



Resident survey results

November 2019

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Q1 What is your postcode?

The survey ran between 6th August and 6th September 2019

It was conducted via two channels; a paper survey which was delivered directly to residents who dropped off completed forms in the Neighbourhood Budgens store in the Community Centre, the other channel being via an online Survey Monkey survey.

11% of the Great Ashby parish population completed the survey

The average time for residents to complete the online survey was 12 minutes

262 Surveys were completed

242 Surveys had valid Great Ashby postcodes

20 Surveys were invalid

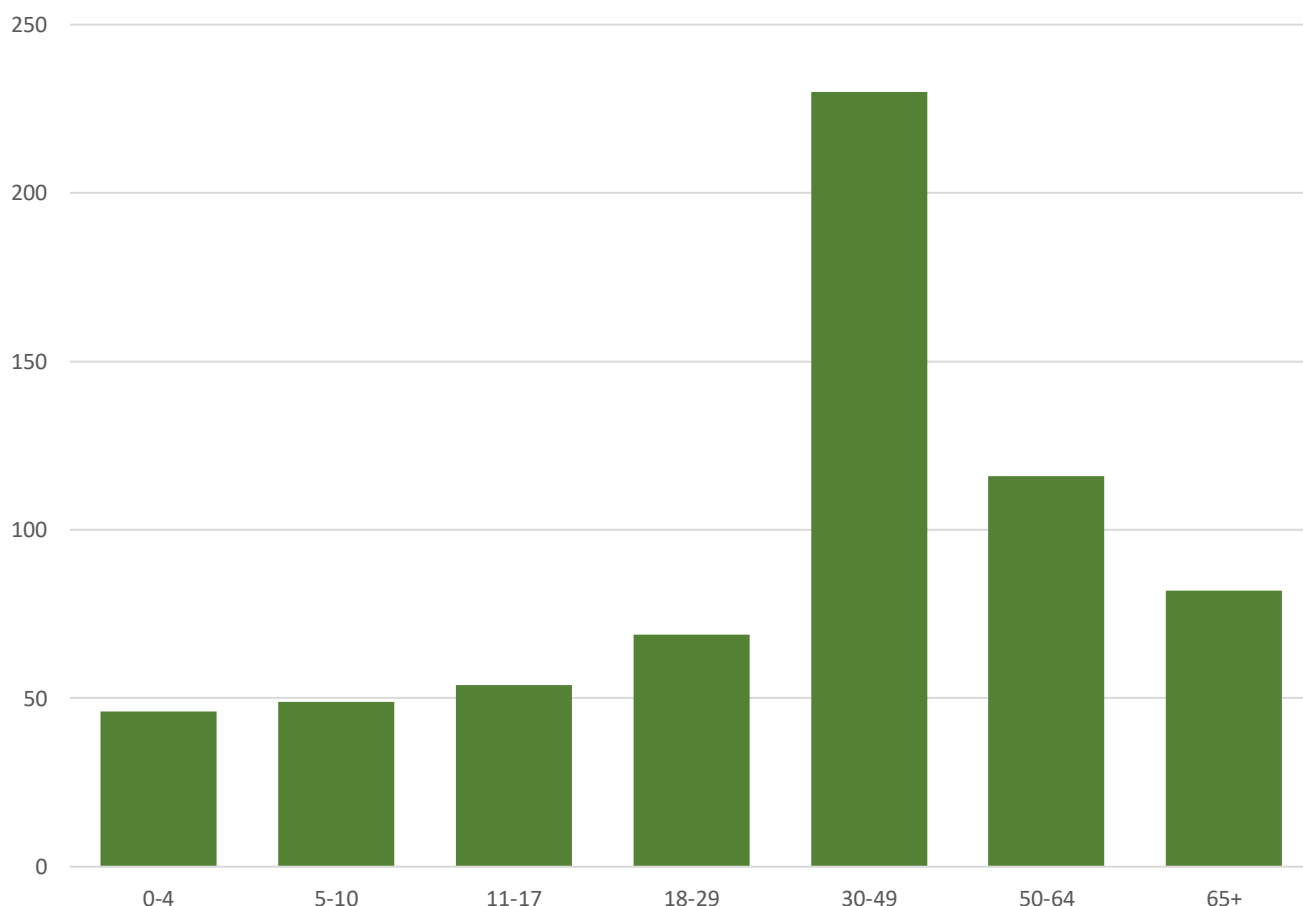
116 Valid paper surveys; accounting for 48% surveys; 1 invalid (e.g. partially completed)

126 Valid online surveys; accounting for 52% surveys; 19 invalid (e.g. non-GA post codes)

2172 Households reside in Great Ashby according to the 2011 Census

59 Unique post codes were used with an average of 4 responses per post code

Q2 What is the make-up of your household?



Bar chart showing distribution of age bands of people accounted for by survey

Fairly even split of pre-school / primary / secondary children – which in total account for 23% of those accounted for in completed survey forms

Largest age category of respondents was 30-49, which accounted for 36%

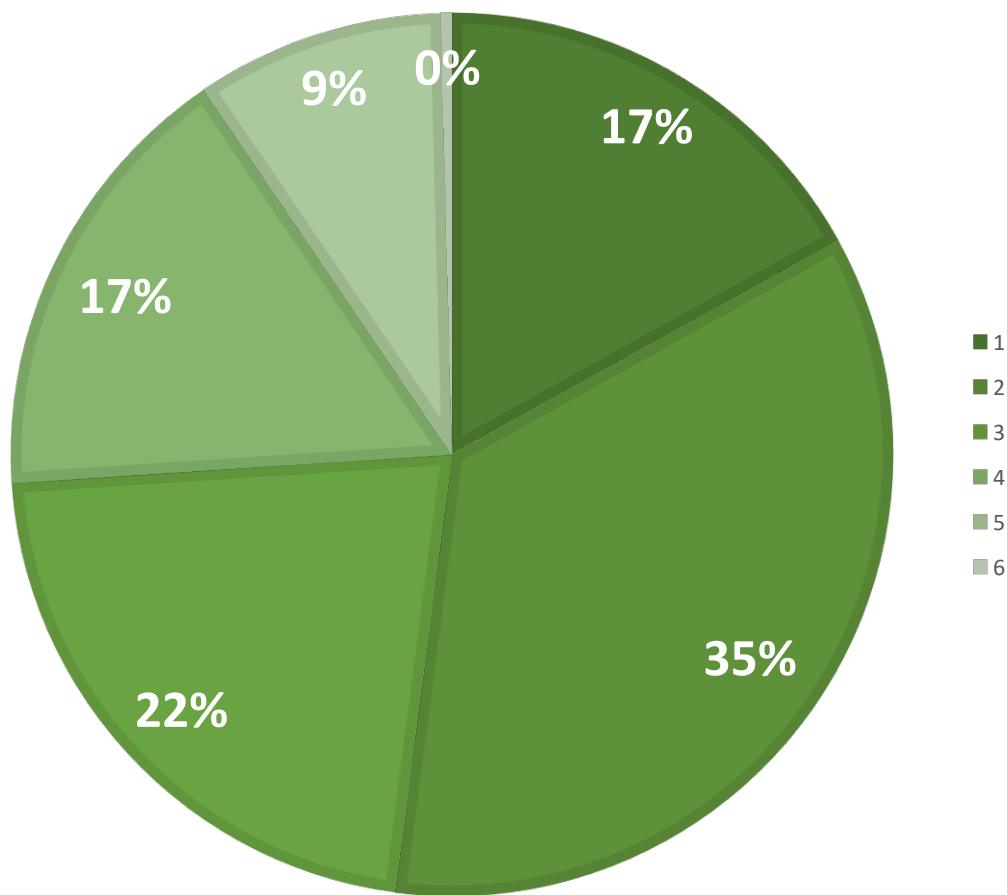
The 50-64 band accounts for 18%

The 65+ band accounts for 13%

In total 646 people were accounted for in the survey from an estimated total of 5,701 using the 2011 Census figures

Whether we consider 646 population of a total of 5701 or 242 household out of a total of 2172, the survey accounted for just over 11% of the Great Ashby residents

Q2 What is the make-up of your household?



The pie chart above shows the proportion of 1, 2, 3, 4, 5, 6 person households who completed the survey

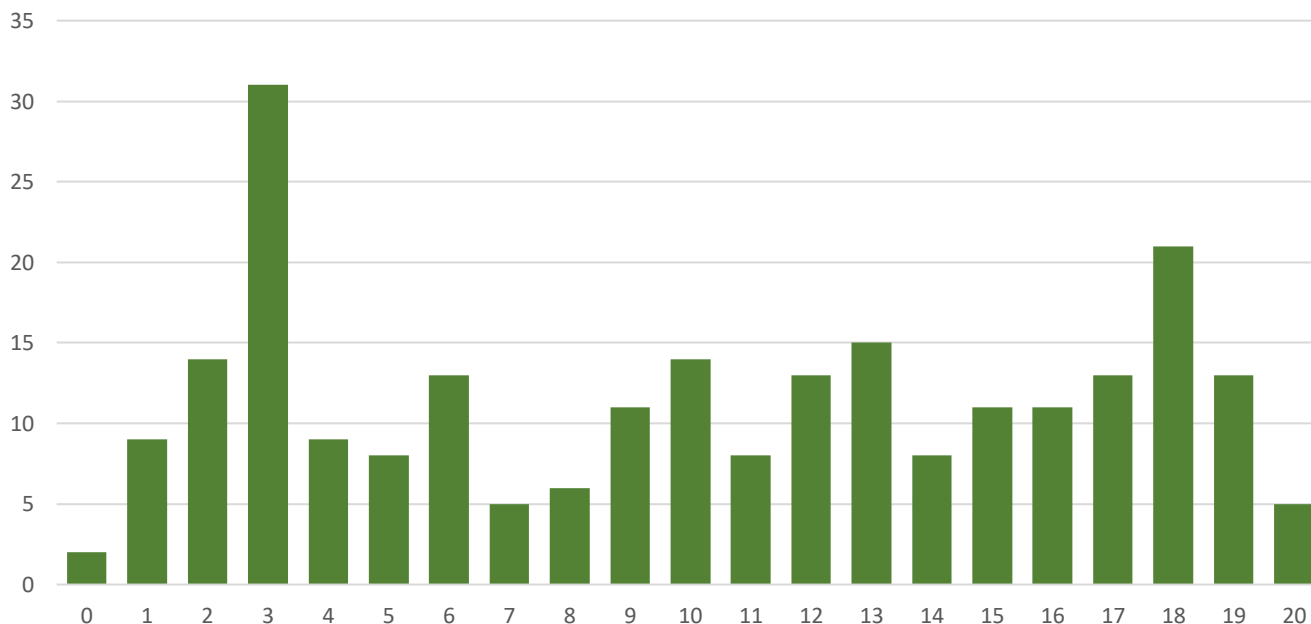
At 35% largest proportion completing the survey was 2 person households

1 or 2 person households account for over 50% of the households

3 person or under households account for just under 75%

There was just a single 6-person household

Q3 How long have you lived in Great Ashby (in years)?

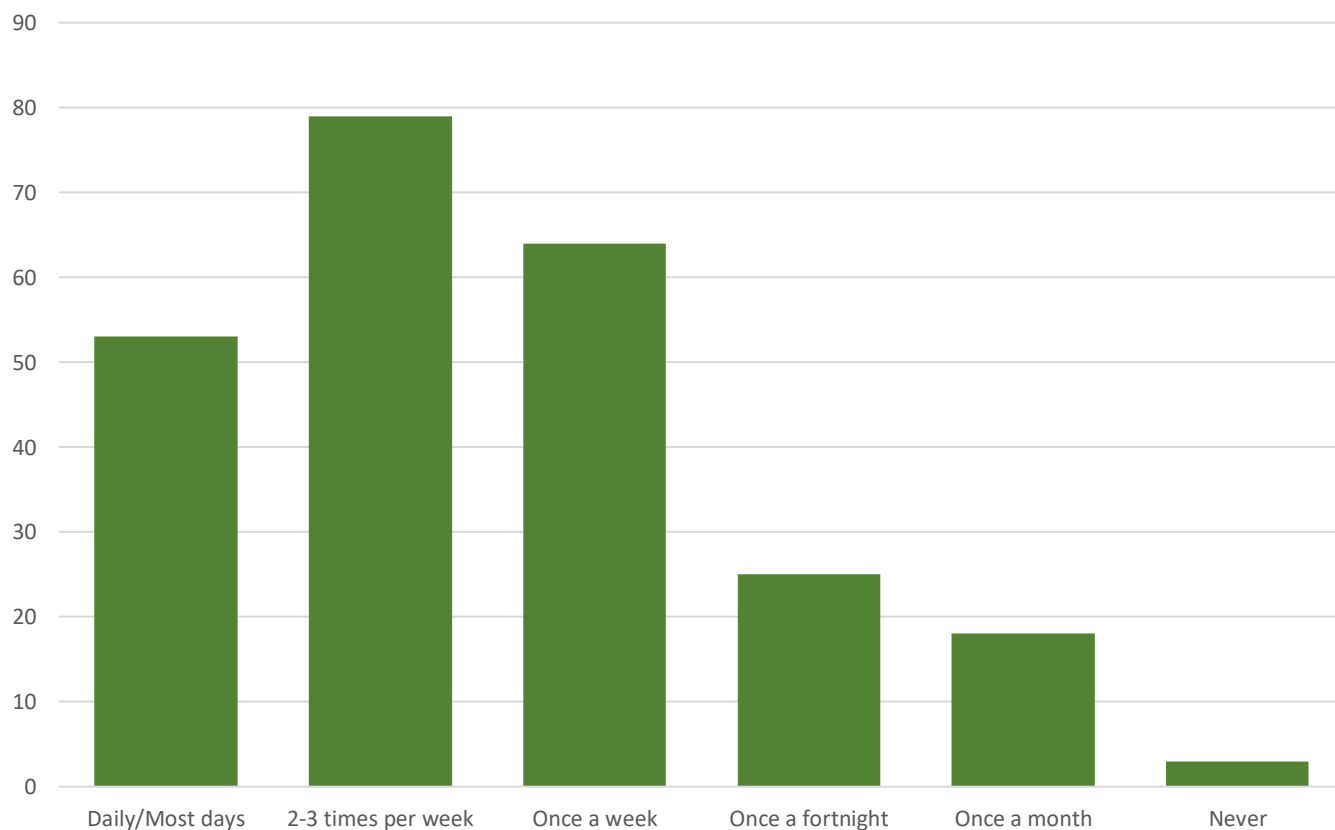


Generally, there is even split of length of time residents have lived in Great Ashby with noticeable peaks at 3 and 18 years

As to why there are peaks at 3 and 18 years, suggestions could be perhaps people move out of the area after 3 years and perhaps the residents who lived in Great Ashby for 18 years have stayed in their properties after buying from when they were first built

A positive to take from the results are that the distribution shows people have moved into the area and have stayed for many years

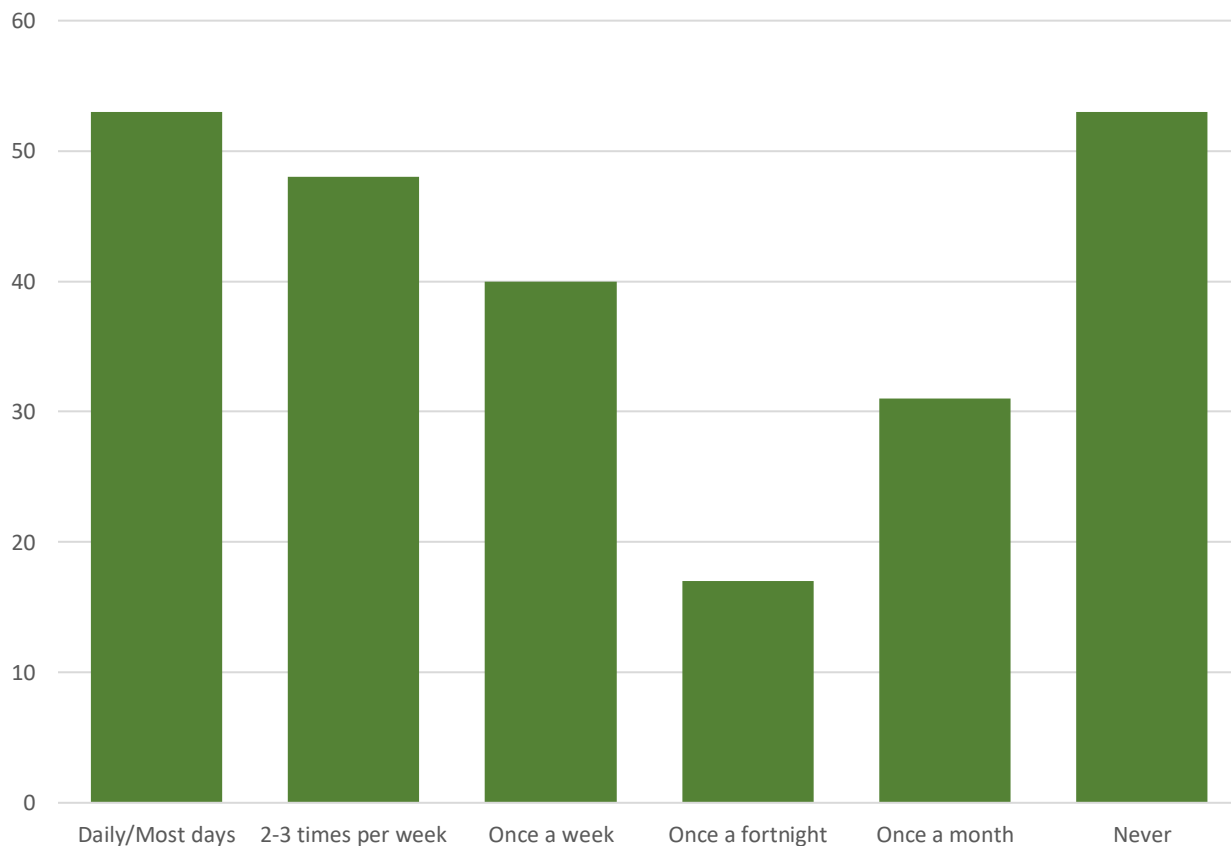
Q4 On average, how often do you use the local shops?



The shops are well frequented with the peak being at 2-3 times a week

The first 3 bands that account for the shops being used once a week or greater account for 80% of resident responses

Q5 On average, how often do you use the local parks/play areas?

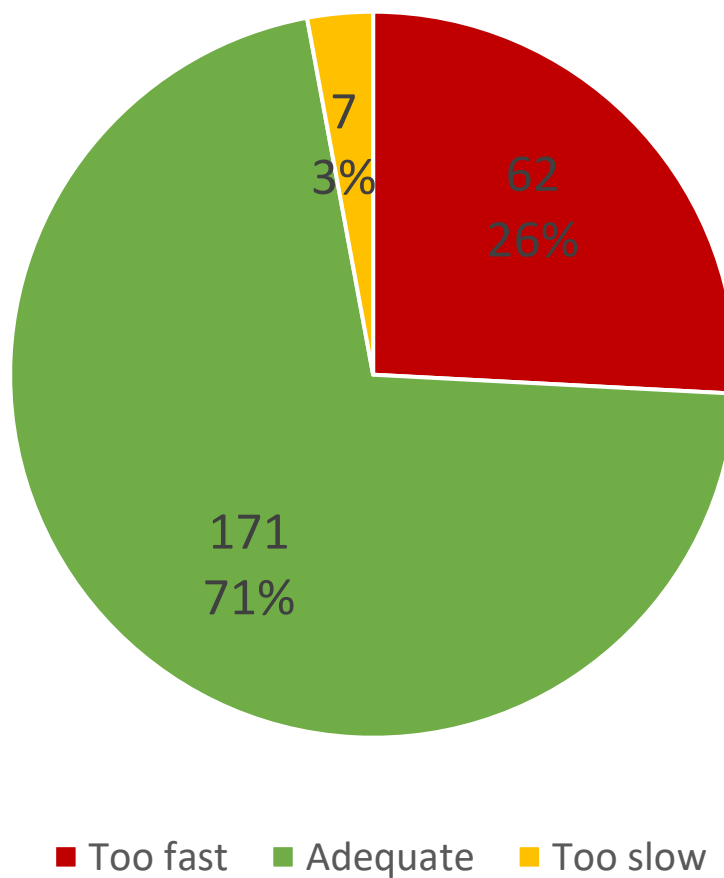


Some people use the parks once a week or more frequently, 58% of respondents

Some people use once a month, 13% of respondents

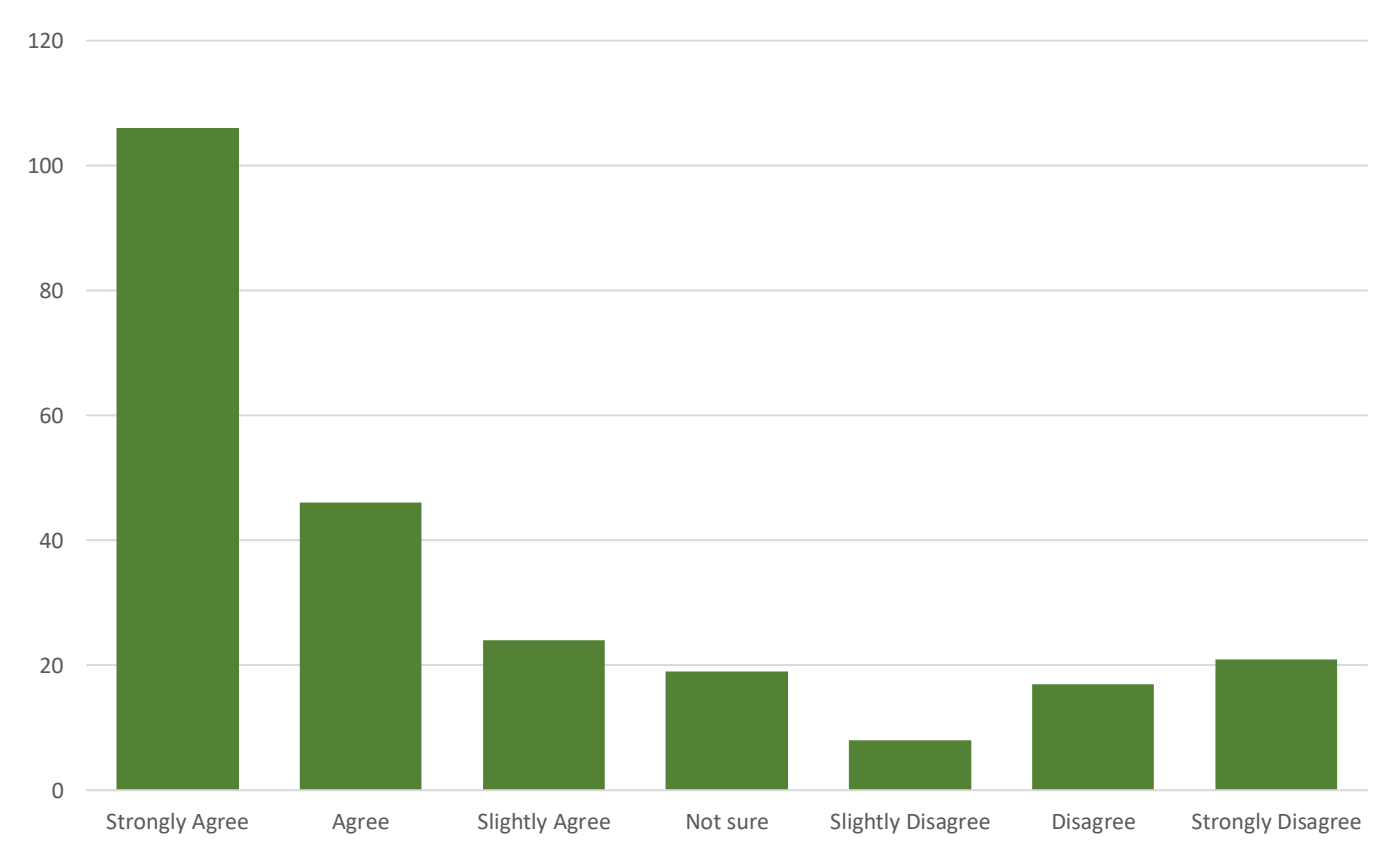
Some people use them never, 22% of respondents

Q6 Speed limits in Great Ashby are ...



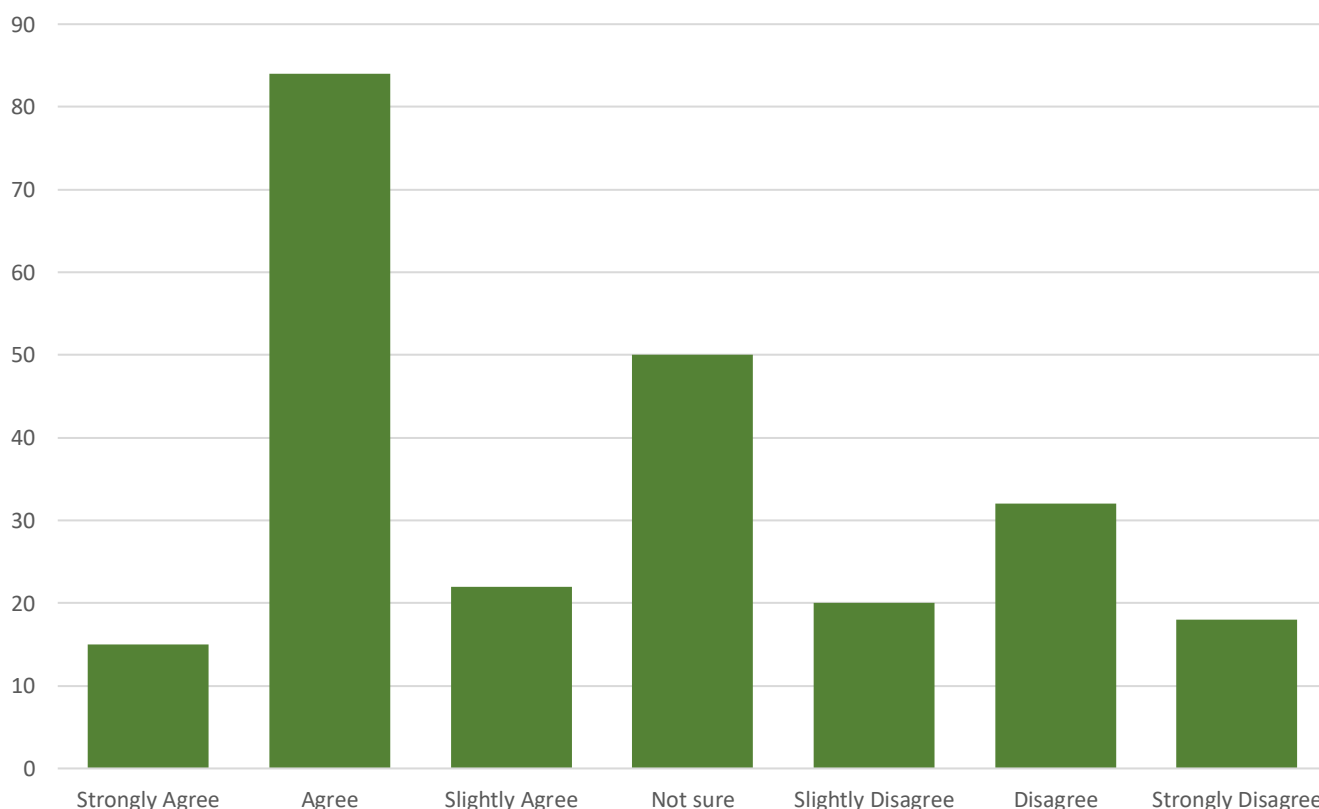
The vast majority of respondents, 71%, think the current speed limits are adequate

Q7 Great Ashby should have a family pub or restaurant?



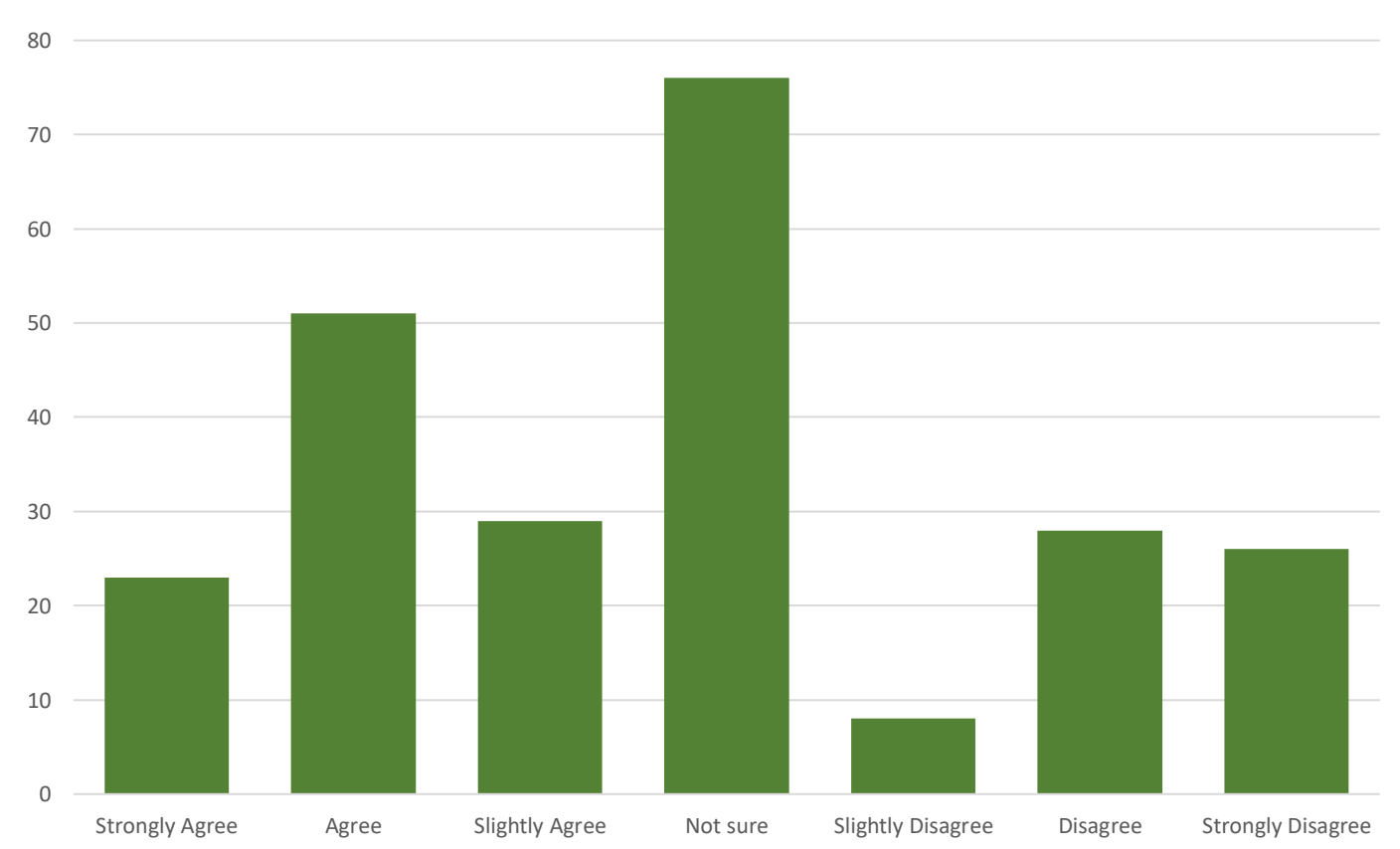
More resident respondents were in favour than against, with the largest number in strong agreement, at 44%. It should be noted there were also a number of resident responses where people highlighted that introducing pubs also has the potential to bring associated problems and their comments expressed concerns.

Q8 Great Ashby is sufficiently served by public transport?



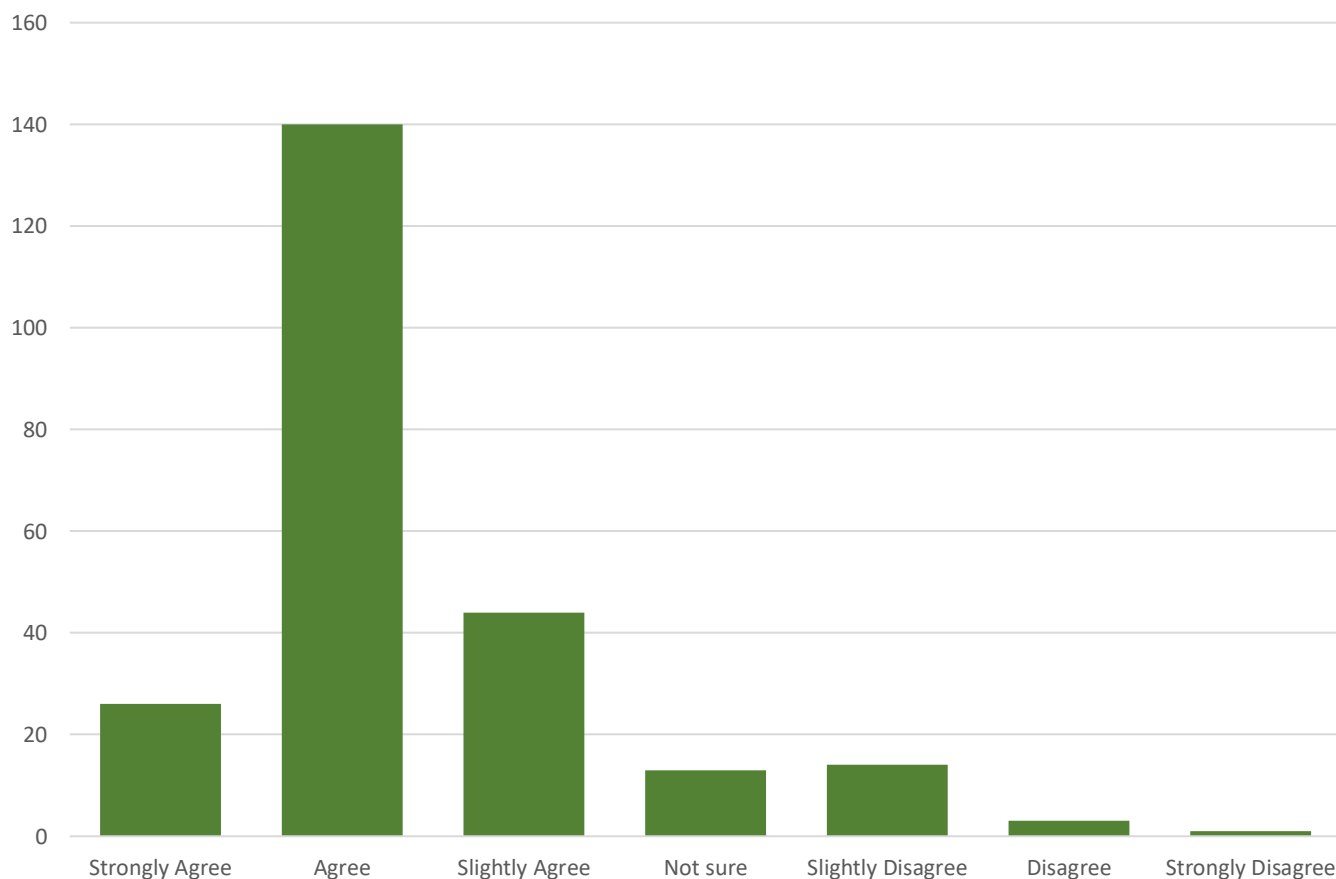
Respondents gave a mixed opinion, with the overall opinion being in positive agreement that Great Ashby is sufficiently served. The top category Agree, accounted for 35%, followed by Not Sure, accounting for 21%. Comparing the 3 agreement with 3 disagreement categories we have 50% in agreement and 29% in disagreement. It may be worth noting in hindsight the survey did not ask if the residents who expressed an opinion used public transport themselves or not. Some of the survey textual responses said respondents would like more direct routes to/from Great Ashby, such as a direct route to Lister hospital.

Q9 Great Ashby should have allotments?



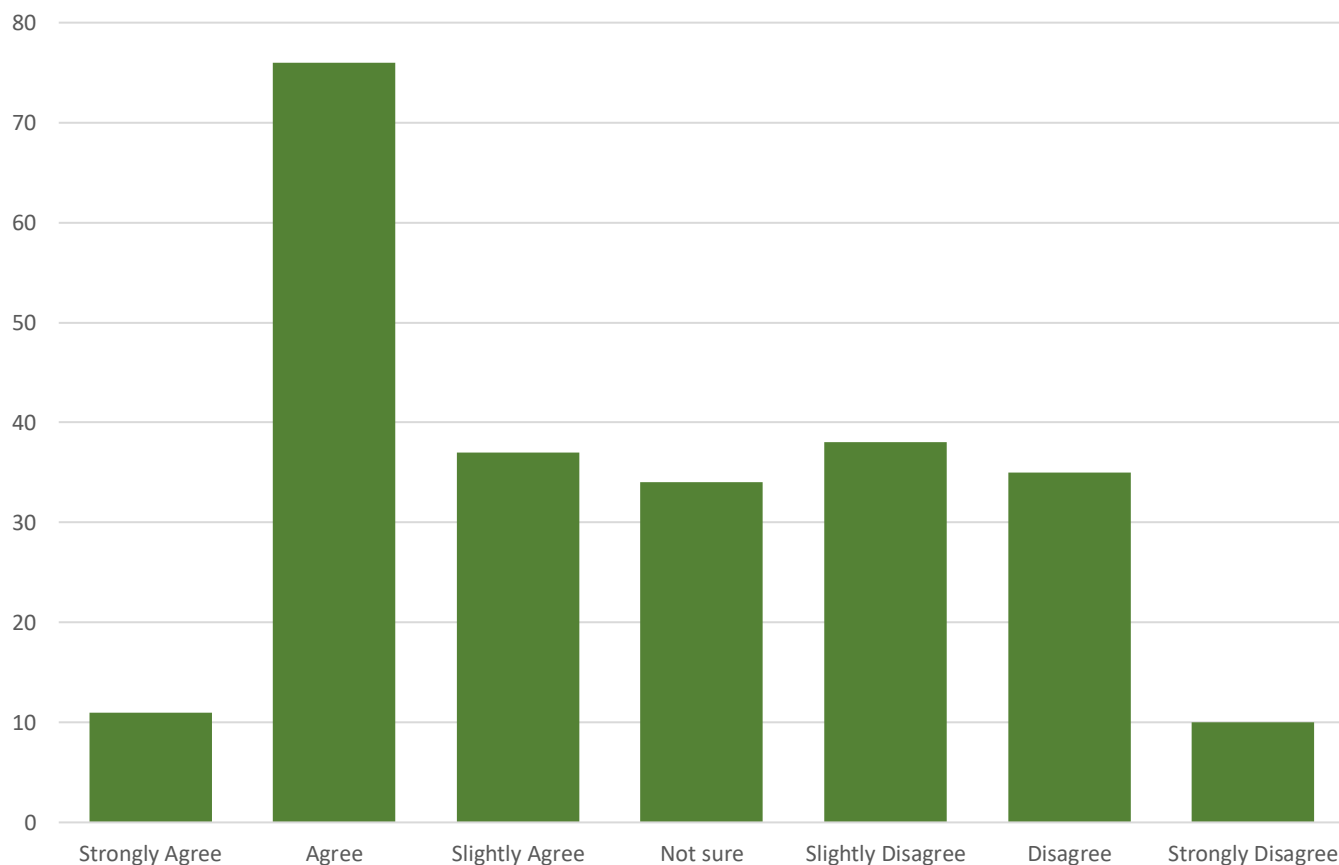
Clearly the largest response was not sure, accounting for 32% of the responses. There were 43% in the 3 agreement categories compared to 26% in the 3 disagreement categories. Residents textual responses made it clear that the introduction of allotments was not universally welcomed with some voicing reasons for objections. Some residents thinking allotments could make the area less attractive and more down market.

Q10 Great Ashby is a safe and secure place to live?



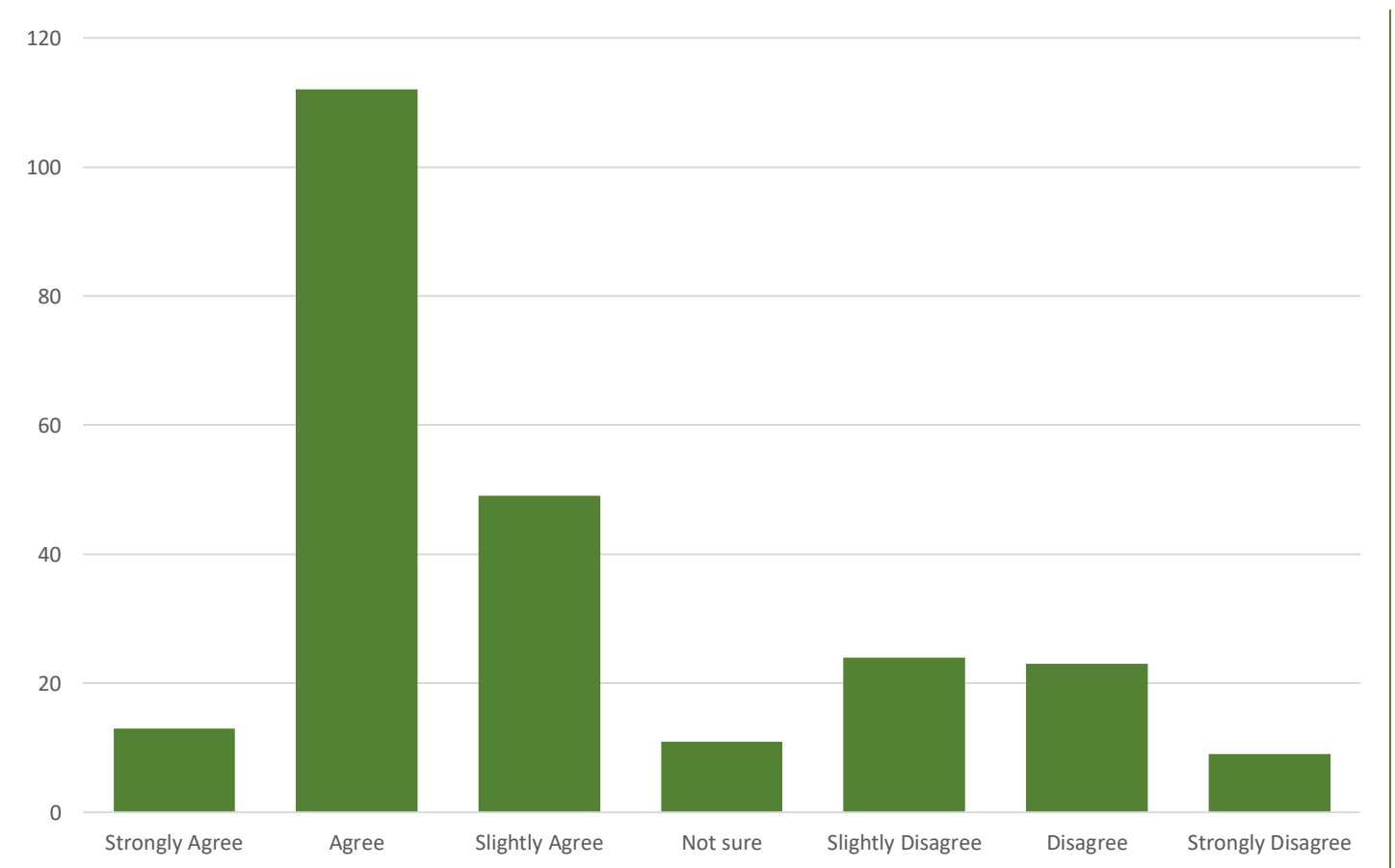
A very clear and highly positive response from residents who indicated they were in agreement Great Ashby is a safe and secure place to live. The survey showed 87% of respondents in 3 agreement categories compared to 7% in 3 disagreement categories.

Q11 The Great Ashby Woodland walks are adequately promoted?



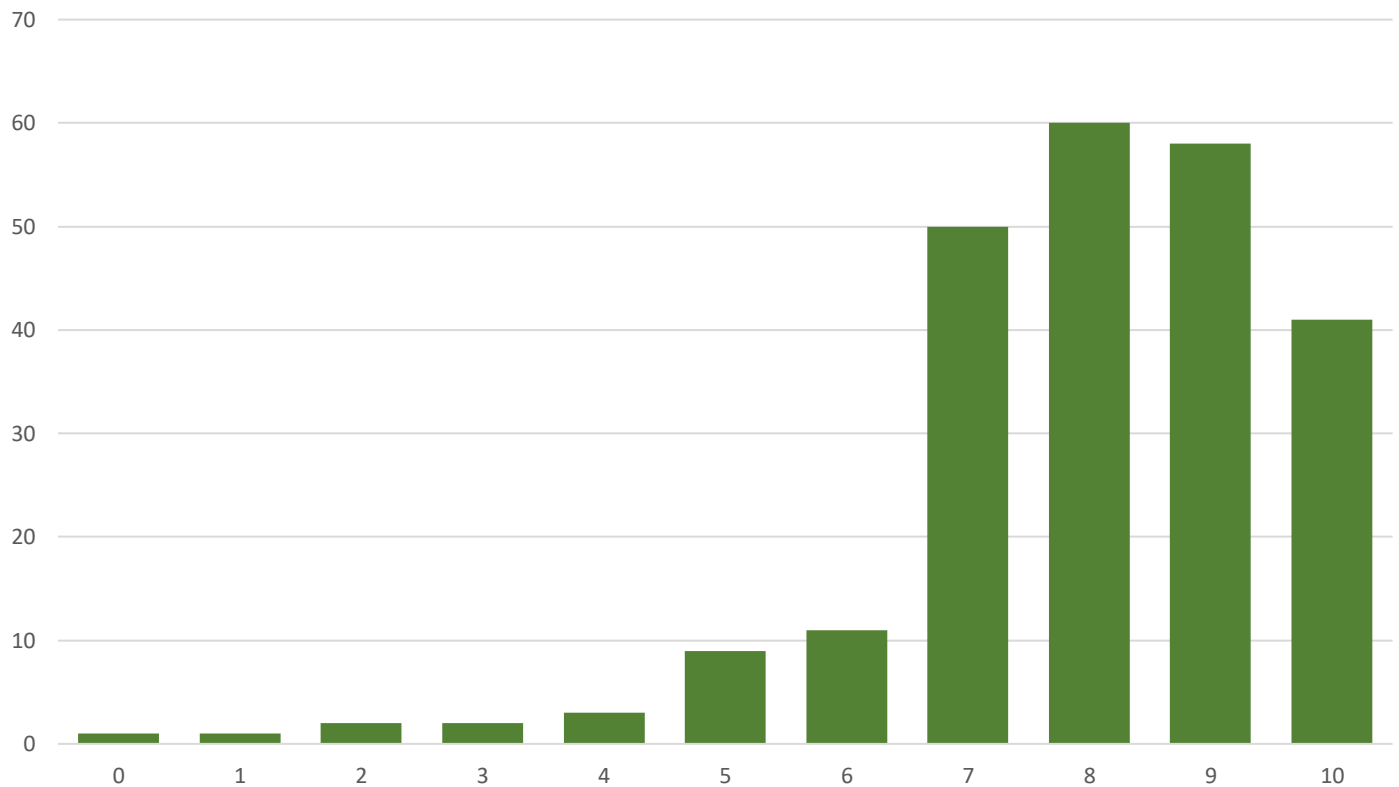
Residents responded to say that they thought the woodland walks were adequately promoted. The highest category being Agree, with 32%. Elsewhere there was an even split of opinion with people avoiding using the Strongly Agree and Strongly Disagree categories.

Q12 Litter is adequately dealt with?



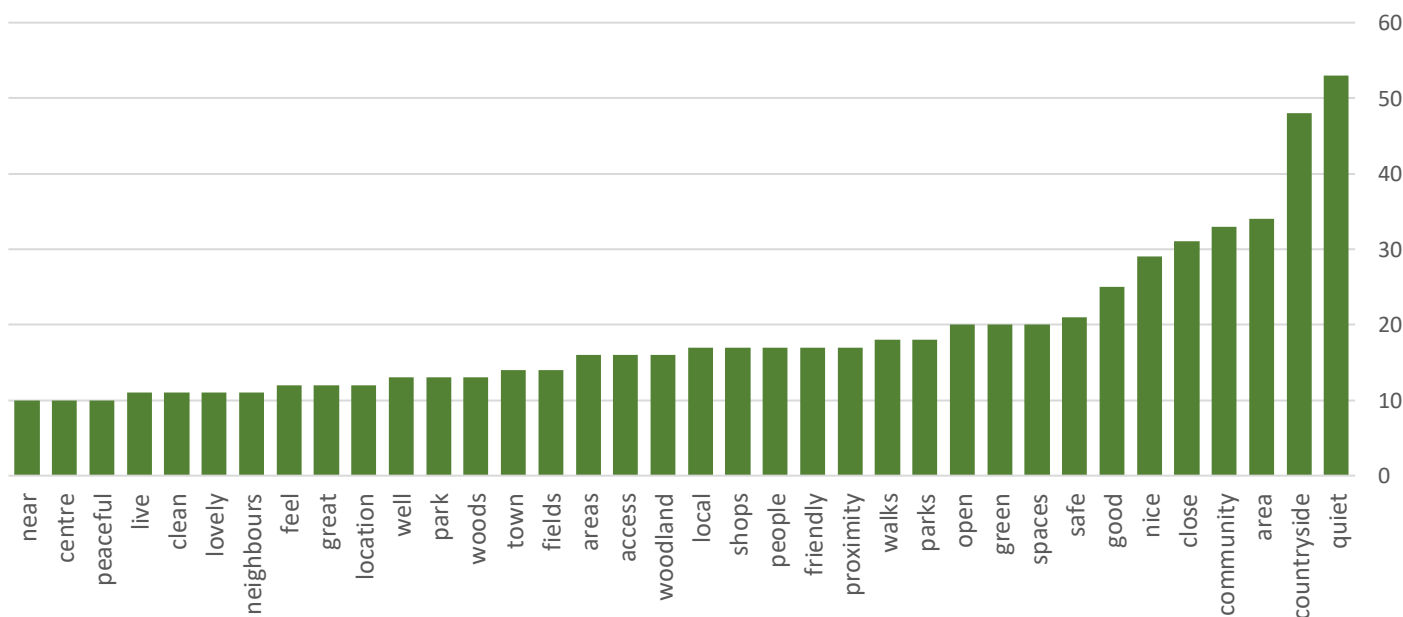
The most popular category being Agree with 46% of respondents choosing this. 72% chose the 3 agreement categories compared to 23% choosing the disagreement categories. Overall people were in clear positive agreement that litter is adequately dealt with.

Q13 How happy are you living in Great Ashby on a scale of 0 to 10 with 0 unhappy 10 very happy?

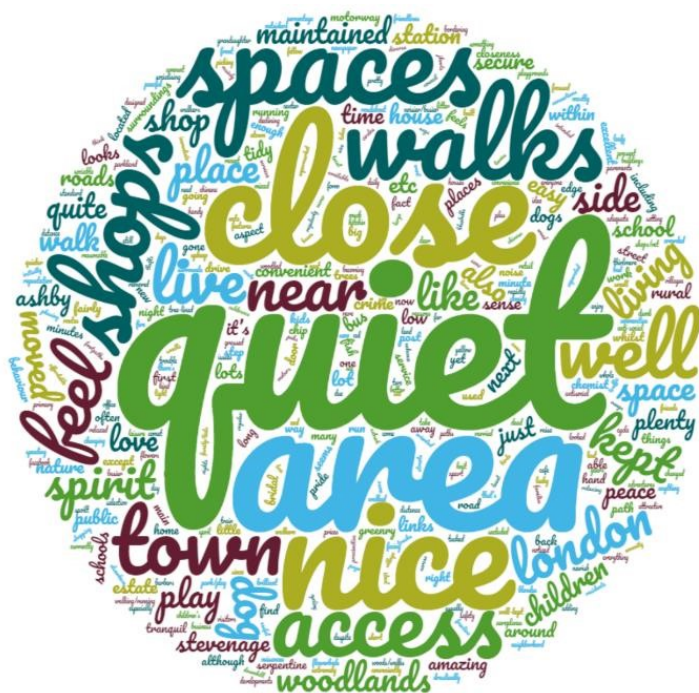


A highly positive response with residents who responded clearly very happy living in Great Ashby. 89% of respondents chose scores of 7, 8, 9, 10.

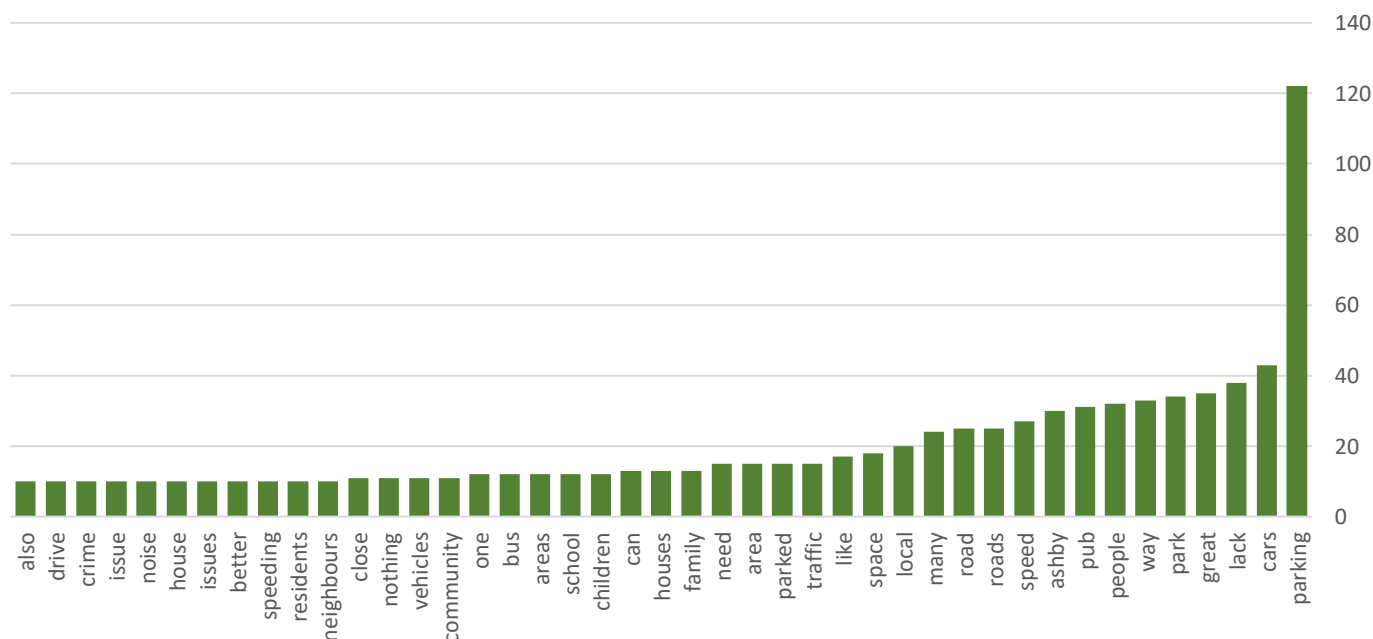
Q14 What do you like best about living in Great Ashby?



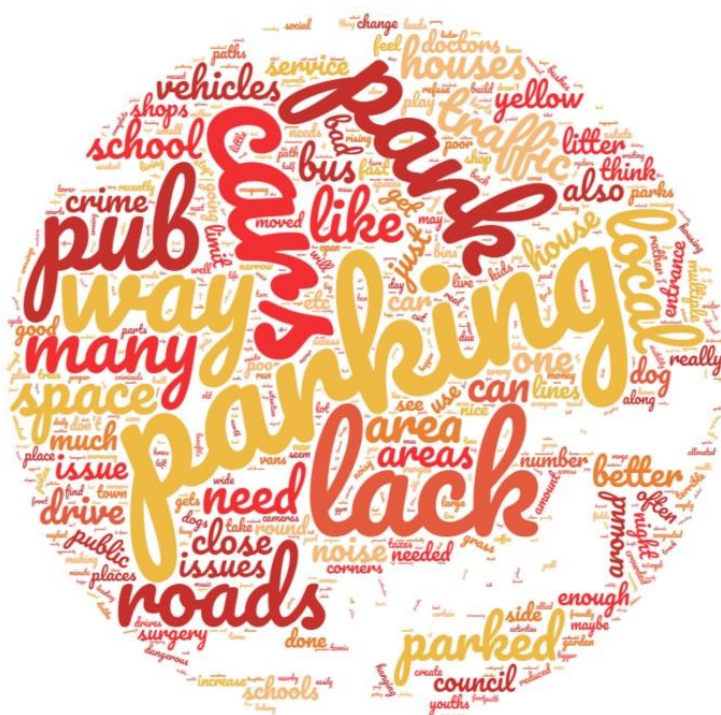
The bar chart above shows the most popular words residents used to answer this question. Residents comments frequently included enjoying and valuing the themes of Quiet, Countryside, Location, Safe, Proximity to town, country and city. Essentially championing the benefits, they saw in living on the edge of a large town with close access to countryside and transport links to further afield. This is also demonstrated using the word cloud below where the more frequent words are displayed in larger font size.



Q15 What do you like least about living in Great Ashby and what would you change?



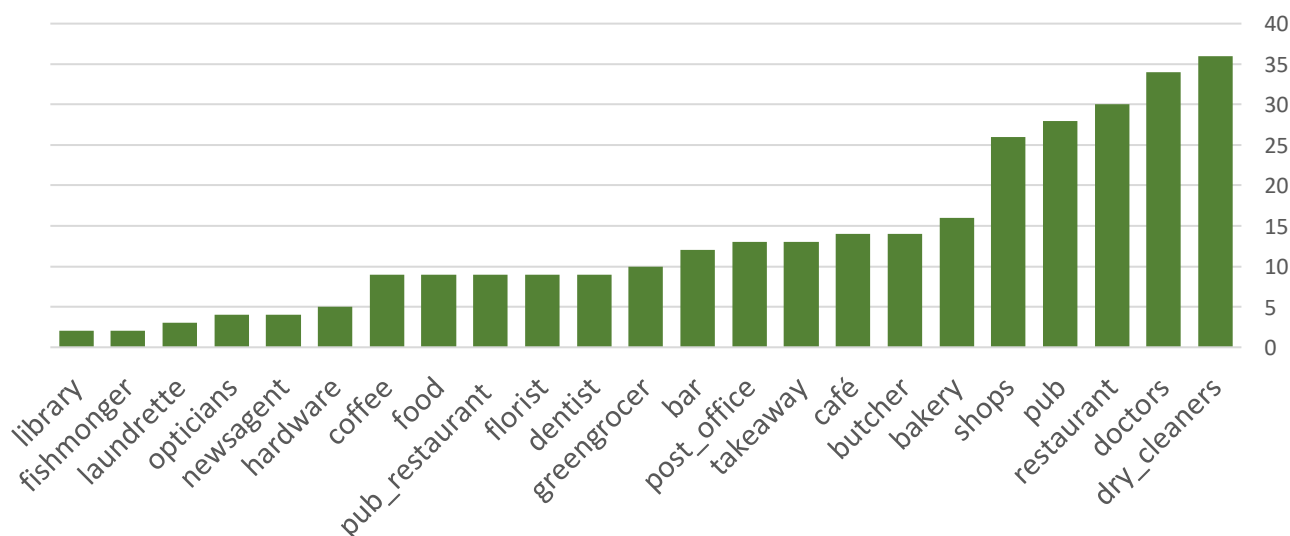
The bar chart above shows the most popular words residents used to answer this question. Parking clearly is a key disappointment with living in Great Ashby. The respondents were realistic and pragmatic with their responses, they appreciated there was little that could be done without creating further problems elsewhere i.e. there were no magic solutions. This is also demonstrated using the word cloud below where the more frequent words are displayed in larger font size.



Q16 What businesses would you like to see at the Neighbourhood Centre?



The residents most common suggestions are displayed above in the word cloud where the more frequent words are displayed in larger font size. In popularity order residents suggested: Dry cleaners, Doctors, Restaurant, Pub, More shops, Bakery, ... A fuller list provided in the bar chart below.



Q17 Parking is a recognised issue in Great Ashby; what suggestions do you have that could improve it?

- Double yellow lines
- Allocated parking
- Parking permits
- Ban commercial vehicles
- It's too late
- Needed better planning initial design
- Not possible as roads too small
- Stop HMOs
- Not possible for most roads
- Limit household car ownership
- Make people use garages
- Less inconsiderate people
- Public car park under pylons
- No parking on main roads
- Do not expand Great Ashby
- Use grass verges
- Build an overflow car park
- Parking is not a problem
- Yellow lines
- Park on one side of road only
- Stop car dealing from properties
- No parking on pavements
- Convert gardens to parking
- Nothing can be done
- Make room for bus stops
- Double yellow on whole of Great Ashby Way
- Traffic wardens
- Widen roads
- Reduce thoughtless parking
- Use the school car park
- Use the shop car park
- Plan more car allocation per properties when built
- Happy with parking as it is

209 residents chose to answer this question and provided a wide spectrum of viewpoints with some saying there was not a problem for them, to other residents holding much differing views. It seems fair to say that it is widely seen as an attribute of Great Ashby, as residents themselves appreciate, due to the density of the initial housing design and lack of realistic garage space. Residents seem realistic and pragmatic about parking overall. There is clearly no single and consensus of how parking issues could be resolved. There are no magic solutions and many opposing views. In Great Ashby's defence people make many references to enjoying living in a green area close to the Countryside and enjoy the sympathetic and open planning of Great Ashby.

Q18 How do you feel about the expansion proposals for current Great Ashby and how it may affect the area?



The word cloud above highlights the more frequent words residents chose in their responses. It is fair to say that the residents who responded widely see any expansion of Great Ashby as a negative and one that causes people much serious concern. People would say they would have to reconsider living in Great Ashby should the expansion go ahead. Residents gave many tangible reasons for their dislike of the proposals such as:

- Lack of effective infrastructure
- Increased traffic to existing Great Ashby areas
- Lack of proposed facilities such as Doctors, Schools,
- Parking should be considered in any new development

Some residents responded saying they were not aware of the GA1/GA2 proposals.

Q19 What is missing from Great Ashby?



The word cloud above highlights the more frequent words residents chose in their responses. It is possible that this question was influenced by Q7. However, the results are perhaps not be surprising as it is true that the establishments highlighted as missing by residents are all missing in Great Ashby.

- Pub
- Doctors
- Restaurant
- Secondary school
- Dentist

Q20 Any other comments you would like to add?

There were 120 views shared within this section, many were unique. People used it to say how much they appreciated the survey, the parish council, the community church, the community and Great Ashby itself. In terms of common themes not being addressed elsewhere in the survey we had:

- High dislike of HMOs
- Cutting back of shrubs
- Issues relating to Brown bins
- Differences between Stevenage and Great Ashby