Research Report

LOCALPLAN
helpingshapethedistrict

WARWICK DISTRICT COUNCIL

Local Plan Consultation

Prepared for: Warwick District Council

bmg research

Local Plan Consultation

Prepared for: Warwick District Council

Prepared by: Steve Handley, Account Manager

September 2011

Table of Contents

Table of Figures

Table of Tables

1   Key Findings

Introduction and methodology

1.1   Warwick District Council is preparing a New Local Plan for the District which will guide the area's future development for the next 15 years.

1.2   The first stage in the process of creating the Local Plan has been to ask the public and local organisations about what they think are the important issues and challenges facing local communities today, and what level of growth they think will be most appropriate in the future to address those issues.

1.3   This consultation has been undertaken using a variety of different methods of communication including questionnaires, meetings, roadshows, publications, the Council's website at www.warwick.gov.uk   and through a face to face survey of 700 local residents selected at random. This report summarises the results of the face to face survey. The purpose of the face to face survey was to obtain a sample of responses to the consultation questionnaire which would be representative of the population of the District in terms of geographical area and socio-economic characteristics.

1.4   The 700 interviews were distributed evenly across seven Community Forum Areas. These are Kenilworth, Leamington North, Leamington South, Rural East, Rural West, Warwick, and Whitnash.

1.5   All interviews were completed at residential addresses selected in advance on a stratified random basis. In each Community Forum Area all of the Census Output Areas were ordered by deprivation and then ten were selected at random on a '1 in n' basis as sampling points. This ensured a wide range of neighbourhoods were covered by the research. Ten sampling points, each of 125 addresses, per Community Forum Area were selected so that interviews were spread across 70 separate points in the district, ensuring that the data for this sample size is as representative as possible.

1.6   Interviewing was carried out between 4th and 24th July using a 15 minute questionnaire jointly designed by BMG Research and Warwick District Council.

Prior awareness of new Local Plan

Levels and source of awareness

1.7   All survey respondents were shown a montage of images from the Local Plan consultation document and were then asked if they had seen, heard or read anything about the Council's new local plan prior to the interview. In response, fewer than one in five residents (16%) stated they had some prior awareness of the plan while the vast majority (83%) said they did not. The remaining 1% of residents were unsure.

1.8   Among those who were previously aware of the Local Plan, over half stated that they had seen or heard of it via the local press (52%). Of those previously aware of the Local Plan, over one quarter (28%) stated that they had read some of the new Local Plan, while 72% had not. In order to put the subsequent results reported into some

context, this means that in total, 4% of the survey sample had previously had some level of engagement with the current Local Plan consultation.

Local priorities

1.9 While the focus of the Local Plan is Planning and to what extent new development can be harnessed to address local issues, as an introduction to the subject matter, residents were asked a broad question about what they feel makes somewhere a good place to live and were then asked what needs to be improved in their local area.

1.10 From the twenty possible factors included in the questionnaire the highest proportion of Warwick District residents state that the level of crime (55%), education provision (41%) and health services (39%) are most important in making somewhere a good place to live.

1.11 When considering which aspects of their local area require improvement, quite different responses were given. The most common response given by Warwick District residents was that road and pavement repairs (34%) need improving, followed by activities for teenagers (31%) and the level of traffic congestion (23%).

1.12 The issue that most clearly aligns in both importance and requiring improvement is the availability of affordable decent housing.

Agreement with issues identified by the Council as most important

1.13 The Council has identified ten issues that they feel are most important for the communities living in Warwick District, issues they feel should be central in the Local Plan. In order to assess whether these issues are the correct ones, all survey respondents were asked to state whether they agree or disagree with each as being important.

1.14 The responses given show that the majority of residents agree with nine out of these ten statements, with agreement highest regarding the importance of economically strong town centres, the ability of community facilities and services to meet the needs of local people (both 74%) plus housing costs and the lack of affordable homes (73%). The issue for which there is not majority approval is the threat of flooding to homes and businesses. Only two in five agree that this is important (40%) while an equal proportion of residents (39%) disagree.

Priority issues

1.15 In order to provide a hierarchy of local concerns and priorities residents were also asked to select three issues from the list that the Council has identified which they felt were a priority. A quarter (24%) of residents selected high house prices as their first priority, 10-percentage points above the next most common top priority which is the economic strength of town centres (14%). Overall, crime and fear of crime (46%) was the issue most likely to feature in residents top three priorities, closely followed by high house prices and the lack of affordable homes (44%).

Levels of development

1.16 The Council is considering three future scenarios for levels of future development which are described as low, average, and high. The details of each scenario were presented to residents via a 'show card'.

1.17 Just over half of respondents (52%) consider that the development scenario that would be best for the Warwick District Council area is Scenario 1 – Low growth. Over a third (37%) of respondents consider that Scenario 2 – Average growth would be best for the District, whilst the proportion opting for Scenario 3 – High growth is just 10%.

1.18 Reasons given for selecting Scenario 1 include, already enough houses (29%) and against any 'green belt' development (25%).

1.19 As well as considering the development scenario that would be best for the Warwick District Council area, respondents were also asked which of the three scenarios would best address the priority issue they had identified previously. For three of the priorities, the largest proportion of respondents think that Scenario 2 – Average growth would best address the following: High house prices & the lack of affordable homes, the economic strength of town centres and areas of poverty in Leamington and Warwick. For all the other priorities (7 in total), Scenario 1 – Low growth is considered to be the best option to address them.

The nature of future development

1.20 Respondents were informed that Warwick District Council wants to ensure that all future growth and development in the local area is appropriate for the local community and the environment. To do this it has set a number of aims for future development, which residents were asked to consider.

1.21 At least four fifths of respondents agreed with the aims that contribute to sustainable local growth, well designed developments and infrastructure to support growth.

2. Introduction

Introduction

2.1 Warwick District Council is preparing a New Local Plan for the District which will guide the area's future development for the next 15 years.

2.2 The first stage in the process of creating the Local Plan has been to ask the public and organisations about what they think are the important issues and challenges facing local communities today, and what level of growth they think will be most appropriate in the future to address those issues.

2.3 This consultation has been undertaken using a variety of different methods of communication including questionnaires, meetings, roadshows, publications, the Council's website at www.warwick.gov.uk and through a face to face survey of 700 local residents selected at random. This report summarises the results of the face to face survey. The purpose of the face to face survey was to obtain a sample of responses to the consultation questionnaire which would be representative of the population of the District in terms of geographical area and socio-economic characteristics.

Survey methodology

2.4 BMG Research was commissioned by Warwick District Council to undertake a face to face survey of 700 Warwick District residents aged 16 or over. These 700 interviews were to be distributed evenly across the seven Community Forum Areas of Kenilworth, Leamington North, Leamington South, Rural East, Rural West, Warwick, and Whitnash. A face to face methodology was chosen for the following reasons:

- Face to face interviewing allowed equal numbers of interviews to be achieved per Community Forum Area, something that could not be guaranteed with a postal survey.
- Interviewing in person placed less onus on residents to read through the detail of Local Plan consultation documents. Instead interviewers were able to explain in person the reason for the Local Plan and the nature of the issues being considered.
- BMG Research was able to deploy an ethnically diverse field team to minimise the likelihood of language issues preventing BME residents from taking part in the survey.

2.5 All interviews were completed at residential addresses selected in advance on a stratified random basis. In each Community Forum Area all of the Census Output Areas (the smallest unit of the ONS spatial hierarchy) were ordered by deprivation and then ten were selected at random on a 1 in n basis as sampling points. This ensured a wide range of neighbourhoods were covered by the research.

2.6 Each sampling point contained approximately 125 households from which 10 interviews were sought. With 10 sampling points per Community Forum Area this meant that interviews were spread across 70 separate points in the district, ensuring that the data for this sample size is as representative as possible.

2.7 Interviewing was carried out between 4th and 24th July using a 15 minute questionnaire jointly designed by BMG Research and Warwick District Council. In total, 713 interviews were completed, the distribution of which is shown in Table 1.

Table 1: Interviewing Distribution by Community Forum Area

Community Forum Area	Interviews completed
Kenilworth	99
Warwick	103
Whitnash	100
Rural East	102
Rural West	107
Leamington North	102
Leamington South	100
Total	**713**

Figure 1: Map of Community Forum Areas
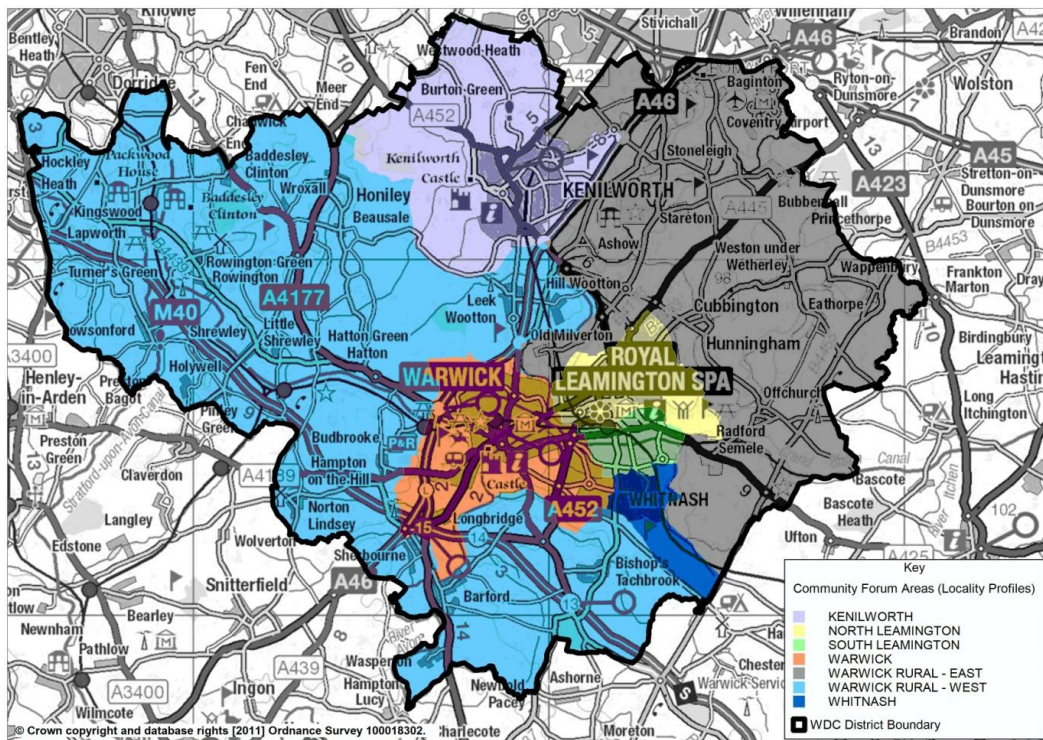
Data weighting and analysis

2.8　A sample size of 713 is subject to a maximum standard error of ±3.7% at the 95% confidence level on an observed statistic of 50%. Therefore, we can be 95% confident that responses are representative of those that would be given by the Warwick District population, if a census had been conducted, to within 3.7% of the percentages reported.

2.9　In order to ensure that the survey results reflect the views of all residents in the District, the data was weighted prior to analysis. Weights were applied by Community Forum area to correct the fact that the even number of interviews completed in each area is not matched by the population size of each area. Weights were also applied by age and gender.

2.10　The data used in this report is rounded up or down to the nearest whole percentage. It is for this reason that, on occasions, tables or charts may add up to 99% or 101%. Where tables and graphics do not match exactly the text in the report this occurs due to the way in which figures are rounded up (or down) when responses are combined. Results that do differ in this way should not have a variance which is any larger than 1%.

3   Prior Awareness of Local Plan

Introduction

3.1   In order to contextualise the opinions given about the local plan all survey respondents were asked whether they were previously aware of the Local Plan and if they had previously read the consultation document.

Levels and source of awareness

3.2   All survey respondents were shown a montage of images from the Local Plan consultation document, which is replicated below.

3.3 All were then asked if they had seen, heard or read anything about the Council's new local plan prior to the interview. In response, fewer than one in five residents (16%) stated they had some prior awareness of the plan while the vast majority (83%) said they did not. The remaining 1% of residents were unsure.

Figure 2: Before today had you seen heard or read anything about the Council's new Local Plan? (All responses)
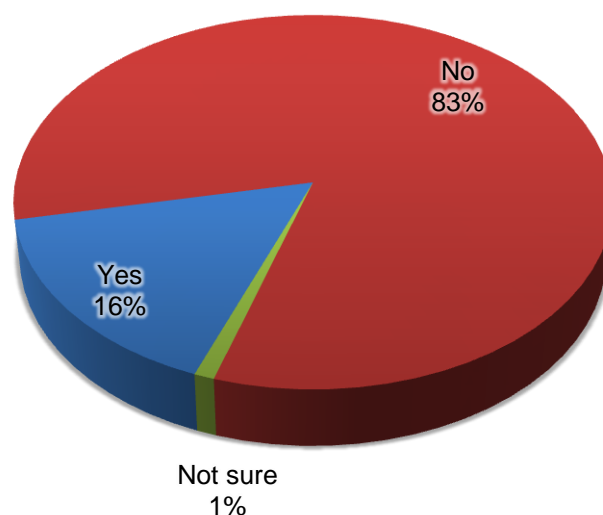
Unweighted Sample Base: 713

3.4 Prior awareness of the Local Plan was significantly higher in the Rural West Community Forum Area (31% aware) and significantly lower in Leamington South (95% unaware). This is shown by the table below

Table 2: Prior awareness of Local Plan by Community Forum Area (All responses)

	Kenilworth	Warwick	Whitnash	Rural East	Rural West	Leamington North	Leamington South
Yes	16%	12%	17%	16%	**31%**	20%	5%
No	83%	88%	83%	82%	67%	79%	**95%**
Not sure	1%	0%	0%	2%	2%	1%	0%
Unweighted Bases	**99**	**103**	**100**	**102**	**107**	**102**	**100**

3.5 It is also notable that residents aged 18-64 were significantly more likely to have not seen heard or read about the new Local Plan than those aged 65 and over (85% compared with 77%).

3.6 Among those who were previously aware of the Local Plan, over half stated that they had seen or heard of it via the local press (52%). The next most common sources of plan awareness were Council Offices (7%) via the Council website (5%) and local libraries (5%).

Figure 3: Where have you heard about the new Local Plan? (All those previously aware of it)
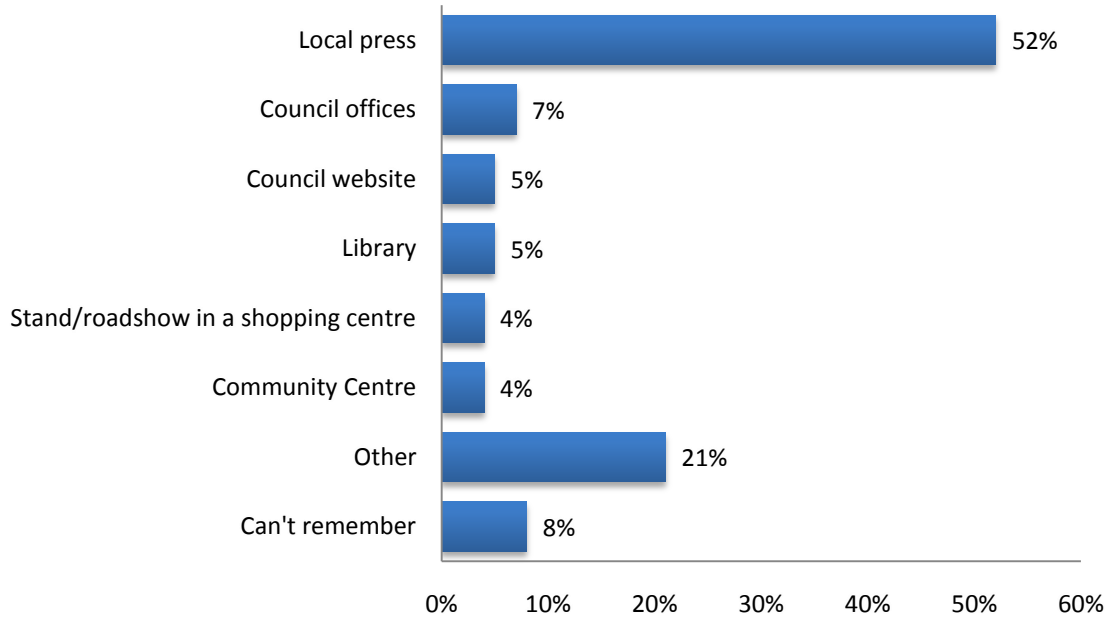
Unweighted Sample Base: 127

3.7 Among these 127 residents (those aware of the new Local Plan), 28% stated that they had read some of the new Local Plan, while 72% had not. In order to put the subsequent results reported into some context, this means that in total, 4% of the survey sample had previously had some level of engagement with the new Local Plan documentation.

4   Local priorities

Introduction

4.1   While the focus of the Local Plan is planning and to what extent new development can be harnessed to address local issues, as an introduction to the subject matter, residents were asked a broad question about what they feel makes somewhere a good place to live and were then asked what needs to be improved in their local area. Such questions provide an indicator of priority issues among residents.

Most important factors in making somewhere a good place to live

4.2   From the twenty possible factors included in the questionnaire the highest proportion of Warwick District residents state that the level of crime (55%), education provision (41%) and health services (39%) are most important in making somewhere a good place to live.

Figure 4: Most important factors in making somewhere a good place to live (All responses)
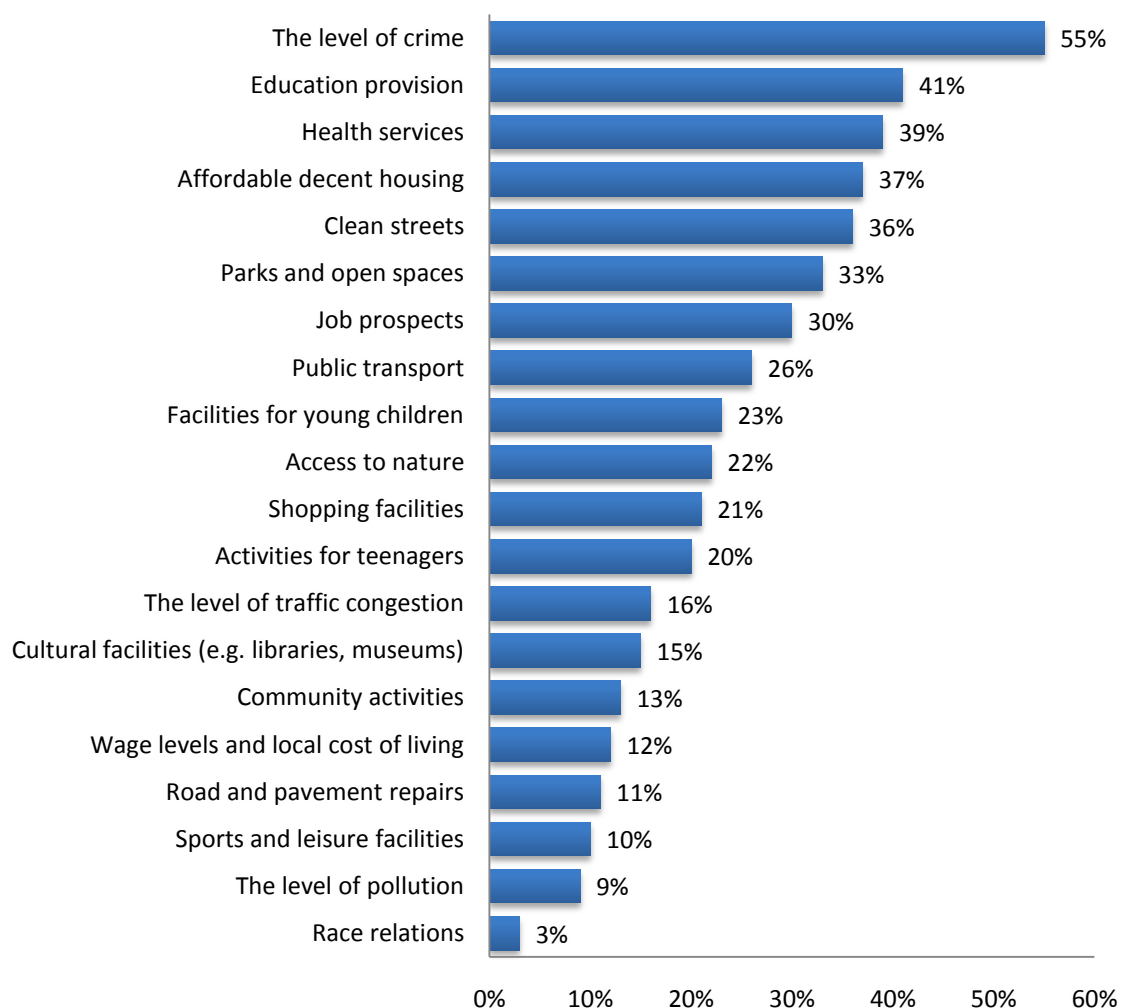
Unweighted Sample Base: 713

Aspects that require improvement in the local area

4.3 When considering which aspects of their local area require improvement, quite different responses were given. The most common response given by Warwick District residents was that road and pavement repairs (34%) need improving, followed by activities for teenagers (31%) and the level of traffic congestion (23%).

The full range of responses is shown in Figure 5.

Figure 5: Things that most need improving in the local area (All responses)
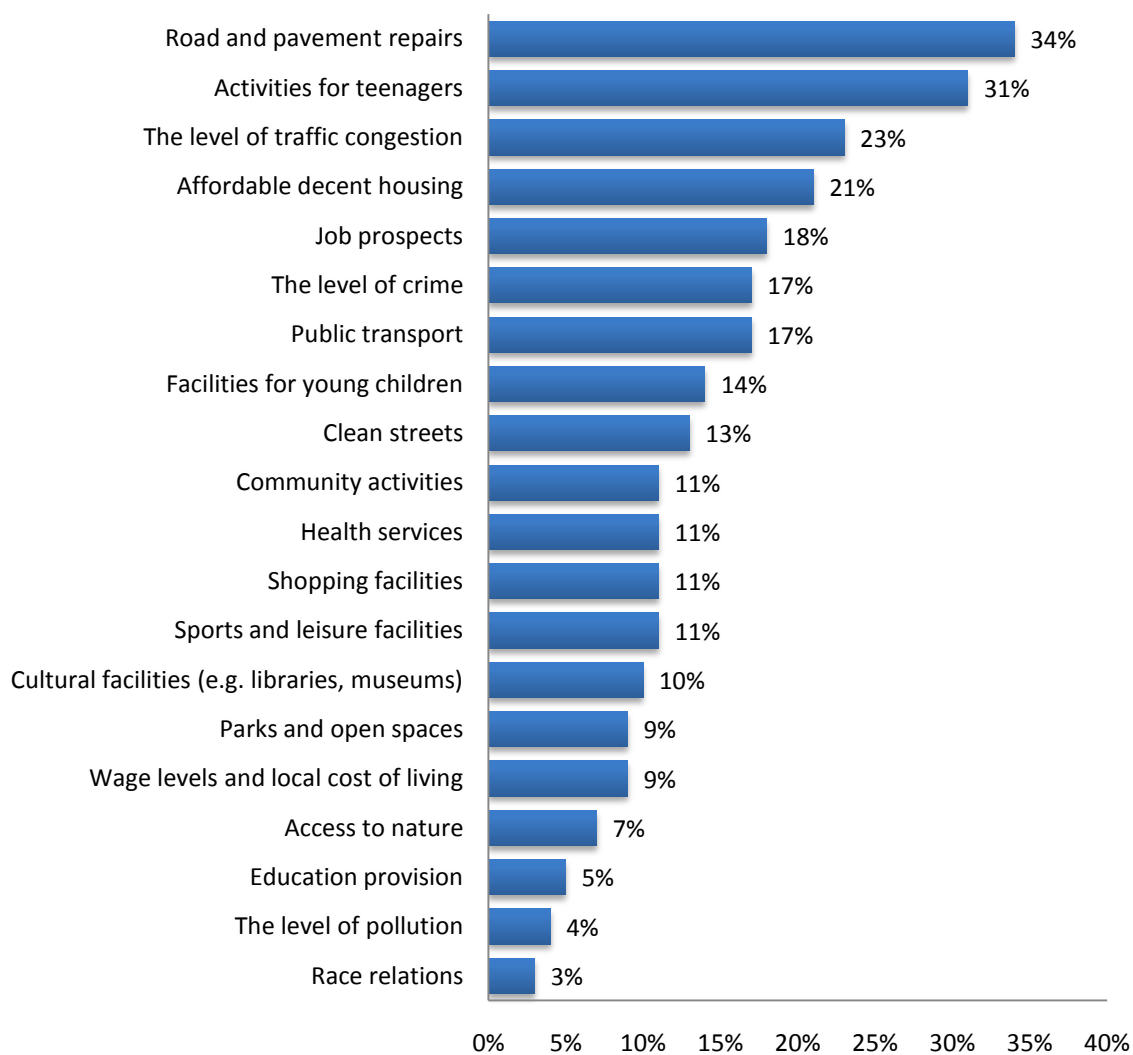
Unweighted Sample Base: 713

4.4   Breaking these responses down by Community Forum Area shows some variation in which issues are seen as a priority. The top three issues selected as needing improvement per Community Forum Area are list below:

Kenilworth

- Activities for teenagers (45%);
- Road and pavement repairs (44%);
- Affordable decent housing (24%).

Warwick

- Road and pavement repairs (46%);
- The level of traffic congestion (46%);
- Activities for teenagers (34%).

Whitnash

- Road and pavement repairs (34%);
- Activities for teenagers (30%);
- Job prospects (26%).

Rural East

- Activities for teenagers (22%);
- Public transport (22%);
- Affordable decent housing (19%).

Rural West

- The level of crime (29%);
- Affordable decent housing (25%);
- Activities for teenagers (20%);
- Road and pavement repairs (20%).

Leamington North

- Road and pavement repairs (30%);
- Activities for teenagers (28%);
- Public transport (26%).

Leamington South

- The level of crime (31%);
- Road and pavement repairs (28%);
- Activities for teenagers (27%).

The full breakdown of responses by Community Forum Area can be found overleaf.

Table 3: Aspects requiring improvement by Community Forum Area (All responses)

	Kenilworth	Warwick	Whitnash	Rural East	Rural West	Leamington North	Leamington South
Road and pavement repairs	44%	**46%**	34%	18%	20%	30%	28%
Activities for teenagers	**45%**	34%	30%	22%	20%	28%	27%
The level of traffic congestion	17%	**46%**	17%	15%	16%	18%	16%
Affordable decent housing	24%	19%	22%	19%	25%	13%	**26%**
Job prospects	16%	19%	**26%**	15%	9%	20%	19%
The level of crime	4%	19%	21%	9%	29%	14%	**31%**
Public transport	22%	9%	8%	22%	19%	**26%**	9%
Facilities for young children	12%	12%	**24%**	10%	6%	15%	17%
Clean streets	6%	**19%**	12%	8%	14%	10%	**19%**
Community activities	6%	13%	11%	14%	10%	**16%**	6%
Health services	5%	15%	7%	13%	**18%**	9%	7%
Shopping facilities	**19%**	10%	16%	6%	15%	4%	10%
Sports and leisure facilities	6%	12%	**19%**	1%	8%	18%	10%
Cultural facilities e.g. libraries, museums	12%	5%	**17%**	9%	6%	10%	14%
Parks and open spaces	6%	5%	**19%**	3%	5%	11%	14%
Wage levels and the local cost of living	8%	8%	13%	9%	1%	9%	**15%**
Access to nature	5%	2%	7%	17%	**18%**	10%	2%
Education provision	2%	5%	10%	2%	**11%**	4%	7%
The level of pollution	2%	6%	3%	**7%**	3%	6%	3%
Race relations	**7%**	2%	2%	2%	0%	4%	1%
Unweighted Bases	99	103	100	102	107	102	100

4.5   Reviewing responses among different age groups shows that activities for teenagers and road and pavement repairs are among the top three issues for improvement identified in each age group. Among those aged 16-24, job prospects also feature among their top three issues for improvement (29%), while for older residents it is the level of traffic congestion that is also most commonly deemed as in need of improvement.

Table 4: Aspects requiring improvement by age group (All responses)

Age group	Issues selected as most needing improvement	
16-24	Activities for teenagers	31%
	Job prospects	29%
	Road and pavement repairs	25%
25 to 44	Activities for teenagers	34%
	Road and pavement repairs	33%
	The level of traffic congestion	24%
45 to 64	Road and pavement repairs	37%
	Activities for teenagers	35%
	The level of traffic congestion	25%
65+	Road and pavement repairs	38%
	The level of traffic congestion	22%
	Activities for teenagers	21%

4.6   Overall, there appears to be a greater appetite for improved facilities and services among younger residents as those aged 16-24 are significantly more likely to state the following need improving:

- Sports and leisure facilities (22%);
- Health services (20%); and,
- Cultural facilities, e.g. libraries, museums (19%).

Analysis of the most important factors against those most in need of improvement

4.7 Figure 6 overleaf, plots the factors residents deem as most important against the factors described as in most need of improvement. This will give Warwick District Council and its partners further evidence of where to focus policies and resources using the model below.
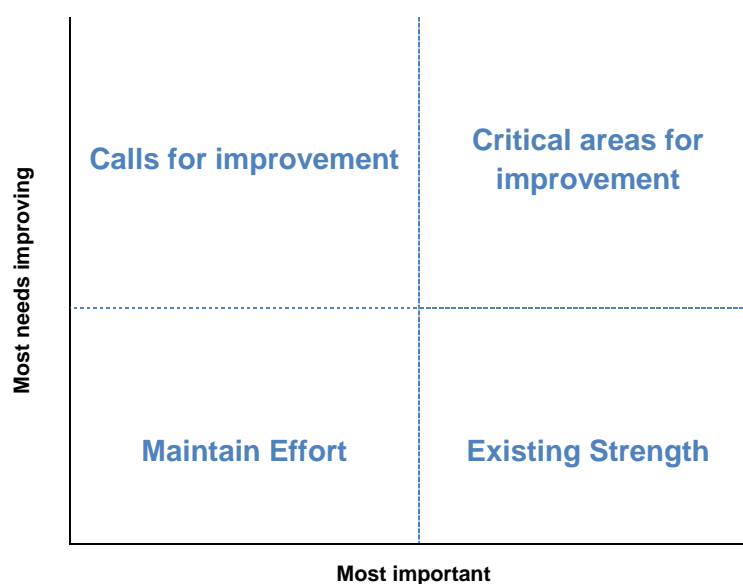
4.8 It is clear from Figure 6 that there are not any critical areas for improvement given that the most important issues of crime, education and health services are cited by comparatively few residents as needing improvement. The issue that most clearly aligns in both importance and requiring improvement is the availability of affordable decent housing (point C in Figure 6). This was the fourth most common response given by residents when considering what is important in making somewhere a good place to live and what needs improvement in Warwick District.

Figure 6: Resident concerns compared to priorities for improvement (All responses)
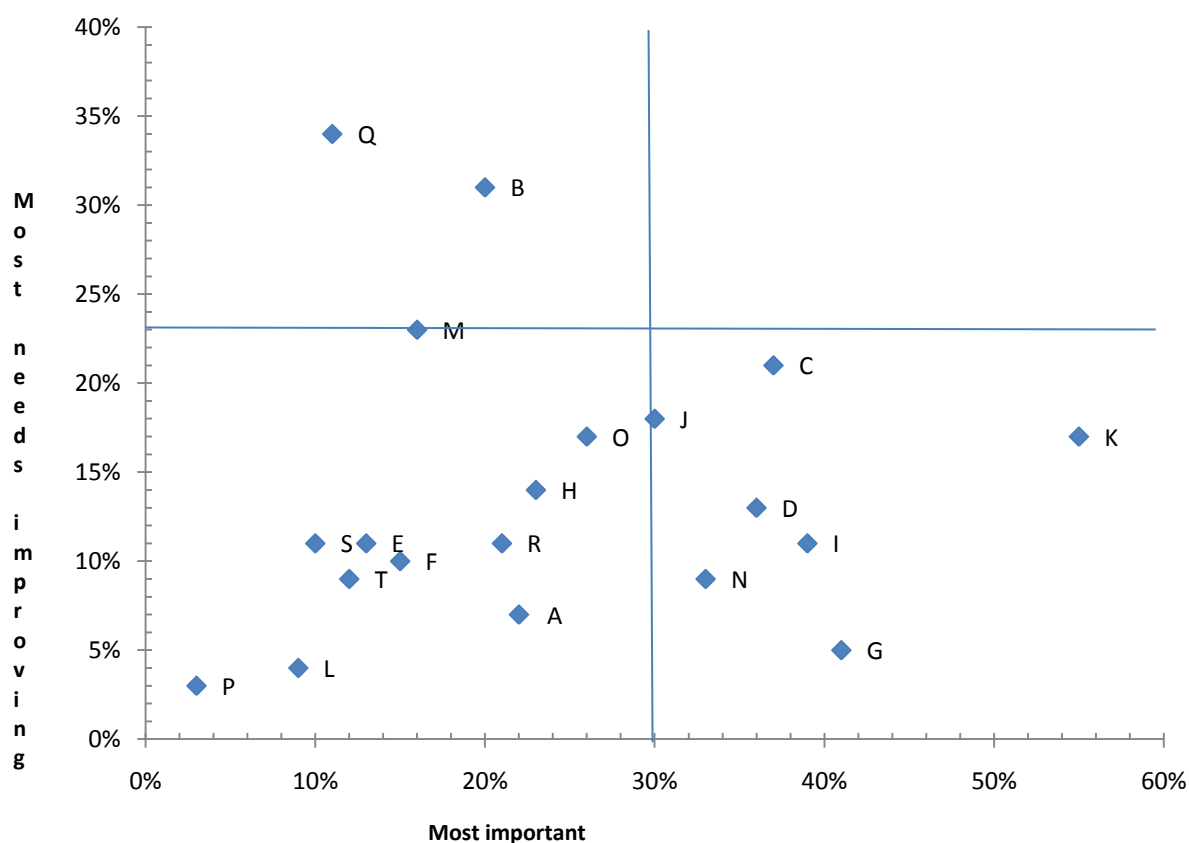
Access to nature	A	The level of crime	K
Activities for teenagers	B	The level of pollution	L
Affordable decent housing	C	The level of traffic congestion	M
Clean streets	D	Parks and open spaces	N
Community activities	E	Public transport	O
Cultural facilities (e.g. libraries, museums)	F	Race relations	P
Education provision	G	Road and pavement repairs	Q
Facilities for young children	H	Shopping facilities	R
Health services	I	Sports and leisure facilities	S
Job prospects	J	Wage levels and local cost of living	T

Agreement with issues identified by the Council as most important

4.9   The Council identified ten issues that they feel are most important for the communities living in Warwick District, issues they feel should be central in the Local Plan.   In order to assess whether these issues are the correct ones, all survey respondents were asked to state whether they agree or disagree with each as being important and by extension, those to address through future development. The responses given show that the majority of residents agree with nine out of these ten statements, with agreement highest regarding the importance of economically strong town centres, the ability of community facilities and services to meet the needs of local people (both 74%) plus housing costs and the lack of affordable homes (73%).

Figure 7: Agreement that issues identified as important by the Council are important issues for the local area (All responses)
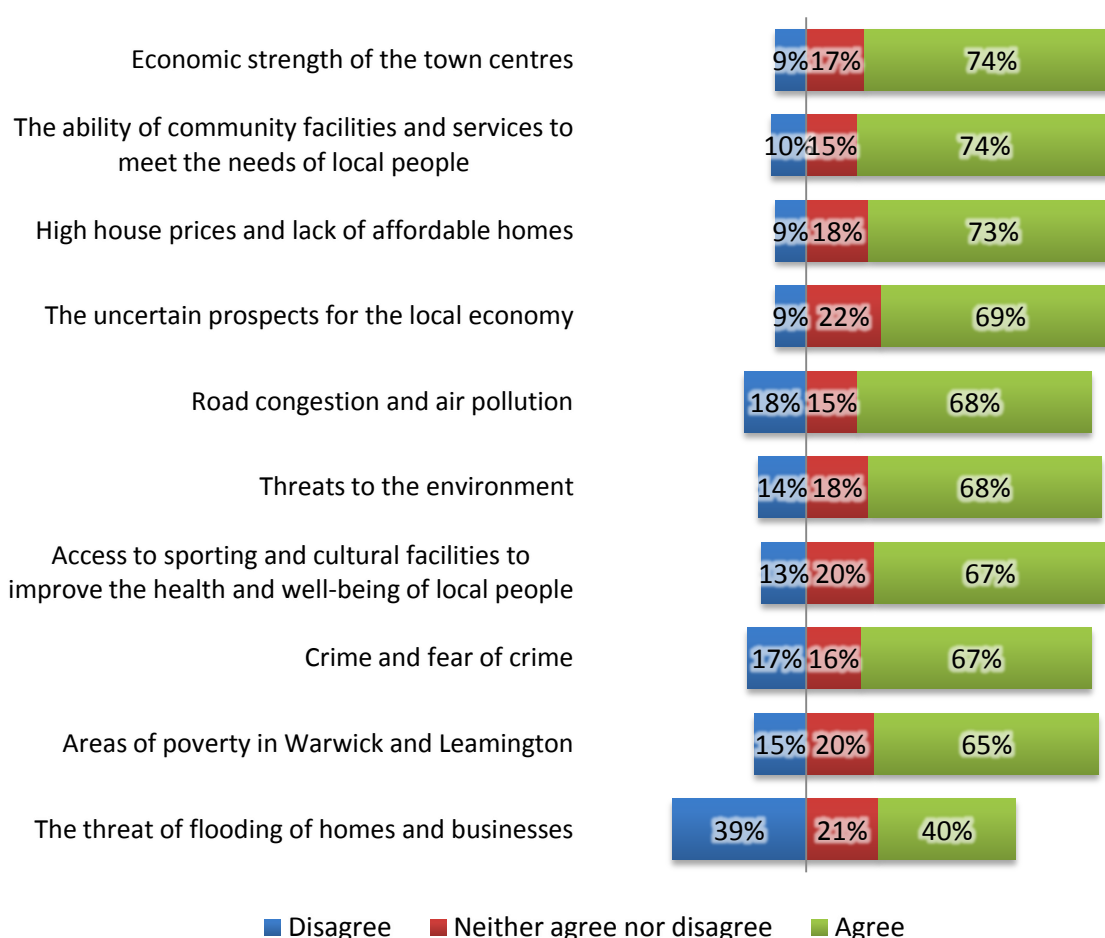
Unweighted Sample Base: 713

4.10   The issue for which there is not majority approval is the threat of flooding to homes and businesses. Only two in five agree that this is important (40%) while an equal proportion of residents (39%) disagree. This may be due to the spatially specific nature of this threat, as looking at responses by Community Forum Area it is notable that the proportion of residents agreeing that the flooding threat is an important consideration rises to 57% in the Warwick area.

4.11 The full range of opinions given in response to each priority issue is shown in the table below. This shows that the issues that the highest proportion of residents strongly agree with (the most positive response possible) are High house prices and lack of affordable homes (30%- echoing the analysis shown in Figure 6) and crime and a fear of crime (29%).

Table 5: Agreement that issues identified as important by the Council are important issues for the local area (All responses)

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
The uncertain prospects for the local economy	19%	50%	22%	8%	1%
High house prices and lack of affordable homes	30%	43%	18%	8%	1%
Economic strength of the town centres	25%	49%	17%	9%	*%
The ability of community facilities and services to meet the needs of local people	22%	53%	15%	10%	*%
Access to sporting and cultural facilities to improve the health and well-being of local people	19%	47%	20%	13%	1%
Road congestion and air pollution	26%	42%	15%	16%	2%
The threat of flooding of homes and businesses	14%	27%	21%	29%	10%
Areas of poverty in Warwick and Leamington	19%	46%	20%	12%	2%
Threats to the environment	24%	44%	18%	13%	1%
Crime and fear of crime	29%	38%	16%	16%	1%
Unweighted Sample Base: 713					

Priority issues

4.12 In order to provide a hierarchy of local concerns and priorities residents were also asked to select three issues from the list that the Council has identified which they felt were a priority. The choices made are summarised in Figure 8 below. This illustrates that a quarter (24%) of residents selected high house prices as their top priority, 10-percentage points above the next most common top priority which is the economic strength of town centres (14%). Overall, crime and fear of crime was the issue most likely to feature in residents top three priorities, closely followed by high house prices and the lack of affordable homes as denoted by the length of the bars in the figure below.

Figure 8: Top three priority issues (All responses)
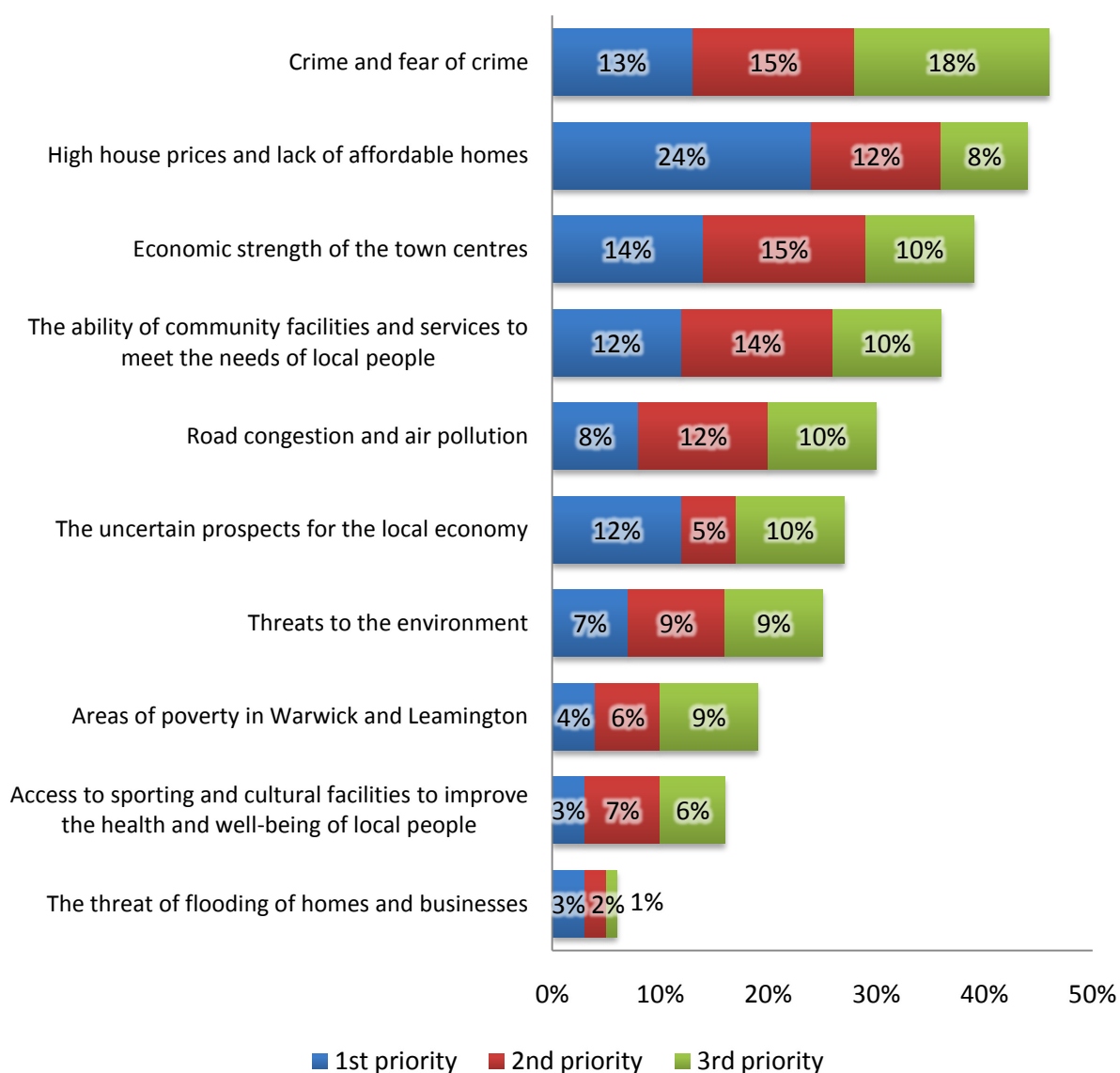
4.13 The following table details the proportions of respondents by Community Forum Area who identified each issue as their first priority. In each area, with the exception of Warwick, the largest proportion of respondents identified high house prices and the lack of affordable homes as their first priority. One third (33%) of respondents from Leamington South identified this as a priority.

Table 6: First identified priority issue by Community Forum Area (All respondents)

	Kenilworth	Warwick	Whitnash	Rural East	Rural West	Leamington North	Leamington South
The uncertain prospects for the local economy	15%	12%	12%	11%	9%	15%	7%
High house prices and lack of affordable homes	**27%**	15%	**29%**	**21%**	**29%**	**21%**	**33%**
Economic strength of the town centres	15%	13%	15%	10%	8%	18%	11%
The ability of community facilities and services to meet the needs of local people	10%	**19%**	11%	10%	12%	11%	8%
Access to sporting and cultural facilities to improve the health and well-being of local people	3%	2%	3%	3%	4%	4%	4%
Road congestion and air pollution	4%	14%	11%	9%	7%	9%	4%
The threat of flooding of homes and businesses	3%	2%	1%	7%	1%	4%	1%
Areas of poverty in Warwick and Leamington	2%	7%	1%	3%	2%	5%	1%
Threats to the environment	11%	2%	5%	11%	16%	3%	7%
Crime and fear of crime	9%	13%	11%	13%	12%	10%	23%
Unweighted Bases	**99**	**103**	**100**	**102**	**107**	**102**	**100**

4.14 The importance of house prices and the availability of affordable homes is also apparent when responses are analysed by age. As shown by the table below, this is the issue most commonly selected by all age groups as their first priority. Although the issues chosen as a priority after housing vary by age group, the only statistically significant variation evident is regarding the prospects of the local economy. This is chosen as the top priority by 17% of those aged 45-64 and 14% of those aged 25-44 compared to 6% of those aged 16-24 and 7% of those aged 65 and over.

Table 7: First identified priority issue by age group (All respondents)

Age group	First priority chosen	
16 to 24	High house prices and lack of affordable homes	28%
	The ability of community facilities and services to meet the needs of local people	12%
	Economic strength of the town centres	11%
25 to 44	High house prices and lack of affordable homes	26%
	The ability of community facilities and services to meet the needs of local people	14%
	Crime and fear of crime	14%
	The uncertain prospects for the local economy	14%
45 to 64	High house prices and lack of affordable homes	18%
	The uncertain prospects for the local economy	17%
	Economic strength of the town centres	15%
65+	High house prices and lack of affordable homes	22%
	Economic strength of the town centres	15%
	Road congestion	13%

4.15 All residents were also asked if there are any other important issues affecting the local area that need to be considered as part of the Council's new Local Plan. The majority of respondents (83%) did not make a comment. The remaining respondents provided a broad range of comments, with High Speed Rail 2 (HSR2) being mentioned by the largest proportion (3% of respondents and 15% of those making a comment).

5 Levels of development

5.1 This Local Plan consultation process gives local residents a real opportunity to have their say on how much development there is in the district. By the term development, residents were asked to think about both the amount of jobs and housing that are provided and the amount of money this then produces to re-invest in local services. The Council is considering three future development scenarios which are described as low, average, and high. The details of each scenario were presented to residents via the table below.

Scenario1: Low levels of new development and investment	Scenario 2: Average levels of new development and investment	Scenario 3: High levels of new development and investment
What will it look like? Around 250 new homes being built a year = an increase of less than 0.5% in the total number of homes each year Homes would mainly be built on brownfield land within the towns and villages. 4 hectares of land would be released each year for use by businesses and industry	**What will it look like?** Around 500 new homes being built a year = an increase of less than 1% in the total number of homes each year Homes would be built on brownfield land within towns and villages as well as on greenfield land on the edge of towns. 4.5 hectares of land would be released each year for use by businesses and industry	**What will it look like?** Around 800 new homes being built a year = an increase of 1.5% in the total number of homes each year. Homes would be built on brownfield land within towns and villages and, compared with Scenario 2, there would be twice as much building on greenfield land on the edge of towns 5 hectares of land would be released each year for use by businesses and industry
What will it mean? Lowest level of impact on the environment but limited money generated to: a) deal with important issues b) maintain and improve transport, community facilities and local services	**What will it mean?** Will impact on the environment and character of the area. Places additional demands on local services. Has the potential to generate additional money for maintaining, improving and providing new transport and community facilities/services.	**What will it mean?** Largest environmental impact. Places the greatest additional demands on local services. Has the greatest potential to generate additional money for maintaining, improving and providing new transport and community facilities and local services

5.2   Respondents were told that each option has advantages and disadvantages. They were then asked if they understood in principle the Low, Average and High development scenarios, before being asked which scenario would be best for the Warwick District Council area.

Development scenario that would be best for the Warwick District Council Area

5.3   Just over half of respondents (53%) consider that the development scenario that would be best for the Warwick District Council area is Scenario 1 – Low growth. Over a third (37%) of respondents consider that Scenario 2 – Average growth would be best for the district, whilst the proportion opting for Scenario 3 – High growth is just 10%.

Figure 9: Which of the development scenarios do you think would be best for the Warwick District Council area? (All responses)

Scenario 1 - Low
53%

Scenario 2 - Average
37%

Scenario 3 - High
10%
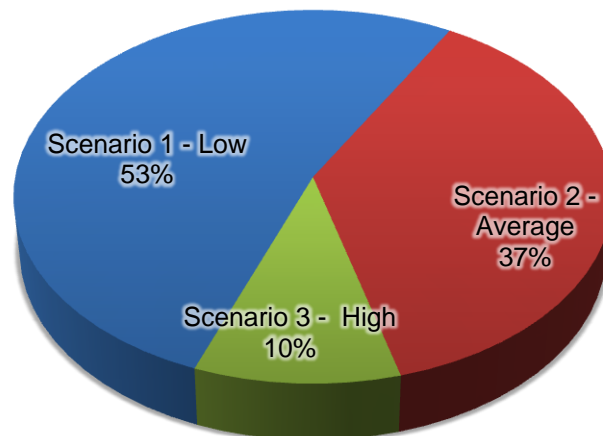
Unweighted Sample Base: 713

5.4 When analysed geographically, with the exception of the two Community Forum areas in Leamington, the largest proportion of respondents opted for Scenario 1 – Low growth. In Leamington North, opinion is equally divided between Scenario 1 – Low growth and Scenario 2 – Average growth, whilst half of respondents from Leamington South opted for Scenario 2 – Average growth.

Table 8: Development scenario favoured by Community Forum Area (All responses)

	Kenilworth	Warwick	Whitnash	Rural East	Rural West	Leamington North	Leamington South
Scenario 1 - Low	**66%**	**47%**	**63%**	**63%**	**64%**	**46%**	32%
Scenario 2 - Average	28%	40%	28%	30%	29%	**45%**	**50%**
Scenario 3 - High	6%	14%	9%	7%	7%	10%	18%
Unweighted Bases	**99**	**103**	**100**	**102**	**107**	**102**	**100**

5.5 Some variation in opinion is also evident by age group. As illustrated in Table 9, the youngest age group, i.e. those aged 16-24 are significantly more likely to favour an average level of development (68%) than older residents. Indeed, among those aged 25 and over there is a clear preference for Scenario 1 which would allow the lowest level of development.

Table 9: Development scenario favoured by age group (All responses)

	16 to 24	25 to 44	45 to 64	65+
Scenario 1 – Low	24%	**49%**	**65%**	**59%**
Scenario 2 - Average	**68%**	38%	25%	33%
Scenario 3 - High	9%	13%	10%	8%
Unweighted Bases	**61**	**217**	**258**	**163**

5.6 When analysed by housing tenure, the majority (64%) of owner occupiers favour Scenario 1 – Low growth, with the majority of those who are renting from a private landlord (56%) and the majority (48%) of tenants with a social landlord favouring Scenario 2 – Average growth.

Reasons given for choosing the Scenario 1 – Low growth

5.7   Those respondents (52% of all respondents) who consider that the development scenario that would be best for the Warwick District Council area is Scenario 1 – Low growth were asked why they had selected this option. The largest proportion (29%) of respondents highlighted that there are already enough homes / development and more is not needed.

Figure 10: Reason given for choosing <u>low</u> development scenario
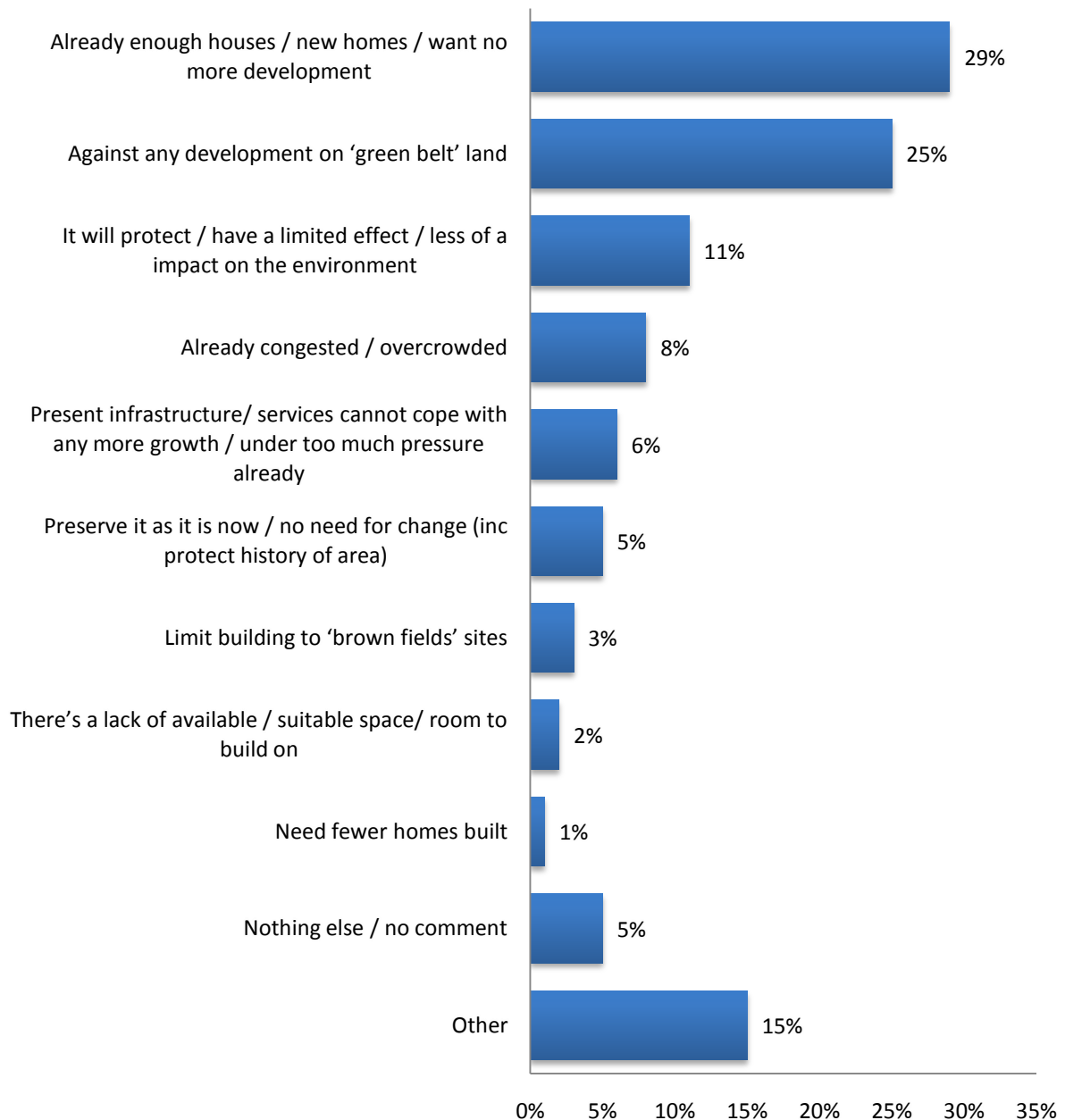
Unweighted Sample Base: 402

Reasons given for choosing the Scenario 2 – Average growth

5.8   Those respondents (37% of all respondents) who consider that the development scenario that would be best for the Warwick District Council area is Scenario 2 – Average growth were asked why they had selected this option. The largest proportion (17%) of respondents highlighted this option as being the middle ground and a further 10% said it was the best compromise.

Figure 11: Reason given for choosing average development scenario
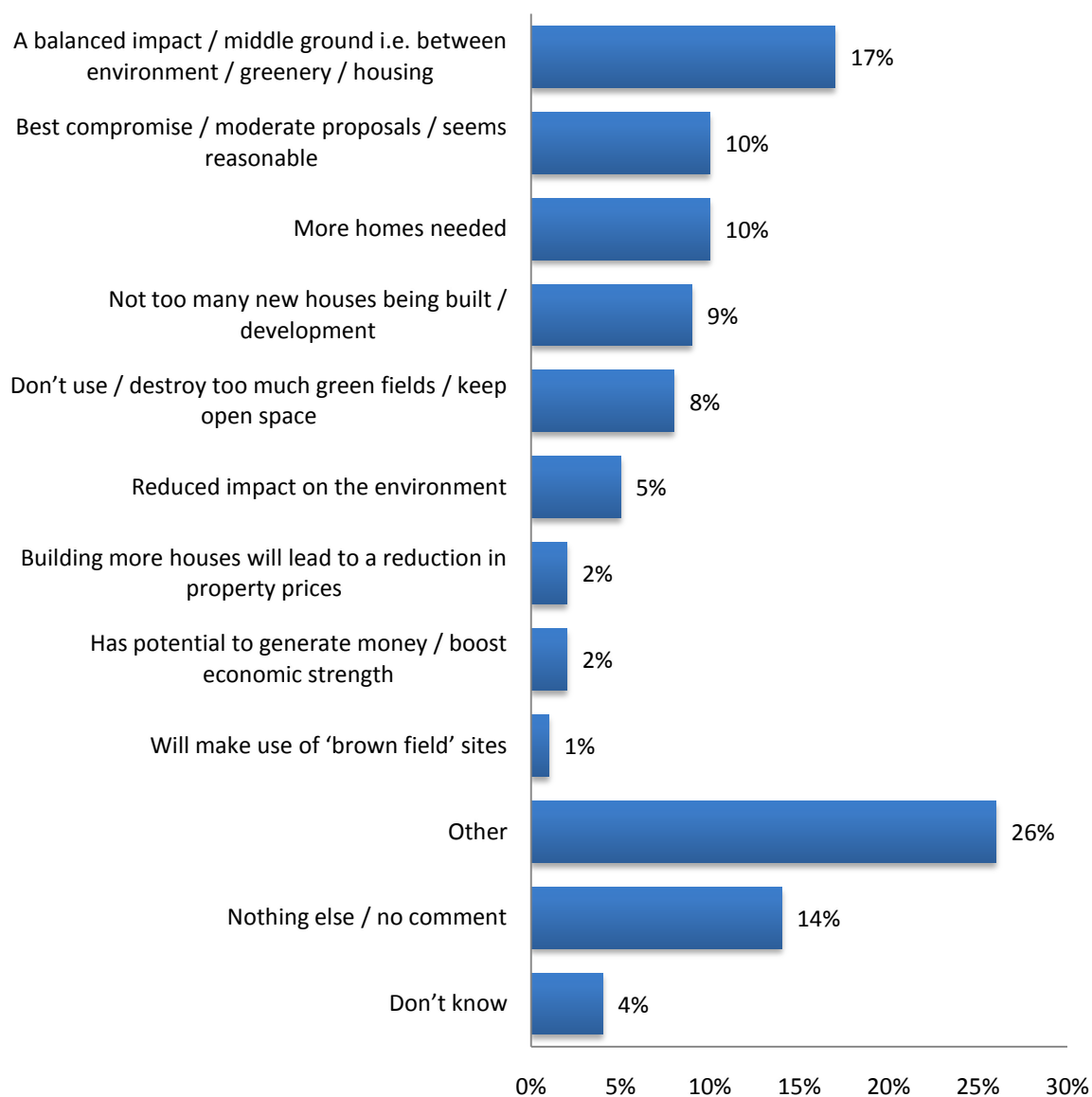
Unweighted Sample Base: 240

Reasons given for choosing the Scenario 3 – High growth

5.9 Those respondents (10% of all respondents) who consider that the development scenario that would be best for the Warwick District Council area is Scenario 3 – High growth were asked why they had selected this option. The largest proportion (66%) of respondents highlighted the need for more housing / development.

Figure 12: Reason given for choosing <u>high</u> development scenario
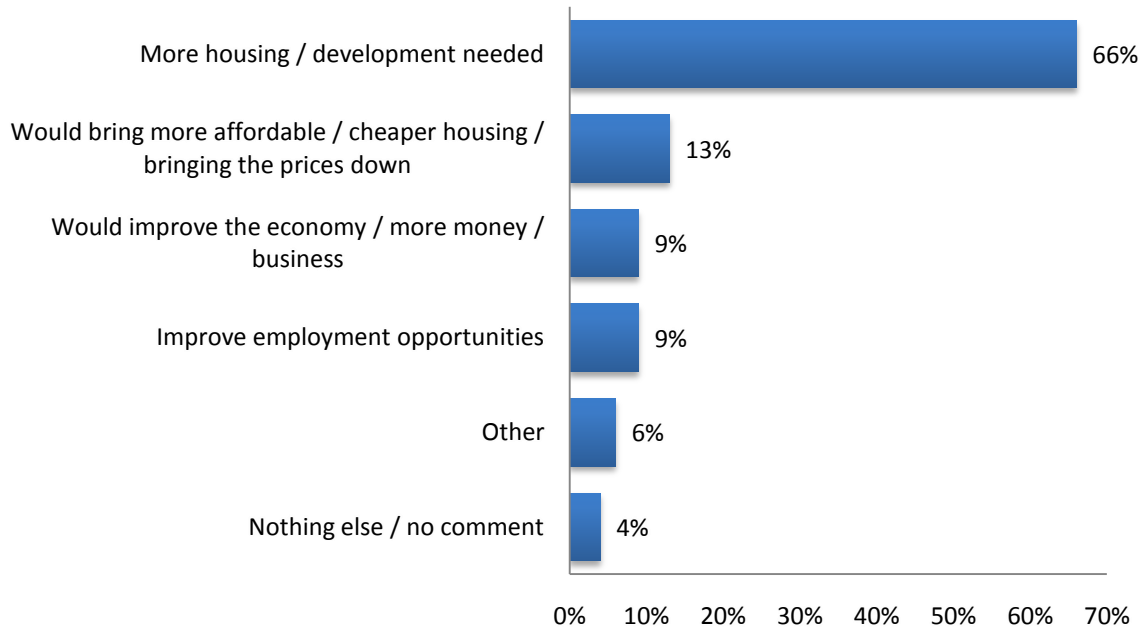
Unweighted Sample Base: 74

The scenario that would best addresses the priority issue the respondent previously identified

5.10 As well as considering the development scenario that would be best for the Warwick District Council area, respondents were also asked which of the three scenarios would best address the priority issue they had identified earlier in the survey. Respondents were reminded what priorities they had previously selected before being asked to answer this question. The results are summarised in the following table.

Table 10: The scenario that would best address the priority issue the respondent previously identified

	Scenario 1 – Low growth	Scenario 2 – Average growth	Scenario 3 – High growth
Crime and fear of crime	**62%**	27%	10%
High house prices and lack of affordable homes	29%	**42%**	29%
Economic strength of town centres	37%	**40%**	23%
The ability of community facilities and services to meet the needs of local people	**49%**	38%	13%
Road congestion and air pollution	**77%**	18%	3%
The uncertain prospects for the local economy	**38%**	33%	26%
Threats to the environment	**81%**	12%	6%
Areas of poverty in Warwick and Leamington	34%	**40%**	26%
Access to sporting and cultural facilities to improve the health and well-being of local people	**48%**	37%	14%
The threat of flooding of homes and businesses	**56%**	27%	16%

5.11 For four of the issues the majority of respondents selected Scenario 1 – Low growth as the development scenario that would best address it. For a further three issues the largest proportion of respondents selected Scenario 1 – Low growth. For the remaining issues, which include house prices and affordability, the largest proportion of respondents selected Scenario 2 – Average growth as being the best scenario to address them.

6 The nature of future development

Introduction

6.1 Respondents were informed that Warwick District Council wants to ensure that all future growth and development in the local area is appropriate for the local community and the environment. To do this it has set a number of aims for future development, which residents were asked to consider.

Agreement / disagreement that future development in the district should aim to provide sustainable levels of growth

6.2 The first set of Local Plan aims are about producing levels of growth that are sustainable for the local area. Respondents were asked to what extent they agree or disagree with each element. At least four-fifths of respondents agree that future development in the district should: attract new jobs and encourage existing businesses to grow whilst maintaining a balance with housing growth; meet different housing needs and provide more affordable housing; and, meet the needs for shopping and leisure facilities in attractive and safe town centres.

Figure 13: Levels of agreement with aims relating to sustainable local growth (All responses)
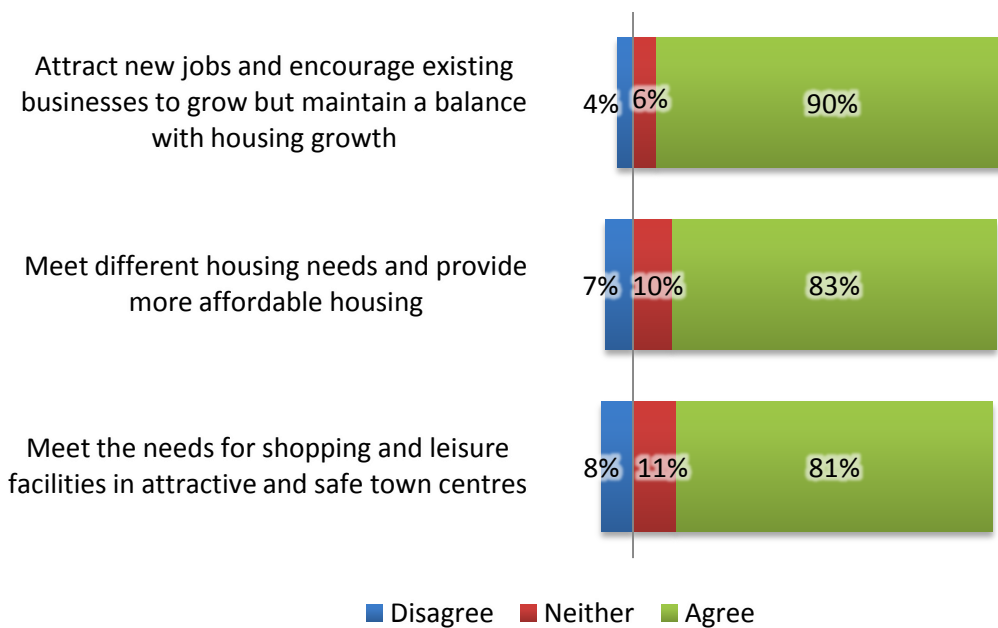
Unweighted Sample Base: 713

6.3   The full range of opinions given in response to each priority issue is shown in the table below. This shows that approximately half of respondents agree with each of the aims relating to sustainable growth.

Table 11: Levels of agreement with aims relating to sustainable local growth (All responses)

	Strongly agree	Agree	Neither	Disagree	Strongly disagree
Attract new jobs and encourage existing businesses to grow but maintain a balance with housing growth	37%	53%	6%	4%	1%
Meet different housing needs and provide more affordable housing	35%	48%	10%	6%	1%
Meet the needs for shopping and leisure facilities in attractive and safe town centres	25%	55%	11%	7%	1%
Unweighted sample base: 713					

Agreement / disagreement that future development in the district should aim to provide well-designed new developments in the right locations

6.4 The second group of Local Plan aims are about providing well-designed new developments in the right locations. Again respondents were asked to what extent they agree or disagree with each element. As the following figure illustrates, at least four-fifths of respondents agree with each aim, with the largest proportion agreeing with using water and energy efficiently.

Figure 14: Levels of agreement with aims relating to well designed developments (All responses)

Unweighted Sample Base: 713

6.5 The full range of opinions given in response to each priority issue is shown in the table below. This shows that approximately half of respondents agree with each of the aims relating to well designed developments.
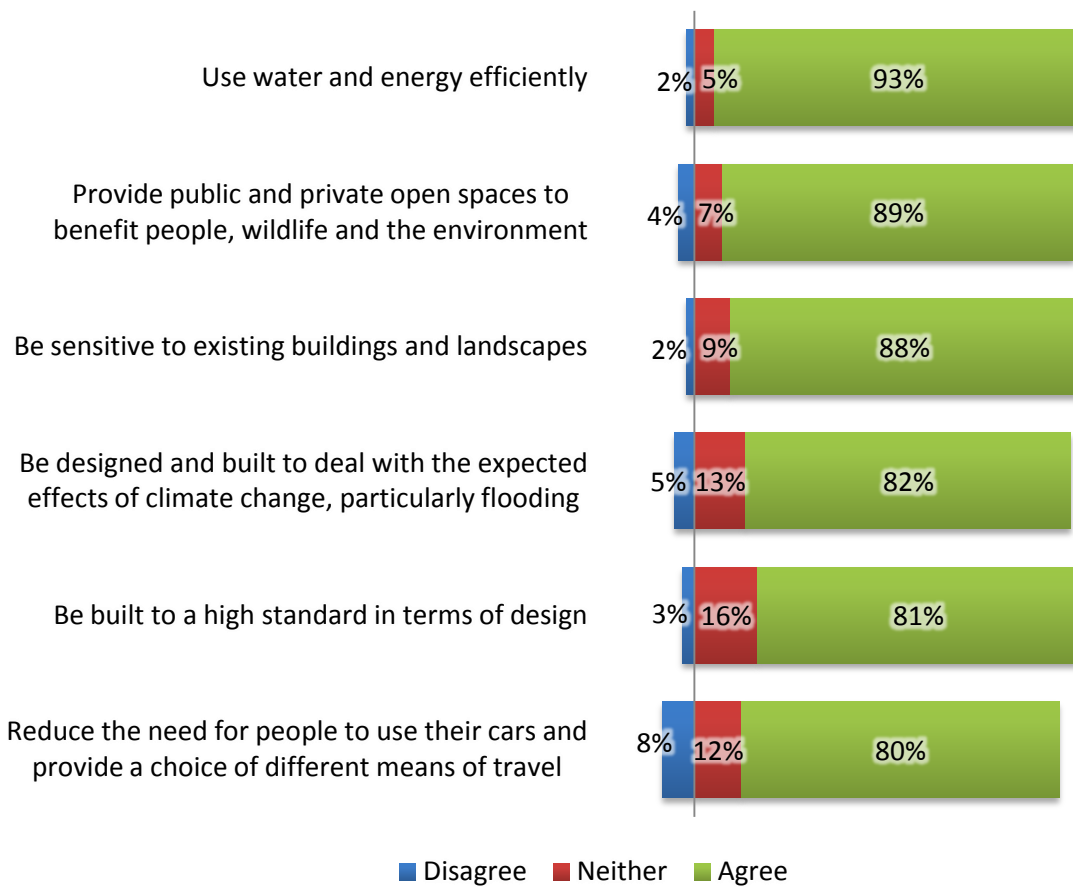
Table 12: Levels of agreement with aims relating to well designed developments (All responses)

	Strongly agree	Agree	Neither	Disagree	Strongly disagree
Reduce the need for people to use their cars and provide a choice of different means of travel	28%	52%	12%	7%	1%
Use water and energy efficiently	38%	55%	5%	2%	*%
Be designed and built to deal with the expected effects of climate change, particularly flooding	25%	57%	13%	4%	1%
Be sensitive to existing buildings and landscapes	35%	53%	9%	2%	1%
Be built to a high standard in terms of design	29%	52%	16%	3%	*%
Provide public and private open spaces to benefit people, wildlife and the environment	37%	52%	7%	4%	*%
Unweighted sample base: 713					

Agreement / disagreement that future development should enable the district's infrastructure to improve and support growth

6.6 The final set of Local Plan aims are about making sure the district has the right infrastructure to support growth. Again respondents were asked to what extent they agree or disagree with each element. Well over four-fifths of respondents agree with each of the aims relating to future development should enable the district's infrastructure to improve and support growth.

Figure 15: Levels of agreement with aims relating to the infrastructure to support growth (All responses)
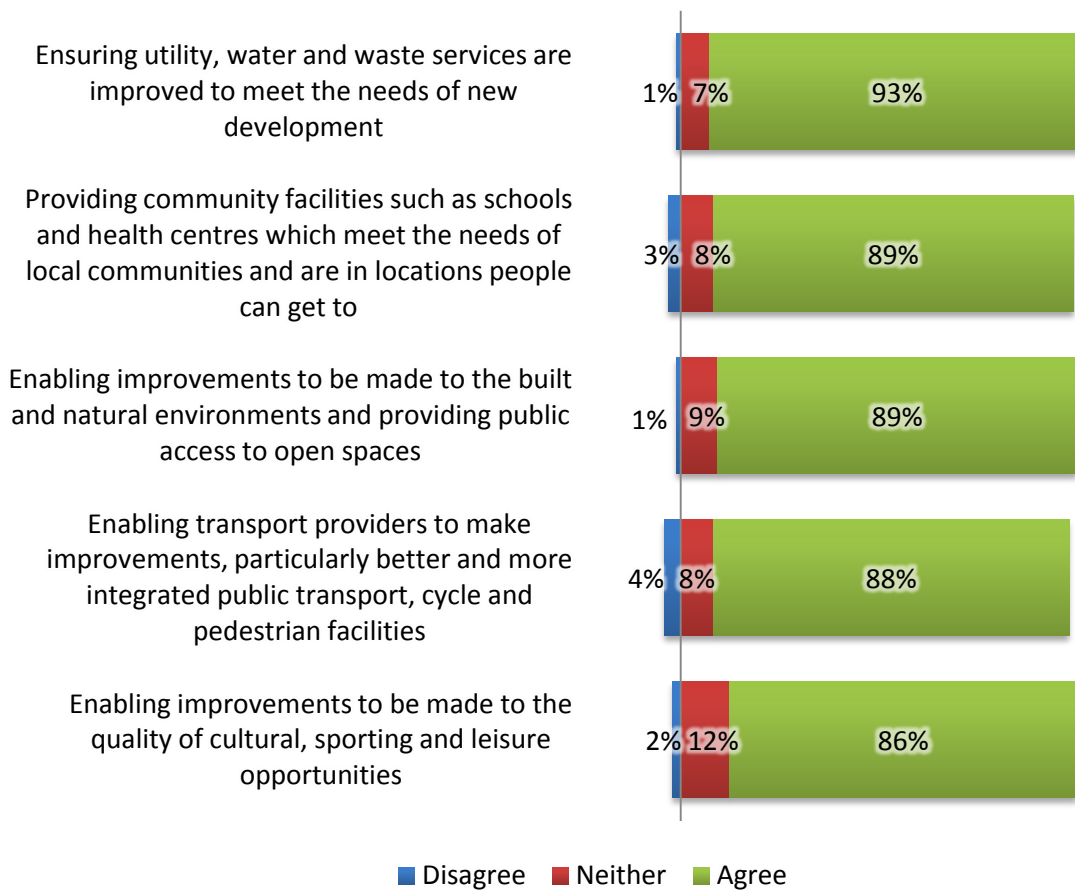
Unweighted Sample Base: 713

6.7   The full range of opinions given in response to each priority issue is shown in the table below. The pattern of response is broadly similar for each of the aims with around one third of respondents strongly agreeing and two thirds agreeing. The exception to this is the provision of community facilities for which a larger proportion (two fifths) strongly agree.

Figure 16: Levels of agreement with aims relating to the infrastructure to support growth (All responses)

	Strongly agree	Agree	Neither	Disagree	Strongly disagree
Providing community facilities such as schools and health centres which meet the needs of local communities and are in locations people can get to	41%	48%	8%	3%	1%
Ensuring utility, water and waste services are improved to meet the needs of new development	32%	60%	7%	1%	*%
Enabling transport providers to make improvements, particularly better and more integrated public transport, cycle and pedestrian facilities	31%	57%	8%	4%	*%
Enabling improvements to be made to the built and natural environments and providing public access to open spaces	28%	62%	9%	1%	*%
Enabling improvements to be made to the quality of cultural, sporting and leisure opportunities	24%	62%	12%	2%	*%
Unweighted sample base: 713					

7 Sample profile

7.1 The table below shows the profile of the survey sample prior to the application of weights to the data.

	%	Unweighted Sample Base
Gender		
Male	48.9	349
Female	51.1	364
Age		
16-24	8.6	61
25-34	13.9	99
35-44	16.5	118
45-54	20.5	146
55-64	15.7	112
65-74	12.5	89
75+	10.4	74
Prefer not to say	2.0	14
Ethnicity		
White		
British	84.2	600
Irish	2.1	15
Any other White Background	3.9	28
Mixed		
White and Black Caribbean	-	-
White and Black African	-	-
White and Asian	0.4	3
Any other Mixed Background	0.1	1
Asian or Asian British		
Indian	5.8	41
Pakistani	0.1	1
Bangladeshi	-	-
Any other Asian Background	0.7	5
Black or Black British		
Caribbean	0.3	2
African	-	-
Any other Black Background	0.1	1
Chinese or Other Ethnic Group		
Chinese	0.1	1
Any Other Ethnic Group	0.6	4
Prefer not to say	1.5	11

	%	Unweighted Sample Base
Religion		
None	29.3	209
Christian (all denomination)	56.1	400
Buddhist	0.6	4
Hindu	1.0	7
Muslim	0.4	3
Sikh	4.3	31
Other	1.1	8
Prefer not to say	7.2	51
Number of children		
None	69.6	496
One	11.2	80
Two	11.4	81
Three	4.2	30
Four	1.4	10
Prefer not to say	2.2	16
Longstanding illness or disability in household		
Yes	13.0	93
No	84.7	604
Economic Status		
Employee in full-time job (30 hours plus per wk)	38.6	275
Employee in part-time job (under 30 hours per week)	11.2	80
Self employed full or part-time	5.2	37
On a government supported training programme (e.g. Modern Apprenticeship/ Training for Work)	-	-
Full-time education at school, college or university	4.5	32
Unemployed and available for work	4.5	32
Permanently sick/disabled	-	-
Wholly retired from work	26.5	189
Looking after the home	4.1	29
Doing something else	0.4	3
Prefer not to say	3.4	24
Length of time in area		
Under one year	5.9	42
1-2 years	8.1	58
3-5 years	12.3	88
6-10 years	16.7	119
11-20 years	18.4	131
21+ years	37.4	267
Don't know	1.1	8

	%	Unweighted sample base
Current occupancy		
Owned outright	36.3	259
Buying on mortgage	29.7	212
Rent from Council	16.1	115
Rent from Housing Association/Trust	2.9	21
Rent from private landlord	11.4	81
Other	1.1	8
Nothing else/no comment	0.3	2
Prefer not to say	2.1	15

Because people matter, we listen.

With some 20 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

Our business is about understanding people; because they matter. Finding out what they really need; from the type of information they use to the type of services they require. In short, finding out about the kind of world people want to live in tomorrow.

BMG serves both the social public sector and the commercial private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of technologies such as portals and information systems to ensure that market and customer intelligence is widely shared.

bmg
research