

Housing Figures Survey

For Basingstoke and Deane Borough Council

17 January 2011



R E S E A R C H

Brackenhill, St George's Place, York, YO24 1DT
01904 632039

Dephna House, 24-26 Arcadia Ave, London, N3 2JU
0208 8191397

www.qaresearch.co.uk

Company registration: 3186539



Contents

1. Executive Summary.....	4
2. Background and Objectives.....	9
3. Methodology	10
4. Key findings.....	11
4.1 The Need for New Housing	13
4.2 Reasons for Needing New Housing.....	15
4.3 Barriers to Building New Homes.....	17
4.4 Reasons Why New Homes are Not Needed in 'Local Area'	19
4.5 Type and Number of New Homes Needed.....	21
4.6 Where to Build New Homes in the 'Local Area'	25
4.7 Future Housing Growth in the Borough.....	27
4.8 Important Factors when Deciding How Many New Homes to Build.....	31
4.9 Preferred Option for Building New Homes.....	34
4.10 Amenities and Facilities Needed to Serve the Local Area.....	35
4.11 Most Important Aspects when Developing New Housing	38
5. Conclusions	42
6. Appendix.....	44
6.1 Sample Profile	44
6.1.1 Length of Time in Basingstoke and Deane Area.....	44
6.1.2 Working Status	45
6.1.3 Sample Profile.....	46
6.1.4 Ward Profile.....	47
6.2 Questionnaire.....	48

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Authors: Michael Fountain



This research has been carried out in compliance with the MRQSA international standard (ISO20:252)

List of Figures

Figure 1.	Village, Town or Part of a Town Considered to be “Local Area”	12
Figure 2.	Whether New Homes are Needed in ‘Local Area’	13
Figure 3.	Whether New Homes are Needed in ‘Local Area’ (Ward Map).....	14
Figure 4.	Reasons for Needing New Homes in ‘Local Area’ (Prompted).....	15
Figure 5.	Whether Anything Makes it Difficult to Build New Homes in ‘Local Area’	17
Figure 6.	What Makes it Difficult to Build New Homes in ‘Local Area’ (Spontaneous)	18
Figure 7.	Reasons Why New Homes are Not Needed in ‘Local Area’ (Prompted).....	19
Figure 8.	Most Appropriate Types of New Homes to Build (Prompted).....	21
Figure 9.	Most Appropriate Types of New Homes to Build (Prompted) – Urban/Rural	22
Figure 10.	Most Appropriate Types of New Homes to Build (Prompted) – Age.....	22
Figure 11.	Number of New Homes to Build.....	23
Figure 12.	Whether There are Obvious Places to Build New Homes in ‘Local Area’	25
Figure 13.	Where New Homes Could be Built in ‘Local Area’ (Verbatim Comments).....	26
Figure 14.	Level of Housing Growth in the Borough in Future.....	27
Figure 15.	Level of Housing Growth in the Borough in Future (Ward Map).....	28
Figure 16.	Reasons for Opinion About Future Housing Growth (Spontaneous).....	29
Figure 17.	Important Factors When Deciding How Many New Homes to Build.....	31
Figure 18.	Important Factors When Deciding How Many New Homes to Build – by Need in ‘Local Area’	32
Figure 19.	Important Factors When Deciding How Many New Homes to Build – by Rate of Growth in Future.....	32
Figure 20.	Important Factors When Deciding How Many New Homes to Build – by Urban/Rural	33
Figure 21.	Preferred Option for Building New Homes (Prompted)	34
Figure 22.	Amenities and Facilities Needed to Serve the Local Area (Prompted)	35
Figure 23.	Amenities and Facilities Needed to Serve the Local Area (Prompted) – by Urban/Rural	36
Figure 24.	Most Important Aspects when Developing New Housing (Prompted).....	38
Figure 25.	Other Things for the Council to Consider when Planning (Spontaneous).....	39
Figure 26.	Length of Time in Basingstoke and Deane Area.....	44
Figure 27.	Working Status	45
Figure 28.	Sample Profile.....	46
Figure 29.	Ward Profile.....	47

I. Executive Summary

- To support the development of the Local Development Framework Core Strategy (LDF), Basingstoke and Deane Borough Council commissioned Qa Research to carry out a survey of households in the borough.
- Interviewing was carried out face-to-face via a door knocking methodology between 8th November and 19th December 2010. A total of 1,111 interviews were completed amongst a representative sample of residents.

The Need for New Housing

- *There is clearly a desire for new homes amongst many of the borough's population. This is very much driven by a desire to protect the community, especially by ensuring younger people can continue to live there, with much less of a desire to accommodate 'new-comers';*
- More than half felt that new homes were not needed in their 'local area' (57%) while almost a third felt they were (31%), although one-in-ten felt unable to answer this question and said that they 'don't know' (13%).
- Amongst those who felt new homes were needed, around half said 'new homes are needed so local young people can stay living locally' (50%) and 'new homes are needed to meet the needs of the local community' (48%). Around a quarter felt that 'new homes are needed to provide different types of housing options for people' (26%) but only one-in-ten said that 'new homes are needed for people who want to move into the area' (10%).
- *It's notable from the findings that respondents living in rural and town & fringe areas are the most certain that new homes are needed. It is in these communities especially where development is seen as necessary to protect the community, again by ensuring people can remain living there;*
- Respondents living in rural and town & fringe areas were significantly more likely to agree that new homes are needed in their 'local area' than those in urban areas (town & fringe: 45%, rural: 39%, urban: 27%). Amongst those who thought new homes were needed, they were also more likely to say that 'new homes are needed to meet the needs of the local community' (rural: 75%, town & fringe: 40%, urban: 43%) and 'new homes are needed so local young people can stay living locally' (rural: 64%, town & fringe: 67%, urban: 42%) and 'new homes are needed to provide different types of housing options for people' (rural: 34%, town & fringe: 38%, urban: 22%).

Barriers to Building New Homes

- *Despite a clear desire for new homes amongst many people, half of those who would like new homes acknowledge that building them will not be easy. Practical concerns such as a lack of land or space and lack of infrastructure may be easier to overcome than issues around gaining planning consent and local opposition.*

- All those respondents who indicated that they felt new homes were needed in their 'local area' or said that they didn't know if they were, were asked if they thought there is anything that makes it difficult to build them and almost half said that they thought there was (48%). Just over a quarter said there wasn't (29%), although a quarter also felt they couldn't answer this question saying 'don't know' (23%).
- Respondents tended to talk about 'lack of space' (24%) or 'lack of land' (14%) or specifically 'having to use green space' (5%), although a fifth mentioned 'opposition by local residents' (18%). Some also talked about 'planning permission or legislation related issues' (12%) and there were also a number of comments relating to the lack of infrastructure either generally (9%) or specifically the lack of 'water supply or drainage' (3%), 'transport' (3%) or 'schools' (2%).
- Respondents in town & fringe and rural areas were significantly more likely than those in urban areas to say agree there is something that makes it difficult to build new homes in their 'local area' (town & fringe: 84%, rural: 60%, urban: 36%). It's notable that residents in urban and town & fringe areas tended to talk about 'lack of space' (urban: 31%, town & fringe: 25%, rural: 5%) or 'lack of land' (urban: 16%, town & fringe: 15%, rural: 4%), while those in rural areas were more inclined to talk about 'planning permission or legislation related issues' (rural: 21%, urban: 12%, town & fringe: 5%) and 'opposition by local residents' (rural: 31%, urban: 14%, town & fringe: 17%).
- *It seems that within urban areas there is a concern about oversupply, given that almost half (47%) of all urban respondents interviewed in this research said that new homes were not needed because 'enough have already been built';*
- Those respondents who said that they felt new homes were not needed in their 'local area' were asked why they thought this was the case and by far the most frequently mentioned response here was that 'enough have already been built' (74%). Respondents also felt that new homes would be detrimental to the 'local area' either because they would 'spoil the feel of the area' (17%) or would 'have a negative impact on the community' (11%).
- Respondents from urban areas who answered this question were the most likely to feel that 'enough have already been built' (urban: 79%, town & fringe: 60%, rural: 58%), but those in rural areas were the most likely to feel they would 'spoil the area' (rural: 44%, town & fringe: 30%, urban: 11%) and 'would have a negative impact on the local community' (rural: 22%, town & fringe: 14%, urban: 9%).

Type and Number of New Homes Needed

- *Reflecting earlier answers, there was also a clear preference for new homes to be 'affordable' and to occupy the first rung on the property ladder and provision for older people was also felt to be important;*
- All respondents, regardless of whether they previously said they thought new homes were needed, were asked what types of homes they thought should be built in their 'local area' if some had to be built.

- The most frequently chosen answers were those relating to more affordable housing options including 'small family homes' (37%), 'small starter homes' (27%) or the more general 'affordable houses to buy' (37%) or 'affordable homes to rent' (26%). In contrast, 'larger homes' were mentioned by only 17%. Homes for older people were also mentioned including 'homes for older people to live independently' (20%), 'accommodation for older people who need some care and support' (9%) and, arguably, 'bungalows' (13%).
- *While people may feel able to choose the type of housing they would prefer to see developed, most struggled to put a figure on the number of homes to build, or to identify locations where they could be built;*
- More than half the sample (56%) said that they were not aware of any obvious places to build in their 'local area' and only a fifth (21%) thought there were obvious places.
- Respondents were asked how many new homes they felt should be built in their 'local area' and almost half said they 'don't know' (47%), while almost a third said 'none' (29%). Actual numbers given varied considerably, with one-in-ten (10%) giving a number between 1-99 and 3% giving a number above 1,000.

Future Housing Growth in the Borough

- *There is clearly little appetite for increasing the level of housing growth in the borough beyond that recorded over the last decade, with almost half of those interviewed feeling that the same level would actually be too much. Even many of those who would like to see new homes in their 'local area' were concerned this would be too much. It would seem that while respondents acknowledge the need for new homes, the rate and type of development is crucial;*
- Respondents were asked how they felt about future housing development in the borough and asked to think about what had taken place in the last 10 years. The largest proportion of respondents said that the same level of growth in future would be 'too much' (44%), although almost the same proportion said it was 'about right' (38%). Less than one-in-twenty indicated that they thought the same level of growth would actually be 'too little' (4%). If we combine the proportion of respondents who said too little and about right then, arguably, almost the same proportion thought that the same level of growth would either be 'too little' or 'about right' (42%) as thought it would be 'too much'.
- Respondents who felt the same level of growth would be 'too much' were primarily concerned about space, either because there are already 'too many buildings or not enough space' (31%) or there is too much building on 'green space' (14%). They also made comments relating to infrastructure such as there 'is not enough infrastructure' (11%) or 'the roads or road networks cannot support it' (4%).

Important Factors when Deciding How Many New Homes to Build

- *Once again, the needs of local people are of primary importance to residents of the borough, with a desire for young people to be able to stay living locally the most important factor (even amongst those who would like to see a lower rate of growth in future). In contrast, very few want the council to accommodate the needs of others wanting to move into the borough and in fact, almost half of those interviewed actually thought this was unimportant;*

- Respondents were presented with a series of statements and asked how important they felt each was for the council to consider when considering how many new homes to build. The most important factor was 'enabling young people to stay living locally' to which almost three-quarters (72%) gave a score of 7-10. Fewer gave a score of 7-10 for 'the increase in the number of residents as people live longer' (65%) and 'the demand for housing as more people live on their own' (56%). More than one-in-ten (12%) felt unable to rate the importance of 'the needs and views of local employers' although almost half thought this was important, giving a score of 7-10 (46%).
- By far the least important was 'the needs of people who want to move into the area from other areas of the UK' which almost half (45%) gave a score of 1-4.
- *At face value, the council's housing waiting list is viewed as a relatively unimportant factor, but this hides the fact that many currently in rented accommodation and, presumably, affected by housing shortages and maybe even on the waiting list itself, see this as a very important consideration;*
- Almost a fifth felt unable to give an opinion for 'the length of the councils housing waiting list' (17%), although more than half (55%) felt this was important, giving it a score of 7-10. However, its importance was greater amongst those living in rented accommodation, whether that's 'rented from a housing association/trust' (74%) or 'private landlord' (77%), significantly more than amongst those who own their home 'outright' (47%) or are 'buying on a mortgage' (46%).

Preferred Option for Building New Homes

- Multiple, smaller developments were favoured over a single large site with 'smaller developments across the whole of Basingstoke and Deane creating extensions to towns and villages' (38%) slightly more popular than 'small or medium sized development sites on the outskirts of Basingstoke town' (35%). Contrastingly, 'one large development on the outskirts of Basingstoke, including local facilities' was only favoured by around a fifth (18%) of respondents.
- All respondents were presented with a list of amenities and infrastructure and asked if any were needed to serve their local area. Four-fifths (83%) of respondents felt they needed to choose something at this question and, on average, respondents chose just over two things (2.1) from the list. The most frequently mentioned answers related mainly to transport including 'road improvements' (28%), 'better bus service' (22%) and 'safe and attractive walking and cycling routes' (20%). Additionally, 'high speed broadband' (27%) was the second most frequently mentioned. Respondents also mentioned 'new and improved youth facilities' (23%) and 'open spaces and sports facilities' (15%).

Most Important Aspects when Developing New Housing

- *These questions further emphasise the desire for 'affordable' housing, however they also highlight the dilemma many respondents face in that they also wish to protect the local environment, a fact particularly true of rural residents. It will be a challenge to demonstrate that any new development can deliver on both of these opposing wishes;*

- Respondents were presented with a list and asked to choose which three factors they felt were the most and least important when developing new housing. Respondents felt that 'houses that are affordable for local people to rent or buy' (important: 38%, unimportant: 5%) and 'protection of our countryside, rivers and wildlife' (important: 34%, unimportant: 10%) were the most important. Additionally, as previous answers have indicated, 'enough homes so that younger people can continue living in the area' was important to people (important: 28%, unimportant: 10%) as was 'safety and a reduction in crime and antisocial behaviour' (important: 31%, unimportant: 7%).

Conclusions

Conclusion 1: There's a desire for the development of new homes within the borough, especially amongst those in rural and town & fringe areas, although the majority of respondents would not like to see new homes in their local area.

Conclusion 2: New homes are seen as being needed by many residents as a way to protect their communities and in particular to ensure future generations can continue to live there. Respondents struggle to see the importance of housing development that seems to be for the benefit of 'outsiders'.

Conclusion 3: Further development in urban areas will need to be carefully handled to dispel any feelings amongst residents around oversupply or over-development.

Conclusion 4: Away from urban areas, although new homes are felt to be needed, many appreciate the barriers that exist to building them.

Conclusion 5: Many residents face a dilemma, wishing to see future housing development but also wanting to ensure their local area is not spoiled and the environment and green belt are protected.

Conclusion 6: Either a similar pace of growth to that seen across the borough in the last 10 years or a slower rate of growth is preferred by most residents and a clear preference exists for smaller developments, either on the outskirts of Basingstoke or across the borough.

Conclusion 7: Lack of infrastructure (especially transport) is a concern for many.

Conclusion 8: In summary, generally, the most desirable developments would be;

- Small or medium scale
- In rural areas or around existing villages and small settlements
- Consisting of affordable housing (but not flats and apartments)
- Ideally aimed at young people from the local community
- Planned and developed with the involvement of the local community
- With particular attention paid to ensuring local infrastructure (particularly the transport network) can cope with the development.

2. Background and Objectives

The Council Plan sets out the key priorities for Basingstoke and Deane Borough Council as a rolling three year programme. It sets out the overall vision and direction for the council over the next three years, linking with other council strategies and to the sustainable community strategy for the borough. Faced with less income, due to the economic downturn and reduced government funding, the council has an ongoing challenge to find significant savings that allow it to continue to provide the quality services residents, businesses and visitors demand and to deliver a balanced budget. The council plan is updated annually to reflect any changes to community needs and to policies or services.

The Local Development Framework Core Strategy (LDF) sets out the council's strategy, in line with the adopted vision, for development in the borough up to 2027. It deals with the physical development and infrastructure of the borough, including how many new homes should be built and where. The LDF will form a part of the statutory 'development plan' for the borough against which planning applications will be judged in the future. It will contain the policies and blueprint for how the borough will develop in the future, including major strategic housing, community and business developments.

To support the development of these two documents, Basingstoke and Deane Borough Council commissioned Qa Research to carry out a survey of households in the borough and this document outlines findings from the housing figures part of this research, which has been carried out in compliance with the MRQSA international standard (ISO20:252).

3. Methodology

Interviewing was carried out face-to-face via a door knocking methodology between 8th November and 19th December 2010.

The borough of Basingstoke and Deane covers an area of over 245 square miles with around 27% of the population classified as living at a rural address, although more than 60% of the population lives within the town of Basingstoke. To ensure the research delivered a representative sample, a random location sampling approach was adopted. Random location sampling is a widely used and is an excellent way of ensuring a representative sample from a large geographical area. It allows us to carefully select and control where interviewers work to ensure that the whole geographical area is included and represented in the research and the final sample itself is representative.

The method used to sample and interview the required sample of residents was as follows;

- Firstly, a sampling frame was drawn up based on the profile of each ward, using the most up-to-date population statistics and the borough as a whole
- Then, using a combination of postcode areas and output areas (LSOA), the wards were further broken down into smaller areas representing the sample points
- Within each ward, a series of sample points were selected to ensure geographical coverage and to reflect the make-up of the ward based on the urban/rural classification
- The allocated fieldwork shifts were then divided between the sample points and each interviewer shift was set a target quota of interviews to complete
- Quota targets were set to ensure that interviewing within a ward delivered a representative sample, with quotas set on sex, age and rural/urban split.

Interviewers were provided with a map and a comprehensive list of addresses for the area they were asked to interview in. This was done to ensure that all interviews were completed in the correct area and to prevent two interviewers inadvertently working in the same location. As a final check, postcodes were collected for all completed interviews and these were mapped against the wards to ensure each interview was correctly allocated to a ward.

A total of 1,111 interviews were completed and the final data were weighted to ensure the sample matched the profile of the borough. Details of the unweighted and weighted sample profile are appended.

4. Key findings

Glossary of terms

Net – A net is the sum of responses to a number of answers and shows the proportion of respondents giving any of those answers. Respondents can choose all of the answers but will only appear in the net once.

Base – This is the number of respondents who answered that question. Most questions are asked of all respondents, but in some instances questions are filtered and only asked of respondents that have given a particular answer to a previous question.

Grey boxes – Some tables show figures in grey boxes. This indicates that the figure is significantly different to at least one other column in the table.

Urban/Town & Fringe/Rural – Throughout the analysis below we refer to differences between respondents living in areas classified as urban, town & fringe or rural. This classification is based on Rural/Urban Definition which was introduced in 2004 and defines the rurality of very small 2001 Census based geographies. For brevity, addresses classified as '*Village, hamlet & isolated dwellings*' have been labelled 'rural' in this report. Note that a revised classification dataset was released in 2009 but this only goes down as far as Local Authority so the 2005 dataset was used for this research.

The first part of the questionnaire covered the issue of future development in the borough. It was introduced as follows;

“The council needs to decide how many new homes should be built in Basingstoke and Deane over the next 20 years. The following questions aim to find out your views on the number and types of homes and where they could be built.”

The first question asked residents to indicate what they considered to be their ‘local area’ by way of a warm-up, but also understand the context in which residents answered subsequent questions. This was an entirely open question and similar answers have been coded into overcodes and are shown in the chart below;

Figure 1. Village, Town or Part of a Town Considered to be “Local Area”

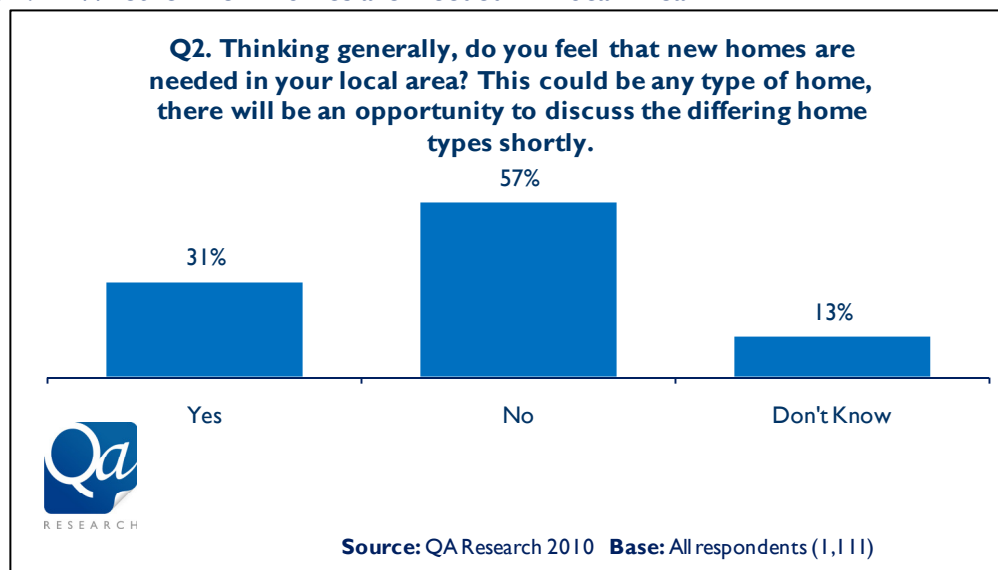
Q1. Firstly, which village, town or part of a town do you consider as your “local area”?			
Basingstoke	12%	Ball Hill	1%
Tadley	11%	Sherborne St John	1%
Chineham	5%	Sherfield	1%
South Ham	5%	South View	1%
Brighton Hill	4%	West Ham	1%
Kempshott	4%	Woolton Hill	1%
Oakley	4%	Worting	1%
Oakridge	4%	Silchester	1%
Popley	4%	Village	1%
Hatch Warren	3%	Basingstoke Town Centre	<1%
Old Basing	3%	Berg Estate	<1%
Whitchurch	3%	Cliddesden	<1%
Other	3%	Ecchinswell	<1%
Beggarwood	2%	Highclere	<1%
Bramley	2%	Mapledurwell	<1%
Eastrop	2%	Newbury	<1%
Kings Furlong	2%	North Waltham	<1%
Kingsclere	2%	Axford	<1%
Overton	2%	Penwood	<1%
Popley East	2%	Ramsdell	<1%
Rooksdown	2%	St Mary Bourne	<1%
Winklebury	2%	Stoke	<1%
Basing	2%	Baughurst	<1%
Brookvale	1%	Grove	<1%
Buckskin	1%	Headley	<1%
Burghclere	1%		
Herriard	1%		
Base: All respondents (1,111)			

Respondents had no problems answering this question and were immediately able to identify their local area. As we might expect, the most frequently mentioned areas were those where the largest proportions of the population live including the biggest urban areas of 'Basingstoke' (12%), and 'Tadley' (11%) as well as the larger wards of 'Chineham' (5%) and 'South Ham' (5%).

4.1 The Need for New Housing

Once they had had a chance to consider what they felt to be their 'local area', respondents were asked whether they felt that new housing was needed there and responses are shown below;

Figure 2. Whether New Homes are Needed in 'Local Area'



More than half the sample felt that new homes were not needed (57%) although almost a third felt they were (31%). Additionally, one-in-ten respondents felt unable to answer this question either way and simply said that they 'don't know' (13%).

Sub-group Analysis

Respondents living in rural and town & fringe areas were significantly more likely to say 'yes' to this question than those in urban areas (town & fringe: 45%, rural: 39%, urban: 27%).

Respondents in both the youngest age group and the oldest age group were the most likely to say yes to this question (16-34: 35%, 35-54: 25%, 55+: 33%) and this figure increases to 39% amongst 16-24 year olds. This is despite the fact that younger respondents are more likely to live in urban areas than other age groups.

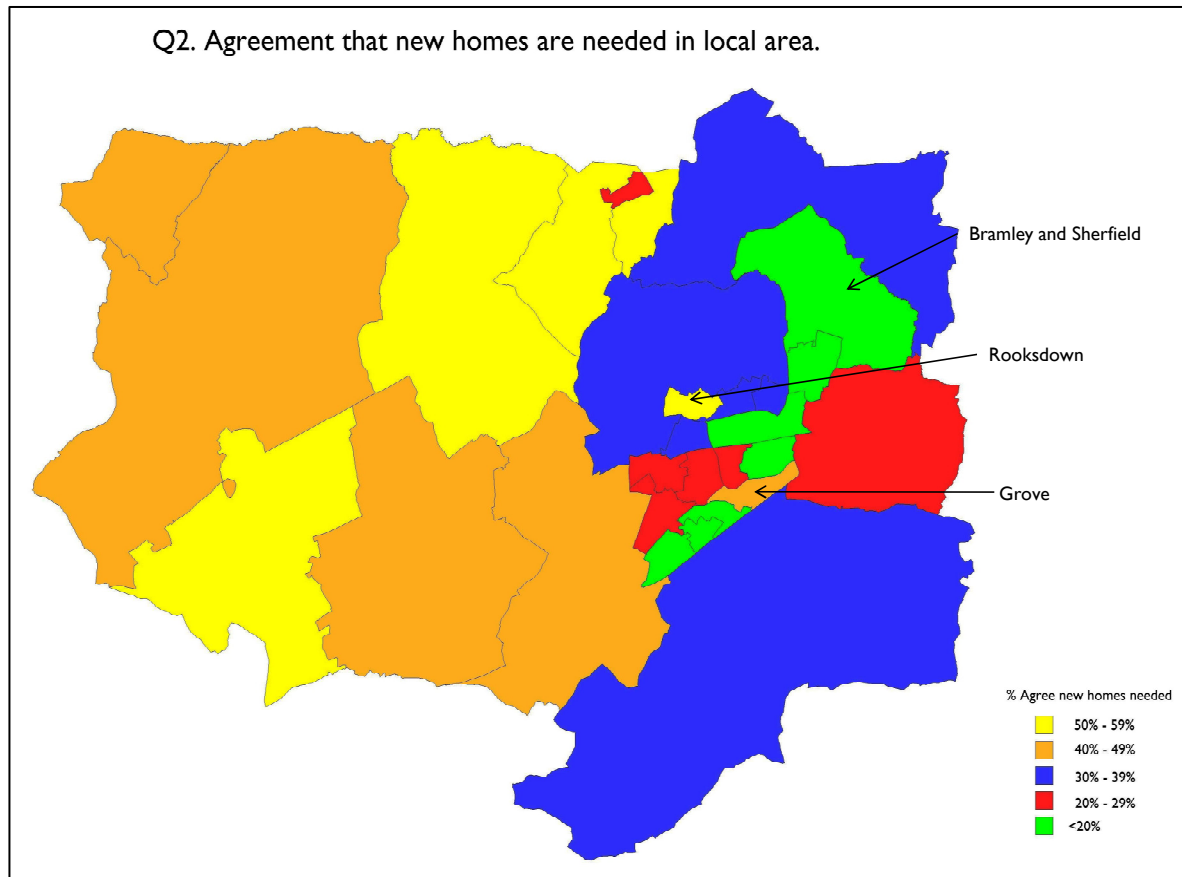
As we might expect, those respondents who said they felt that compared to the level of housing development in the borough over the past 10 years, a similar level in future would be 'too little' or 'about right' were significantly more likely than those who said it would be 'too much' to believe that new homes were needed in their local area (too little: 91%, about right: 47%, too much: 13%). However, this does still mean that more than one-in-ten respondents who think the level of growth would be 'too much' also agree that new homes are needed in their local area.

The map below indicates response to this question amongst respondents in each of the wards.

It is important to note that most wards have a base size of less than 50 respondents and in the case of the smallest wards such as 'Rooksdown', 'Sherborne St John', 'Tadley Central' and 'Upton Grey and the Candovers' less than 20 respondents.

Based on a sample size of 50 respondents, at the 95% confidence level findings will be accurate to within +/- 14%. Consequently the following data should be treated with caution and viewed as indicative only;

Figure 3. Whether New Homes are Needed in 'Local Area' (Ward Map)



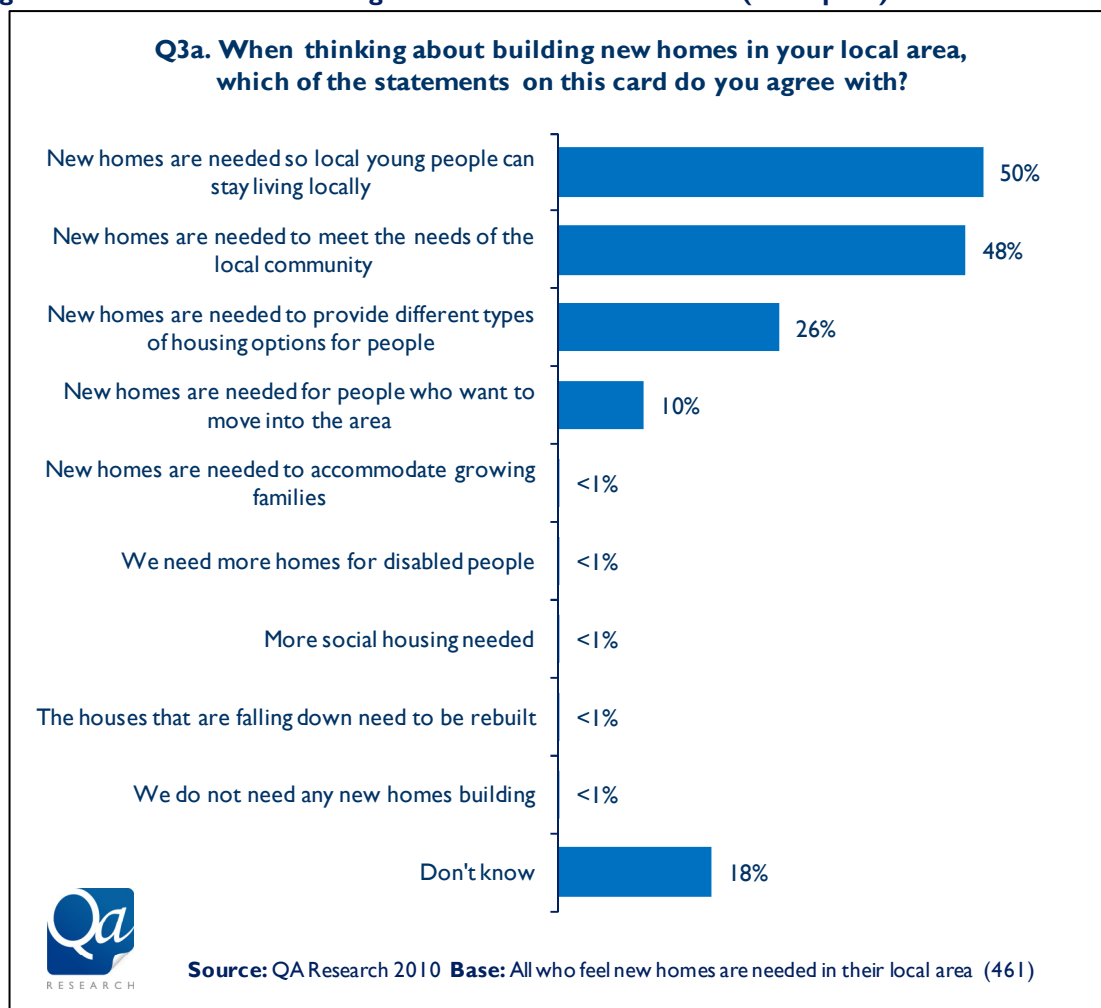
Generally, as the map indicates, agreement is highest in the west of the borough where wards tend to be classified as either rural or town & fringe.

In contrast, the perceived need for new homes is lower in the east of the borough, particularly within Basingstoke (with the exception of 'Rooksdown' and 'Grove') and in 'Bramley & Sherfield'.

4.2 Reasons for Needing New Housing

All those respondents who indicated that they felt new homes were needed in their 'local area' or said that they didn't know if they were, were asked why they thought this was the case. Respondents were prompted with a showcard and responses are shown below;

Figure 4. Reasons for Needing New Homes in 'Local Area' (Prompted)



Two reasons were predominant here, with around half of respondents mentioning that 'new homes are needed so local young people can stay living locally' (50%) and 'new homes are needed to meet the needs of the local community' (48%). Around a quarter felt that 'new homes are needed to provide different types of housing options for people' (26%) and one-in-ten said that 'new homes are needed for people who want to move into the area' (10%).

It's notable that almost a fifth of those who said that new homes were needed in their 'local area' said they 'don't know' (18%) why they are needed, despite being prompted with a showcard of possible reasons.

Sub-group Analysis

Respondents in rural areas were significantly more likely than those in either urban or town & fringe areas to say that 'new homes are needed to meet the needs of the local community' (rural: 75%, town & fringe: 40%, urban: 43%).

In addition, those in rural and town & fringe areas were significantly more likely than urban respondents to say 'new homes are needed so local young people can stay living locally' (rural: 64%, town & fringe: 67%, urban: 42%) and 'new homes are needed to provide different types of housing options for people' (rural: 34%, town & fringe: 38%, urban: 22%). In fact, despite earlier agreeing that they are needed, a quarter of respondents living in urban areas said they 'didn't know' (25%) why new homes were needed in their 'local area'.

Respondents in the middle age groups were significantly more likely than younger or older respondents to say 'new homes are needed for people who want to move into the area' (16-34: 7%, 35-54: 15%, 55+: 8%).

'New homes are needed so local young people can stay living locally' was mentioned more frequently by respondents with children aged under 16 living at home than those without (58% vs. 45%) as was 'new homes are needed for people who want to move into the area' (14% vs. 8%).

Discussion;

There is clearly a desire for new homes amongst many of the borough's population. This is very much driven by a desire to protect the community, especially by ensuring younger people can continue to live there, with much less of a desire to accommodate 'new-comers'. Going forward, to keep the local community on-board, it will be important to ensure that any future housing development demonstrates the positive impact it has on existing members of the community and their families as much, if not more so, than on others who may desire to relocate there from outside the 'local area'.

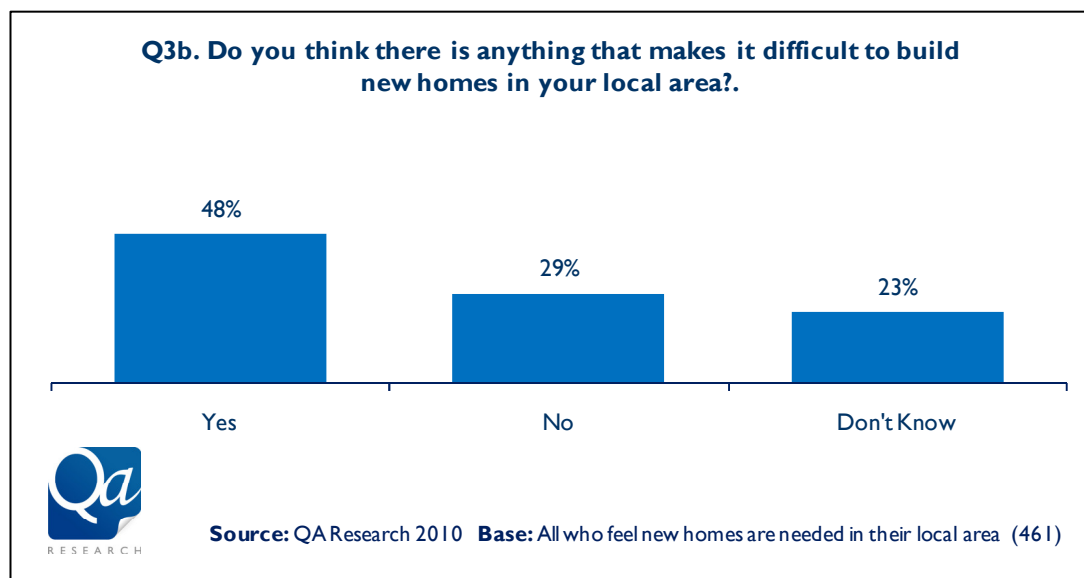
What's most notable from these findings is that respondents living in rural and town & fringe areas are the most certain that new homes are needed. It is in these communities especially where development is seen as necessary to protect the community, again by ensuring people can remain living there. In contrast, urban respondents stand-out as being least interested in new homes and even amongst those who are, many couldn't say why they were needed.

It's also notable that more than one-in-ten who would like to see a lower rate of housing development in future (than that undertaken in the last 10 years) acknowledge the need for new homes in their local area, indicating they are not completely switched off to further development, provided they feel it is at an acceptable rate.

4.3 Barriers to Building New Homes

All those respondents who indicated that they felt new homes were needed in their 'local area' or said that they didn't know if they were, were asked if they thought there is anything that makes it difficult to build new homes in their local area; those that did were then asked what they thought made it difficult. Answers to both questions are outlined in the charts below;

Figure 5. Whether Anything Makes it Difficult to Build New Homes in 'Local Area'



Almost half said that they thought there were barriers to building new homes in their 'local area' (48%), while just over a quarter said there weren't (29%). However, a quarter also felt they couldn't answer this question saying 'don't know' (23%).

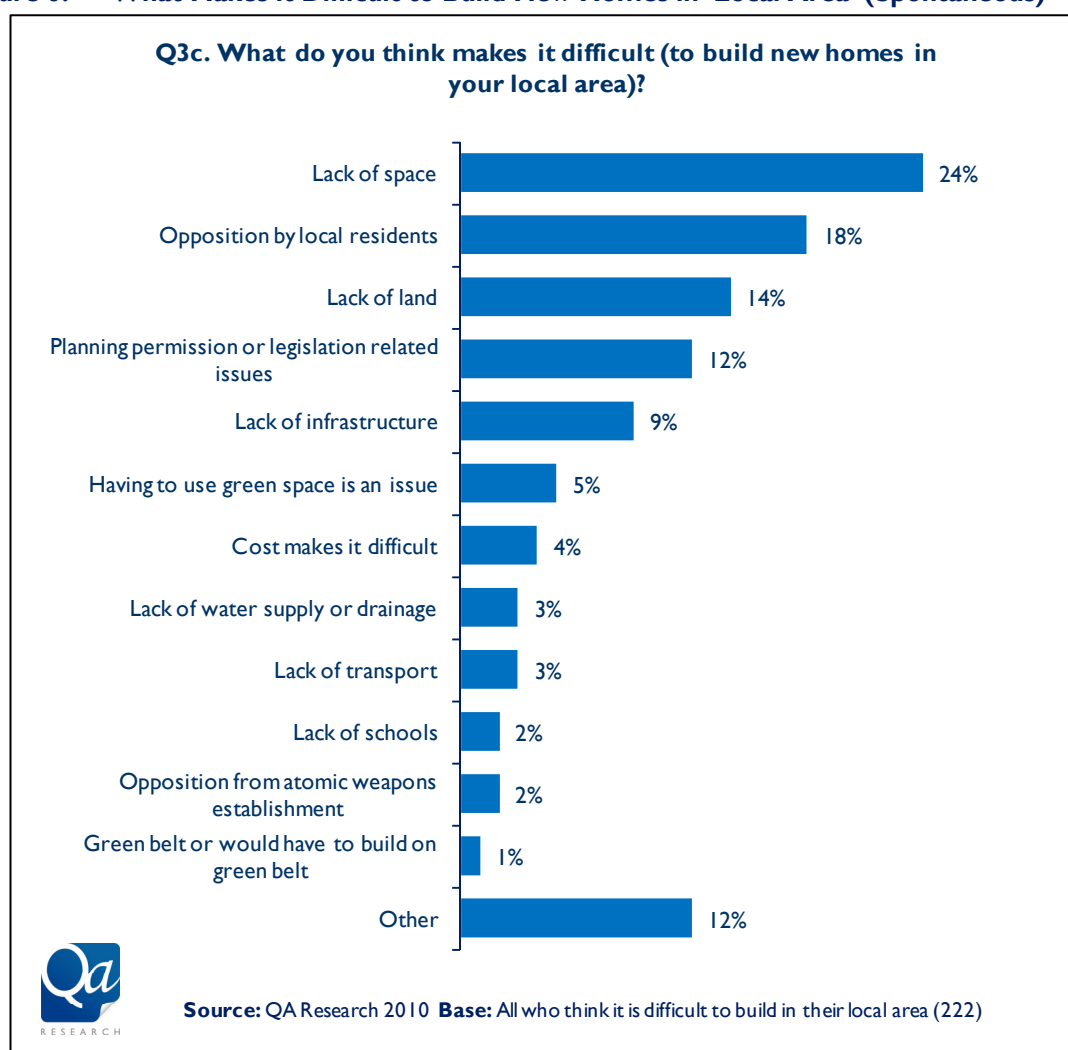
Sub-group Analysis

Respondents in town & fringe and rural areas were significantly more likely than those in urban areas to say 'yes' to this question (town & fringe: 84%, rural: 60%, urban: 36%), although a third (33%) of urban respondents said they didn't know'.

Younger respondents were the most likely to say they 'don't know' to this question (16-34: 35%, 35-54: 17%, 55+: 18%).

The chart below indicates why respondents thought it was difficult to build new homes in their 'local area'. This was an entirely open question and similar answers have been coded into overcodes;

Figure 6. What Makes it Difficult to Build New Homes in 'Local Area' (Spontaneous)



Respondents tended to talk about 'lack of space' (24%) or 'lack of land' (14%) or specifically 'having to use green space' (5%), although a fifth mentioned 'opposition by local residents' (18%).

Some also talked about 'planning permission or legislation related issues' (12%) and there were also a number of comments relating to the lack of infrastructure either generally (9%) or specifically the lack of 'water supply or drainage' (3%), 'transport' (3%) or 'schools' (2%).

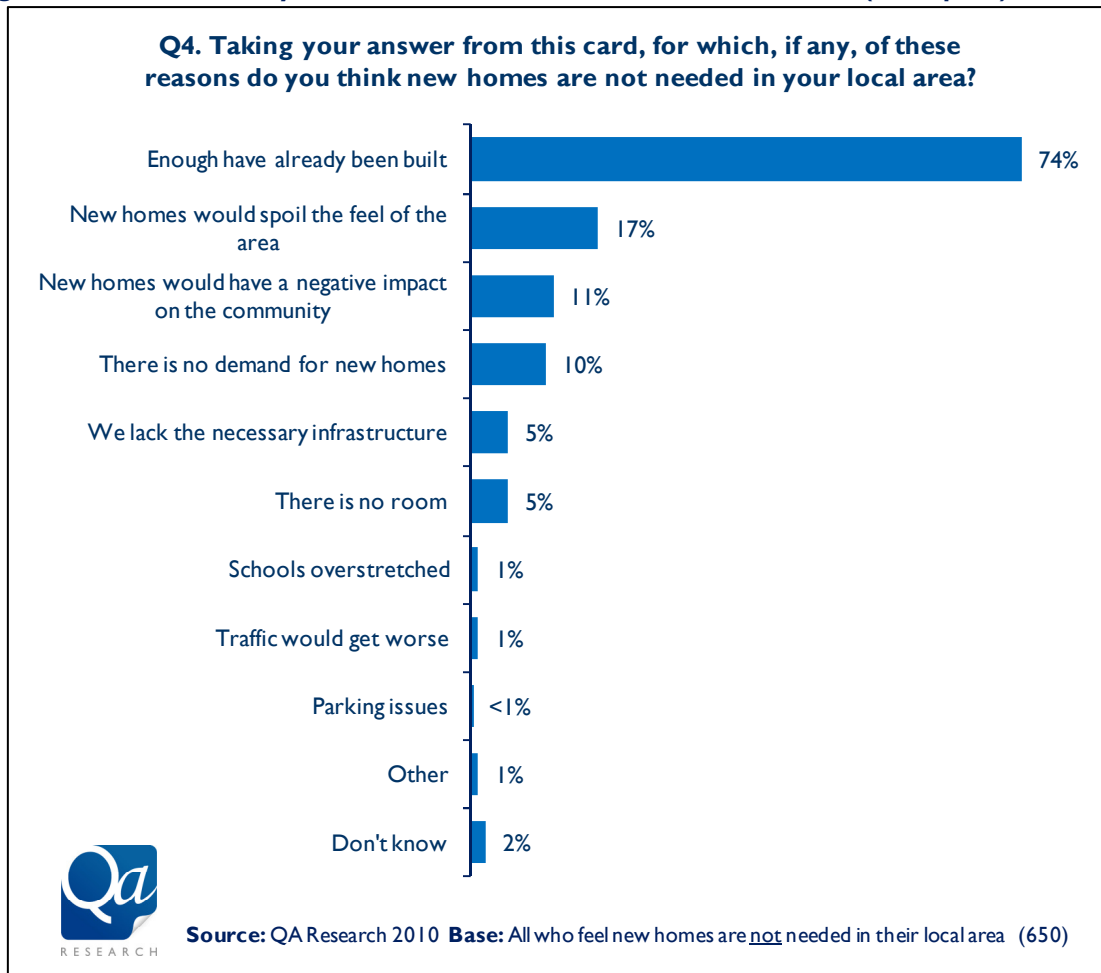
Sub-group Analysis

The base size for this question is small, so sub-group analysis is limited, but it is notable that residents in urban and town & fringe areas tended to talk about 'lack of space' (urban: 31%, town & fringe: 25%, rural: 5%) or 'lack of land' (urban: 16%, town & fringe: 15%, rural: 4%), while those in rural areas were more inclined to talk about 'planning permission or legislation related issues' (rural: 21%, urban: 12%, town & fringe: 5%) and 'opposition by local residents' (rural: 31%, urban: 14%, town & fringe: 17%).

4.4 Reasons Why New Homes are Not Needed in 'Local Area'

Those respondents who said that they felt new homes were not needed in their 'local area' were asked why they thought this was the case. Respondents were prompted with a showcard and responses are shown below;

Figure 7. Reasons Why New Homes are Not Needed in 'Local Area' (Prompted)



By far the most frequently mentioned response here was that 'enough have already been built' (74%).

Respondents also felt that new homes would be detrimental to the 'local area' either because they would 'spoil the feel of the area' (17%) or would 'have a negative impact on the community' (11%).

One-in-ten felt that there was simply 'no demand' (10%), while 'lack of infrastructure' and lack of 'room' were mentioned by one-in-twenty (both 5%).

Sub-group Analysis

Respondents from urban areas who answered this question were the most likely to feel that 'enough have already been built' (urban: 79%, town & fringe: 60%, rural: 58%), but those in rural areas were the most likely to feel they would 'spoil the area' (rural: 44%, town & fringe: 30%, urban: 11%) and 'would have a negative impact on the local community' (rural: 22%, town & fringe: 14%, urban: 9%).

The older a respondent is, the more likely they were to say that new homes 'would have a negative impact on the local community' (16-34: 6%, 35-54: 11%, 55+: 16%) and older respondents were also the most likely to feel that their 'local area' 'lacks the necessary infrastructure' (16-34: 2%, 35-54: 4%, 55+: 9%).

Discussion;

Despite a clear desire for new homes amongst many people, half acknowledge that the building of these homes will not be easy. Practical concerns such as a lack of land or space and lack of infrastructure may be easier to overcome than issues around gaining planning consent and local opposition. Indeed, it's notable that many of those who did not feel new homes were needed felt they would spoil the area or have a negative impact on the community, suggesting that local opposition is likely to be a very real thing in some areas.

More specifically, for rural respondents, there are clearly perceived issues around developing in the countryside, with problems relating to getting planning consent and local opposition seen as the most difficult to overcome and local opposition may well be a factor given the high proportion of those in rural areas who said that new homes are not needed because they would 'spoil the feel of the area', equating to almost a quarter (23%) of all rural respondents interviewed.

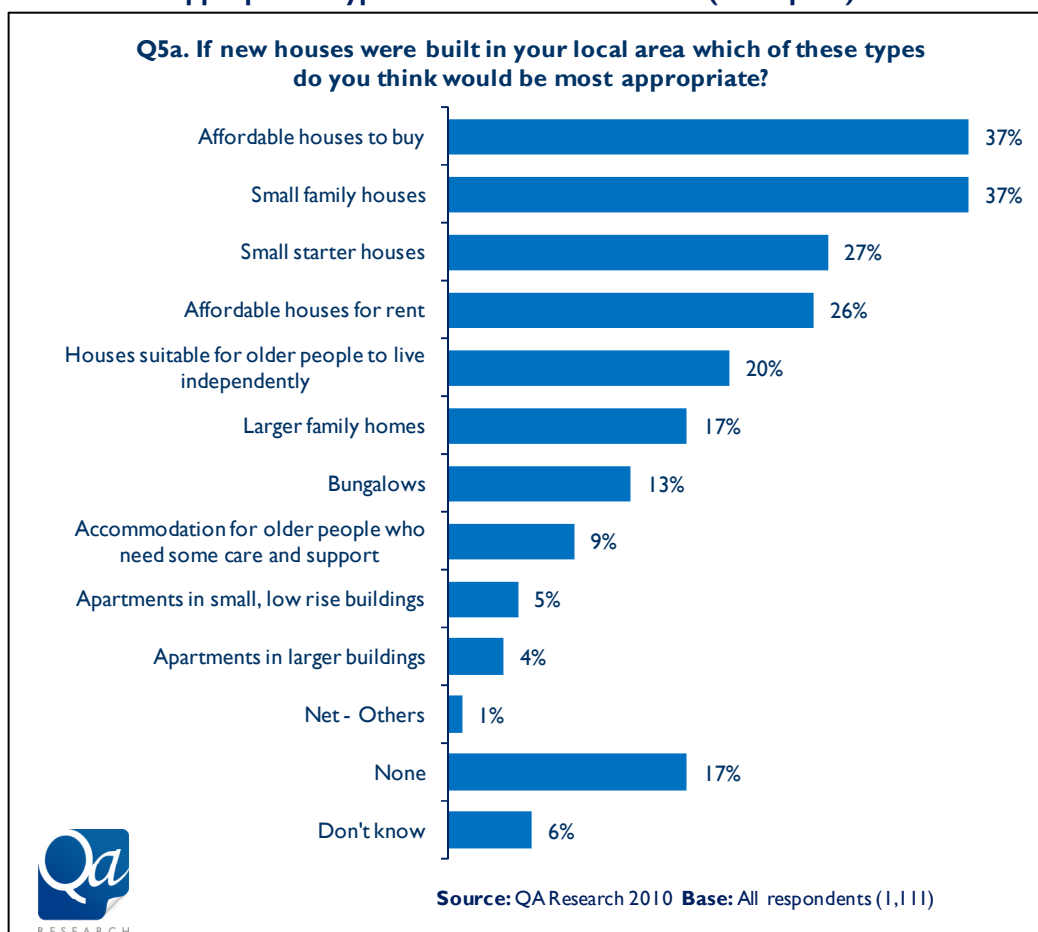
There may well be a connection between the fact that rural and town & fringe respondents are the most adamant that new homes are needed in the 'local area' and the fact that they are also the most likely to feel that there are barriers to building them. These barriers may in the past have limited development which in turn makes the need for new homes ever more pressing.

Lack of space or land maybe more of a concern in urban and town & fringe areas, but it also seems that within urban areas there is a concern about oversupply, given that almost half (47%) of all urban respondents interviewed in this research said that new homes were not needed because 'enough have already been built'. That said, it is possible that this oversupply relates to the type of housing as well as, or instead of, the number of homes actually built.

4.5 Type and Number of New Homes Needed

All respondents, regardless of whether they previously said they thought new homes were needed, were asked what types of homes they thought should be built in their 'local area' if some had to be built. Responses are shown below;

Figure 8. Most Appropriate Types of New Homes to Build (Prompted)



Generally, respondents felt able to answer this question, although 97% of those who said 'none' at this question had earlier indicated that they felt no new homes were needed. In fact, of those who earlier said no new homes were needed in their 'local area', two-thirds (69%) chose at least one of the options at this question.

The most frequently chosen answers were those relating to more affordable housing options including 'small family homes' (37%), 'small starter homes' (27%) or the more general 'affordable houses to buy' (37%) or 'affordable homes to rent' (26%). In contrast, 'larger homes' were mentioned by only 17%.

Homes for older people were also mentioned, including 'homes for older people to live independently' (20%), 'accommodation for older people who need some care and support' (9%) and, arguably, 'bungalows' (13%).

The least attractive options for respondents were apartments either in 'small, low rise buildings' (5%) or 'in larger buildings' (4%).

Sub-group Analysis

Unsurprisingly, respondents who had earlier indicated that they felt new homes were needed in their 'local area' were significantly more likely than those who said they weren't to choose each of these options, for example 'small starter homes' (49% vs. 16% respectively).

The table below details differences between respondents in urban, town & fringe and rural areas;

Figure 9. Most Appropriate Types of New Homes to Build (Prompted) – Urban/Rural

	Town &		
	Urban	Fringe	Rural
Affordable houses to buy	33%	50%	46%
Small family houses	32%	50%	48%
Small starter houses	24%	26%	37%
Affordable houses for rent	24%	30%	30%
Houses suitable for older people to live independently	17%	36%	25%
Larger family homes	16%	13%	27%
Bungalows	12%	13%	19%
Accommodation for older people who need some care and support	8%	16%	7%
Apartments in small, low rise buildings	5%	7%	4%
Apartments in larger buildings	4%	2%	3%

NB: A grey box indicates that the figure is significantly different to at least one other column in the table.

As outlined earlier, urban respondents were significantly more likely to say they felt new homes were needed in their local area, so it's perhaps unsurprising that they were less likely than those in town & fringe and rural areas to choose any of the types of homes prompted at this question. More specifically, rural respondents were significantly more likely than those in urban or town & fringe areas to choose both 'small starter homes' and 'larger family homes', while those in town & fringe areas were more likely than respondents in either urban or rural areas to choose 'houses suitable for older people to live independently' or 'accommodation for older people who need some care and support'.

The table below details differences between different age groups and highlights that older respondents were the most likely to choose homes for older people, while younger respondents chose family homes (both large and small);

Figure 10. Most Appropriate Types of New Homes to Build (Prompted) – Age

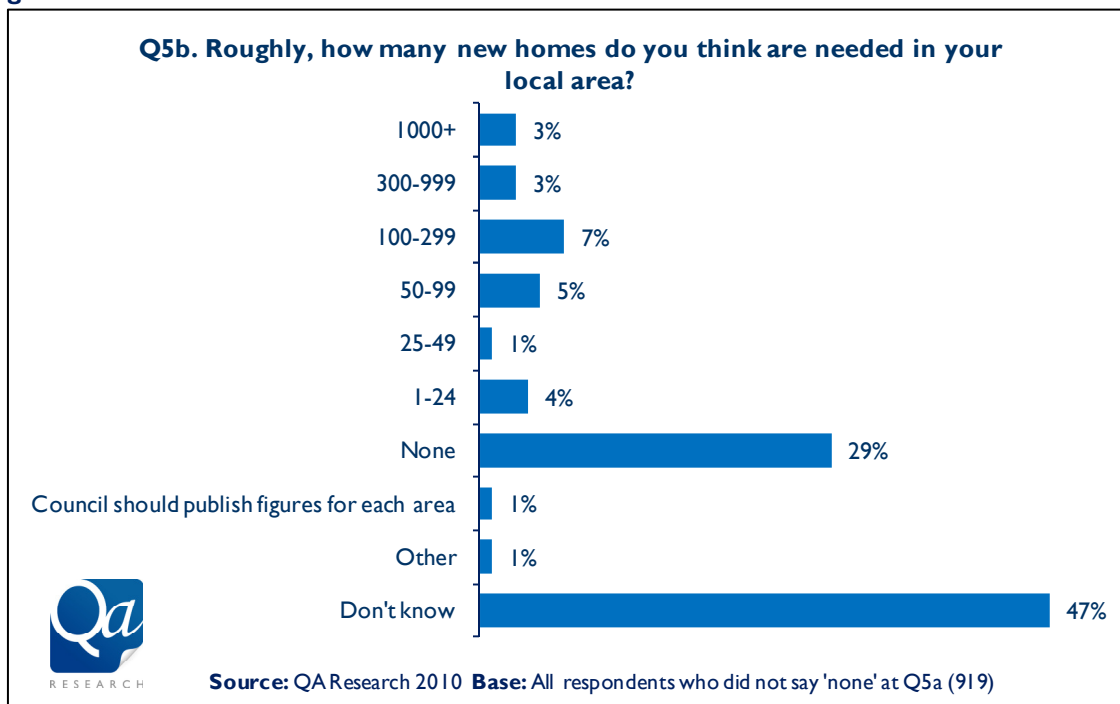
	Net - 16-34	Net - 35-54	Net - 55+
Apartments in small, low rise buildings	6%	4%	6%
Apartments in larger buildings	6%	2%	3%
Small starter houses	29%	26%	25%
Small family houses	41%	41%	29%
Larger family homes	19%	19%	13%
Affordable houses to buy	39%	37%	35%
Affordable houses for rent	31%	23%	25%
Bungalows	7%	10%	23%
Houses suitable for older people to live independently	14%	16%	30%
Accommodation for older people who need some care and support	6%	5%	17%

NB: A grey box indicates that the figure is significantly different to at least one other column in the table.

Respondents who indicated that they had a disability or long-term illness were significantly more likely those who didn't to mention 'bungalows' (23% vs. 12%) and 'houses suitable for older people to live independently' (34% vs. 19%), in part reflecting the fact that these respondents are significantly more likely to be aged 55+ (65% vs. 30%).

Respondents were then asked how many new homes they felt should be built in their 'local area'. Anyone who said 'none' at Q5a where not asked this question. This was an entirely open question and responses are detailed below;

Figure 11. Number of New Homes to Build



This was a relatively difficult question for people to answer, with almost half the sample saying that they 'don't know' (47%). Almost a third of respondents actually said 'none' (29%) at this question.

The numbers given varied considerably, with one-in-ten (10%) giving a number between 1-99 and 3% giving a number above 1,000.

Sub-group Analysis

Nothing further can be drawn from the sub-group analysis.

Discussion;

Reflecting earlier answers (Section 4.2) indicating a desire amongst respondents for new homes to allow younger people to remain living in the community (particularly in rural and town & fringe areas) there was also a clear preference for new homes to be 'affordable' and to occupy the first rung on the property ladder. Similarly, provision for older people was also felt to be important.

It's perhaps not surprising that respondents choose homes that meet their needs at the stage of life they are at, with younger respondents preferring 'family homes' and older ones preferring options for older residents. However, it's noticeable that 'affordable homes to buy' were important to all age groups, further emphasising the importance of development that allows people to enter the housing market.

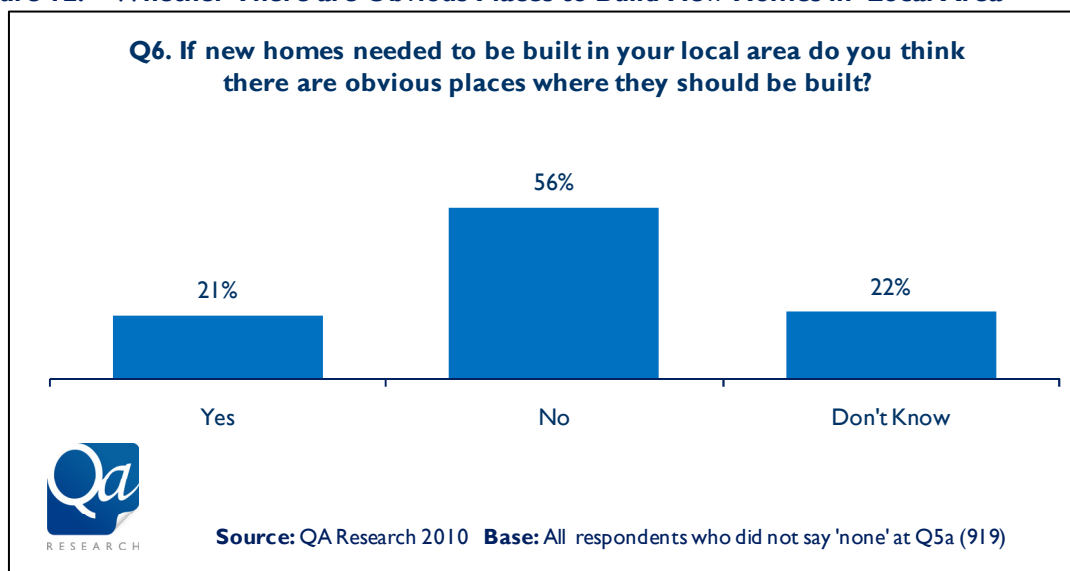
In contrast, the evidence is clear that few residents desire further development of flats and apartments, even younger respondents to whom these developments are often targeted.

While people may feel able to choose the type of housing they would prefer to see developed, most struggled to put a figure on the number of homes to build. This is an important point, as although respondents may see the need for new homes and know what type of homes they would like, it will be important for any new development not to rely too heavily on the use of the number of properties being built as measure of the scale and/or value of development to the community, as this is likely to be meaningless to many. Instead, residents are likely to respond more positively to the detail of the development and the positive impact it may have on their communities (assuming the development isn't flats and apartments).

4.6 Where to Build New Homes in the 'Local Area'

Respondents were asked if they were aware of any place to build new homes in their local area and response is shown below. Again, anyone who said 'none' at Q5a was not asked this question.

Figure 12. Whether There are Obvious Places to Build New Homes in 'Local Area'



A fifth (21%) said they thought there were obvious places to build new homes in their local area, although a similar proportion (22%) said they 'don't know'.

However, more than half the sample (56%) said that they were not aware of any obvious places to build.

Sub-Group Analysis

Respondents living in town & fringe and rural areas were significantly more likely than those in urban areas to say 'yes' to this question (town & fringe: 34%, rural: 34%, urban: 16%).

Also, respondents who felt that new homes were needed in their 'local area' were more likely than those who said they weren't or that didn't know to say they know of obvious places to build (36%, 14% and 10% respectively).

Younger respondents tended to be the more likely to say they don't know' to this question (16-34: 31%, 35-54: 18%, 55+: 19%).

Males were more likely than females to say yes to this question (26% vs. 18%).

Respondents who said they knew of obvious places were then asked to indicate where they felt new homes should be built.

This was an entirely open question and a large variety of answers were given, some of which were very localised. As a result the question has not been coded, but a selection of verbatim comments is shown in the table below to provide a flavour of the type of responses provided;

Figure 13. Where New Homes Could be Built in 'Local Area' (Verbatim Comments)

Q7. Please tell me any sites in your local area where you think new homes could be built.
"A field by the road on Swinsway Lane."
"Arable land north of Whitchurch."
"Around the Hartley Meadows estate."
"Basingstoke Common."
"Boundary Hall."
"Carpenters Down."
"Either on the Basingstoke side of Whitchurch or near to the A34."
"Fields near St Johns Rod and off Station Rd."
"In and around the pub - Fur and Feathers."
"Just in the outside of the village."
"Manly Down Farm."
"Kingsclere Garage area."
"On the Newham Barnett site"
"On Wade Road - it's brownfield, empty units."
"Probably the millfield area around the back, at the other side of Brutons Mill Pub."
Base: All who know of obvious places to build in their local area (195)

Discussion;

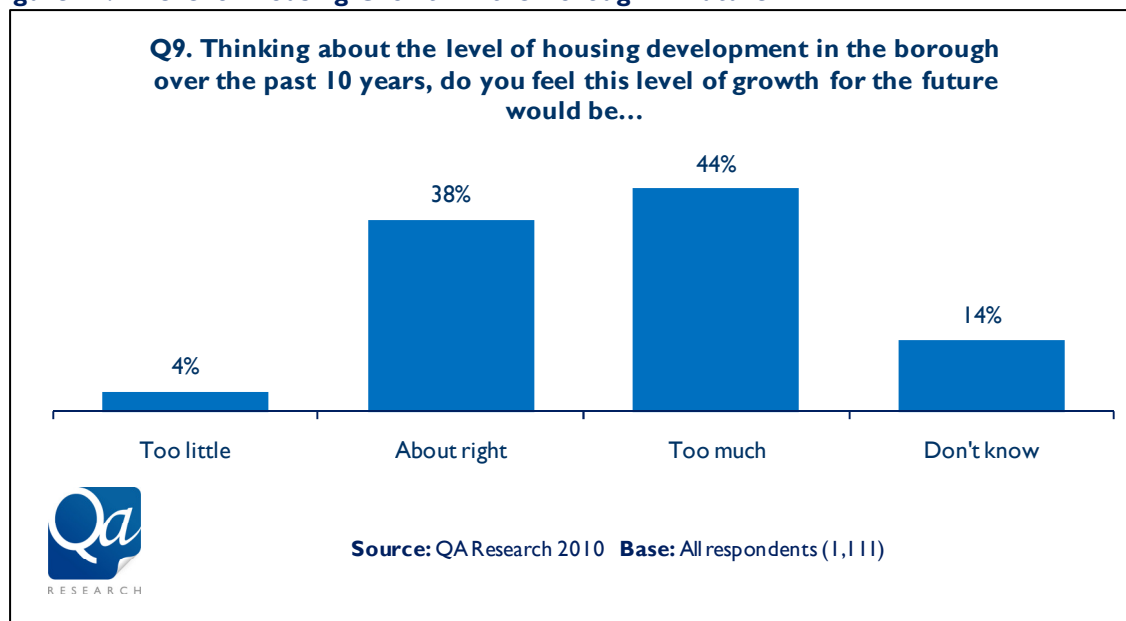
It is obvious from these two questions that many respondents (especially those in town & fringe and rural areas) know their local area quite intimately. Given the likely opposition to development in some areas (see Section 4.3), there would be value in ensuring the local community is included in development decisions and the selection of sites. Especially away from urban areas, as this may help to limit local opposition.

4.7 Future Housing Growth in the Borough

At this point in the questionnaire, respondents were asked to think about the 'wider Basingstoke and Deane Borough Council area'. To help respondents visualise the area they were shown a map.

Respondents were asked how they felt about future housing development in the borough and asked to think about what had taken place in the last 10 years. No explanation or detail of the actual level of development that had previously taken place was provided and interpretation was left entirely to the respondent. Findings are shown below;

Figure 14. Level of Housing Growth in the Borough in Future



Despite some indication from the pilot of the questionnaire that some respondents may struggle to answer this question because of the difficulty in visualising such a large geographical area, only 15% felt unable to give an opinion here.

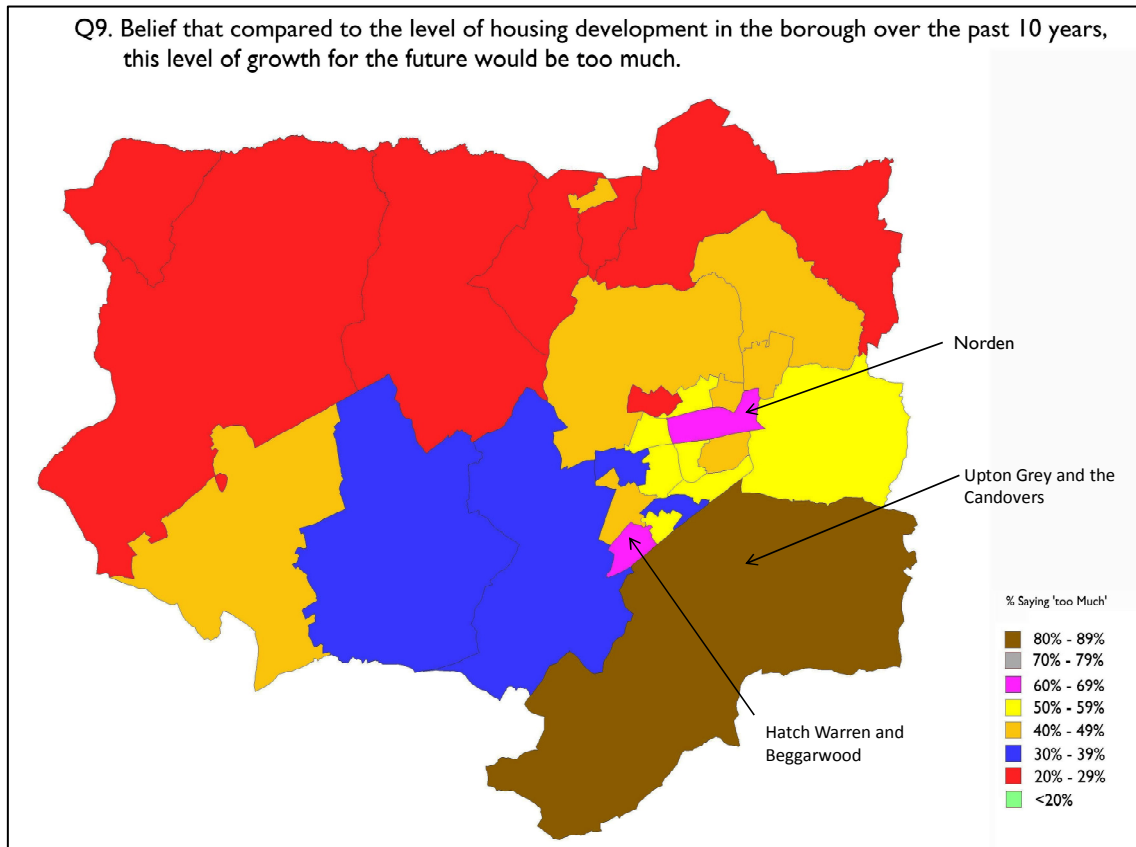
The largest proportion of respondents said that the same level of growth in future would be 'too much' (44%), although almost the same proportion said it was 'about right' (38%). Less than one-in-twenty indicated that they thought the same level of growth would actually be 'too little' (4%).

The map below indicates response to this question amongst respondents in each of the wards.

Again, it is important to note that most wards have a base size of less than 50 respondents and in the case of the smallest wards such as 'Rooksdown', 'Sherborne St John', 'Tadley Central' and 'Upton Grey and the Candovers' less than 20 respondents.

Based on a sample size of 50 respondents, at the 95% confidence level findings will be accurate to within +/- 14%. Consequently the following data should be treated with caution and viewed as indicated only;

Figure 15. Level of Housing Growth in the Borough in Future (Ward Map)



Generally, those wards to the west of the borough tended to be the least likely to say 'too much', reflecting the fact that these areas were also the most likely to recognise the need for new homes in their local area.

Three wards stand out as having high proportions of respondents saying too much and these are 'Upton Grey And The Candovers', 'Norden' and 'Hatch Warren and Beggarwood'. Even allowing for the small base sizes, there clearly appears to be concern in these areas about future development.

Sub-group Analysis

Interestingly, a fifth of those who had said that new homes were needed in their 'local area' said that the same level of growth across the borough in future would be 'too much' (18%), a greater percentage than said it was 'too little' (13%), although most said it was 'about right' (58%).

In contrast, those who said new homes were not needed in their 'local area' predominantly said that the same level of growth across the borough would be 'too much' (63%) and none (0%) said that it was 'too little'.

Respondents in town & fringe areas were significantly more likely than those in urban or rural areas to say the same level of growth would be 'about right' (town & fringe: 57%, urban: 34%, rural: 41%).

Younger respondents felt less able to answer this question, with almost a quarter saying that they 'don't know' and partly because of this, they were the least likely to say that the same level of growth would be 'too much' (16-34: 33%, 35-54: 50%, 55+: 46%).

The table below outlines respondents' reasons for answering as they did at Q9. This was an open question and similar answers have been coded into overcodes. The table splits responses between those who said 'too little', 'too much' or 'about right', although it should be highlighted that the base for 'too little' is only 50 respondents;

Figure 16. Reasons for Opinion About Future Housing Growth (Spontaneous)

Q10. Why do you say that (at Q9)?	Too Little	About Right	Too Much
	(50)	(405)	(490)
Too many buildings or not enough space for more	-	5%	31%
We are building on too much green space	-	3%	14%
There is not enough infrastructure	5%	2%	11%
Do not think we need anymore	6%	14%	9%
Villages are being ruined or turned into suburbs	-	1%	5%
The roads or road network can not support it	-	-	4%
There is a lot of building here (no opinion attached)	-	2%	4%
We have run out of land to build on	-	-	3%
The wrong types of homes are being built	21%	1%	3%
They should be regenerating old buildings	1%	2%	3%
The schools can not support it	-	-	2%
The water pressure is too low	-	-	2%
Too much is being built in the wrong places	2%	1%	2%
It seems about right	2%	23%	1%
More homes needed to keep up with demand	42%	16%	1%
Too many people coming in from outside or abroad	-	<1%	1%
Not much building here (no opinion attached)	12%	4%	<1%

Base: All saying 'too little', 'too much' or 'about right' at Q9 (945)

NB: A grey box indicates that the figure is significantly different to at least one other column in the table.

This table clearly indicates that respondents who felt the same level of growth would be 'too much' were primarily concerned about space, either because there are already 'too many buildings or not enough space' (31%) or there is too much building on 'green space' (14%). They also made comments relating to infrastructure such as there 'is not enough infrastructure' (11%) or 'the roads or road networks cannot support it' (4%).

Sub-group Analysis

No further differences by sub-groups were recorded.

Discussion;

There is clearly little appetite for increasing the level of housing growth in the borough beyond that recorded over the last decade, with almost half of those interviewed feeling that the same level would actually be too much (44%). Even many of those who would like to see new homes in their 'local area' were concerned this would be too much.

That said, if we combine the proportion of respondents who said too little and about right then, arguably, almost the same proportion thought that the same level of growth would either be too little or about right (42%) as thought it would be 'too much', suggesting a somewhat polarised view amongst respondents. However, it is likely that the answer 'about right' covers a range of views, from those leaning more towards 'too little' to those leaning more towards 'too much'.

It would seem that while respondents acknowledge the need for new homes, the rate and type of development is crucial. This was something borne out in the focus group when the questionnaire was originally piloted, with many feeling that they could only express what they thought would be an acceptable level of housing development, if they knew the details of that development, particularly with regard to the type of homes being built.

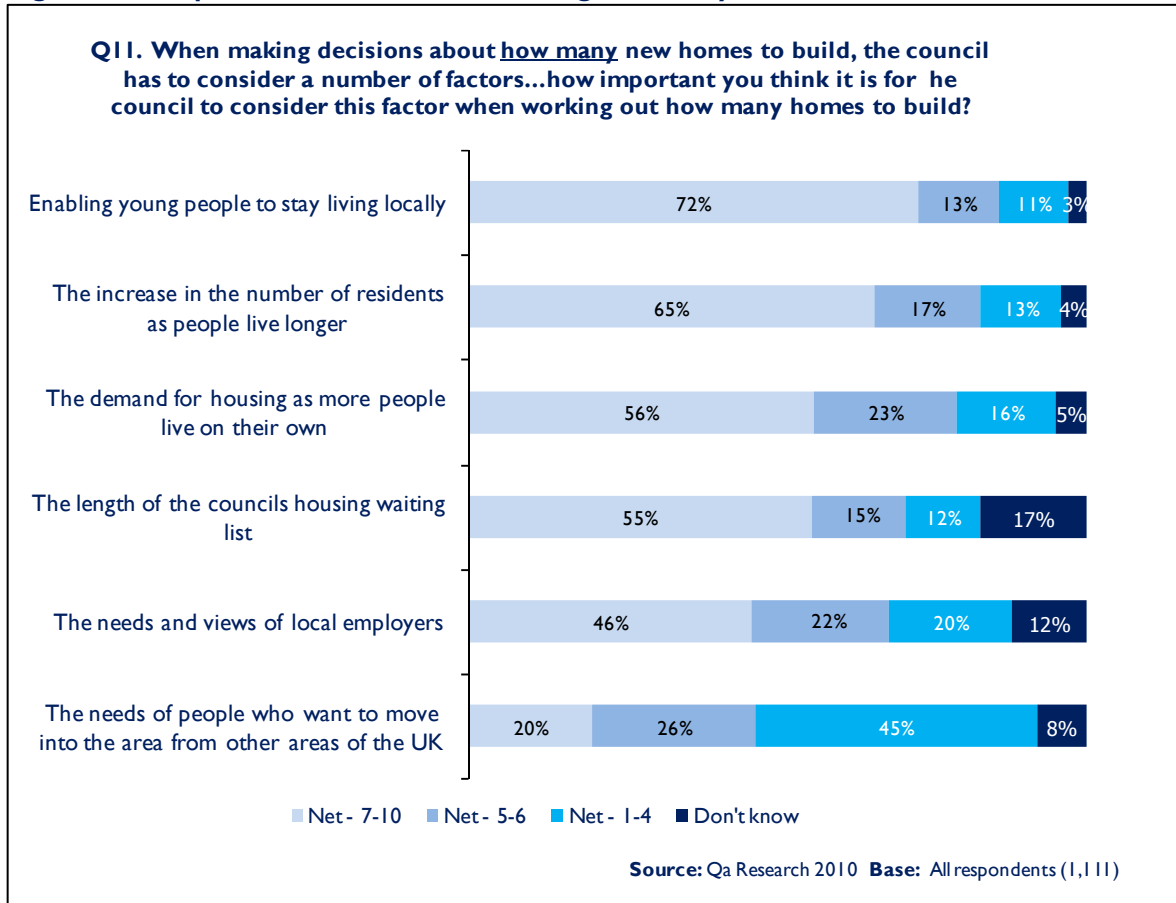
The previous level of growth was felt to be too much by many because of the lack of space and the loss of green space and also the lack of infrastructure, reflecting concerns about development in their 'local area' for many.

4.8 Important Factors when Deciding How Many New Homes to Build

Respondents were presented with a series of statements and asked how important they felt each was for the council to consider when considering how many new homes to build. Answers were given on a 10 point scale, where 10 was very important and 1 was not important at all.

The chart below details response to each statement. For clarity, answers have been 'netted' into scores of 1-4 (representing unimportance), 7-10 (representing importance) and 5-6 (representing that a factor is neither important nor unimportant).

Figure 17. Important Factors When Deciding How Many New Homes to Build



The most important factor was 'enabling young people to stay living locally' to which almost three-quarters (72%) gave a score of 7-10 and almost half of these gave a score of 9 or 10 (39%). Fewer gave a score of 7-10 for 'the increase in the number of residents as people live longer' (65%) and 'the demand for housing as more people live on their own' (56%).

Almost a fifth felt unable to give an opinion for 'the length of the councils housing waiting list' (17%), although more than half (55%) felt this was important, giving it a score of 7-10. More than one-in-ten (12%) felt unable to rate the importance of 'the needs and views of local employers' although almost half thought this was important, giving a score of 7-10 (46%).

By far the least important was 'the needs of people who want to move into the area from other areas of the UK' which almost half (45%) gave a score of 1-4.

Sub-group Analysis

Respondents who wanted to see new homes in their 'local area' were significantly more likely to rate all of these factors as important than those who did not, with the exception of 'the needs and views of local employers' and these differences are summarised in the table below';

Figure 18. Important Factors When Deciding How Many New Homes to Build – by Need in 'Local Area'

Proportion giving a score of 7-10.	Whether feel new homes are needed in 'local area'	
	Yes	No
Enabling young people to stay living locally	88%	64%
The increase in the number of residents as people live longer	75%	58%
The demand for housing as more people live on their own	67%	48%
The length of the councils housing waiting list	64%	50%
The needs of people who want to move into the area from other areas of the UK	31%	14%

Similarly, respondents who thought that future housing development levels in line with those over the last 10 years in the borough would be 'too much' were much less likely to believe any of these options were important than other respondents, as summarised below. That said, more than half still acknowledged the importance of 'enabling young people to stay living locally' (65%) and 'the increase in the number of residents as people live longer' (57%).

Figure 19. Important Factors When Deciding How Many New Homes to Build – by Rate of Growth in Future

Proportion giving a score of 7-10.	Too Little	About Right	Too Much	Don't know
The increase in the number of residents as people live longer	73%	71%	57%	75%
The demand for housing as more people live on their own	72%	60%	46%	72%
The length of the councils housing waiting list	73%	57%	47%	68%
The needs and views of local employers	46%	41%	46%	61%
The needs of people who want to move into the area from other areas of the UK	46%	23%	15%	23%

NB: A grey box indicates that the figure is significantly different to at least one other column in the table.

As the table below indicates, rural respondents and those in town & fringe areas were more likely than those in urban areas to believe that ‘enabling young people to stay living locally’, was more important. In contrast, respondents in urban and town & fringe areas rated both ‘the length of the councils housing waiting list’ and ‘the needs and views of local employers’ as more important than those in rural areas;

Figure 20. Important Factors When Deciding How Many New Homes to Build – by Urban/Rural

	Urban	Town & Fringe	Rural
Enabling young people to stay living locally	68%	89%	81%
The increase in the number of residents as people live longer	65%	70%	66%
The demand for housing as more people live on their own	58%	50%	52%
The length of the councils housing waiting list	59%	59%	29%
The needs and views of local employers	49%	48%	30%
The needs of people who want to move into the area from other areas of the UK	21%	13%	23%

NB: A grey box indicates that the figure is significantly different to at least one other column in the table.

The importance of ‘the council’s waiting list’ amongst those living in rented accommodation should be noted, whether that’s ‘rented from a housing association/trust’ (74%) or ‘private landlord’ (77%), significantly more than amongst those who own their home ‘outright’ (47%) or are ‘buying on a mortgage’ (46%).

Discussion;

Once again, the needs of local people are of primary importance to residents of the borough, with a desire for young people to be able to stay living locally the most important factor (even amongst those who would like to see a lower rate of growth in future).

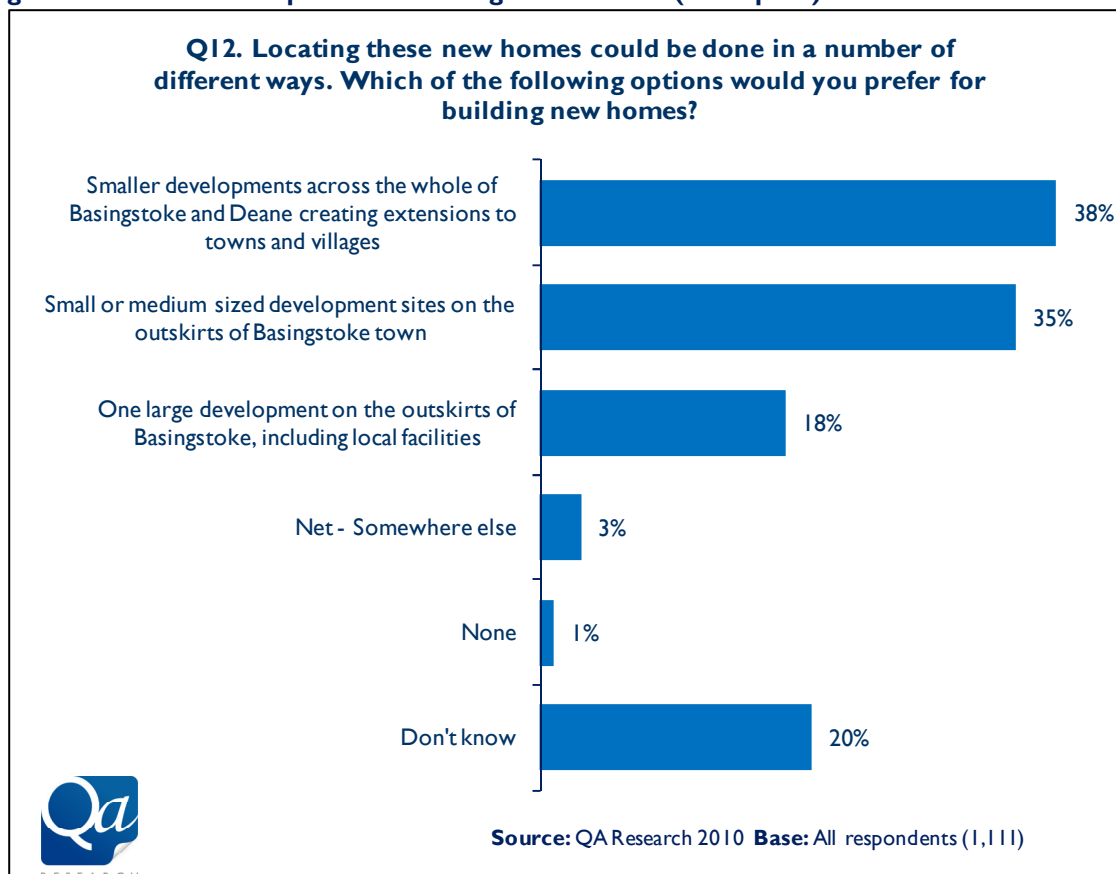
In contrast, very few want the council to accommodate the needs of others wanting to move into the borough and in fact, almost half of those interviewed actually thought this was unimportant. This once again highlights the importance of emphasising the benefits of any new development to the local community, but also indicates that any development that is deemed to have brought additional people to an area will inevitably be viewed with concern by existing residents. In this context the council will have something of a balancing act, and may need to emphasise how any new residents will benefit the borough.

At face value, the council’s housing waiting list is viewed as a relatively unimportant factor, but this hides the fact that many currently in rented accommodation and, presumably, affected by housing shortages and maybe even on the waiting list itself, see this as a very important consideration. This is linked into the need for ‘affordable’ housing and there is likely to be a hope amongst many currently renting (who tend to be younger residents) that future development will address their need for way into the housing market.

4.9 Preferred Option for Building New Homes

Three options for building new homes in the borough were presented to respondents and they were asked to pick their preferred option or options and answers are shown below;

Figure 21. Preferred Option for Building New Homes (Prompted)



Multiple, smaller developments were favoured over a single large site with ‘smaller developments across the whole of Basingstoke and Deane creating extensions to towns and villages’ (38%) slightly more popular than ‘small or medium sized development sites on the outskirts of Basingstoke town’ (35%).

Contrastingly, ‘one large development on the outskirts of Basingstoke, including local facilities’ was only favoured by around a fifth (18%) of respondents.

It is also worth noting that a fifth felt unable or unwilling to choose one of these options (20%).

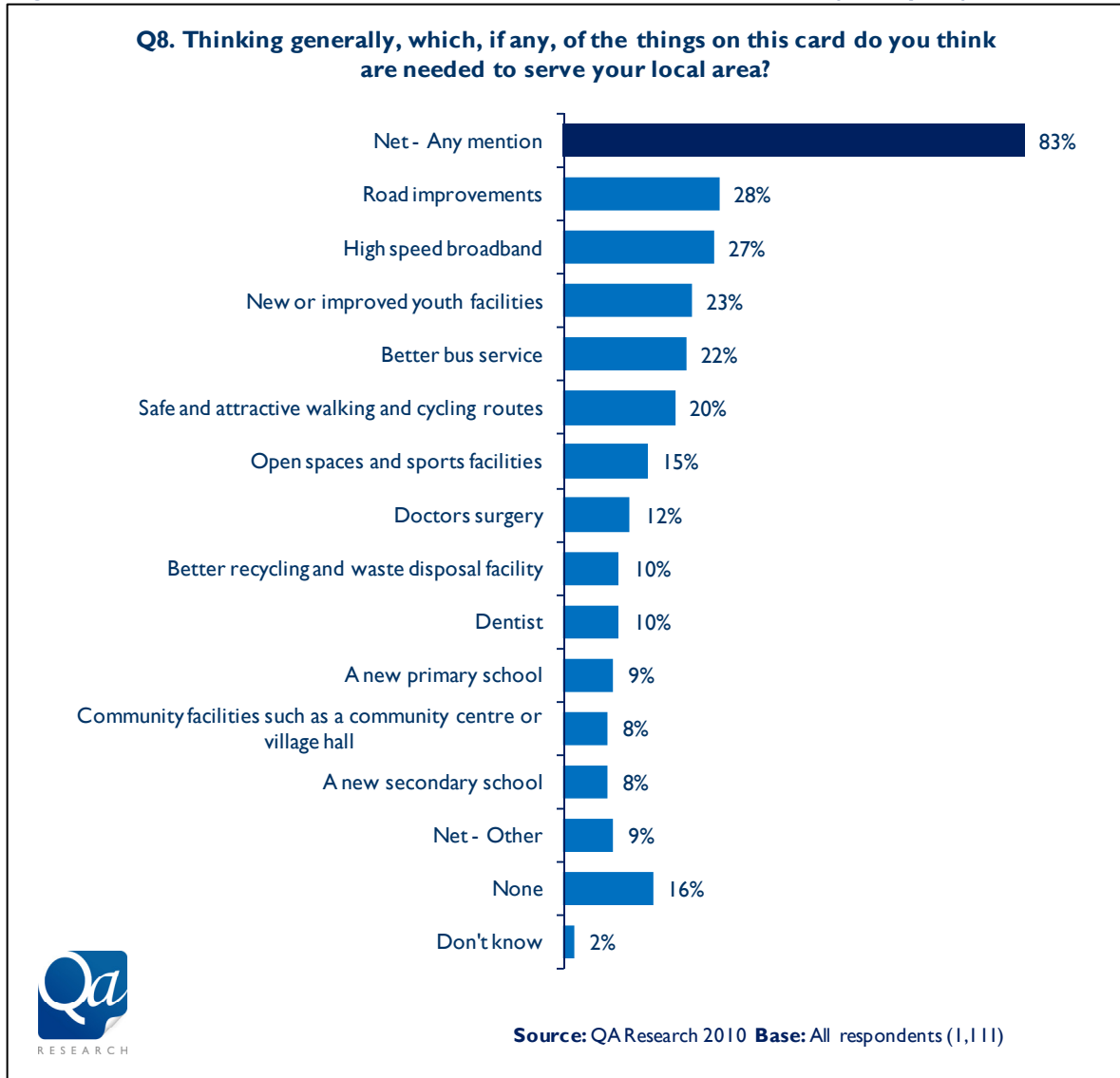
Sub-group Analysis

Very few differences by sub-groups were noted, although, perhaps unsurprisingly, respondents who felt new homes were not needed in their local area were more likely than those who thought they were to say ‘don’t know’ to this question (22% vs. 7%).

4.10 Amenities and Facilities Needed to Serve the Local Area

All respondents were presented with a list of amenities and infrastructure and asked if any were needed to serve their local area, with responses outlined below;

Figure 22. Amenities and Facilities Needed to Serve the Local Area (Prompted)



Four-fifths (83%) of respondents felt they needed to choose something at this question and on average, respondents chose just over two things (2.1) from the list.

The most frequently mentioned answers related mainly to transport including 'road improvements' (28%), 'better bus service' (22%) and 'safe and attractive walking and cycling routes' (20%). Additionally, 'high speed broadband' (27%) was the second most frequently mentioned.

Respondents also mentioned 'new and improved youth facilities' (23%) and 'open spaces and sports facilities' (15%).

Health services had relatively low levels of mentions, with ‘doctor’s surgery’ (12%) mentioned slightly more than ‘dentists’ (10%) and schools also had relatively low levels of mentions both ‘a new primary school’ (9%) and ‘a new secondary school’ (8%).

‘Other’ answers to this question included ‘more or a wider variety of shops’ (3%), ‘more parking’ (1%) and ‘improve sewerage, drainage, gas or water services’ (1%).

Sub-group Analysis

There was no difference in response between respondents who felt that new homes were needed in their ‘local area’ and those who didn’t, with around four-fifths of both groups able to pick at least one thing from the list (86% vs. 85%), although those who felt new homes were needed were significantly more likely to say their local area also needed ‘a better bus service’ (28% vs. 20%) and ‘a new primary school’ (12% vs. 7%).

Some differences were apparent between respondents in urban, town & fringe and rural areas and these are shown in the table below;

Figure 23. Amenities and Facilities Needed to Serve the Local Area (Prompted) – by Urban/Rural

	Urban	Town & Fringe	Rural
Net - Any mention	81%	87%	92%
Better bus service	18%	24%	42%
Safe and attractive walking and cycling routes	18%	28%	26%
Open spaces and sports facilities	18%	14%	5%
New or improved youth facilities	25%	30%	12%
High speed broadband	18%	51%	47%

NB: A grey box indicates that the figure is significantly different to at least one other column in the table.

Rural respondents were significantly more likely than urban ones (but not those in town & fringe areas) to choose at least one of the amenities and facilities on this list. This was driven primarily by a desire for a ‘better bus service’ and, along with those living in town & fringe areas, a desire for ‘high speed broadband’ and ‘safe and attractive walking and cycling routes’. Respondents in urban and town & fringe areas were more likely to choose ‘new and improved youth facilities’ and ‘open spaces and sports facilities’.

‘High speed broadband’ was mentioned more frequently by respondents in the middle age groups than either younger or older respondents (16-34: 23%, 35-54: 32%, 55+: 23%), while older respondents were more inclined to choose ‘a better bus service’ (16-34: 17%, 35-54: 21%, 55+: 28%).

Respondents who indicated that they had a disability or long-term illness were significantly more likely those who didn’t to choose a ‘doctors surgery’ (21% vs. 11%).

Finally, respondents with children under 16 at home tended to pick things related to children more than those without children including ‘new or improved youth facilities’ (31% vs. 19%), ‘open spaces and sports facilities’ (19% vs. 14%), ‘a new secondary school’ (12% vs. 5%) and ‘a new primary school’ (11% vs. 7%).

Discussion;

A clear preference exists for developments that are small or medium sized, with opinion divided as to whether these should be spread throughout the borough or on the outskirts of Basingstoke. Given earlier answers, there is a clear desire for development in many rural communities which is seen as vital to keep these communities alive, so some degree of development throughout the borough is appropriate.

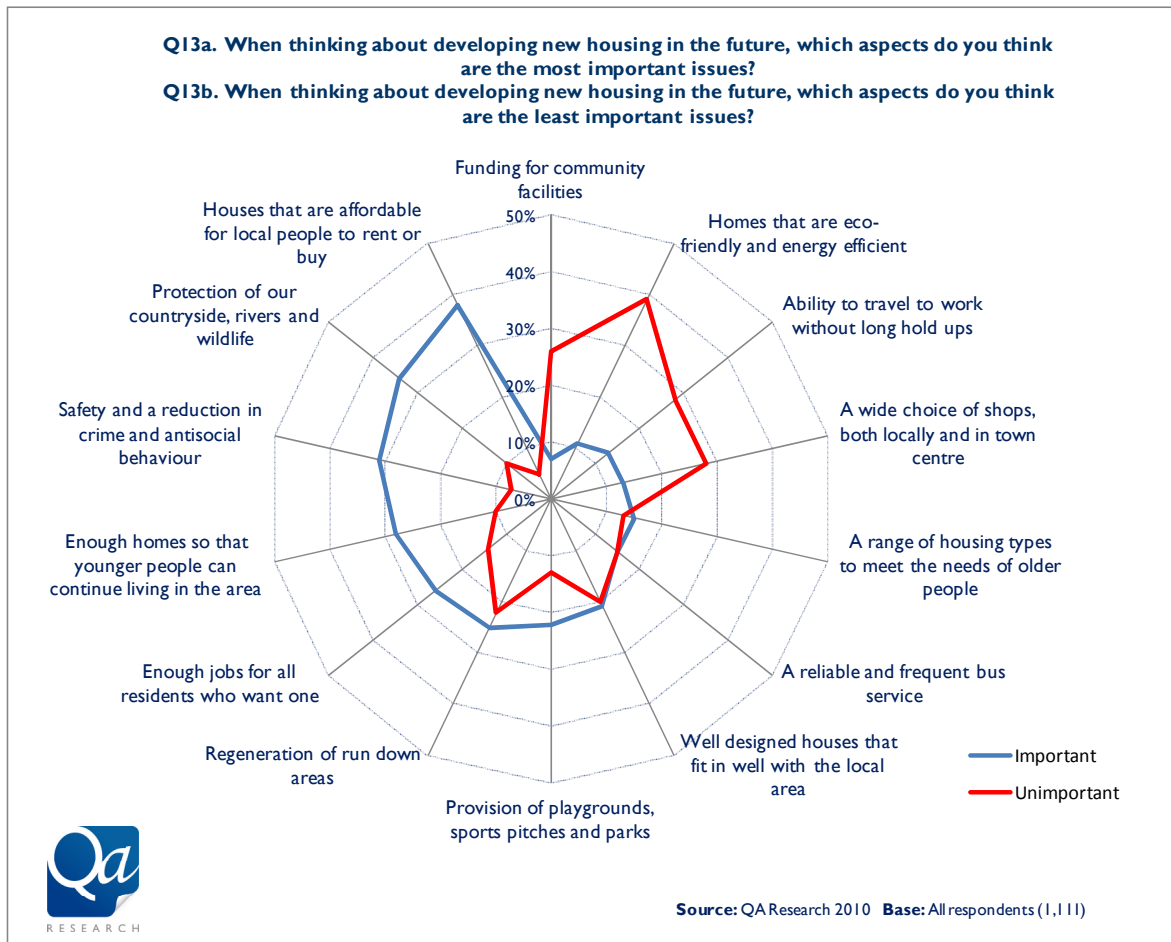
Wherever new development takes place, care will need to be taken not to place too great a strain on existing infrastructure, particularly transport as this is an area respondents already feel could be improved and many mentioned lack of infrastructure spontaneously as being a barrier to any new development further indicating the level of their concern.

4.11 Most Important Aspects when Developing New Housing

Respondents were presented with a list and asked to choose which three factors they felt were the most and least important when developing new housing. Response to both these questions has been charted on the same chart below to allow them to be compared.

On the chart, the blue line indicates the level to which respondents thought each factor was important and the red line shows the level to which they thought it was unimportant.

Figure 24. Most Important Aspects when Developing New Housing (Prompted)



As we would expect and as the chart above shows, those factors deemed to be most important were also the ones least likely to be chosen as unimportant and vice versa.

So, respondents felt that 'houses that are affordable for local people to rent or buy' (important: 38%, unimportant: 5%) and 'protection of our countryside, rivers and wildlife' (important: 34%, unimportant: 10%) were the most important.

Additionally, as previous answers have indicated, 'enough homes so that younger people can continue living in the area' was important to people (important: 28%, unimportant: 10%) as was 'safety and a reduction in crime and antisocial behaviour' (important: 31%, unimportant: 7%).

At the other end of the spectrum, respondents were less concerned with 'homes that are eco-friendly and energy efficient' (important: 11%, unimportant: 39%), 'funding for community facilities' (important: 7%, unimportant: 26%), 'the ability to travel to work without long hold ups' (important: 13%, unimportant: 28%) and 'a wide choice of shops, both locally and in town centre' (important: 13%, unimportant: 28%).

Opinion was divided regarding the importance of 'a range of housing types to meet the needs of older people' (important: 15%, unimportant: 13%), 'a reliable and frequent bus service' (important: 15%, unimportant: 15%) as well as 'well designed houses that fit in well with the local area' (important: 20%, unimportant: 21%) and 'regeneration of run down areas' area' (important: 25%, unimportant: 22%).

Respondents were also asked if they felt there was anything else the council should consider when planning. Most respondents (74%) couldn't suggest anything further and amongst those that could, a range of answers were recorded, although many related to infrastructure;

Figure 25. Other Things for the Council to Consider when Planning (Spontaneous)

Q14. Are there any other things that the council should also consider when planning	
Infrastructure	2%
Make sure there are enough schools	2%
Make sure roads or transport networks can support the changes	2%
Try not to build on too many green areas	1%
Make sure there are enough medical care facilities	1%
Make sure there are enough shops or eating facilities	1%
Make sure the water, gas and sewerage infrastructure can support the changes	1%
Improve parking facilities	1%
Older buildings should be regenerated	1%
Improve public transport	1%
Do not build too much	1%
Build in the right places	1%
Build the right types of buildings	1%
Other (physical environment)	1%
Listen to the views of residents	1%
Reduce anti-social behaviour or crime	1%
Other (relating to people)	1%
Make sure there are enough social areas	<1%
Have more facilities for children	<1%
Give the homes only to people who deserve them or favour locals	<1%
Consider the effects on the community	<1%
Consider access or help for disabled people	<1%
Net - No answer	74%
Base: All respondents (1,111)	

Sub-groups Analysis

Respondents who felt that new homes were needed in their 'local area' were significantly more likely than those who thought they were not to say that 'houses that are affordable for local people to rent or buy' (49% vs. 30%) and 'enough homes so that younger people can continue living in the area' (38% vs. 22%) are important. However, they were less likely to think that 'protection of our countryside, rivers and wildlife' (29% vs. 39%), 'regeneration of run down areas' (18% vs. 29%) and 'safety and a reduction in crime and antisocial behaviour' (20% vs. 34%) were important.

Similarly, respondents who felt that a future rate of housing growth in the borough that was similar to that of the last 10 years was 'too little' were significantly more likely than those who thought it was 'about right' or 'too much' to believe 'houses that are affordable for local people to rent or buy' were important (too little: 61%, about right: 45%, too much: 30%). While those who thought it was 'too much' were significantly more likely to believe 'regeneration of run down areas' (too little: 21%, about right: 19%, too much: 34%) and 'safety and a reduction in crime and antisocial behaviour' (too little: 17%, about right: 19%, too much: 33%) were important.

Urban respondents were more likely to choose 'regeneration of run down areas' (urban: 28%, town & fringe: 16%, rural: 18%), 'a range of housing types to meet the needs of older people' (urban: 17%, town & fringe: 9%, rural: 10%) and 'safety and a reduction in crime and antisocial behaviour' (urban: 35%, town & fringe: 28%, rural: 12%) as being important. However, they felt that 'homes that are eco-friendly and energy efficient' (urban: 42%, town & fringe: 29%, rural: 29%), 'enough homes so that younger people can continue living in the area' (urban: 12%, town & fringe: 6%, rural: 7%) and 'protection of our countryside, rivers and wildlife' (urban: 12%, town & fringe: 6%, rural: 5%) were all *unimportant*.

Those in rural areas indicated that they felt 'protection of our countryside, rivers and wildlife' (rural: 60%, town & fringe: 49%, urban: 26%) are important, but 'enough jobs for all residents who want one' (rural: 27%, town & fringe: 21%, urban: 10%), 'a wide choice of shops, both locally and in town centre' (rural: 49%, town & fringe: 31%, urban: 23%), 'regeneration of run down areas' (rural: 35%, town & fringe: 20%, urban: 19%) as *unimportant*.

The youngest respondents tended to feel that 'houses that are affordable for local people to rent or buy' (16-34: 46%, 35-54: 35%, 55+: 36%) and 'enough homes so that younger people can continue living in the area' (16-34: 35%, 35-54: 23%, 55+: 27%) were important but 'a range of housing types to meet the needs of older people' (16-34: 18%, 35-54: 12%, 55+: 9%) were *unimportant*.

Older respondents felt that 'a range of housing types to meet the needs of older people' (16-34: 11%, 35-54: 12%, 55+: 21%) and 'a reliable and frequent bus service' were important (16-34: 13%, 35-54: 9%, 55+: 23%).

Discussion;

These questions further emphasise the desire for 'affordable' housing, however they also highlight the dilemma many respondents face in that they also wish to protect the local environment, a fact particularly true of rural residents. It will be a challenge to demonstrate that any new development can deliver on both of these opposing wishes.

It's also important to note that almost a third of those interviewed expressed concern about anti-social behaviour and crime, and fear of crime is likely to be a barrier to further development amongst some residents. In fact, amongst those who felt new homes were not needed in their local area this was seen to be the second most important factor for the council to consider, after protection of the environment.

Respondents seem unmoved by 'funding for community facilities' and 'homes that are eco-friendly and energy efficient' and unconcerned about the 'ability to travel to work without long hold ups' and 'a wide choice of shops, both locally and in the town centre'; this is despite concern expressed at other questions about the lack of infrastructure. It may well be that respondents view these as simply nice to have in the context of other housing related needs and accept that development will not be perfect.

5. Conclusions

Conclusion 1: There's a desire for the development of new homes within the borough, especially amongst those in rural and town & fringe areas, although the majority of respondents would not like to see new homes in their local area.

More than half of all those interviewed said that new homes were not needed in their local area. However, almost a third of respondents said that they thought new homes were needed and this was driven primarily by residents living in areas classified as town & fringe or rural, rather than urban. The borough is large and this diversity is probably to be expected, but it does emphasise that planning decisions need to remain locally focussed.

Conclusion 2: New homes are seen as being needed by many residents as a way to protect their communities and in particular to ensure future generations can continue to live there. Respondents struggle to see the importance of housing development that seems to be for the benefit of 'outsiders'.

Respondents consistently talked about the need to help young people to stay living locally and for many this was the main motivation for wanting new homes. Allied to this, preference for the type of new homes to build was for 'affordable' or starter homes which will allow people to enter the housing market. However, in this context, apartments and flats are unattractive to most people and would not necessarily be seen as a suitable solution. There may be value in involving local residents in development decisions to draw on their local knowledge but also to ensure development is seen as beneficial to the existing community, in the first instance, with the needs of those wishing to move into the areas shown to be of less importance.

Conclusion 3: Further development in urban areas will need to be carefully handled to dispel any feelings amongst residents around oversupply or over-development.

Almost half of all urban respondents would not like to see new homes in their local area because they feel too many have already been built. Even amongst those who would like to see new homes, a third talked about the 'lack of space' being a barrier. This suggests that particular focus needs to be given to urban developments and, in particular, to demonstrate how they add something more (or different) to the local area.

Conclusion 4: Away from urban areas, although new homes are felt to be needed, many appreciate the barriers that exist to building them.

In town & fringe and rural areas especially, most of those who would like to see new homes understand that there are barriers to building them. These barriers are primarily felt to be a lack of suitable space or land and difficulties in getting planning permission, as well as potential local opposition. These factors could well have contributed to the 'pressure' on these communities, which in part may explain why they are now the most enthusiastic about building new homes.

Conclusion 5: Many residents face a dilemma, wishing to see future housing development but also wanting to ensure their local area is not spoiled and the environment and green belt are protected.

The second most important aspect that residents would like the council to consider when planning new housing development is 'protection of our countryside, rivers and wildlife', especially amongst those in rural and town & fringe areas. Yet, it is residents in these areas that are most likely to see the need for new homes. In addition, almost a quarter of all rural respondents said they would not like to see new homes built as they would 'spoil the area', suggesting that fears around local opposition to development may be well founded. Clearly, future development will need to be carefully designed, planned and integrated into the local community if it is to meet these two, slightly opposing, needs.

Conclusion 6: Either a similar pace of growth to that seen across the borough in the last 10 years or a slower rate of growth is preferred by most residents and a clear preference exists for smaller developments, either on the outskirts of Basingstoke or across the borough.

Respondents were split between those who thought that, in future, repeating the rate of housing growth that had occurred across the borough in the last 10 years would be 'about right' or 'too much'. However, less than one-in-twenty thought it would be 'too little'. These findings suggest that local residents would, generally, prefer either a rate of growth that is no faster than that experienced over the last decade or a slower rate.

Conclusion 7: Lack of infrastructure (especially transport) is a concern for many.

It will be important when considering future development to ensure adequate infrastructure is in place to cope with new houses. Respondents expressed concern about transport in particular, although few thought it was important to consider journey times to work when the council considers new housing development, suggesting residents' concerns are more about capacity than the length of time they may spend travelling.

Conclusion 8: In summary, generally, the most desirable developments would be;

- Small or medium scale
- In rural areas or around existing villages and small settlements
- Consisting of affordable housing (but not flats and apartments)
- Ideally aimed at young people from the local community
- Planned and developed with the involvement of the local community
- With particular attention paid to ensuring local infrastructure (particularly the transport network) can cope with the development.

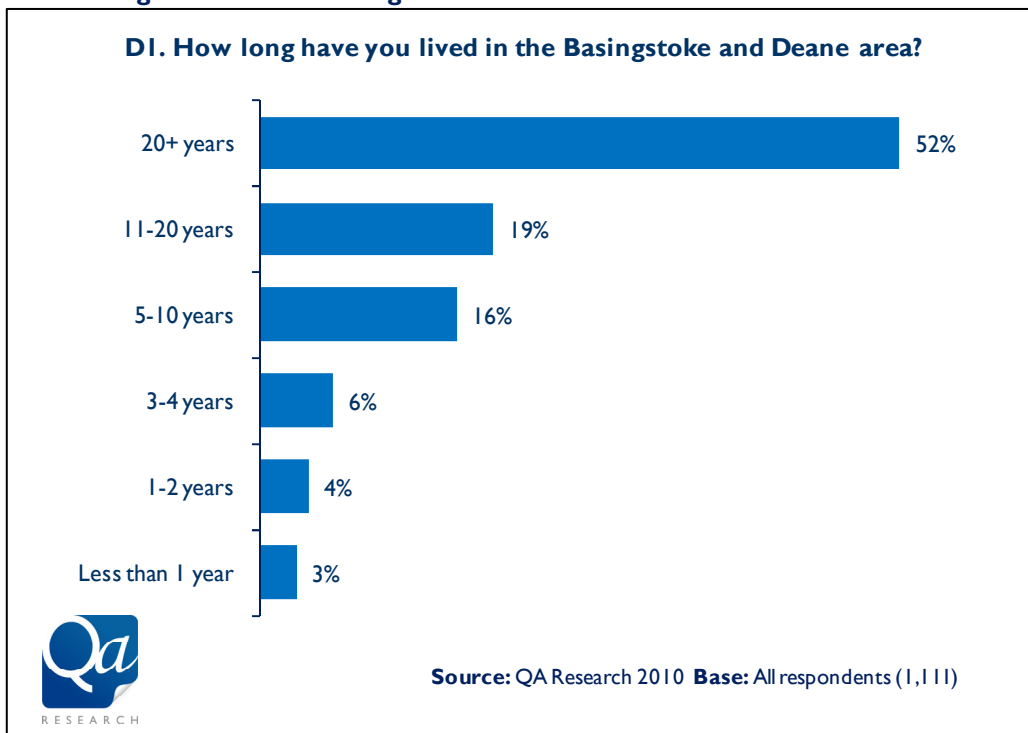
6. Appendix

6.1 Sample Profile

This section details findings from key demographic questions and outlines the full sample profile;

6.1.1 Length of Time in Basingstoke and Deane Area

Figure 26. Length of Time in Basingstoke and Deane Area

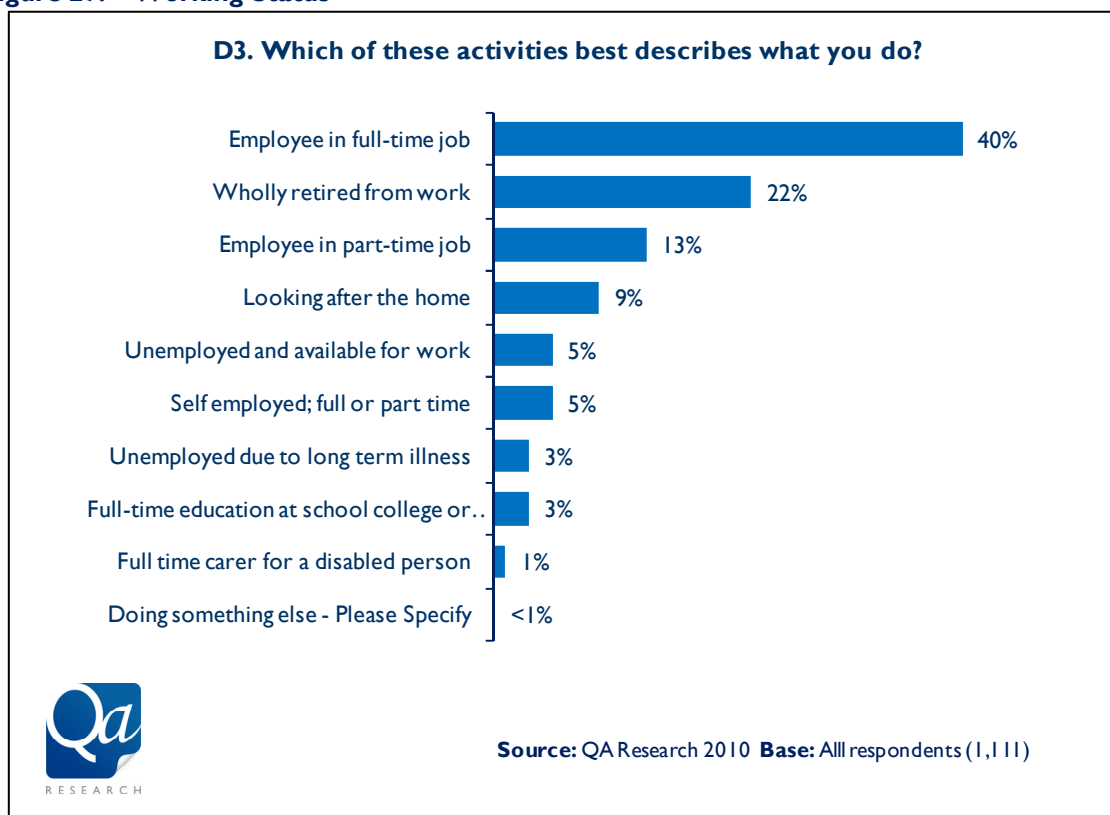


As outlined above, more than half the sample (52%) have lived in the Basingstoke and Deane area for more than 20 years and almost three-quarters (71%) have lived there for 11 years or more.

6.1.2 Working Status

The chart below details the working status of respondents;

Figure 27. Working Status



In total, 58% of the sample were employed either 'full-time' (40%), 'part-time' (13%) or 'self-employed' (5%).

6.1.3 Sample Profile¹

The table below details the final achieved sample profile. The target profile is shown for comparison against the final unweighted achieved sample and the final sample after weighting.

Figure 28. Sample Profile

	Target Profile		Survey Data		
	Basingstoke & Deane BC		Unweighted sample		Weighted Sample
	%	n	%	n	%
Gender					
Male	48%	532	48%	544	49%
Female	52%	579	52%	567	51%
Age					
16-24	13%	88	8%	136	12%
25-34	13%	224	20%	178	16%
35-44	18%	214	19%	223	20%
45-54	16%	199	18%	197	18%
55-64	17%	197	18%	170	15%
65+	22%	186	17%	203	18%
Unspecified	-	3	<1%	3	<1%
Ethnicity					
White British	89%	1042	94%	1039	94%
White Irish	1%	8	1%	7	1%
Other White - Please Specify	4%	13	1%	14	1%
Mixed White and Caribbean	<1%	4	<1%	4	<1%
Mixed White and African	<1%	-	-	-	-
Mixed White and Asian	<1%	5	<1%	3	<1%
Other Mixed - Please Specify	<1%	-	-	-	-
Black Caribbean	1%	7	1%	6	1%
Black African	1%	7	1%	7	1%
Other Black - Please Specify	<1%	1	<1%	1	<1%
Asian Indian	2%	9	1%	9	1%
Asian Pakistani	1%	1	<1%	1	<1%
Asian Bangladeshi	<1%	1	<1%	0	<1%
Other Asian - Please Specify	<1%	3	<1%	3	<1%
Chinese	1%	9	1%	10	1%
Other Other - Please Specify	1%	1	<1%	5	<1%
Base: All respondents (1,111)					

¹ Source - Sex & Age figures: Hampshire County Environment Department's 2009 based Small Area Population Forecasts
Source - Ethnicity figures: ONS experimental ethnicity estimates 2007

6.1.4 Ward Profile

The table below details the number of interviews achieved in each ward. It is important to note that sample sizes in each ward are relatively small, reflecting the fact that there are 29 wards covering the Basingstoke and Deane Borough Council area. Consequently, direct comparison between wards is not possible for most wards and even the large wards have base sizes of no more than 60, meaning that any analysis by ward should be seen as indicative only.

Figure 29. Ward Profile

	Target Profile		Survey Data			
	Basingstoke & Deane BC		Unweighted sample		Weighted Sample	
			n	%	n	%
Basing	5%	55	5%	62	6%	
Baughurst & Tadley North	4%	35	3%	43	4%	
Bramley & Sherfield	3%	32	3%	38	3%	
Brighton Hill North	3%	36	3%	33	3%	
Brighton Hill South	3%	36	3%	33	3%	
Brookvale and Kings Furlong	4%	44	4%	37	3%	
Buckskin	4%	45	4%	44	4%	
Burghclere, Highclere & St. Mary Bourne	4%	47	4%	33	3%	
Chineham	5%	54	5%	58	5%	
East Woodhay	2%	21	2%	18	2%	
Eastrop	3%	50	5%	28	3%	
Grove	4%	41	4%	43	4%	
Hatch Warren and Beggarwood	5%	59	5%	56	5%	
Kempshott	5%	49	4%	52	5%	
Kingsclere	3%	34	3%	35	3%	
Norden	5%	52	5%	58	5%	
Oakley and North Waltham	4%	45	4%	48	4%	
Overton, Laverstoke and Steventon	3%	38	3%	31	3%	
Pamber & Silchester	3%	28	3%	37	3%	
Popley East	4%	37	3%	41	4%	
Popley West	3%	27	2%	35	3%	
Rooksdown	2%	16	1%	21	2%	
Sherborne St. John	1%	17	2%	14	1%	
South Ham	5%	54	5%	62	6%	
Tadley Central	2%	18	2%	18	2%	
Tadley South	4%	37	3%	43	4%	
Upton Grey and The Candovers	2%	19	2%	21	2%	
Whitchurch	3%	40	4%	30	3%	
Winklebury	4%	45	4%	39	4%	

Base: All respondents (1,111)

6.2 Questionnaire

Basingstoke & Deane Borough Council Survey 2010

INTRODUCTION

Good morning/afternoon/evening. My name is _____ from Qa Research and we are carrying out a survey with local residents on behalf of Basingstoke & Deane Borough Council.

The purpose of this survey is to understand the views of local residents around a range of important issues, including where new homes should be built and how many there should be. The survey will take about 20-25 minutes to complete.

I would like to assure you that all the information we collect will be kept in the strictest confidence, and used for research purposes only. We are an independent organisation, all the responses you provide will be kept completely anonymous.

SCREENERS

To begin with I just want to ask you a few questions about yourself so we can make sure we are interviewing a good mix of people.

S1. Do you live in this property?

SINGLECODE

Yes

No

IF 'No' THANK & CLOSE.

S2. Gender

Male

Female

CHECK QUOTAS

S3. Could I ask how old you are?

SINGLE CODE

16-24

25-34

35-44

45-54

55-59

60-64

65+

CHECK QUOTAS



PLANNING NEW HOMES

The council needs to decide how many new homes should be built in Basingstoke and Deane over the next 20 years. The following questions aim to find out your views on the number and types of homes and where they could be built.

Q1. Firstly, which village, town or part of a town do you consider as your "local area"?

Q2. Thinking generally, do you feel that new homes are needed in your local area? This could be any type of home, there will be an opportunity to discuss the differing home types shortly.

SINGLECODE

Yes
No
Don't know

IF 'Yes' AT Q2 ASK Q3a-Q3c. IF 'No' AT Q2 GOTO Q4. IF 'Don't know' AT Q2 GOTO Q5.

SHOWCARD Q3a

Q3a. When thinking about building new homes in your local area, which of the statements on this card do you agree with?

CODE ALL THAT APPLY

New homes are needed to meet the needs of the local community
New homes are needed so local young people can stay living locally
New homes are needed to provide different types of housing options for people
New homes are needed for people who want to move into the area
Other (WRITE IN)
Don't know

Q3b. Do you think there is anything that makes it difficult to build new homes in your local area?

SINGLECODE

Yes
No
Don't know

IF 'Yes' AT Q3b ASK Q3c. OTHERS GOTO Q5.

Q3c. What do you think makes it difficult?
WRITE IN

IF 'No' AT Q2 ASK Q4. OTHERS GOTO Q5.

SHOWCARD Q4

Q4. Taking your answer from this card, for which, if any, of these reasons do you think new homes are not needed in your local area?

CODE ALL THAT APPLY

- Enough have already been built
- There is no demand for new homes
- New homes would spoil the feel of the area
- New homes would have a negative impact on the community
- Other (WRITE IN)
- Don't know

ASK ALL

SHOWCARD Q5a

Q5a. If new houses were built in your local area which of these types do you think would be most appropriate?

CODE ALL THAT APPLY

- Apartments in small, low rise buildings
- Apartments in larger buildings
- Small starter houses (1 or 2 bedrooms)
- Small family houses (2 or 3 bedrooms)
- Larger family homes (four or more bedrooms)
- Affordable houses to buy
- Affordable houses for rent
- Bungalows
- Houses suitable for older people to live independently (such as warden controlled or sheltered communities)
- Accommodation for older people who need some care and support (such as nursing homes or residential care homes)
- Other types (please write in) _____
- None
- Don't know

IF 'None' AT Q5a DO NOT ASK Q5b, GOTO Q8.

Q5b. Roughly, how many new homes do you think are needed in your local area?
WRITE IN

Q6. If new homes needed to be built in your local area do you think there are obvious places where they should be built?

SINGLECODE

Yes

No

Don't know

ASK Q7 IF 'Yes' AT Q6. OTHERS GOTO Q8.

Q7. Please tell me any sites in your local area where you think new homes could be built. This could involve the regeneration of existing houses or building on land not already used for houses.

WRITE IN

ASK ALL

SHOWCARD Q8

Q8. Thinking generally, which, if any, of the things on this card do you think are needed to serve your local area?

CODE ALL THAT APPLY

A new primary school

A new secondary school

Better bus services

Road improvements

Safe and attractive walking and cycling routes

Community facilities such as a community centre or village hall

Open spaces and sports facilities

New or improved youth facilities

Doctor's surgery

Dentist

High speed broadband

Better recycling and waste disposal facilities

Other (write in) _____

None

Don't Know

I now want to ask you a few questions about housing in the wider Basingstoke and Deane Borough Council area.

SHOW MAP

Q9. Thinking about the level of housing development in the borough over the past 10 years, do you feel this level of growth for the future would be...READ OUT

SINGLECODE

Too little
About right
Too much
Don't know

Q10. Why do you say that?

WRITE IN

SHOWCARD Q11

Q11. When making decisions about how many new homes to build, the council has to consider a number of factors. I am going to read out some statements and for each one I would like you to tell me how important you think it is for the council to consider this factor when working out how many homes to build. Please give your answer on a 10 point scale where 10 is very important and 1 is not important at all? So how important is....READ OUT

10 – Very important

9

8

7

6

5

4

3

2

1 – Not important at all

Don't know

RANDOMISE ORDER OF ASKING

The increase in the number of residents as people live longer

The demand for housing as more people live on their own

The length of the council's housing waiting list

The needs and views of local employers

Enabling young people to stay living locally

The needs of people who want to move into the area from other areas of the UK

Q12. Whatever level of housing is finally decided as being right for the borough it is likely that there will need to be some new homes. Locating these new homes could be done in a number of different ways. Which of the following options would you prefer for building new homes? READ OUT

CODE ALL THAT APPLY

Smaller developments across the whole of Basingstoke and Deane creating extensions to towns and villages

Small or medium sized development sites on the outskirts of Basingstoke town

One large development on the outskirts of Basingstoke, including local facilities

Somewhere else (WRITE IN)

Don't know

SHOWCARD Q13a/b

Q13a. When thinking about developing new housing in the future, the council needs to consider many things. Which THREE of the aspects on this card do you think are the most important issues?

SHOWCARD Q13a/b

Q13b. And which THREE do you think are the least important?

CODE UPTO THREE

Provision of playgrounds, sports pitches and parks

Protection of our countryside, rivers and wildlife

Enough jobs for all residents who want one

Ability to travel to work without long hold ups

Enough homes so that younger people can continue living in the area

A range of housing types to meet the needs of older people

Houses that are affordable for local people to rent or buy

A wide choice of shops, both locally and in town centres

A reliable and frequent bus service

Well-designed houses that fit in well with the local area

Homes that are eco-friendly and energy efficient

Funding for community facilities

Regeneration of run down areas

Safety and a reduction in crime and antisocial behaviour.

Q14. Are there any other things that the council should also consider when planning new housing?

WRITE IN

--



PROVIDING SERVICES

The borough council delivers a range of services itself and also works closely with Hampshire County Council and other service providers to deliver more. Some of the services are required by law such as planning and environmental protection: others such as culture the council chose to deliver to help improve quality of life for residents

A robust review of all council activities is being carried out to make sure it is providing the right things in an efficient way and that it provides value for money. As part of this process, the council wishes to understand the views of residents.

SHOWCARD Q15/Q16

Q15. Thinking generally, which FIVE things on this card would you say are the most important in making somewhere a good place to live?

MULTICODE - FIVE

Access to nature

Activities for teenagers

Affordable decent housing

Clean streets

Community activities

Cultural facilities (e.g. cinemas, museums)

Education provision

Facilities for young children

Health services

Job prospects

The level of crime

The level of pollution

The level of traffic congestion

Parks and open spaces

Public transport

Race relations

Road and pavement repairs

Shopping facilities

Sports & leisure facilities

Wage levels & local cost of living

Other (WRITE IN) _____

None of these

Don't know



SHOWCARD Q15/Q16

Q16. And thinking about your local area, which things on this card below, if any, do you think most need improving? Please tell me no more than FIVE.

MULTICODE – UPTO FIVE

Access to nature

Activities for teenagers

Affordable decent housing

Clean streets

Community activities

Cultural facilities (e.g. cinemas, museums)

Education provision

Facilities for young children

Health services

Job prospects

The level of crime

The level of pollution

The level of traffic congestion

Parks and open spaces

Public transport

Race relations

Road and pavement repairs

Shopping facilities

Sports & leisure facilities

Wage levels & local cost of living

Other (WRITE IN) _____

None of these

Don't know

SHOWCARD Q17a/b

Q17a. The council wants to understand what is important to you when it is planning for how it delivers services. Here is a list of the key services provided by the council. Which **THREE** of these services do you think are the most important to you and the community?

SHOWCARD Q17a/b

Q17b. And which are the **THREE** least important?

CODE UPTO THREE

- Allotment sites provided by the council
- Collecting recycling and rubbish bins
- Providing and maintaining cemeteries
- Providing and maintaining community centres
- Community safety initiatives
- Dealing with issues like noise and pollution
- Making sure places serving food do so safely
- Putting on free public events for the community
- Housing and council tax benefits
- Housing needs and advice
- Licensing for taxis, entertainment and alcohol
- Parks and playing fields
- Parking provision in residential areas and parking tickets
- Planning and building control
- Public toilets
- Regenerating housing and business areas
- Providing and maintaining sports and recreation facilities
- Clean streets
- Supporting businesses locally
- Tree planting and maintenance
- Protecting our built and natural environment

SHOWCARD

Q17c. Are there any other services that are not shown on this card that you think are important for Basingstoke & Deane Borough Council to provide?

WRITE IN

The council currently chooses to give money to organisations in the community to help support a range of activities. It doesn't have to do this, but chooses to because they add value to the services it delivers. Many also add to the quality of life of residents in Basingstoke and Deane.

Q18a. If in the future the council didn't have enough money to continue doing this at current levels, which of the activities below do you think are the **THREE** most important? **READ OUT**

CODE THREE

Support to voluntary and community organisations

Support to arts and culture organisations

Support for conservation and environmental initiatives

Support to sport and recreation organisations

Support for local play schemes

Support for additional bus services

None

Other (write in) – Please use this option if the respondent suggests another way of reducing spend, **DO NOT PROMPT**

Don't know

ASK Q18b-g IN TURN, AS APPROPRIATE FOR EACH ANSWER AT Q18a.

Q18b. Why have you chosen support to voluntary and community organisations?
WRITE IN

Q18c. Why have you chosen support to arts and culture organisations?
WRITE IN

Q18d. Why have you chosen support for conservation and environmental initiatives?
WRITE IN

Q18e. Why have you chosen support to sport and recreation organisations?
WRITE IN

Q18f. Why have you chosen support for local play schemes?
WRITE IN

Q18g. Why have you chosen support for additional bus services?
WRITE IN

SHOWCARD Q19

Q19. How do you mainly get information about Basingstoke and Deane Borough Council and its services?

SINGLE CODE

- Articles in free local newspapers
- Articles in local newspapers you pay for
- Local radio
- Local television programmes
- Council newspaper ('Basingstoke and Deane Today')
- By email sent from the council
- By text message sent from the council
- Council website
- Talking with a council employee
- Word of mouth
- Other (write in) _____
- None
- Don't know

Q20. Do you have any comments or suggestions about how the council could save money or work more efficiently?

WRITE IN

DEMOGRAPHICS

Finally, I would like to ask you a few questions about yourself. Remember that all the information you provide will be confidential.

D1. How long have you lived in the Basingstoke and Deane area?

SINGLE CODE

- Less than one year
- 1 to 2 years
- 3-4 years
- 5-10 years
- 11-20 years
- 21+ years
- Don't know

SHOWCARD D2

D2. Which of these best describes where you live at the moment?

SINGLECODE

Owned outright

Being bought on mortgage

Shared ownership

Rented from council/ALMO

Rented from Housing Association/Trust

Rented from private landlord

Shared housing

Care/support facility

Mobile accommodation (e.g. caravan or trailer)

Other (WRITE IN) _____

None

Don't know

SHOWCARD D3

D3. Which of these activities best describes what you do?

SINGLECODE

Employee in full-time job (30 hours plus per week)

Employee in part-time job (under 30 hours per week)

Self employed; full or part time

On government supported training programme (e.g. Modern Apprentice/ Training for Work)

Full-time education at school, college or university

Unemployed and available for work

Unemployed due to long term illness

Full-time carer for a disabled person (paid/ unpaid)

Wholly retired from work

Looking after the home

Doing something else (WRITE IN) _____

D4. How would you describe your ethnic background? DO NOT READ OUT.
PROBE FOR DETAIL

SINGLE CODE

White - British

White - Irish

Any Other White Background (Write in) _____

Mixed Race – White and Black Caribbean

Mixed Race – White and Black African

Mixed Race – White and Asian

Any other mixed background (Write in) _____

Black or Black British - Caribbean



Black or Black British - African
Any other Black or Black British (Write in) _____
Asian or Asian British - Indian
Asian or Asian British – Pakistani
Asian or Asian British – Bangladeshi
Any other Asian or Asian British Background (Write in) _____
Chinese
Any other ethnic group (Write in) _____
Refused
Don't know

D6. How would you describe your Religion?

SINGLECODE

Christian (all Christian denominations)
Buddhist
Hindu
Muslim
Sikh
Jewish
None
Other (WRITE IN) _____
Refused
Don't know

D7. How would you describe your sexual orientation?

SINGLECODE

Heterosexual
Bisexual
Gay (men)
Lesbian (women)
Prefer not to say

D8. Do you consider yourself to be a disabled person or to have a long term illness?

SINGLECODE

Yes
No
Don't know

D9. Which of the following best describes you...? READ OUT

SINGLE CODE

Single
Married
Living with someone

Widowed/separated/divorced
Other
Refused
Don't know

D10. Do you have any children under 16 living at home?

SINGLECODE

Yes
No
Refused
Don't know

D11. Would you be willing to be contacted to take part in further research on this issue?

Yes
No

PROMPT (if required):

You would be under no obligation to take part in any future research; Qa would not distribute any of your contact information to other parties in accordance with data protection; Your answers will be confidential and anonymous.

ASK ALL WHO SAY YES AT D11.

Please can I take your:

Name
Address
Telephone number
Postcode

ASK ALL

D12. Also, Qa may wish to call you back to validate part of your survey, in accordance with our quality control procedures. Would you be happy for us to do this?

Yes
No

ASK ALL WHO SAY YES AT D12.

Please can I take your:

Name
Address
Telephone number
Postcode

THANK & CLOSE

