

Budleigh Salterton Neighbourhood Plan Survey Results

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Introduction

Neighbourhood Planning

Neighbourhood Planning is one of the new rights introduced in the Localism Act 2011.¹ It is a way that communities can have their say on the type of development they want to see in their local area. A Neighbourhood Plan, once adopted, will form part of the Local Development Plan.

Developing a Neighbourhood Plan requires a significant amount of community consultation to ensure that the planning policies it contains reflects the views of local residents.

Budleigh Salterton Neighbourhood Plan steering group undertook a community survey in December 2015 to provide residents with an opportunity to engage with the Neighbourhood Planning process. More information can be found about Budleigh Salterton Neighbourhood Plan on the Town Council's website.²

Catalyst

Catalyst is the in-house consultancy service provided by Devon Communities Together.³ Catalyst was commissioned to analyse and interpret the data produced by the community survey and produce a report to inform the developing Neighbourhood Plan.

Methodology and Purpose

The purpose of this survey, and therefore the results highlighted within this report, was to inform the neighbourhood plan steering group of key issues that need to be considered within the plan and further research to undertake.

The Survey was written by the Budleigh Salterton Neighbourhood Plan steering group. It was delivered to households within the parish during November and December 2015. An online version of the survey was also made available through the Town Council website.

The completed paper copies were digitised by Catalyst and collated with the online survey responses. This data was then analysed to deliver this report.

¹ Localism Act 2011 legislation - <http://www.legislation.gov.uk/ukpga/2011/20/contents/enacted>

² http://www.budleighsaltertontowncouncil.gov.uk/BudleighSalterton/neighbourhood_plan-19628.aspx

³ <http://www.devoncommunities.org.uk/>

Key Findings

Current Strengths:

Young and old identified the town's location and seafront as the 'best' thing about the town.

Many people commented on the sense of community and friendliness of the town, and young people commented on the school and parks as being of value.

Shopping:

Shopping within the town was considered average-to-good by the majority of residents, and well used by residents. However it was also considered one of the key areas for improvement, particularly regarding the shopping environment; making the high street more appealing and reducing or better managing the traffic.

There was also a desire to see the range of shops broadened, with a reduction in charity/second hand shops and more local/independent shops encouraged.

Employment Opportunities:

Budleigh Salterton has a low unemployment rate; however job opportunities were considered inadequate-to-average by many people. Those of employment age would like to see land allocated for business use within the Neighbourhood Plan. Additional statistical evidence suggests young people are leaving the town when they begin to look for employment and cannot find anything suitable locally.

Housing:

Overall the majority of people considered housing to be good-to-excellent.

However house prices within the town are higher than the national average. Over half of younger people (those under 40) found housing to be inadequate-to-average and would particularly like to see more smaller new houses built, with 2/3 bedrooms.

Pastime and Leisure:

The majority of those 60+ considered the range of pastime/leisure activities to be good-to-excellent. However younger people, and the youth survey in particular, identified 'More things to do' as the most important thing for them.

Another survey of young people within the town identified that: "...there is little or nothing for the under 60's in Budleigh Salterton."

Neighbourhood Plan prioritises:

The clear priority for the neighbourhood plan should be; 'preserving the overall character of the town.'

Survey Responses

In total 777 people responded to the survey.

Response Demographic

Questions 12,13 and 14 asked questions about some personal details of the respondent to ensure that responses were representative of the local population.

12. How long have you lived in Budleigh Salterton?

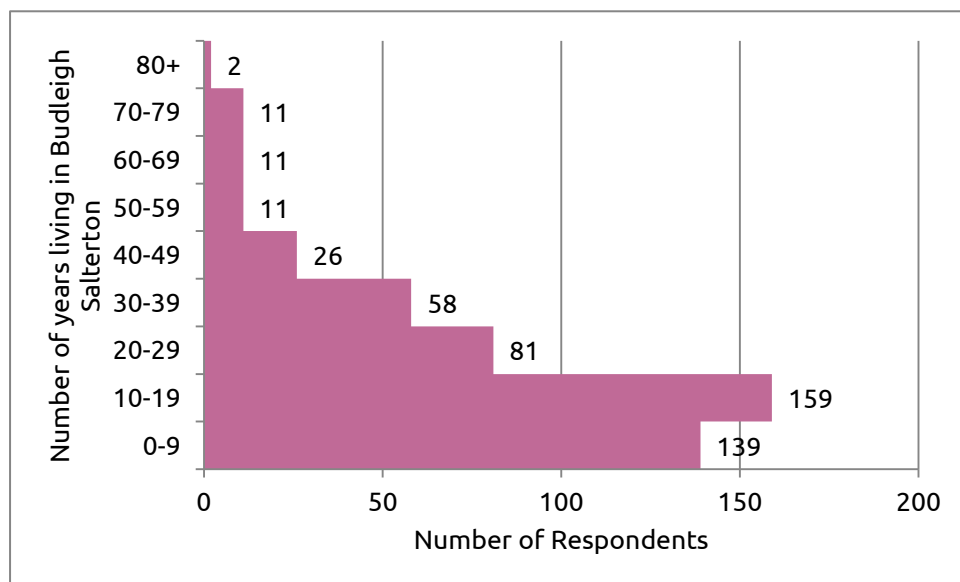


FIGURE 1

The mean-average length of time respondents have lived within the town is 20 years.

Two respondents had been living within the parish for 80 years. The majority, 60%, however have lived in Budleigh Salterton for less than 20 years. Therefore the median-average is more accurate for the length of time respondents have lived in the parish, which is 14 years.

13. Please provide your Postcode

The postcodes supplied are plotted on the two following maps (figures 2 and 3):

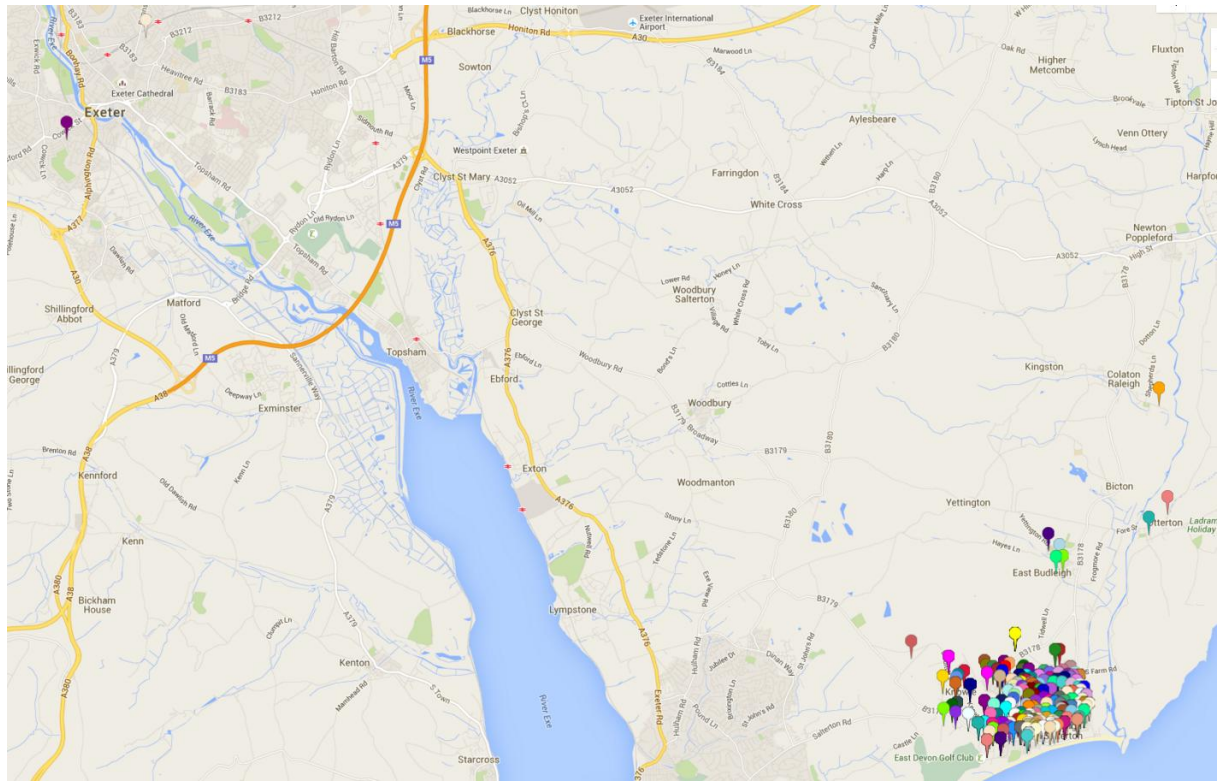


FIGURE 2

Figure 2 shows that the majority of respondents were focused within the town, but a few surveys were completed from people further away.

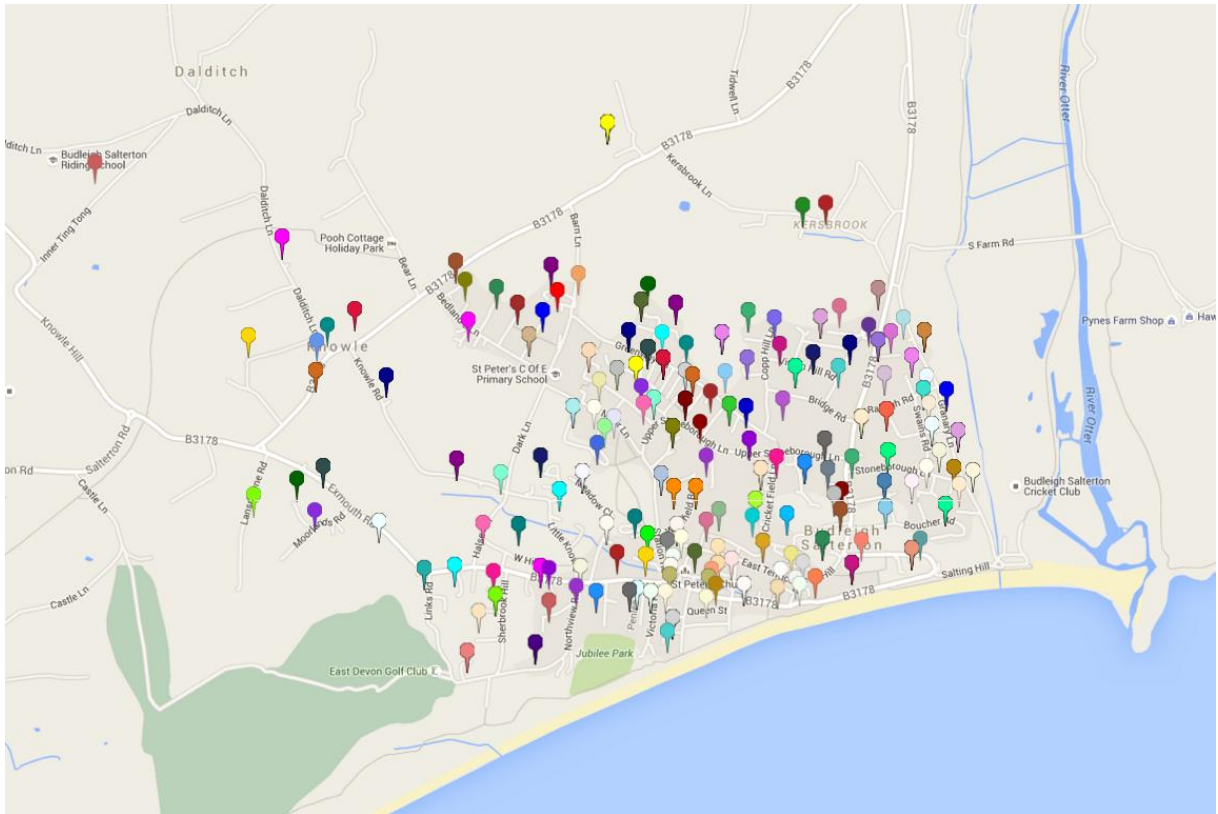


FIGURE 3

A closer look at Budleigh Salterton shows that there is a good spread of responses from across the town.

14. Your Age (optional)

712 people responded to this question. The spread of ages was:

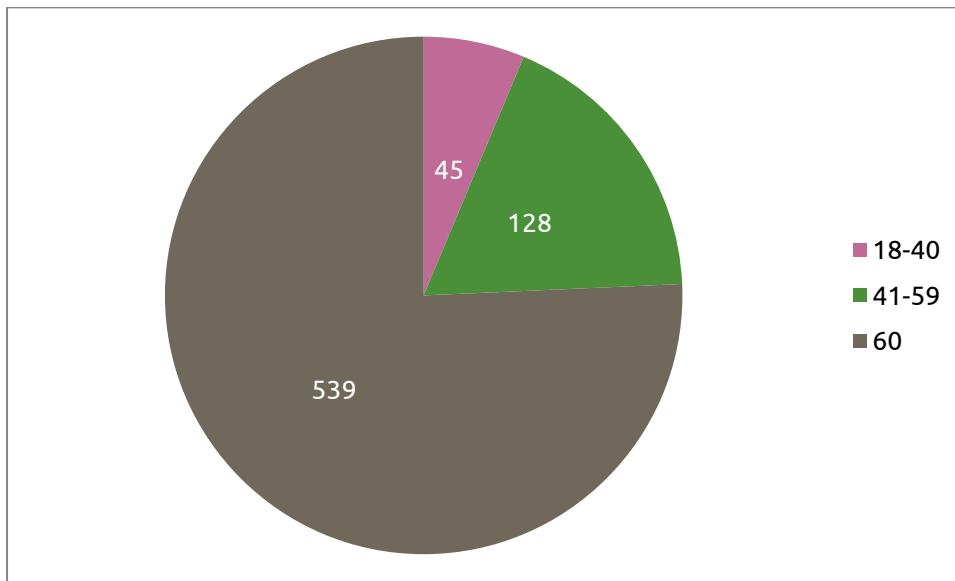


FIGURE 4

From census data we know the age profile of the parish:

	Census Data (approx.)	Survey response
18-40	16% [19%]	6%
41-59	22% [25%]	18%
60+	48% [56%]	76%

FIGURE 5

[The Census data does not total 100% because it also includes those under 18. The figure supplied in square brackets [] is a relative percentage, ignoring those under 18 and therefore a fairer comparison with the survey response data]

It is clear the responses are biased towards more elderly residents and don't reflect the whole age spectrum of the community. The responses to further questions need to take this potential bias in to consideration. In analysing these results this report highlights where this might be the case.

Survey Responses

1. For each of the following tick the box which you think best describes the current provision in the town:

Housing:

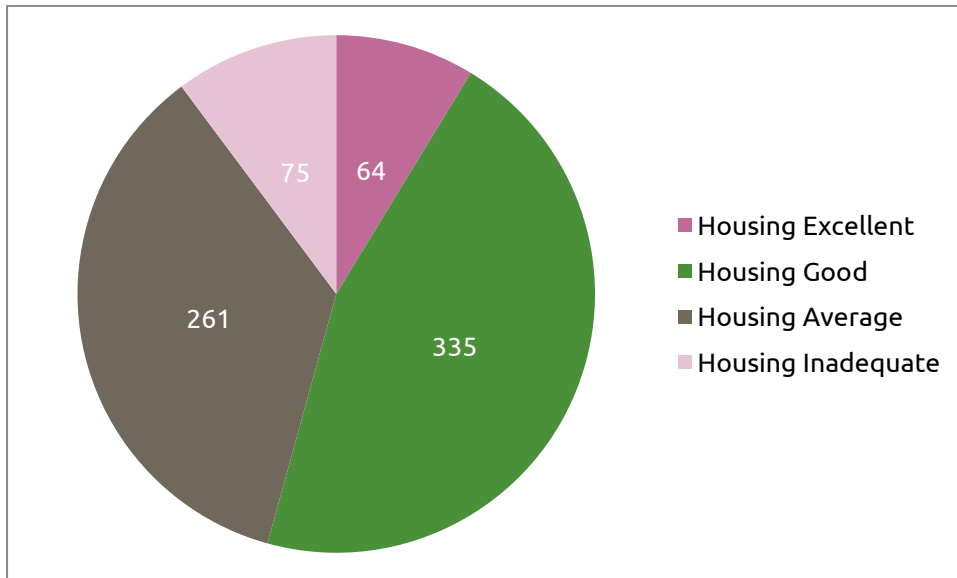


FIGURE 6

The majority of respondents considered housing to be average-to-good, 81%.

From Census 2011 statistics, 79% of homes are owner occupied (national average 64.1%), 8.3% are socially rented, 10% are private rented and 2.7% are another form of rented.

2.5% of households are overcrowded, 2% are without central heating⁴ and 10.2% are in 'Fuel Poverty'.⁵ These factors may contribute to the 10.2% of respondents who consider the housing within the parish to be inadequate.

In addition there is an age spilt in response to this question. Over half, 57% of those under 40 consider housing to be inadequate-to-average.

⁴ Census 2011

⁵ Department for Energy and Climate Change, 2011

Job Opportunities:

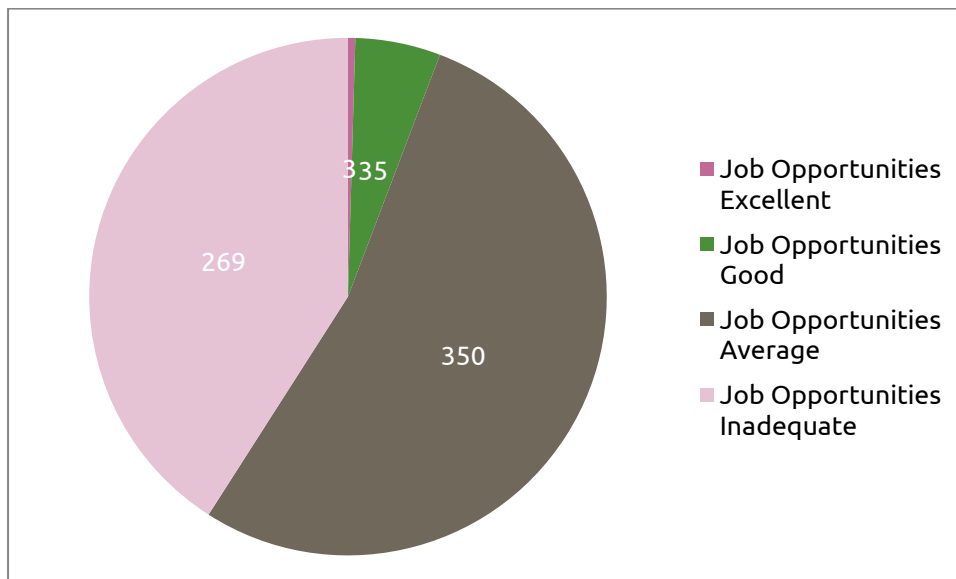


FIGURE 7

Job opportunities are considered to be particularly weak within the parish. 41% consider them to be inadequate. The number of people receiving 'out of work benefits' within the parish was 125 or 5.2% of the working age population in 2012.⁶ This is lower than the national average of 9.8%.⁷ We could infer from this therefore that although there aren't many people out of work, people would prefer to working closer to their homes within the town.

Looking at the most up-to-date population turnover rates from the Office for National Statistics shows that there is a net migration out of the parish of those aged 15-24, which encompasses those looking for their first job.⁸

⁶ Department for Work and Pensions (DWP), 2012

⁷ DWP Aug 2012

⁸ Population Turnover Rate, 2009-2010 - <http://www.ons.gov.uk/ons/rel/ness/msoa-population-turnover-rates/index.html>

Pastimes/Leisure:

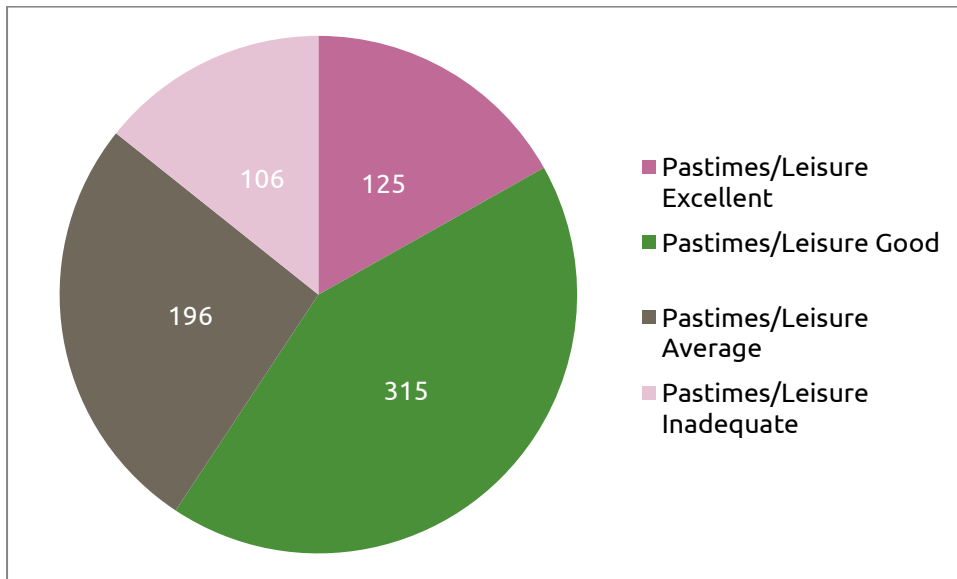


FIGURE 8

Pastimes and Leisure is considered at least good by almost 60% of people who responded to the survey.

Again there is a definite age split. 81% of those 18-40 consider pastimes/leisure to be inadequate-to-average.

Shopping:

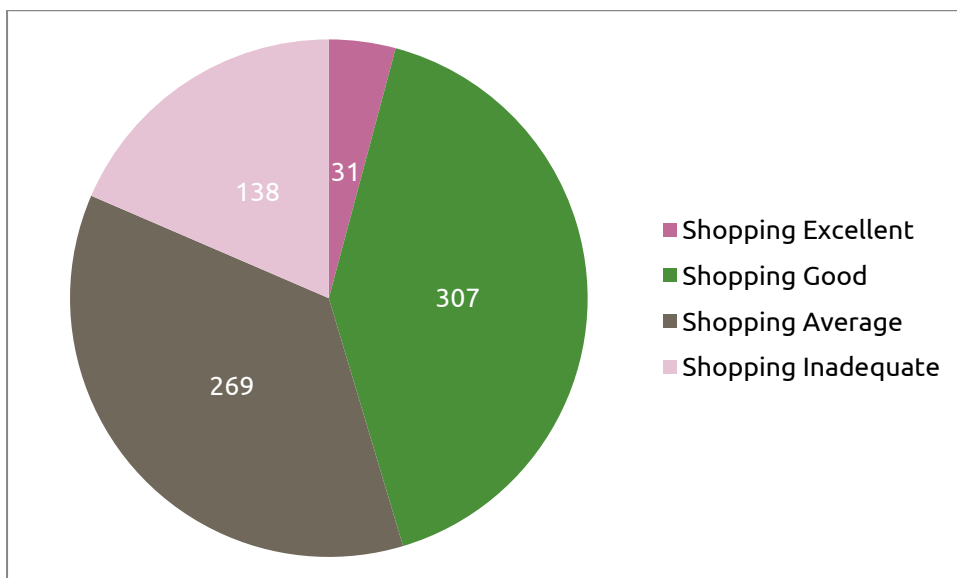


FIGURE 9

Shopping is considered to be average or above by 81% of respondents. There are more detailed comments regarding shopping which emerged from further questions in the survey and are discussed later in the report.

2. Which of the following local facilities do you/your family use?

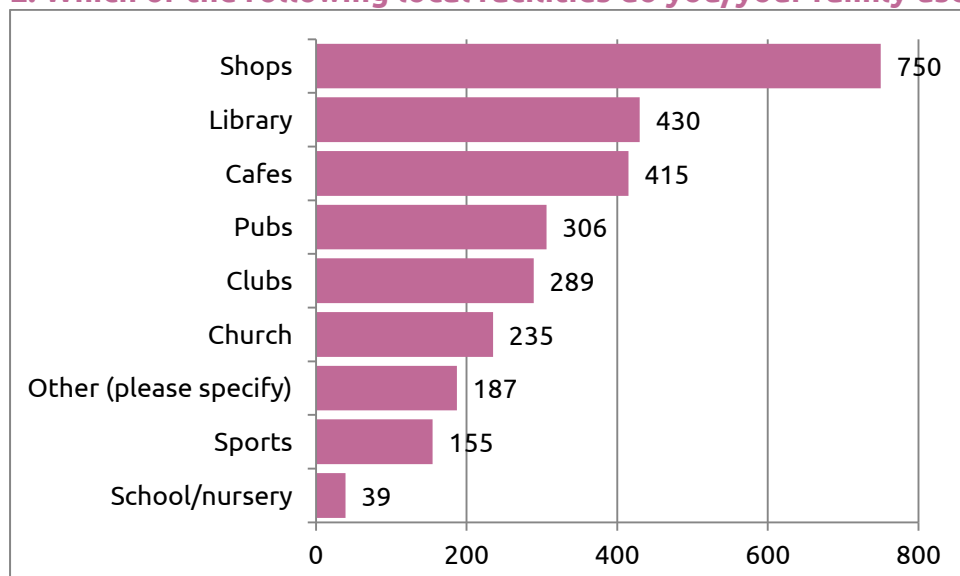


FIGURE 10

Shopping was by far the most popular facility used by local people, chosen by 97% of respondents. The next most popular were the Library and Cafes, chosen by 55% and 53% respectively.

The fact that school/nursery is at the bottom is most probably a reflection of the age profile of respondents rather than usage. There are 695 under 16s within the parish⁹; the majority will attend a local school or nursery.¹⁰ The UK average for children per family is 1.7¹¹, therefore the number of households using local school or nursery facilities is likely to be closer to 400. More accurate information could be obtained from the local school(s) or education authority.

Similarly sports facility usage may in fact be higher, and this lower result a consequence of the age profile of respondents. However it is hard to use any other statistics to inform what a more realistic level might be.

⁹ Census 2011

¹⁰ Census 2011

¹¹ Office for National Statistics 2012

3. Which facilities are inadequate or missing from the town? If so where do you go from them?

This question asked people to write in the facilities that were inadequate or missing. Undertaking some text analysis of these free-form answers the following can be learnt.

Reviewing how often people wrote particular words gives an indication of the topics considered inadequate or missing:

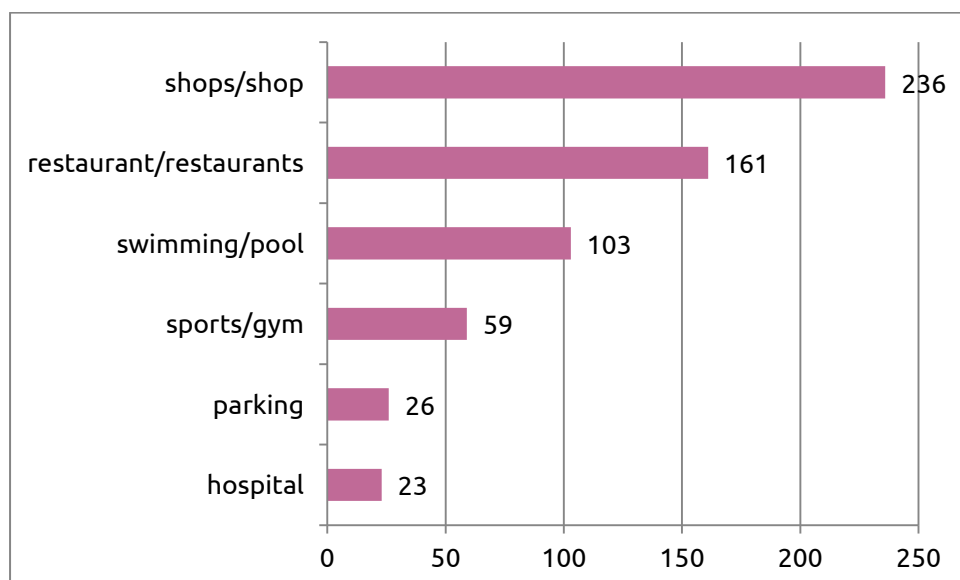


FIGURE 11

Whilst the shops were considered at least 'average' by a great many respondents (see responses to Question 1, figure 9) and are well used by residents (see responses to Question 2, figure 10) there is clearly a demand for an improvement to the range or quality of shops on offer.

More detailed analysis narrows these broad headings in to more specific subjects.

Some facilities identified as needed or inadequate were:

- Restaurants, particularly with better evening opening times, or open all round the year.
- Some specific shops were identified, in order of the total number of comments these were:
 1. Shoe shop (60 comments)
 2. DIY/hardware (26 comments)
 3. Supermarket (20 comments)
 4. Clothes shop (15 comments)
- In addition 12 people commented that there were too many charity shops.
- More high-street banks.

In terms of location where people travel to access these facilities, the most common were:

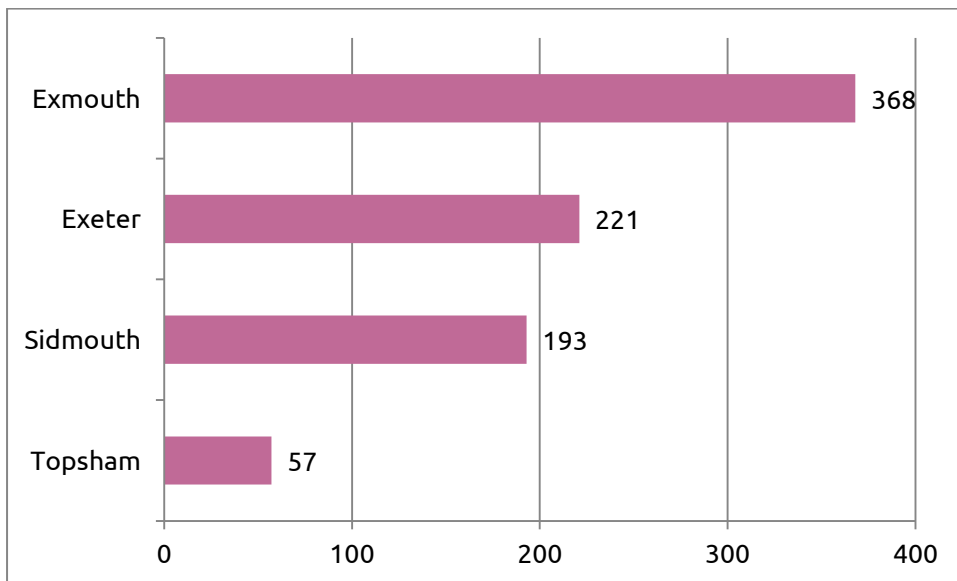


FIGURE 12

4. Which of the following apply to you and your family?



FIGURE 13

Of the 777 people who responded to the survey, 97% live within the town.¹² The other percentages being:

- 71% shop in the town
- 39% participate in the local community
- 38% use the town's leisure facilities
- 10% work in the town.

¹² See Figures 2 and 3

There is a discrepancy in responses to this question regarding shopping, where 71% shop in the town and question 2 where 97% of respondents said they use the shops. Whilst both represent a high number of respondents, there is a 26% different in how people have answered the two question.

Given the age profile of respondents it is not surprising that few work within the town as many will be retired.

5. What do you think are the 3 best things about the town?

The most popular reason given was the town’s location by the sea, the beach and sea front.

Many people commented on a sense of ‘community’ and ‘friendliness’.

Shops were also commonly identified as being one of the best things about the town.

The beauty and character of surrounding countryside and environment were also valued by respondents.

6. If you could change one thing in the town, what would it be?

The High Street figured highly in people’s response to this question, particularly improving parking, implementing a one-way system, possibly pedestrianise it and generally improve traffic flow. Parking and traffic more broadly was also mentioned often, but there was a clear focus upon the high street.

The other significant topic that people commented on was to see a reduction in the number of charity shops, ideally to be replaced by independent, or specialist shops.

7. How do you get about town?

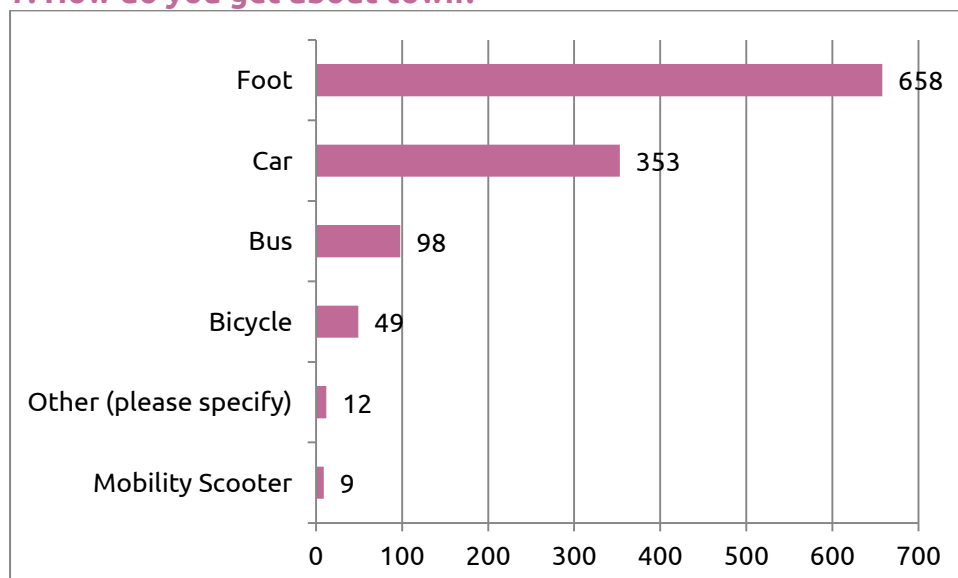


FIGURE 14

Many people travel around the town on foot. However, considering the responses to questions 8 respondents feel improvements could be made for the safety of pedestrians and traffic flow of vehicles within the town, particularly around the High Street.

8. Do you have any suggestions to improve access in the town or any suggestions to improve transport links?

The number one suggestion was implementing a one-way system in the high street. More generally parking was also mentioned in a variety of locations.

Public transport improvements to Exeter and Exmouth were also identified.

Improvements to make cycling safer and easier were also popular. Given the age profile of respondents this may be more popular with younger people who have not responded to this survey.

9. Does the Neighbourhood Plan need to provide for additional space for business development in Budleigh?

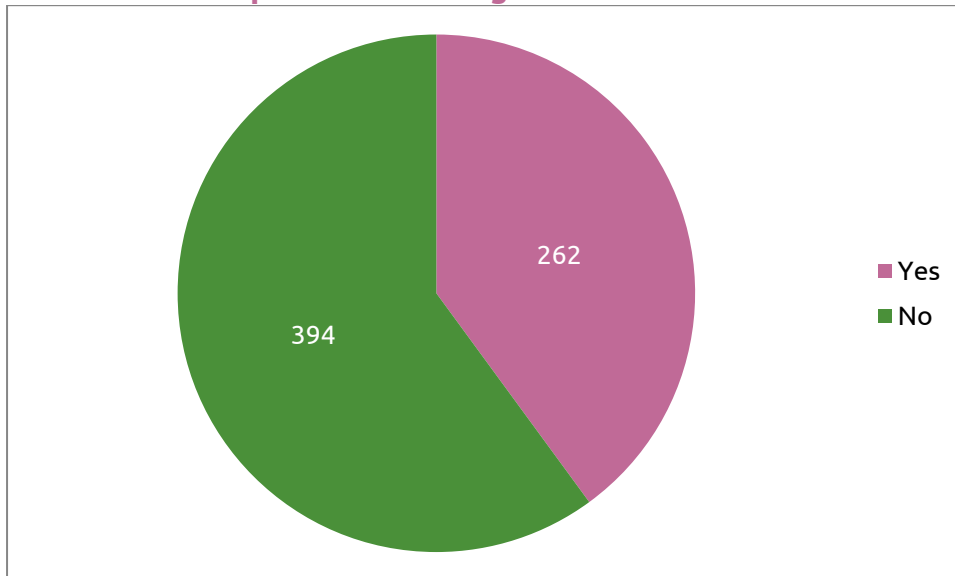


FIGURE 15

60% of those who answered this question said no, 40% said yes.

Again there were a number of comments about reducing the number of charity shops and increasing the number of local shops.

Those that did wish to see more business development within Budleigh qualified their support in their comments by suggesting it should be for small local businesses.

There is also a definite age split in response to this question. Those of employment age supported the allocation of additional business development space. (55% of those under 60 answered this question 'Yes'.) If a more representative age profile had been sampled then this result may be closer.

10. If land became available in the town for small developments in the future, what would you prefer to see?

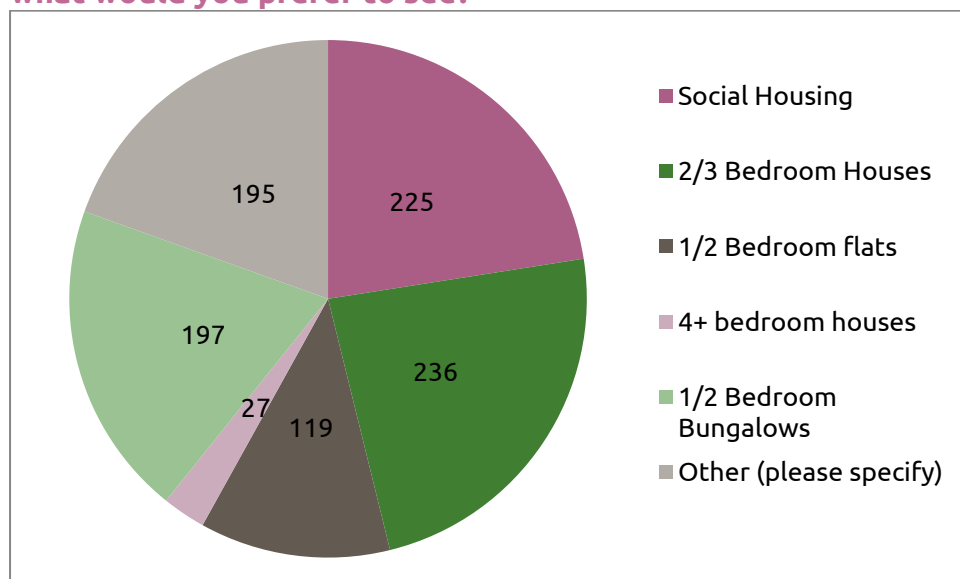


FIGURE 16

There is a fairly even split between Social Housing, 2/3 Bedroom Houses and 1/2 Bedroom Bungalows. Many of the people the people who answered 'other' suggested a mixture was wanted.

The average price paid in Budleigh Salterton for a house in Budleigh Salterton over the last 12 months is £363566. This is a 9% increase over this period. For a terraced house within the town the average price is £222606.¹³ These prices are higher than the national average and may also contribute to younger people leaving the community.

The majority of younger respondents, 62% of those 18-40 would like to see more 2/3 Bedroom Houses. For older respondents, those 60+, there is no clearly defined preference.

¹³ Data from Zoopla – www.zoopla.co.uk

11. Which 3 topics should we prioritise in the Neighbourhood Plan?

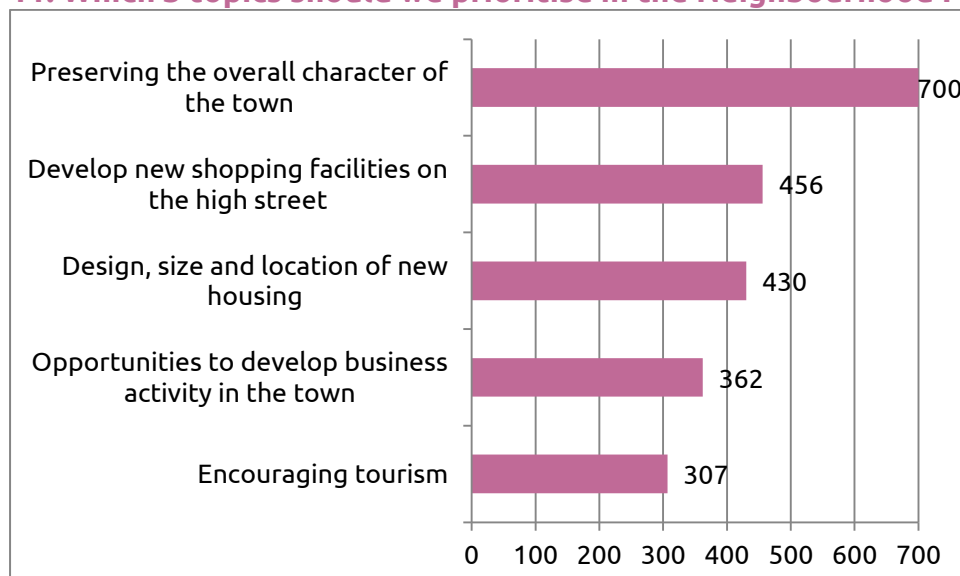


FIGURE 17

As percentages these statements were chosen by:

	Percentage of respondents
Preserving the overall character of the town	90%
Develop new shopping facilities on the high street	59%
Design, size and location of new housing	55%
Opportunities to develop business activity in the town	47%
Encouraging tourism	40%

FIGURE 18

Preserving the overall character of the town is the highest priority for the Neighbourhood Plan and the development it supports.

Budleigh Salterton Youth Survey

In addition to the general survey, a specific survey for young people was undertaken. In total 134 young people responded to this.

1. Which of these do you use?

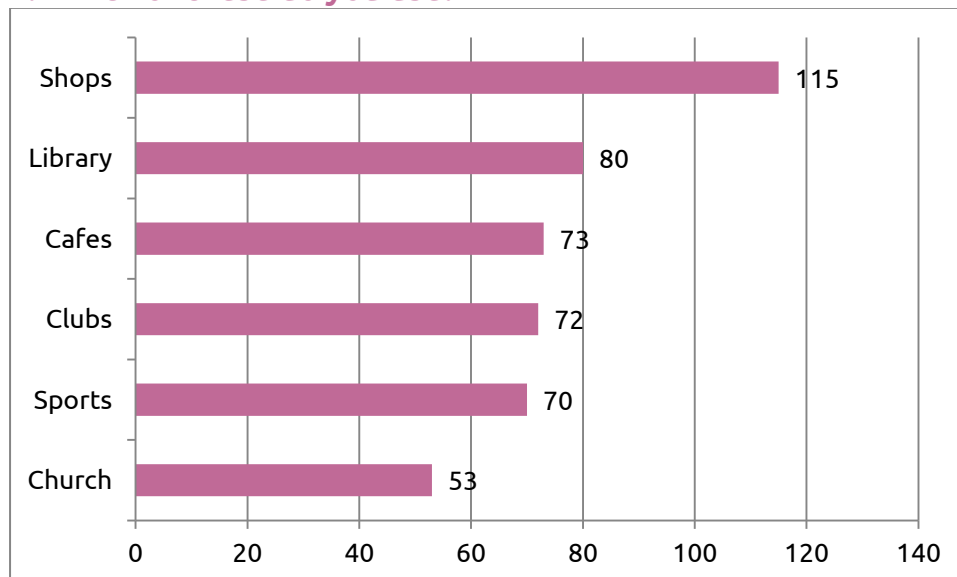


FIGURE 19

Similar to the main survey Shops were well used. Overall the order is almost identical apart from the Sports and Church order being reversed.

2. Is there anything you would like to do in Budleigh Salterton that you can't do at the moment?

The most common response to this question was a swimming pool.

A broad range of other activities were also mentioned, but no other suggestion had a significant number of respondents.

3. What are the three best things about Budleigh Salterton?

The beach was the most popular response to this question. This again echoes the responses to the main survey.

Other popular comments related to:

- School
- Park/The Green
- Shops

4. What is the one thing you would change about Budleigh Salterton?

Key themes identified are:

- Skate park
- More shops
- Swimming pool
- Play park

In addition to this survey, another recent survey (2014¹⁴) undertaken with young people within Budleigh Salterton identified:

“...there is little or nothing for the under 60’s in Budleigh Salterton.”

“Cinema and a gym were identified as the most desirable social activities for young people...”

5. How do you travel about Budleigh Salterton?

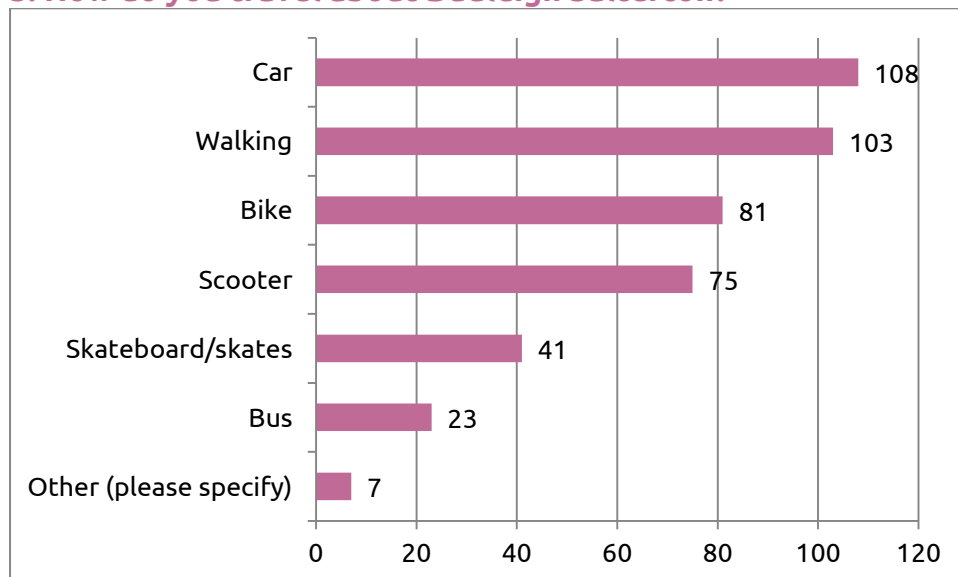


FIGURE 20

Young people seem to be as likely to be driven as walk about the town.

6. Is there anything that could make getting around Budleigh Salterton easier?

There is little consistency in the responses to this question. A broad range of suggestions were made.

Broadly speaking there is a theme about reducing the number of cars and increasing the safety for other modes of transport, particularly those walking/cycling/skate boarding around the town. This may explain why young people are likely to be driven around the town as currently they feel unsafe.

¹⁴ Healthwatch Devon - <http://www.healthwatchdevon.co.uk/young-people-speak-community-health-services/>

7. Choose three things that you think are most important for Budleigh Salterton?

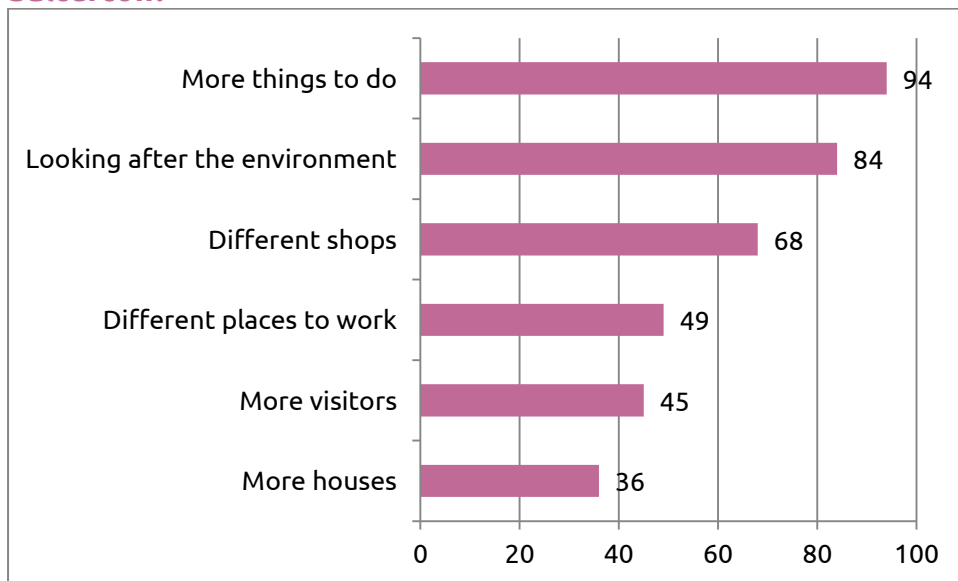


FIGURE 21