



# **Pixley and District Neighbourhood Development Plan**

The parishes of Aylton, Little Marcle,  
Munsley and Pixley

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Residents' questionnaire survey

## **Results report**

**DJN Planning Limited**

June 2017

For Pixley and District NDP Steering Group

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# 1. Introduction

Pixley and District Group Parish Council is preparing a Neighbourhood Development Plan for the area covered by the constituent parishes. A Neighbourhood Area was designated in August 2016 and a Steering Group was established to carry out the work.

To help inform the Plan, a residents' questionnaire survey was undertaken in March 2017 to seek views on a range of matters including housing, the economy, the local environment and community services.

This report sets out the results of the survey. The report:

- Includes a summary of the main findings (section 2).
- outlines the survey methodology, describes the overall response to the survey, and how the results have been presented in this report (section 3).
- sets out on a question-by-question basis the response to the questionnaire, dealing with the following topics:
  - a vision for the Group Parish area ('Our Area') - question 1
  - housing – questions 2 to 5
  - traffic, transport and access - questions 6 and 7
  - jobs and the local economy - questions 8 to 12
  - protecting our environment - questions 13 to 17
  - community services - questions 18 and 19
  - information given about the respondents to the survey (questions 20 to 24).
  - have we missed anything? - a final chance to comment on anything not covered in the questions.

A copy of the questionnaire is available separately.

This report has been independently prepared for the Neighbourhood Plan Steering Group by Dr. D.J. Nicholson MRTPI.

June 2017

## 2. Summary of results

The survey was undertaken in March 2017 and achieved a response rate of 61.9%.

### *A draft vision for Our Area*

- Most comments supported the draft vision. Some pointed to the need to carefully balance competing needs and requirements in its delivery.
- Many of the more detailed comments on the social, economic and environmental themes of the vision were further explored in responses to subsequent survey questions.

### *Housing*

- The Plan area is all countryside in planning terms, so new housing can only be built in exceptional circumstances. The most favoured options were those which entailed no overall increase in built development – that is, the replacement of existing dwellings and the conversion of redundant buildings. These were closely followed by new homes shown to be justified by an agricultural or forestry need.
- The provision of affordable housing through a rural exception scheme was supported by a small majority of respondents, but not if some housing for sale on the open market was needed to be included to make the scheme viable.
- Comments recognised there was a need for more housing which could help enable young people and families to stay in the area. This was associated with a desire to keep a rural working population, and was in turn part of a wider concern to achieve a more balanced range of available housing – affordable homes, smaller properties available for sale, self-build and eco housing.
- Others saw a need to protect the countryside, by directing new housing elsewhere, and felt that the limited local services and infrastructure could not support more development.

### *Traffic, transport and access*

- Road maintenance was the top priority for improvement, followed by the upkeep of hedges, ditches, drains, footpaths and bridleways.
- Road safety was also a priority area, including speed reduction measures. Improvements for walkers, cyclists and horse riders were judged as relatively less important.
- Comments emphasised issues around excessive traffic volumes and speed, on the A4172 and A438 as well as the rural lanes; the implications for road safety, and for the setting and enforcing of speed limits to protect vulnerable road users.

### *Jobs and the local economy*

- Favoured types of employment were agriculture and forestry.
- There was significant support for local services including tourism, leisure and crafts. Most forms of tourism were supported, apart from log cabins and camping/caravan sites.

- Improvements to broadband and mobile phone reception should be supported by the Plan, as should home working, the conversion of rural buildings for business uses, and the extension of existing buildings.
- Polytunnels and intensive livestock units were not favoured. The greatest issues of concern in respect of polytunnels were landscape/visual impacts, and water use, flood risk and run-off. Economic need and impacts were seen as of least importance.
- Comments reflected these themes, with many expressing opposition to polytunnels - although others were in favour. Some pointed to a need to adapt in a changing economy, including Brexit, to secure a vibrant rural local economy.
- Other comments referred to the unsuitability of rural lanes for HGVs, and to the need to support tourism and protect the rural qualities of the landscape.

#### *Protecting our environment*

- Almost all respondents wanted traffic from new development to be compatible with local roads. Other priorities were for development to have no significant impact on the landscape and views, and for new buildings to be in keeping with their surroundings.
- The most important ways of protecting the local environment were to minimise noise and light pollution and to protect important views and landscape character.
- Many local features and attributes were identified for protection, with comments also made on polytunnels, the proposed travellers site, and design standards for new development.
- Solar panels and ground/air source heat pumps were favoured as renewable energy sources over solar farms, biomass or anaerobic digesters. Individual wind turbines were preferred to wind farms.
- Comments gave further responses on renewable energy and on a range of other issues, including balancing business needs and the environment, soil erosion, litter, foul drainage and light pollution.

#### *Community Services*

- The most important community services in meeting the current and future needs of the community were seen as broadband and mobile phone reception, followed by bus services and local hotels, pubs and cafes.
- Comments on the need for more leisure and recreational facilities again highlighted the need for improvements to broadband and mobile phone reception, in part to enable economic development. Others saw a need for improvements to bus services, and for a better community or village focus in the area, including encouragement for further local services to be provided by charities, churches and social enterprise.

#### *Information about you*

- Compared to 2011 Census data for the Neighbourhood Area, females were slightly over-represented in responses.

- Younger age groups were under-represented against the 2011 Census, with those above age 45 being over-represented to varying degrees. The 60-74 age group, one-fifth of the usual resident population at the time of the Census, accounted for 33% of questionnaire responses.
- Over two-thirds of respondents had lived in the Area for 10 years or longer.
- Those in full-time employment were under-represented in responses when compared against 2011 Census figures, whilst the retired and those looking after home/family were over-represented.

*Have we missed anything?*

- Comments to this final question raised a wide variety of issues against the five topic themes: housing, transport, economy, environment, and community.

### **3. Survey method, response, and presentation of results**

#### *Method and response*

The Steering Group developed the questionnaire to give a basis for the further preparation of the NDP. In doing so, regard was had to the Parish Plan prepared for the Area in 2003. Key themes were identified for the survey around housing; traffic, transport and access; jobs and the local economy; the environment; and community services. The questionnaire included a mix of open and closed questions on these topics.

The questionnaire pack included a covering letter with ‘frequently asked questions’ explaining the background to the survey and to the Neighbourhood Plan process more generally. A map of the Neighbourhood Area was also included. A Prize Draw was used to encourage response.

A total of 433 questionnaires were hand-delivered by volunteers to households within the Area in March 2017. All residents aged 16 and over were invited to take part in the survey. Completed questionnaires were hand-collected (with return visits being made as necessary) or could be returned by residents to ‘The Nest’, a café/local shop centrally and accessibly located within the Area. Overall, 268 completed questionnaires were collected or returned, a response rate of 61.9%.

#### *Presentation of the results*

This report analyses the responses to each of the questions. A variety of open and closed questions were used in the questionnaire. For the latter, the responses for each of the option categories are given, with percentages based on the number of completed questionnaires (268). This aids comparison of results overall and across questions by utilising a consistent base. Each table confirms the percentage base. Percentages are rounded to whole numbers. Table rows are presented in the same order as in the questions. Note that respondents did not necessarily give answers to all the options which were available to them in the closed questions.

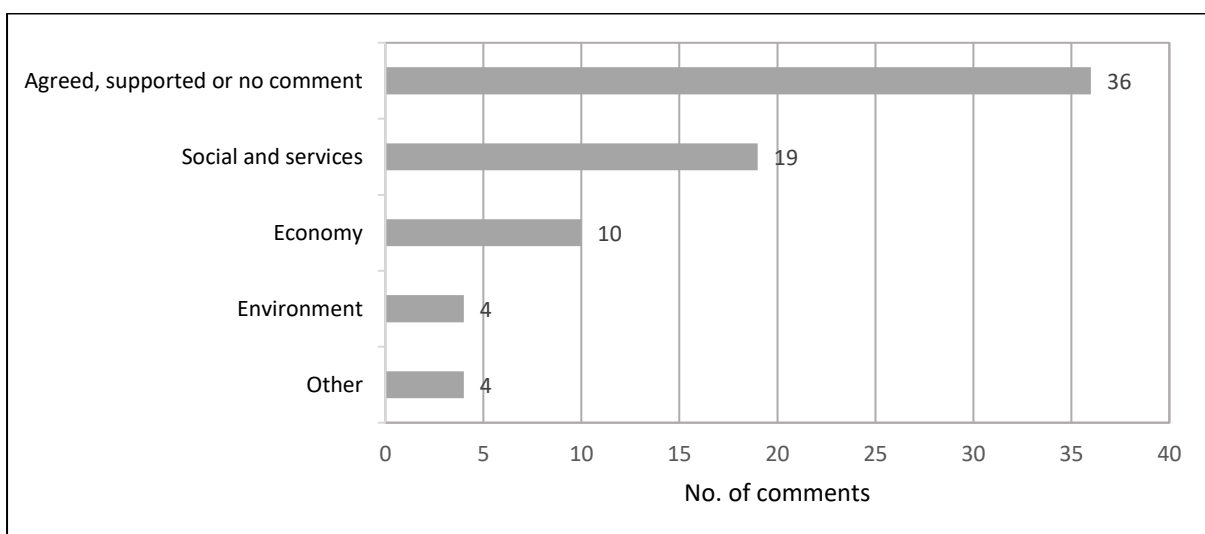
The free-write comments given in response to the open questions have been summarised thematically to identify the key topics raised. Since individual responses may raise more than one topic, the total number of comments made to an open question is likely to exceed the number of respondents to that question. A full set of all the comments made is also available (see separate Comment Listings report).

## A draft vision for Our Area

The draft vision for the Group Parish/Neighbourhood Area ('Our Area') was based on protecting and enhancing its essential qualities and features, whilst allowing limited and careful change in keeping with its special rural character. The draft vision:

- A thriving local community meeting the needs of all ages for housing and other services;
- A place where the next generation would want to raise their children;
- A location which supports farming providing local employment;
- A place that also supports small scale local businesses; and
- Tranquil rural parishes whose landscape, wildlife and historic heritage are protected and sustainably managed.

### Q1: Do you have any comments on this draft vision for the future of Our Area?



- There were 65 responses to this free-write question (24% of all respondents).
- Most responses (55%) agreed with the draft vision or had nothing to add: “an excellent series of objectives”. Some noted that “the devil is in the detail” and that considered and managed delivery would be essential, particularly in resolving competing needs and requirements.
- Comments on social aspects raised issues of housing, especially affordable housing, and design; the need for better public transport; road safety and traffic speed; and access to services, locally, at Ledbury and elsewhere. Some saw an over-emphasis on the need for housing at the expense of tranquillity and the environment.
- Some comments on economy sought further reference to rural businesses and tourism; others were concerned by the impact of polytunnel and allied development, wanting businesses to be local and small-scale.
- Comments on the environment sought better management and re-instatement of lost features such as ponds, and advised that there was a need to identify the local landscape, wildlife and historic heritage in order to properly protect it.



## Housing

**Q2: Housing can be provided only in exceptional circumstances in Our Area. Which of these would you support? Please tick one box in each row.**

	Yes		No		No opinion	
<b>To meet a proven need for a farm or forestry worker to live at or near their place of work</b>	216	81%	25	9%	19	7%
<b>When needed for the establishment or growth of a rural enterprise</b>	175	65%	47	18%	32	12%
<b>As a replacement of an existing dwelling</b>	231	86%	18	7%	13	5%
<b>By re-using a redundant rural building</b>	231	86%	15	6%	15	6%
<b>Where the design of the dwelling is of exceptional quality or innovative</b>	105	39%	100	37%	53	20%

Percentage base = 268 (all respondents)

- This question was answered by 267 respondents (99%).
- The Neighbourhood Area is classed as ‘countryside’ in planning terms, with the limited circumstances in which new housing can be provided set out in national planning policy and Herefordshire Council’s Local Plan Core Strategy policy RA3. The question asked which of these circumstances would be supported by respondents as a justification for new dwellings.
- The most favoured options were those which entailed no overall increase in built development – that is, the replacement of existing dwellings, and the conversion of redundant buildings (both 86%).
- New dwellings to meet a proven agricultural or forestry need were supported by 81%.
- There was relatively less support for new dwellings needed for other forms of rural enterprise (65%), with a corresponding increase in those opposed to this option (18%) or with no opinion (12%).
- The least favoured option was that which permits new dwellings where they are of exceptional quality or innovative design. Now set out in para. 55 of the National Planning Policy Framework (NPPF), the policy dates from 1997 as “Gummer’s Law”. Views were divided on new housing being allowed on this basis (39% in support, 37% against), and a notable level of no opinion (20%).

**Q3: Would you support the provision of affordable housing in Our Area through the development of a small site for rural exception housing, if this could be shown to be necessary to help meet local needs? Please tick one box.**

<b>Yes, I would support a rural exception housing scheme</b>	150	56%
<b>No, I would not support such a proposal</b>	86	32%
<b>No opinion</b>	29	11%

Percentage base = 268 (all respondents)

- This question was answered by 265 respondents (99%).
- Questions 3 and 4 asked for views about rural exception housing, defined in the NPPF as follows: “Small sites used for affordable housing in perpetuity where sites would not normally be used for housing. Rural exception sites seek to address the needs of the local community by accommodating households who are either current residents or have an existing family or employment connection. Small numbers of market homes may be allowed at the local authority’s discretion, for example where essential to enable the delivery of affordable units without grant funding”.
- In principle, a rural exception housing scheme would be supported by a majority of respondents (56%), although a third were opposed (32%).

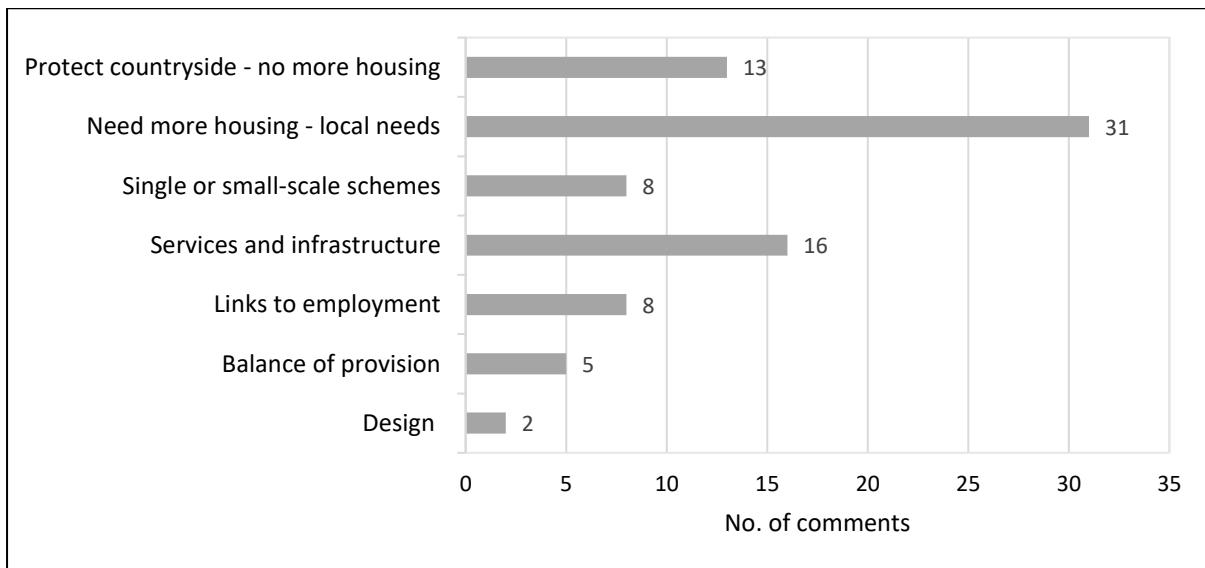
**Q4: Would you support a rural exception housing scheme if it included a small number of houses for sale on the open market, in order to be viable? Please tick one box.**

<b>Yes, I would support including a small number of houses for sale on the open market, if needed to ensure the viability of the scheme</b>	106	40%
<b>No, I would not support a rural exception housing scheme on this basis</b>	125	47%
<b>No opinion</b>	31	12%

Percentage base = 268 (all respondents)

- This question was answered by 262 respondents (98%).
- The possibility of including some open market housing within a rural exception scheme, if necessary to ensure financial viability, changed the balance of opinion. Less than half of respondents would support a scheme on this basis (40%, down from 56% in Q3), with more now being opposed (47%, up from 32%).
- Similar levels of no opinion were expressed to Q3 and Q4.

**Q5: Do you have any other comments on housing, including housing need? This is your chance to tell us.**



- There were 83 responses to this free-write question (31% of all respondents).
- Many saw a need for more housing, to meet local needs: “we need as much affordable housing for local people as we can so that people born in our area can stay in our area”.
- There was a preference for new housing to be provided as single, scattered dwellings rather than as larger developments, so as to reflect the existing pattern and character of the area.
- Others saw a need to protect the countryside instead of providing more housing: “new homes should be built in the urban environment ... the open countryside should be preserved for future generations”. Some referred to expansion proposals for Ledbury in this context.
- Comments on services and infrastructure pointed out that there was insufficient public transport or other day-to-day services to support more development in a sustainable way, with several references to the main road network and highway safety.
- Respondents pointed to the need to ensure a link between new housing and local employment: “housing should be available to people who will work in our community and nobody else ... people need to become a part of our community using all the local facilities”. There was a perceived need to retain a rural working population, not become a commuter belt, and to this end “houses should be available for young people and local people who want to stay in the area and not be priced out of it.”
- More generally, several comments saw a need to provide and enable a better balance and variety of housing than presently available. This would embrace affordable housing, smaller homes available for sale on the open market as well as self-build opportunities and eco housing.
- Finally, the design of new homes was seen as a way of preserving the rural heritage, and resolving the tension between protecting the countryside and development: “new housing if built well and carefully developed and sited can improve the appearance of the countryside as well as providing essential housing”.

## Traffic, transport and access

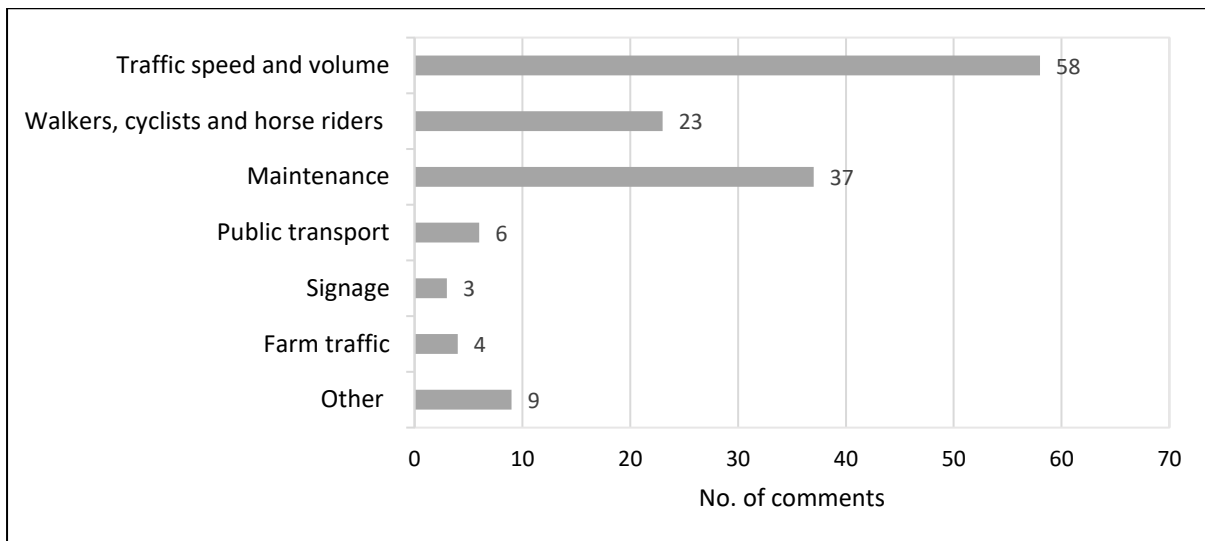
**Q6: How important do you feel are improvements to the following? Please tick one box in each row.**

	Not important		Fairly unimportant		Fairly important		Very important	
<b>Road safety, for all users</b>	2	1%	6	2%	37	14%	221	82%
<b>Schemes to “calm” traffic, including speed reduction</b>	10	4%	22	8%	69	26%	166	62%
<b>Facilities for walkers</b>	17	6%	51	19%	101	38%	97	36%
<b>Facilities for cyclists</b>	21	8%	54	20%	95	35%	96	36%
<b>Facilities for horse riders</b>	30	11%	54	20%	112	42%	69	26%
<b>Road maintenance</b>	0	-	1	0.4%	29	11%	233	87%
<b>Maintenance of hedges, ditches and drains</b>	0	-	5	2%	71	26%	192	72%
<b>Footpath and bridleway maintenance</b>	16	6%	29	11%	113	42%	109	41%

Percentage base = 268 (all respondents)

- This question was answered by all respondents (100%).
- Improvements to road maintenance were sought by most respondents, being seen as very important by 87% and having a combined very/fairly important score of 98%.
- This was followed by road safety, which was very important to 82%.
- Other areas of maintenance were also seen as important by many, if not to the extent of the upkeep of the roads. Hedges, ditches and drains were very or fairly important to 98%, and footpaths and bridleways to 83%. Significantly more respondents thought improvements to the former to be very important (72%) than the latter (41%).
- Positive interventions to improve road safety, including speed reduction measures, were judged to be very important by almost two-thirds, and fairly important by a quarter (combined score 88%). This reflects the many comments about traffic speed made to other questions, as well as the emphasis on road safety in responses to this question.
- Improvements to facilities for ‘vulnerable road users’ – walkers, cyclists and horse riders – were relatively least important overall, but still attracted very/fairly important scores of between 74% and 68%. Facilities for horse riders had the lowest very important score (26%) and the highest not important rating (11%).

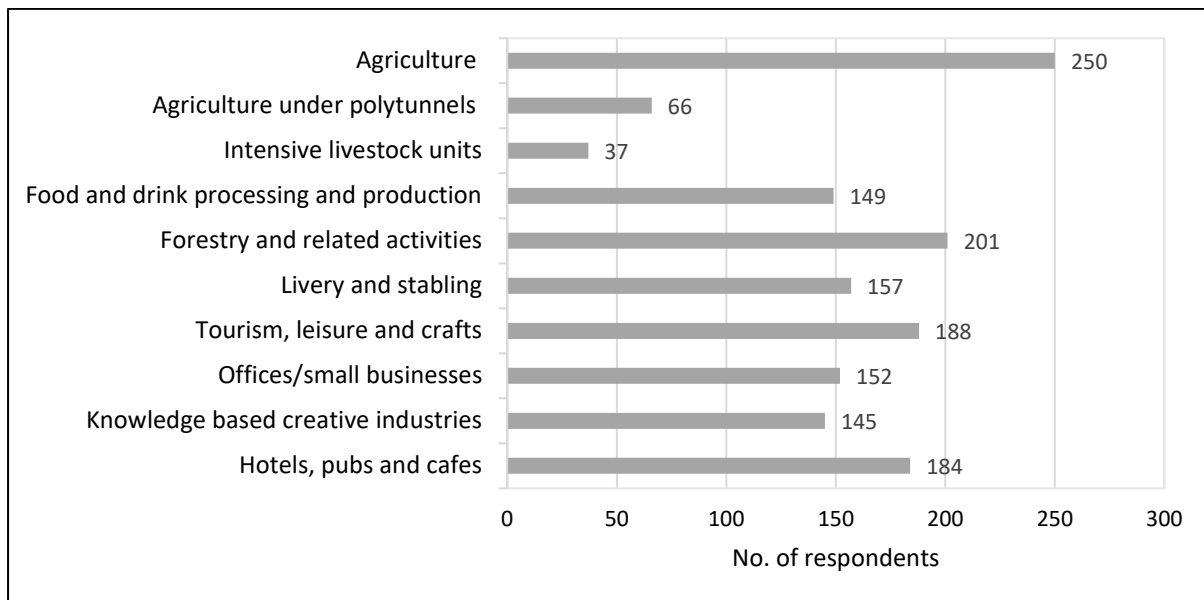
**Q7: Do you have any other comments on traffic, transport and access? This is your chance to tell us.**



- There were 115 responses to this free-write question (43% of all respondents).
- There were many comments on traffic volumes using both the main roads and rural lanes, and on excessive speed. There were implications for road safety and for use of the roads by walkers, cyclists and horse riders. The A4172 between Trumpet and Preston Cross was the most mentioned stretch of road, with many calls for a 50 mph speed limit and other speed reduction measures. Specific locations of concern included the junction at Little Marcle, where there is a need for school children to cross the main road; the junctions at Aylton and Pixley; and the railway bridge between Trumpet and Ashperton. There were also calls to extend the 50mph speed limit on the A438 to the Verzon Hotel, and references to the volume of HGV traffic using the C1306 Little Marcle to Ledbury (Heineken) road.
- Reflecting the emphasis given to maintenance issues in replies to Q6, many comments were also made about the need for more and longer-lasting road repairs; the prevalence of potholes; the need for more regular and thorough clearance of ditches, drains and watercourses; and litter collection.
- Comments on walkers, cyclists and horse riders recognised that there were issues of safety to consider when taking to the roads but that the area was well-served by footpaths and bridleways. There were calls for better maintenance, and suggestions to improve facilities, for instance by developing the footpath network to aid tourism, or by providing safer routes to school.
- Issues were raised around the lack of public transport, signage and the impact of farm traffic on the roads through mud and damage.
- Other comments included: use of mobile phones whilst driving; restraint of dogs in vehicles; taxis waiting at Waller's Green; parking in Ledbury and at Little Marcle; and Trumpet crossroads.

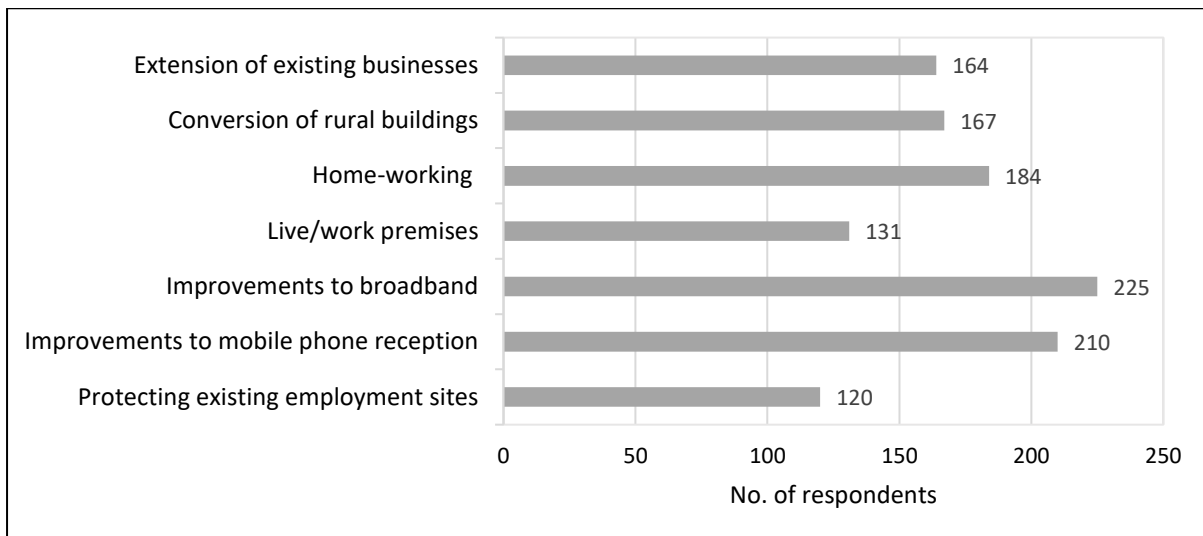
## Jobs and the local economy

**Q8: What types of economic development should the NDP encourage? Please tick those you would support.**



- This question was answered by 265 respondents (99%).
- Agriculture (93% of respondents overall) and forestry (75%) were favoured types of employment to be encouraged, in line with the rural nature of the area.
- Service-based economic activities based around tourism, leisure and crafts (70%) and hotels, pubs and cafes (69%) also scored highly.
- Livery and stabling and food and drink processing were to be encouraged by 59% and 56% respectively.
- Offices/small businesses and knowledge based creative industries were favoured by 57% and 54%.
- The lowest levels of support were recorded for agriculture under polytunnels (25%) and intensive livestock units (14%).

**Q9: How should the NDP provide for jobs and the local economy? Please tick those you would support.**



- This question was answered by 265 respondents (99%).
- Improvements to the provision of broadband and mobile phone reception were sought by 84% and 78% of all respondents, no doubt reflecting their importance to business development. These priorities are echoed in responses to Q18 and other comments to the survey.
- Home-working was supported by 69% of respondents.
- Other popular options in supporting the local economy were to convert rural buildings for business purposes (62%) and to extend existing businesses (61%).
- The provision of live-work premises and the protection of existing employment sites was supported by less than half of all respondents (49% and 45% respectively).

**Q10: Would you like to see improved or additional provision of facilities for local leisure and tourism? Please tick one box in each row.**

	Yes		No		No opinion	
<b>Facilities for walkers</b>	178	66%	33	12%	46	17%
<b>Facilities for cyclists</b>	160	60%	44	16%	54	20%
<b>Facilities for horse riders</b>	136	51%	39	15%	74	28%
<b>Camping / caravan sites</b>	67	25%	140	52%	43	16%
<b>Log cabins</b>	88	33%	100	37%	64	24%
<b>Use of property for short-term holiday letting</b>	135	50%	74	28%	53	20%
<b>Promotion of local events</b>	217	81%	8	3%	32	12%

Percentage base = 268 (all respondents)

- This question was answered by 265 respondents (99%).
- Most respondents took a positive view of further provision for tourists. The various forms of provision that were canvassed were supported by at least half of respondents, with two exceptions – log cabins and camping/caravan sites.
- The clear favourite was the promotion of local events, with 81% in support and a low level of opposition (3%).
- Facilities for walkers and cyclists were supported by 66% and 60% respectively. Facilities for horse riders were less well supported (51%, with over a quarter having no opinion), reflecting the preferences expressed in replies to Q6.
- The least favoured forms of provision were log cabins and camping/caravan sites, with a third or less in favour and notable opposition, particularly for the latter (52% opposed).



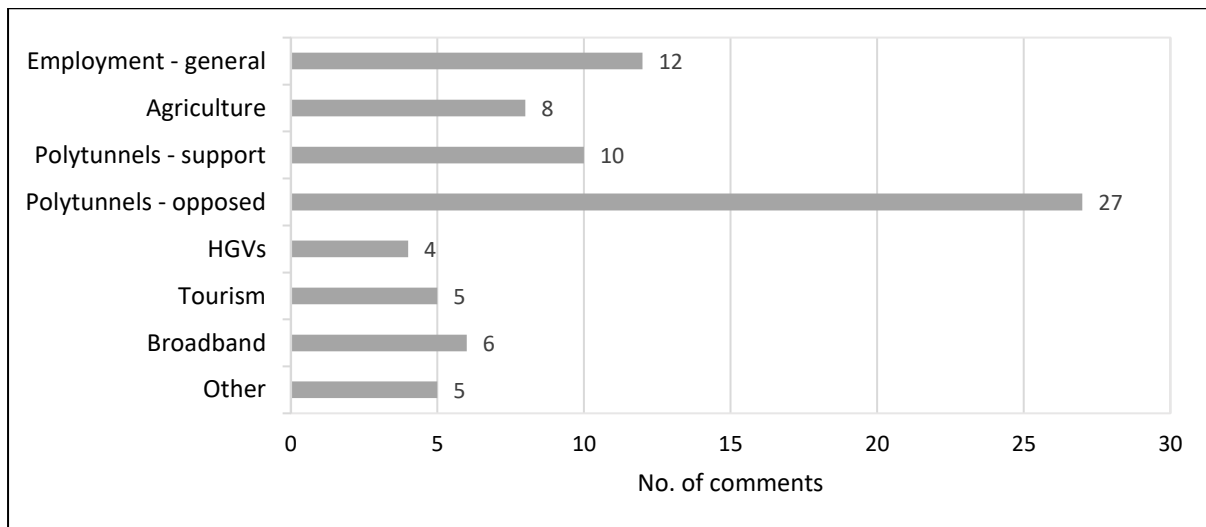
**Q11: A feature of Our Area in recent years has been the larger-scale use of polytunnels. In considering whether further such proposals should be granted planning permission, how important to you are the following planning issues? These are taken from Herefordshire Council’s planning guidance on polytunnels. Please tick one box in each row.**

	Not important		Fairly unimportant		Fairly important		Very important	
<b>Economic need and impacts</b>	24	9%	39	15%	102	38%	90	34%
<b>Landscape and visual impacts</b>	4	1%	20	7%	50	19%	190	71%
<b>Residential amenity effects</b>	8	3%	18	7%	87	32%	136	51%
<b>Transport and use of HGVs</b>	6	2%	26	10%	69	26%	158	59%
<b>Water use, flood risk and run-off</b>	6	2%	13	5%	52	19%	188	70%
<b>Biodiversity</b>	7	3%	20	7%	90	34%	137	51%
<b>Public rights of way</b>	11	4%	31	12%	104	39%	116	43%
<b>Archaeology and heritage</b>	5	2%	29	11%	100	37%	126	47%

Percentage base = 268 (all respondents)

- This question was answered by 265 respondents (99%). It sought views on the relative importance to respondents of a range of planning issues which may arise in the consideration of planning applications for polytunnel development.
- The two issues of greatest concern were landscape and visual impacts, and water use, flood risk and run-off. These were very important to 71% and 70% of all respondents respectively, the highest such scores in this category, and had combined very/fairly important scores of 90% and 89%.
- Transport and HGV use, biodiversity and effects on residential amenity were seen as very important by over half of all respondents, with combined very/fairly important scores of between 83% and 85%.
- Archaeology and heritage and public rights of way followed, being very important to 47% and 43% respectively, and with combined very/fairly important scores of 84% and 82%.
- Of least importance to respondents was economic need and impacts. This issue has both positive (such as benefits to the local and national economies) and negative (such as impact on tourism, or increased pressure on local services) aspects. It was very important to just over a third of respondents, and had the highest scores for both not important and fairly unimportant (24% for these two categories combined).

**Q12: Do you have any other comments on jobs and the local economy? This is your chance to tell us.**



- There were 69 responses to this free-write question (26% of all respondents).
- Comments on general employment issues pointed to a need to adapt to changing patterns and ways of working; to issues of employment opportunities for local people and the supply of seasonal labour, including post-Brexit, and to support for home-working – a “home-workers hub”. A typical comment was that “We need a vibrant local rural economy and should encourage entrepreneurship and business”.
- Most of the comments on agriculture focussed on its role as a dynamic, changing business to be supported; others referred to retaining balanced, mixed farming and to the numbers of jobs provided.
- Comments on polytunnels were predominantly opposed, with others in favour. Of those against, many commented further on the issues canvassed in Q11: “Polytunnels seriously degrade rural landscape. They turn countryside into industrial wasteland. They ruin biodiversity and wildlife. They cause water run-off and risk of local property flooding...”. Others commented on the economic aspects and the need for balance: “of course job opportunities are important, but not when the wildlife or visual impacts of particular sites outweigh economic considerations”.
- Comments in support of polytunnels pointed to their benefits in respect of the UK production of fruit and vegetables for longer seasons: “Polytunnel enterprises are needed to produce what we eat, or it would be imported. They create a lot of local employment, the local business in our parish more than any business in Ledbury.” Qualified support was offered if away from dwellings or where rotated.
- Comments were also made on the unsuitability of rural lanes for HGVs; the need to support tourism for its economic benefits, and to protect the rural landscape and other qualities on which it was based; and the importance of improvements to broadband to support home working and the knowledge-based economy.

## Protecting our environment

Q13: Which of the following ways of ensuring that new development respects the environment are important to you? Please tick one box in each row.

	Not important		Fairly unimportant		Fairly important		Very important	
New development to be in keeping with its surroundings	2	1%	9	3%	66	25%	191	71%
New development to make use of local materials	6	2%	50	19%	123	46%	87	32%
New development to make use of materials from sustainable sources	11	4%	26	10%	110	41%	114	43%
New development to exceed government energy efficiency standards	12	4%	36	13%	124	46%	90	34%
New development to include provisions for wildlife	6	2%	24	9%	94	35%	142	53%
New development to avoid creating noise and light pollution	0	-	8	3%	64	24%	192	72%
New development to avoid significant impact on landscape and views	2	1%	2	1%	76	28%	185	69%
Traffic from new development to be compatible with the local roads	1	0.4%	0	-	62	23%	203	76%

Percentage base = 268 (all respondents)

- This question was answered by all respondents (100%).
- Almost all wanted to see traffic from new development to be compatible with local roads, with 99% of respondents regarding this as very or fairly important. This option had the highest very important score.
- Many wanted to see new development which had no significant impact on landscape and views – regarded as very or fairly important by 97%. Development in keeping with its surroundings and which avoided creating noise and light pollution was very or fairly important to 96%.
- Provision for wildlife was very or fairly important for 88%.
- The use of building materials from sustainable sources was very or fairly important to 84%, and 80% similarly supported energy efficiency ratings in exceedance of current requirements (albeit 13% saw this as fairly unimportant).
- The use of local building materials was the least favoured option, being very important to less than one-third and not important or fairly unimportant to 21% (the highest such score).

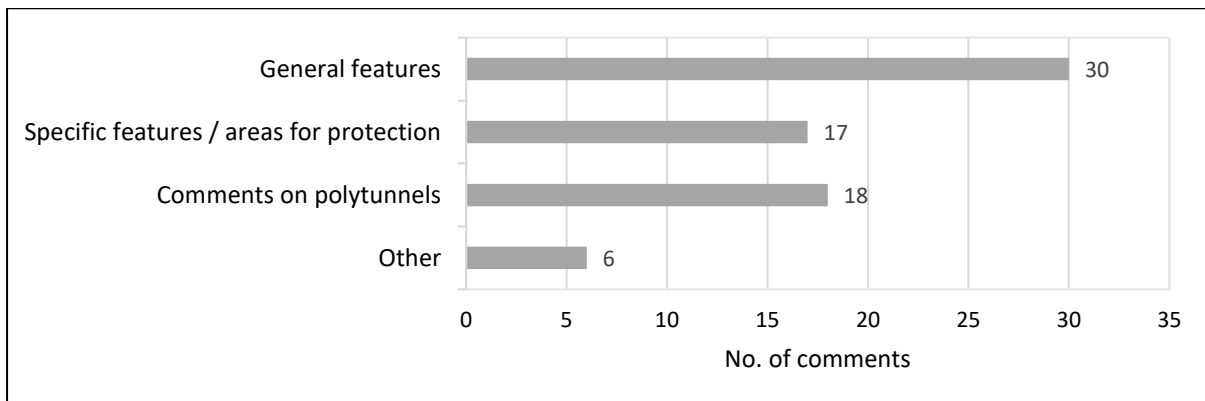
**Q14: Which of the following ways of protecting and enhancing the local environment are important to you? Please tick one box in each row.**

	<b>Not important</b>		<b>Fairly unimportant</b>		<b>Fairly important</b>		<b>Very important</b>	
<b>Protecting important views</b>	3	1%	3	1%	86	32%	173	65%
<b>Protecting the character of the landscape including hedgerows</b>	2	1%	3	1%	87	32%	175	65%
<b>Identifying landscape features for protection, such as trees, woodland, copses and orchards</b>	5	2%	7	3%	71	26%	183	68%
<b>Identifying wildlife habitats for protection, such as ponds and traditional orchards</b>	5	2%	10	4%	71	26%	180	67%
<b>Controlling the extent of polytunnels</b>	5	2%	21	8%	67	25%	175	65%
<b>Minimising noise and light pollution</b>	2	1%	5	2%	66	25%	195	73%

Percentage base = 268 (all respondents)

- This question was answered by all respondents (100%).
- There was little variation between the options canvassed.
- Minimising noise and light pollution was judged as the most important. This recorded the highest very important score at 73%, with 98% of respondents finding it to be very or fairly important.
- Ranking the other options by their combined very and fairly important scores puts protecting important views and landscape character both at 97%, followed by identifying landscape features (94%) and wildlife habitats (93%).
- Controlling the extent of polytunnels had the lowest such combined score, albeit at 90%. This option was seen as being not or fairly unimportant by 10% of respondents.

**Q15: If there are any particular local features, views or habitat areas that you think should be protected, please describe them below.**



- There were 58 responses to this free-write question (22% of all respondents).
- General comments to this question identified various habitats and landscape features such as old hop yards for protection: “ancient woodland, veteran trees, traditional orchards, hedgerows – native and species rich, ponds and streams”. Others referred to the natural environment more widely, including farmland per se, and to “the openness and intrinsic qualities of our countryside”.
- The specific features and areas which were identified for protection included: Marcle Ridge, together with views towards Ledbury and the Malverns; Ast Wood; Yew Tree Farm, and Whitfield Coppice.
- Comments were also made on polytunnels in reply to this question. Many of these referred to their impact on features such as views, the local landscape, and footpaths: “important rural views are now blighted by polytunnels ... whilst I support agricultural development, it must be kept in proportion to residential and other uses of the surrounding area”. Not all took this view: “I would give to agriculture business, a bit more space and freedom where the land is available and doesn’t interfere with local community ... I don’t mind to see a block of polytunnels on the hill 3-5-8 miles away is hurting nobody, unless the view is that important and pay for our food needs”.
- Other comments referred to the proposed travellers site at Trumpet; light pollution; better local control over how land is developed and features and habitats are protected; and ensuring that any new development be constructed in a vernacular style, using traditional local materials and building styles, and sited so as to reduce adverse visual impact.

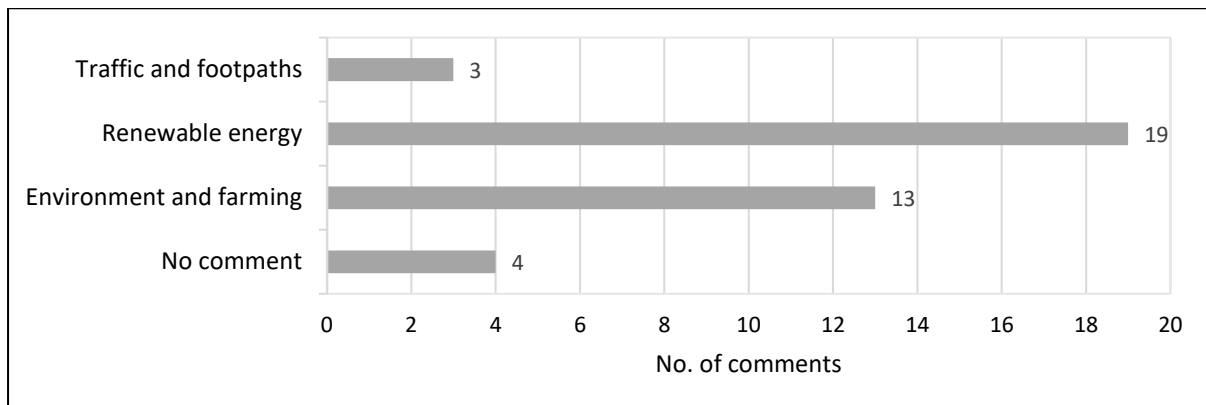
**Q16: Which of the following ways of producing local renewable energy should the NDP encourage? These could be undertaken on a commercial basis, by private individuals, or operated as community projects. Please tick one box in each row.**

	Yes		No		No opinion	
<b>Individual wind turbines</b>	117	44%	104	39%	37	14%
<b>Wind farms</b>	55	21%	180	67%	21	8%
<b>Solar panels</b>	218	81%	25	9%	17	6%
<b>Solar farms</b>	86	32%	125	47%	37	14%
<b>Ground source heat pumps</b>	166	62%	16	6%	64	24%
<b>Air source heat pumps</b>	136	51%	25	9%	85	32%
<b>Biomass units</b>	121	45%	58	22%	72	27%
<b>Anaerobic digesters (using waste gas)</b>	114	43%	70	26%	67	25%

Percentage base = 268 (all respondents)

- This question was answered by 266 respondents (99%).
- The most favoured means of producing renewable energy was via solar panels (81% in favour) and ground and air source heat pumps (62% and 51% in favour). A quarter of respondents had no opinion on ground source heat pumps, rising to a third for air source heat pumps.
- In contrast to the support for solar panels, larger-scale solar farms were supported by less than a third of respondents, with 47% opposed. This is consistent with the emphasis placed on protecting the character of the landscape in Q14.
- Biomass units and anaerobic digesters were favoured by less than half of respondents, with around a quarter being opposed or having no opinion.
- Individual wind turbines were supported by 44% and opposed by 39%, with a more decided balance of opinion on larger-scale wind farms (21% for, 67% against).

**Q17: Do you have any other comments on the local environment? This is your opportunity to tell us your views on conserving and improving the local environment.**



- There were 37 responses to this free-write question (14% of all respondents).
- Taking the opportunity to add further detail to their replies to the previous question, many respondents addressed renewable energy, with a range of views expressed. Some were supportive: “I support any kind of renewable energy being used”. Several pointed to a need for new housing to incorporate a renewable energy source, such as solar panels, as well as use sustainable building materials and incorporate high levels of insulation. Others identified concerns such as odour problems linked to anaerobic digesters, or stated that their opinion would vary according to how a scheme would be operated: “the question needs to be divided up into commercial, private individuals, community projects, as my answers would be different”.
- Others addressed various aspects of the local environment and farming, including:
  - Environmental and commercial issues should be properly balanced
  - Soil erosion
  - Litter
  - Foul drainage needs to be improved
  - Light pollution
- Comments on traffic and footpaths referred to traffic speeds on Falcon Lane, and to keeping footpaths open and clear.

## Community Services

**Q18: How important do you think the following existing facilities and services are in meeting the current and future needs of the local community? Please tick one box in each row.**

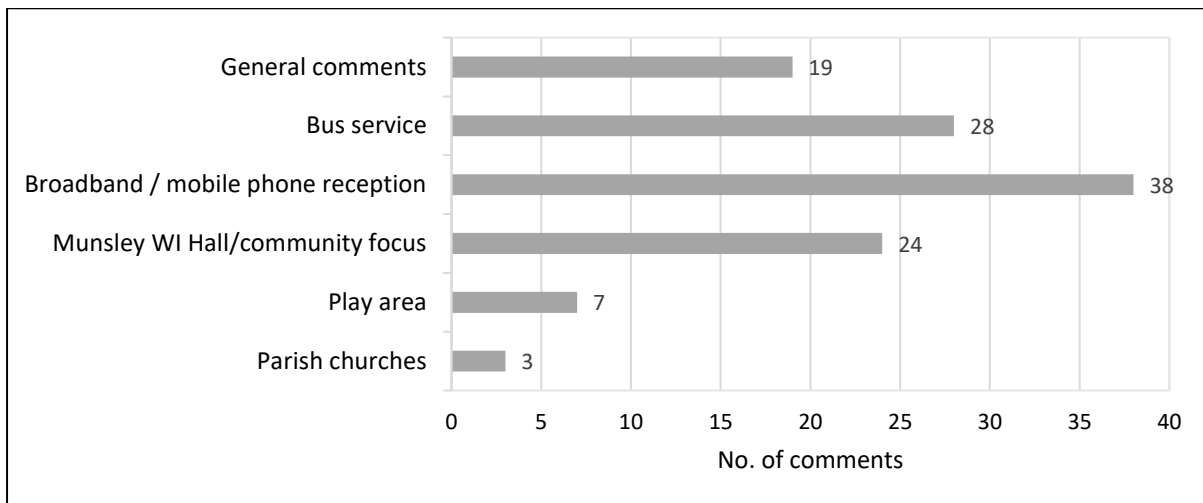
	Not important		Fairly unimportant		Fairly important		Very important	
<b>Munsley WI Hall</b>	16	6%	40	15%	120	45%	83	31%
<b>Hotel, pubs and cafés</b>	1	1%	10	4%	114	43%	137	51%
<b>The Nest shop</b>	6	2%	31	12%	101	38%	125	47%
<b>Parish Churches</b>	13	5%	32	12%	91	34%	127	47%
<b>Local bus services</b>	2	1%	14	5%	58	22%	192	72%
<b>Broadband</b>	2	1%	4	1%	33	12%	226	84%
<b>Mobile phone reception</b>	2	1%	4	1%	43	16%	217	81%

Percentage base = 268 (all respondents)

- This question was answered by all respondents (100%).
- Broadband was judged the most important of the services listed, with 84% of respondents seeing this as very important, closely followed by mobile phone reception (81%). These services were very or fairly important to 96% and 97% of respondents respectively.
- Local bus services were very important to 72%, followed by hotels, pubs and cafes (51%). These both had a combined fairly/very important score of 94%.
- The Nest shop and the parish churches were both very important to just under half of respondents (47%).
- Munsley WI Hall was seen as least important in meeting current and future needs, with the highest scores for not and fairly unimportant (6% and 15%), but it was still ranked as fairly or very important by over three-quarters of respondents (76%).



**Q19: Do you think that any of the above need to be improved? Are there any other community services you would like to see provided, if possible? Please tell us how this could be achieved.**



- There were 97 responses to this free-write question (36% of all respondents). Respondents offered further comment on the need for improvement to the various community services listed in the preceding Q18.
- The greatest number of responses was made in respect of the need for improvements to broadband and mobile phone reception, reflecting the priorities identified in responses to Q18. Several references were made to the role of these services in the encouragement of business and jobs: “the rural economy needs a switched on broadband service to provide economic growth and jobs”.
- Comments on bus services focussed on the need for more services, extended hours of operation, and improved bus shelters. An option of a community bus service was suggested.
- There was support for a better community or village hall: “a central hub for local events, classes, playgroups etc”. This was linked to many calls for improvements to the facilities available at the Munsley WI Hall. Others suggested enabling the churches to be available for a wider range of community uses.
- General comments included:
  - A need to encourage a range of local services provided by charities, the church and social enterprises: “a thriving, vibrant community will require volunteer support”.
  - Examples included a scheme to tackle loneliness; community nursing service, and meals on wheels;
  - As well as an appreciation of the existing hotel, pub, cafes and shop, there was support for a community shop;
  - Setting up a business breakfast so that local companies could network.
- There were several calls for a children’s play area or communal open space.
- For the churches, there was a recognition that these were “beautiful and historic buildings that need to be preserved/used despite smaller and smaller congregations”.

## Information about you

### Q20: Are you male or female?

	Male		Female	
<b>Questionnaire responses<sup>1</sup></b>	128	48%	138	52%
<b>Census 2011 Pixley and District, all usual residents<sup>2</sup></b>	283	51%	271	49%

1. Percentage base = 268 (all respondents)

2. Percentage base = all usual residents Census 2011 (554)

- This question was answered by 266 respondents (99%).
- Compared to the Census 2011 figures for all usual residents, females were slightly over-represented in the survey responses. Note the Census data includes under 16s.

### Q21: How old are you?

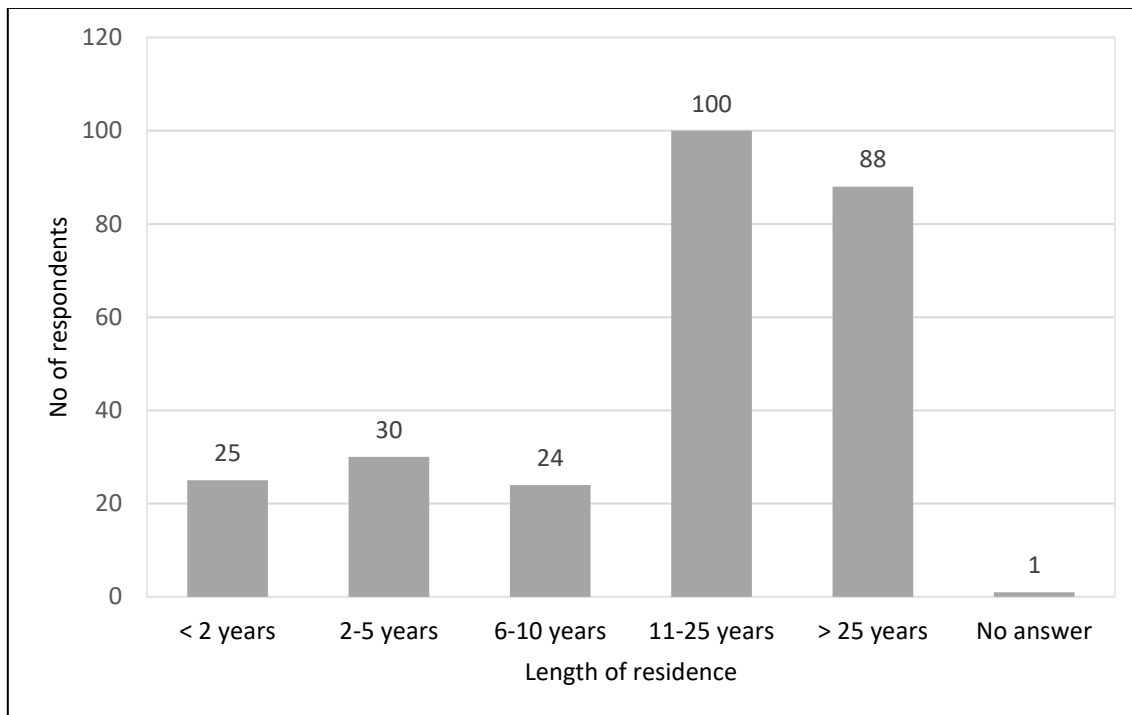
	16-24		25-29		30-44		45-59		60-74		75 and over	
<b>Questionnaire responses<sup>1</sup></b>	20	7%	3	1%	33	12%	95	35%	88	33%	28	10%
<b>Census 2011 Pixley and District, all usual residents<sup>2</sup></b>	66	15%	14	3%	101	23%	151	34%	91	20%	24	5%

1. Percentage base = 268 (all respondents)

2. Percentage base = all usual residents aged 16 and over Census 2011 (447)

- This question was answered by 267 respondents (99%).
- The 16-24, 25-29 and 30-44 age groups were under-represented in terms of level of response, compared against the Census distribution of population amongst these groups.
- Older age groups (45-59, 60-74 and 75 and over) were over-represented to varying degrees. The 60-74 age group, one-fifth of the usual resident population at the time of the Census, accounted for 33% of questionnaire responses.

**Q22: How long have you lived in Our Area?**



**Q23: Which parish do you live in?**

	Questionnaire responses <sup>1</sup>		Census 2011, Pixley and District all usual residents aged 16 and over <sup>2</sup>	
<b>Aylton</b>	71	26%	121	27%
<b>Little Marcle</b>	83	31%	114	26%
<b>Munsley</b>	55	21%	212	47%
<b>Pixley</b>	57	21%		

1. Percentage base = 268 (all respondents)

2. Percentage base = all usual residents aged 16 and over Census 2011 (447). Note separate figures for Munsley and Pixley parishes not available.

- This question was answered by 266 respondents (99%).

**Q24: Employment status: please tick all the boxes that best describe you.**

	Questionnaire responses <sup>1</sup>		Census 2011, Pixley and District, economic activity <sup>2</sup>	
<b>Employed full-time</b>	68	25%	146	35%
<b>Employed part-time</b>	35	13%	61	14%
<b>Self-employed</b>	76	28%	99	23%
<b>Unemployed and available for work</b>	2	1%	12	3%
<b>In full-time education</b>	12	4%	31	7%
<b>Retired</b>	83	31%	50	12%
<b>Looking after home/family</b>	25	9%	16	4%
<b>Long-term sick/disabled</b>	5	2%	4	1%
<b>Other</b>	2	1%	4	1%

1. Percentage base = 268 (all respondents)

2. Percentage base = all usual residents aged 16 to 74 Census 2011 (423)

- This question was answered by 267 respondents (99%).

## Have we missed anything?

There were 42 responses (16% of all respondents) to this free-write opportunity to address issues additional to those dealt with in the questionnaire.

Respondents took this opportunity to expand on the various issues which had been broached in earlier questions and on their responses to them.

- Lack of affordable homes
- “A dynamic area is one that changes”
- Poor condition of main roads and rural lanes including potholes, litter
- Main roads need footpaths, cycleways, safe provision for school bus collection and drop-off, 50 mph speed limit and traffic calming
- Landscape is dominated by polytunnels
- Need more control over pollution
- Cider apple trees may need removing to grow food instead, post-Brexit
- Concern over travellers site at the Trumpet – no perceived local need, out of scale
- More community activities, cohesion, enterprise, and communication
- Encourage young people and families to live in area
- Development inhibited by lack of mains drainage and roads
- Ledbury – improve rail station, more food retail, better evening economy, influence their NDP
- Need park/playground free to use – lottery application
- Open an ‘on demand’ rail halt between Ledbury and Hereford
- Identify environmental assets such as wildlife, landscape, woodlands, trees and heritage
- Form too complicated
- Great questionnaire
- Thank you for undertaking the survey.