



MARKET LAVINGTON NEIGHBOURHOOD PLAN

Report of results of questionnaire survey

Report by EnAct on behalf of the
Neighbourhood Plan steering group



September 2015



Contents

	Page
Introduction	5
Housing, economic development and employment	5
What type of houses do residents live in now?	5
How many new homes should Market Lavington accommodate?	6
What sort of development would be suitable?	6
A village bypass	7
What type of housing should be built?	7
The location of new development	8
Land for business or retail use	11
Local road network and traffic management/transport	13
What forms of transport are most regularly used?	13
How many vehicles are in use?	13
Off road parking	13
How are vehicles used?	14
Accessibility issues	15
Bus services	15
Traffic congestion and parking	16
Local environment/leisure and well-being/education	17
Community assets	17
Community facilities	18
Use of village facilities	19
Facilities for young people	20
Facilities for older people	21
Local environment	21
Improvements to existing facilities and services	22
New facilities and services	23
Additional comments	23
Housing and development	23
Traffic, transport and roads	25
Environment	26
Facilities and services	26

Facilities for younger people	26
Questions for the steering group	26
Business survey	27
Appendix A: Who took part in the survey?	30



INTRODUCTION

This survey is part of a wider suite of consultations aimed at gathering information and local views to inform a Neighbourhood Plan for Market Lavington. A public launch meeting and a number of 'Pop-up, Pop-in' events have also been held and these, with individual comments received, have helped to determine the scope of the questionnaire survey. The survey was designed by the Market Lavington Neighbourhood Plan Steering Group.

The survey was circulated at the end of June 2015. It was delivered to all households in Market Lavington parish. It was also made available online. Participants were given a month in which to respond. During that period, members of the Neighbourhood Plan Steering Group held three public 'surgeries' to answer any questions, offer assistance and support.

It was a household survey, so it is assumed that the individual filling in the survey form is responding on behalf of everyone in their household. So, when we refer to a *respondent* in the report below, we are referring to the individual responding on behalf of their household. At the end of the survey, there is a separate set of questions aimed at those running a business in the neighbourhood area.

A total of 370 responses were received. Given an overall total of 906 properties in the civil parish of Market Lavington, this represents a very respectable overall response rate of just under 41%. 70 respondents indicated that they ran a business in Market Lavington. Not all of those went on to fill in the business survey. Business questions received between 59 – 65 responses, depending on the question.

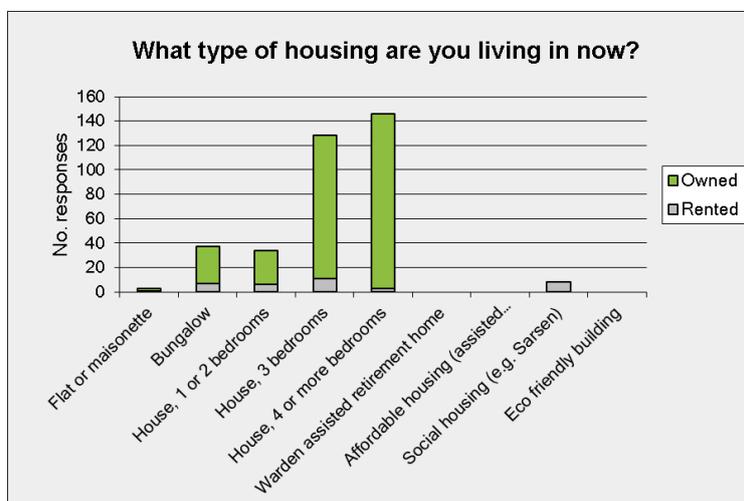
HOUSING, ECONOMIC DEVELOPMENT AND EMPLOYMENT

What type of houses do residents live in now?

Number of respondents = 356

The 2011 Census indicates that around 73.4% of households in Market Lavington parish own their homes. That proportion was higher (90%) in the households responding to the questionnaire survey, with a significant majority of owner occupiers (81%) living in 3 or more bed houses. In the rental sector:

- 30% rent 3 bed houses
- 22% social housing
- 19% bungalows,
- 16% 1 - 2 bed houses
- 8% rent houses with 4 or more bedrooms.



How many new homes should Market Lavington accommodate?

Number of respondents = 340

The Wiltshire Core Strategy identifies the need for the Devizes rural area to accommodate another 210 homes between 2015 and 2026. As a Local Service Centre, Market Lavington will be expected to accommodate its share of those homes. When asked how many new homes Market Lavington should accommodate, 340 out of a total of 370 responded. Respondents were given four options:

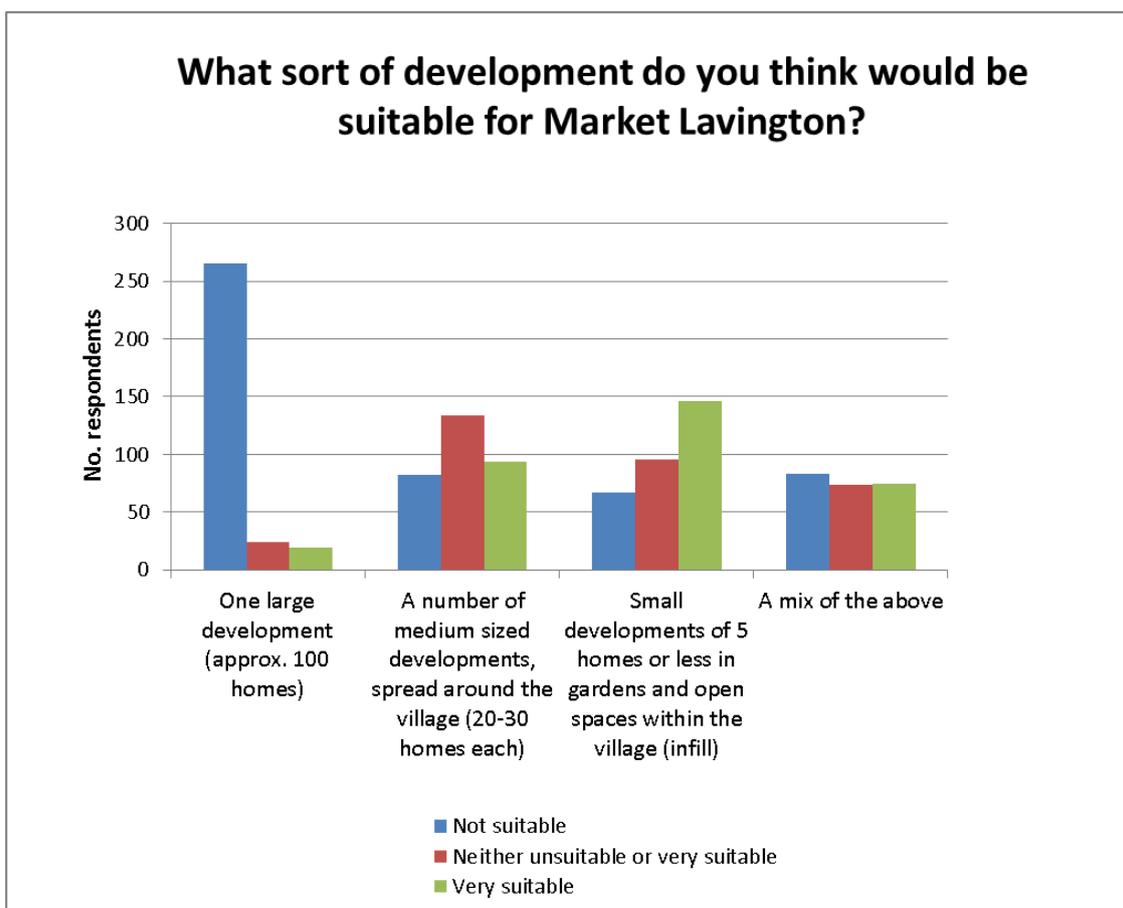
- up to 100 new homes
- 100 -150
- 150 – 200
- more than 200.

A significant majority (84%) chose the lowest option (up to 100). This should be interpreted with some caution as, in some of the later responses to other questions, some respondents suggest that the number of new houses should be considerably lower than this lowest option implies (see below).

What sort of development would be suitable?

Number of respondents = 349

Respondents were asked what sort of development would be suitable for Market Lavington. They were given four options and were able to assess the suitability of each for the area. The majority of respondents (86%) felt that one large development would be unsuitable. 47% felt that small developments of 5 homes or less in gardens and open spaces within the village (infill) would be very suitable. 30% felt that a number of medium sized developments, spread around the village would be very suitable and 24% a mix of the above.



Seven respondents felt that the total amount of new development should be restricted, with four asking for no development at all, one for “a minimum number”, another less than 50 and another “far less” than 100. Key concerns included the impact on levels of traffic and on infrastructure.

Three commented on the infill option. While some favoured a series of small developments, one respondent feared that infill would result in a loss of rural character and open spaces. Another felt that it would reduce the quality of existing housing stock and increase housing density. One respondent felt that brownfield sites might be more suitable. Three respondents commented on the size of developments – two supported medium sized developments but felt that they should be in plots of around 10 houses. Another felt that developments of 10-20 homes may be more suitable. One respondent suggested co-housing¹ and another asked for business space.

A village bypass

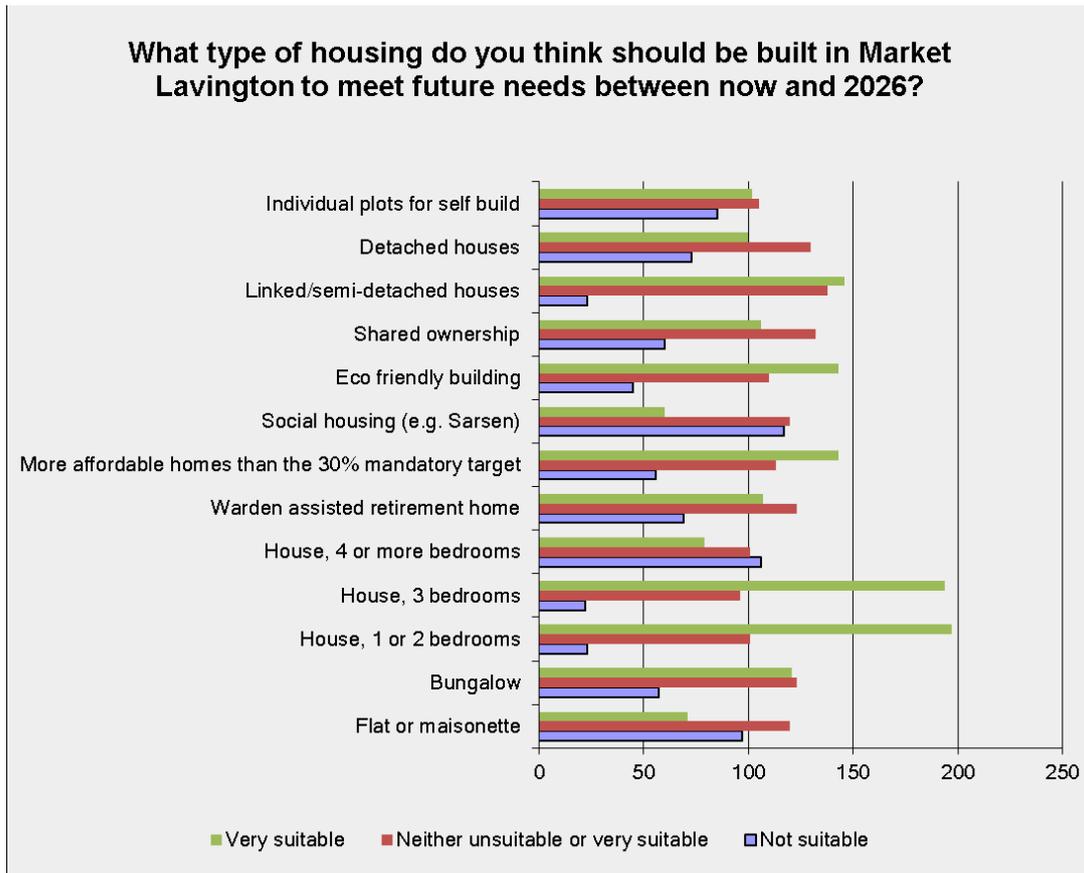
Number of respondents = 353

The survey indicated that the Parish had been advised that there are currently no funds available for the construction of a village bypass and that the only way such a road might be funded is through a major development involving at least 1,000 new homes. 97% of respondents felt that such a development would be unsuitable. Note: see concerns expressed about this question on page 23.

What type of housing should be built?

Number of respondents = 345

Respondents were asked what type of housing should be built to meet future needs. A wide range of options were given and respondents were invited to assess the suitability of each for the area.



¹ Co-housing communities are created and run by their residents. Each household has a self-contained, private home but residents come together to manage their community and share activities. (Definition taken from the UK Co-housing Network).

1-3 bed homes were felt to be most suitable. Just over 61% of respondents felt that 1 – 2 bed homes would be very suitable and 62% felt the same about 3 bed homes, with linked/semi-detached homes, eco friendly buildings and affordable homes all receiving good support. Bungalows and warden assisted retirement homes were relatively popular too – perhaps reflecting the perceived needs of an aging population.

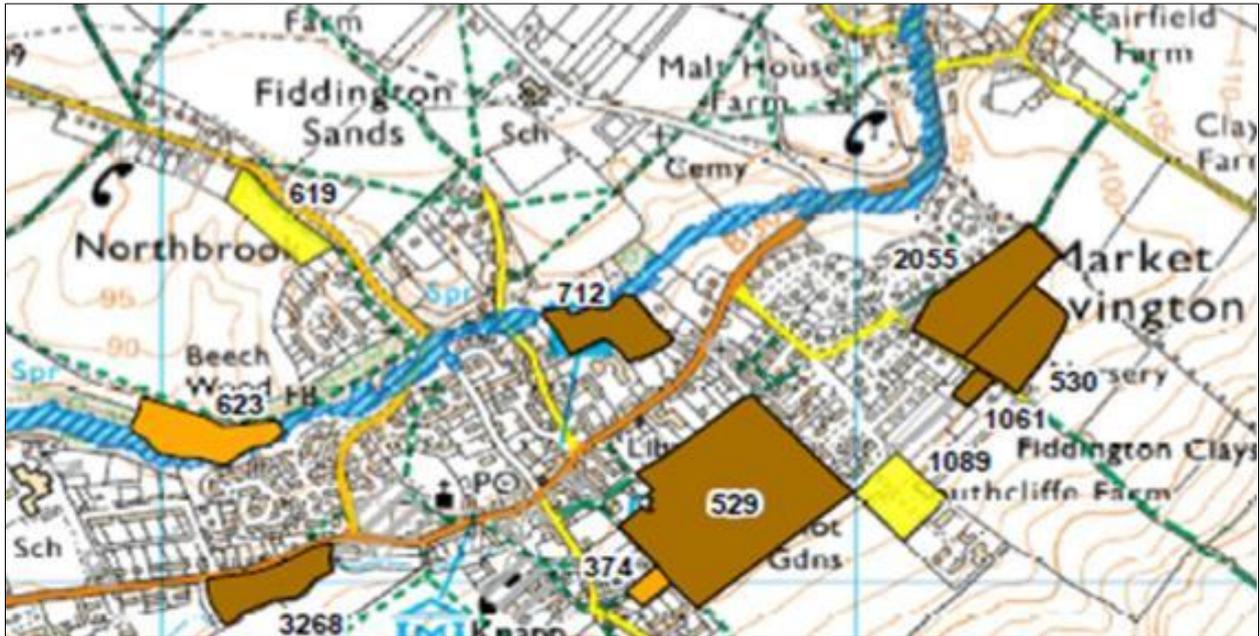
Thirteen additional comments were received. Of those, six argued for a mix of housing type (and tenure). One respondent called for a mix which allowed families to remain in their communities if they wish to do so. Another for a “mix of limited, organic growth to meet village needs without forced development”, another for houses in keeping with the areas they are infilling. Two respondents supported eco friendly housing with one suggesting a new eco-village – a model for future development in Wiltshire – along with the necessary infrastructure. Other individual comments called for “no building over 2 storeys” and “any accommodation that has a realistic amount of parking”.

The location of new development

Number of respondents = 346

A number of potential development sites around Market Lavington have already been identified. A map of the sites can be found overleaf. Respondents were asked to indicate which sites they felt were most suitable for development. A scale of one to five was used for each site, where 1 is a site the respondent would least like to see developed (is least suitable) and 5 is a site they believe would be most suitable. An average rating for each site is shown on the table below.





PSMA Licence 100051033

Figure 1. Map showing 'Strategic Housing Land Availability Assessment' (SHLAA) sites which have been identified in Market Lavington - A portfolio of 'potential' development sites kept by Wiltshire Council which are promoted for developing - more information can be found on the Wiltshire Council website using the following link -

<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/strategichousinglandavailabilityassessment.htm>

Twenty-nine individual comments were made about the potential development sites identified in the 'Strategic Housing Land Availability Assessment' (SHLAA). These have been listed here:

Ref. no.	Location	Comment
529	Land behind the Clays	I would favour the land behind the Clays, site no. 529, provided certain conditions were met – access to the new development was possible from both ends, White Street to the west and Southcliffe to the east, residents being able to commute to major towns without the need to negotiate the High Street; that providing decent pathways existed, residents using the village amenities would work.
		Least suitable - Protected animals in area, but up to 5 properties could be accommodated on site of former farm buildings. Access not suitable for more.
		The land by the Clays, the piece of agricultural land only (portion of 529) could be built on as adjunct to Southcliffe, but only single storey – maybe elderly warden assisted which would minimise traffic. Vehicles could access from Southcliffe by 1089? This is also a fairly central spot and could be used as an alternative recreation area to Hamilton drive, using that for sheltered or starter 1 bed single storey buildings? Land is big enough and level for football/ball sports, outdoor gym equipment, multi-use maybe. If 529 portion used as recreation and Hamilton Drive built social housing then access is far less of a problem.
		Too many max potential dwellings. That land is beautiful.
		How about knocking down the unsightly barn on The Clays for bungalows or parking? The access road for the High Street is after all a public highway.

Ref. no.	Location	Comment
		Would support a small development along the Clays (approx. 20) with current track improved to a road and some allotments behind the new row of houses. Do not support anything like as many as 134 homes there.
623	Land to west of Canada Woods	Score 2 out of 5 – (not suitable) – access and flooding No – definitely not! No! No – flood plain and wildlife corridor
	Unused fields at Lavington School	Not suitable – need playing fields Unclear which sites are classified as unused and how this is classified, therefore cannot comment. Score 3 out of 5 – access may be an issue Possibly a few houses at site off Park Road and Woods, not on greenfield sites. No, school growth
3268	Long field to South of the Spring	Site 3268 is a water meadow. I believe water meadows are protected habitat. Site 3268 floods. Score 5 out of 5 – good access, too many dwellings No please protect this water meadow no no no!
712	Land to east of Northbrook	Score 2 out of 5 - (not suitable) – access and flooding
2055	Fiddington Nursery	5 out of 5 – as previously developed land
1089	Land at Southcliffe	Score 3 out of 5 – but no more than 10 dwellings
530	Fiddington Nursery	5 out of 5 – as previously developed land Lack of parking in Stobberts Place means cars are parked round the corner into Fiddington Clay. Houses built on the nursery will cause even more problems as the cars etc. will come down onto a blind roundabout.
619	Land to west of Spin Hill	Score 5 out of 5 – good access No, visual impact.
1061	Fiddington Nursery	5 out of 5 – as previously developed land
General comments		
Although I have identified several sites as most suitable, my preferred sites would be one of the following: 530, 2055, 1061 depending on the number required.		
619, 623,712,3268, Lavington School fields – these are the best then they can get out of village without using main road and Easterton.		
In my view any housing development which encourages trip generation by vehicles through the High Street is simply adding to a situation which is becoming increasingly impossible to tolerate. Thus all development associated with Fiddington should not be contemplated. Only those developments proposed for the Spring and to the North and West of the village will lightly impact on High Street traffic flows.		

20% of respondents felt that there were other potential development sites in the village, in addition to those listed. When asked to specify where, 68 responses were given. Suggestions included:

- West of Drove Lane by doctors surgery/land south of St Barnabas School (12 votes)
- Fiddington Sands (x 7)
- Land between 619 and 623/fields between Canada Rise and Spin Hill (x 6)
- Land east of Spin Hill bordered by Spin Hill, Kings Road and the bridleway (x 4)
- Elisha Field, Drove Lane x (4)
- Land off Broadway (x 3)
- Top of Northbrook by football field (x 2)
- Land at Spin Hill, east of Kings Road (x 2)

- Drove Lane/land off Drove Lane (x 2)
- Junction of Drove Lane and B3098 (west side) (x 2)
- Land by Dauntsey Academy Primary School (x 2)
- Field behind the top of the hill at Northbrook (keep a 'green belt' between new housing and St Barnabas School) (x1)
- Land at the top of Northbrook – would necessitate a relief road for access (x1)
- Field between Doctors surgery and Drove Lane (x1)
- Fields adjacent to Elisha Field (x1)
- Land to north of Drove Lane (x1)
- Land South East of 3268 (x1)
- Land south of the cemetery (x1)
- Anywhere off Spin Hill (x1)
- Top of Spin Hill where fields currently used for horse grazing (x1)
- On site of haulage company on Spin Hill (x1)
- Kings Road/Easterton Sands area (x1)
- Hamilton Drive (x1)
- The Spring (x1)
- Lavington Playing fields behind The Springs (x1)
- If Lavington School sold its playing fields off of The Spring and bought Dauntsey Fields (x1)
- Major development with bypass connecting Fiddington Nursery to the Spring (x1)
- Move the Co-op and make the car park parking for local residents, Post office, chemist and butchers. (x1)
- Disused farm buildings in The Clays (x1)
- The Drummer Boy site (x1)
- Pat's old shop (White Street) (x1)
- Single garden plots (x 2)
- Any existing brownfield sites (x1)
- Empty, unused buildings – conversion of old pubs? (x1)
- Field next to Cornbury Mill (Littleton Panell?) (x1)
- Off the bypass (x1)
- Move St Barnabas to 529, using that site for dwellings. Accept parking here (via new access from High Street) and commercial development. One way system via White Street? (x1)
- Employment area close to the railway line and considered jointly with West Lavington and Easterton e.g. expansion of Lavington Station, South or Black Dog. (x1)
- South of Black Dog cross roads, towards the village (x1)
- Sites that are not to the south of the main road through the village (loss of vista) (x1)

Land for business or retail use

Number of respondents = 333

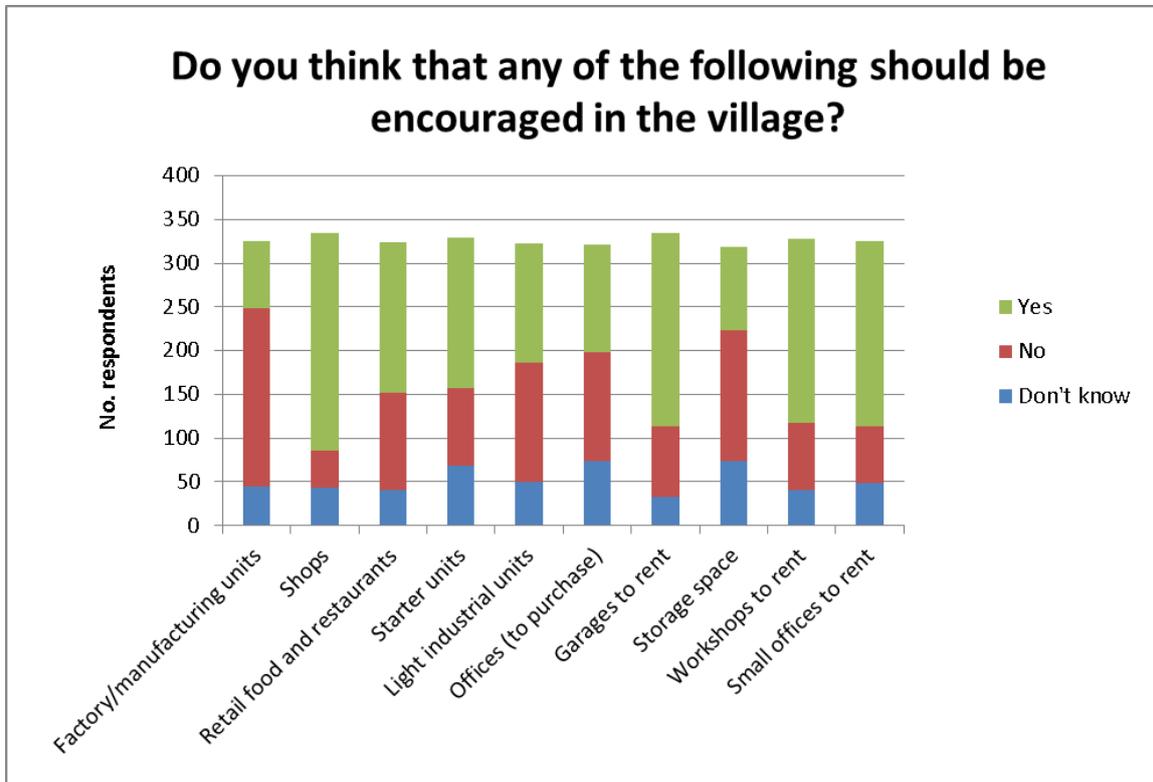
35% of respondents felt that one or more of the sites identified on the Strategic Housing Land Availability Assessment map should be used for business or retail purposes. 96 households suggested which of those sites should be used. The top 6 in order of popularity were:

1089	Land at Southcliffe (39 votes)
3268	Land to south of the Spring (16 votes)
530	Fiddington Nursery (14 votes) <i>plus:</i> Fiddington Nursery – no single site identified (14 votes)
529	Land behind the Clays (14 votes)
2055	Fiddington Nursery (13 votes)

Two respondents suggested that retail development should be focused upon the village centre/High Street, although another suggested that, if larger scale development took place at Fiddington, then

there should be additional convenience shop facilities. The respondent felt that, by having one or two facilities at each end of the village, it might ease some of the congestion in the centre. Individual concerns about business and retail development were mainly focused upon access and traffic.

23% of respondents indicated that they run a business or work from home at present.
 21% said that they might in the future.
 Number of respondents = 340



74% of respondents felt that retail outlets (shops) should be encouraged in the village. Just over 66% supported garages to rent, 65% small offices and 64% workshops. Retail food and restaurants and starter units received support from 53% and 52% respectively. One respondent felt that workshops and small offices should be built “for purpose” not speculatively or there is a risk that they remain empty. Two respondents noted that larger units could exacerbate traffic issues.

A range of other suggestions were made including:

- health facilities: dental practice (4 votes), physiotherapy (2), podiatry, osteopath, psychotherapy, care home
- garage/petrol station (2 votes)
- car parking (2)
- starter farms/smallholdings/allotments (2)
- a shared space for small business, art space, internet café
- child care
- schools
- youth club (ages 13-18)
- re-open the market
- kennels/cattery

LOCAL ROAD NETWORK AND TRAFFIC MANAGEMENT/TRANSPORT

Traffic and transport had been identified as key issues in the early consultations, so the survey sought to find out more about the forms of transport that people used, how they used them and levels of support for a range of possible solutions to traffic congestion and parking.

What forms of transport are most regularly used?

Number of respondents = 341

Respondents were asked what form of transport those in their household most regularly used. Respondents were asked to tick just one option. In the event, more than 80 respondents either ticked more than one box or used the “other” option to identify the range of forms of transport used by their household. The interpretation of the results from this question should therefore be treated with some caution. What we can say is that, amongst the 341 households that answered this question:

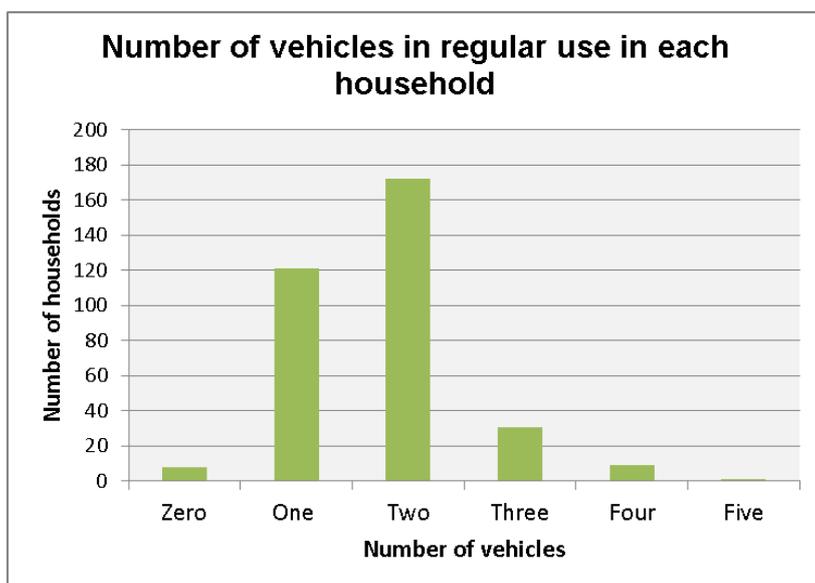
- 307 (90%) said that their household used a car
- 87 said they walked
- 33 said they used the bus
- 24 a bicycle
- 5 motor bike
- 5 light goods vehicle/van
- 3 farm vehicle
- 2 mobility scooter
- 1 equestrian

Two respondents said that they used a car if leaving the village, but also used a bus occasionally. These findings reflect the Census statistics which suggest that in 2011 just 7.35% of households in Market Lavington had no cars or vans in their household.

How many vehicles are in use?

No. respondents = 342

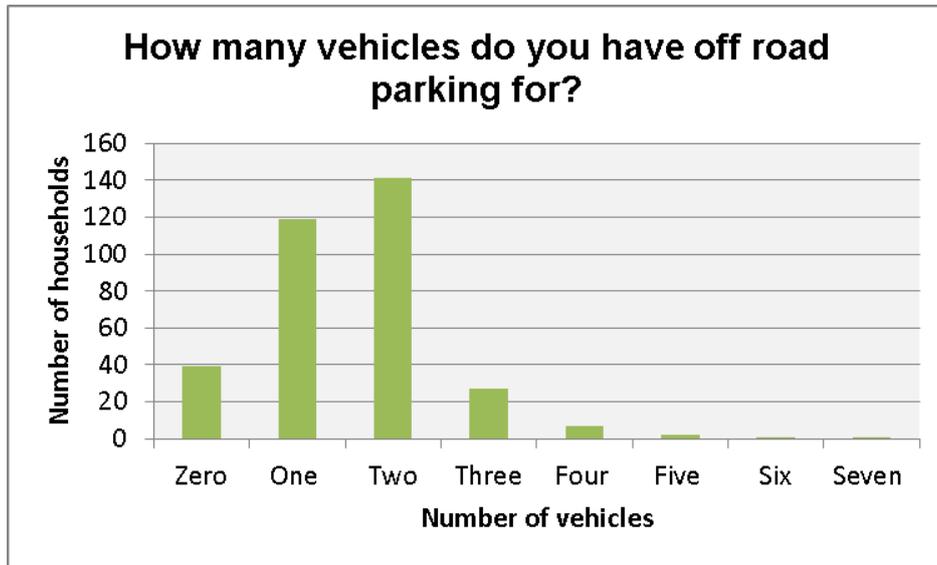
If respondents used their own vehicle, they were asked how many vehicles in their household were in regular use. This excluded hobby vehicles or vehicles not used on the highway. The majority of households said that they used two vehicles regularly.



Off-road parking

Number of respondents = 337

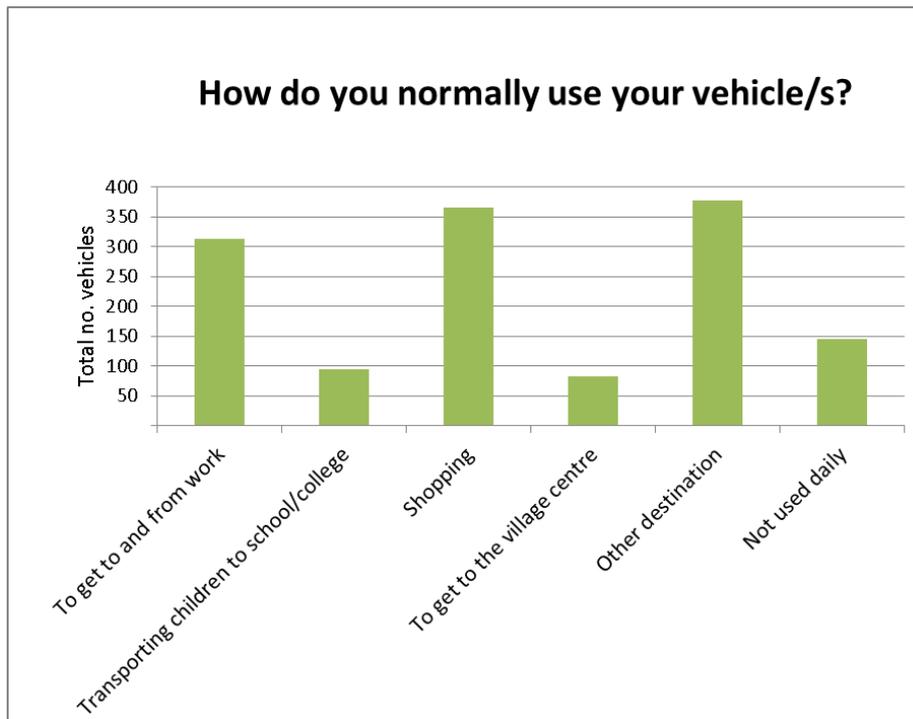
When asked how many of these vehicles they had off-road parking for, the majority said two. However, 39 respondents said that they had no off road parking for their vehicles. Just 141 respondents said they could accommodate two vehicles off-road, against 172 households who indicated that they regularly used two vehicles. Despite no household reporting regular use of six or seven vehicles, two respondents said that they could accommodate that number.



How are vehicles used?

Number of respondents = 340

The survey asked how people in each household used their vehicles, and how many vehicles they used for each purpose. The results suggest that, amongst those 340 households who responded, 366 vehicles in total are used to go shopping, just over 310 vehicles are used to get to and from work, 95 are used in transporting children to school/college and 82 in getting to the village centre. 145 vehicles are not used daily.

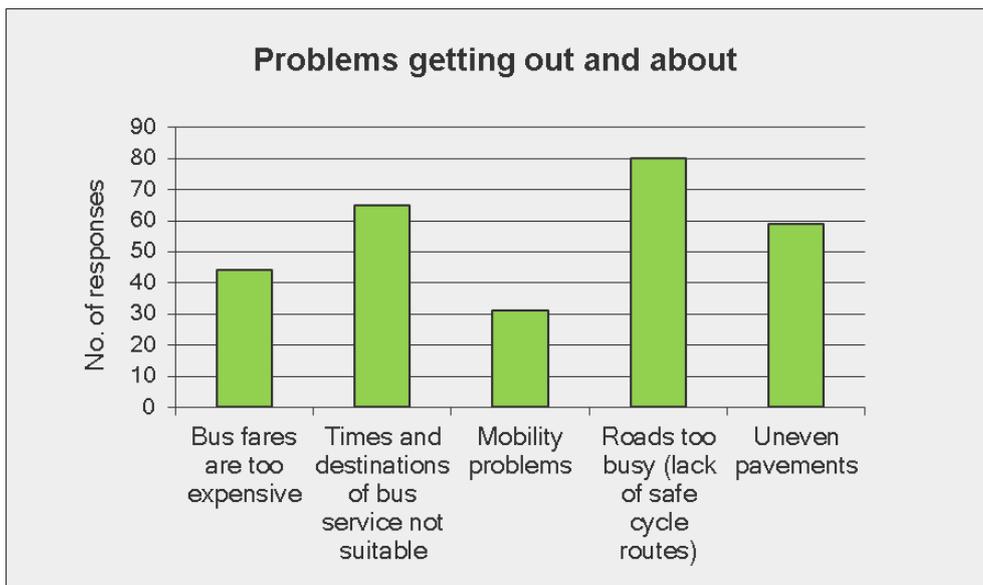


Again, such results should be interpreted carefully as respondents could answer more than one option, so we cannot assume that each of these are separate journeys i.e. an individual could drop their child off at school on the way to work. We also don't know the regularity with which these journeys are undertaken (we don't for example know whether people work full time or part time or how often people go shopping or use the village centre). In particular, as respondents were not asked to elaborate on the "other destinations" they use their vehicles for we don't know if this is a monthly visit to the cinema or every day to visit a relative.

Accessibility issues

60 (18%) of a total of 339 respondents said that members of their household experienced difficulties accessing or using their preferred form of transport and a similar number (64 or 19% or a total of 337 respondents) said that members of their household experienced mobility difficulties in the village. Respondents that answered yes to either question were asked why. In the event, considerably more households (145) responded. Respondents were given a number of possible reasons to choose from. Respondents could tick more than one box. They could also use the comments box to provide their own explanation for why access was an issue for them.

The most commonly identified issue (80 respondents) was the busy roads and lack of safe cycle routes. 65 said that the timing and routes of the bus services were not suitable and a further 44 felt that bus fares were too expensive. 59 respondents complained about uneven pavements. 31 said that a member of their household had mobility problems.



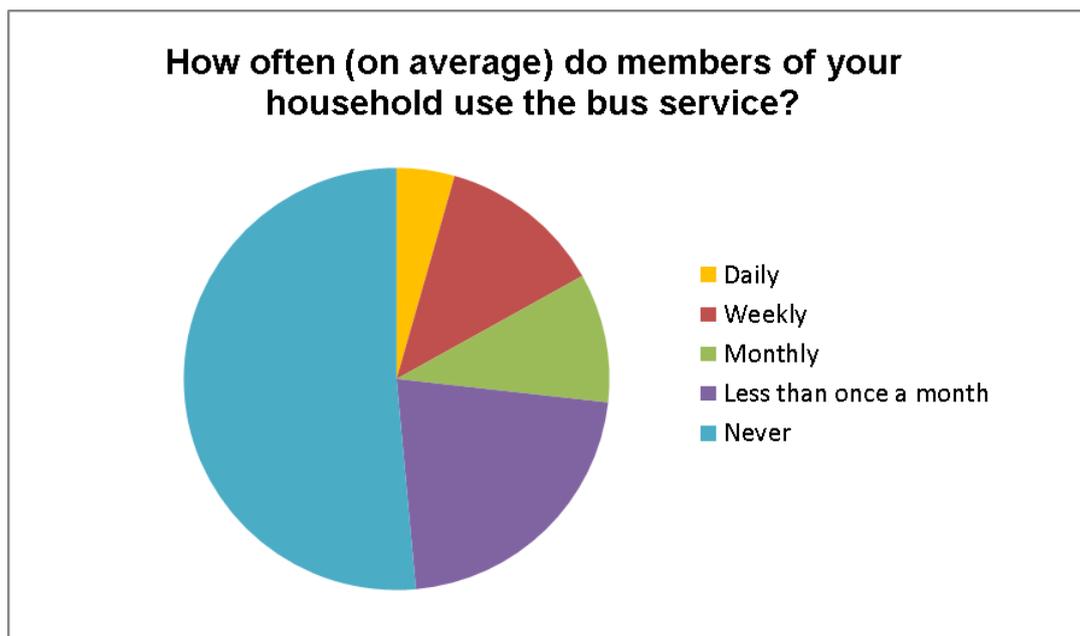
Other comments focused on (in rank order):

- Traffic congestion – some felt this was a particular problem at specific times e.g. early evenings.
- Lack of parking – one respondent said they kept their car garaged three miles away as High Street parking was so difficult. Another struggled to park near their workplace.
- Illegal parking – on pavements, across drop kerbs, double parking/blocking other cars
- Other traffic issues – speeding traffic, cars and lorries mounting pavements (presumably due to congestion), lack of safe crossing points
- Pavements – narrow pavements, overgrown paths, difficulties using push chairs
- Bus services – difficult to use to go to work, unable to use a bus pass as passes can only be used after 9:30 and the bus leaves at 9:15am, lack of late buses, insufficient buses, unreliable service.

Bus services

Number of respondents = 344

51% of respondents said that members of their household never use the bus service. Just 4% said they used it daily, 12.5% weekly, just under 10% monthly and 22% less than once a month.



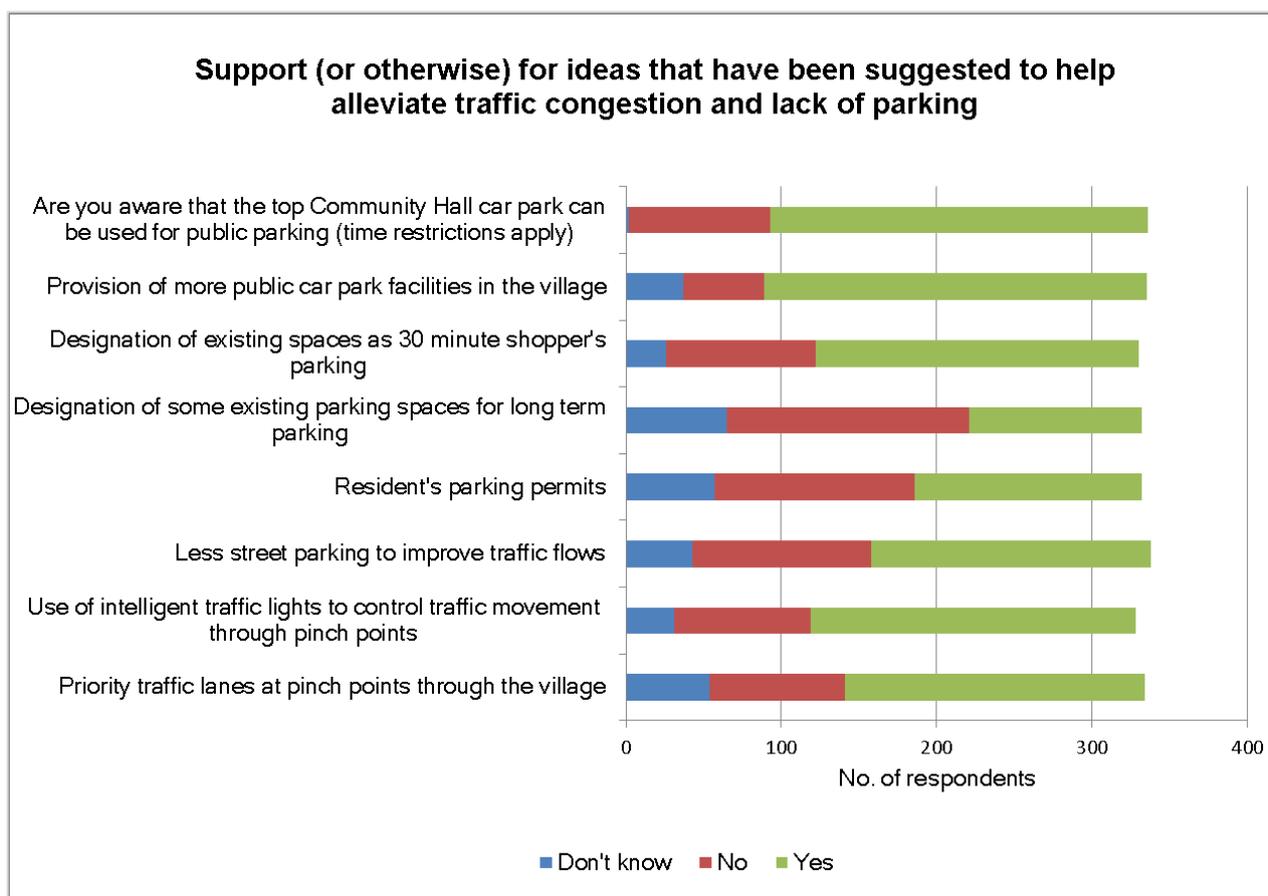
Traffic congestion and parking

Number of respondents = 350

The survey asked respondents to indicate their support for a range of ideas that had been suggested previously, to help alleviate problems of traffic congestion and lack of parking. (See table showing summary result overleaf). The greatest level of support was for provision of more public car park facilities in the village, with 73% of a total of 335 respondents saying “yes”. Use of intelligent traffic lights to control traffic movement through pinch points, received just under 64% support and designation of existing spaces as 30 minute shoppers parking received 63% support. Positive votes for the remaining ideas were as follows: priority traffic lanes at pinch points (58%), less street parking to improve traffic flows (53%), residents parking permits (44%) and designation of some existing spaces for long term parking (33%). Comments centred around the following:

- Enforcement – the need for enforcement of existing and any future parking restrictions.
- Time limits – a couple of respondents would prefer one hour rather than 30 minute shoppers parking. One respondent expressed concern about the impact of time limits on businesses such as hairdressers. One felt that that time restrictions should start earlier (from 7am). Another felt that there should be provision for overnight parking. There was concern from a couple of households that time limits/shoppers parking would further restrict residents from parking. Another felt that time restrictions should only be introduced in limited locations and at limited times. One respondent felt that parking should be banned altogether between the Co-op and the Post Office and another wanted no parking outside the Co-op and the Green Dragon pub.
- New public parking – Whilst new public parking was generally supported, several respondents wondered where that parking could go. Suggestions included development sites 529 – land behind the Clays, 3268 – Longfield and near the centre of town.
- Use of existing parking – individual respondents suggested that better use could be made of existing parking with residents using what off street parking they owned, more use of the top community hall car park and removal of planted areas in the Market Place car park to make more space.
- Residential parking - as noted above, there was concern that shopper parking should not further restrict the space available to resident parking. One respondent suggested that Church Street and High Street should both have some allocated residents parking. Another said that they would be prepared to pay for a private parking space.

- Road changes – four respondents suggested that HGVs and coaches should be restricted from going through the village centre. One felt that the High Street should be a one way street. Another called for roads to be widened. One respondent wondered whether additional development could lead to improvements to Black Dog junction and the installation of a roundabout. A couple of other respondents commented on the suggestion for intelligent traffic lights – two feeling that the lights would not work, one felt that they should be at peak times only.
- Transport alternatives – ideas included installation of cycle lanes, promotion of car sharing and provision of an effective public transport service.
- Limits to new development - a couple of respondents expressed concern about the potential impact of any new development on traffic and parking.

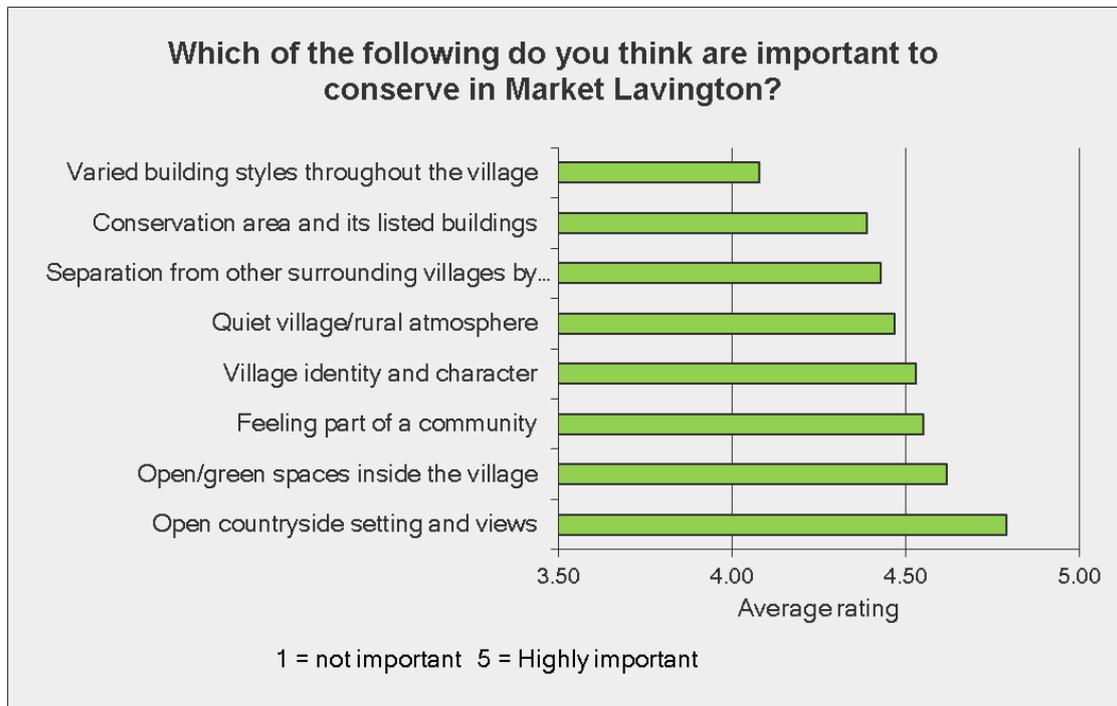


LOCAL ENVIRONMENT/LEISURE AND WELLBEING/EDUCATION

Community assets

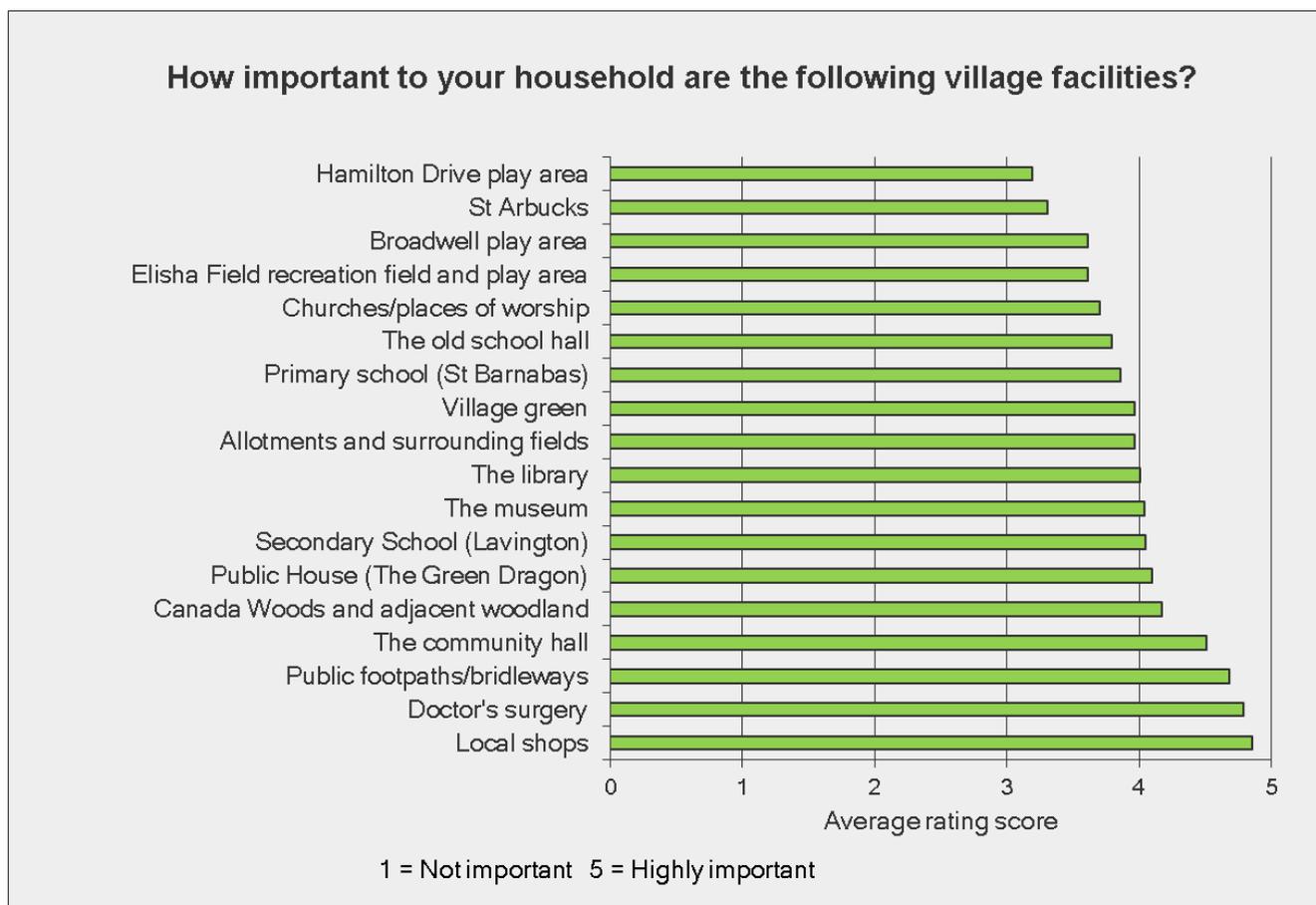
Number of respondents = 349

Residents were asked which out of a list of community assets they thought were important to conserve. Respondents were invited to give each asset a score of between one and five, one being "Not important" and five being "Highly important". Most of the options received a relatively high level of support, with open countryside setting and views receiving an average score of 4.79 and open/green spaces inside the village an average score of 4.62. All assets received an average score of over four out of a possible total five.



Community facilities

Number of respondents = 351



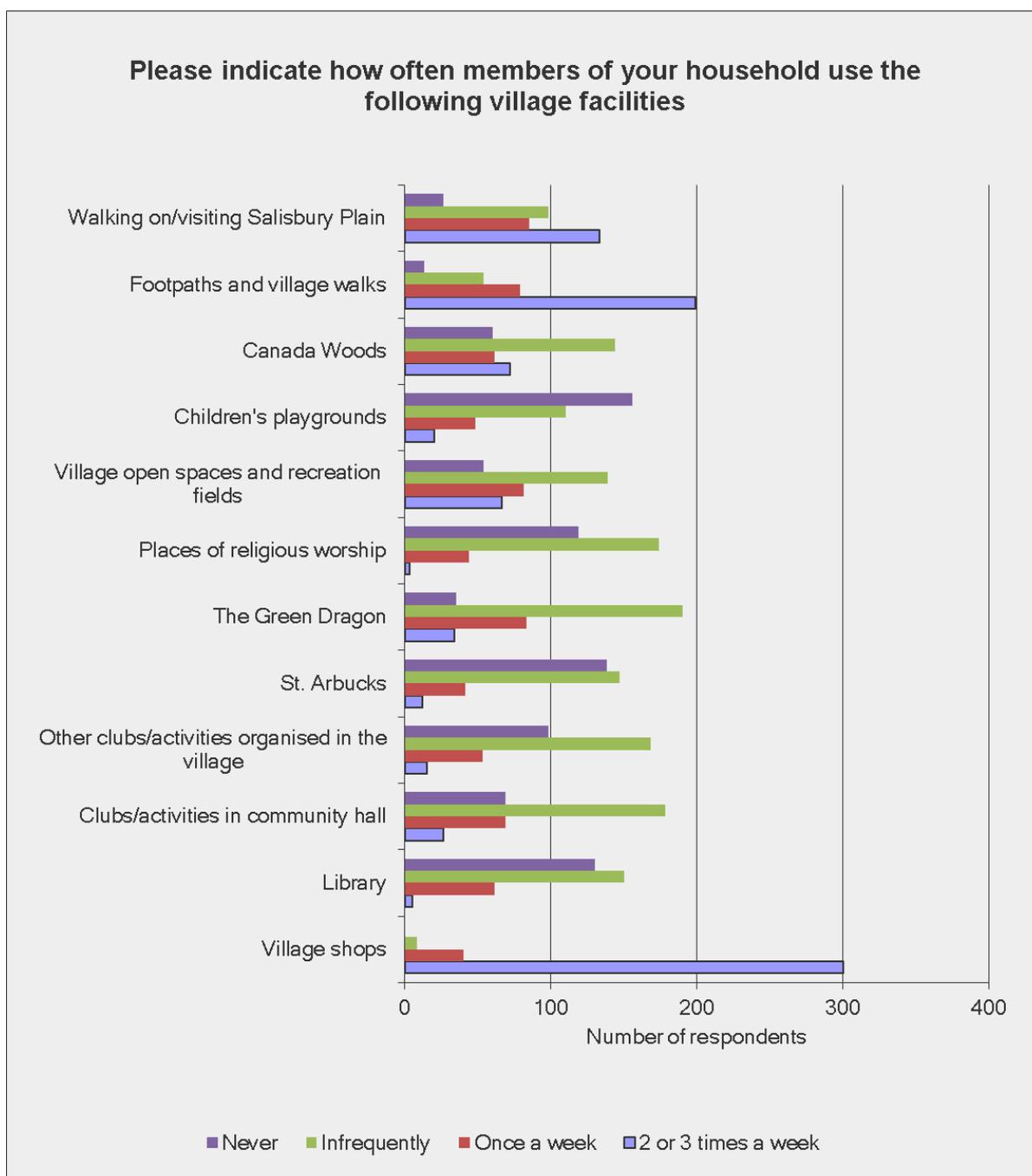
Respondents were asked to undertake the same exercise for a list of village facilities. Nine of the total of 18 facilities achieved average scores of more than 4 out of 5 (in rank order):

- Local shops
- Doctors surgery
- Public footpaths/bridleways
- The community hall
- Canada Woods and adjacent woodland
- The Green Dragon pub
- Secondary School (Lavington)
- The museum
- The library

The remainder achieved average scores of between 3 and 4 out of five (see chart above).

Use of village facilities

Number of respondents = 348



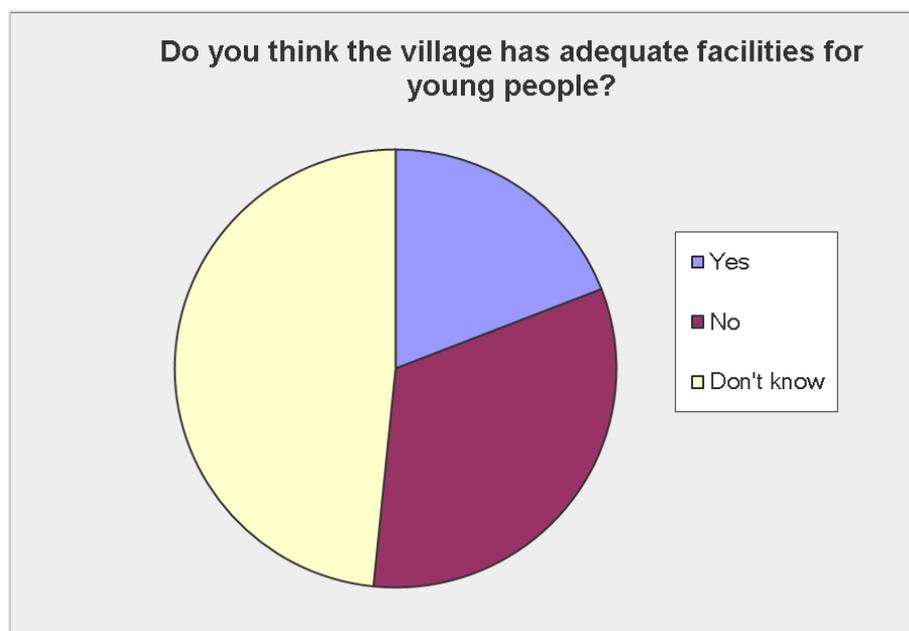
Village shops, local footpaths and village walks received most regular use with 86% of respondents saying that members of their household used the shops and just under 58% local paths and walks 2 or 3 times a week. Perhaps understandably given the mix of age groups responding, just under 47% said that members of their household never used the children's playgrounds.

Just less than 41% said that members of their household never used St Arbucks café, 37.5% the library and 35% local places of worship.

Note: the paper version of the survey asked about frequency of use of the Old School Hall. However, unfortunately this option was missed out of the online version of the survey. A total of 269 responses to this option were still received via the paper survey. These indicated that 5 respondents used the hall 2 to 3 times a week, 41 once a week, 111 infrequently and 112 never.

Facilities for young people

Number of respondents = 345



32.5% of respondents do not think that the village has adequate facilities for young people (just 19% think it does). Suggestions for improvements include:

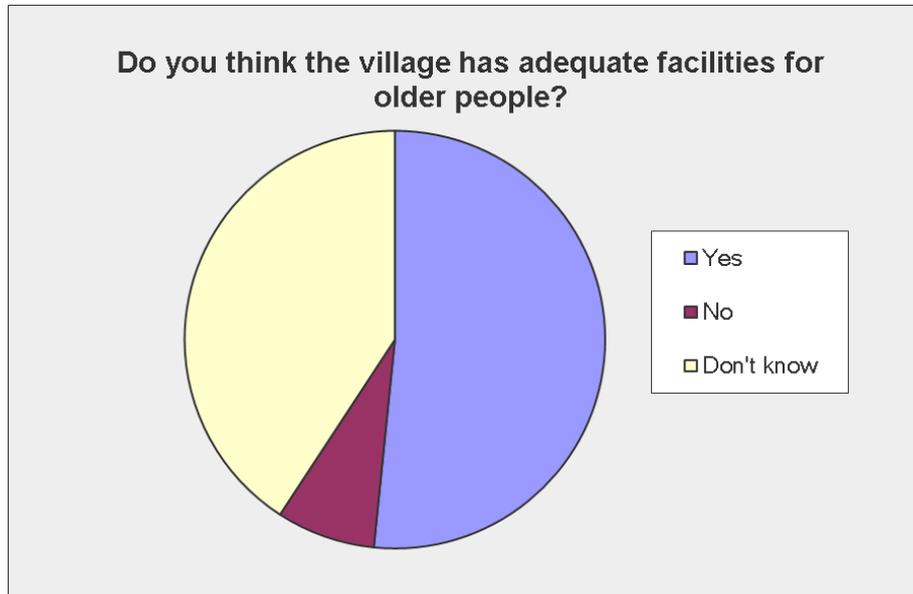
- Youth club/meeting place – somewhere for young people to meet and “hang out”. One or two respondents suggested that a club/meeting space could be in the community hall, another that St Arbucks opening times could be extended. One respondent suggested that there could be more activities in the library.
- More clubs, groups and activities for young people – suggestions included film nights, table tennis, snooker, music nights, Cadets, Beavers, Cubs, more widely advertised Scouts, more activities in holidays and at weekends. One suggestion was for a voluntary group of young people to help older people in the village.
- Sports and fitness activities – individual suggestions included running and fitness groups, a gym, tennis and basket ball courts, judo, swimming, badminton, volley ball, fishing and shooting clubs, cycle sports area, a skate park and climbing frame/wall and a zip wire
- Improvements to existing recreation facilities – improvements to play areas, facilities for teenagers, goals with nets, better access to existing facilities at Lavington and Dauntsey Schools and to land below Canada Woods. A pond and nature walks. A couple of respondents felt that Elisha field should be moved to a more accessible location.
- Public transport – better public transport. Bus services to other villages and in particular a cheap, late bus to Devizes and back

- Young children – child care facilities and a soft play centre.
- Older children/young people – more for young people of secondary school age and above.

One respondent felt that young people themselves should be asked about the type of facilities that they want or need. Two respondents noted that many of these activities were dependent upon availability of volunteers and other resources.

Facilities for older people

Number of respondents = 343



51.6% of respondents feel that the village has adequate facilities for older people. Just 7.6% said that it did not. Individual suggestions for improvement included:

- Improvements to public transport – better links to Devizes and Salisbury
- Housing – residential properties for older people wanting to downsize, within easy access to facilities, warden assisted retirement homes, single storey homes/bungalows
- Local facilities and services – a cash point, paper shop, petrol station, local health services such as podiatry and dentistry
- Access – improvements to pavements and safe crossing points, better maintained footpaths and bridleways
- Clubs and meeting places – more clubs and spaces for older people to meet and socialise, somewhere reasonably priced to meet, chat and plan activities, a seating/meeting space in the village centre, an extra day at the Day Centre, coffee mornings - perhaps linked to community care, a grandparent club involving senior residents and local teenagers, computing classes and a community/sensory garden with easy access and seating
- Facilities for the housebound – home visits, befriending services, friendship groups

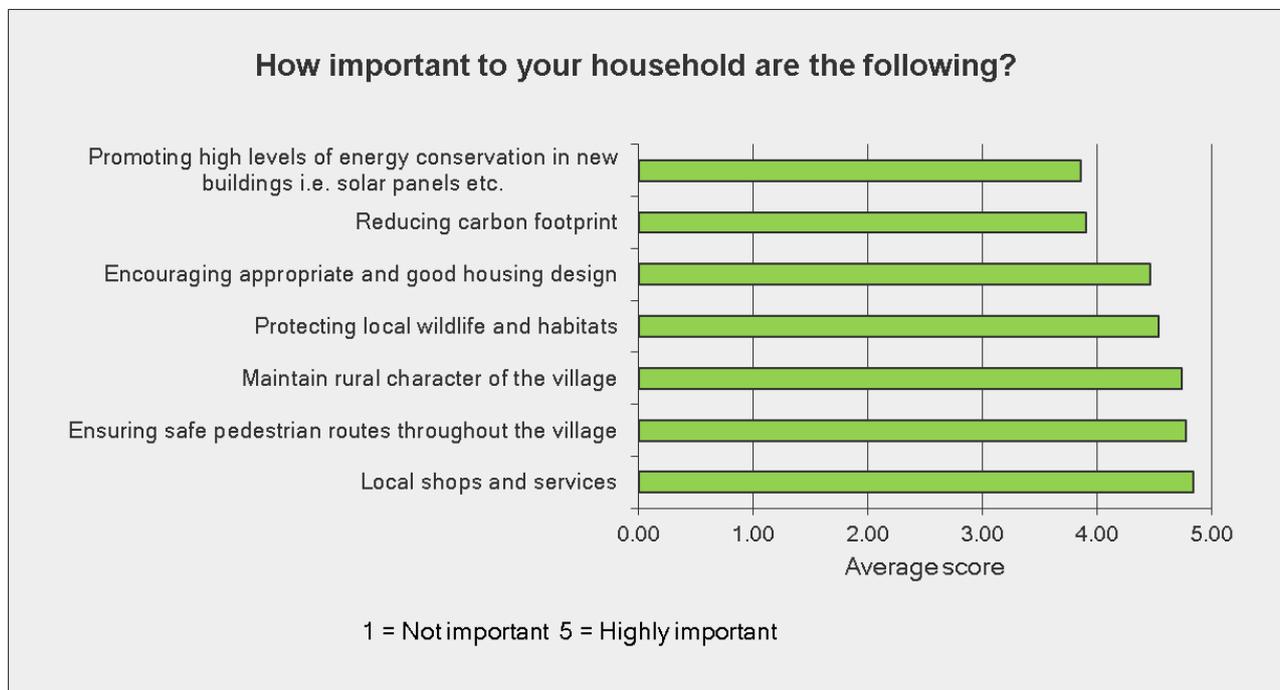
Local environment

Number of respondents = 343

Respondents were provided with a list of things that may impact on the local environment and were asked how important they were to their household. Perhaps unsurprisingly most were felt to have a fairly high level of importance:

- 90% of households felt that local shops and services were highly important.
- Ensuring safe pedestrian routes through the village and maintaining the rural character of the village were felt to be highly important by 82% of respondents.

- Protecting local wildlife and habitats received an average score of 4.54 out of 5 (73% felt it to be highly important).
- Encouraging appropriate and good housing design received an average score of 4.46 (64% felt it to be highly important).
- Reducing carbon footprint and promoting high levels of energy conservation scored lower in importance with average scores of 3.9 and 3.86 out of 5 respectively (see chart above).



Improvements to existing facilities and services

Number of respondents = 42

Individual suggestions for improvements to existing facilities and services included:

- **Opening hours** - extending the opening hours of the library, doctors surgery (a surgery on Saturday if possible), pharmacy and St Arbucks café
- **Shops** – a bigger food shop and café and a new clothes and charity shop. Protect local shops and businesses from closure – concern expressed about losses of pubs, shops and other businesses.
- **Traffic, roads and parking** – restrict/manage through traffic, install traffic calming along White Street (play area and blind corner), more parking e.g. in Church Street and High Street. More disabled parking spaces near the shops. Better provision for off road cycling (one suggestion was for pavements to be used as cycle routes unless unsuitable).
- **Access** – improvements to access, particularly in front of the Old School. Better pavements, more dropped kerbs (Church Street near the Drummer Boy and the vicarage, from the community hall to the post office, on The Spring, and at junctions). Better street lighting in the High Street and safer crossing points e.g. a crossing opposite St Arbucks for pedestrians going to the Old School, community hall and church.
- **Rights of Way** – improvements to local rights of way e.g. better surfacing of the bridleway south of the High Street between Stobberts and Broadwell to facilitate access by scooters, pushchairs and wheelchairs and bollards half way along to prevent vehicular access.
- **Public transport** – improvements/extensions to the bus service, an early evening bus service to and from both Devizes and Salisbury. Move the bus stop on the High Street to outside St Arbucks, reducing congestion and encouraging greater use of the café.

- Parks and recreation spaces – improvements to Broadwell Park (e.g. a new gate, more colourful railings, better access via bridleway), ongoing improvements to Elisha Field (better surfacing). Retain the allotments.
- Education – support for a sixth form at Lavington School.

New facilities and services

Number of respondents = 33

A number of individual suggestions were made for new facilities and services in the village:

- Shopping – a greater range of shops. Suggestions included a newsagent, another café, a “cyber café” for young people, more diversity of food outlets, another pub or bar, hardware store, fresh fruit and vegetable shop (or market), bakery, a film rental outlet, a larger supermarket with its own car parking and better access for deliveries, a cash point and a petrol station
- Other business/employment – Start up business units. A shop, businesses, pub or restaurant on the site of the Drummer Boy rather than housing. Volunteer jobs for young people over the school holidays.
- Health facilities – a dentist and care home
- Sports facilities – more sports facilities e.g. tennis courts or gym
- Other facilities – a post box in Francis Road. Public toilets. Child care facilities.
- Traffic, transport and parking – more car parking, a train station, car sharing
- Access – cycle paths e.g. along The Spring, past the school and towards West Lavington. A safe crossing outside the supermarket.
- Clubs – a film club
- Open spaces – a larger village green, perhaps on the Clays or a similar, flat area

ADDITIONAL COMMENTS

Number of respondents = 84

Respondents were asked if anything else should be addressed by the Neighbourhood Plan. Eighty four households responded. Many took the opportunity to rehearse or expand on issues that they had raised elsewhere in the survey. However, the key issues were as follows:

Housing and development

A number of respondents expressed further opinions about the numbers of houses that could be accommodated during the plan period. Suggestions were varied but most of those who commented felt that the lower level put forward in question five (up to a 100) is too high. Alternative suggestions included:

- No development at all
- 20-50 houses
- Up to 30
- 35 houses
- Up to 40
- Less than 50
- Max 60
- “Well under” 100

One respondent felt that the lack of an option in the survey for zero development was “undemocratic”. Another felt that there were other settlements in the area which should “take their equal share of the total requirement”. Another noted that the Devizes Community Area has 63 sites identified for potential development. Of those 63 sites, only 11 are in the Market Lavington area. They felt that Market Lavington needs to be responsible, noting: “in simple terms 1/6th of 210 = 35 dwellings.”

Some of the comments related to the type of development needed. Two respondents highlighted the issue of an aging population and felt that provision should be made to enable residents to remain in the village as they got older. Suggestions included care and nursing home facilities, sheltered housing, spacious flats and bungalows. Another felt that new development should provide for the needs of young residents. One respondent wanted Housing Association (low cost) housing, although another expressed concern about the impact of too many social housing developments. One respondent felt that the plan should consider the general growth in population and the potential return of armed forces and their families. However, one respondent cautioned that it was difficult to respond to this question without knowing the current housing mix in Market Lavington compared with the demand.

There was one concern expressed about the potential development of new work units in the village. The respondent felt that this could exacerbate the traffic issues by potentially providing employment to car drivers from outside the village. Additionally they felt that, once work units are built, these will “attract further reasons from the council to introduce yet more housing in the future”.

The scale of individual developments was also discussed. Two respondents argued against larger scale development. One felt that, if developments were too large, there was a danger that a satellite community within the village could be created: “far better to have smaller developments where new residents integrate with their neighbours.” Another argued for small infill plots of one or two houses or on brownfield sites. They also felt that there should be no outward expansion beyond current village limits. However, another respondent asked whether it was possible to build new villages on green field sites rather than destroying the village environment.

A number of individual comments related to the design of new development. These noted that houses should be in scale and keeping with the village; that new developments in the Conservation Area should be in keeping with the character of that area and that development should be undertaken “with consideration to existing dwellings”. Whilst two respondents suggested that more sustainable homes should be encouraged, one felt that solar panels should not be allowed within the Conservation Area and another indicated that they were unhappy about the visual impact of solar panels, preferring sensitively sited solar or wind generators. Another reiterated that self-build developments and co-housing schemes should be encouraged. They argued that new housing should have adequate living spaces and called for the bringing back of the Morrisons Standards or local legislation on minimum room sizes. One respondent felt that some of the “not so old” houses that already existed could be removed to make way for more modern, affordable homes.

26% of those responding to this question linked concerns about new development to concerns about traffic congestion, many feeling that further development would only exacerbate the issues and that new development should either not be allowed until they had been tackled, or that road and traffic management improvements should take place alongside that development.

One respondent suggested that there needed to be a strategic plan in place to manage the transport issues. The plan needed to include non-car based transport, car sharing etc. otherwise the problems won't have co-ordinated solutions. As part of this exercise, the respondent felt that those involved needed to find out where residents work and frequency of journeys.

There was little support for the level of development that the survey was suggested was required to support a bypass, although one respondent felt that the number of houses needed had been totally overstated. Another felt that the statement was both vague and unfortunate. They asked: in whose opinion would this number of homes be required? If a bypass were to be part of a wider ranging plan would it still be so? They felt that the statement had been taken as an instruction not to consider the option of a bypass and so rendered the responses to this question as a reflection of village opinion as invalid.

Another questioned whether there was potential for the village to attract grants/funding for agreeing to less attractive developments e.g. fracking, TV or telecommunications masts. They noted that this

was not a proposal – but felt that it might “alter the financial equation re: a bypass...” Two respondents felt that developers should pay a tax to support improvements to traffic and other infrastructure. Note: the new community infrastructure levy came into force in 2010 and allows local authorities to raise funds from developers to fund a wide range of infrastructure required as a result of new development.

One respondent felt that the plan should identify development options that have the least effect on the environment and that important greenspaces (woodland etc) should be protected. Concerns were expressed that several of the potential development sites were susceptible to flooding. A couple of sites were also identified as being botanically sensitive. One respondent asked whether local designations had been identified. Another respondent felt that school fields, exercise areas and the ‘green belt’ around the village were all important. Another listed their environmental concerns relating to new development as interruption and damage to water courses, flooding, loss of habitat, loss of public amenity and waste disposal. Another felt that greenfield sites, views to the Plain and rural character were “sacrosanct”.

A number of respondents felt that any new development should consider the impact on utilities and on wider infrastructure such as schools and pre schools, play areas, health services, emergency services etc.

Traffic, transport and roads

Many of the comments relating to traffic, transport and roads have already been outlined in previous sections. Key issues raised include:

- Congestion: This was a key issue for many respondents, particularly in relation to the High Street.
- Bypass proposal: a couple of respondents felt that, without a bypass or relief road, further development should be actively discouraged. Two respondents questioned the validity of the assertion about the number of houses required to support a bypass.
- Parking: lack of parking and poor parking were generally seen to be part of the congestion problem. If additional parking could be created, this could help address the issue, although some respondents were unsure where such parking could be located. A couple of respondents reiterated a call for residents’ only parking. One suggested that there should be more residents’ parking or permit parking on New Road. Another called for more disabled parking. One respondent was aware that the top car park at the community hall could be used for shoppers parking but felt that it was not convenient for such use. A number of respondents called for better enforcement of existing parking restrictions. One respondent felt that parking on the Market Place could be improved by redesign of this area/removal or re-siting of planting areas etc.
- Heavy goods vehicles: several respondents felt that HGV traffic should be restricted or redirected. With new development, the impact of construction vehicles should be considered.
- Speeding: speed cameras, automated speed advisory lights, speed limits, traffic calming, traffic bollards and safe crossing points (e.g. outside the Co-op and near Lavington School) were all suggested. A speeding hotspot was identified at Spin Hill.
- Traffic management: There were several queries about the possibility of installing a one way system through the centre of the village. A number of individuals felt that development sites should be assessed for their impact on congestion and those which enabled people to drive out of the village without using the main High Street should be prioritised. One respondent identified a need for traffic lights at peak times at Black Dog junction. As outlined above, one respondent felt that a strategic plan was needed to ensure that a co-ordinated set of solutions could be identified.
- Road improvements: A couple of suggestions were made for road improvements including the widening and improvement of the road past the doctor’s surgery, improvements to the

Fiddington Clay roundabout and the “narrowing of pavements/widening of road as far as possible after the narrow walled section”.

- Public transport: concerns focused on the lack of bus services – towards Swindon and in the direction of Marlborough and a need for a more comprehensive bus service, especially linking the community to local hospitals.

Environment

A number of comments related to environmental improvements. One respondent suggested removing flower beds on the Market Place, allowing a better layout for parking. The respondent felt that, “with a bit of imagination” the area could be turned into a feature with seating, creating a meeting place in the centre of the village. Another suggested more greenery in the High Street. Another respondent suggested a stone circle in the village “where pagans and others could meet to celebrate the turning seasons.” One respondent felt that the Broadwell play area was an important facility but needed renovation. Another felt that signage, fines and other measures should be put in place to encourage dog owners to pick up and bin dog mess in the village.

Facilities and services

Several respondents said that they did not know that Market Lavington had a village green. Another felt that the village needed one, but there was no space. Suggestions for new facilities included: a small café within the pavilion at Elisha field run by volunteers, a “proper shop”, bakery, paper shop and petrol station. One respondent felt that efforts should be made to keep the existing shops. Two respondents felt that retaining the post office was highly important. One comment related to Lavington School and the urgent need for a sixth form at the school. Another suggested a nursery. Another suggested that the village should aim for “the best national and international connectivity via internet, broadband and telephone links possible.”

Facilities for younger people

One respondent was not sure whether more facilities for younger people were needed. However, they noted that the community hall hosted numerous activities for the older generations but nothing seemed to be aimed at younger members of the community. They asked: “Would it not be possible to engage teenagers in developing some activities for themselves?”

Questions for the steering group

A number of questions about the plan process were posed:

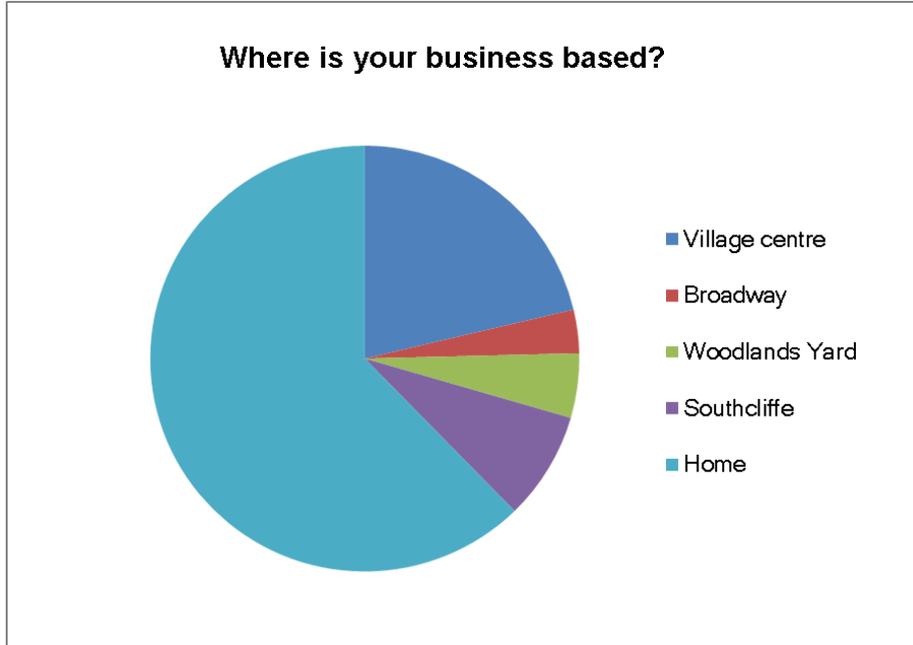
- How will the Neighbourhood Plan come together?
- What are the vision and objectives?
- Is the steering group getting any outside organisations to advise/provide professional advice and support?
- With all this information, what is going to be in and out of the scope of the plan?

A respondent felt that local residents did not have all of the information on some of the issues raised e.g. school capacity, transport analysis, housing demand, current housing stock, current village designations. They warned that, without this information, responses could be ill-informed.

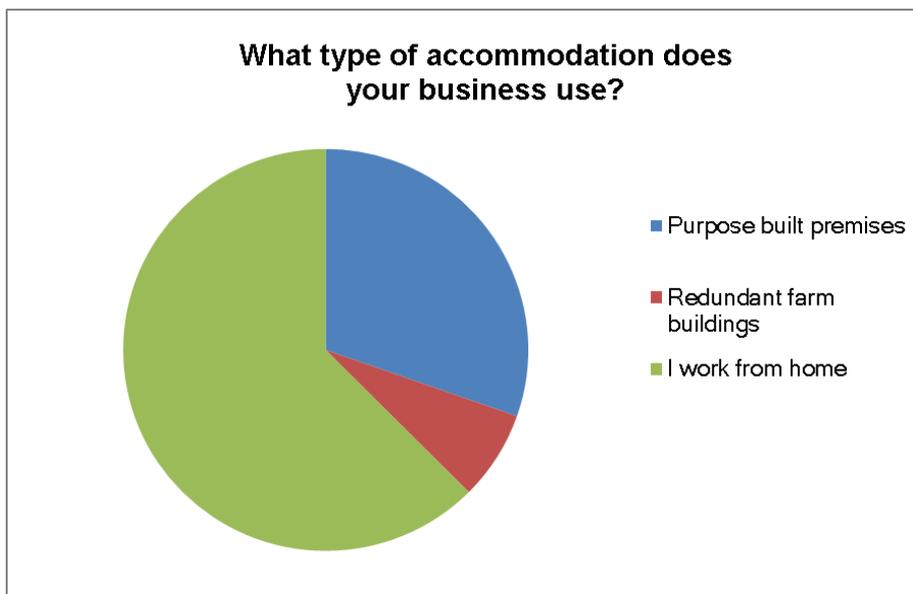
Another stated: “I believe the questionnaire is set up to meet the political desire not the public need. A fair democratic process should be employed to gauge what the rural community wants, to retain village values for those who live here.” This sentiment was echoed by another who noted that many of the local issues were national issues needing national solutions. They cited government intervention into planning issues and pressure on local authorities to push through more housing. They wondered therefore whether there was any point in a neighbourhood plan “under such duress”, although they commended the Parish Council’s effort in involving the whole community in the future of the village.

BUSINESS SURVEY

70 out of a total of 340 respondents indicated that they ran a business in Market Lavington. 62% of a total of 61 respondents said they ran a business from home, 21% from premises within the village centre, 8% at Southcliffe, 5% at Woodlands Yard and 3% at Broadway. Other individual responses came from businesses based in the Clays, the doctor's surgery and a workshop situated in paddocks locally.



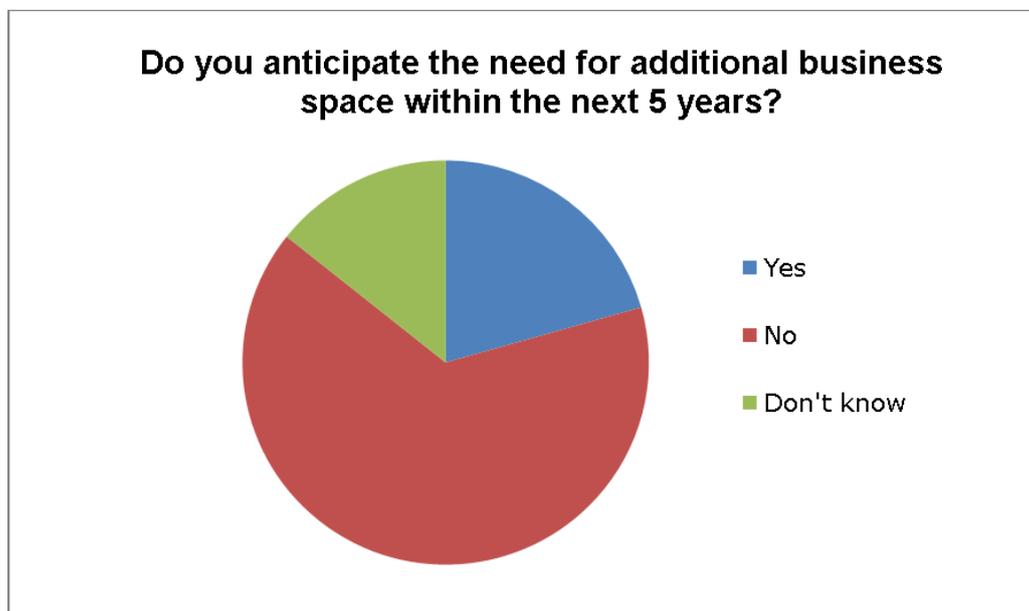
62.5 % of 64 respondents said that their business was open to the public. Of those not working from home, 29% said that they were accommodated in purpose built premises and 7% in redundant farm buildings. Other types of business accommodation included old brickworks, converted business units, an industrial unit and retail space. One respondent reported that they worked from their van.



13 respondents out of 63 respondents (20.6%) anticipated the need for additional business space within the next five years. Nineteen identified the type of space that would be needed:



- Workshop units (8 respondents)
- Home offices/workshop space (7 respondents)
- Industrial units (7)
- Office space (4)
- Storage units (3)
- Retail space (1)
- Classroom space (1)
- Display space (1)



None of the 65 respondents indicated that they traded solely with people or businesses based in Market Lavington. 20% said that they traded solely with customers outside the parish. 80% indicated that they did a mix of both.

Just under 51% of respondents said that they believed that housing development in Market Lavington would be good for their business. 29% said it would not and the remainder were not sure. In general, those in support felt that more housing would bring in more customers.

Just 9 business respondents felt that housing development would cause problems for their business. Key reasons given included:

- Traffic congestion could cause delays in getting to jobs
- Fear that congestion and difficulties could put customers off

One respondent felt that problems could be averted as long as that development came with facilities to support additional residents – roads, health services, schools, transport.

35% of business respondents felt that an improvement in services within Market Lavington would benefit their business. 34% felt that it would not. When asked to specify which services, individual responses included:

- Better traffic management/reduced congestion
- Increased enforcement of waiting/parking restrictions
- More parking
- More awareness of parking at the community hall for shoppers
- Redevelopment of the Market Place
- A petrol station

- An out of town mini store
- Bank/cash machine
- Faster internet
- Places to advertise businesses
- Eco-friendly services
- Other shops e.g. baker, hardware store, charity shop.
- Two respondents felt that better services reduced the need for people to travel elsewhere.

14 business respondents (21.5%) felt that there were issues about Market Lavington that were damaging to business. These included (in rank order):

- Traffic congestion
- Lack of parking
- Lack of parking enforcement
- Lack of suitable business space to expand
- Poor road maintenance

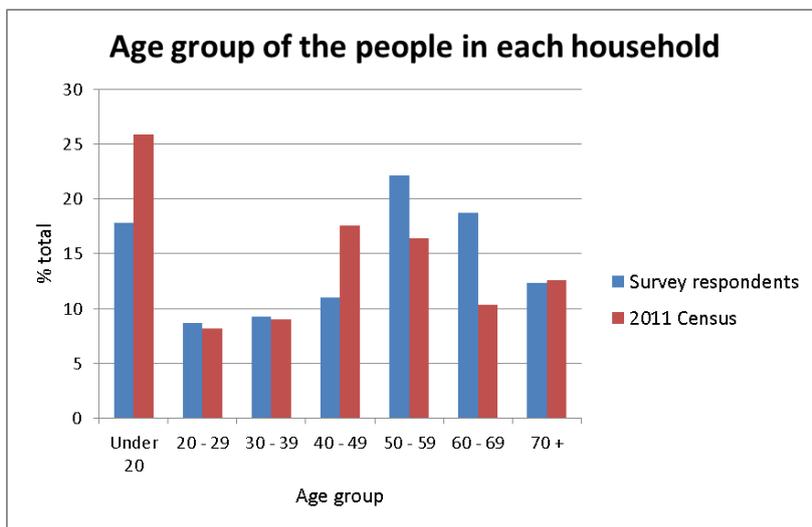
APPENDIX A: Who took part in this survey?

In order to check how representative the survey respondents were of the community as a whole, its designers asked some monitoring information about those who took part. A total of 340 households responded to this part of the survey. These households accommodate a total of 820 residents.

Age profile

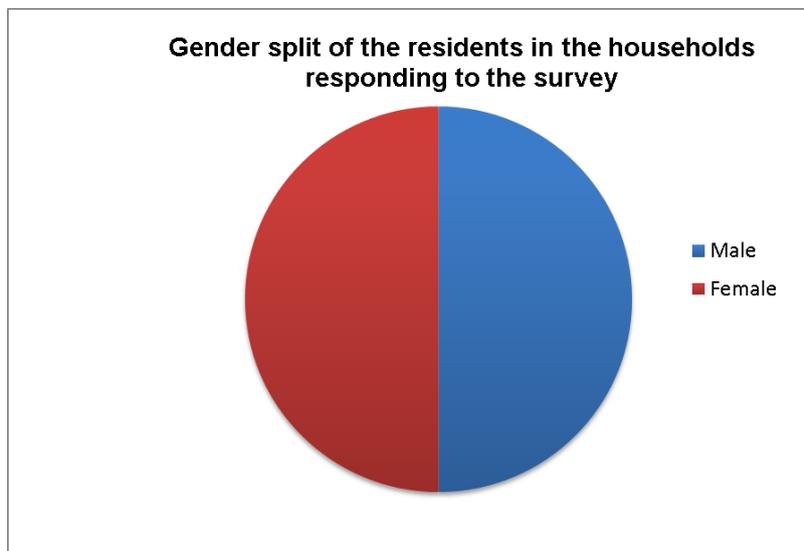
The chart below shows the age profile of the people in the households that responded, compared with the 2011 census. The figures are shown as percentages i.e. the 2011 Census indicates that just under 26% of individuals in Market Lavington are under the age of 20, compared to the Neighbourhood Plan survey which indicates that just under 18% of people in the households responding to the survey were in the same age group.

The chart shows that the views of the 50 – 59 and 60 – 69 age groups may be slightly over represented and those under 20 and in the 40 - 49 age groups may be slightly under represented. This of course makes an assumption that the respondent represented the views of all members of their household when responding. However, the age profile of respondents to the neighbourhood plan survey shows a good spread of age groups within the households responding.



Gender

There was a roughly even mix of males and females in the responding households (47% males, 53% females).





EnAct is a service provided by:



Registered Charity No. 288117. VAT Registration No. 639 3860 06. Company Limited by Guarantee
Registration no. 1757334 England. Registered with the Financial Conduct Authority No. FRN 311971
www.communityfirst.org.uk