

Report on Preliminary Survey Data from TOAD Meetings in November 2017 and January 2018.

Three public meetings were held on November 2nd, 2017 (at St Andrew's Church, Ombersley, 212 attendees), 25th November, 2017 (Coffee Morning, 42 attendees) and 6th January 2018 (Coffee Morning, 60 attendees). At each meeting attendees were asked to complete a card identifying their postcode, a list of the three things they valued most about living in the parish, and the three things they would like to see changed/developed. They were also asked to indicate their age.

DATA PROCESSING

The data from the cards have been entered into an Excel spreadsheet and, for the purposes of analysis, grouped by postcode into 11 areas of the parish (Appendix 1). In the case of the major settlement of Ombersley Village itself, the Main Road (old A449) through the village and the A4133 (Droitwich to Tenbury) have been used as the primary boundaries to delimit 4 zones or areas, viz. NW Ombersley, NE Ombersley, SW Ombersley and SE Ombersley. The parish has a large, but dispersed rural population, which for the purposes of analysis has identified as NW Rural, NE Rural, SW Rural and SE Rural. Finally, significant hamlets or groups of dwellings have been identified as Uphampton, Holt Fleet, and Doverdale/Sytchampton.

Information on the number of households by postcode is not readily available at the present time. However, the 2011 census identifies the number of individuals (adults and children) living at each postcode.

The survey data contain a number of limitations:

- Some attendees completed cards but did not identify their postcodes, and hence are not included in this analysis.
- Fewer cards were filled in than the number of attendees (143 cards; 310 attendees).
- Some cards were incomplete e.g. no postcode, some did not specify 3 good attributes or 3 'wishes'.
- Not all respondents gave their age.

As free text entry the cards contain a wide variety of statements, not always amenable to quantitative analysis. However, some common themes have been identified, below:

MOST VALUED:

- *Local amenities and services (doctor, dentist, hairdresser, pubs, shop, schools)*
- *Village scene and community spirit (incl. church, village hall, village activities)*
- *Open space, country character, public footpaths, rural access to village*
- *Historic buildings and heritage*
- *Low crime rate*
- *Location with access to cities and venues for culture*

CHANGES/DEVELOPMENTS:

- *Traffic and parking issues*
- *Housing especially for downsizing and starter homes*

- Residential (private or otherwise) home for the elderly
- Village scene enhancement, incl. a village green
- Infrastructure maintenance and capacity concerns, specifically drainage and electricity
- Capacity of services (schools, doctors, dentist) to cope with development
- Public transport, especially a bus to Droitwich and evening service to Worcester
- Post office in Ombersley
- Local employment and business opportunities
- Crime prevention and neighbourhood watch
- Convenience store (and wider range of shops) in Ombersley
- Village hall enhancement
- Preservation of historic buildings and conservation areas
- Playground suitable for all ages, including adult exercise equipment
- Leisure centre and sports facilities
- Preservation of open space
- Cycle track provision
- Improved broadband speed
- Traveller concerns

The statements have been collated and analysed by postcode, postcode areas and age of respondent.

RESULTS

Response

There are 2348 potential respondents in the parish (by 2011 census) of which 143 completed cards, an overall response rate of 6% (Table 1).

region	no. inhabitants	no. respondents	% response
Doverdale/Sytchampton	144	6	4.2%
Holt Fleet	167	5	3.0%
NE Ombersley	258	20	7.8%
NE Rural	265	4	1.5%
NW Ombersley	591	57	9.6%
NW Rural	429	11	2.6%
SE Ombersley	34	6	17.6%
SE Rural	143	4	2.8%
SW Ombersley	96	7	7.3%
SW Rural	75	1	1.3%
Uphampton	182	22	12.1%
total	2384	143	6.0%

Table 1 Responses analysed by area and population

There are marked differences in response rate between different areas of the parish, the four 'rural' regions, with dispersed habitation being particularly low.

83% of respondents gave their age. As shown below (Fig.1) the vast majority (>75%) of respondents were in the age range 56->75. Particularly striking is the total absence of respondents <35.

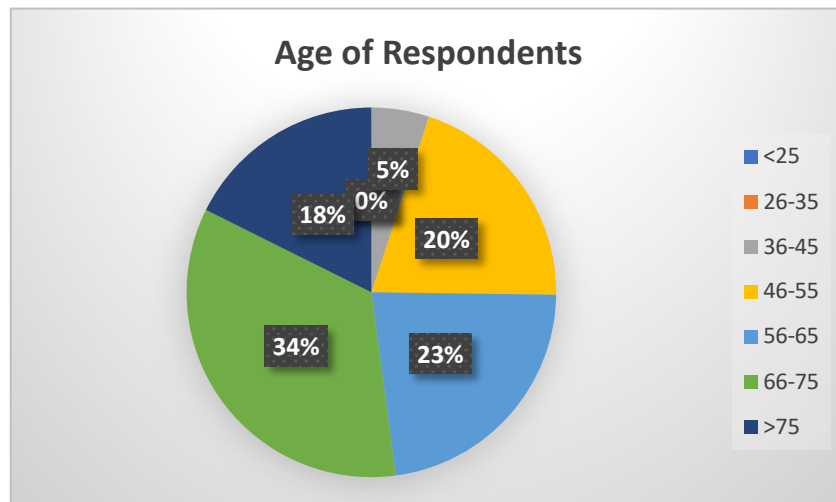


Fig.1 Age profile of respondents, the categories <25 and 26-35 together form the uncoloured group at 0%

Most Valued Features

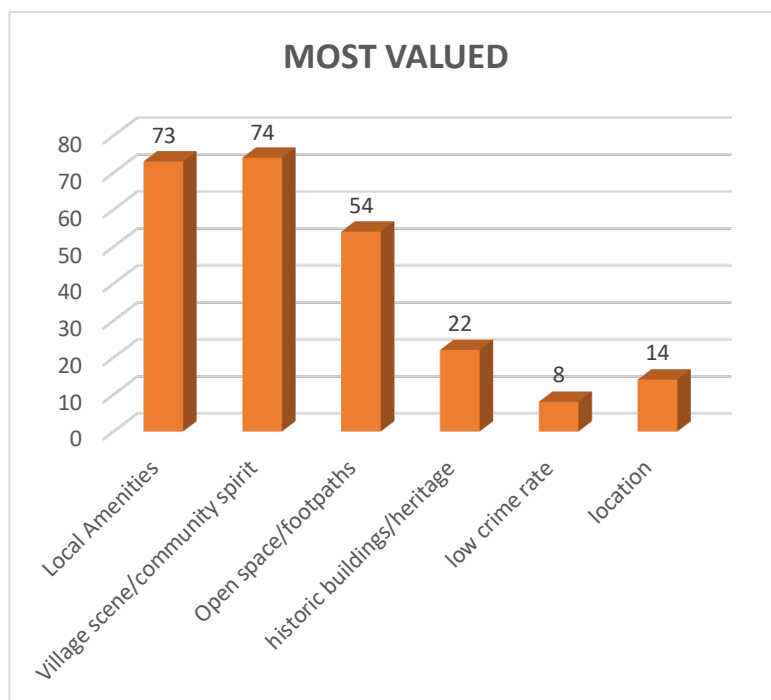


Fig. 2 Analysis of 'most valued' qualities by number (n=143)

When asked to identify three ‘most valued’ qualities there was overwhelming support in favour of, what might be termed ‘villageness’ i.e. a clearly identifiable, unurbanised environment with a strong sense of community (including church, village hall, community activities, allotments), some local amenities (including schools), and proximity and ready access to open countryside. Other appreciated qualities were the sense of heritage, perceived low incidence of crime and general location (proximity to major towns/cities/transport infrastructure).

The data collected can be disaggregated to allow some analysis of potential differences in preferences between regions of the parish, but at this stage the numbers involved for several of the areas are too small to be meaningful.

Changes/Developments/Concerns

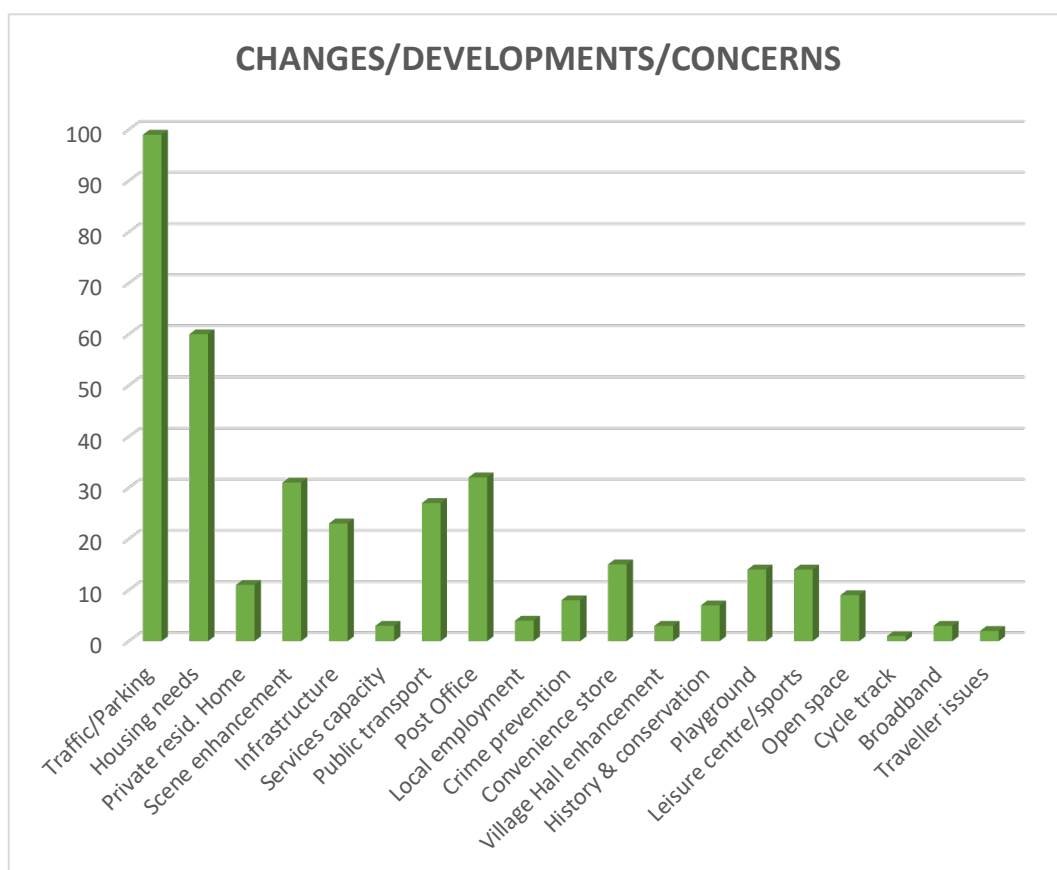


Fig. 3 Analysis of desired changes or developments (n=143)

Analysis of the data collected on ‘changes/developments’ highlights two overwhelming concerns that respondents would like to see addressed in a development plan:

- traffic (volume/character/speed) and inadequate parking
- the desire that any future housing development should encompass a range of housing types and styles (social, downsizing, homes for the elderly) and that this be supported by an adequate infrastructure.

Roughly a quarter of respondents wished to see enhancements to the general environment of the village, more open/green space (specifically a village green), greater civic pride and features that would enhance the attractiveness of some areas of the village. There is clearly a demand for additional amenities and services (postal facilities, convenience store, better local transport links). Improved leisure and sports facilities (for children and adults) also feature.

As for 'Most Valued' the data collected can be disaggregated to allow some analysis of potential differences in concerns/requirements between regions of the parish, but at this stage the numbers involved for several of the areas are too small to be meaningful.

James Callow, 14/3/2018

APPENDIX 1: Postcode regions and resident numbers (from 2011 census)

Postcode and location	Region	no. residents*
WR9 0QA Doverdale	Doverdale/Sytchampton	16
WR9 0QB Doverdale	Doverdale/Sytchampton	39
DY13 9TA, Dark Lane, Sytchampton	Doverdale/Sytchampton	56
DY13 9SX Sytchampton	Doverdale/Sytchampton	14
DY13 9SY Cow Lane Sytchampton	Doverdale/Sytchampton	6
DY13 9SZ Awford Lane, Sytchampton	Doverdale/Sytchampton	13
WR6 6NL Holt Heath	Holt Fleet	6
WR6 6NN Holt Heath	Holt Fleet	8
WR6 6NP Holt Heath	Holt Fleet	6
WR6 6NW Holt Heath	Holt Fleet	69
WR9 0HJ Holt Fleet Road	Holt Fleet	21
WR9 0HL Powers Holt Fleet	Holt Fleet	10
WR9 0HN Dough Bank, Holt Fleet	Holt Fleet	47
WR9 0DQ Droitwich Road	NE Ombersley	9
WR9 0DR Droitwich Road	NE Ombersley	32
WR9 0EJ Hays Lane	NE Ombersley	62
WR9 0EL Main Road	NE Ombersley	20
WR9 0EN Racks Lane	NE Ombersley	28
WR9 0JH Oldfield	NE Ombersley	7
WR9 0JJ Oldfield	NE Ombersley	14
WR9 0JL Oldfield	NE Ombersley	53
WR9 0JN Oldfield	NE Ombersley	2
WR9 0JQ Main Road, Oldfield	NE Ombersley	31
DY13 9TB Little Acton	NE Rural	3
DY13 9TD Little Acton	NE Rural	4
DY13 9TE Acton	NE Rural	55
DY13 9TF Acton	NE Rural	35
DY13 9SP Owlhill Lane	NE Rural	4
DY13 9SW Dunhampton Caravan Site	NE Rural	57
WR9 0AT Hadley	NE Rural	21
WR9 0AU The Rock Hadley	NE Rural	43
WR9 0AX Hadley	NE Rural	26
WR9 0AY Hill Crest, Hadley	NE Rural	7
WR9 0PF New Road Doverdale	NE Rural	10
WR9 0DP Main Road	NW Ombersley	55
WR9 0DS Main Road	NW Ombersley	33
WR9 0DT Chapel Lane	NW Ombersley	23
WR9 0DU Longheadland	NW Ombersley	12
WR9 0DW Woodhall Court	NW Ombersley	14
WR9 0DX Longheadland	NW Ombersley	3
WR9 0DY Sandys Road	NW Ombersley	106
WR9 0DZ Wellington Road	NW Ombersley	22

WR9 0EA The Hamptons	NW Ombersley	15
WR9 0EB Chestnut Walk	NW Ombersley	30
WR9 0ED Sandys Road	NW Ombersley	17
WR9 0EE Oakfield Road	NW Ombersley	35
WR9 0EF Woodhall Lane	NW Ombersley	14
WR9 0EG Woodhall Close	NW Ombersley	43
WR9 0EH Main Road	NW Ombersley	1
WR9 0EQ Woodhall Lane	NW Ombersley	13
WR9 0HH Holt Fleet Road	NW Ombersley	8
WR9 0HP Parsonage Lane	NW Ombersley	7
WR9 0HQ Apple Tree Walk	NW Ombersley	60
WR9 0HR Parsonage Lane	NW Ombersley	6
WR9 0HZ Boreley Lane	NW Ombersley	12
WR9 0JB Longheadland	NW Ombersley	40
WR9 0JD Main Road	NW Ombersley	0
WR9 0JG Main Road	NW Ombersley	20
WR9 0JT Parsonage Lane	NW Ombersley	2
DY13 9RG, Winnall Lane, Lincomb	NW Rural	48
DY13 9ST Comhampton	NW Rural	33
DY13 9SS The Bungalow, Dunhampton	NW Rural	14
DY13 9SU Crossway Green	NW Rural	35
WR9 0HS Boreley Lane	NW Rural	28
WR9 0HT Boreley Lane	NW Rural	17
WR9 0HU Boreley Lane	NW Rural	26
WR9 0HW Borely Lane	NW Rural	13
WR9 0HX Boreley Lane	NW Rural	16
WR9 0HY Boreley Lane	NW Rural	0
WR9 0JU Lineholt Lane	NW Rural	7
WR9 0JX Lineholt Lane	NW Rural	23
WR9 0JY Lineholt Lane	NW Rural	1
WR9 0JZ Lineholt Lane	NW Rural	15
WR9 0LA Lineholt Lane	NW Rural	4
WR9 0LB Bishops Wood Rd.	NW Rural	16
WR9 0LD Bishops Wood Road	NW Rural	3
WR9 0LE Bishops Wood Road	NW Rural	27
WR9 0LF Lineholt	NW Rural	25
WR9 0LG Lineholt	NW Rural	33
WR9 0LH Lineholt	NW Rural	2
WR9 0LJ Northampton Lane	NW Rural	16
WR9 0LL Woodfield Lane Northampton	NW Rural	16
WR9 0LQ Lineholt	NW Rural	9
WR9 0LS Owlhill Lane	nw Rural	2
WR9 0ES Hilltop	SE Ombersley	14
WR9 0EW Main Road	SE Ombersley	20
WR9 0AN Porters Mill	SE Rural	31
WR9 0AP Chatley	SE Rural	49

WR9 0AR Hadley	SE Rural	29
WR9 0AS Hadley	SE Rural	20
WR9 0AW Salwarpe	SE Rural	14
WR9 0EP Main Road	SW Ombersley	21
WR9 0ER Church Lane	SW Ombersley	14
WR9 0ET Main Rd	SW Ombersley	13
WR9 0EU Main Rd	SW Ombersley	14
WR9 0EX Main rd	SW Ombersley	8
WR9 0EY Main Rd	SW Ombersley	11
WR9 0HG Holt Fleet Road	SW Ombersley	15
WR3 7BF Hawford	SW Rural	0
WR3 7SE Hawford	SW Rural	0
WR3 7SF Hawford	SW Rural	12
WR3 7SG Hawford	SW Rural	22
WR9 0EZ Hawford Wood	SW Rural	41
WR9 0JP Uphampton Lane	Uphampton	57
WR9 0JR Birds Cottages	Uphampton	21
WR9 0JS Birds Cottages	Uphampton	41
WR9 0JW Caravan Site, Uphampton Lane	Uphampton	63