



KIDMORE END PARISH COUNCIL
OXFORDSHIRE

**Neighbourhood Development Plan (NDP)
Household Survey**

May 2018

Survey overview

- The Kidmore End NDP survey was run from 21st April to 9th May 2018.
 - 28 volunteers delivered hard copies of the survey and accompanying letter to every household in the parish and spoke to as many residents as possible.
 - The survey was promoted on the parish website and via Facebook and posters were put up around the parish and in the pubs.
 - 550 responses were received. The parish has approximately 552 households.
 - 459 surveys were completed online via SurveyMonkey
 - 91 paper surveys were collected and inputted by volunteers
 - Quality control: 15 paper surveys (3 from each village and representing 16% of the completed paper surveys) were randomly selected and checked against the inputted version (using the last question as the identifier) showing 100% accuracy.
 - Results were analysed as follows:
 - Parish overall
 - Results by village
 - Results by age
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Survey overview

	Cane End	Chalkhouse Green	Gallowstree Common	Kidmore End	Tokers Green	Parish total
Responses	31	72	120	183	140	546
Households	38	71	141	164	138	552
Assumed adult population (households x 2)	76	142	282	328	276	1104
Margin of error (95% confidence level)	+ / - 14%	+ / - 8%	+ / - 7%	+ / - 5%	+ / - 6%	+ / - 3%

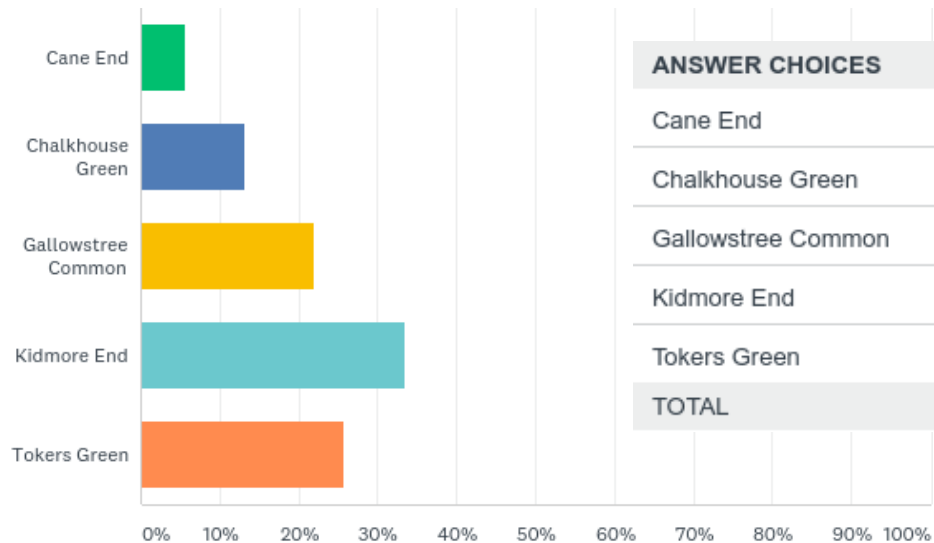
- The margin of error for the parish results is + / - 3% at a 95% confidence level which is reasonably low
- Care must be taken interpreting results from smaller sample groups such as Cane End and Chalkhouse Green where the margin of error is significantly higher.
- Due to small sample sizes of the 16 – 24 and 25 – 34 age groups, and the high margin of error, most results by age are summarised and % are not provided.

Summary of key findings

- Residents who are considering moving house in the next 5 years expressed the greatest need for 3 bedroom homes, with a slightly greater need for bungalows than houses
 - General consistency across villages and age groups
 - Overall, the key themes are consistent with the feedback provided at the initial community engagement events in February
 - 317 comments were provided relating to what people love and cherish about the parish
 - 282 comments were provided relating to what people would like to see covered in the NDP
 - Protecting the rural and small community feel were strong themes
 - Residents of the parish feel strongly about the beautiful countryside surrounding our villages and want to protect the village and parish boundaries
 - Respondents feel that consideration should be given to the impact of new developments on local roads (traffic volume, speed, state of repair)
 - Respondents also expressed concern for the pressure that any significant development would put on existing infrastructure and amenities (particularly those in Sonning Common)
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Q1: Which village do you live in?

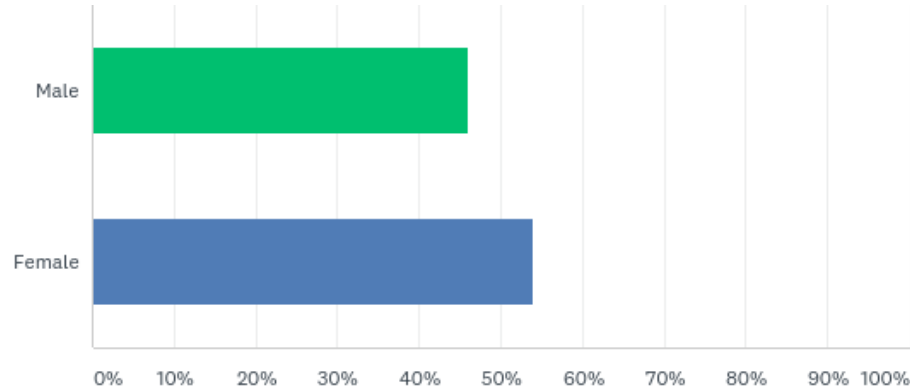
Answered: 546 Skipped: 10



ANSWER CHOICES	RESPONSES	
Cane End	5.68%	31
Chalkhouse Green	13.19%	72
Gallowstree Common	21.98%	120
Kidmore End	33.52%	183
Tokers Green	25.64%	140
TOTAL		546

Q2: Are you male or female?

Answered: 546 Skipped: 10



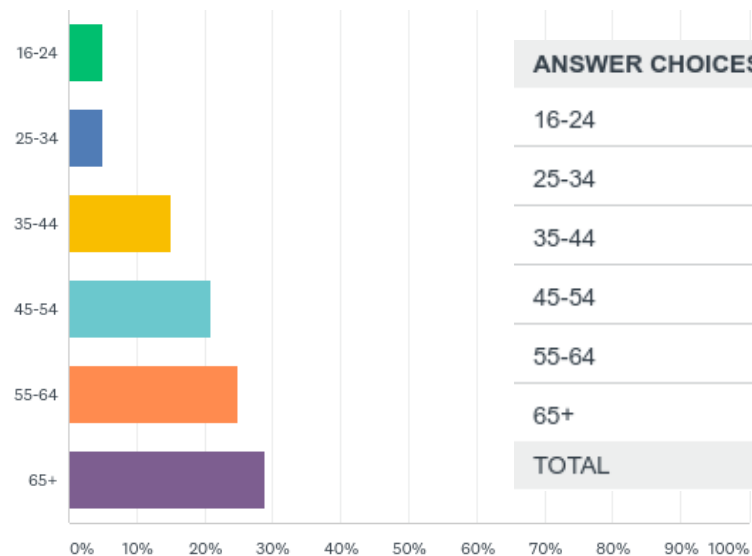
ANSWER CHOICES	RESPONSES	
Male	45.97%	251
Female	54.03%	295
TOTAL		546

By village: Gender

Gender (%)	Cane End	Chalkhouse Green	Gallowstree Common	Kidmore End	Tokers Green	Parish total
Male	51.61	46.38	44.17	44.51	47.86	45.97
Female	48.39	53.62	55.83	55.49	52.14	54.03

Q3: What age range do you fall within?

Answered: 548 Skipped: 8



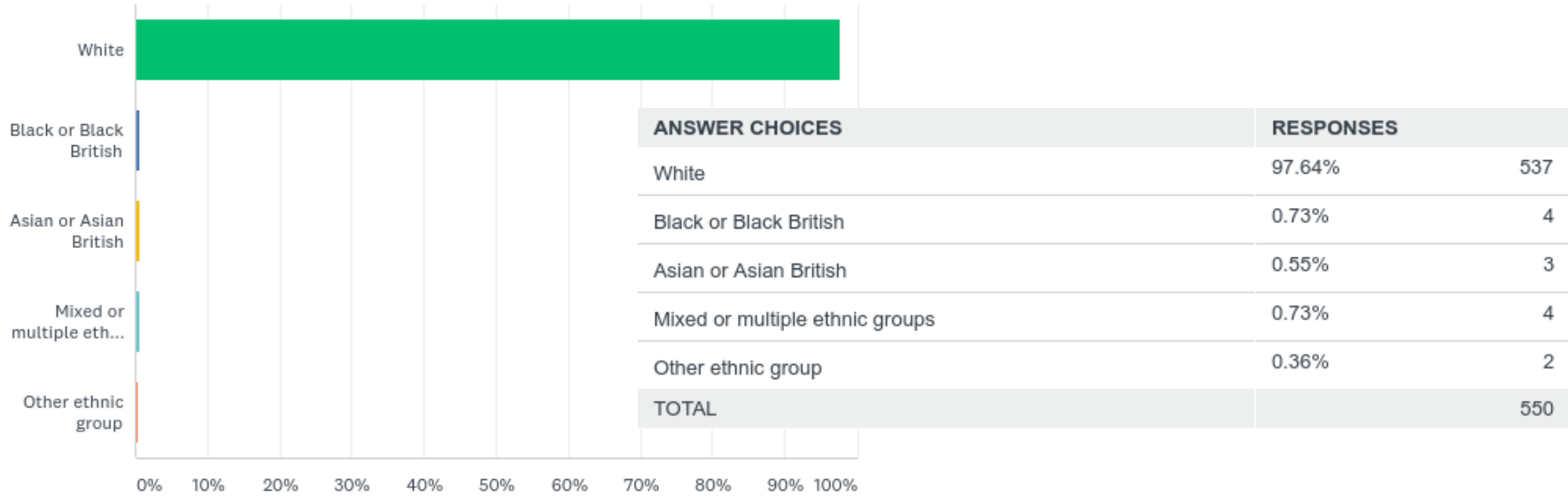
ANSWER CHOICES	RESPONSES
16-24	5.11% 28
25-34	5.11% 28
35-44	14.96% 82
45-54	20.99% 115
55-64	25.00% 137
65+	28.83% 158
TOTAL	548

By village: Age

Age (%)	Cane End	Chalkhouse Green	Gallowstree Common	Kidmore End	Tokers Green	Parish total
16 – 24	6.45	2.82	5.00	8.29	2.16	5.11
25 – 34	12.90	1.41	4.17	4.97	6.47	5.11
35 – 44	19.35	4.23	12.50	18.23	17.27	14.96
45 – 54	25.81	14.08	19.17	23.76	22.30	20.99
55 - 64	19.35	32.39	26.33	19.59	25.90	25.00
65 +	16.13	45.07	30.83	24.86	25.90	28.83

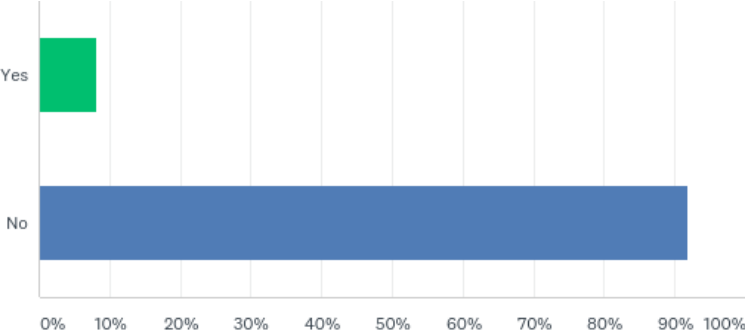
Q4: How would you describe your ethnicity?

Answered: 550 Skipped: 6



Q5: Are you currently on a Housing Register?

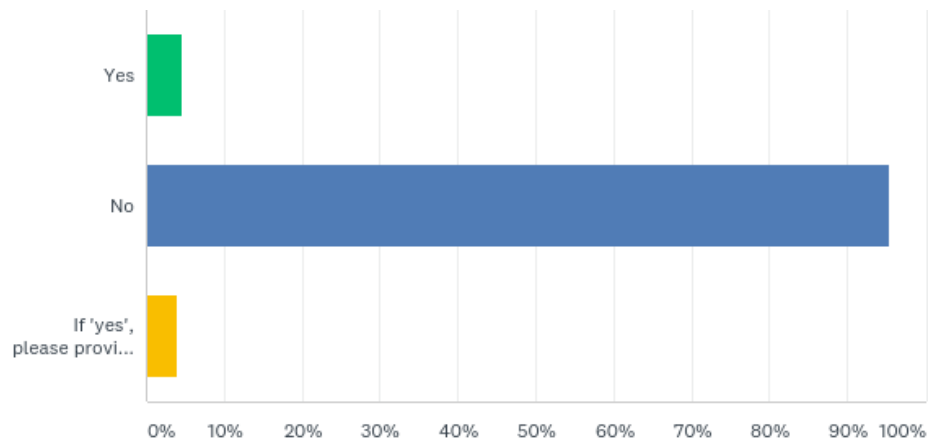
Answered: 528 Skipped: 28



ANSWER CHOICES	RESPONSES	
Yes	8.14%	43
No	91.86%	485
TOTAL		528

Q6: Do you or anyone else in your household have a disability that affects your housing needs?

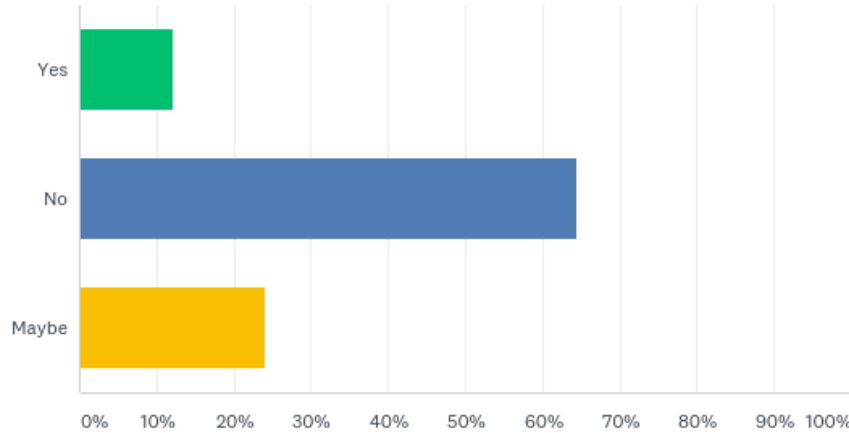
Answered: 528 Skipped: 28



ANSWER CHOICES	RESPONSES	
Yes	4.55%	24
No	95.45%	504
If 'yes', please provide details:	3.98%	21
Total Respondents: 528		

Q7: Do you want or need to move out of your home in the next five years?

Answered: 526 Skipped: 30



ANSWER CHOICES	RESPONSES	
Yes	12.17%	64
No	64.45%	339
Maybe	24.14%	127
Total Respondents: 526		

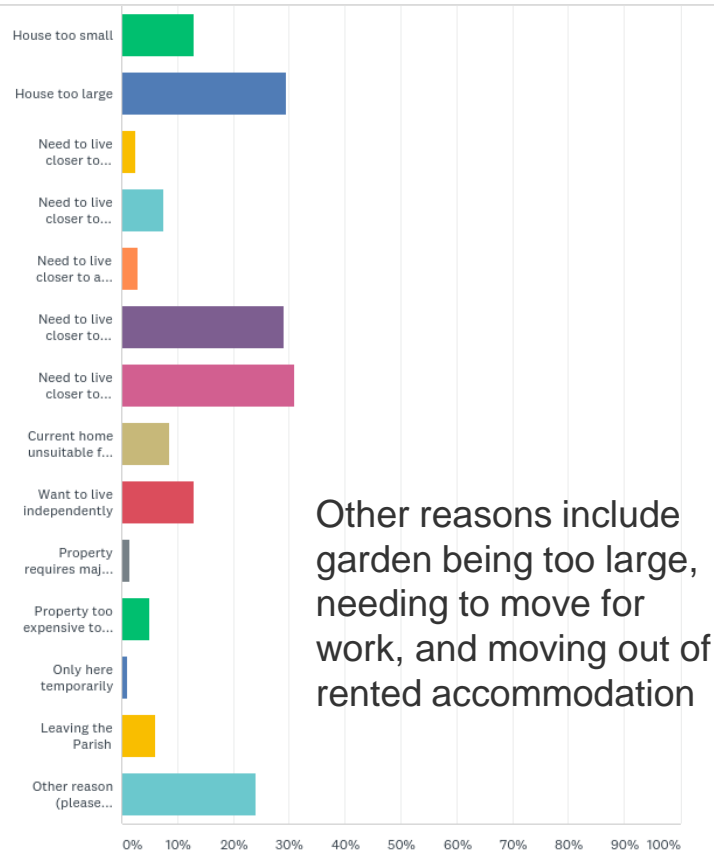
By village: Want or need to move in the next 5 years

%	Cane End	Chalkhouse Green	Gallowstree Common	Kidmore End	Tokers Green	Parish total
Yes	6.45	10.61	9.40	11.90	16.18	12.17
No	77.42	63.64	70.09	64.88	57.35	64.45
Maybe	16.13	25.76	21.37	25.00	26.47	24.14

Q8: If you answered 'yes' or 'maybe' please explain why you plan to move. (Please tick all that apply)

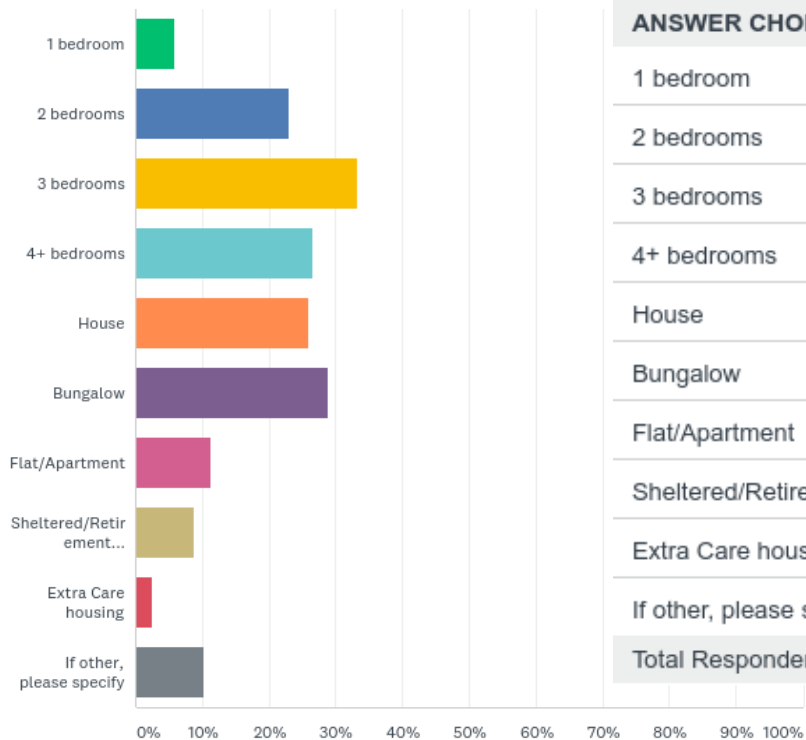
Answered: 200 Skipped: 356

ANSWER CHOICES	RESPONSES	
House too small	13.00%	26
House too large	29.50%	59
Need to live closer to employment	2.50%	5
Need to live closer to family	7.50%	15
Need to live closer to a carer or to give care	3.00%	6
Need to live closer to public transport	29.00%	58
Need to live closer to amenities	31.00%	62
Current home unsuitable for health / mobility	8.50%	17
Want to live independently	13.00%	26
Property requires major repair / refurbishment	1.50%	3
Property too expensive to maintain	5.00%	10
Only here temporarily	1.00%	2
Leaving the Parish	6.00%	12
Other reason (please specify)	24.00%	48
Total Respondents: 200		



Q9: If you intend to move within the Parish in the next 5 years, what type of property would be most suitable for you? (Please tick all that apply)

Answered: 204 Skipped: 352



ANSWER CHOICES	RESPONSES	
1 bedroom	5.88%	12
2 bedrooms	23.04%	47
3 bedrooms	33.33%	68
4+ bedrooms	26.47%	54
House	25.98%	53
Bungalow	28.92%	59
Flat/Apartment	11.27%	23
Sheltered/Retirement accommodation	8.82%	18
Extra Care housing	2.45%	5
If other, please specify	10.29%	21
Total Respondents: 204		

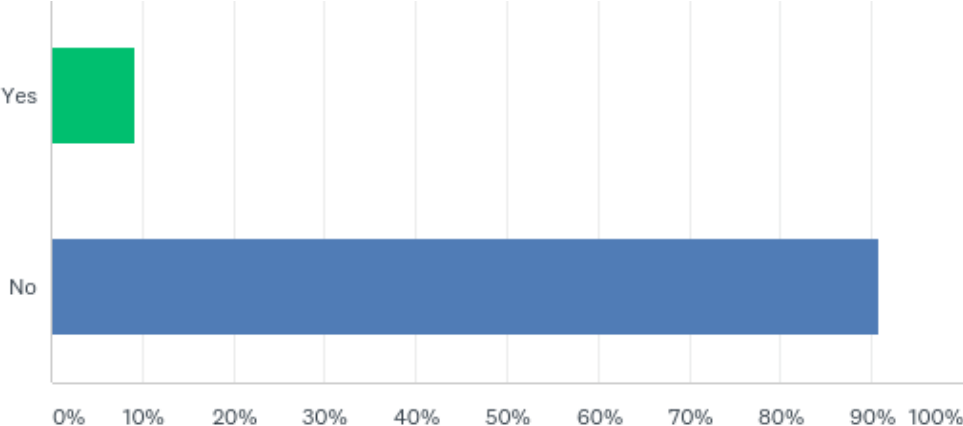
By age: Reason for moving and type of property that would be most suitable

- Less than 12% of respondents 35 years and over want or need to move in the next 5 years
- However, 56% of 16 – 24 year olds and 29% of 25 – 34 year olds said they want or need to move.
- 33% of respondents aged 65+ said they might move.

	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 +
Reason for moving	To be independent	To be independent, house too small	House too small	House too large / small, moving out of rented housing	House too large, to be closer to amenities and public transport	To be closer to amenities and public transport, house too large, garden too large
Bedrooms	2	1, 2, 3, 4+	4+	3, 4+	3	3, 2
Type of home	House / flat	House / flat / bungalow	House	House	Bungalow	Bungalow, sheltered or retirement

Q10: Are you in need of Affordable housing in the Parish?

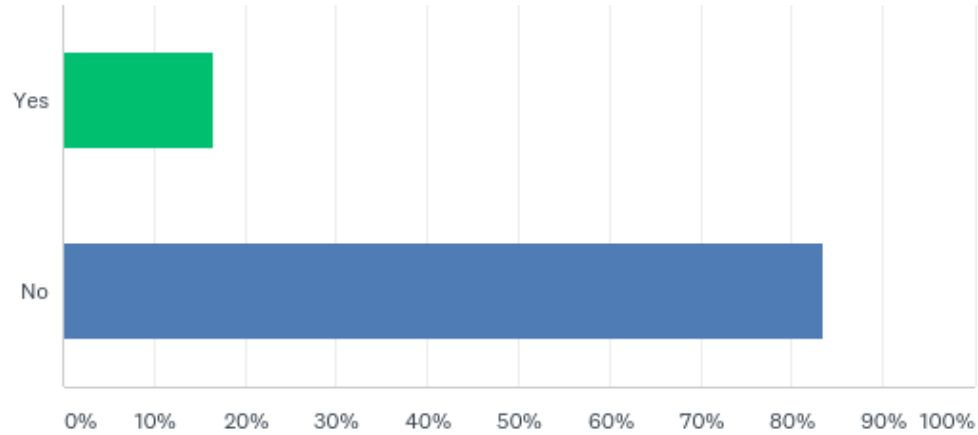
Answered: 517 Skipped: 39



ANSWER CHOICES	RESPONSES	
Yes	9.28%	48
No	90.72%	469
TOTAL		517

Q11: Do you know anyone in need of Affordable housing in the Parish?

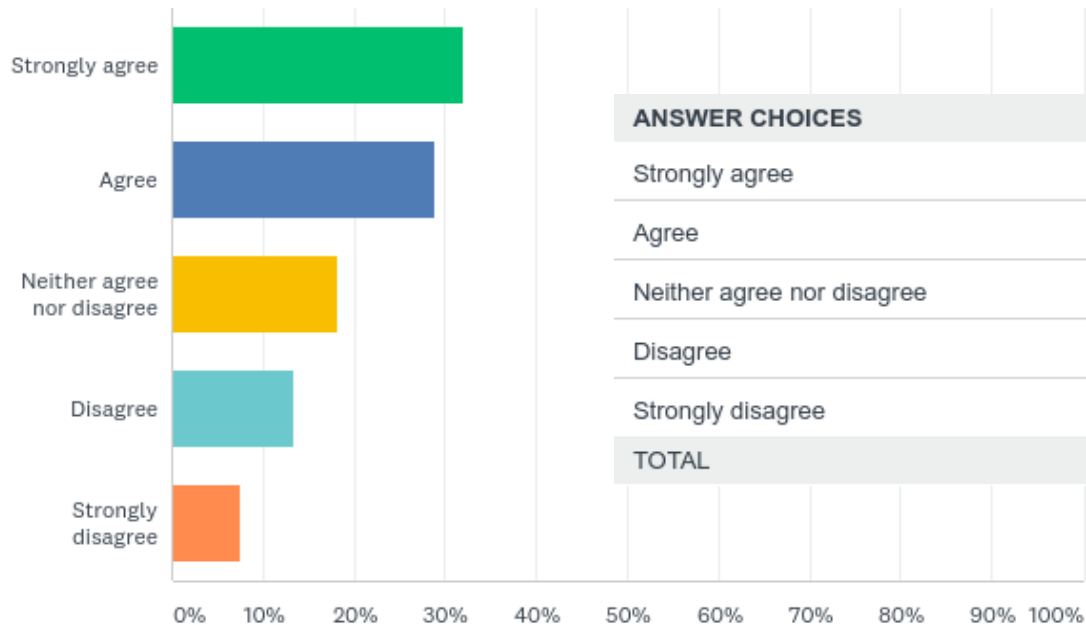
Answered: 519 Skipped: 37



ANSWER CHOICES	RESPONSES	
Yes	16.57%	86
No	83.43%	433
TOTAL		519

Q12: There is a need in our villages for smaller and less expensive houses (i.e. 1 - 3 bedrooms) than those typically on the market in the Parish. (Note, these properties are not considered Affordable housing.)

Answered: 519 Skipped: 37



61% of respondents in the Parish agreed there was a need for smaller and less expensive housing in the parish.

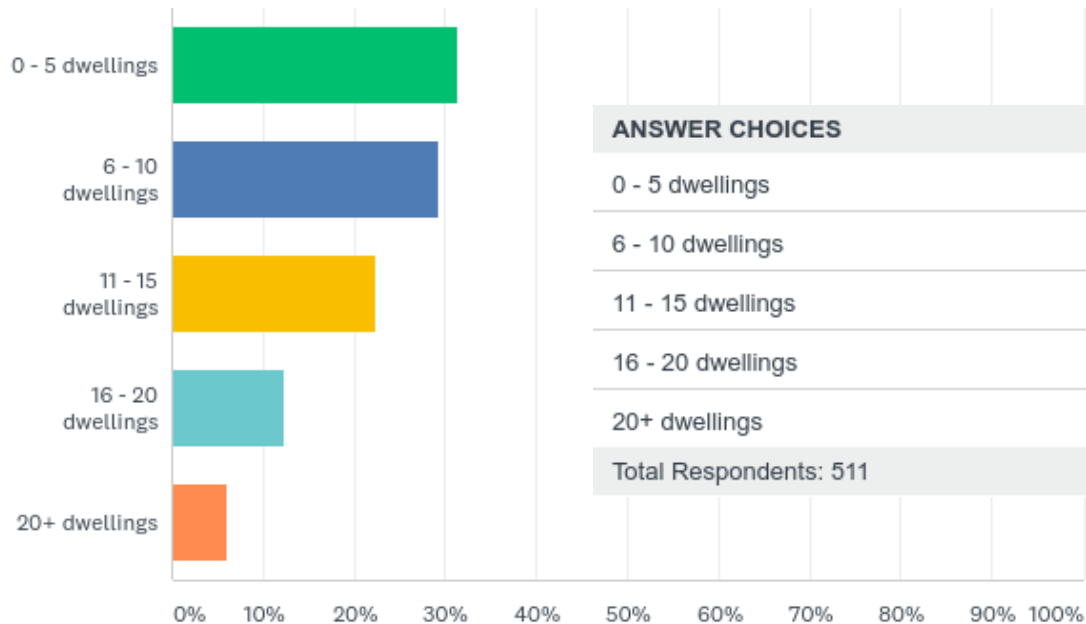
By village and age: Perceived need for smaller houses

%	Cane End	Chalkhouse Green	Gallowstree Common	Kidmore End	Tokers Green	Parish total
Strongly Agree and Agree	63	71	63	57	59	61
Disagree and Strongly disagree	17	12	17	26	24	21

%	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 +	Parish Total
Strongly Agree and Agree	56	50	38	58	70	80	61
Disagree and Strongly Disagree	22	32	45	24	12	12	21

Q13: What level of growth do you think would be suitable within Kidmore End Village between now and 2033?

Answered: 511 Skipped: 45



ANSWER CHOICES	RESPONSES
0 - 5 dwellings	31.31% 160
6 - 10 dwellings	29.35% 150
11 - 15 dwellings	22.31% 114
16 - 20 dwellings	12.33% 63
20+ dwellings	6.07% 31
Total Respondents: 511	

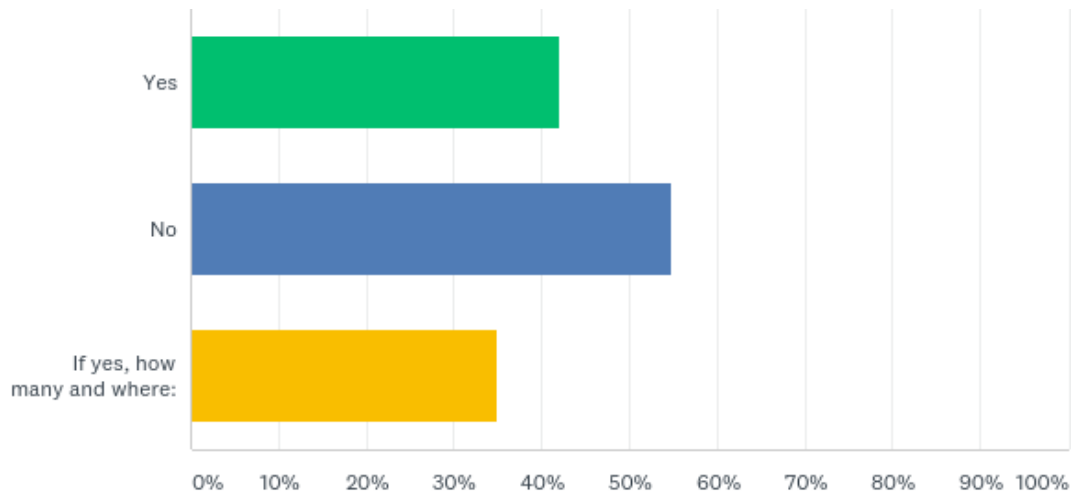
By village: Suitable growth within Kidmore End village

%	Cane End	Chalkhouse Green	Gallowstree Common	Kidmore End	Tokers Green	Parish total
0 - 5	37.93	23.44	20.18	45.45	25.00	31.31
6 – 10	17.24	28.13	28.95	30.30	32.58	29.35
11 – 15	24.14	28.13	32.46	16.36	18.18	22.31
16 – 20	17.24	12.50	14.91	4.85	17.42	12.33
20 +	6.90	9.38	4.39	4.24	8.33	6.07

- Respondents aged 16 – 54 favoured growth of between 0 – 5 new homes in Kidmore End village
- Respondents aged 55+ favoured between 6 – 10 new homes in Kidmore End village

Q14: Do you think there is a need for more houses in the other villages in the Parish between now and 2033?

Answered: 505 Skipped: 51



ANSWER CHOICES	RESPONSES	
Yes	41.98%	212
No	54.85%	277
If yes, how many and where:	34.85%	176
Total Respondents: 505		

By village: Perceived need for more houses in other villages

%	Cane End	Chalkhouse Green	Gallowstree Common	Kidmore End	Tokers Green	Parish total
Yes	55.17	34.92	38.60	49.69	35.11	41.98
No	41.38	58.73	57.89	47.20	63.36	54.85

Across the different age groups a small majority of respondents said they did not perceive there to be a need for more houses in the other villages, with the exception of 16 – 24 years olds and 45 – 54 year olds where approximately 50% said there was a need.

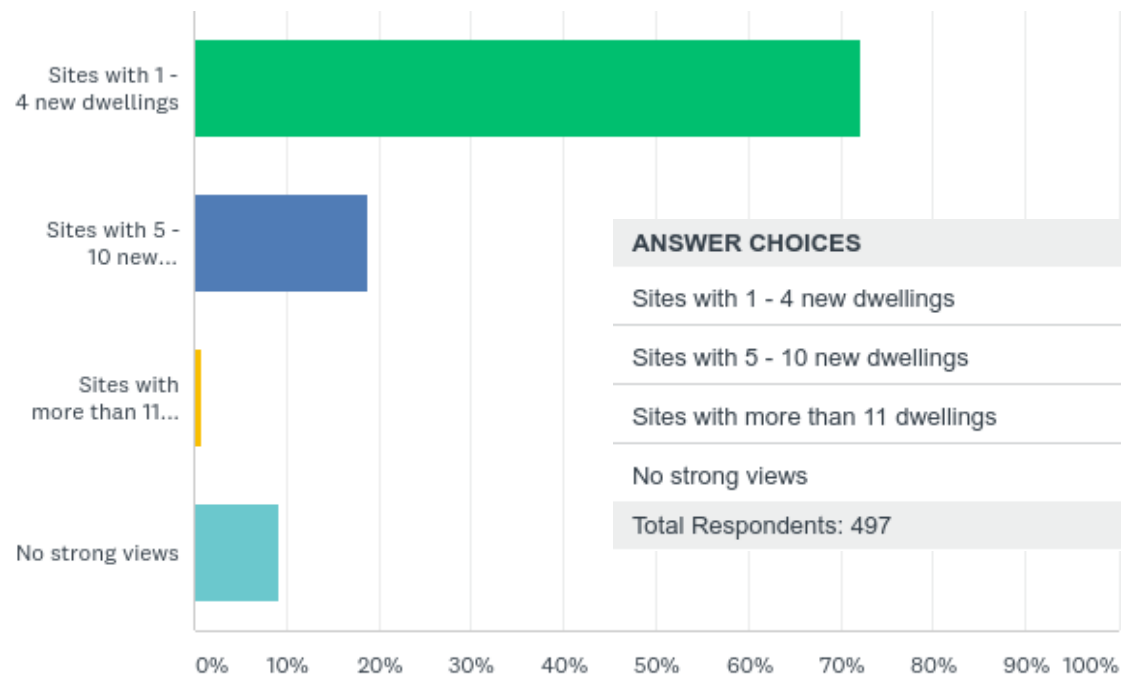
By village: If there is a perceived need, how many and where should they be?

Cane End	Chalkhouse Green	Gallowstree Common	Kidmore End	Tokers Green
12 responses	19 responses	38 responses	67 responses	34 responses
Suggestions ranged from 0 – 20 across the parish, all villages mentioned	Suggestions ranged from 0 – 50 across the parish, all villages mentioned	Suggestions ranged from 0 – 80 across the parish, all villages mentioned	Suggestions ranged from 0 – 50 across the parish, all villages mentioned	Suggestions ranged from 0 – 50 across the parish, all villages mentioned

Additional comments provided included a preference for smaller / cheaper housing for families and those wishing to downsize, spread across small sites such as infill and positioned with consideration given to the impact on roads and amenities.

Q15: What is your preference for the number of dwellings that should be built on each site?

Answered: 497 Skipped: 59



ANSWER CHOICES	RESPONSES
Sites with 1 - 4 new dwellings	72.23% 359
Sites with 5 - 10 new dwellings	18.91% 94
Sites with more than 11 dwellings	0.80% 4
No strong views	9.26% 46
Total Respondents: 497	

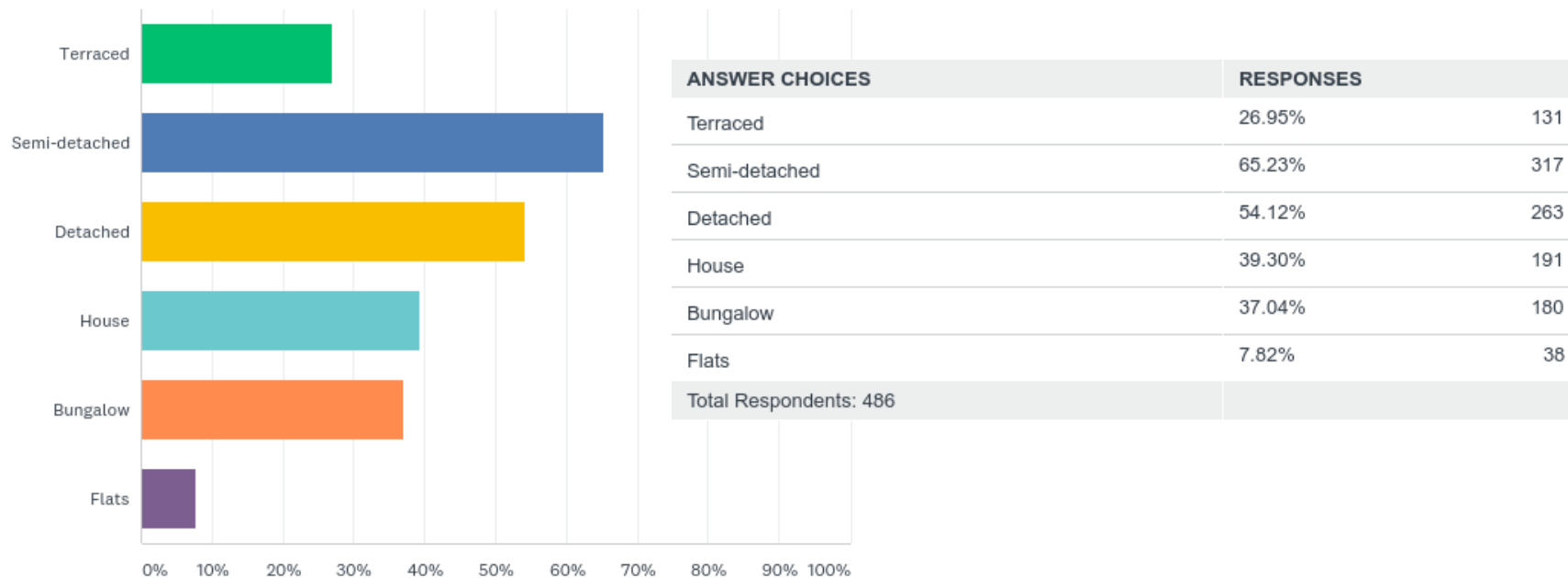
By village: Preference for number of dwellings on each site

%	Cane End	Chalkhouse Green	Gallowstree Common	Kidmore End	Tokers Green	Parish total
1 – 4 new dwellings	68.97	62.90	69.72	79.01	71.88	72.23
5 – 10 new dwellings	20.69	22.58	25.69	15.43	14.84	18.91
11 + new dwellings	0	0	0	0.62	2.34	0.80
No strong views	10.34	16.13	7.34	4.94	12.50	9.26

All age groups expressed a preference for between 1 – 4 new dwellings per site.

Q16: What types of new homes would you like to see built? (Please tick all that apply)

Answered: 486 Skipped: 70



- The preference in the parish is for semi-detached or detached houses or bungalows.
- Bungalows were favoured by respondents aged 55 – 64 and 65+.

By village: Types of new house

Cane End



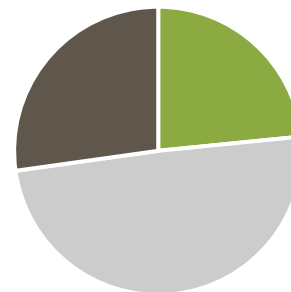
Terraced Semi-detached Detached

Chalkhouse Green



Terraced Semi-detached Detached

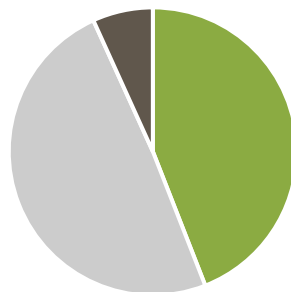
Gallowstree Common



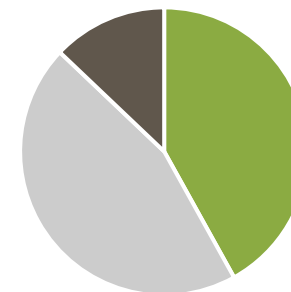
Terraced Semi-detached Detached



House Bungalow Flats



House Bungalow Flats



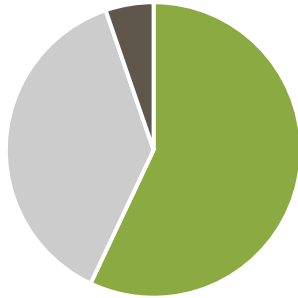
House Bungalow Flats

By village: Types of new house

Kidmore End

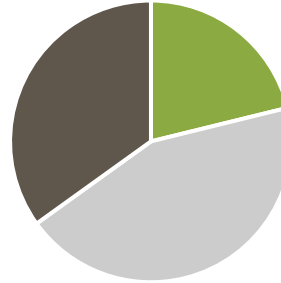


■ Terraced ■ Semi-detached ■ Detached

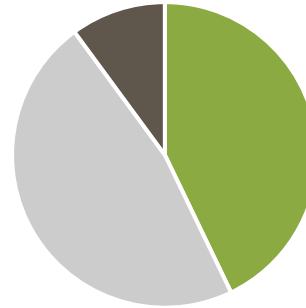


■ House ■ Bungalow ■ Flats

Tokers Green



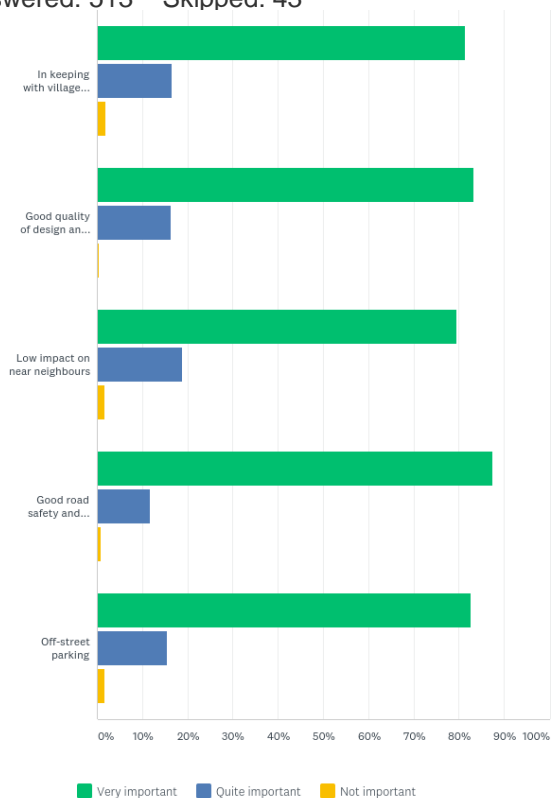
■ Terraced ■ Semi-detached ■ Detached



■ House ■ Bungalow ■ Flats

Q17: How important are the different aspects of planning and design for new houses built in the Kidmore End Parish?

Answered: 513 Skipped: 43



	VERY IMPORTANT	QUITE IMPORTANT	NOT IMPORTANT	TOTAL
In keeping with village / parish character	81.45% 417	16.60% 85	1.95% 10	512
Good quality of design and materials	83.33% 425	16.27% 83	0.39% 2	510
Low impact on near neighbours	79.41% 405	18.82% 96	1.76% 9	510
Good road safety and access	87.43% 445	11.79% 60	0.79% 4	509
Off-street parking	82.64% 419	15.58% 79	1.78% 9	507

Q18: What you love and cherish about the Parish

- Rural feel
 - Unspoiled, beautiful countryside
 - Quiet, peaceful, tranquil
 - Safe, small, friendly community
 - Attractive villages
 - Nature and wildlife
 - Quiet lanes for walking, cycling, horse riding
 - No street lights
 - Easy access to Reading and Henley but detached from the towns
-

Q19: What else would you like to see covered in the NDP?

- Consideration for parish infrastructure such as roads and drainage
 - Road safety, traffic calming, road maintenance
 - Concern for local amenities
 - How to ensure the local schools, health centre, dentist, shops, etc can accommodate further development (both in the parish and in the surrounding areas)
 - Protection of the environment
 - Limited development in keeping with village character
 - Respect for village and parish boundaries
 - Public transport
 - Safe walking routes and pavements
 - Community centre / meeting place / shop
-