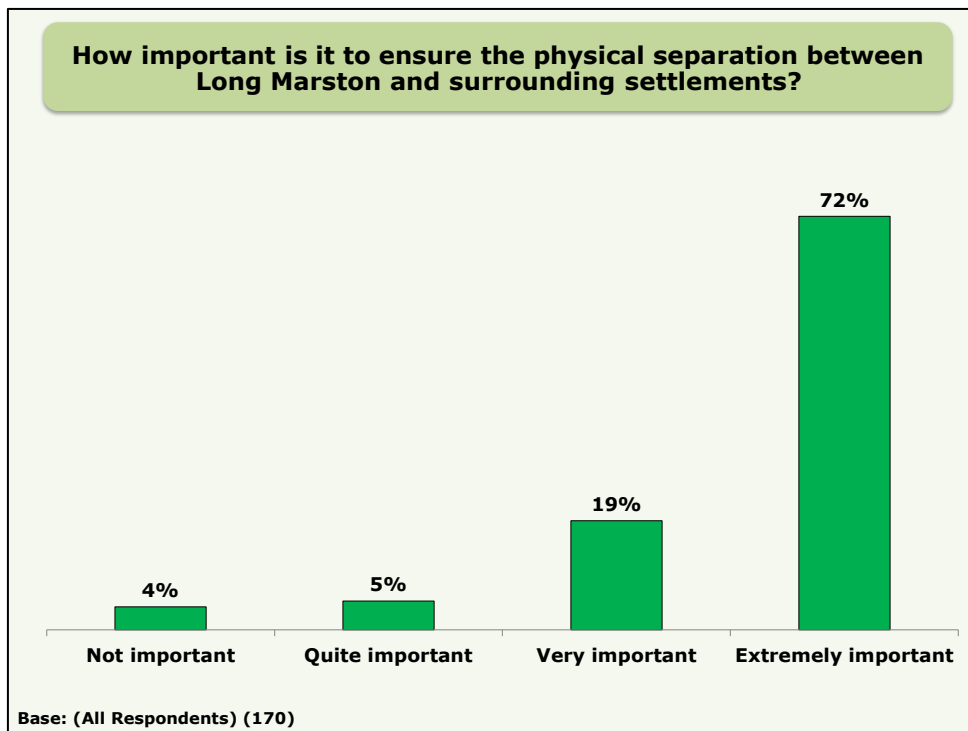
Five other responses were given, including the community mix and the fact there is a Post Office and village stores.

Table 2:

What are the main things that give Long Marston its character and distinctiveness?	Number	%
The rural environment/countryside views	109	64
Easy access to surroundings and countryside	105	62
The linear nature of Long Marston	61	36
Architectural mix of properties	49	29
Other	5	3
Base: (All Respondents)(169)		

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.

Chart 1:



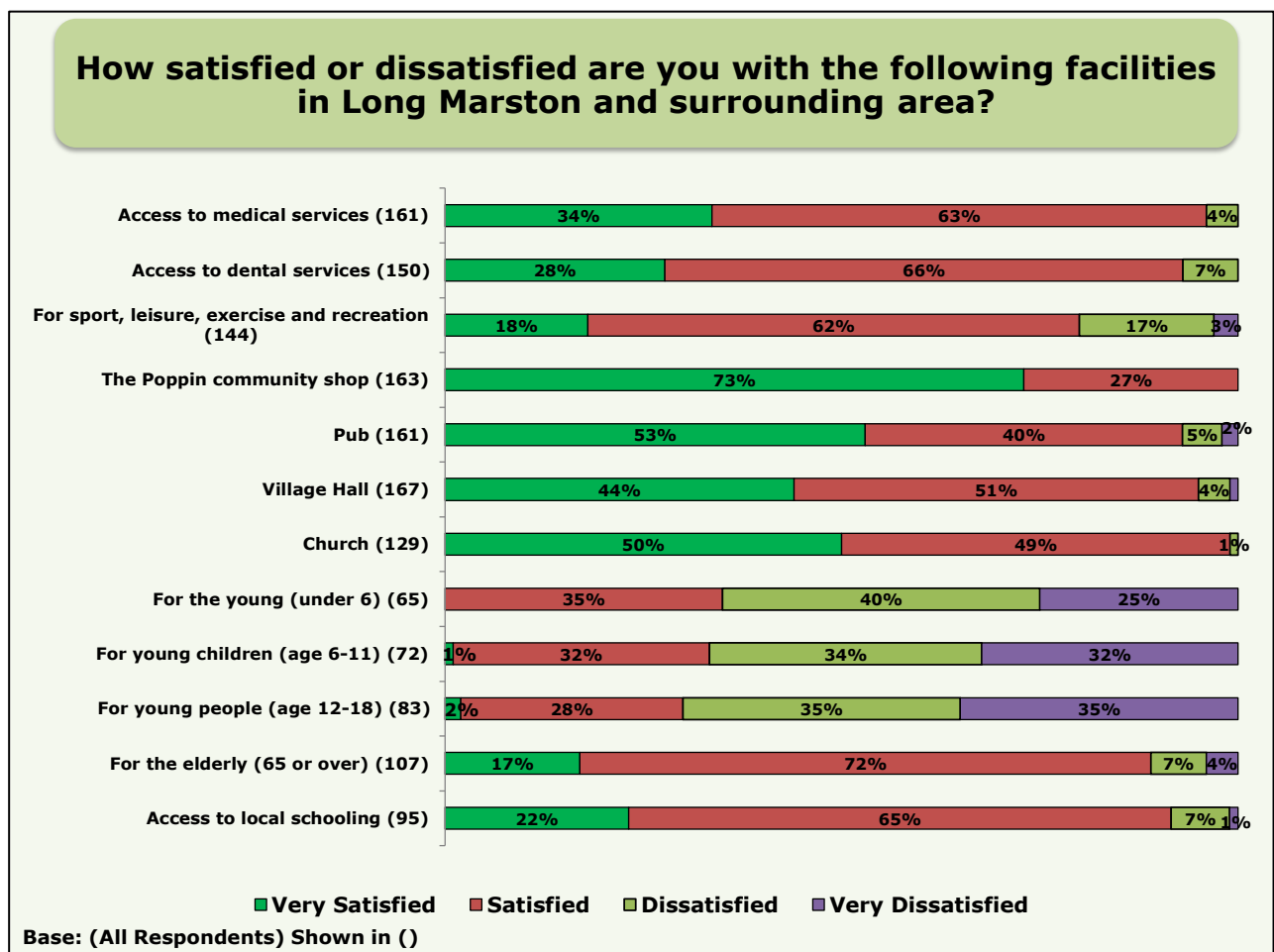
Residents were asked how satisfied they were with a number of facilities in Long Marston and the surrounding area. The chart shows the results with the 'don't know' / no opinion category taken out as per normal market research practice.

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.

Chart 2:



4.2 TRANSPORT, TRAFFIC AND PARKING

Residents were asked how frequently they used private transport for various reasons.

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.

Asked to comment on transport, 20 responses were received and these are included in the Appendix.

Table 3:

How frequently do you use private transport (car, van, motorcycle) for the following?						
	More than once daily	Daily	Weekly	Monthly	Less than monthly	Never
Employment (158)	26 (16%)	45 (28%)	16 (10%)	1 (1%)	3 (2%)	67 (42%)
Education (school run) (150)	17 (11%)	14 (9%)	8 (5%)	4 (3%)	11 (7%)	96 (64%)
Recreation/leisure (164)	15 (9%)	68 (41%)	70 (43%)	3 (2%)	3 (2%)	5 (3%)
Shopping (167)	6 (4%)	44 (26%)	107 (64%)	4 (2%)	1 (1%)	5 (3%)
Health/medical (164)	2 (1%)	2 (1%)	16 (10%)	75 (46%)	63 (38%)	6 (4%)
Base: (All Respondents) Shown in ()						

Residents were asked for their general concerns about parking in Long Marston. 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.

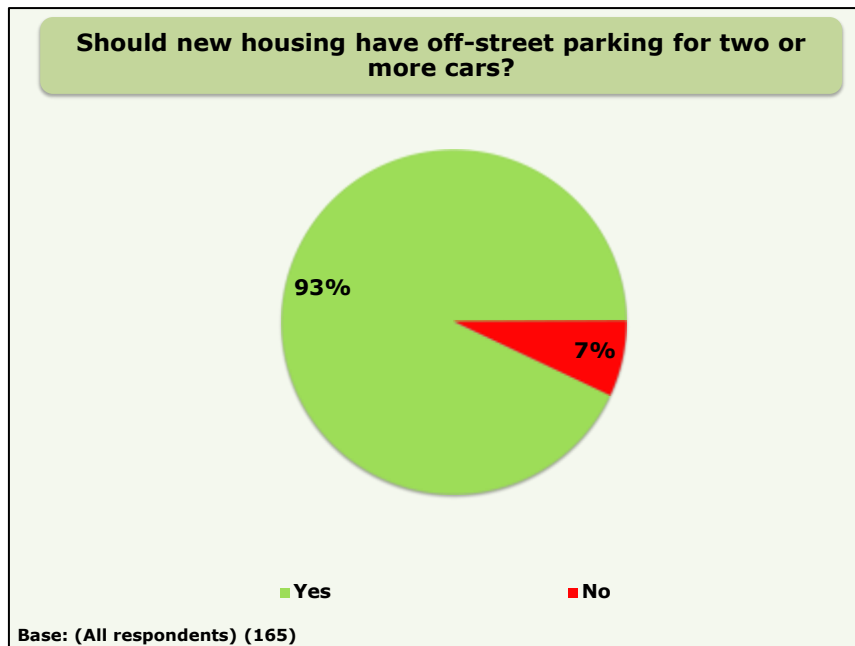
Seven respondents made other comments that are included in the Appendix. Asked to expand on their concerns, 54 responses were made and these are included again in the Appendix.

Table 4:

What are your general concerns about parking (your own and others' parking) in Long Marston?	Number	%
Parking on pavements	92	57
Parking on verges	92	57
No concerns	41	25
Visitors blocking the road	34	21
Damage from passing vehicles	33	20
Availability of parking	23	14
Parking for shopping	18	11
Nowhere to park	14	9
Cars blocking your entrance	13	8
Other	8	5
Base: (All Respondents) (162)		

93% of residents believed that any new housing should have off-street parking for two or more cars.

Chart 3:



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.

Table 5:

How frequently do you use the public bus service (no.27) for the following?						
	More than once daily	Daily	Weekly	Monthly	Less than monthly	Never
Employment (161)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	5 (3%)	156 (97%)
Education (School run) (161)	2 (1%)	3 (2%)	0 (0%)	0 (0%)	1 (1%)	155 (96%)
Recreation/leisure (162)	0 (0%)	1 (1%)	3 (2%)	10 (6%)	22 (14%)	126 (78%)
Shopping (166)	0 (0%)	1 (1%)	10 (6%)	2 (1%)	24 (14%)	129 (78%)
Health/medical (162)	0 (0%)	0 (0%)	0 (0%)	4 (2%)	8 (5%)	150 (93%)
Base: (All respondents) Shown in ()						

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.

Asked to comment on transport, 28 responses were made and are included in the Appendix.

Chart 4:



4.3 HOUSING

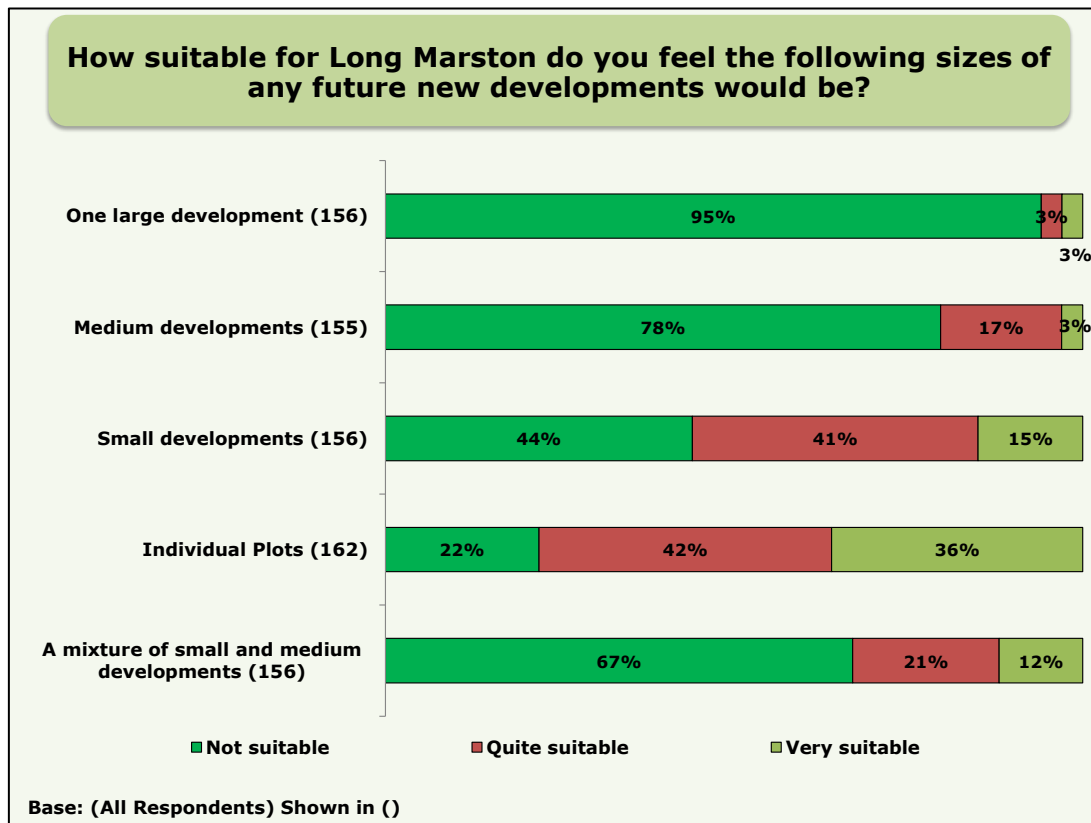
When answering questions in the housing section, residents were told to ignore both the ongoing expansion of Meon Vale and the future large development at Long Marston Airfield. These are outside the scope of the Long Marston Neighbourhood Plan, as outside the designated Neighbourhood Plan Area.

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.

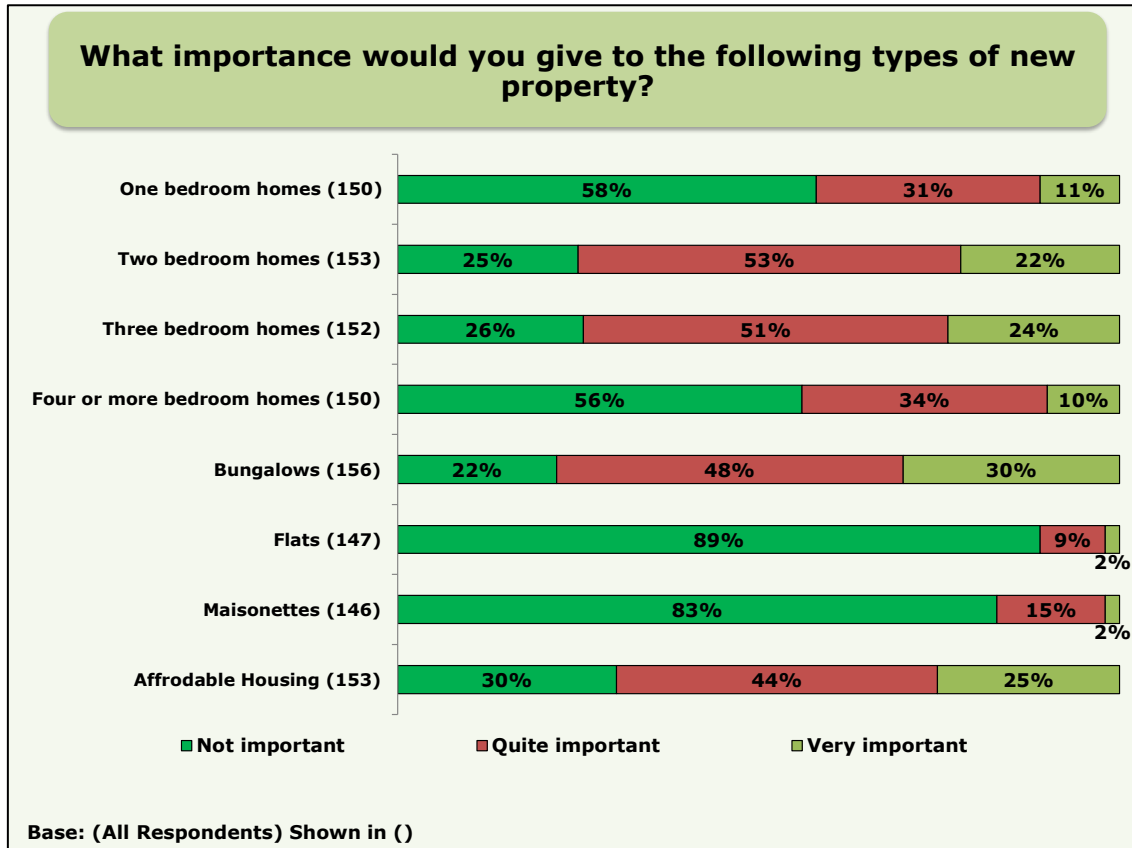
Chart 5:



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%).

Chart 6:



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%).

Table 6:

From the list below, what are the most important features for any new developments in Long Marston?	Number	%
Design that respects the size and appearance of existing village	104	68
Preventing urbanisation of the rural character and historic setting	104	68
In keeping with the rural character	89	58
Effective drainage and flood prevention	88	57
Adequate off-street parking spaces across the development	84	55
Reflect current (lower than average) housing density	62	40
Communal greens and open spaces	55	36
Proper landscaping (e.g. trees, shrubs for screening)	47	31
Energy efficiency	34	22
Adequate garden and amenity space	26	17
Adequate storage areas (bins, cycles, mobility scooters)	17	11
Use of traditional local building materials	16	10
Base: (All respondents) (154)		

Residents were given details of four different types of new housing and how it would be designed for different groups of people.

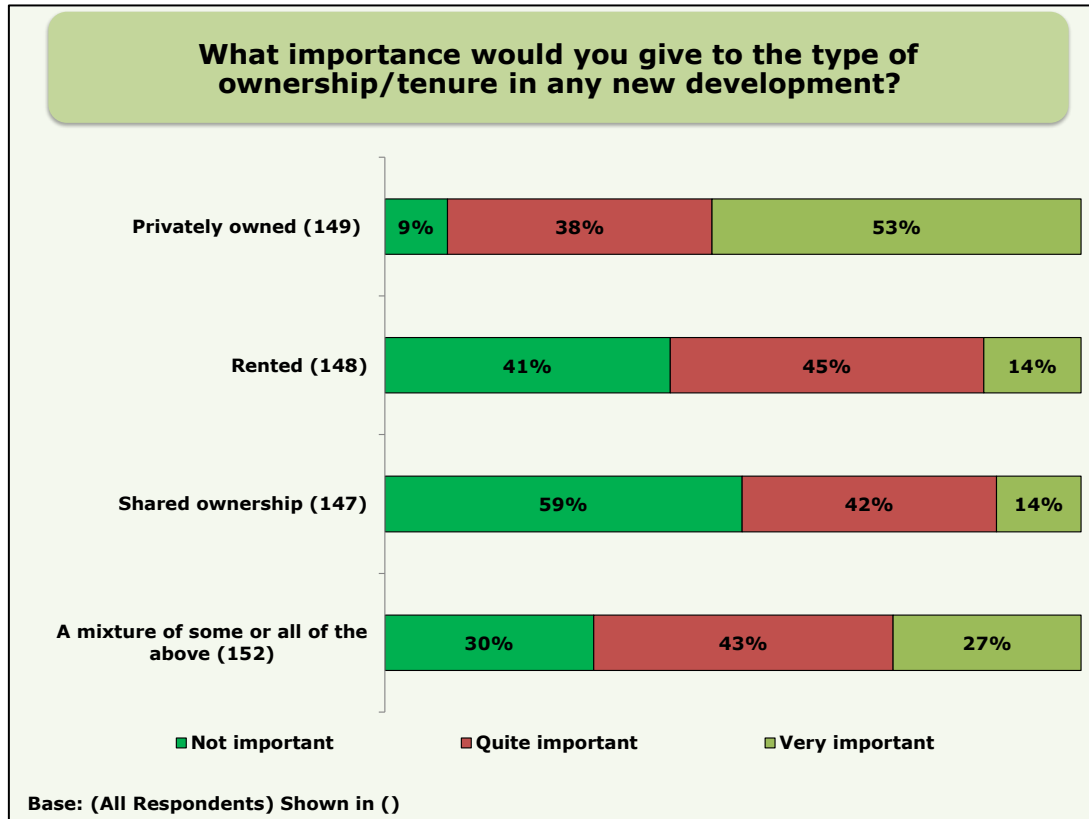
The results showed a narrow banding of results. Housing designed for people with reduced mobility was very or quite important for 82% of residents, housing designed for young families in starter homes was very or quite important for 80%, closely followed by 78% saying it was very or quite important to have supported accommodation. The score for people with local connections was 76%.

Table 7:

What importance would you give to the following types of new property?	Not important	Quite important	Very important
Supported accommodation – typically for elderly, disabled or vulnerable people which includes some forms of support care (158)	34 (22%)	78 (49%)	46 (29%)
For people with reduced mobility – typically includes wide doors, wheelchair ramps, high electric points etc (157)	29 (18%)	84 (54%)	44 (28%)
Young families/starter homes – Similar to an affordable home, starter homes are new build homes for first time buyers aged between 23-40 and offered at a discount under a government-led scheme (158)	32 (20%)	71 (45%)	55 (35%)
For people with local connections – a clause which makes the property only available to people with suitable local connections (156)	38 (24%)	68 (44%)	50 (32%)
Base: All Respondents Shown in ()			

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.

Chart 7:



4.4 LANDSCAPE AND DEVELOPMENT

Residents were given the following information before completing the next question of the survey.

In the event of a change in policy or failure of the 5 year land supply, additional development may be required. Stratford District Council (SDC) have proposed a Built Up Area Boundary (BUAB) for Long Marston within which further development might take place subject to normal planning rules. This boundary is shown outlined in blue on the map below for Q15. SDC has also identified some potential sites for housing – This map includes additional sites identified by the Neighbourhood Planning Group. They are shown on the map outlined in red and numbered 1-21. Sites shown in yellow on the map already have development approved.

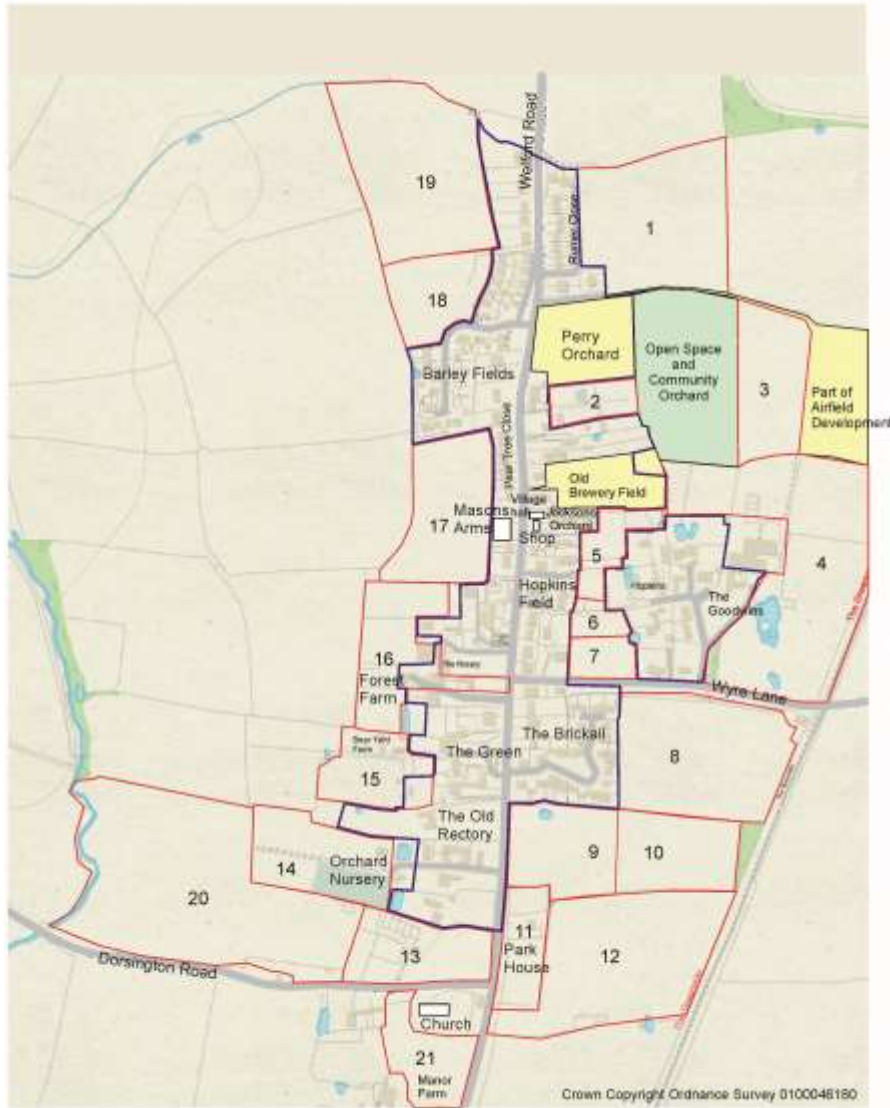
Looking at the map below, please indicate in the table provided, up to three areas most suited and three areas least suited for development - tick the box against the relevant number of the plot. Not all of the sites shown will be suitable. Because a site is promoted by a third party, it does not mean that it will be automatically included within the NDP, following the assessment of its appropriateness later in the overall NDP process. The size of the potential site shown does not reflect the size of development that could be promoted by the Plan. Some large sites may be deemed suitable for partial development.

The top three sites for residents for development were numbers 9, 18 and 1. 17, 8, 4 and 19 were the least suitable numbered sites.

Long Marston Neighbourhood Plan Survey

2019

Long Marston Draft Built Up Area Boundary and Potential Housing Sites



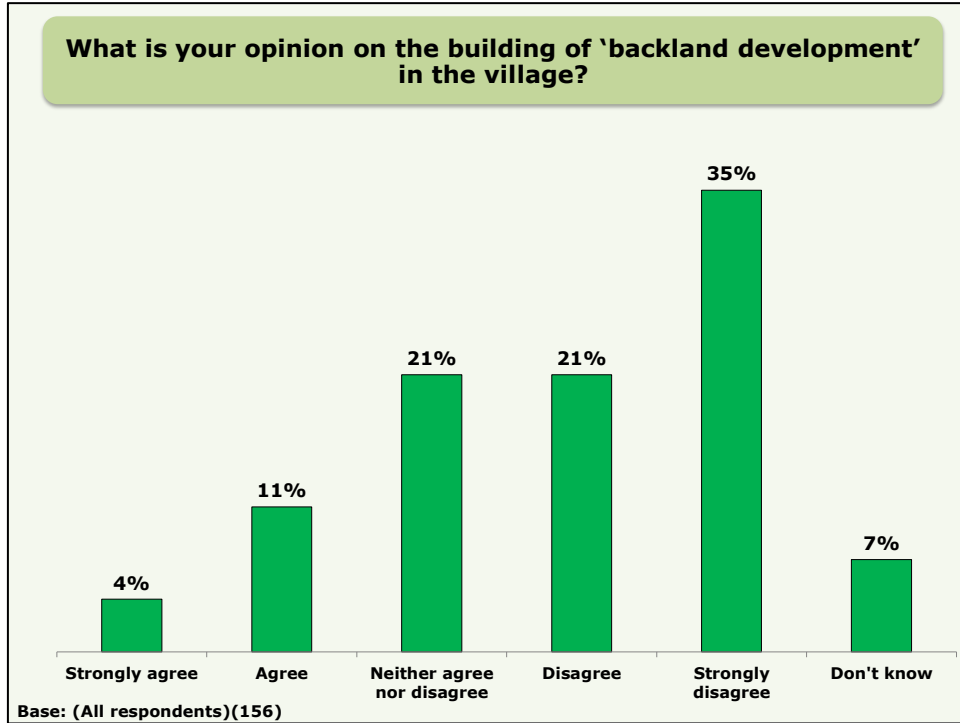
Builtup Area Boundary (BUAB) shown in Blue New development already constructed or approved

Table 8:

Sites Most Suitable		Sites Least Suitable	
Site	No responses	Site	No responses
9	51	17	54
18	45	8	34
1	43	4, 19	31
19	31	6	29
8	30	3	27
11	25	7	26
20	24	5,18	22
10	19	21	21
13	17	10	20
2,6,7,14	15	16	19
12,17	14	20	17
5	12	15	15
3	9	1,12	12
15	7	2	11
4,21	6	13	7
16	5	14	3
		11	2
Base: (All respondents)			
Most suitable (418)		Least suitable (446)	

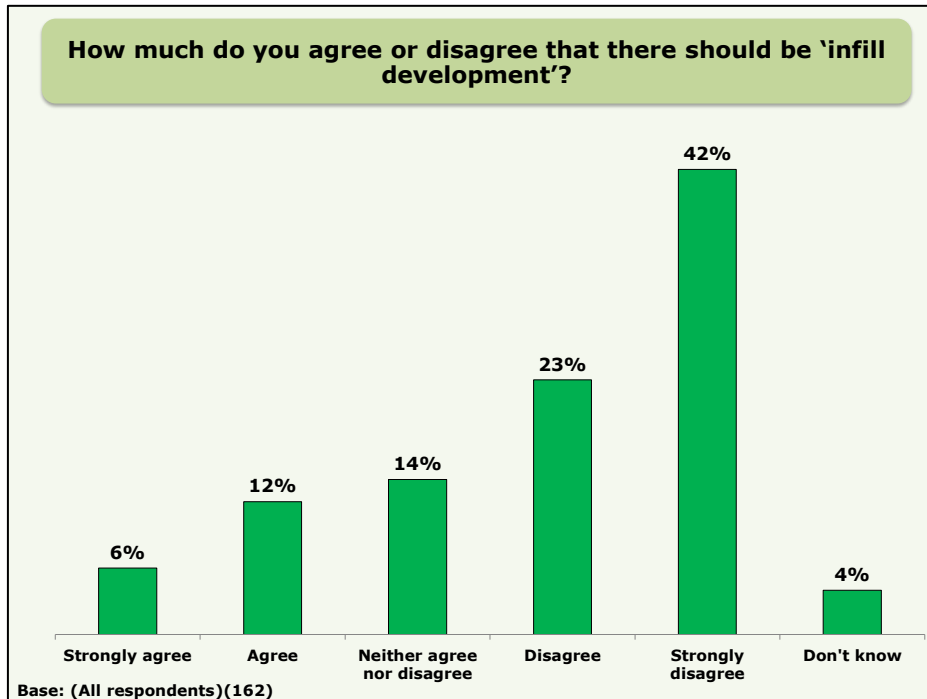
56% of residents disagreed or strongly disagreed with the building of 'backland development' in the village. 15% strongly agreed or agreed. This is the building on existing gardens as a potential source of housing development.

Chart 8:



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. This included parcels of non-domestic land within and on the edge of the village and can include paddocks and green spaces.

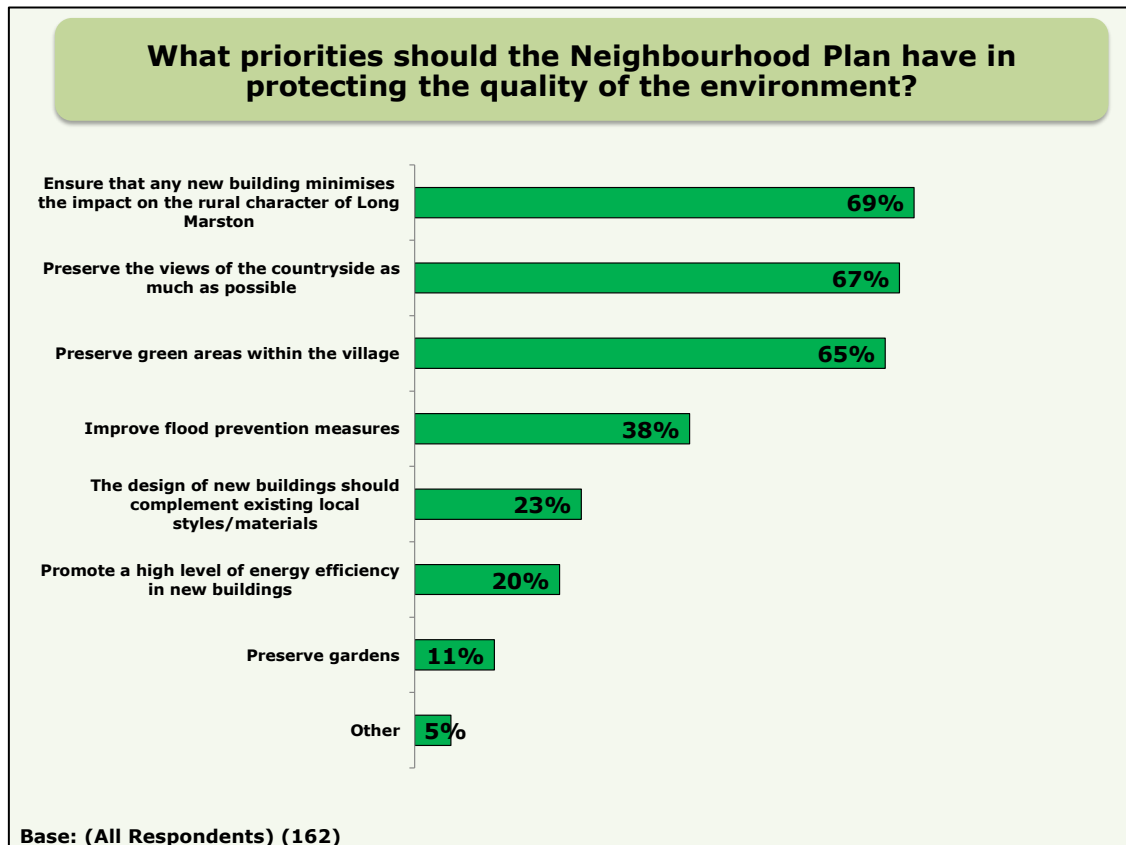
Chart 9:



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.

Five other responses were received and these are included in the Appendix.

Chart 10:

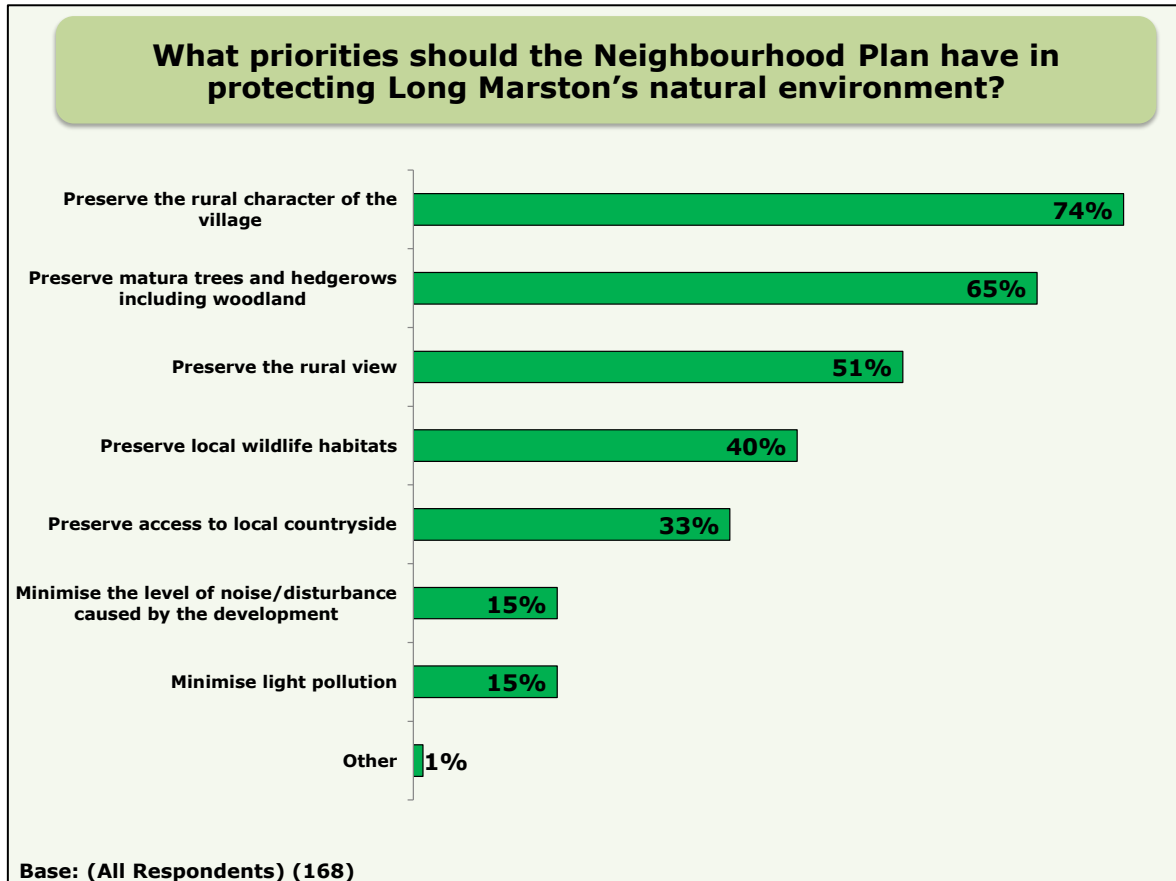


4.5 NATURAL ENVIRONMENT

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.

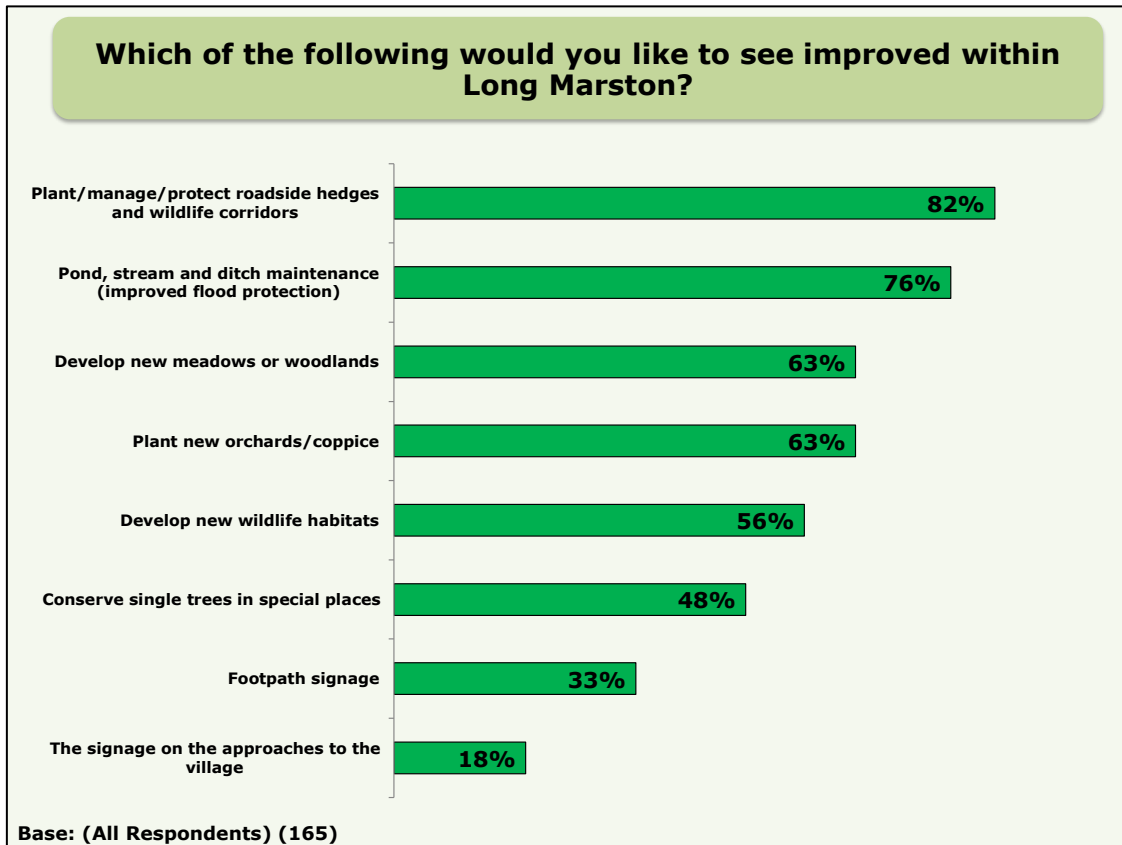
One other response was made concerning more flower boxes/displays in the village.

Chart 11:



In terms of the natural environment, residents were asked what they would like to see improved within Long Marston. From the list given, 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.

Chart 12:



Views from Long Marston

A question of the views in Long Marston followed, where residents were asked to describe or indicate on the map below seven views which they value or believe need protecting. They were also asked to give the reason why it should be protected.

137 written responses were made and these are included in the Appendix. Also the views drawn on to the map were analysed by the Neighbourhood Plan Group, due to their local knowledge.



Of the 171 responses either written or drawn on the map, 37 said all of them were important. 28 didn't indicate any preference. 6 added views of their own.

These results indicate that the views considered most important by the residents of Long Marston are the:-

1. View from the pub garden across open fields to the Heart of England Forest and the spectacular sunsets.
2. View of Meon Hill over the Greenway to the South West.
3. Views of the Church and view over countryside to the North West from Barley Fields.

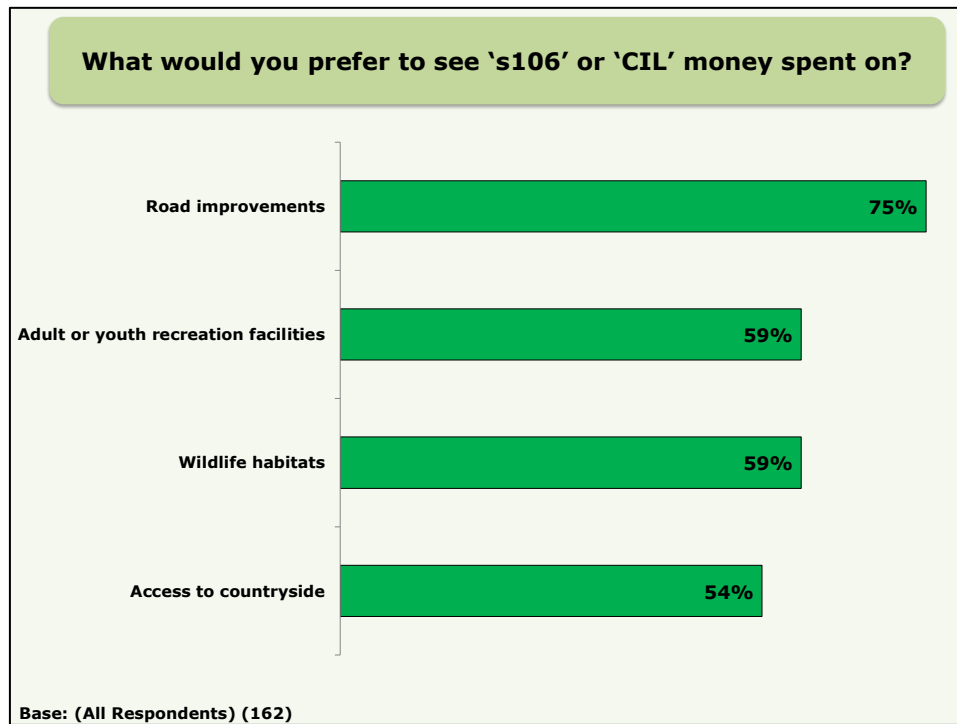
Table 9:

Views	Number	%
1. View of Rumer Hill along Welford Road	46	28
2. Views over open countryside to North East and East	63	37
3. View of Meon Hill to the South West	80	47
4. View of Church entering village from South	66	38
5. View of Church on Leaving the village travelling South	65	38
6. View over countryside to Heart of England Forest from the Pub Garden and some of the West side of the village	88	51
7. View over open countryside to the West/North West from Barley Fields.	67	39
8. Resident specified view of paddock off Wyre Lane	2	≤1
9. Resident specified view from Dorsington Rd over countryside to right and left	1	≤1
10. Resident specified view from the Brickall towards Meon Hill	3	≤1
Base: (All Respondents) (171)		

Developers are sometimes required to make contributions towards specific things associated with a development. This is known as s106 money, Community Infrastructure Levy or CIL. Four choices were given as possible projects to spend the money on.

Exactly three-quarters of respondents wish to see road improvements, 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.

Chart 13:

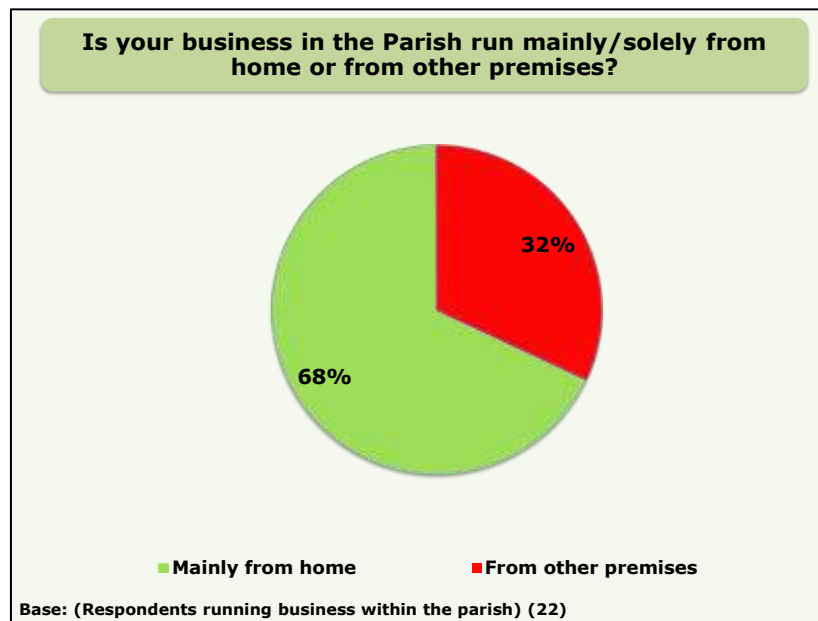


4.6 EMPLOYMENT AND BUSINESS

The next section of the questionnaire concentrated on three questions for those members of the household that manage a business in the Parish, own a business located in the Parish or are self-employed and based in the Parish. It would find out the needs of businesses located in the Parish and whether the Neighbourhood Plan can potentially help local 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.

Chart 14:



Of the 22 businesses, a third were in consultancy and almost a quarter in farming or horticulture.

Chart 15:



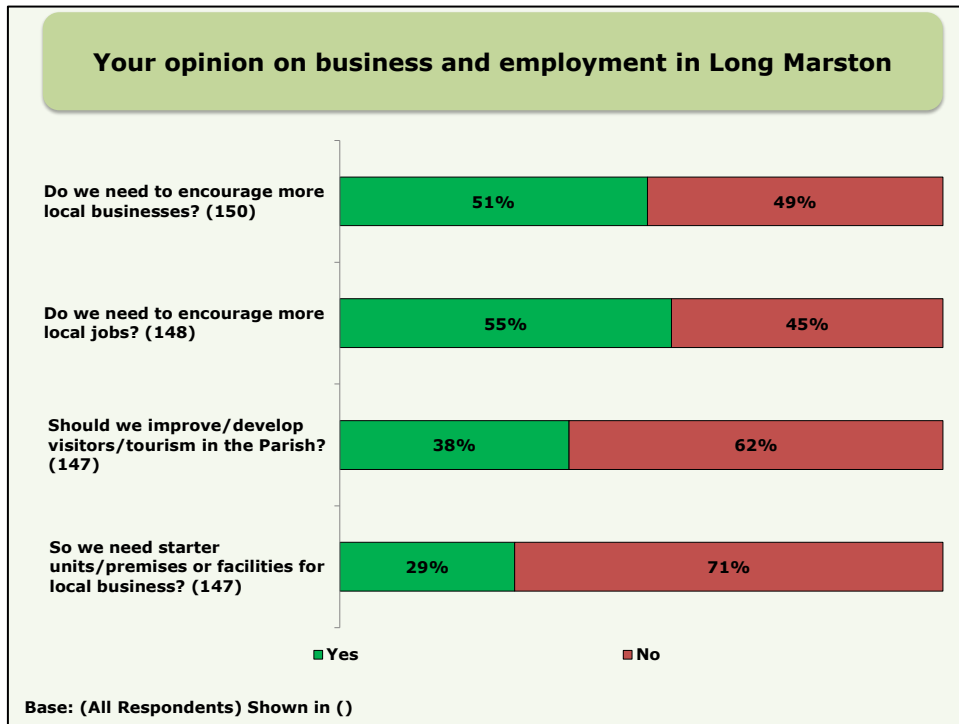
From a possible list of difficulties faced for business, 15 of the 16 answering the question experienced poor mobile phone reception and 12 poor broadband.

Table 10:

Do you experience difficulty with the following?	Number	%
Poor mobile phone reception	15	94
Poor broadband	12	75
Lack of local childcare facilities	1	6
Recruiting trained/experienced staff	0	0
Recruiting trainees/apprentices	0	0
Training staff	0	0
Transport for staff to/from work	0	0
Parking	0	0
Other	0	0
Base: (Respondents running a business in Long Marston) (16)		

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.

Chart 16:

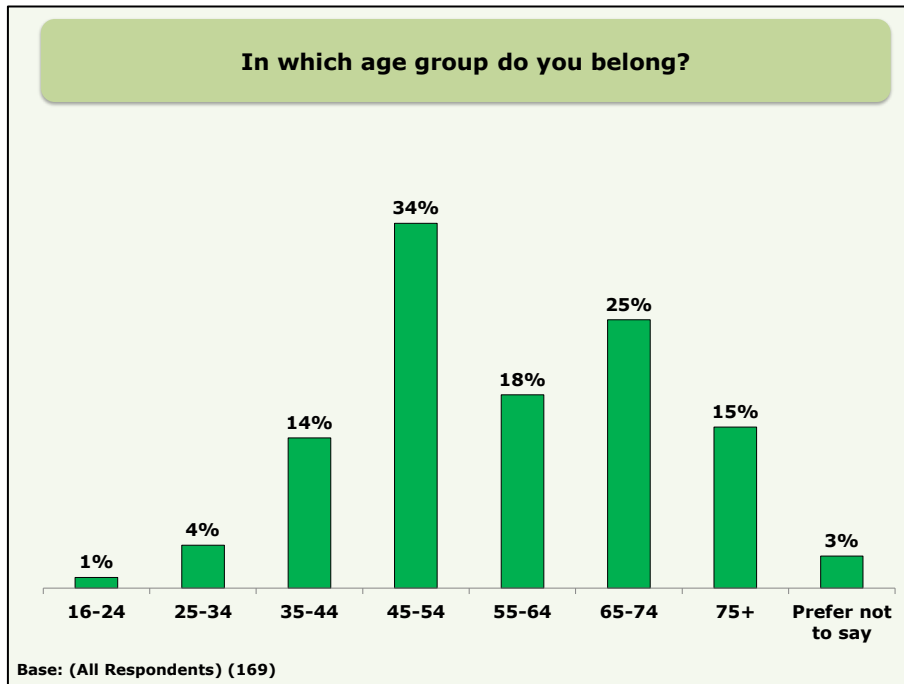


4.7 ABOUT YOU

Three questions were asked to obtain a picture of the characteristics of the respondent.

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.

Chart 17:



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.

Chart 18:



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.

Chart 19:



Appendix of Comments

Q4: How satisfied or dissatisfied are you with the following facilities in Long Marston and

the surrounding area? Please add any comments on the facilities listed above.
A play space (playing field or park) that could be accessed without children having to walk along the main road would be a real benefit to the village
A play space which is accessible without having to use the main road
Although there are play facilities at Meon Vale, it would be nice if there were decent facilities within the village for the under 6s. The play equipment produced by Bloor is pathetic, useless and of no interest to the children.
Both elderly and young need better access to community hubs/cafes for improving relations and reducing anti-social behaviours
Difficult to comment as new resident to Long Marston
Due to excessive building, schools have become inaccessible, resulting in children having to attend schools undesired
Enjoy easy access to Stratford via the Greenway
Good to have a community run shop and friendly villagers
Gym at Meon Vale accessible but another local swimming pool would be beneficial. Outdoor exercise equipment on open space would benefit community
Have only just moved here - so not aware of local facilities for school age & over-65s
Internal schooling would reduce all travel, pollution, energy conservation and encourage walking etc.
Lack of recreational space for children!
More open space for young people
Need for sports 'pavilion' to support sports field. Possible village hall on site. Footpath required from Long Marston south side to link up with Greenway at railway line/Birds industrial site.
Nice to have the village hall but would be better with larger kitchen
No children at home
No recreation outside for youth
No children's play facilities
Perhaps community shop could be open longer like Welford/Mickleton
Poppin is an amazing shop and such a brilliant scheme that is run by volunteers
Poppin is an important element of the community 'hub' and needs the continuing support of the villagers
Pub - current landlords need to be welcoming and friendly to all villagers/customers - not only to their daily customers. The inside needs to be refurbished
Satisfied with facilities - however the gridlocked roads are a problem.
Some informal/formal sports & leisure facilities especially for children/youth would make a big difference. Pub, shop and access to greenway etc are excellent
The beautiful characterful village enjoys a quaint, relatively unspoilt, nature whilst already having flexed to encompass several building sites in recent times, including Meon, Airfield and others
The doctors' surgery at Lower Quinton is becoming very busy due to all the new surrounding housing. It takes 3-4 days to fill in a prescription & difficult to get a doctor's appointment other than an emergency one.
The Poppin is brilliant and so is the pub
The pub is BRILLIANT but could do with a spruce up inside (and lower food prices). We do not seem to be in the catchment area for Chipping Campden School
The pub is good but the food is low/variable quality and expensive
The pub serves as a focal point for the community. The rear opens out onto countryside which enables families to really enjoy the countryside where they have small or no garden.
There is little or no facilities for outdoor enjoyment for less mobile or chair-bound people - plenty of seats along the main road, but who wants to watch the ever increasing noisy and fume-ridden traffic? Some tranquil park/sensory area?
There seems little for children locally which is not a problem for me personally but I can imagine that it is for young families
Too much building on land, no playground for young children or grandchildren

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Very satisfied with access to medical and dental services (Lower Quinton) but worry how we will manage access when we are no longer able to drive.
--

Village Hall too small and outdated

Would be good to have a proper park. The one at Barley Fields is tiny. This is a MUST in the village
--

Q4: Over the short term (next 5 years) what improvements do you feel should be

undertaken to any of the facilities listed above? Please list here any other facilities you would like to see.
A better village hall and improved frequency of buses to Stratford
A designated play area for children and young people would be good with equipment for all ages and a sports field
A larger shop
A park! Playing field in order to accommodate children in the village
A playground
A play space (playing field or park) that could be accessed without children having to walk along the main road would be a real benefit to the village
As more houses are being built for families, more facilities for youths and children needed including better bus service to Stratford
As so many villagers are dog owners, it would be of great benefit to have a segregated, fenced dog run to allow animals to socialise in safety without the potential for worrying livestock. The area to the immediate east of the new Lagan Homes 'orchard' development would be ideal.
Bus service
Children's play area
Children's play area; more options at sports centre
Continuation of Poppin - valuable resource, keeping of Post Office. Access to Greenway from north end of village. Pub redecorated/renovated inside
Continued facilities to include shop, pub and clubs
Dental services - shorter waiting time for appointments. Except for limited storage and parking the village hall is perfectly adequate for the type of events that are held in it and fits in with the 'traditional' nature of the village. By reconfiguring seating in the church it could be used for more events that have different space requirements. In this way it could complement the village hall.
Depends on future housing
Develop Youth facilities
Facilities for children of the village
Facilities for the 6-18 age group should be provided - sport/leisure and a safe place to meet and socialise; footpaths should be better marked and made more accessible for all ages and levels of fitness
Good leisure services, walks, orchards development. More local restaurants, fruit & veg market. Would like very much to see pipe gas - gas mainline
Hopefully when the open space on Lagan development is completed we will have access to some sort of sports facilities
I don't have any small children (I'm elderly) but I do feel now that the village is expanding, it would be nice to have a playground and youth facilities for the young
I think there should be a park or a playing field in the village for children. Please put a limit on any more developments. I think the village is at capacity with the facilities it has.
I think there should be more for young people to do. Perhaps an outside play area for the 6-11 year olds and maybe an indoor badminton court and table tennis table with drinks machine for the older children/ Not that long ago I had a child living in the village and there was not much for her to do and the buses were few and far between
I'd be content to keep as is with road/potholes repaired & relative council tax increases included
If financially viable, the new village hall next to the new open space
If it's not broken don't try to mend it. More developments will ruin the area for your and my grandchildren. Responsibility is the key.
Improve pub's dining capacity and interior in general
Improve the village shop, more products, longer Post Office hours
Improved bus service
Improved pavements and cycle ways e.g. out of village towards Mickleton and on Station Road
It would be nice to have a more modern, lighter, more accessible village hall (it looks like a public toilet).

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Larger village hall, community hub with decent parking facilities
Lighting on main road; speed bumps on main road
Local swimming pool to cover Long Marston, Meon Vale, Quinton etc. Free use of village hall for non-profit groups would perhaps encourage different social activities for residents; outdoor exercise equipment; new village hall
Make sure there is a decent green space and play area for families. Most villages this size have a lot more than in Long Marston. Could the village be re-named Marston Sicca? The village gets confused with the Long Marston airfield development which isn't good for our village and community.
Medical centre capacity management with expanding community needs to be planned for (along with schooling & dental services)
More facilities for children in the village. Green spaces in existing developments - The Brickall & Barley Fields - are held as 'private' by the residents. I have lived here for 16 years and there has, throughout this time, been talk of a playground which is still to materialise...
More identity for Long Marston without having to go into Welford e.g. cubs/brownies only operate in Welford. No sports clubs in Long Marston
More local healthcare option
More medical/dental services. Current medical centre is over stretched due to population increase
More play areas for children of all age groups
More primary and secondary places made available. More LA support with school transport for Grammar school places
New hall, more local schools to serve the young families
New hall; sport & leisure; more local schools
New larger village hall with ample car parking
New village hall with multiple rooms or ability to section off large room so can cater to various size groups or meetings would also allow multiple events to occur.
New village hall/community hall
None
Nothing that involves more traffic through the village
Open play area for children
Open space & sports facilities. Upgraded village Hall/changing rooms for sport/sports pavilion. Potential to expand community shop.
Open space for all
Park - most urgently; Play group?
Play area for children of all ages & tennis court/football pitch
Play facilities for the under 6s, including swings, slides, climbing equipment etc. would be nice to have some serious thought into what is provided rather than a token gesture from a developer that is ultimately pointless.
Playground, sports field
Play/recreation area
Proper considered road capacity & primary school & GP surgery
Proper local sporting facilities i.e. sports hall, sports pitches
Provide facilities for sport and exercise
Pub remains for the locals - needs updating. Potential for cafe/coffee shop/cycle stop
Revamp of the village hall; open area/sports field
Road resurfacing; ATM
Safe all year facilities for children, more sports and leisure facilities to enhance all age groups within the community
Slowing measurers of the traffic speed as set up in Lower Quinton - this is extremely important.
Some activity for local teenagers to get them away from their X-Box!!
Speed reduced through village

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Sports facilities for older children. Somewhere safe to kick a ball around
Sports field of a good size plus playing facilities for young people/children. Sports hall for indoor sports
Sports field/recreation area; maybe even some sports clubs
Sports hall; recreation field
Sports field and pavilion on level properly prepared ground suitable for football or similar matches
Sports field area defined with good surface and equipment for teenagers upwards to participate in sport etc e.g. football, netball
Tennis courts please
Traffic calming; possible improvements to village hall; increase in public space; improvement to pub interior
Update existing village hall; more green recreation/nature space; no more building
Village Hall is quite small for the size of village; A second bus shelter near barley fields would be useful for children and parents waiting for school buses in bad weather/hot weather; Improve the pub's capacity if the village is to continue to grow
Village hall to be moved with parking
With the increase in housing there needs to be a general uplift in the facilities to allow for the number of people and their needs
Would like to see a new village hall and for the community shop to be re-located to the old village hall; Would like to see the Pub smarten itself up -it looks scruffy. Would prefer a gastro pub like The Bell, Welford
Youth club and children's play area. Bus service later in the day
Youth club, sporting activities
Youth outdoor recreation space needs to be established; consideration should be given to a land swap to allow new village/community centre to be developed to rear of Mason's Arms i.e. central to village to replace 'orchard' development proposal; local schooling - access needs safeguarding for the village as Meon Vale/Airfield etc absorb traditional places in Chipping Campden etc

Q5: How frequently do you use private transport (car, van, motorcycle) for the following? If you wish to comment on transport, please do so in the box below.

A more frequent bus service would encourage more to use, particularly if times improved; a bus service extension link into Meon vale/LMA services would be welcome

A more reliable bus service would be nice

Additional development in the village will add to that which has already been approved in the local area, creating pollution, noise and congestion in the village.

Bus service frequency is still poor, number per hour and weekend availability leads to use of taxis

Buses are cancelled for no apparent reason

Buses are important for teenagers and there should be more if possible

Employment = voluntary work

Getting to work on what would be a 10 minute journey on a quiet run is now taking between 40 minutes and an hour. On an event week it can take 2 hours. Traffic lights sometimes 3-way are erected frequently to allow for utility connection for new builds - we need a ring road!

I am retired and do not have children

I would use a bus if the timetable was better and reliable

Improve road surfaces and more street lighting around the villages/town

More houses has increased traffic massively meaning it takes forever to get anywhere & main road through village is now a cut through and so much busier

Need to encourage walking & cycling by making it safer to do so e.g. pavements and cycle paths on ALL roads, plus better traffic speed control

No 27 bus is useful but quite expensive for my teenagers to use

Occasional use of bus

Traffic calming measures are vital; speeding through the village is a problem

We have been lucky with school buses in the village

We rely on our car for transport

You need to drive for all the above. No option not to.

Q6a: What are your general concerns about parking (your own and others' parking) in Long Marston? Other

Cars parked on the road and traffic moving too quickly through the village causing a danger

Cars parking on the main road

One car parks inconsiderately near the Poppin at night, it just makes it awkward passing it

Parking in entrance to Jackson's Orchard - this is a private road marked 'no parking'

Parking on road/pavement opposite Wyre Lane Junction

Speed through the village

Traffic speed and density

Q6b: Please comment below on the concerns you have ticked in the question above on

parking.
Abandoned vans/cars (Rumer Close Area) Taking parking space, tenant running courier business and maintaining vans on the roadside, plus the mess, noise and disruption caused by said operation
Apart from the pub, there is no real parking so that people will park anywhere to attend the village hall or use the shop
Cars/vans parking on pavements so cannot walk with buggies
Damage caused to the verges
Damage from passing vehicles, parking on verges and pavements may in part be a result of construction traffic for village developments - this is making parking difficult for the village shop
Damage to verge; obstruction of pavements for disabled and buggies; visitors parking on the road slow the idiots down
Damage to verges; obstruction of the pavements for prams & disabled
E.g. 1: visitors using village hall - nowhere to park; 2: Vehicles driving through village at high speed narrowing missing parked vehicles
Extra parking areas need to be created for visitors to our village
Few people park on the pavement but there are a few who regularly park such that the pavement is blocked
Future developments should leave space for visitor parking and 4+ bed homes need 3 spaces
Grass verges being ruined
House drives not being used; grass verges damaged by cars etc; danger - cars parked on pavements
Increased numbers of houses draw in greater numbers of vehicles, both residents' and visitors'. This will cause congestion. Parking on pavements and verges has already caused significant damage and will continue to do so.
Insufficient parking facilities in estates
Jackson Orchard seems to be a car park for shop & village hall. The council should adopt Jackson Orchard or provide adequate car parking on public property.
Lack of parking for village hall. Inconsiderate parking on pavement causing those with prams/pushchairs/wheelchairs to walk into road. Damage to grass verges by cars/vans/lorries.
Little thought given for entry/exits from properties
Low level concerns
Most houses have driveways - they should use them!
Much parking by Pub and Shop due to building taking place
Nowhere to park for village hall
Often hard to navigate roads when lots of visitors park
Only 3 slots outside shop and cars on pavements hindering view of traffic on road and making wheelchairs and pushchairs difficult to manoeuvre and sometimes have to go on road to get past the car in question on the pavement
Our village is being used as a cut through due to building in other villages. Cars parked in village at risk due to excessive speed.
Parking on footpaths obstructing the path
Parking on pavements and not being able to pull out of our drive safely
Parking on pavements and verges restricts access for wheelchairs/pushchairs. It is dangerous
Parking on pavements blocks access to buggies/wheelchairs necessitating walking in the road
Parking on pavements down main road
Parking on roads is good for the village as it slows traffic down
Parking on roadside is a safety concern when coupled with traffic speed. Fix the traffic speed and less concern
Parking on the green in the Brickall (visitors)
Parking on verges and pavements can force pedestrians into the road which is getting very busy
Parking on verges and pavements very often obstructs the views from your own entrance onto the road as well as blocking pavements for people wishing to use them

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Parking on verges: you only have to look at the verges to see the awful damage that has been done
Pavement parking obstructs and can endanger pedestrians if they are forced to walk in the road. Also, pedestrian pavements are not designed to withstand heavy wheel loading and suffer rapid deterioration if parked on, which again affects pedestrians. Personally, I don't find parking a problem as I'm within easy walking distance of all facilities
People parking for the Poppin park across all the spaces at times, especially vans. No parking for hall.
Pub should be made to allow parking for the shop, village hall & use of buses to cut motoring pollution
Refuse collection lorries too big
Some grass verges are too narrow for cars and so they use some of the pavement to park; The grass verges have suffered since we have had builders around.
Sometimes pavements are blocked by cars and have to walk on the road
The Brickall can suffer from inconsiderate parking due to shape of road. Delivery vehicles can end up driving on the verge/green, destroying it during the winter
The verges are being damaged by vans and cars parking on them. People drive up pavements towards you so they can park. There is no dedicated parking for people who want to cycle along the Greenway, and they park down side streets, village road and private roads.
There is a point in the village between the pub and the north end of the village (where the road bends) where cars parked on the street narrows the road dangerously
This is not a problem in Long Marston
Those that have a driveway should use it
Vehicles (often services such as N Power) park half on pavements - half on verge so ruining the grass while still blocking the road
Vehicles pass so quickly above speed limit
Verges have been badly damaged and look unsightly; there has been an increase in the number of vehicles parking on verges; large tractors & their trailers often force you onto the verge
Verges in village centre are being trashed & look unsightly; parking on pavements of concern where inadequate space left for wheel/pushchairs to pass; Greenway advertised (WCC) car park does not exist and need formal parking area established
Visitors not using house drives. Regular and extensive damage to grass verges; limited room on pavements due to cars parking.
We are lucky as we have parking. Main issues are regarding the parking outside the Poppin and street parking on road when events on in the village hall!
We frequently find cars parked immediately in front of our drive or immediately to the side, both of which render manoeuvring in and out more difficult

Q9: What would encourage you to use the local bus service more? If you wish to comment on transport, please do so in the box below.

A more frequent bus service would encourage more to use, particularly if times improved; a bus service extension link into Meon vale/LMA services would be welcome

As a wheelchair user, I need to feel safe and that drivers will be helpful...

As an occasional user of buses, I find the current arrangements quite satisfactory from both Long Marston and Meon Vale. If I was unable to drive I may feel that no27 service schedule is too restrictive

As we have only just moved to the village we have not yet explored public transport

At the moment still able to drive

Cost

Have not needed to use the bus service but what I hear is that it would benefit from greater frequency of buses

I have an electric car - would like to see more charge points

I would like to use the bus but can't due to scheduled times & reliability

I would use public transport if/when I was unable to drive

I would use the bus to go to town to socialise/shop if more frequent

It is expensive for people without a bus pass so cheaper fares

It is just not frequent enough

Lack of transport & the fact it is so unreliable is not good. You can go to Stratford on the bus and then find that the one you want to return on is cancelled, leaving you stranded.

Later service running times

Lower cost of fare

Not on bus route

Only use bus if necessary

Public transport is too slow, too infrequent and too expensive for what it is. It would take me over 4 hrs to get to work on public transport - or 3/4hrs in a car.

Recently moved here - have yet to find out

Service is very limited currently

Son disabled - need access to private vehicle all times

Two go together - more frequent service would encourage greater use, present timetable is restrictive.

Very important for certain ages of demographic that easy and affordable bus service to Stratford and other local towns

Will probably use the bus for the school run in the next couple of years when we feel our children are old enough

Would love to use the buses more but they are so infrequent especially in the evening (non-existent!), so would my teenagers

Q16: If the fields/land you believe are suitable for future housing are in the

Neighbourhood Plan area, but NOT shown on the map in Q15, then please describe their location and mark them on the map below.

Land to the south and east of Doctor Farm with frontage to Station Road and behind 'The Barn' Antiques site

Long Marston must be very near the limit of building of new development

No more development

No more houses within village and surrounding area

No more housing

None

none

none

none

Q19: What priorities should the Neighbourhood Plan have in protecting the quality of the environment? Other

Ensure the roadways/junctions/entrances to housing areas are safe for pedestrians and other road users (cyclists, horse riders) as well as cars

I came to live in the 'village' of Long Marston because it was a lovely 'village'. It has become a 'town' and on its way to becoming a 'city'. Tragic! Let Binton have its share.

Long Marston already over-developed and ruined

Roads/access/safety for villagers walking etc

You would protect the environment if you stopped building houses

Q22: Please select which views (if any) you value and believe need protecting when/if new developments are being considered. Please write in the new view number(s) and the reason(s) for protection in the box below. If the view you consider important is not shown on the map, please draw an arrow directly on to the map below.

3

6

1 to 7

(More views drawn onto map)

1 & 5

1 to 7 inclusive

1,2,3,4,5,6: All are comprising character input for village. Do not sacrifice these.

1,2,3,4,6,7 - all important to protect the rural image

1,2,3,6

1,2,3,6 & 7

1,2,3,6,7: All these views represent Long Marston. A rural village in a rural setting with open views to stunning countryside, should be preserved at any cost. We are able to see sunrise and sunset from these unimpeded views.

1,2,6,7: Development in the centre and to the north of the village has caused the loss of views over fields. No development on 1,2,6,7 would protect rural views

1,2,6,7: The centre & north-side of the village have recently lost views of the rural aspect. I would like to retain the remainder to keep the village as it is.

1,3,4,6

1,4,6

1: a landmark view; 5: traditional village outlook; 6: unspoilt rural view

1: if this view is spoiled it means the village has been over-developed and spoiled

1: the rising land in Rumer Hill is an important view as it extends some distance; 5: view of church from within the village mark the landscape

1: Rumer Hill; 6: Heart of England; 7: open countryside

1-7: keep all the views. The reason we moved to this village is to live in a village, not a housing estate!

1-7: They all need preserving as they are all nice views

1-7: they are all part of the character of the village and need protecting

2 - big reason I bought my house

2 - development next to Perry Orchard would mean too large an area of new build which would ruin the village feel and views

2 & 3

2 & 7 - no further expansion towards Welford should be allowed

2&3

2&3

2,3 - country walk for the Greenway; 5 - no church should be hidden

2,3,4,5,6,7

2,3,4,5,6,7

2,3,6

2,3,6

2,3,6

2,3,6

2,3,6&7 - because of the great views to countryside

2,3,6,7 - because of the view! What else can you say!

2,3,6,7. This is a village - countryside views should be protected

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2,3,7
2,3,7,8: Countryside views are one of the attractive features of Long Marston and need to be retained. 4,5: historic building attractive to tourism and cultural environment in Long Marston
2,4,5
2,7,8: Maintain views of open country ensuring countryside environment and village status. Maintains connection with green spaces & country village environment
2/3: both give the ?? of the village and are ?? when airfield development happens
2: To maintain linear nature of village, drive into village from Rumer hill, good to view open space; 3: important for health and wellbeing to have open space to walk through; 6: enjoyed by the pub visitors i.e. a large proportion of the community
3 - beautiful views to Meon
3 - I look at it every day, it fills me with calm, good for mental health; 6 (they mean 8 - drawn in on map) - fantastic view to watch the sunset, view of the village coming down Rumer Hill especially the row of poplar trees.
3 - it is beautiful
3 - The only view towards rising land along the Cotswold escarpment. The other views are towards largely flat countryside; 4/5 - the church is the best and most obvious architectural feature of the village and views of it should be affected by new development
3 - View of Meon Hill should not be obstructed by house building
3 - view over Greenway to Meon Hill; 4/5 - view of church; 6/7 - view over open countryside to heart of England Forest
3 - view over the Greenway to Meon Hill; 1 - view of Rumer Hill
3 & 5
3 & 8 (drawn in - view over Greenway towards Quinton & Ilmington): The sunrise in the morning over the hills to the East is spectacular and we have unbroken views this way in the village today. 4: The church marks the entrance to the village in a traditional/classic way.
3&5
3,4,5 - will keep the village as a separate & individual entity
3,4,5,7
3,4,5: to maintain a separation between our village and Station Rd development
3,4,5: to preserve the village as a separate community and maintain the open and unimpeded rural views
3,5 & 2: Keep the rural views and countryside facing gardens which is why we have moved to this parish
3,6,7
3,6,7: Rural village which needs continuing rural feel
3,8 stunning, unique views
3: Beautiful view over ridge & furrow fields; 5: village approach to the church is framed by big old trees and houses; 6: view from the pub garden is very special & a big draw for customers in summer. It's also the only communal garden with a nice view
3: Gives the village open countryside view where a break in development; 5: Gives character and contrasts with open views; 8&9 (drawn on plan): compliment the rural setting
3: Meon Hill area of natural beauty; 4&5: church view - character
3: to maintain the separation of the village from the new development on Station Road
4&5 - church needs to be seen; 6 - nice view
4&5: View of the church - attractive and very historic part of the village; 1: view of Rumer Hill - enhances an otherwise flat landscape; 3: view of Meon Hill, again enhances an otherwise flat landscape.
4,5,6,7
4,5,6,7
4,5,6,7
4,5,6,7: Rural views to open countryside

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4,5,7 - open views over green fields
4,5: The church is such a historical and special building - it should be a clear and noticeable landmark; 6,7: the sunset brings such a sense of wonder to those who are able to view it - it's very special
4,5: views of an exceptional church and churchyard; 1,3,6: Long distance views are really important in maintaining the awareness of the countryside from within the village
4/5: church is hub/heart of village; 6 - character of pub is integral to view; 7 - makes a lot of people happy in the morning to see countryside
4: Clear view of tower & setting of Long Marston in historic context with view of church on approach; 6: Maintains rural character with unbroken views towards Dorsington, linking up to the Heart of England Forest; 7: Uninterrupted views over to Bredon hill, abundant wildlife
4: for open views of a key village and local history feature i.e. church and setting; 6&7: for stunning open views and sunsets throughout the year seen from residential and public open space & paths
5 - view of church, ancient building; 3 - view over Greenway; 4 - view of church
5&6
6 - attraction of the pub is the view from the back garden
6 - far reaching views; 4 - view of church when entering village
6 - pub is a real asset to the community & its success should be valued and protected
6 - the sunsets are always good
6 - this view is accessible to all; 3
6 - what a perfect view when sat in pub garden
6 = timeless; 5 & 7
6&7
6&7, 4&5
6,7 - for views of sunsets; 4 - view of church when entering village
6: Because all of our other views have been taken away by building!!; 4&5: in many respects the church is still the 'centre' of the village at a focal point, a seminal view of the village; 3: Because it's that lovely! Why would anyone ruin it? It's a view for everyone
6: Good view of sunset from pub accessible to all; 4: view of church on entering village (historic interest). All countryside views as they contribute to the character of the village
6: Protect sunset view from pub. It brings in visitors and good for the pub & shop
6: This is important to support visitors to the village and as this ensures a profitable pub, which contributes so much to the village community
6: this view plays a big part in the attraction of the pub which in turn is central to the appeal of the village
7 - allows an amazing view of sunsets and gives all residents of Barley Fields a huge sense of wellbeing
7 - view over open countryside & of sunset; 6 - view over open countryside to Heart of England forest & sunset
7: Love the views over fields especially sunset & deer running; 6 - love to sit at back of the pub looking over countryside and sunset; 1 - lovely to see view of hill as you exit the village and fields; 2 - need to preserve this view & footpaths in order to feel 'rural'; 3 - beautiful sunrise when walking here & view of hill. We moved to a rural village to have rural views & easy access to countryside
7: This view provides beauty and preserves rural character for the village and many residents. It is also the beginning of the village from Welford and like view 2) to a lesser extent means that the linear nature of the village is set on entrance; 4: This view - like view 7 - is the other end of the village and instantly marks out the historic village and linear nature setting the tone and containing the village
7: View to the distance, often see wildlife in view and sunset; 6: as with 7; 4: view of church as you enter village; 8: highlighted as a separate number as this view has already disappeared
8 (marked on plan) - Last remaining open aspect for wildlife and sunrise
8 (marked on plan) - sunrise and wildlife
A & B (drawn onto plan); 3 & 5

Long Marston Neighbourhood Plan Survey

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All
All
All
All
All (if possible!)
All 1-7 for obvious reasons - all fantastic views. 8 - Green finger in centre of village plus row of poplar trees seen from miles away.
All 1-7: we moved to a rural location so we don't have to look at hundreds of houses!
ALL IDENTIFIED VIEWS. People come to and remain in the village partly because of the unobstructed views of the countryside. Further building would ruin this and devalue many homes
All need to be protected. I can only see a tiny section of Meon Hill now since The Orchard has been built on. Very sad
All of the views should be protected. Any approved development should be planned to minimise the reduction of the view available, otherwise it's not a rural village anymore
All of them - no more developments!
All should be protected
All these views are essential (no views circled)
All views are equally important. To select one above another is divisive. Open spaces and views are part of our natural heritage and beneficial to physical and mental health. (no views circled)
All views need protecting
All views should be preserved, this is a village after all. We have already lost our view with the development of The Brickall, other residents should have theirs protected
All views should be protected and without future building they would be
All views to be protected
Basically, I think that all the views shown are important. However, if I had to single out my two most important it would be 4&5 of the church
Difficult. One view of Meon Hill (one of the reasons we bought here) has already been totally blocked. Other houses have had the same problems so how can we now say the views are important?
I believe all the views should be preserved - over building the outer areas will create a town feel & lose the countryside aspect! (no views circled)
I believe all the below views are of importance to maintain if possible. Views 4 & 5 are particularly important as the Church is very iconic and possibly the most important feature of the village, these views must be kept clear. I marvel on a daily basis the setting sunset across to the Malverns, it is one of the most beautiful views I have seen, therefore 6 & 7 are of particular importance. Views 2 & 3 give us an important separation from the greenway which as a much loved walk and cycle track and important to the eco-system and rural setting of our area. View 1 is probably the least important view but does provide a lovely backdrop when driving out of the village.
I value all views, particularly those that are visible when driving through the village i.e. 1,4,5. And 2,3,6 depending on where you live
Number 6 - some residents have little or no garden. The Mason's Arms offers some semblance of rural view allowing a country element to be retained in the village. Number 3 is probably the last and most enjoyed view. Remove that and the village would be urbanised. Number 4 - rural space in historic building set. Number 8 - green finger from main road to Greenway
Our view was important to us - now someone else has that view!
Prevent urbanisation (views 6&7 circled)
Protect all views
Protecting the view in order to ensure the village remains 'rural' ensure the village remains 'linear' (views 2,6,7 circled)
They all need protection
Too late in certain areas where new builds now have the views we once enjoyed!
View 6 - this is an amazing area and lots of hard work goes into maintaining it; view 7 - as there is public open space here this view should be protected for all to enjoy

Long Marston Neighbourhood Plan Survey

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Views 2 & 7 - Long Marston should not expand any further towards Welford-on-Avon
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We have already lost the view of Meon Hill from the Brickall development. More infill will only make this worse with loss of the last few green spaces within the village

We value all views 1-7, regular dog walkers around the village & use Heart of England Forest woodlands
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Q30: Are you intending to stay living in Long Marston for more than five years? If no, then please comment below on why you are likely to move away.

Family

Going to live at university

If houses are built behind me, losing the countryside view I have enjoyed for 34 years, I will move away.

Long Marston has had far more than its share of development! It is hardly recognisable as the lovely village I moved to years ago! Any more development - I shall leave!

Long Marston is sadly no longer the village it was. I am fed up with the speeding traffic on the main road where I live.

Need a large property and new, more children facilities - Park!

Not if building continues at the rate it is. It is destroying the area. Would move now if possible

Realistically owing to the size of the new builds and number of developments, it is likely that we would need to move closer to a good/outstanding school. Long Marston now sits in a poor catchment area for the good/outstanding schools.

Relocation for family reasons

Retirement plans to move to coast

Road too busy - all the developments

Traffic noise. Road not suitable for large vehicles - agricultural, commercial and industrial. Speeding vehicles. Traffic increase likely in future.

Wish to return to family parish. Parish has a strange feel and old fashioned in its views. The council does not seem to want to modernise itself or the village.

Wish to return to previous home area or nearer Shipston or Stratford

Q30 – extra comments made by people who ticked yes/ did not tick an answer but still commented.
Depends as to whether or not more houses are in the plan. If so, we may well move out of an area we have loved but is being ruined by greed.
Depends on further development.
Depends on if there is further disruptive building.
If more houses the answer will be NO
If there continues to be more development I will be moving as I came here as it was a nice quiet village and look at it now - Awful!!
If village becomes more urbanised i.e. infill of all our green spaces, we will move.
New to parish but not to Stratford district and having found suitable and affordable housing in a bungalow we intend to stay here indefinitely.
No idea - no plans to move but who knows!
Subject to development - we would reluctantly move if, yet again, we over-develop and the village loses its views of the countryside.
This depends on whether the village is going to be spoiled any more by development.
This view may change with building at current rate, if I wished to live in an urban area I would already live in a town. Why should village life be ruined for others' personal gain.
We may leave earlier if pushed to by the ongoing urbanisation. We moved here to be in a small village not to be surrounded by new builds and cars. With the development of Meon Vale, and possibly the airfield, there is an abundant mix of housing already available.
We will only stay if there is a halt to development. The area has too much housing already. A lovely quiet rural area is being spoilt.
Will consider moving if there are more houses built. The country feel is being lost. The village's individuality is being lost. Natural sites and species are being destroyed - newts.