



## **Residents' Survey**

## **Results report**

January 2022

## 1. Purpose of Report

The purpose of this report is to present the key confirmed results from the recent Moreton in Marsh Parish Neighbourhood Plan Residents Survey – March 2021.

Further analysis of the results and presentation of all the free text comments can be found in the document 'Community survey open-ended questions responses' These have all been noted and incorporated in the report, as well as being used to shape the policies in the Neighbourhood Plan.

## 2. Methodology

The aims of this questionnaire were to capture the Vision and Aims for the parish over the next 10 years.

### Design

The design of the questionnaire was based on the following;

- Inputs received from the parish at various Drop In events and workshops held around the town since February 2019. From these sessions key themes, opportunities and issues were identified.

The questionnaire was developed consisting of the following sections (65 questions);

1. You and your Household – 16 questions
2. Housing – 3 questions
3. Employment & Local Economy – 14 questions
4. Getting around Moreton-in-Marsh – 12 question
5. Natural & Built Environment – 8 questions
6. Climate Change & Energy – 5 questions
7. The Community– 5 questions
8. Final Thoughts – 2 questions

Originally the questionnaire was to be rolled out in February 2021 with a return deadline of 19<sup>th</sup> March 2021. This return was extended by a month due to lockdown causing delays in distribution.

### Respondents

A printed copy of the resident's survey was delivered to every household in the Moreton-in-Marsh parish. In addition to this, emails were sent to all residents on the neighbourhood plan mailing list with a link to the electronic version of the survey. A link to this was also put on the Moreton2031 website, Nextdoor, Facebook and the Moreton-in-Marsh Town Council website. Posters were also put up in key locations around the town. It should be noted that each household had a unique reference number to use on their return, these could not be used multiple times.

### Distribution

Questionnaires were distributed as follows;

- via SurveyMonkey through an email invitation
- via paper copies hand delivered by members of the working group
- delivered via Royal Mail
- Upon request of re

SurveyMonkey was closed to any further online responses on the 19<sup>th</sup> April 2021.

At this point the numbers of questionnaires returned were;

- 311 via SurveyMonkey
- 519 via paper copies returned to the Town Council Offices. A further 5 were returned within the following week and were included in the results.
- There are approximately 2,400 households within Moreton-in-Marsh parish. Therefore, the response rate calculates to be 35%.

### Aggregating all the results

One of the advantages of using SurveyMonkey is that paper copies can be added to the results by entering them manually into the same survey. This means the analysis produced will contain all the responses.

When completing the questionnaire online, using SurveyMonkey, validations can be used to ensure that questions get a response and that incorrect or nonsensical answers can be avoided. However, when completing a paper questionnaire there are no validations and responses can be skipped and incorrect answers can be given. This can give rise to corrupted results and analysis. As a result of this when these paper copies were entered into SurveyMonkey incorrect answers were identified and the following corrections made;

- Where no answers entered – treated as a ‘Skipped’ question; not counted in any results or analysis
- Where incorrect answers entered that cannot be made sense of; e.g. where more selections have been made than allowed – also treated as a ‘Skipped’ question; not counted in any results or analysis
- Where incorrect answers entered but are less selections than requested – also treated as a ‘Skipped’ question; not counted in any results or analysis
- Where there were multiple answer options (i.e. very happy/happy/neutral/unhappy/very unhappy), the results have been calculated using a ‘weighted average’. This means a score is given to each option (e.g. very happy-5; happy-4...very unhappy-1). This is then used to calculate an average figure for the answer, which can be used in graphs etc.

### Issues Arising

When entering the paper copies of the survey onto SurveyMonkey, a small number of issues were highlighted:

- Questions 3; 4; 5 & 8 had 3 columns of answers. The check box for the left column was closer to the answers for the right column, which could result in respondents checking the wrong box. This could be checked by comparing question 5 to question 10, which both related to ages. 11.5% of respondents didn’t indicate a person of the corresponding age between the two questions.
- Question 27 on SurveyMonkey did not allow respondents to mark the same answer more than once. Unfortunately, this makes the results unusable, as there is a more-than-fair likelihood that respondents may have wished to use the same answer twice.

- Although the response rate was high, the age groups of the respondents is tilted towards the older population. In the 2011 census, 33% of the residents in Moreton-in-Marsh were over the age of 60. In the residents survey, 43% of the people living in the respondents household were over 60. There are converse results in younger age groups. This should be taken into consideration when reading the results and the SG will also ensure that community engagement is taken in the future, targeting the unrepresented age groups.

### Next Steps

The results of this survey will be used to identify the challenges faced by the community in Moreton-in-Marsh. From this, we will be able to identify any issues which can be addressed through the Neighbourhood Plan. When we have identified these challenges, we will work on creating a Vision and Objectives to address these challenges. At this stage, we will consult with the community again, to ensure we are on the right track!

We will also use the results to identify other important topics and create ‘Community Aspirations’. These will be projects for the Town Council to address but cannot be addressed through the Neighbourhood Plan.

### Finally

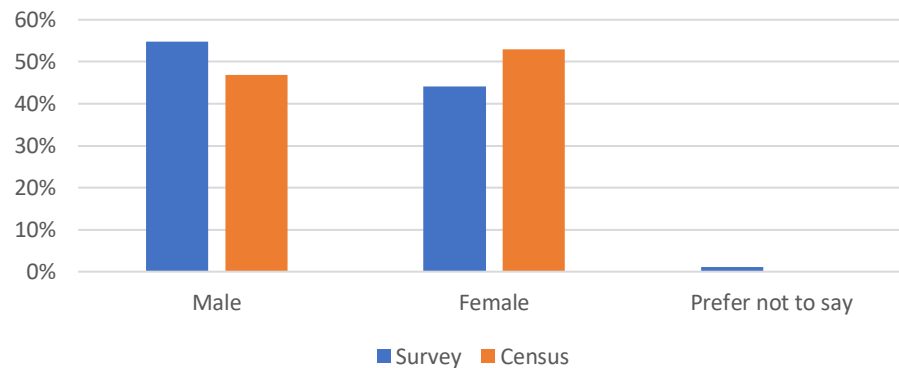
Thank you so much for your time in completing the Community Survey and taking an interest in the Neighbourhood Plan. This plan will reflect what the local community need and want in Moreton-in-Marsh, so your involvement is vital. Thank you.

## You and Your Household

### Summary

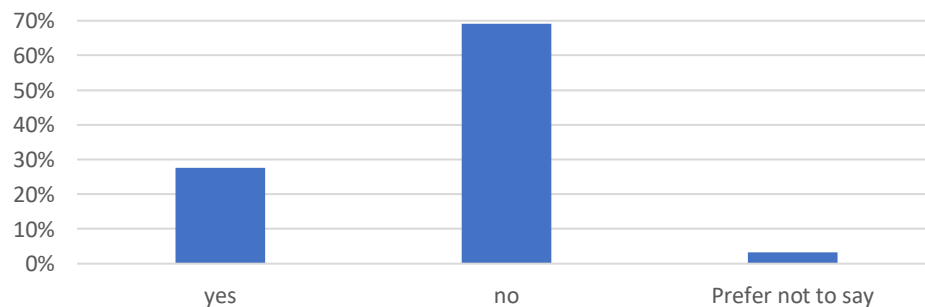
- 43% of respondents are over 60 years old, 44% are retired.
- Nearly 80% of respondents live alone or with one other person.
- 80% of respondents own their house, 18% rent.
- 96% of respondents agree Moreton-in-Marsh is an okay or great place to live
- Top 3 things people like about Moreton-in-Marsh: Access to countryside/greenspace; Access to rail network; Access to Cotswold towns & villages
- Top 3 concerns about Moreton-in-Marsh: HGV Traffic and congestion; Excessive population growth; Loss of green space

#### Q3. male/female:

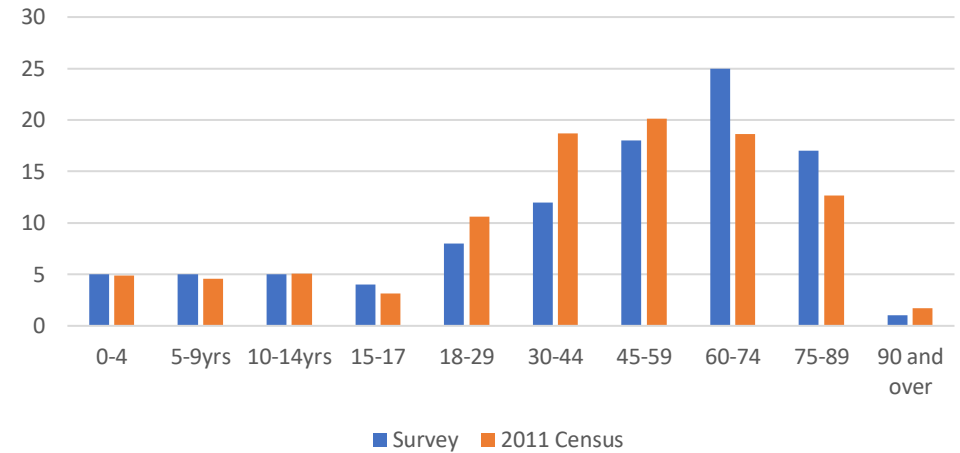


#### Q4. Do you consider yourself to have a disability:

(no corresponding census data available)

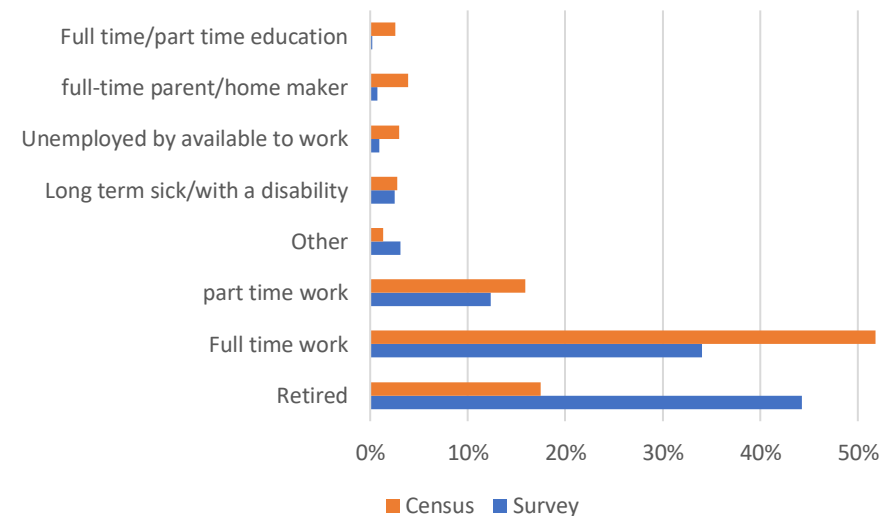


Q5. Age: As mentioned above, there is possibility for skewed results from question 5. Therefore we have used the age groups from question 10 to determine the age of the respondents:

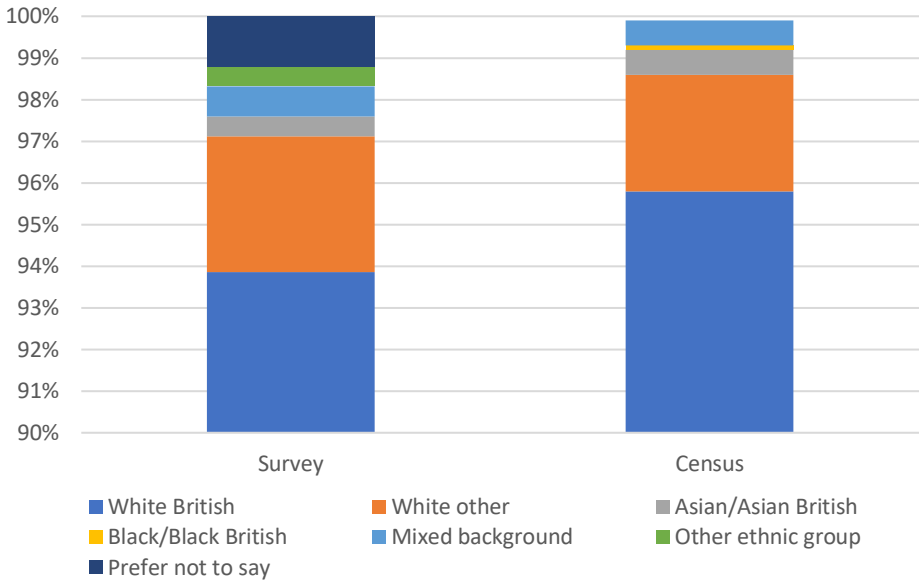


#### Q6. Occupation:

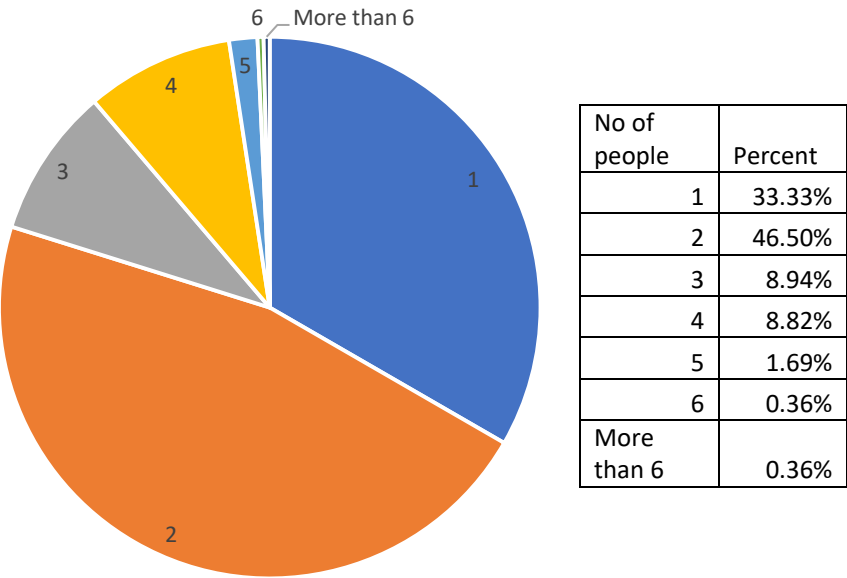
(in order to make comparisons against Census data, 'self-employed' has been grouped with 'full-time employment' and 'home maker' has been grouped with 'full-time parent')



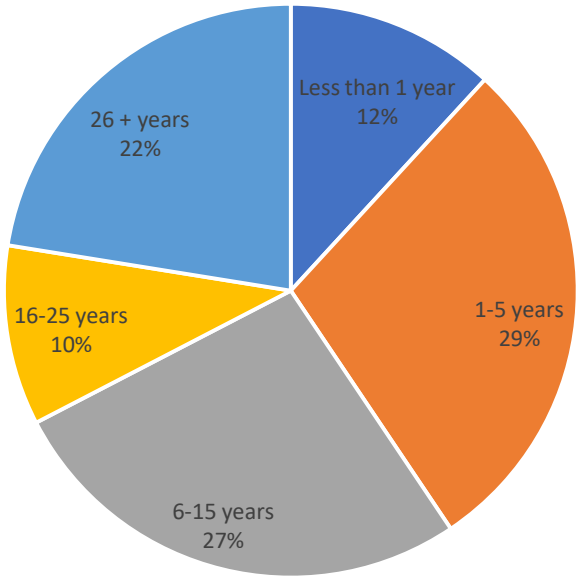
Q7. Ethnicity:



Q9. Number of people in household:  
(no corresponding census data)

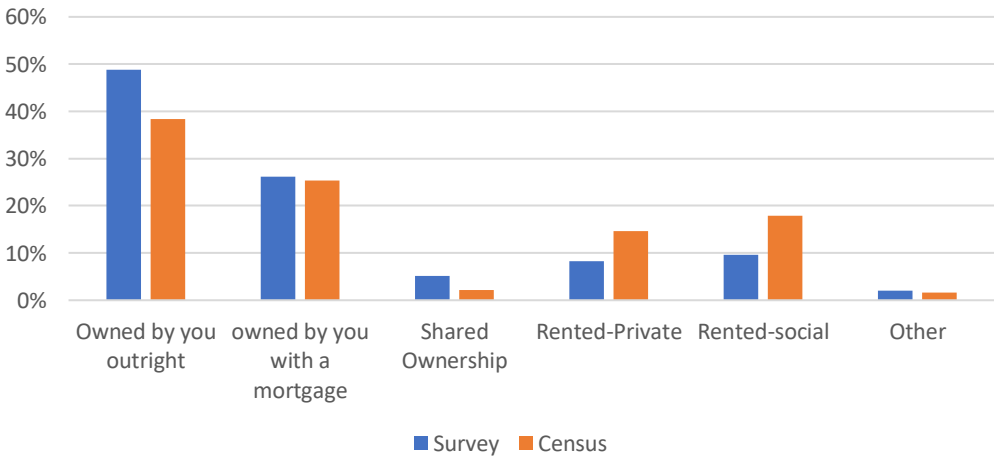


Q8. How long have you lived in Moreton-in-Marsh:  
(no corresponding census data)

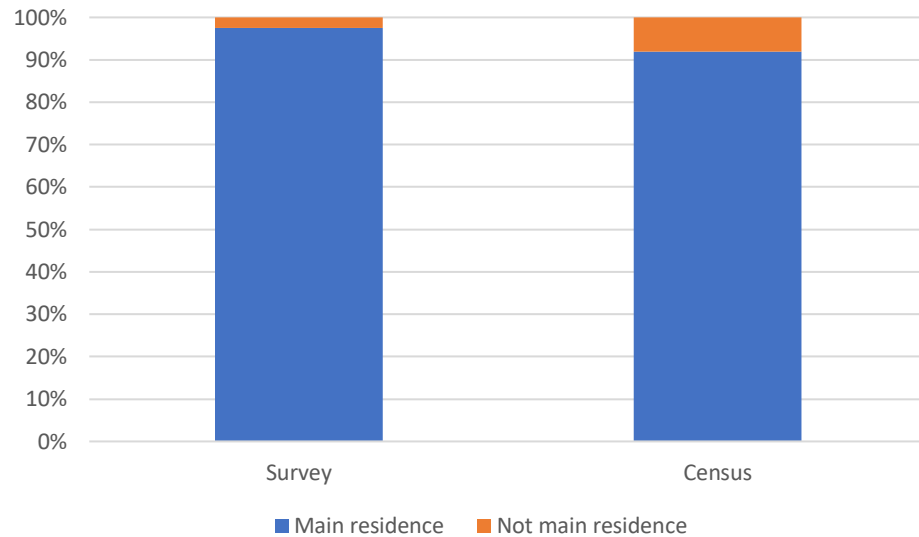


Q10. Residents age groups-see Q5 above

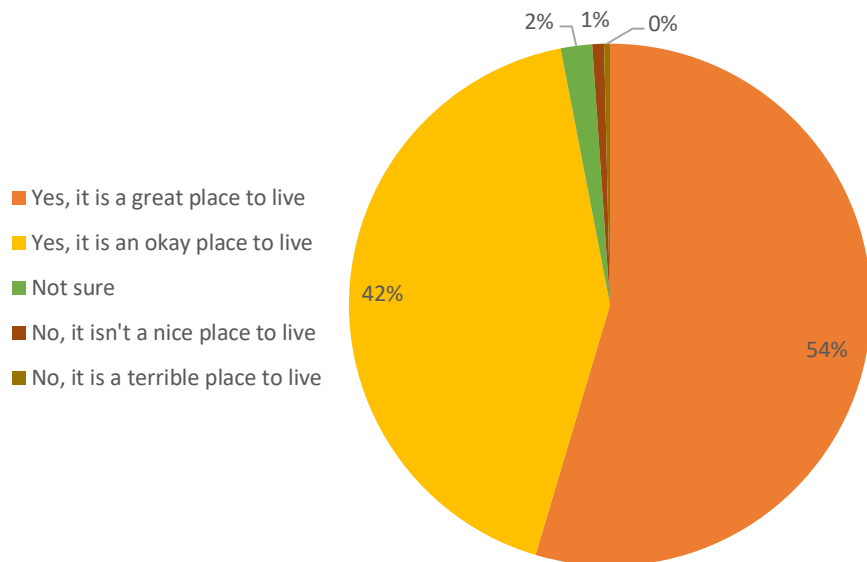
Q11. Type of tenure:



Q12. Is Moreton-in-Marsh your main place of residence:



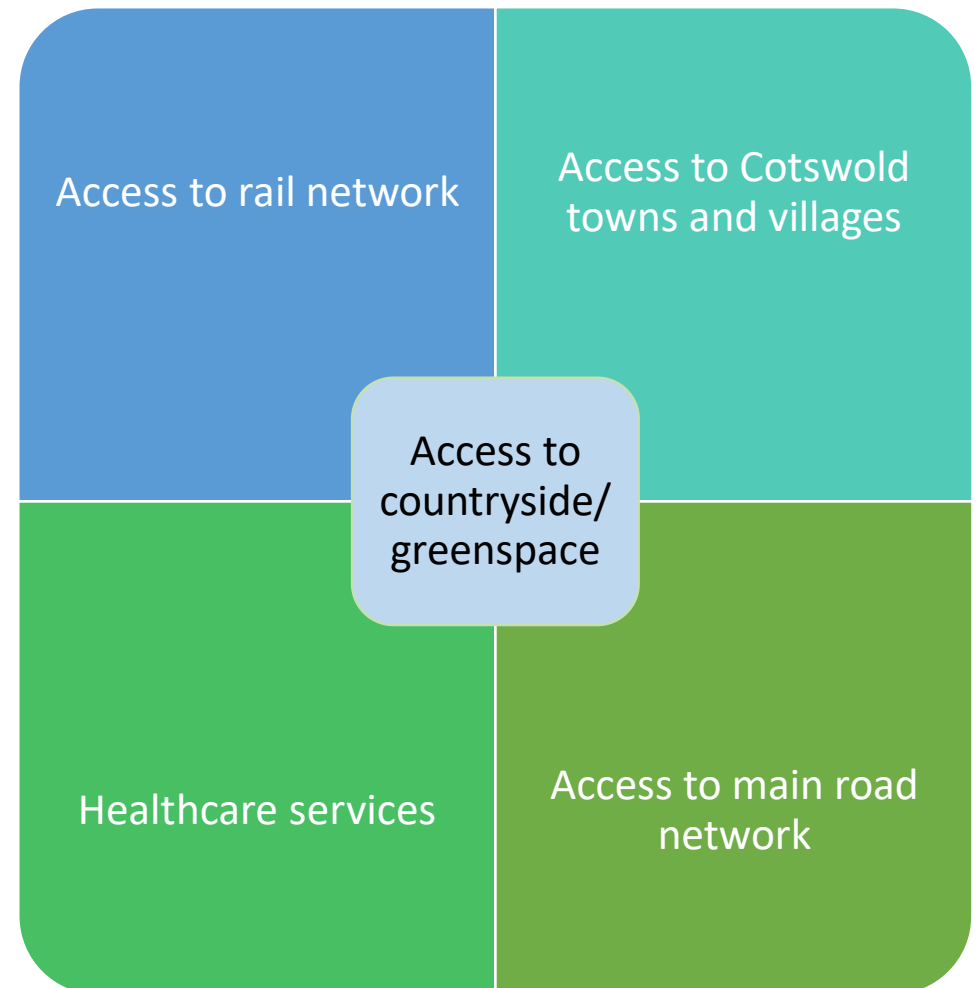
Q13. Is Moreton-in-Marsh a good place to live: Answer skipped: 1%



Q14. What are the things that members of your household like about living in the Parish:

(residents were asked to mark all the answers which applied)

Most popular answers:



Q15. Greatest concerns about living in Moreton-in-Marsh:  
(residents were asked to choose 5 topics and rank them 1-5)

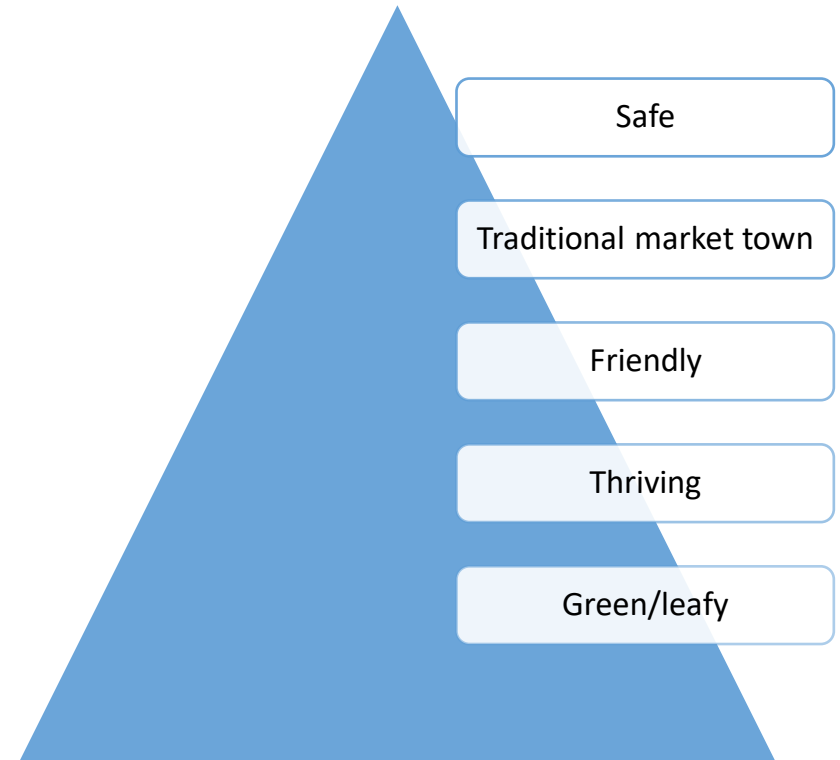
Most popular answers:



Q16. Five words that you would like Moreton-in-Marsh parish to be described as in 10 years' time:

(Residents were asked to select 5 words from a list of 17)

### Top Five Responses







## Housing

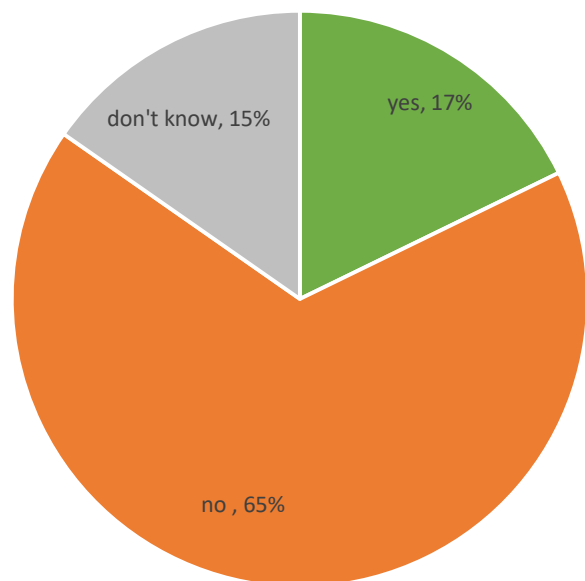
- 65% would not support the NP identifying further housing sites. 15% didn't know.
- 24.5% of renters would support NP identifying housing sites. 15.5% of home owners would support identification of sites.
- Most support for 'Homes built to higher environmental standards' (60%).  
Second: 'Homes designed with accessibility for older/disabled people'.
- Least support for 'Large 4+ bed family houses' (26%) and 'retirement homes/assisted living'.
- Type of tenure most supported: Government starter homes.
- Least support for Open market housing.

## Housing

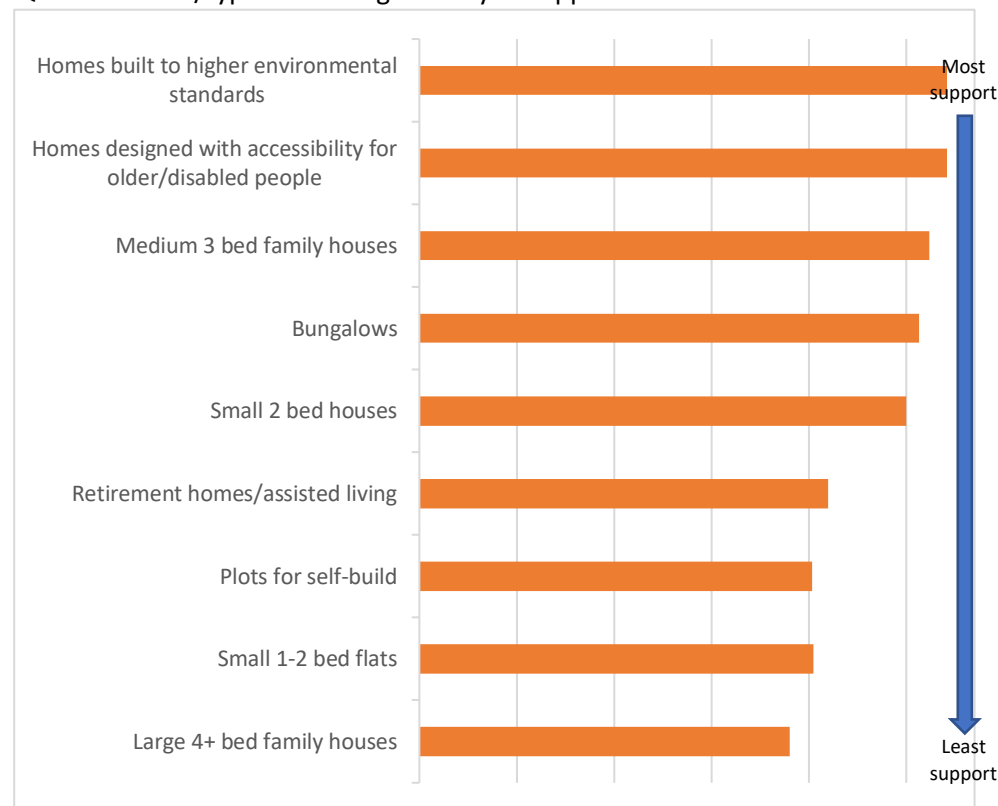
The Residents survey explained the Cotswold Local Plan has allocated strategic housing sites for approximately 203 homes for Moreton-in-Marsh.

Neighbourhood Plans can allocate their own sites for development, which specifically reflect local need.

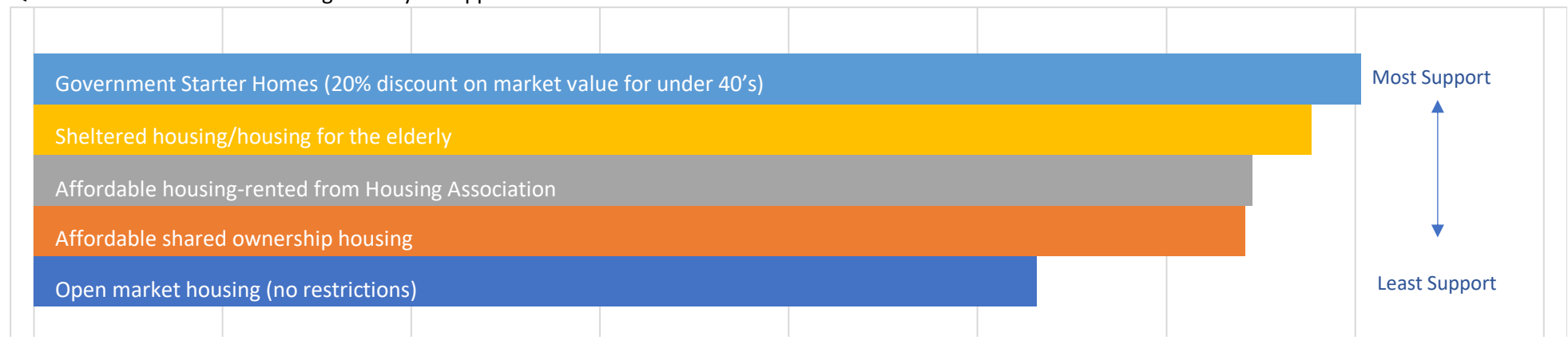
Q17. Residents were asked if they would support the identification of further sites for housing within the Neighbourhood Plan: Answer skipped: 4%



Q18. What size/type of housing would you support?



Q19. What tenure of new housing would you support?

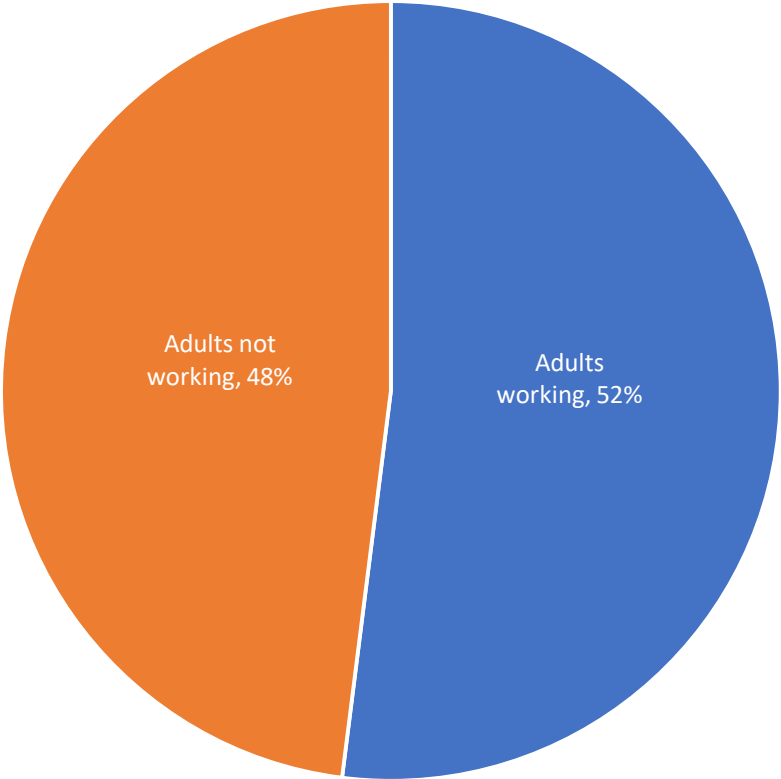


## Employment and our Local Economy

- nearly 50/50 split of working/not working (which reflects age of respondents). Of the respondents who were over 75, 90% were not working.
- most popular method of travel to work car/van. Those who work within 5 miles of Moreton-in-Marsh, 83% travel by car/van (compared to 62% overall). Those who work within Moreton-in-Marsh 47% walk to work, 40% car/van
- 57% would support NP identifying further land for employment use
- 65% would support the NP identifying buildings for employment use within the town centre
- Medical facilities very highly regarded by respondents-Top Three: Doctors/Hospital/Pharmacies
- Most used facilities: grocery shops (65% use them frequently). *This question needs to consider the age of respondents, which may skew responses. E.g. 76% of respondents never use the pre-schools, which reflects the age of respondents (43% over 60 yrs old)*
- 81% respondents think the core town centre should be kept the same size.
- 38% want town centre protected; 49% believe Yes, some protection but recognise things change and we need to let this happen

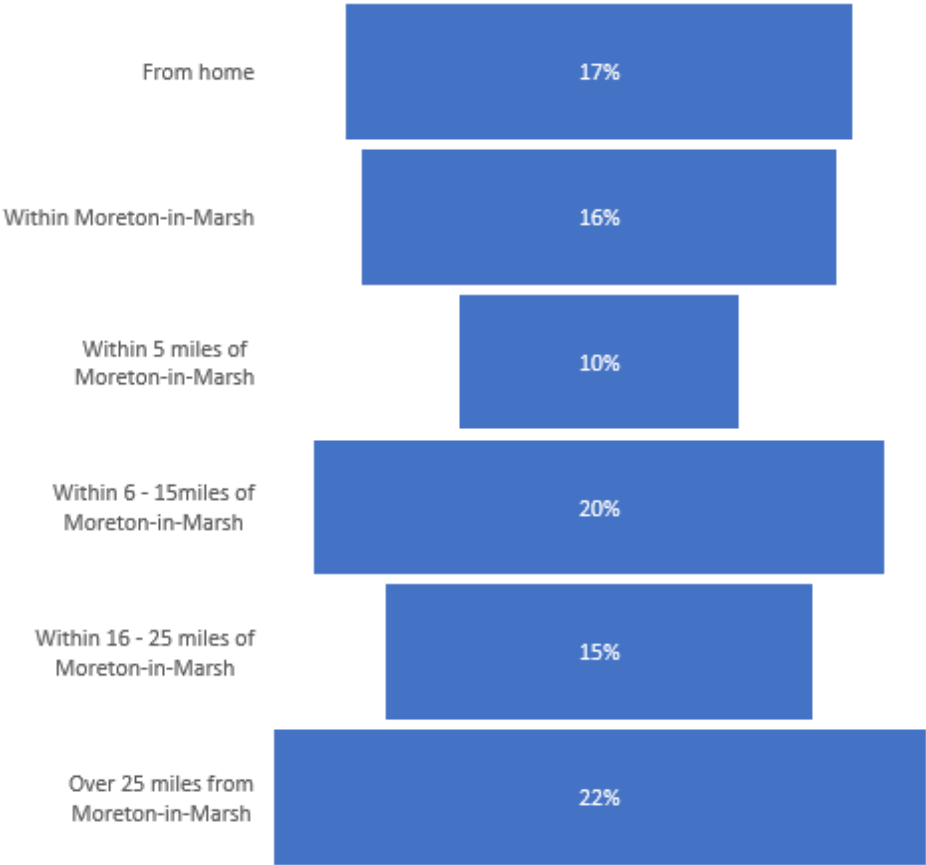
Employment and our Local Economy

Q20. Are adult members of your household currently working?

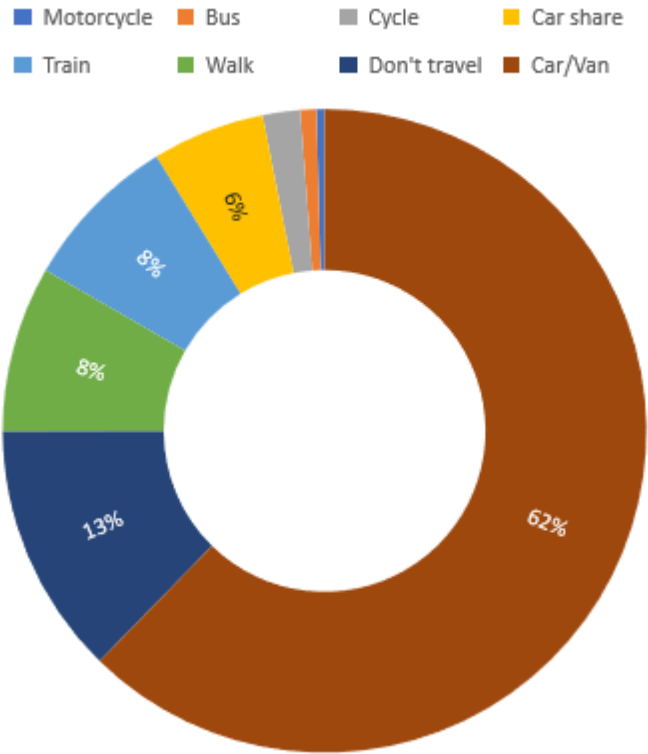


The skewed results from this question most likely arise from the age demographic of respondents and also reflects the results from question 6. 90% of respondents who marked 'no not currently working' for the adults within the household were over the age of 75.

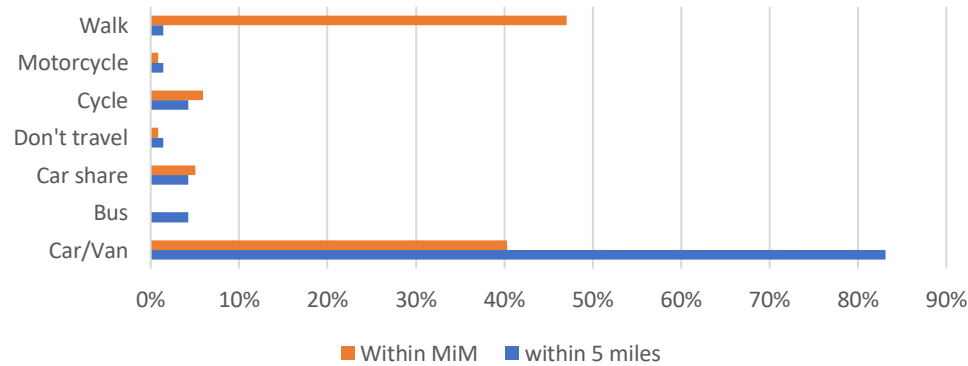
Q21. For each adult household member that is in employment please tick how far they travel to work?



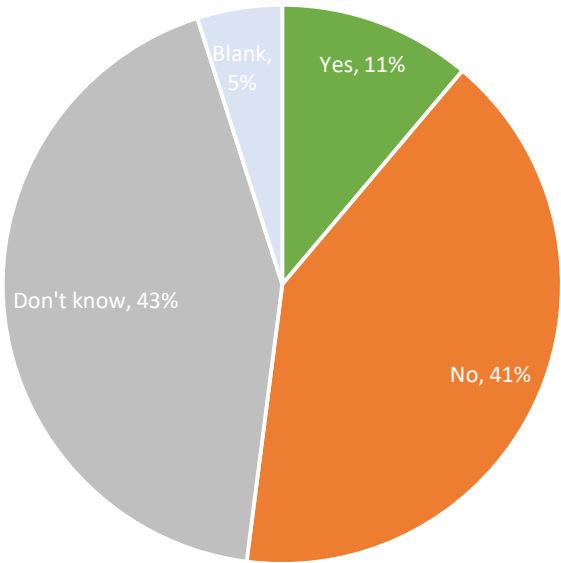
Q22. For each adult household member who is in employment please tick to indicate how they usually travel to work



Method of travel by residents working within/within 5 miles of Moreton-in-Marsh:



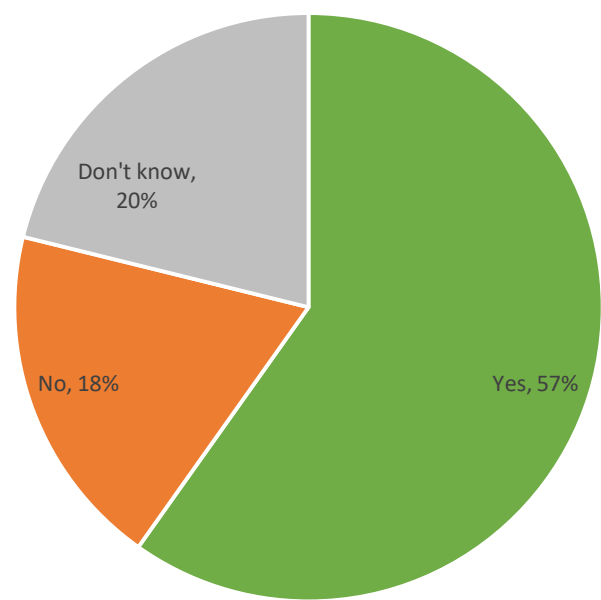
Q23. Do you think there are enough jobs in Moreton-in-Marsh?



If no, what type of job do you think we need more of?  
(Respondents could tick all that applied) Figures show number of responses.

Apprenticeships	250	Office/professional service occupations	134	Utilities	59
Public sector occupations	178	Creative industry occupations	126	Transport/logistics occupations	58
Technology based occupations	177	Tourism related occupations	111	Construction	41
Retail	164	Agriculture, horticulture, forestry and fishing	107	Storage and distribution	35
Manufacturing/engineering occupations	146	Administrative	96	Other	25
Health and Social Care	143	Communication and information	88	Real Estate, Renting and Leasing	23
Leisure, sport and wellness related occupations	136	Hospitality	78		

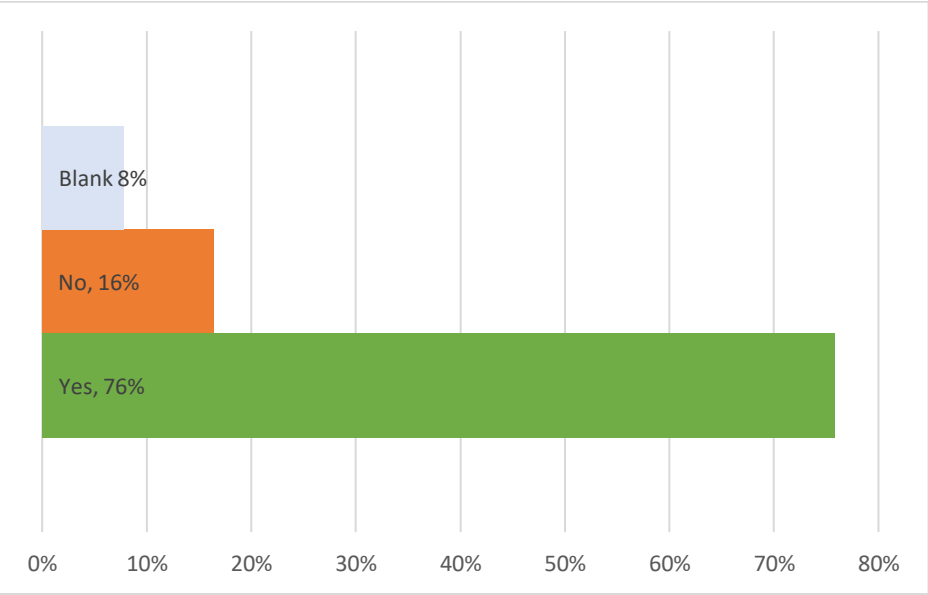
Q24. Would your household support the Neighbourhood Plan identifying further land for employment use? Answer skipped: 4%



If yes, what type?  
(Respondents could tick all that applied)

Shops and retail	267	Food and restaurants	154
Light industrial units	258	Hot desk facilities	126
Starter units	211	Tourism (hotels, camping etc.)	108
Shared working space	194	Don't know	32
Offices	179	Other	27
Factory & Manufacturing units	175	None of the above	4

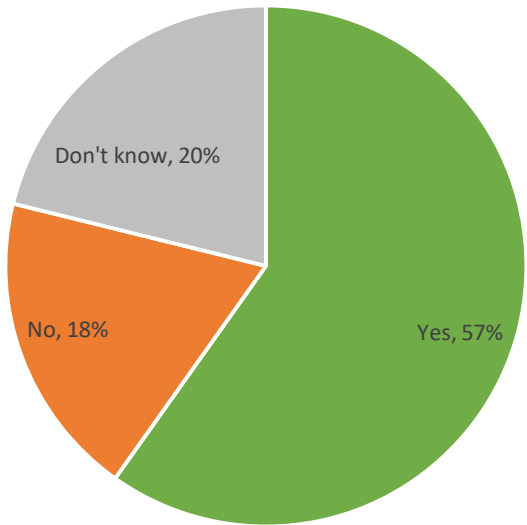
Q25. Given the increase in home working as a result of Covid-19, would your household support the creation of a work hub in the town



If yes, what type?  
(Respondents could tick all that applied)

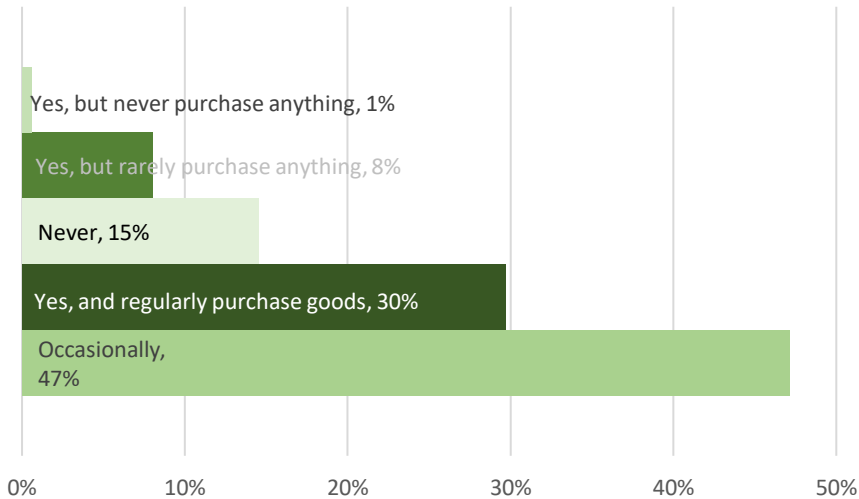
Shared space	433
Office	380
Workshops	317
Small retail units	293
Small industrial units	242

Q26. Would your household support the Neighbourhood Plan identifying buildings for employment use within the town centre: Skipped answer: 8%



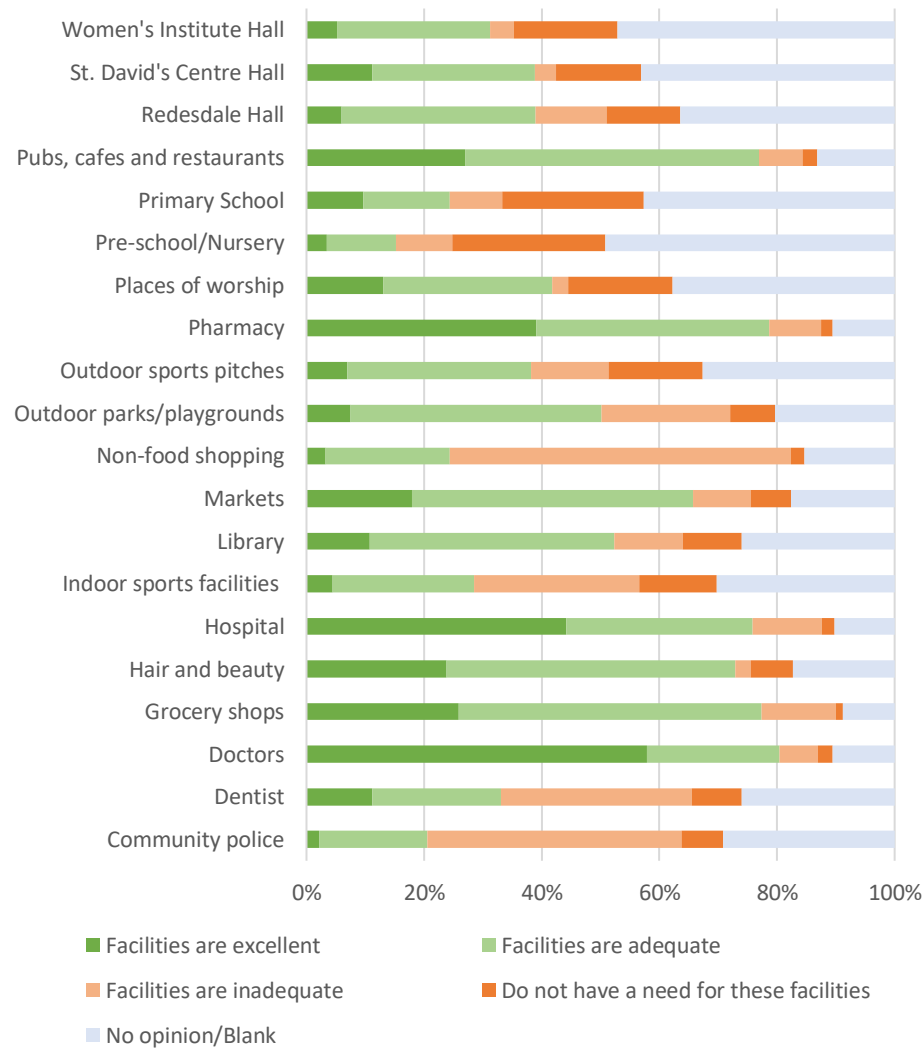
Q27 'Do you do the majority of your shopping for your household in Moreton-in-Marsh' has been excluded, due to a technical issue with the responses.

Q28. Does your household visit the Tuesday market?



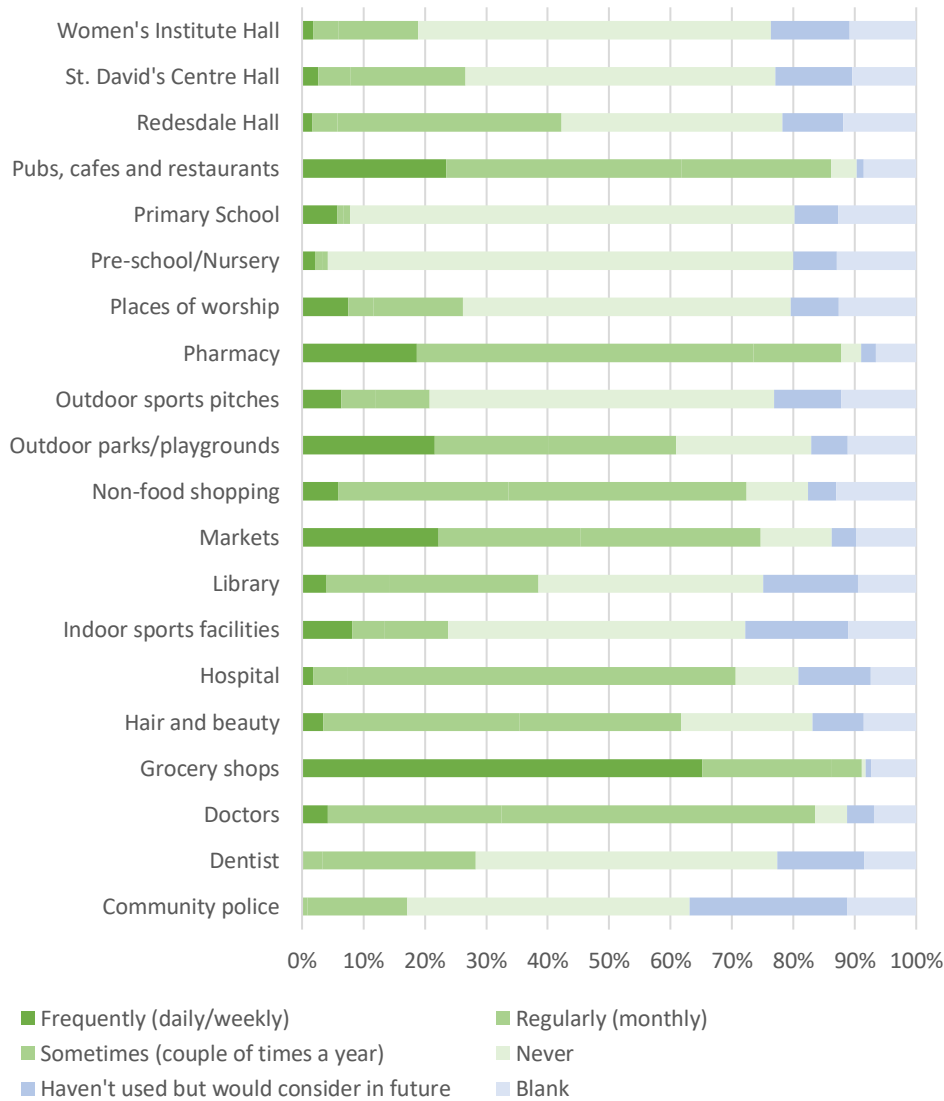
Q29. To what extent do the following facilities in Moreton-in-Marsh meet your household needs?

The graph below shows the percentages of opinions-however it is important to note that in this question, the number of respondents who marked 'no opinion' or 'Do not have a need for these facilities' or left all options blank was considerable. In 7 of the facilities, these accounted for over 50 percent of the responses. This is most likely due to the age demographic of the respondents and this should be taken into account when considering the results.

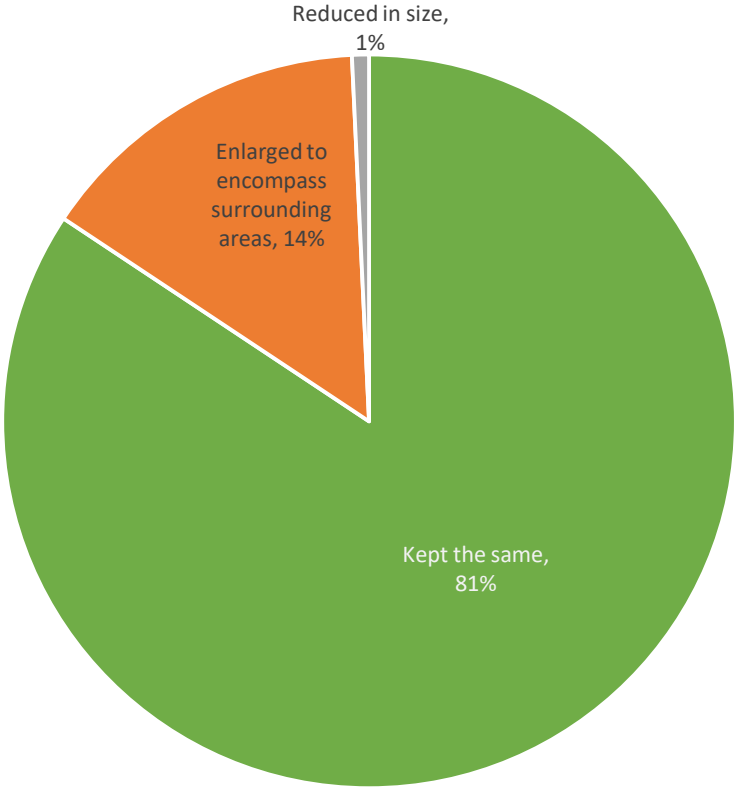


Q30. Thinking about the same facilities listed above, how often do you use the following facilities in Moreton-in-Marsh?

As with the previous question, the graph below shows the percentages of opinions-however it is important to note that in this question, the number of respondents who marked 'never or 'Haven't used but would consider in the future' or left all options blank was considerable. In half of the facilities, these accounted for over 50 percent of the responses. This is most likely due to the age demographic of the respondents and this should be taken into account when considering the results.

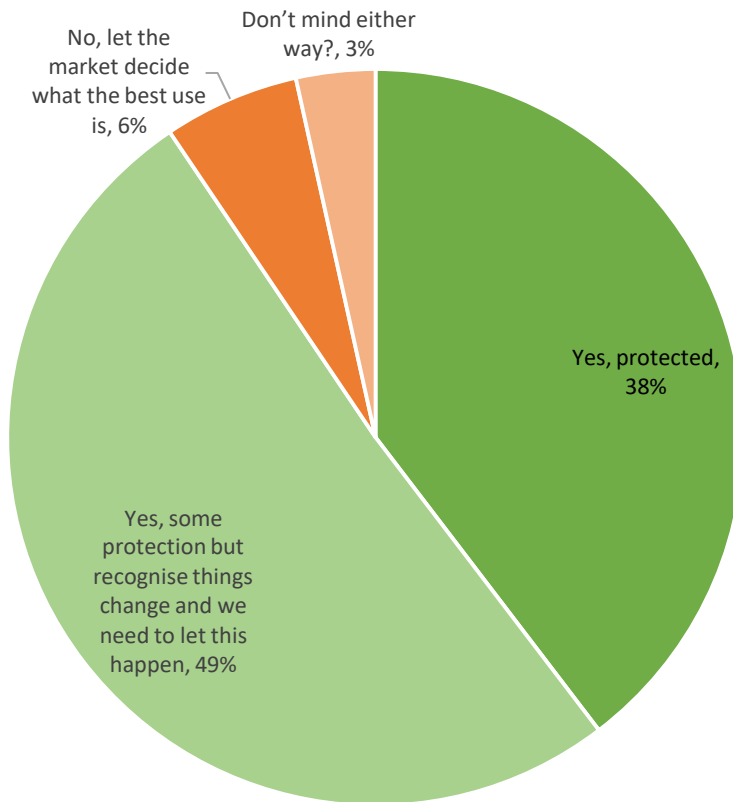


Q31. Thinking about the core town centre (i.e. the main area of town where the shops, services, pubs and restaurants are located), do you think the overall size of this core town centre area should be: skipped answer: 4%

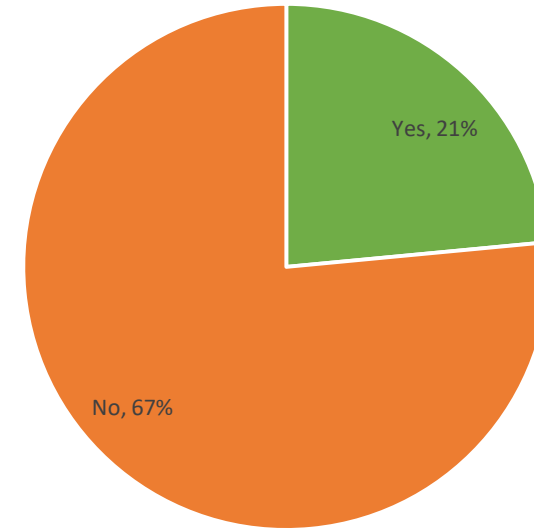




Q32. Should the use of town centre premises be protected (i.e. kept the same, so a retail unit should, wherever possible, be kept for use as a shop)? Skipped answer 3%



Q33. Are there other places in Moreton-in-Marsh where this sort of activity (shops, pubs and restaurants) should be located? Skipped answer : 12%



#### Sample of popular suggestions for locations

Moreton Park area (restaurants, pub, shops)

More on London Road, Fire College area.

Convenience store would be useful at Cotswold Business village end of town.  
Eastern side of town.

A convenience store on Moreton Park would be amazing

More around the Costwold Business Park

Any free locations east of the Railway to balance the needs of the Town's population

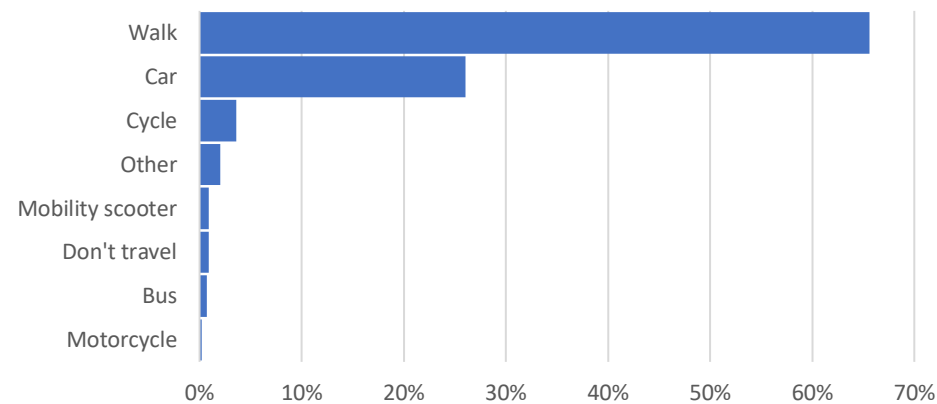
New housing estates

## Getting around Moreton-in-Marsh

- 66% of respondents walk when they want to visit Moreton-in-Marsh town centre
- 71% of children of respondents walk to pre-school or school
- 79% would support more dedicated walking and cycling routes within the town
- safer routes would encourage 29% of respondents to walk or cycle more, 21% would like better condition of routes
- 59% of respondents think it is fairly or very safe to walk/cycle around the town. 3% think it is very unsafe
- 60% feel current public transport options meet their need
- 63% believe the public rights-of-way around Moreton-in-Marsh are important or very important
- There were over 220 suggested upgrades or new routes-see separate document

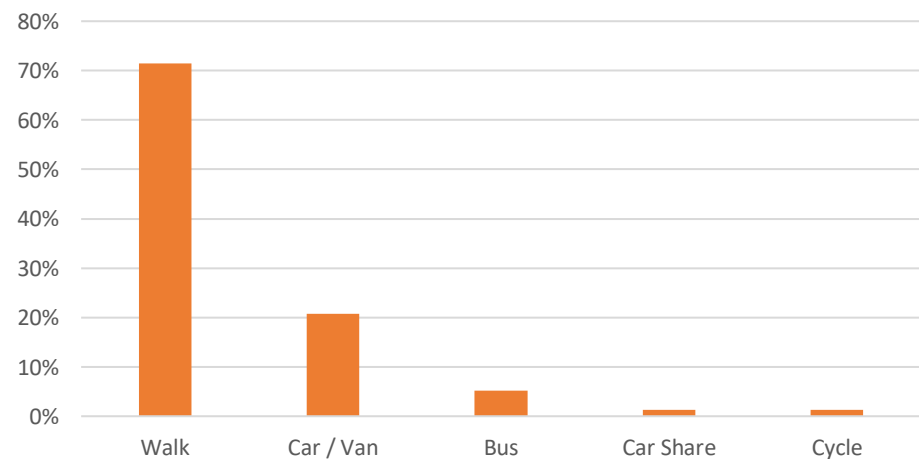
Getting around Moreton-in-Marsh

Q34. If visiting the town centre, how does your household generally get there?

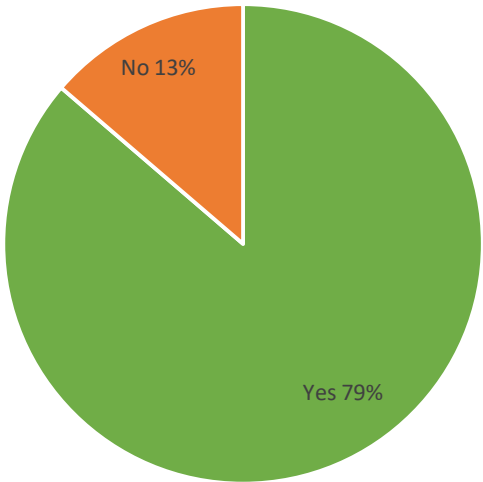


Q35. If you have children that attend nursery or school in Moreton-in-Marsh how do they usually get there?

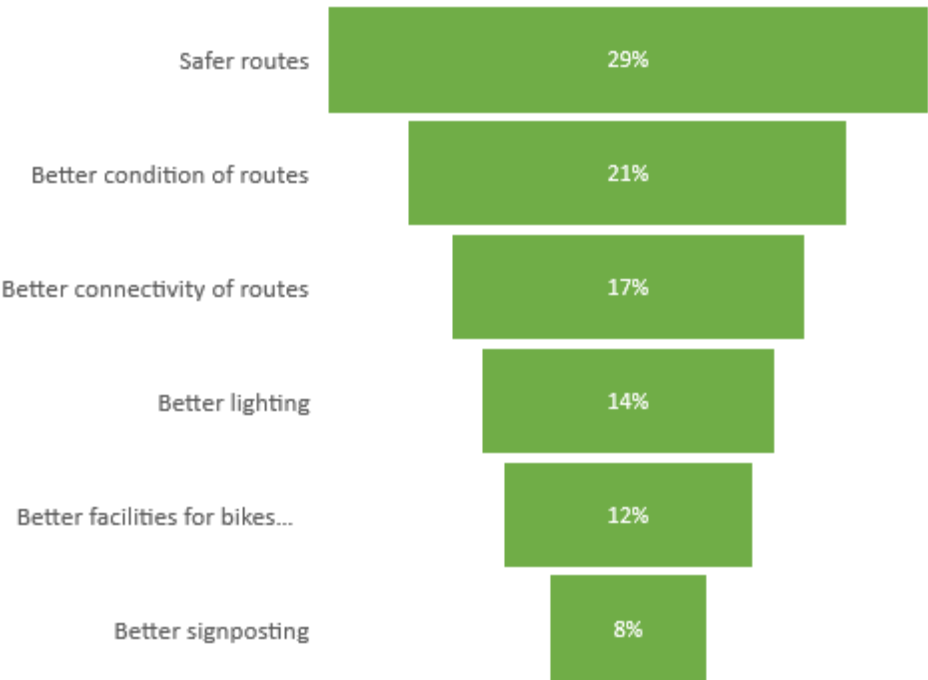
Although this question gave the option of 'Motorcycle', this was not marked by anyone, so it has been excluded from the results. Again, this response needs to take into consideration the age demographic of the respondents. The percentage of responses to this question is 5.9%.



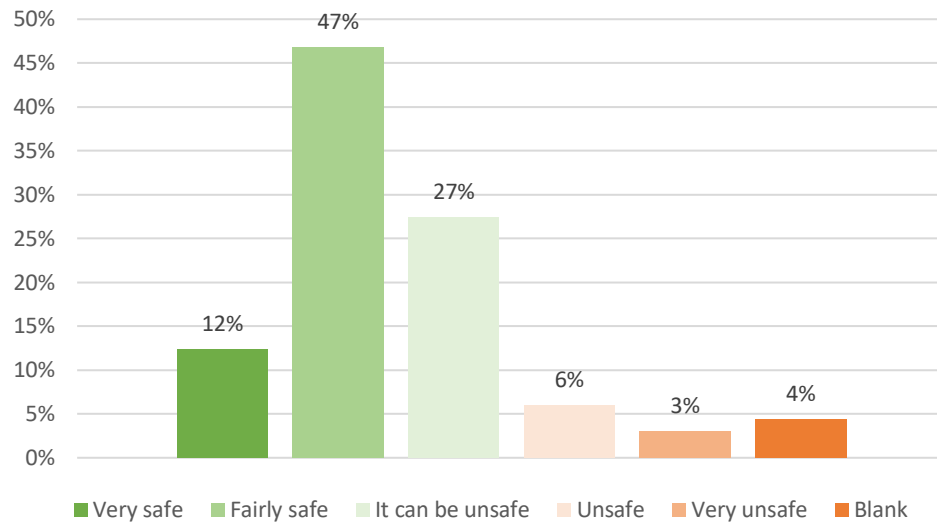
Q36. Would your household support more dedicated walking and cycling routes within the town? Skipped answer: 8%



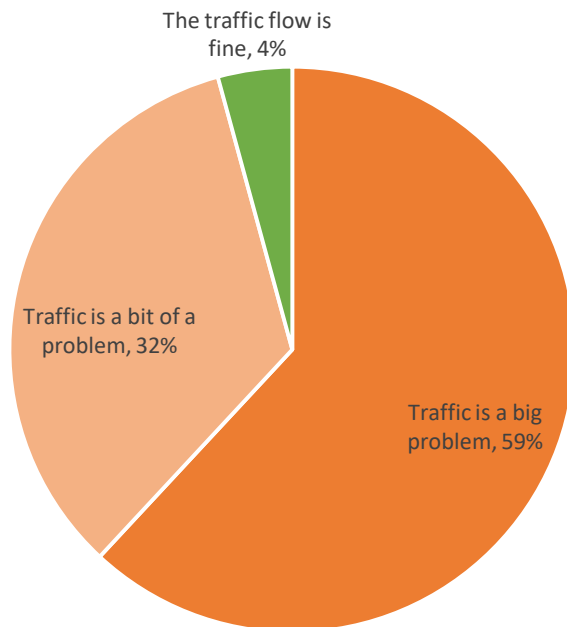
Q37. What would encourage members of your household to walk or cycle more?



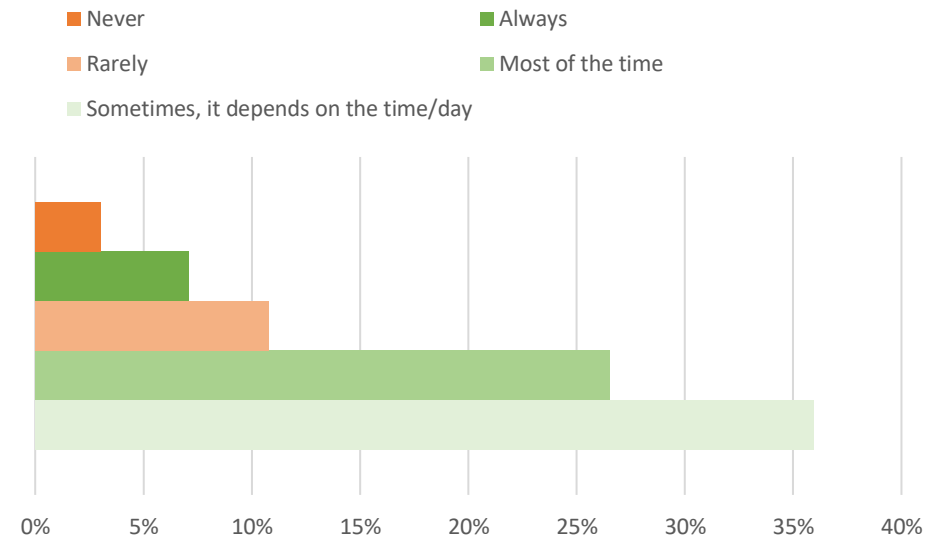
Q38. In general, how safe do you think it is to walk/cycle around town?



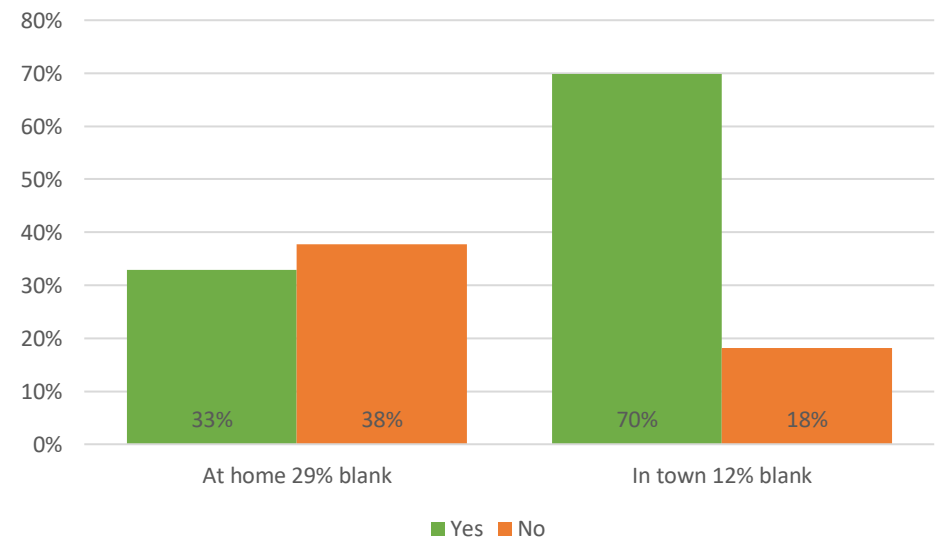
Q39. What do you think about the amount of traffic in town? Skipped answer 4%



Q40. If you drive into the town centre, how often can you easily find a car parking space? Skipped answer 17%

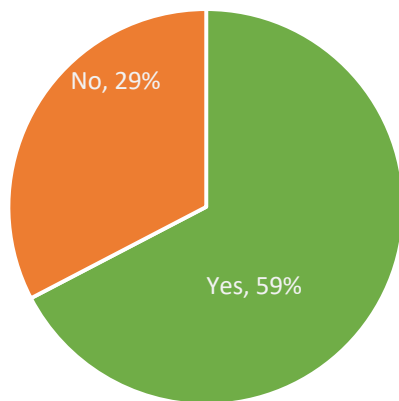


Q41. Should parking facilities be improved in Moreton-in-Marsh?



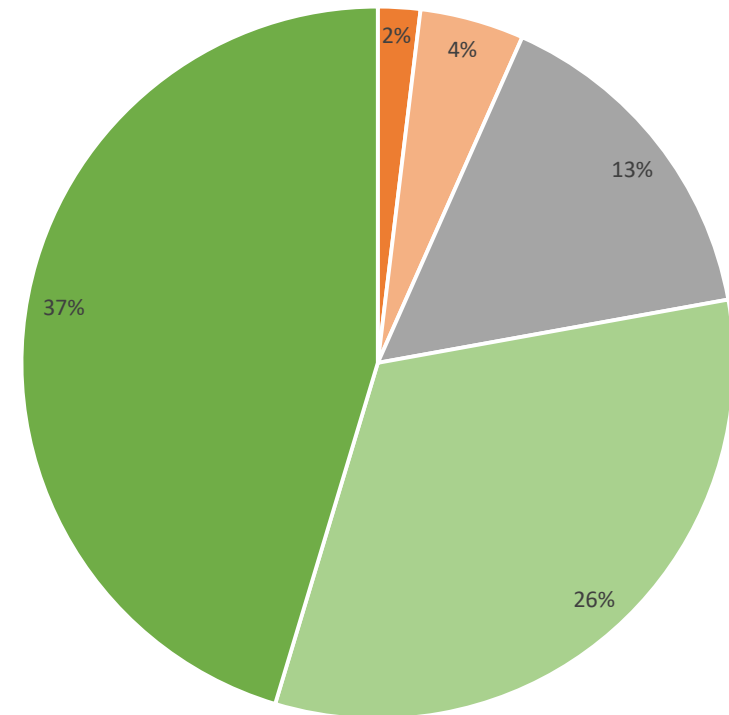
If yes, how?	No of responses
Better design and use of existing parking spaces in town	338
More parking capacity in the town centre	337
Better/more routes for walking and cycling	330
More parking spaces in new housing developments	315
Parking permits for residents	287
Charging points for electric vehicles	227
Parking permits for businesses and their employees	223
Traffic wardens to enforce restrictions	210
More provision for bicycles	198
Paid parking in the town centre	166

Q42. Do the current public transport options in the town meet your household's needs? Skipped answer 13%



If no, what would you like to see more of	No of responses
Bus - wider range of destinations	164
Bus – timetabled	145
Bus – on demand	39
Bus - school bus	17
Rail – wider range of potential destinations	135
Rail – more frequent	95
Community transport	56

Q44. How important are the public rights of way (footpaths and bridleways) in Moreton-in-Marsh to your household? Skipped answer: 4%



■ Not important at all ■ Not very important ■ Neutral ■ Important ■ Very important

Particular rights of ways mentioned:

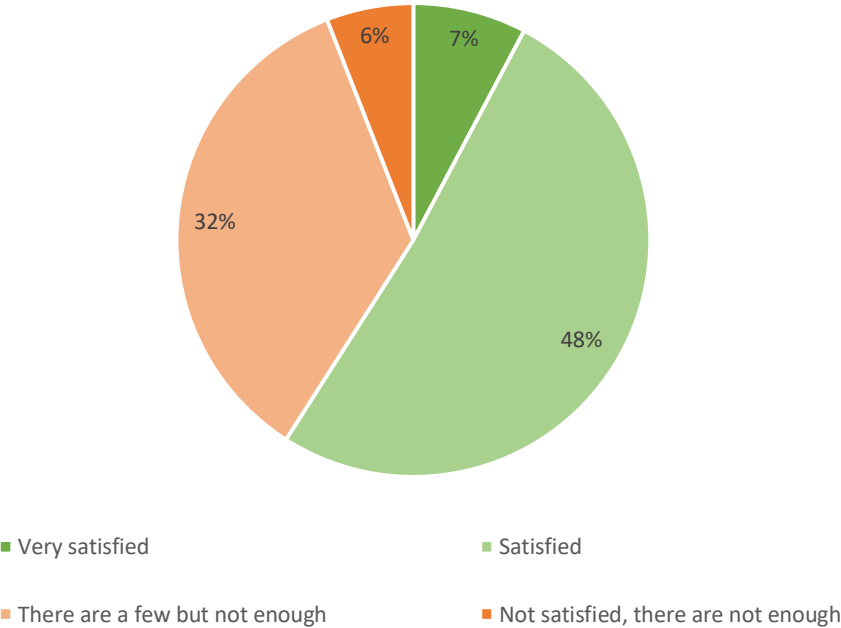
Area	No of mentions
Batsford	46
Evenlode	23
Allotment	9
Dunstall	9
Fossway	4
Monarch	4

## Natural and Built Environment

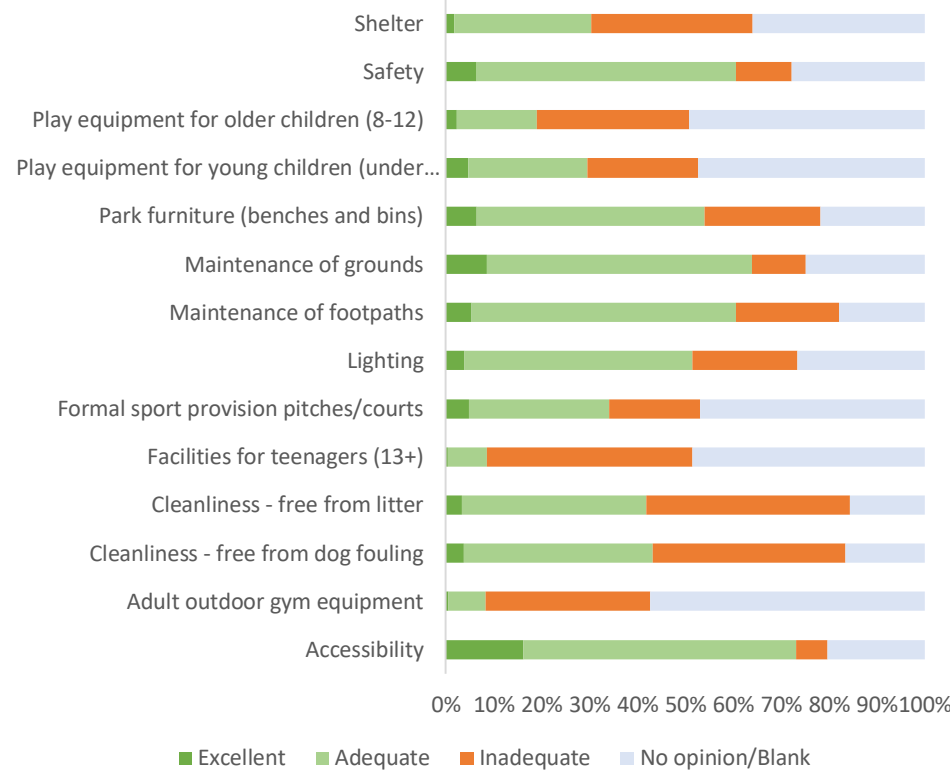
- nearly 50% of respondents are 'satisfied' with the parks, open spaces and green spaces in Moreton-in-Marsh
- Respondents rated accessibility highest with regard to the existing parks and open spaces. Play equipment and facilities for older children had the lowest ratings
- Top 3 open/green spaces respondents believe should be protected: Duck Pond; High Street Greens; Queen Victoria Gardens. All 12 suggested spaces received over 50%
- 56% of respondents believe the amount of green space should be increased. Over 250 suggestions of how this could happen were received!
- 73% of respondents believe biodiversity in Moreton-in-Marsh is somewhat important or very important
- 175 suggestions of locations to introduce or enhance biodiversity were received
- 67% of respondents believe the historic buildings in Moreton-in-Marsh are very important

Natural and Built Environment

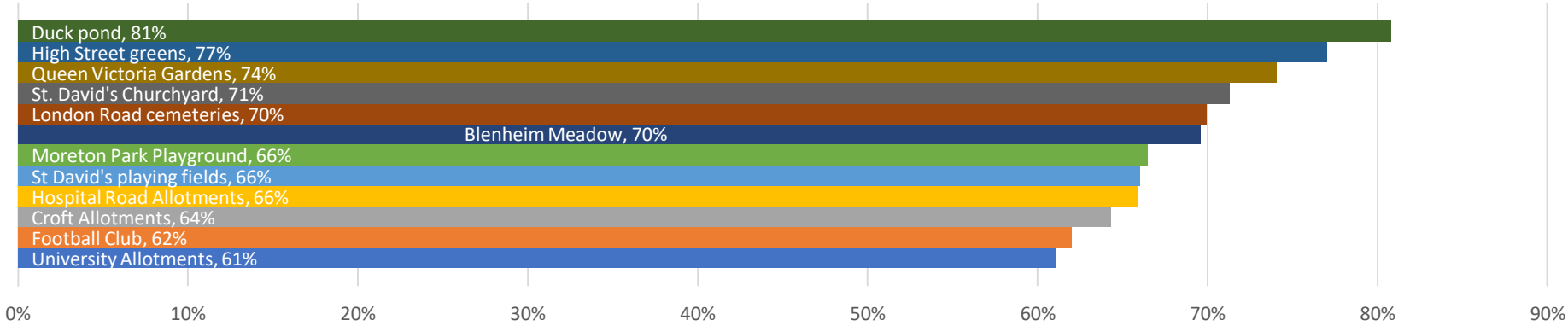
Q46. How satisfied is your household with parks, open spaces and green spaces in Moreton-in-Marsh? Skipped answer 7%



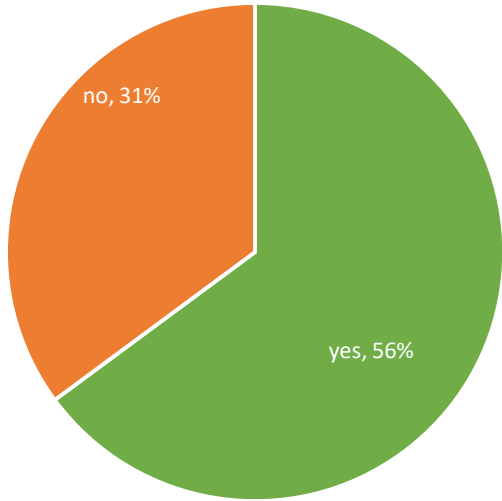
Q47. Thinking about our existing parks and open spaces in the town, how does your household rate the following factors? (please rate each factor)



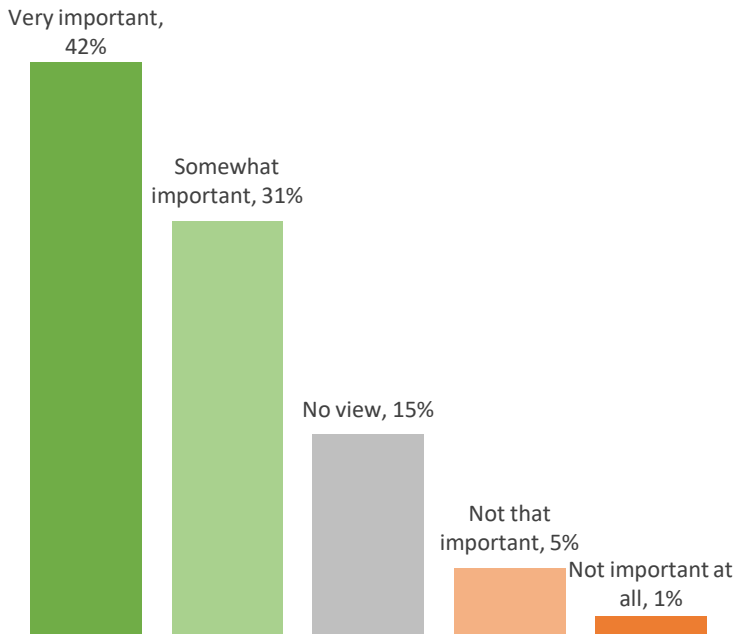
Q48. Are there any open or green spaces that you think are important to the town and should be protected from future development? (respondents could tick all that apply)



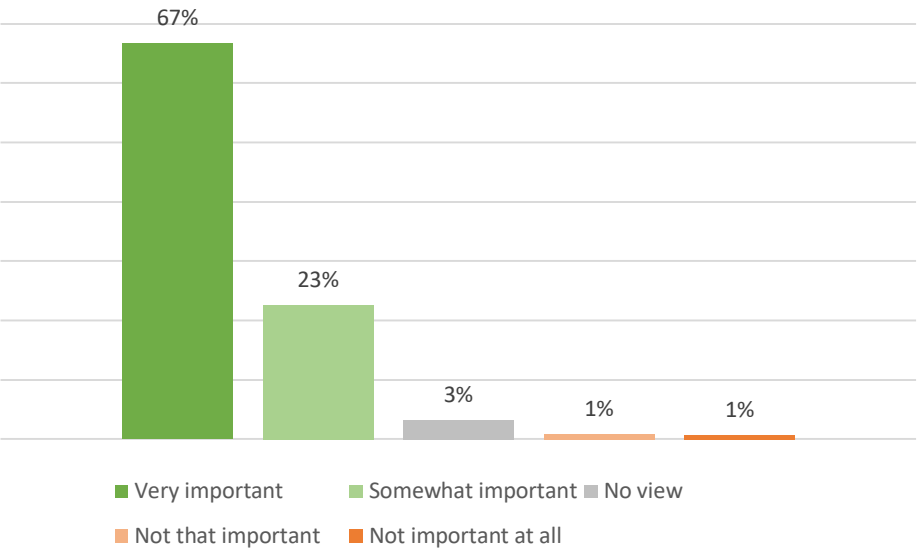
Q49. Should we increase the amount of green space in Moreton-in-Marsh?  
Skipped answer: 13%



Q50. How important is biodiversity (the variety of plant and animal life) in Moreton-in-Marsh to your household?  
Skipped answer: 6%



Q52. How important are historic buildings to Moreton-in-Marsh’s character?  
Skipped answer: 6%



**Q53 Important Historic buildings not currently Listed that should be considered important:**

The Old Hospital - now being developed.
The Banks
High Street
WI Hall
Manor House Hotel
Railway station
The two buildings at the cemeteries
Churches
The Fire Service College
Redesdale Hall
Fire Service College airfield
Oddfellows' terraces on Evenlode Road, London Road, Oddfellows Terrace, and Croft Terrace.
The Four Shires Stone, some of the old railway/tram buildings near the station.
Royal British Legion
Roman fort by the cricket Club.
Curfew Tower, Architects Practice on Oxford Street, Manor Hotel, Swan, The Bear, The Bell, The White Heart, Corn Exchange



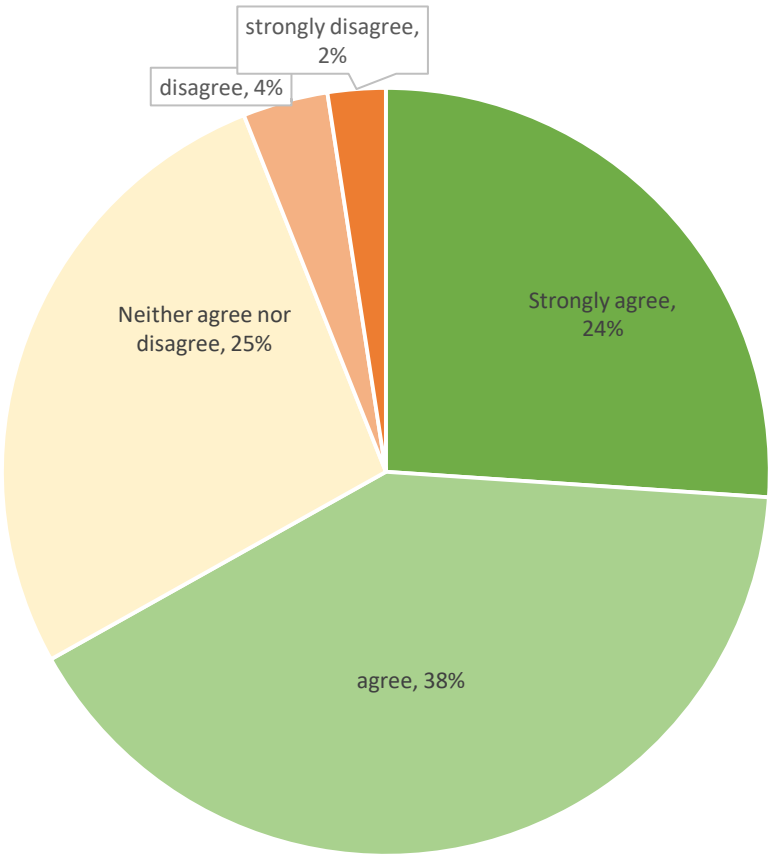
## Climate Change and Energy

- 24% strongly agree and 38% agree with the statement “The town should aim to be self-sufficient in locally generated renewable energy, as far as possible”
- Roof-based solar panels and ground and air-source heat pumps receive the most support with just over 50% of respondents supporting each of them
- The 2 statements “Renewable energy projected should be supported as long as they are partially owned by the community, such as a joint venture with a commercial energy provider” and “Renewable energy projects by commercial developers should be supported, as long as they are required to make some financial benefit payments to the town annually” both received the highest support with 44% of respondents agreeing with each of them
- nearly 60% of respondents agree with the statement “I feel that climate change is a risk to me and my family”. Just over 40% disagree with the statements “My property is at risk of flooding” and “I struggle to keep my home warm in the winter”
- Over 320 suggestions for actions households can take to reduce carbon emissions were received

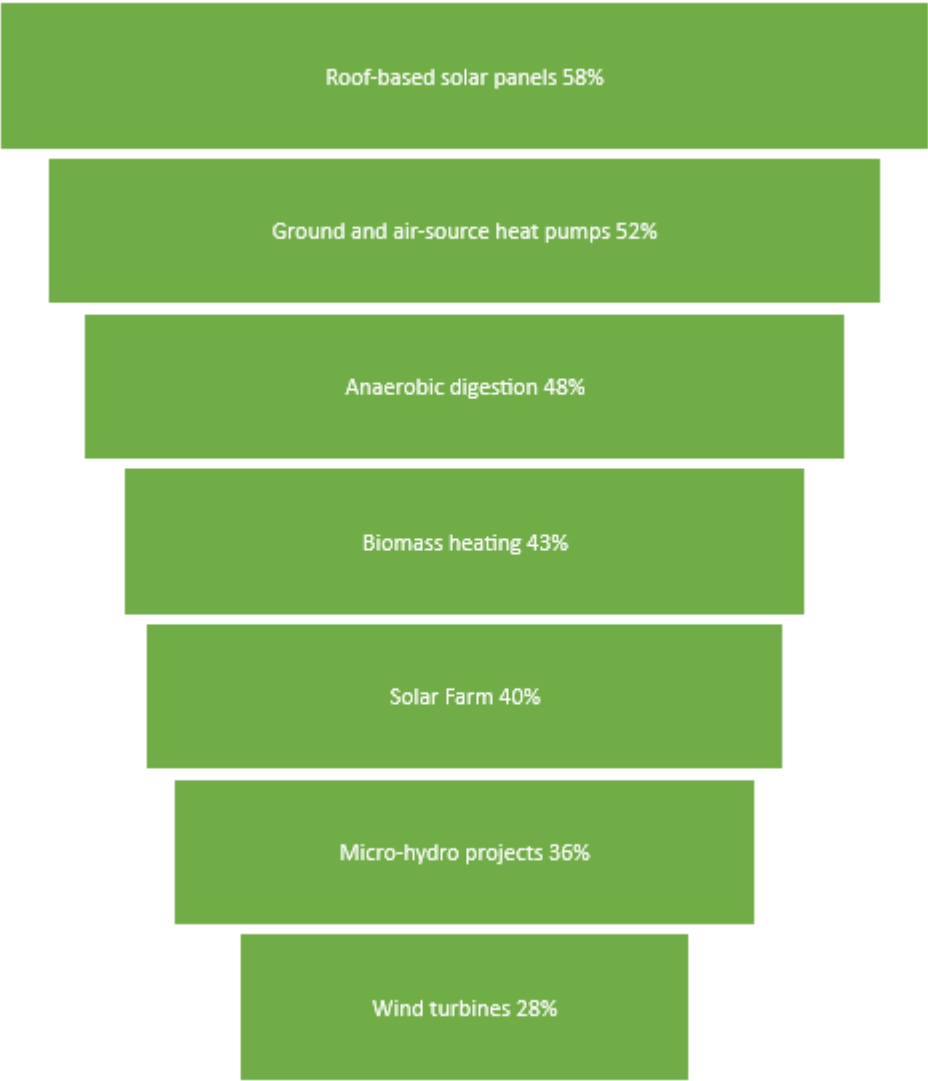
Climate Change and Energy

Q54. The Neighbourhood Plan could include policies on how we could generate renewable energy locally. Please tell us how much your household agrees or disagrees with the statement. Skipped answer: 7%

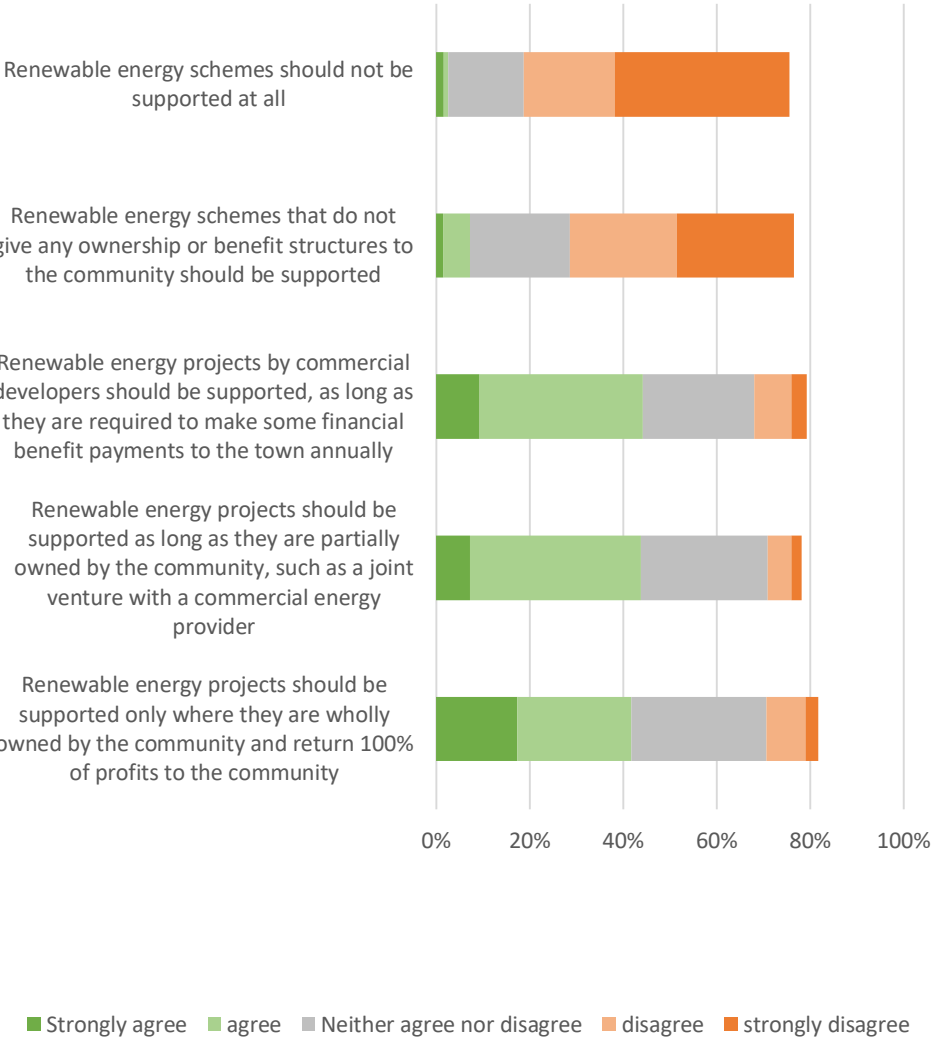
*“The Town should aim to be self-sufficient in locally generated renewable energy, as far as possible”*



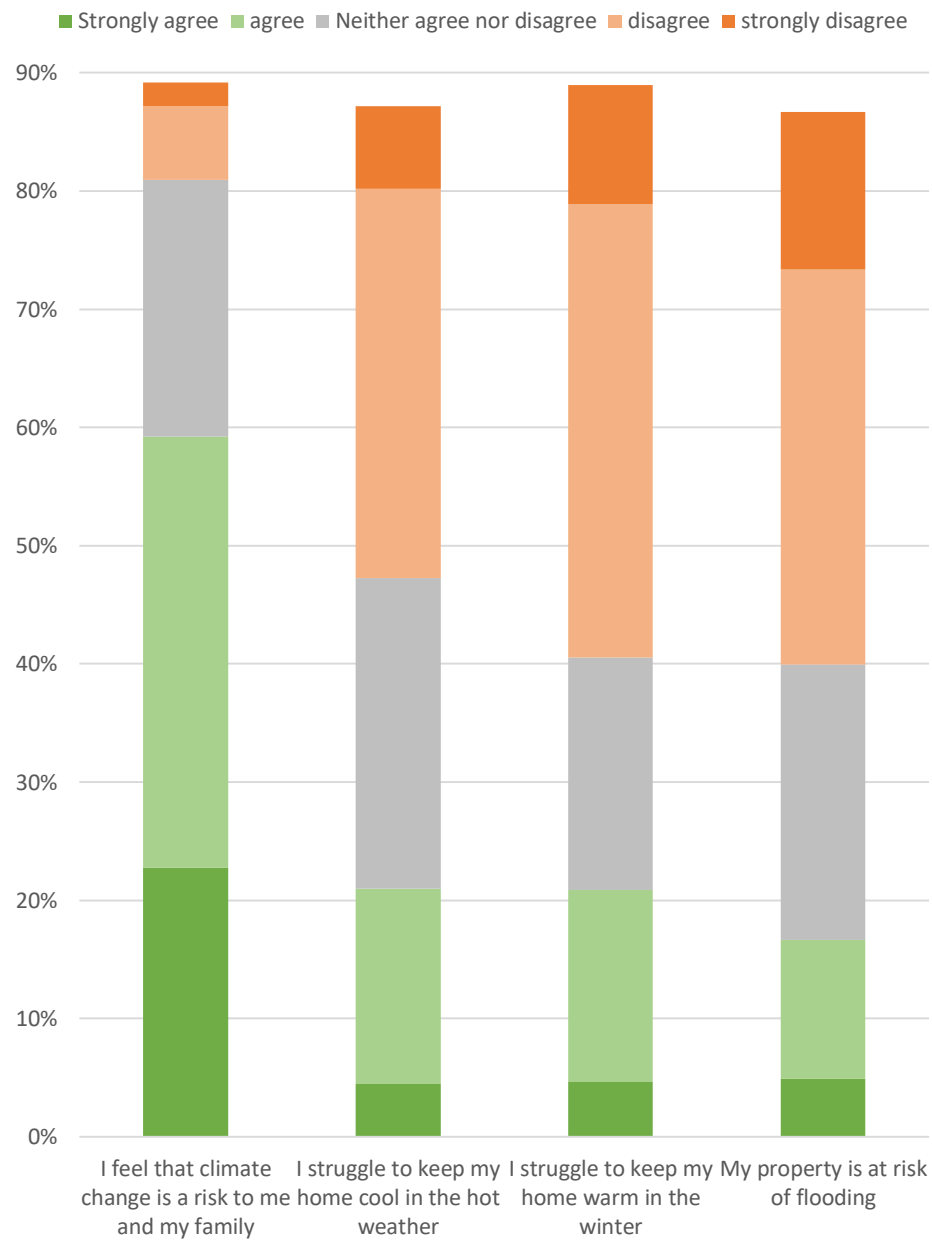
Q55. Please tick all forms of renewable energy that your household would support the Neighbourhood Plan encouraging in its policies?



Q56. As well as supporting different renewable energy technologies, the Neighbourhood Plan could include policies that influence who develops and owns renewable energy infrastructure in the town. Does your household agree with the following statements? Missing percentage represents skipped answers.



Q57. Please rate how much your household agree or disagree with the following statements (Missing percentage represents skipped answers):

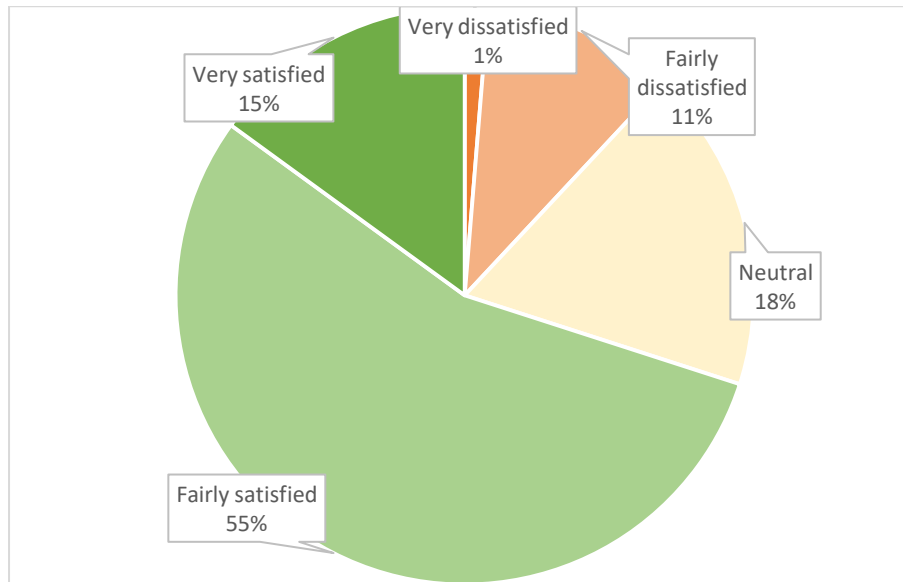


## The Community

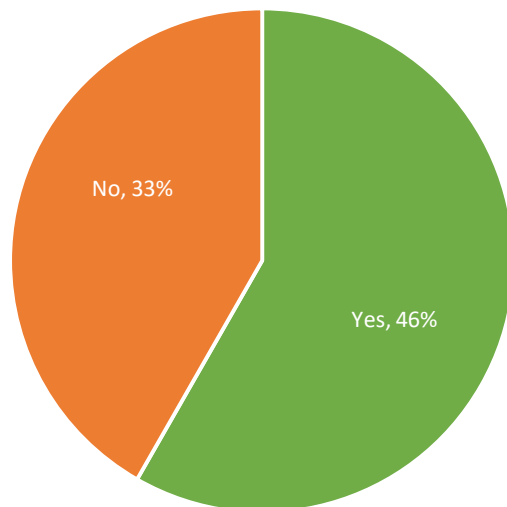
- 70% of respondents very or fairly satisfied with the local services and amenities in Moreton-in-Marsh.
- 46% of respondents would like to see more community facilities in Moreton-in-Marsh. There were over 200 suggestions of what households would like
- 78% of respondents feel there is high/good/some community spirit in Moreton-in-Marsh
- 70% of respondents support future funding being directed towards public footpaths/bridleways, closely followed by a wildflower meadow (68%)
- Over 650 comments were received in response to us asking if you had any other observations to make!

## The Community

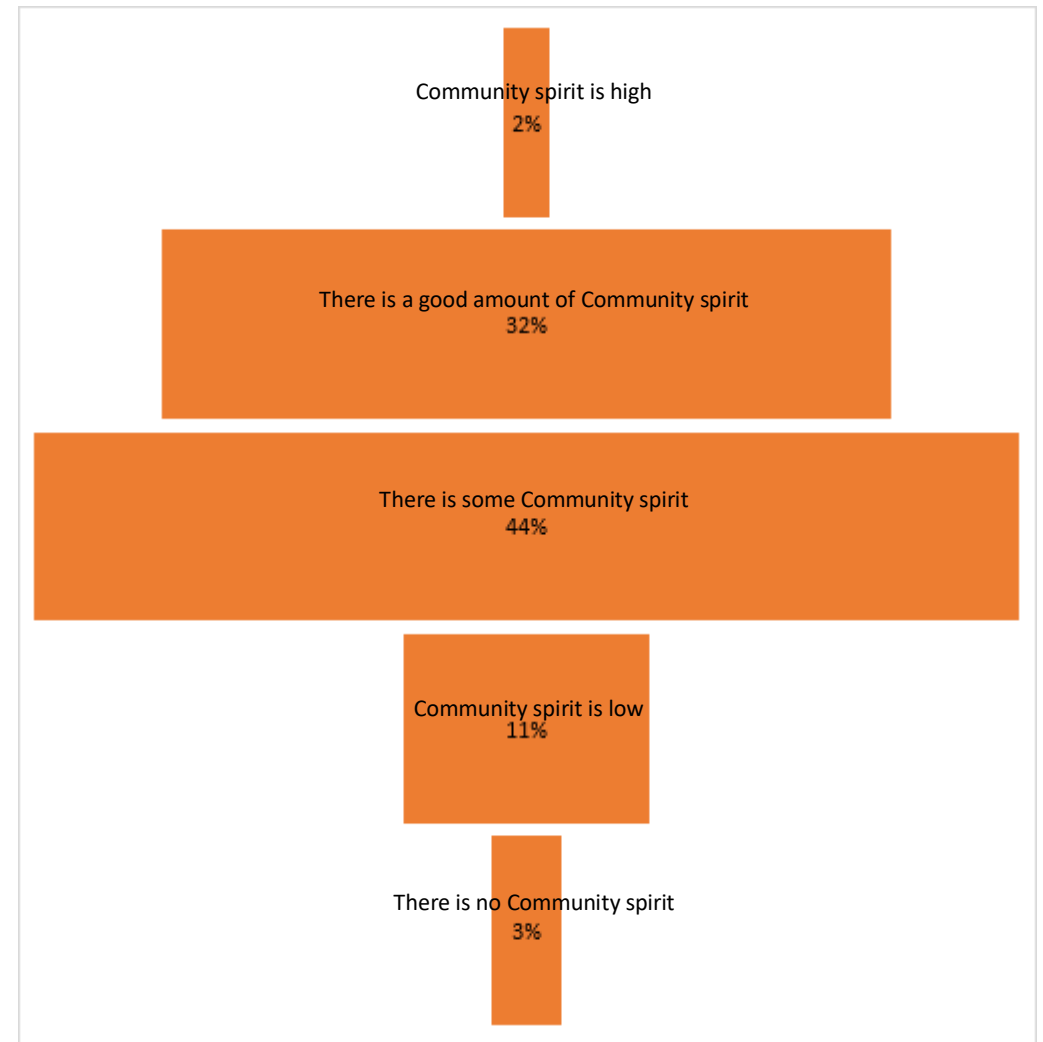
Q59. Generally, how satisfied is your household with the local services and amenities in Moreton-in-Marsh? Skipped answer: 17%



Q60. Would your household like to see more community facilities in Moreton-in-Marsh? Skipped answer: 21%



Q61. How would your household rate the "Community Spirit" in Moreton-in-Marsh? Skipped answer 7%



63. Are there any community facilities we are lacking in Moreton-in-Marsh that your household would support future funding being directed toward?

Missing percentage represents skipped answers.

	Strongly support	Support	Neutral	Oppose	Strongly oppose	Rank
Public footpaths/bridleways	27%	43%	13%	1%	0%	1st
Wildflower meadow	30%	38%	14%	2%	1%	2nd
Pavements within the town	23%	40%	21%	1%	1%	3rd
Community orchard/woodland	23%	37%	18%	2%	0%	4th
Additional planting (highway and parish-owned land)	18%	40%	20%	1%	1%	5th
Children's play equipment	18%	34%	27%	2%	0%	6th
Improvements to the Redesdale Hall	15%	33%	30%	2%	1%	7th
Outdoor sports facilities	14%	31%	34%	2%	0%	8th
Allotments	10%	33%	32%	4%	1%	9th
Provision of a Business Hub	8%	32%	33%	5%	1%	10th