2013

Alderton Parish Consultation Outcomes Report



Document Version and Change History

Author	Change	Version	Date
Ros Smith	Initial creation of draft document.	Draft 0.0	18 th February 2013
Rich	Format, Structure and Management Changes.	Draft 0.1	20 th February 2013
Ros Smith	Revisions to structure and appendices.	Draft 0.2	23 rd February 2013
Ros Smith	Percentages revised to one decimal point; addition of conclusions, responses to consultation comments and minor amends.	Draft 0.3	10 th March 2013
Ros Smith	Addition of data from outlying settlements in Appendix F and related amends.	Final Report	5 th December 2013

Intent

This document gives information derived during 2013 from a survey of all households in Alderton Parish in the borough of Tewkesbury, combined with the outcomes of an online questionnaire for young people under the age of 16.

This report is also available online on the Alderton Village website. [www.aldertonvillage.co.uk]

Raw data sets are not published in this document. However, some subsets of the collated data can be viewed in Appendices B, C & D and the remainder can be supplied on request.

References

Reference Number	Document	Location
1	Alderton Village Website	www.aldertonvillage.co.uk
2	Gloucestershire Rural Community Council (GRCC)	www.grcc.org.uk
3	SurveyMonkey®	www.surveymonkey.com
4	Tewkesbury Borough Local Plan to 2011	http://tewkesbury.gov.uk
5	Tewkesbury Borough Council: Statement Of Community Involvement	http://tewkesbury.gov.uk
6	Joint Core Strategy: Gloucester, Cheltenham, Tewkesbury	http://www.gct-jcs.org
7	2011 census data for Alderton Parish	www.neighbourhood.statistics.gov.uk

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1 Executive Summary

During 2013 a household survey was conducted across Alderton Parish in the Borough of Tewkesbury, Gloucestershire, to identify the needs, concerns and aspirations of residents in advance of developing a Local Plan.

The consultation took place in three parts. The main settlements in the Parish – Alderton Village, Alderton Fields and Frampton comprising 93% of the total population of the Parish – were surveyed in January 2013 accompanied by an exhibition in Alderton Village Hall. Shortly afterwards a SurveyMonkey questionnaire was circulated electronically to 21 email addresses of young people in these settlements under the age of 16. In November 2013, the consultation was extended to the outlying hamlets and farmsteads of the Parish when a Neighbourhood Development Plan was registered for Alderton Parish.

Data from the first survey was computer read with the assistance of the Gloucestershire Rural Community Council (GRCC). Supporting documents for both household surveys and some data sets are given in Appendix A and B, while data compiled from the youth survey is available in Appendix C.

(a) Household survey outcomes from Alderton Village, Alderton Fields and Frampton (the Alderton community of settlements)

A return rate of **88%** from the survey in Alderton Village, Alderton Fields and Frampton provides robust evidence of the following key findings:

Transport

Alderton Community residents are dependent on the use of personal transport for most essential journeys:

- 1 person (.4%) uses public transport daily
- 5 people (1.9%) use public transport most days
- 16 people (5.9%) use public transport once/twice weekly
- **70.3%** never use public transport at all
- 78.4% of households make journeys outside the Community once/twice a week for household shopping
- 1.9% leave the Community every day for health & medical reasons
- Bus services are seen as needing improvement by a significant minority of households [See Appendix B].

Valued aspects of the environment and community

Households in the Alderton Community value their rural environment and close-knit way of life:

- **75% and above** of households rank the rural setting, peaceful environment, open views, and separateness from towns & major roads as very important to their lives
- Over 50% rank the small close-knit community, village shop and post office as very important to their lives [See Appendix B].

Development & design

Development is seen as **not vital** to the Alderton Community. However, gradual proportionate growth involving affordable homes is seen as beneficial by many:

- 62.1% of households believe it is not important for growth to occur in the next 20 years
- **48.7**% of households believe that under 25 units over 20 years is an appropriate and feasible growth rate for the Alderton Community
- **59.9%** of households believe a small number of affordable homes might bring benefits to the Alderton Community
- **78% and above** of households think that off-street, unobtrusive car parking, preservation of rural lifestyle features and building materials sympathetic to local style matter in the design of new houses [See Appendix B].

Economic & community development

Small business development is seen as a **low priority** for the majority of the Alderton Community, although 3% indicated they were very interested. The qualitative data indicates that promotion of tourism and improvements to community facilities, road infrastructure and broadband speed are all needed or desirable, all of which have a bearing on improving the potential for economic development:

- 3% of households were very interested in renting/purchasing workshops or business units
- **68**% asked for speed restrictions/camera on the B4077 and **61.7**% required improvements in broadband speed
- Highest ranking concerns for the Alderton Community were: loss of rural identity; increased volume and speed of traffic; unsuitability of road and other infrastructure for large-scale development; car parking, flooding and drainage [See Appendices B & D]
- Highest ranking benefits from living in the Community were: excellent community spirit;
 peace and quiet and a rural way of life [Qualitative data]

Youth survey outcomes

- **63.64%** of youth never use public transport
- **54.5%** of respondents in youth survey are driven somewhere every day by someone in their household
- **54.5%** of respondents in youth survey believe it is not important for Alderton to grow in the next 20 years
- 54.5% of respondents to youth survey are satisfied with services for the young in Alderton
- 63.64% consider the play park and playing field need improvement [See Appendix B]

(b) Household survey outcomes from the outlying Parish community

A return rate of **66.6%** from the survey of 12 households in the outlying parts of Alderton Parish provides evidence of above average car/van ownership and commuting patterns beyond the county. Despite their secluded rural lifestyles, residents value community amenities and are concerned about the design of new development in the locality and the speed of vehicles on nearby roads.

(c) Outcomes from exhibition activities

Top ideas for the Alderton Plan ranged widely. Results from this activity and from the wildlife sightings are available in Appendix D.

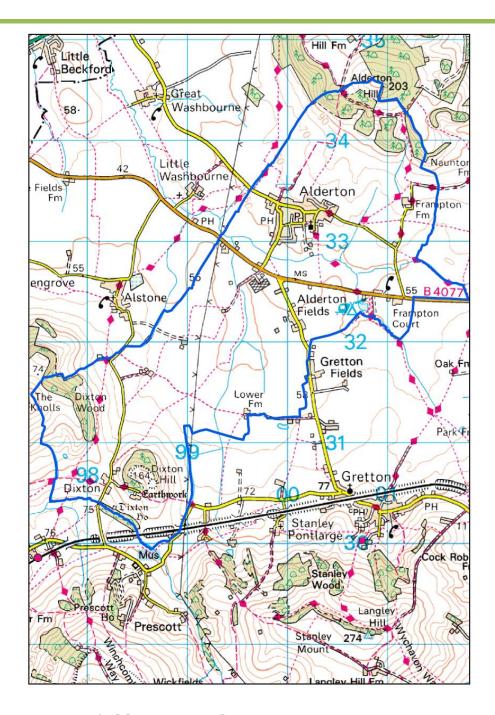
2 Background

2.1 Location

Alderton Parish is a civil parish in the Borough of Tewkesbury, Gloucestershire, with a population of 747 (2011 census data).

Alderton, the main settlement in Alderton Parish, is a village of some 268 houses situated in north Gloucestershire lying under the Cotswold Hills and on the edge of the Vale of Evesham [OS Grid Reference: SP001332]. The village appears from a number of key viewpoints (such as from the adjacent Cotswolds AONB and the B4077) to be a compact, traditional rural settlement formed around a mediaeval church and set apart from larger settlements and major roads in an attractive landscape setting.

A smaller settlement, Frampton, is located on the B4077 which transects the Parish on an east-west axis. The Parish extends south west of the B4077 to include ribbon development known as Alderton Fields along the minor road to Gretton and Winchcombe, and the hamlets of Dixton and Lower Stanley (marked as Lower Farm on the Ordnance Survey map below).



2.1.1 Fig. 1: Map of Alderton Parish

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2.2 Planning Context

Since November 2004, no building has been permitted outside settlement boundaries defined in the Tewkesbury Borough Local Plan to 2011.

At the time of writing, the Local Plan to 2011 is being reviewed pending adoption of the Joint Core Strategy (JCS) for Cheltenham, Gloucester and Tewkesbury. Called the Tewkesbury Borough Plan, the new Local Plan will aim to complement the strategic direction of the JCS by providing locally specific policies and site allocations and determining locally important issues.

In January 2013, Tewkesbury Borough Council published a Draft Statement of Community Involvement as part of its statutory requirements under planning law. This document introduces the concept of place-planning, an approach to engage local communities in defining issues of importance to their area. Place plans providing accurate information about local infrastructure needs and community concerns could then inform the new Local Plan.

With a community consultation already planned, Alderton Parish became a front runner parish in Place Planning for Tewkesbury Borough Council. In February 2013, Andrew Cocks from the Alderton Plan Group presented on Alderton at a place-planning seminar at Tewkesbury Borough Council Offices. Alderton Parish Council subsequently opted to register the Parish as a Neighbourhood Development Plan area in November 2013.

The fast changing planning context and the opportunities presented under the Localism Act have provided the drive behind the Alderton Parish consultation. The data generated offers a firm foundation for the development of a Neighbourhood Plan for the Parish as well as helping to inform the emerging Borough Local Plan.

2.3 Consultation Methodology and Timeline

The consultation has been conducted by Alderton Parish Council in conjunction with a network of volunteers. The data has been interpreted by the Alderton Plan Group, a voluntary group formed at an open meeting called by Alderton Parish Council in November 2012 to develop a local community-led plan.

Timeline

Alderton Village, Frampton and Alderton Fields

In early **January 2013**, a flier outlining the aims of the consultation and inviting residents to a meeting and exhibition in Alderton Village Hall was delivered to 308 households in the Alderton Community one week before the consultation commenced. The start-up meeting, held on **Friday 25**th **January 2013**, was addressed by Elin Tattersall, Assistant Chief Executive, GRCC.

Questionnaires were delivered on **Saturday 26th January 2013** with instructions for completing the questionnaire, dates for collection, reminders of exhibition opening times and details of a prize draw for a £15 voucher to be spent in the village shop. Coordinators supplied their contact details in case assistance was required. Replacement questionnaires were available on request only. No downloadable version was available ensuring that only one questionnaire was completed per

household. Members of the Parish Council and the Alderton Plan Group were present on all three days of the exhibition to assist with enquiries at all levels.

Respondents with children under the age of 16 were invited to give email addresses for a **youth survey**. An option was also given of telephoning personal details to a coordinator; in the event, no one took up this option and 21 email addresses of residents under the age of 16 were supplied on the returned prize draw form. Personal information was held for 6 weeks until the youth survey was completed.

In the week commencing **2**nd **February 2013**, questionnaires were collected by the same network of distributors and returned to the GRCC for computer analysis. Free text responses were collated separately. Coordinator return sheets itemising the number of questionnaires completed, the number of refusals and those still unobtainable provide evidence of the distribution and collection process.

The youth survey was circulated electronically week commencing **18**th **February 2013**. Results were collated via SurveyMonkey.

Outlying Parish settlements

The remaining 12 households in the Parish comprising farmsteads, converted barns and cottages in Dixton and Lower Stanley were surveyed in **November 2013**.

2.4 Consultation Highlights

A summary of significant facts about the Alderton Parish Consultation is given below:

- Consultation Opening Meeting and Exhibition: 65 residents attended the opening meeting on the evening of Friday, 25th of January.
- Consultation Questionnaire: 308 questionnaires were distributed to households in Alderton Village, Alderton Fields and Frampton on Saturday, 26th of January. 271 were completed, a return rate of 88%. Two were received too late to be included in the computer analysis which is therefore based on a return of 269. Five houses were unoccupied at the time of the consultation but have been included in the total of 308 possible responses.
- **Exhibition: Over 200** residents from the three settlements visited the exhibition over the weekend of 25-27th January. The profile of attendees at each session differed, indicating the importance of offering different days and times for engagement. The age range of attendees varied from an 'about to be born' infant to residents in their eighties.
- Exhibition activities: The following activities were offered to attendees: Select which parishes Alderton should join with in a Place Plan; How long has your family lived in the area; Wildlife sightings; Where should development take place in the Alderton Community? (results not recorded) and Top ideas for the Alderton Plan [see Appendix E]

- **Prize draw:** Geoffrey Agg, whose family first came to Alderton in 1754, drew the winning voucher for the prize draw on the 7th of February 2013.
- Youth survey: 11 surveys were completed by residents aged 8-16, a return rate of 52%.
- Outlying settlements: 12 questionnaires were delivered to addresses on the Electoral Roll (excluding Dixton Manor which is rarely occupied). Of these 8 were completed, a return rate of 66.6%.
- Overall, 87% of households participated in the Alderton Parish consultation.

3 Introducing the Alderton Parish Consultation Outcomes

The following two sections summarise and provide analysis of the data collated from (a) the 269 Alderton Community household survey questionnaires, (b) the 12 outlying Parish household survey questionnaires and c) the Youth survey.

Readers may require the following information:

3.1 Notes on the quantitative data

- 1. All frequencies are out of 269 (the total number of completed questionnaires sent to the GRCC for computer reading).
- 2. All percentages are out of 269 (see above). All percentages in the percentages data report are given to one decimal point for accuracy, for example:
 - a) In A2, 47 households said they have lived in the Alderton area for 0-4 years. 47 divided by 269 is 17.5% which is the figure displayed in Report B;
 - b) In A1, if all households answered the question, then 269 divided by 269 is 1 (100%), whereas if one household did not answer (i.e. not 100%) then 268 divided by 269 is .99
- 3. There were four types of question in the survey:
 - Questions designed to receive one answer only (e.g. A1). For this type of question, the total answer could only add up to a maximum possible 269 (if all households have answered the question) and can be used to determine direct household percentages.
 - Questions designed to receive more than one answer (e.g. D3). These answers would not reflect specific household frequency or percentage of households but can be used in conjunction to support wider statistics that are based on direct household frequency.
 - Grid questions designed to receive one answer per row (e.g. B5). The answers in each row will add to a maximum of 269 (if all households have ticked a box in that row).
 - Questions requiring a written response (e.g. E4). This includes all "Other, please specify" questions.

N.B. For some question, numbers are more useful than the percentages e.g. B1, B3 & B4

3.2 Notes on the qualitative data

In addition to open response questions and "Other, please specify" options, some respondents provided additional comments on sheets attached to the questionnaire.

The rich, detailed nature of the qualitative response has been dealt with by counting the number of times an idea or opinion was expressed; an example would be "Peace and quiet" in E5 which might

be expressed negatively (ie "lack of noise") or form one part of a combination of ideas in a phrase such as "beautiful, quiet rural environment". The resulting subheadings were placed in order of frequency to ascertain the first, second and third most frequently expressed ideas or opinions. Minority views and individual "bright ideas" have also been included in this report enabling these to be responded to by Alderton Parish Council.

Please note:

Qualitative data from two late questionnaires in the Alderton Village, Frampton and Alderton Fields consultation and from all outlying Parish questionnaires has been added to the summary of free text responses for Question E5 in Appendix B. Quotes have also been included in the following two sections wherever they expand on or illustrate points. All qualitative data is available on request.

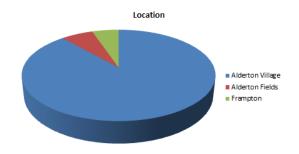
A copy of the survey tools is provided in Appendix A.

4 Questionnaire Results: Alderton Village, Alderton Fields and Frampton

4.1 Section A: Profile of Respondents

Information from Sections A and F of the questionnaire have been combined to compile a demographic profile of residents in Alderton Village, Frampton and Alderton Fields.

A1: In which part of the Alderton Community does your household live?



A2: How long has your household lived in the area?

48% of households have lived in Alderton Village, Frampton or Alderton Fields for over 20 years.

• 0-4 years: 47 (17.5%)

• 5-19 years: 92 (34.2%)

• 20+ years: 130 (48.3%)



F1: How many people of each age group live in your household? (Tick any that apply)

As might be expected, the predominant age groups are 26-59 and 60+. However, while people over the age of 60 currently form a higher proportion of the Alderton Community than those under the age of 16, there are 22 children under the age of 4 (one born during the consultation period).

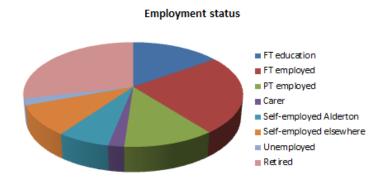
Number per age group

	1	2	3	4+
Age 0-4	19	3	0	0
Age 5-16	31	20	6	0
Age 17-25	22	10	2	0
Age 26-59	37	110	1	0
Age 60+	69	71	1	1

F2: What is the employment status of the people in your household? (Tick any that apply)

Responses under "Other, please specify" included "Full-time housewife" (6), "Pre-school" (5), "Voluntary sector worker" (3), "Self-employed working in Alderton and elsewhere" (2) and "Part-time student" (1).

	1	2	3	4+
Full-time education	26	32	8	1
Employed full time	67	36	3	2
Employed part time	43	8	1	0
Carer	8	1	0	0
Self-employed – work in Alderton	25	4	0	1
Self-employed – work elsewhere	35	7	0	0
Unemployed	7	2	0	0
Retired	72	53	2	0



4.2 Section B: Transport

Information from Sections B, F, the Additional comments and questions 5 and 6 of the youth survey have been combined to compile patterns in public transport and personal vehicle use. When reading this section, please refer for full details to the household questionnaire in Appendix A, the household survey counts and percentage reports and youth survey results in Appendix B or supplied separately.

Respondents to the household survey were asked to exclude *school bus* journeys from the data to prevent confusion with *public transport*.

Answers to B1 (How often does someone in your household use public transport to travel to and from Alderton?) indicate occasional use of public bus services by less than a third of all residents; only one person uses public transport on a daily basis to travel to and from Alderton (other than school children). Five answers recorded someone in the household travelling by public transport "most days" but the majority of the users of public transport make only occasional journeys. 70.3% of households never use public transport at all. These findings perhaps reflect the timing of buses to and from the area and that employment opportunities for the Alderton Community are not focused on any one location.

The qualitative data indicates some level of dissatisfaction amongst those who do use public transport. Eight households asked for contributions from developers to 'an improved bus service' (E4). In E3, 6 households recorded the bus service to nearest towns of Cheltenham and Tewkesbury as needing improvement and 8 requested bus shelters in Alderton Village:

'My son initially wanted to move here, he doesn't drive and therefore he couldn't move here because of the poor public transport.' [Qualitative data]

Answers to other questions also indicate a high degree of car dependency. Only 11% of households contain someone who is self-employed and working in the Alderton Community (F2). Car or van ownership is high; 92% of households have at least one car or van, 10.8% have three (B2). Combining these findings with the quantitative and qualitative data from B4 1 (What is the destination of those using personal transport to travel to work?), it can be surmised that most residents in employment travel to work by their own transport, many over a wide area - 32 residents travelled out of the county on a regular basis as far as London and Reading at the time of the consultation. Some had no fixed destination and might travel anywhere in the UK. [See Appendix C]

The main local destinations for those travelling to work are Cheltenham, 11.2 miles (18 km) and Gloucester, 19.4 miles (31.2 km) followed by Tewkesbury, 6.7 miles (10.8 km). The nearest small town, Winchcombe at a distance of 4.5 miles (7.2 km) is the destination of only 11.6% of those answering B4.

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¹ As with every other question in the survey, the percentages for **B3** & **B4** are out of all 269 households who took part in the quantitative survey, even though these questions are not relevant to all households.

Households recorded business as the main reason for travelling from the area other than for regular trips to work; however, 78.4% also leave the village for household shopping and 35.7% for sports and pastimes once or twice a week. Only 1.1% of households do *not* leave the village for household shopping. Travelling for health and medical reasons for most households occurs on a once/twice-amonth basis; however, 5 residents were leaving the Community for health and medical reasons every day at the time of the consultation.

Data from the youth survey [See Appendix B] indicate that only 18.1% of the young people sampled often use public transport while 63.6% never use public transport at all. 54.5 % are driven somewhere every day by a member of their family and for 27.2% this occurs on most days. In question 3 (*What do you dislike most about living in Alderton?*), three responses out of ten recorded poor public transport and having to be driven everywhere by parents.

Key points

- It is likely that residents travel by car or van at least 4.5 miles, but much more frequently between 6-19 miles, for work and essential services such as household shopping, sport and medical needs.
- Few households make use of public transport; less than 1% use buses every day, only 1.9% use buses most days. It is highly unlikely that people in employment rely on public transport to get to work.
- Apart from a small shop and part-time post office, the Alderton Community is unable to meet its essential day-to-day and medical needs.

4.3 Section C: Local Distinctiveness & Character

When reading this section, please refer for full details to the household questionnaire in Appendix A, the household survey frequency and percentage reports and youth survey results in Appendix B.

All C1 options (How important to your household are the following physical characteristics of the Alderton area) received a high number of responses under "Very important". Indeed, "Rural setting", "Peaceful environment" and "Open views" were ranked as "Very important" by 80% and above of all households. This finding is reiterated in both the quantitative and qualitative questions in Sections D and E; the rural nature of the area is a key reason why residents move to or choose to remain in the Alderton Community:

'Like many others I moved here for the peaceful rural way of life. I love the open spaces with easy access to the countryside.' 'We love the green spaces and dark skies.' [Qualitative data]

Under the "Other, please specify" option to C1 , Alderton Village residents added the secluded setting of the village, the consequent lack of traffic noise, lack of street lighting and safer roads for children growing up:

'Important that no though roads run through the village – people have to be coming specifically to Alderton.' [Qualitative data]

Historic heritage generated a wider spread of responses. Frampton and Alderton Fields, largely comprised of ribbon development along busy through roads, provided neutral or less positive responses under C1.

In C2 (How important to your household are the following social and community aspects of living in the Alderton area), the village shop and post office were seen as providing an important social and community hub to the village of Alderton – 68.4% of respondents marked these amenities as "Very important" to their lives.

Combined scores from both the "Very important" and "Important" options gave a similarly high ranking to the Alderton Community newsletter, the church, the village pub, and to the less tangible but often mentioned sense of a close-knit community. The children's play area and recreation ground, garage, local school and allotments are also clearly valued by the sections of the community that use them.

In the "Other, please specify" option, respondents added the pre-school and the forest school, but the most frequent addition was the village hall and its associated social activities.

One respondent commented: 'All of the above [options] contribute to the excellent social environment of the village.' [Qualitative data]

4.4 Section D: Development & Design

Information from Sections D and E and from the Additional comments option on the household survey and from questions 8 and 9 of the youth survey have been combined to compile patterns in residents' views on housing and economic development and their reactions to development proposals. When reading this section, please refer for full details to the household questionnaire in Appendix A, the household survey frequency and percentage reports and youth survey results in Appendix B.

The data indicates that the Alderton Community is fully engaged with housing and development issues and is able to offer helpful and meaningful recommendations as to how the community should develop.

4.4.1 Gradual growth

The majority of households in the Alderton Community do not see growth as vital to the well-being of the community; 62.1% of households and 54.5% of respondents to the youth survey selected "Not important" when asked how important it was in their opinion for the Alderton Community to grow over the next 20 years.

However, only a minority were totally opposed to further development. Absorbable, small-scale growth was the preferred option in answers to question D2 of the household survey (*What scale does your household see as appropriate and feasible over the next twenty years?*) where nearly half of all respondents (48.7%) opted for "*Under 25 units*" over twenty years and 30.9% for "*30-50 units*". Respondents to the youth survey held similar views: 50% selected the option of "*Under 25 houses*" and 20% "*26-50 houses*" when asked about the best scale of development for Alderton over 20 years. These findings confirm the Parish Council's stated growth target of 1-1.5 houses per annum over 20 years.

The qualitative data (E6) expands on this widely held consensus. A significant number of comments indicate a commitment to preserving the qualities associated with rural communities ie small scale, peaceful, close-knit with a sense of space and calmness:

'Do not turn a small quiet rural village into an urban dormitory!' 'Important to retain the village feel and not to over develop. Preserve a feeling of space and calm.'

Others stress the importance of controlling the pace of development to allow the community to successfully integrate newcomers into the community:

'A sensible housing development plan is needed in Alderton but consideration should be given to making sure too many houses are not built in one hit. This will enable the village to assess the impact each development then has on the community, so allowing changes or adjustments to be made to future growth to the benefit of all.' [Qualitative data]

4.4.2 Proportionality and community ethos

It is important to the Alderton Community that new development should be proportionate so that the feel of a rural village and its associated lifestyle are not lost. The Alderton Community ethos is frequently referred to as one of the benefits of living in the area; residents emphasise the importance of proportionate growth to ensure the community can continue to function well:

'In proportion to existing settlement i.e. at a rate of 2/3 properties p.a. so that it can be properly integrated.' (3 similar) [Qualitative data]

The youth survey reveals that residents of all ages place a high value on Alderton's community spirit and (implicitly) on the small scale of the community. Answers to question 2 (*What do you like most about living in Alderton?*) include:

- The sense of community and sense of everyone knowing each other
- The closeness of the community
- Being a close community and knowing a lot of people who live here
- The friendliness of everyone. Also, the many events going on at the school, hall, pub and park

Knowing the people in your community provides a sense of safety for younger residents:

- Community spirit everyone knowing each other
- The quietness and the fact that I know everyone and it is safe [See Appendix B]

4.4.3 Housing and community needs

A quarter of all households recommend sheltered housing (or bungalows) for older residents wishing to downsize and stay in the community thus 'freeing up' existing family-sized houses. With a high proportion of retired people and nine people (3.4%) recording their employment status as carers, the needs of older residents are evident in the quantitative data. This is echoed in the qualitative data. Answers to E4 (What sensible benefits for the Alderton Community would your household request a developer to either provide or contribute to?) include a disabled bungalow and, under E6 (What are your household's top three concerns for the Alderton community?), some residents record anxiety about an ageing community and isolation in a location that has limited public transport.

If development were to occur, answers to D3 of the household survey (*What type of development does your household think is needed?*) indicate that small developments of mixed affordable and family homes would, in the view of the majority, add to the vibrancy and sustainability of the community; 60% of households selected the option of "*A small number of affordable homes*" and 49% the option of "*A small development of family homes*". Free-text comments support this position and point out the importance of a balanced demography:

'Alderton is not a museum and includes lots of young families, older residents and a general good mix.' [Qualitative data]

A number of households request that affordable homes should be built for 'local people'; there was some evidence of families needing to 'upsize' and an awareness that the children of residents could find it impossible to stay in the area: 'Being able to afford a place of my choice.' 'Lack of affordable housing means young people are forced to move away.' Nevertheless, residents also point out the difficulties for families living in rural areas without sizeable incomes:

'Having children aged 21 and 23 we don't feel affordable housing is the answer. They need to get a foothold on the property ladder. Living in Alderton, they would have to finance two cars to travel to work. Young people need to live near their employment.' [Qualitative data]

There is some support (19%) for single person units. However, very few residents see value in constructing or converting buildings into business units (8.6%) and the qualitative data indicates some resistance to social housing.

4.4.4 Development location

If development were to occur, there was a preference for infill development and/or ribbon development. However, the higher ranking of the first two options may be influenced by fears of large estates overwhelming existing settlements: 'I live in a small 80s development so it would be hypocritical to totally oppose further development but it needs to be in small clusters not some enormous estate.' [Qualitative data]



4.4.5 Design characteristics

All bar one ("Varied styles in one development") of the listed design characteristics in D5 of the household survey were selected by 66% or over of residents, indicating considerable concern and interest in the design of new properties, their sensitivity to traditional and neighbouring styles of building and the preservation of rural lifestyle features such as avoidance of street lighting. One respondent noted:

'All the options above are generic and should be applied to individual planning applications by planning authority.' [Qualitative data]

The most frequently selected option was "Off-street unobtrusive parking" (82.9%) and sufficient, well-planned off-road parking facilities featured more frequently than other comments under the "Other, please specify" option. These findings accord with often mentioned concerns about inconsiderate parking in Alderton Village in the qualitative data. The high car/van ownership recorded under B2 and limited use of public transport in B1 lend further weight to concerns about the amount of space allocated to car parking in any new development:

'Any development must acknowledge the residents will require multiple vehicles due to limited facilities and public transport. Far too often developments fail to do this (such as the recent build in the middle of the village).'

Environmental features were also considered:

'Green spaces around footpaths in new development' (2 similar)

'Trees and green spaces between new houses'

'Provision of wildlife corridors'

'Existing hedges and trees preserved where possible'

There were conflicting views over features such as solar panels and the requirement to paint modern red brick white. Some respondents did not select any options as they objected to new development *per se*.

Key points

- Residents in the Alderton Community place a high value on the rural identity, small-scale and distinctive character of the area.
- A strong community ethos is a notable benefit of living in the Alderton Community.
- Proportionate, small-scale development is requested to enable the community to successfully absorb newcomers and maintain the quality of its community ethos.
- A small number of affordable homes, especially if allocated to local families, is seen as beneficial to the Community. The needs of the large number of retired residents should also be taken into account.

4.5 Section E: Economic & Community Development

Information from Section E and the Additional comments have been combined to compile patterns in residents' views on economic and community infrastructure development, what they value and are concerned about in relation to the Alderton Community.

4.5.1 Economic development

While some respondents to E1 (27.6%) recognised the importance of economic development, development of business units and workshops is not identified as a priority for the majority of the Alderton Community. 227 Respondents (84.4%) stated they had no interest in purchasing or renting a workshop. One respondent added that:

'Much small business activity takes place without building workshops. Many of these stand empty in nearby towns and communities.'

However, this does not preclude the fact that the purchase or rental of a small number of workshops or business units could bring economic benefits to the Community.

Improvements to community facilities

Community aspects seen as requiring improvement generated a wider range of response (E3). The highest ranking of the options was speed reduction measures on the B4077 (68%) followed by increased broadband speed (61.7%), restrictions on the use of Alderton's minor roads (48.3%) and improvements to the playing field and changing facilities (48%).

Services for teenagers were also recognised to be deficient (45.7%) while facilities and services for young children at this point attracted less than a quarter of the responses. In the later free-text responses, however, the play equipment and playing area for young children are singled out by the majority as requiring immediate attention. Only 2% claimed that no improvements were needed. Qualitative comment supports extending speed and vehicular restrictions to the lanes approaching Alderton village: 'Lanes should have restrictions on type of vehicular access and speed restrictions.' (4 similar)

Footpath and minor road maintenance was equally seen as important to promoting Alderton as a walking and cycling centre. One respondent suggested an Alderton Heritage Trail be set up; it was also suggested that cycle routes to Ashchurch, Evesham and Bishop's Cleeve could pass through Alderton's quiet byways, thus relieving pressure on nearby main roads.

Other community facilities identified as needing improvement were:

'Playing field and play equipment' (5 similar)

'Facilities for 12-18 year olds' (2 similar)

'Bus shelter' (8 similar)

More respondents to the youth survey were satisfied or very satisfied with facilities for young people than dissatisfied. 63% looked for improvements to the playing field and play park. 45.5% wanted a greater variety of sports facilities and a number wanted improved broadband speed.

4.6 Improvements to Infrastructure & Services

4.6.1 Developer levy

Under question E4 of the household survey (What sensible benefits for the Alderton Community would your household request a developer to either provide or contribute to?), the highest number of responses was for improvements to the playing field and children's play park. There was then an equal split between those seeing a separate sports pavilion with changing rooms as the way forward and those requesting improvements and/or an extension to the current village hall.

Other commonly cited aspects for developer contribution include:

- Road infrastructure
- Car parking in Alderton Village and at the playing fields
- Broadband speed
- Bus services
- Extension to school buildings
- Drainage

Twenty respondents identify improvements to the road junctions with the B4077 and the A46 at Beckford as necessary outcomes from an increase in population. For residents of Alderton village, developers should also be concerned about flooding on access routes:

'Ensure at least one road out of village is unaffected by flooding to ensure access.'

Interesting ideas for a developer levy include new footpaths, a community orchard and a gravelled path around the recreation ground and through the Millenium Copse for use by mothers and toddlers, runners and nature watchers. However, a number of respondents asked for nothing to be received from developers as it would encourage further unwanted growth:

'Any money from developers should NOT be used for physical buildings or amenities. This will be used as a reason for further sustainable development. Alderton community has always raised funds for its own needs.' (3 similar)

4.6.2 Valued Community Features

The majority linked the high-functioning nature of the community to its small size, connection to the countryside and the happiness and good health derived from its rural setting and low crime rate. These qualities are summed up in the statement that: 'Alderton is a way of life.'

Some parts of the village of Alderton and Alderton Fields suffer from flooding at times of high rainfall; 2007 is still remembered as evidence of how the community came together to help itself.

The second most significant group (88) identify "Peace and quiet" as a key benefit of living in the Community. Others (64) mention the special qualities of living in a rural environment: enjoyment of dark skies, proximity to nature, ease of access to the countryside, open views and a sense of space. Amenities such as the church, school, village hall, shop, pub, post office and garage were also important to residents. The qualitative data provides powerful statements about the benefits of this rural community lifestyle: 'Alderton represents everything that is good about village life.'

Young residents place an equally high value on communal activities and the rural nature of area. 82% of respondents to the youth survey rate village events (such as the charity football match) and 73% the countryside and the open spaces as very important to them. Three respondents out of ten record "Nothing" to question 3 of the youth survey (*What do you dislike most about living in Alderton?*).

4.6.3 Top three concerns

Development dominates the concerns of the respondents – in particular, disproportionate, 'bolt-on' estates or rapid large-scale development that cannot be easily absorbed. Inadequate drainage, low water pressure, impact on small country roads, farmland and wildlife and an increase in road traffic accidents are all concerns for the community if the population were to increase significantly.

112 Respondents to E6 (What are your household's top three concerns regarding the Alderton Community?) record fears of 'sprawling unregulated development', leading to the loss of the rural identity outlined in E5. Subsets of this concern include:

- Unwanted street lighting, signage and road markings (17 similar)
- Lack of regulation over development by local authority (15 similar)
- Unsympathetic/poorly integrated housing styles (2 similar)

Other respondents identified climate change and loss of agricultural land as a reason not to build extensively in the countryside, especially upstream from Tewkesbury: 'Building on fields reduces the ability of land to absorb water leading to more flooding here and in Tewkesbury.' (4 similar)

Key points

- There is a high level of satisfaction with the environment and community spirit among all age groups.
- Facilities most frequently identified as needing improvement are the play park and playing field.
- For most households, the continuation of a rural way of life outweighs benefits from development such as improved facilities.
- Development of business units and workshops is not perceived as a priority for the Alderton Community.

4.7 Additional Comments

Development is once again a dominant theme, but negative comments are often balanced with constructive ones that are of value to those planning the future of the area.

4.7.1 Opposed to development

'Any development outside current boundaries would be detrimental.'

'Alderton is just right as it is.'

'No building on the allotments – an important part of the community.'

'All efforts should be made to keep the village to a size that the existing services can cope (sewerage, shop, garage, school, village hall).'

'There is danger of making the village unsustainable by over development.'

4.7.2 Qualified

'Alderton village is a small settlement of about 265 houses set back from surrounding major roads. Its appeal lies in its small size and close community. Any large bolt-on development would be disproportionate. Any development should be based on a fair proportion of the district's housing needs and those of the parish. We urge Tewkesbury Borough Council to adopt the Alderton Place Plan in the manner of other districts such as Stroud.'

'Growth of the population of the village should be gradual and organic in order to allow effective integration of new comers into the village community.'

'Some development is needed to help the community grow. It must be handled sensitively to meet the demands of the community and not the profit of the developer.'

4.7.3 Other

Other comments focused mainly on the following topics:

- Need to improve public transport
- Concerns over traffic and road safety
- Flooding, water pressure and drainage problems

'Alderton roads suffer from flood damage (verges and private gardens)'

'Bus services do not cater for people to travel to work.'

'Road safety is of great concern within the village, on the B4077 and the junction with A46. How many people were air-lifted to hospital in this vicinity in 2012 – more shocking than the number killed?'

4.7.4 Comments on the consultation

Several respondents expressed their thanks at being given the opportunity to take part:

'Many thanks to the people giving up time to play an active role in this campaign. The exhibition in the hall was very thought provoking and impressive.'

'It has been nice to be asked our opinion as usually here in Alderton Fields we feel a little out of the loop.'

'Congratulations to those local residents who have worked hard to raise awareness of the issues facing the community and for their bravery in trying to look to the future.

Congratulations to everyone in completing this survey. Let's hope it counts for something. Alderton does matter!'

5 Questionnaire Results: Outlying parts of the Parish

Care must be taken when comparing the second phase of consultation with the first owing to the very small sample involved (8 questionnaires returned out of a total of 12), the more rural nature of the settlements and their geographical separation from the larger community of Alderton Village, Alderton Fields and Frampton in the north of the Parish. However, there are a number of parallels.

5.1 Section A: Profile of Respondents

There were only two questionnaires returned from Dixton which, although the largest of the outlying settlements, is the furthest away from Alderton Village. The remainder came from two farms near Alstone and converted barns at Lower Farm, Lower Stanley.

A2: How long has your household lived in Alderton Parish?

50% of households have lived in the Parish for over 20 years. Household size is small with only one registering a child of school age. All adults are employed or self-employed or retired.

• 0-4 years: 3 (37.5%)

• 5-19 years: 1 (12.5%)

• 20+ years: 5 (50%)

F1: How many people of each age group live in your household? (Tick any that apply) Number per age group

•	1	2	3	4+
 Age 0-4 	0	0	0	0
• Age 5-16	1	0	0	0
• Age 17-25	0	2	0	0
• Age 26-59	2	4	1	0
 Age 60+ 	1	3	0	0

F2: What is the employment status of the people in your household? (Tick any that apply)

	1	2	3	4+
Full-time education	2	0	0	0
Employed full time	3	1	0	0
Employed part time	4	0	0	0
Carer	0	0	0	0
Housewife/househusband	0	0	0	0
Self-employed – work in Alderton	1	0	0	0
Self-employed – work elsewhere	0	2	0	0
Unemployed	0	0	0	0
Retired	0	1	0	0

5.2 Section B: Transport

The residents of the outlying parts of the parish are heavily dependent on personal transport in the absence of a bus service. Although one respondent used public transport once or twice a week, the remaining seven never used buses. Car /van ownership was high with 100% having 2 or more vehicles. Two households recorded three people using personal transport to get to school/college /work.

Commuting patterns were once again very varied. Four people travelled to Cheltenham, two to Gloucester and Tewkesbury, but otherwise local towns were not the focus of travel movements. Residents who travelled to work were working countrywide, in Bristol, Birmingham, Shipston on Stour and Stow on the Wold. These journeys did not, however, happen every day, suggesting a degree of home or flexible working.

Residents were travelling less frequently for other purposes. Most respondents travelled once or twice a week for household shopping, sport and pastimes or visiting friends and family. There was no evidence of regular journeys for health reasons.

5.3 Section C: Local Distinctiveness & Character

As might be expected, the rural setting and separateness from towns and major roads were highly valued characteristics, although the percentage of those ticking Important or Not important for dark skies (ie avoiding the Very important option) was higher than in the Alderton Village consultation. A peaceful environment, however, was valued as Very important or important by 75% of respondents and Proximity to nature by 87.5%.

There was a scatter of responses to Question C2 *How important to your household are the following social and community aspects of Alderton Parish?* reflecting a lifestyle more remote from amenities than those living in the main community of Alderton settlements. There was also, however, evidence that residents value the idea of having amenities they do not routinely use, such as the post office, pub, primary school and church all located at a distance from the two settlements.

5.4 Section D: Development & Design

Residents of the outlying parts of the parish were to a degree divided over whether their settlement should grow in the next 20 years: 25% saw this as important with one ticking 51-75 as the most appropriate number of new houses. As development at scale is most unlikely to occur in the outlying parts of Alderton Parish, there is little explanation for this result. However, 50% wanted no development to occur. An 'Other please specify' response was '10% of the existing settlement'.

A small number of affordable homes and a small development of family homes were the most ticked options in Question D3. Residents did not envisage these occurring in a small estate or extending the existing boundaries; infill development only or along existing roads were the answers to Question D4. There was no evidence of need for sheltered or single person units.

Design of new housing once again was again of great importance; 100% ticked the option 'Building materials in sympathy with local style 'and 87.5% ticking 'No higher than nearby buildings'. Flood

mitigation by means of free draining surfaces was of equal importance in these low lying settlements.

5.5 Section E: Economic & Community Development

There was a slightly greater awareness of the needs of small businesses among the Dixton and Lower Stanley residents with 25% seeing this type of development as important to the settlement. One person was interested in purchasing or renting a workshop or business unit.

87.5% recorded a need for improvement in broadband speed. 50% called for speed restrictions/cameras on the B4077 and greater restrictions on speed on the lanes that connect the settlements to the outside world. A neighbourhood watch scheme was a suggestion put forward by one resident. Another was opposed to speed cameras as 'making money for the council'. All respondents recorded a need for some improvement, many being aware of the needs of teenagers and older residents as being 'below par'.

Valued community features included space and access to open spaces, being able to walk along lanes without cars travelling at speed, beauty of the countryside and living in a hardworking, self-sufficient community:

'Being in a community based on honest working life, not supported by handouts.'

The top three concerns included development that was unsympathetic to local needs and the environment and loss of 'unencumbered views'. Leisure cyclists and motorists were seen as travelling at a dangerous speed and being unaware of the need of farm vehicles to gain access to fields at all times. However, one household showed real appreciation of their home environment:

'Apart from a few minor irritations with road usage such as parking and over zealous protection of council owned verges, Dixton is a lovely place to live.'

6 Conclusions

The Alderton Parish consultation provides **robust evidence** of the **lifestyles**, **aspirations and concerns** of small rural communities that enjoy (and occasionally suffer from) separateness from local towns.

The majority of residents have their own **personal transport** and **travel widely** across the region and beyond for work; only a **tiny minority of adults use public transport** and it is highly unlikely that they can do so for full time employment. Young people rely heavily on their family for transport in and out of the parish (with the exception of school bus journeys). Older teenagers and young adults living at home soon acquire a car of their own, wherever possible. It is likely therefore that many residents enjoy average or above average incomes.

Residents place a **high value on the rural nature of their environment** and actively seek to preserve its **tranquillity** and **distinctiveness from urban landscapes**. As a result, **development** is viewed with concern by many residents. While there was some support for affordable housing, residents stress that **proportionality** is important to ensure the **integration** of newcomers. As Alderton Village is set

in a Special Landscape area abutting the Cotswold ANOB boundary, substantial development was seen as impacting in a detrimental way on the rural environment, on the associated lifestyles of residents, and on the small-scale infrastructure (roads, school and utilities) which is typical of rural rather than urban communities.

The youth survey echoed the household survey in placing a high value on the quiet rural setting and the **sense of safety** that ensued. 'Downsides' included **dependence on family** to get to venues and activities outside the Community, **poor broadband speed** and a **lack of services for teenagers**, but many felt satisfied nonetheless with what the Community offered them.

Older residents were the most disadvantaged by low levels of public transport and the needs of older residents in a stable and long-lived community clearly need to be kept under review. Nonetheless the majority of residents value the **close-knit community and rural beauty** they experience in Alderton Parish.

7 Appendix A: Questionnaires and Supporting Material

7.1 Alderton Village, Alderton Fields and Frampton Consultation Questionnaire

Please consider the views of your whole household when completing the questionnaire, except where questions request information by person rather than by household.

A: HOUSEHOLD LOCATION

A1 In which part of the Alderton Community does your household live? (Tick one only) Alderton Village Alderton Fields Frampton A2 How long has your household lived in the Alderton area? (Tick one only)

0-4 years 5-19 years

20+ years

B: TRANSPORT

Exclude school bus journeys in all answers in Section B

B1 How often does someone in your household use public transport to travel to and from Alderton? (*Tick one only*)

Every day
Most days
Once/twice a week
Once/twice a month
Less often
Never

B2 How many vehicles are based at your household? (Tick_only those that apply)

Car or van Motorbike/moped Motor home/caravan

Mobility scooter

Bicycle

B3 How many people in your household use personal transport to get to work/school/college? (Tick <u>one</u> only. If none, please go to B5)

1 2

3

4

5

6+

B4 What is the destination of those indicated in B3? (Tick the number travelling to each location)

2 3 4 5 6

Winchcombe

Cheltenham

Tewkesbury

Bishop's Cleeve

Evesham

Gloucester

Other, please specify locations and numbers

B5 For what other reasons do people in your household make regular journeys outside the Alderton Community, and how frequently do these occur on average? (*Tick any that apply*)

Every day Most days Once/twice a week Once/twice a month Less often Never

Business

Health & medical

Sport & pastimes

Leisure (e.g. clubs, theatre, cinema)

Household shopping

Non-food shopping

Visiting friends & family

Other, please specify reason & frequency

C: LOCAL DISTINCTIVENESS AND CHARACTER

C1 How important to your household are the following physical characteristics of the Alderton area? (*Tick as appropriate*)

Very important Important Not important No opinion

Rural setting

Open views

Separateness from towns & major roads

Quiet lanes for leisure use

Public footpaths

Proximity to nature

Dark skies (lack of street lighting)

Peaceful environment

Characterful buildings

Historic heritage

Other, please specify

C2 How important to your household are the following social and community aspects of living in the Alderton area? (*Tick* as appropriate)

Very important Important Not important No opinion

Small close-knit community

Local clubs, sports & social activities

Primary school

Village shop

Post office

Village pub

Village church

Allotments

Recreation ground/children's play area

Newsletter

Local garage

Other, please specify

D: DEVELOPMENT AND DESIGN

D1 In your household's opinion, how important is it for the Alderton Community to grow in the next twenty years? (*Tick one only*)

Very important Important Not important No opinion

D2 If the Alderton Community were to have new development, what scale does your household see as appropriate and feasible over the next twenty years? (*Tick one only*)

Under 25 units

25-50 units

51-75 units

76-100 units

Over 100

None

Other, please specify

D3 What type of development does your household think is needed or might bring benefits to the Alderton Community? (*Tick any that apply*)

Small number of affordable homes

Small development of family homes (3+ bedrooms)

Mixed housing in larger clusters (i.e.30-50 houses)

Large scale development (i.e. 50+ houses)

Units for single people

Sheltered housing

Business units

None

Other, please specify

D4 In your household's opinion where should development occur in the Alderton Community? (*Tick one only*)

Infill development only

Alangside evicting read

Alongside existing roads

Outside existing settlement boundaries

Any of the last three options

Nowhere

D5 In your household's opinion, what matters in the design of new development in the area?

Please refer to the suggested key design characteristics for the Alderton Community below. (Tick <u>any</u> that apply)

Sensitivity to nearby listed buildings

No higher than nearby buildings

Off street, unobtrusive parking

Building materials in sympathy with local style (e.g. mellow red brick, white painted or natural render, some use of Cotswold stone)

Varied styles in one development

Free draining hard surfaces to mitigate flooding

Ratio between building and garden in keeping with existing houses

Preservation of rural lifestyle features (e.g. absence of street lighting)

Other, please specify

E: ECONOMIC AND COMMUNITY DEVELOPMENT

Community? (Tick one only)
Very important Important Not important No opinion
E2 If workshops or business units were to be created in the Alderton Community, how interested would people in your household be in renting/purchasing one? (Tick one only) Very interested Interested Not interested No opinion
E3 In your household's opinion, what aspects need improvement in the Alderton Community? (Tick any that apply) Playing field & changing facilities Village hall Facilities & services for young children Services for teenagers e.g. meeting place or late night buses Facilities & services for older residents Speed restrictions/cameras on B4077 Restrictions on use of Alderton's minor roads Broadband speed Car parking No improvements needed Other, please specify E4 What sensible benefits for the Alderton Community would your household request a developer to either provide or contribute to?
E4 What does your household really value about living in the Alderton Community?
E5 What are your household's <u>top three</u> concerns regarding the Alderton Community?

F: ABOUT YOUR HOUSEHOLD

F1 How many peop	le of each a	ge group live in	your househo	ld? (Tick <u>any</u> that appi	<i>y)</i>
	1	2	3	4+	
Age 0-4 years					
Age 5-16 years					
Age 17-25 years					
Age 26-59 years					
Age 60+ years					
F2 What is the emp	-		=	ehold? (Tick any that	apply)
Full-time education	1	2	3	4+	
Employed full time					
Employed part time Carer					
Self-employed - work i	n Alderton				
Self-employed - work					
Unemployed - work to	cisewhere				
Retired					
Other, please specify					
ADDITIONAL COM	MENTS				

Many thanks for your help

7.2 Outlying Parish Consultation Questionnaire

Please consider the views of your whole household when completing the questionnaire, except where questions request information by person rather than by household.

A: HOUSEHOLD LOCATION

A1 In which part of Alderton Parish does your household live? (Tick one only)

Alderton Village Alderton Fields

Frampton Dixton

Other

A2 How long has your household lived in Alderton Parish? (Tick one only)

0-4 years 5-19 years 20+ years

B: TRANSPORT

Exclude school bus journeys in all answers in Section B

B1 How of	ten does someone	in your household	use public transp	oort to travel to	and from
Alderton?	(Tick one only)	-			

Every day
Most days
Once/twice a week
Once/twice a month
Less often
Never

B2 How many vehicles are based at your household? (*Tick_only* those that apply)

2 3 4 5

Car or van Motorbike/moped Motor home/caravan Mobility scooter Bicycle

B3 How many people in your household use personal transport to get to work/school/college?

(Tick one only. If none, please go to B5)

6+

B4 What is the destination of those indicated in B3? (Tick the number travelling to each location)

1 2 3 4 5 6+

Winchcombe Cheltenham Tewkesbury

Bishop's Cleeve

Evesham

Gloucester

Other, please specify locations and numbers

B5 For what other reasons do people in your household make regular journeys outside Alderton Parish, and how frequently do these occur on average? (*Tick any that apply*)

Every day Most days Once/twice a week Once/twice a month Less often Never

Business

Health & medical

Sport & pastimes

Leisure (e.g. clubs, theatre, cinema)

Household shopping

Non-food shopping

Visiting friends & family

Other, please specify reason & frequency

C: LOCAL DISTINCTIVENESS AND CHARACTER

C1 How important to your household are the following physical characteristics of Alderton Parish? (*Tick* <u>as appropriate</u>)

Very important

Important

Not important

No opinion

Rural setting

Open views

Separateness from towns & major roads

Quiet lanes for leisure use

Public footpaths

Proximity to nature

Dark skies (lack of street lighting)

Peaceful environment

Characterful buildings

Historic heritage

Other, please specify

C2 How important to your household are the following social and community aspects of Alderton Parish? (*Tick as appropriate*)

Very important

Important

Not important

No opinion

Small close-knit community

Local clubs, sports & social activities

Primary school

Village shop

Post office

Village pub

Village church

Allotments

Recreation ground/children's play area

Newsletter

Local garage

Other, please specify

D: DEVELOPMENT AND DESIGN

D1 In your household's opinion, how important is it for your settlement to grow in the next twenty years? (*Tick one only*)

Very important

Important

Not important

No opinion

D2 If your settlement were to have new development, what scale does your household see as appropriate and feasible over the next twenty years? (*Tick one only*)

Under 25 units

25-50 units

51-75 units

76-100 units

Over 100

None

Other, please specify

D3 What type of development does your household think is needed or might bring benefits to your settlement? (*Tick any that apply*)

Small number of affordable homes

Small development of family homes (3+ bedrooms)

Mixed housing in larger clusters (i.e.30-50 houses)

Large scale development (i.e. 50+ houses)

Units for single people

Sheltered housing

Business units

None

Other, please specify

D4 In your household's opinion, where should development occur in your settlement? (*Tick* one only)

Infill development only

Alongside existing roads

Outside existing settlement boundaries

Any of the last three options

Nowhere

D5 In your household's opinion, what matters in the design of new development in Alderton Parish? Please refer to the suggested key design characteristics for the Alderton Community below.

(Tick **any** that apply)

Sensitivity to nearby listed buildings

No higher than nearby buildings

Off street, unobtrusive parking

Building materials in sympathy with local style (e.g. mellow red brick, white painted or natural render, some use of Cotswold stone)

Varied styles in one development

Free draining hard surfaces to mitigate flooding

Ratio between building and garden in keeping with existing houses

Preservation of rural lifestyle features (e.g. absence of street lighting)

Other, please specify

E: ECONOMIC AND COMMUNITY DEVELOPMENT

E1 In your household's opinion, how important is small business development to your settlement? (*Tick one only*)

Very important

Important

Not important

No opinion

E2 If workshops or business units were to be created, how interested would people in your household be in renting/purchasing one? (*Tick one only*)

Very interested

Interested

Not interested

No opinion

E3 In your household's opinion, what aspects need improvement in Alderton Parish? (Tick <u>any</u>that apply)

Playing field & changing facilities

Village hall

Facilities & services for young children

Services for teenagers e.g. meeting place or late night buses

Facilities & services for older residents

Speed restrictions/cameras on B4077

Restrictions on use of Alderton's minor roads

Broadband speed					
Car parking					
No improvements need	ed				
Other, please specify					
E4 What does your h	ousehold rea	lly value abou	ut living in Alde	rton Parish?	
E5 What are your ho	usehold's <u>to</u> r	three conce	rns regarding A	lderton Parish?	
F: ABOUT YOUR HO	USEHOLD				
F1 How many people	e of each age	e group live i	n your househ 3	old? (Tick <u>any</u> that aj 4+	oply)
Age 0-4 years					
Age 5-16 years					
Age 17-25 years					
Age 26-59 years					
Age 60+ years					
F2 What is the emplo	oyment statu	ıs of the peo	ole in your hou	sehold? (Tick any th	at apply)
•	1	2	3	4+	
Full-time education					
Employed full time					
Employed part time					
Carer Housewife/househusba	und				
Self-employed - work in					
Self-employed - work el					
Unemployed					
Retired					
Other, please specify					
ADDITIONAL COMM	∕ IENTS				

Many thanks for your help

Alderton Plan Group – Alderton Community Consultation Report

7.3 Suggested Design Characteristics for the Alderton Community (for use in Question D5)

- **1.** Local distinctiveness. The colour and texture of the elevations of new dwellings should be sympathetic to existing dwellings, matching distinctive local design features wherever possible. These include:
 - clay tile, natural blue slate or thatched roofs
 - low roof eaves
 - dormer windows
 - mellow red brick, stone or white rendered elevations
 - brick or stone plinths
 - exposed timber eaves or brick detailed eaves
 - exposed chimneys in stone or reconstituted stone
 - mixed construction styles eg black and white timber framework combined with mellow red brick/ stone
 - multi-paned cottage-style windows and wooden doors
- **2. Details of buildings and layout of new developments.** As there is a variety of building styles evident in the Alderton area, new developments should be varied in style rather than uniform, with the following guidelines:
 - With the exception of attic dormer windows in traditional Cotswold tile steep pitched roofs, no buildings should have more than two storeys.
 - Design of new dwellings should respect height, boundary line and building materials of nearby buildings, particularly listed buildings.
 - As the building line varies from one part of the village to the other, infill should respect the established building line.
 - Plot size/curtilage of existing dwellings should be maintained in new development so that the dwelling is proportionate with the plot.
 - Window size and design in new dwellings should be in sympathy with the character of existing dwellings ie cottage style and should not create undue artificial light.
 - Settlement patterns are in the main linear with little or no double-depth housing. Thus
 varied road and dwelling patterns can be considered a distinctive feature of the design of
 houses in the Alderton Community which should be maintained in the design of new
 development.
 - Consideration needs to be given to providing open spaces within new developments and to the integration of any development into the existing settlement by means of paths and roads.

3. Boundaries, car parking and street furniture

- Boundary markers should be in line with existing styles eg low stone or mellow brick walling with or without beech hedging, native mixed deciduous hedgerow or wooden picket fencing.
- Where boundaries of proposed dwellings will exist adjacent to existing dwellings that have
 less than the curtilage of the proposed dwelling, owners of the existing dwellings should be

- offered the purchase of land to improve their curtilage or there should be provided significant space between the two dwellings.
- New dwellings should have unobtrusive, off-street parking allowing space for at least 2 cars per household.
- Signage and street furniture should be kept minimal.
- New developments should not include street lighting.

For details of Youth Survey, please see Appendix E.

8 Appendix B: Free-response answers

8.1 Destinations of those indicated in B3: "Other, please specify" answers

Answers show total number of respondents travelling to each location. One person travels **to** Alderton on a daily basis*.

Out of county

```
All over the country - 8
Across southern England - 1
No fixed destination - 6
Abingdon - 1
Banbury - 1
Birmingham - 1
Bristol - 4
Guildford - 1
London and Reading - 1
Midlands - 1
Nottingham - 1
Portsmouth University - 1
Rickmansworth - 1
Slough -1
Shipston on Stour
Stratford on Avon - 4
Studley - 1
West Bromwich - 1
Worcester - 1
Glos/Worcs
All over Glos – 1
All over Glos and Worcs - 1
Towns and villages in 10 mile radius - 1
Alderton, Gretton/Gretton Fields, Ashton, Great Washbourne, Beckford and Dumbleton - 18
Broadway - 2
Brockworth - 1
Bourton on the Water - 1
```



8.2 Top Three Concerns of Alderton Parish (Question E5)

The most frequently mentioned concern is given in red font. Comments of a frequency of twenty and above are given in blue font. Others as indicated.

Loss of rural identity as a result of large scale development 'bolted on' to the village (112)

Quotes: 'Some development is needed to help the community grow. It must be handled sensitively to meet the demands of the community and not the profit of the developer.' 'This is a rural area and swamping by developers could lead to irreversible change and the area becoming urban.' 'It is clear that the village has grown in small steps over many years. I live in a small 80s development so it would be hypocritical to totally oppose further development but it needs to be in small clusters not some enormous estate.' 'I fear Alderton will become a small town without the infrastructure.'

Unwanted street lighting, signage and road markings (17)

Lack of regulation over development by local authority (15)

Unsympathetic/unintegrated housing style (3)

Making the village unsustainable by over development

Loss of unencumbered views and access

To be left alone

Quotes: 'Planners will swamp the present community in an effort to provide for the development numbers requested, ignoring their own rules concerning sustainability.' 'A local authority which is not helpful and has its own problems regarding planning.' 'We in Alderton have no say in our own affairs or any support from the Borough Authorities.' 'We fear that our opinions on our village will not be listened to by councils and developers and we will lose the countryside surrounding the village.'

Risks to life from volume and speed of traffic (41)

Unsuitable road infrastructure for large scale development (33)

Increase in traffic (19)

Increase in parking issues (10)

Cycling issues on lanes

Quotes: 'The lanes should have barriers to restrict speed and also signs indicating single carriageway for lorries and large vehicles.' 'Road design would have to be altered for safety.' 'Family life will be more challenging with busier congested roads. It is currently possible to walk, cycle around Alderton and to Beckford. It will feel very different.'

Loss of community spirit as a result of development

27 respondents made this point. Other related ideas were:

Fears over loss of safe, low-crime environment (16)

Incomers using the village as a dormitory and not supporting village amenities (7)

Quotes: 'Development could dilute what makes Alderton special.' 'Increased urbanisation, noise, dissatisfaction and crime.'

Loss of open spaces and farmland (14)

Loss of peace and quiet (9)

Impact on wildlife (4)

Loss of what residents moved into the parish to find (4)

Quotes: 'I fear feeling obliged to relocate.'

Strain on community infrastructure and utilities as a result of development

24 respondents raised concerns over the inability of sewers, water pressure, shop and roads to cope with increased population. Other related ideas were:

Possibility that school could be unable to cope/merged into a larger non village school should population increase (8)

Impact on drainage and flooding (13)

Building on fields reducing the ability of land to absorb water leading to more flooding here and in in Tewkesbury (4)

Existing village boundary should not be altered

Roads, paths and car parking

Anti-social car parking in village (26)

State/quality of village roads and verges (6)

Lack of pavement from Alderton Fields to B4077/from Willow Bank Road to B4077 (3)

State of pavements and grass verges, overhanging hedges and dog poo (2)

Snow and ice on pavements not cleared

Dropped kerbs and street lights for older residents

Pathway between no 6 and 8 in Ellinor Drive needs resurfacing and hedges cut back

Litter

Dangers of no development

Losing existing services (shop, church pub) (15)

Loss of school (4)

Need to attract a wide range of ages – Alderton has a really good mix at the moment (3)

Ageing community (2)

Quotes: 'Alderton could become a retirement village; property is unaffordable for the young and people with families. Concerned that we make the right decisions for future generations as well as ourselves. Grossly unfair that we don't consider home ownership for future generations. Housing shortages will make property even less affordable than it is already.' 'That Alderton might fossilise if there were no development at all.'

Housing

Lack of sensibly priced houses to accommodate younger residents and families who want to upsize (9)

Good quality social housing needed (2)

Split between them and us (2)

Social housing (negative impact) (1)

No more than 2 houses per year (current rate)

Maintain a mix of housing types

Development beyond infill

Quotes: 'Being able to afford a place of my choice.' 'Lack of affordable housing means young people are forced to move away.'

Need for integrated community

Retention of a good mix of age groups (2)

Need to integrate new with old

Reliance on a few active members of the community to volunteer and support local and social activities

Not attracting the right kind of people to the village

Maintaining a community for people from birth to old age

Quote: 'Would like small affordable housing for genuine rural families. Not large houses for commuters who bring nothing to village life and rarely support local businesses.' 'Alderton is not a museum and includes lots of young families, older residents and a general good mix.'

Isolation

Better public transport (12)

Quote: 'Reduced public transport resulting in isolation of the elderly, young and infirm, increased dependency on cars. (Not associated with development, but a concern).'

It would be nice to be recognised (Alderton Fields respondent)

There is not much support (Alderton resident)

Drainage

Flooding in Willow Bank Road (3)

Lack of adequate drainage (especially in Alderton Fields)

Other

Low broadband speed (10)

Preservation of the beauty of the area and its varied wildlife (6)

Keeping allotments going for good of the community /not building on the allotments (6)

Not enough facilities/transport for teenagers if the village expands (5)

New house design not fitting in with existing and neighbouring houses

Demographics being changed as a result of too much affordable/social housing (2)

Medical care in the community (For older people as the bus service is sparse) (2)

Separating Frampton from Alderton Village (2)

Play area for children should be bit nearer

Garden grabbing

Surrounding villages joining up to destroy the AONB

Footpath maintenance

Pub menu

Lack of money spent on playground

Devaluing own property

Wildlife (hedgehogs) should be encouraged

The village agreeing to development

Too many walkers and loose dogs damaging crops and wildlife strips

Excessive speed down lanes

Promotion of certain concerns/businesses in the newsletter

Full time post office

Making rural areas look uniform by hedge cutting

Speed cameras

9 Appendix C: Youth Survey

Q1. What is your age?

Answer Choices	Responses
8 to 11	27.27%
	3
12 to 14	54.55%
	6
15 to 16	18.18%
	2
Total	11

Q2. What do you like most about living in Alderton?

The quiet village community. Not many cars and the fact that the village is really peaceful.

The quietness and the fact that I know everyone and it is safe.

It's so quiet!

Community spirit - everyone knowing each other

the closeness of the community

Being a close community and knowing a lot of people who live here

The scenery

The friendliness of everyone. Also, the many events going on at the school, hall, pub and park.

There is a very fun park. Everybody is kind.

The sense of community and sense of everyone knowing each other.

Q3. What do you dislike most about living in Alderton?

Nothing! I love everything!

Having to drive everywhere.

Not a lot of things to do.

Having to travel a long way to go to school

Nothing

Rubbish broadband speeds

The Internet speeds and capacity

That there are not many facilities. And there are few busses from the village and so my parents have to drive me, whenever I want to go somewhere.

Nothing

Public transport to Cheltenham is poor.

Q4. How satisfied are you with facilities for younger people in Alderton?

Very satisfied	3	27.27%
Satisfied	3	27.27%
Not satisfied	5	45.45%
Total	11	

Q5. How often do you use public transport to and from Alderton?

Often	2	18.18%
Occasionally	2	18.18%
Never	7	63.64%
Total	11	

Q6. How often does someone in your household use the car to take you somewhere?

Every Day 54.55% (6)

Most Days 27.27% (3)

Once/Twice a week 18.18% (2)

Once/Twice a month 0% (0)

Less often 0% (0)

Never 0% (0)

Total 11

Q7. How important to you are the following things about Alderton?

Countryside	72.73%	27.27%	0%	0%	
	8	3	o	0	11
Open spaces	72.73%	27.27%	0%	0%	
	8	3	0	0	11

Playing field	54.55%	36.36%	0%	9.09%	
	6	4	0	1	11
Wildlife &	45.45%	54.55%	0%	0%	
nature	5	6	0	0	11
Being close to friends and	63.64%	18.18%	0%	18.18%	
social life	7	2	0	2	11
Village events	81.82%	9.09%	9.09%	0%	
(football, pram race etc.)	9	1	1	0	11
Oak Hill School	45.45%	36.36%	9.09%	9.09%	
	5	4	1	1	11
Village Shop	63.64%	36.36%	0%	0%	
	7	4	0	0	11

Q8. In your opinion, what needs improving in Alderton?

Answer Choices		Responses
Playing field & play park equipment	7	63.64%
Services for teenagers e.g. a meeting place or late night buses	4	36.36%
Safety on the roads	2	18.18%
Broadband speed	9	81.82%
Greater variety of sports	5	45.45%
No improvements needed	0	0%
Total	11	

Q9. In your opinion, how important is it for Alderton to grow in the next twenty years?

Answer Choices		Responses
Very important	0	0%
Important	3	27.27%
Not important	6	54.55%
No opinion	2	18.18%
Total	11	

Q10. If Alderton were to have new developments, what scale would be best over the next twenty years?

Answer Choices		Responses
Under 25 houses	5	50%
26-50 houses	2	20%
51-75 houses	0	0%
76-100 houses	1	10%
Over 100 houses	0	0%
None	2	20%
Total	10	

10 Appendix D: Exhibition Activity Outcomes

10.1 My Top Issue for the Alderton Community Plan

It would be a good idea to build bungalows and a garden for older people

Growing the village at a rate which can be absorbed into the existing community

No development on a large scale....Small scale over a suitable length of time.......No corporate development

Maintaining tranquillity

Maintaining a village school and keeping the village to a size that fits the existing school. This is a key part in maintaining the community spirit.

Can the action group afford a professional planner to formulate a professional reply against the proposals that will tie in with the wider policies etc. This way it will have a greater impact with the local planning authority.

Roads in and out of Alderton are too narrow to sustain extra traffic. It is already dangerous at times as it is.

Retaining the environment and the views which is so important to the village

Ensuring that any development is proportionate. We are already sustainable.

No street lights – thank you...No more road markingsno large housing developments.

If a number of houses are built it will spoil the village into "them and us" A fewer number will not create this problem.

Retain the small village community – No large developments.

Keep community as it is - Could have 5 properties for elderly - Do not destroy our peaceful village.

Children able to move safely around the village.

Use development to improve local infrastructure – Communications, Water pressure, Power and Roads.

Important to maintain the character of the housing and village life.

Ribbon developments and small groups of 5 houses.

All our housing needs can be supplied on brown field sites, leave our villages alone.

No street lights, No double yellow lines, no more than 5 houses.

Peaceful happy community.

Sensible limited infill Yes – Sprawling estate No

Retaining community spirit and environment we all enjoy.

New housing to be built with local people purchasing in mind and not for letting out or holiday homes. Also bungalows for older people.

Traffic – more cars trying to turn out of the village, especially turning right to Cheltenham on B4077 or Evesham on A46.

Any new houses or development should be in keeping with the present village style and size.

No street lights on new developments.

Community spirit not commuting spirit.

Peace, safety in traffic terms, community cohesion (friendly and very sociable), Low crime rate.

Keep the stars and the village dark.

Lack of services – school almost full, Shop?

Protecting the abundant wildlife.

Successful communities like ours have achieved an equilibrium which is very vulnerable to the amount of change which the majority of proposed developments would bring. Better sites are available which would not threaten a community and disadvantage those who came already.

Proportionate with the village size

Large developments are "bolt-on" and are not in keeping with the village.

Poorly constructed and ugly new buildings should be banned.

Concerned that if growth of the numbers at school is not managed then it might cause local closures and a "super primary" to be built in the village which brings additional problems.

Some affordable houses needed but overall numbers should be restricted.

Traffic congestion.

Keeping the preschool and school as they are is such an important part of village life. Shop essential, No street lights, No road markings/street signs and small scale developments in proportion to village size.

There are issues with flooding and drains and the bridge floods.

Maintaining things like the allotments and village groups that bring people with similar interests together and foster community spirit.

It's an ugly "add on". The village looks beautiful from the B4077 why spoil this view?

10.2 Wildlife Seen in Alderton as Reported by Villagers

Wildlife sightings included 23 mammal, reptile and fish species and 36 types of bird. Rare or protected species included bats, dormice, water voles and polecats; fieldfare, redwing and barn owls.

10.2.1 Animals

Bats (seen in all parts of the village)

Badger

Deer (muntjac, roe, fallow)

Dormice

Field Mice

Foxes

Hares

Hedghogs

Mink

Polecats

Rabbits

Squirrels

Stoats

Water Voles and Common Voles

Weasels

10.2.2 Reptiles

Frogs

Grass snakes

Newts, great crested and common

Toads

10.2.3 Fish

Sticklebacks

Stone loach

10.2.4 Insects

Bees including bumble bees

10.2.5 Birds

Barn Owl

Blackbird

Blackcap

BlueTit

Bullfinch

Buzzard



Coal tits

Common Redpoll

Fieldfare

Goldfinch

Goshawk

Great Tit

Hawks, unknown variety

Jackdaw

Jay

Kestrel

Lapwing

Long-tailed tit

Magpie

Mistlethrush

Nuthatch

Partridge

Peacock - feral

Pheasant

Red Kite

Redwing

Reed Bunting

Rook

Sparrow

Swifts

Waxwing

Woodpecker, greater spotted

Woodpecker, lesser spotted

Woodpecker, green

Wren

10.3 Other activity results

- Parishes selected to partner Alderton in a Place Plan in rank order: Dumbleton, Toddington,
 Gretton, Teddington, Prescott and Gotherington
- The families with the longest association with the area were the Agg family (since 1754) and the Banks/Saunders family (since 1800s). Nearly half of respondents had lived in the Alderton Community for more than 20 years or knew of ancestors living in Alderton

11 Appendix E: Further information

This report has been compiled by the Alderton Plan Group.

11.1 Alderton Plan Group Members

Ros Smith

Annabel and Peter Burton

Andrew Cocks

Barry Sear

Becky Parish

Kat and Rich Payne

Nick Russon

Rona Hawkins

Rose Martyn

The work of the Alderton Plan Group can be followed on the Alderton Village website: www.aldertonvillage.co.uk

11.2 Chronology of Alderton Plan Group Activities 2013

Date	Event / Activity	Note
27 November 2012	Parish Meeting hosted by Alderton Parish Council (APC)	Alderton Plan Group (APG) established
11 December 2012	APG Initial Meeting	 Agreed Terms of Reference Identification of subject 'experts' Agreement to design and conduct Alderton Community Survey
2 January 2013	Meeting with Tewkesbury Borough Council	 Discussed plans for community consultation Encouraged by TBC representatives, Julie Wood and Adrian Goode, to consider Place Plan option Request from TBC to attend Place Plan seminar to share Alderton experience as a TBC Place Plan 'pilot' parish.
8 January 2013	APG Meeting	 Agreed plans for consultation to include survey by household combined with exhibition in Village Hall

		 Contact made with Gloucestershire Rural Community Council (GRCC) – support to be provided by GRCC over design of questionnaire and analysis of responses via SNAP software Recommendation to develop a youth survey APC Clerk to be contacted and requested to write to neighbouring parishes inviting them to join Alderton Community in Place Planning.
15 January 2013	APC Meeting	 Update on Alderton Plan Group activity and plans for consultation
25 January 2013	Start of consultation Parish Meeting hosted by APG	 Day 1 of consultation 65 local residents attended a start up meeting Launch of exhibition in Village Hall Introduction by Chair Alderton Plan Group Presentation: Elin Tattersall, GRCC re Village Design Statements, Place Plans and Neighbourhood Plans
25/26/27 January 2013	Consultation Exhibition in Village Hall	 Displays, activities Opportunity to talk to Alderton Plan Group Members and Parish Councillors Attended by Adrian Goode, TBC representative Over 200 local residents visited the exhibition between 25-27 January
26/27 January	Distribution of household survey questionnaires	 31 coordinators hand delivered surveys to all households in Alderton Village, Frampton Cottages and Alderton Fields
3 February 2013	End of consultation period	 Completed survey questionnaires collected, 89% response rate.
w/c 4 February 2013	Free text comments typed up prior to dispatch to GRCC for analysis of quantitative data	
w/c 11 February, 18 February/25 February	Drafting of Alderton Community Consultation Outcomes Report	 Youth survey drawn up and distributed electronically to 21 young people in the Alderton Community (18/2/13)
19 February 2013	Invitation to APC and representatives of Toddington, Teddington, Alstone and Dumbleton Parishes to attend	 Agreed to defer decision re Place Plan Cluster till all representatives discuss proposal with their Parish Councils Agreed to share Consultation Outcomes Report with proposed cluster parishes Received expert advice re the National Planning Policy Framework (NPPF), sustainability and

	meeting addressed by Richard Lloyd CPRE	Community Design Statements from Richard Lloyd
24 February 2013	Alderton Plan Group Meeting	 Discussed structure and content of Draft Community Consultation Outcomes Report Identified headline statements Agreed preparation of Draft Report for 2nd stage consultation with the Community at Village Open Meeting 7/3/2013 and for approval by APC at meeting 12/3/2013.
18/19 May 2013	Design Statement Consultation	 Exhibition and activities to determine the community's views on proposed design statements
2 September 2013	First draft of Design Statement published	 Consultation with residents Feedback sought from GRCC and Tewkesbury Borough Council
25 October 2013	Neighbourhood Development Plan	 Alderton Neighbourhood Development Plan registered with Tewkesbury Borough Council
16/17 November 2013	Consultation completed with Lower Stanley and Dixton residents	Parish wide data needed to inform the Alderton Neighbourhood Development Plan
3 December 2013	Alderton Parish Consultation Outcomes Report	Amendments to Community Consultation Report to include outcomes from Lower Stanley and Dixton
30 December 2013	Design Statement redrafted in line with feedback and data from outlying settlements	Final Alderton Parish Design Statement

11.3 Partners in the Alderton Parish Consultation

Alderton Parish Council
Tewkesbury Borough Council
Gloucestershire Rural Community Council

12 Acknowledgements

Thanks are due to the Community Development and Partnerships and Planning teams at Tewkesbury Borough Council for maps, the GRCC and Alderton Parish Council for their support in producing and

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