

Methodology

During 2014/15, TisPlan steering group consulted widely across the neighbourhood area in order to identify relevant issues and draft a community questionnaire aimed at investigating residents' views regarding proposed future development.

Public consultation began with an Open Day in July 2014, when residents were asked to identify what they liked and disliked about living in Tisbury and West Tisbury, across a range of potential issues, such as employment and the local economy, housing and building design, the countryside, roads and transport, education, renewable energy and community facilities. It was particularly noteworthy that the issues raised on that day were remarkably consistent with those raised 10 years earlier, during the village-wide consultations leading to "TisVis", the parish plan.

The July 2014 Open Day was very well attended, with attendees from residential areas across Tisbury and West Tisbury, and representatives of a good spread of age groups, although few were under 30 years. Recognising the need to canvass the opinions of younger members of the community, members of the steering group attended Tisbury Carnival in September 2014, the Christmas Fair (Tiz The Season) in December 2014 and the village fete in Summer 2015, deliberately targeting young people and families, to ensure their voices were heard. Between that first Open Day in July 2014 and the eventual distribution of the questionnaire in October 2015, the questionnaire itself went through numerous iterations. Sample questionnaires were tested and re-tested to ensure that each question was relevant to intended respondents; that the questions were clear, unambiguous and justified by evidence that the issue under scrutiny had its origins in the feedback obtained from the Open Day, the subsequent village events and from consultation with other village groups and organisations, such as schools and the business community.

After very careful consideration of the relative merits of various distribution techniques, it was decided to emulate the very successful process of house-to-house delivery and collection, first used for TisVis in 2006 (which had achieved an unprecedented response rate of over 90%). The TisPlan questionnaire was therefore personally distributed and collected by a team of community volunteers to every household in the Neighbourhood Area of Tisbury and West Tisbury during November 2015. All the volunteers were given the same briefing notes and a sheet of "frequently asked questions." They were instructed not to try to interpret the questionnaire for their respondents, although they were permitted to offer assistance with reading or writing, if requested.

This was a successful consultation, generating good evidence base to inform future decision-making for the Neighbourhood Plan. Although the printing costs were relatively expensive compared with an online survey, and the door-to-door collection was time consuming, nevertheless the choice of methodology was clearly the right decision. It is clear from questionnaire feedback re the age of respondents and the stated requirement for IT and computing courses, that there is a need for improved computer literacy. An on-line questionnaire would have been cheaper, but most probably it would not have achieved such a significant response rate.

From 1428 questionnaires issued, there were 671 completed returns, representing a 47% response rate; a significant and valid response, on which the Steering Group could depend in order to progress the Neighbourhood Plan. Over one third of the respondents provided additional comments and feedback. Again this is significant, suggesting an engaged and informed community, interested in planning for their future and with strong opinions. In fact, given the large number of freeform comments generated, the Steering Group was very concerned to ensure that there should be no 'interpreter bias' creeping into the analysis of the results. An independent analyst was therefore appointed to record the results and present the findings.

There are clear mandates for action and decision-making, with an expectation that information will be shared with those who can influence outcomes. It is important for the NP Steering Group and the Parish councils to show how these responses have influenced thinking and proposals for future decision making, based on the evidence generated: eg

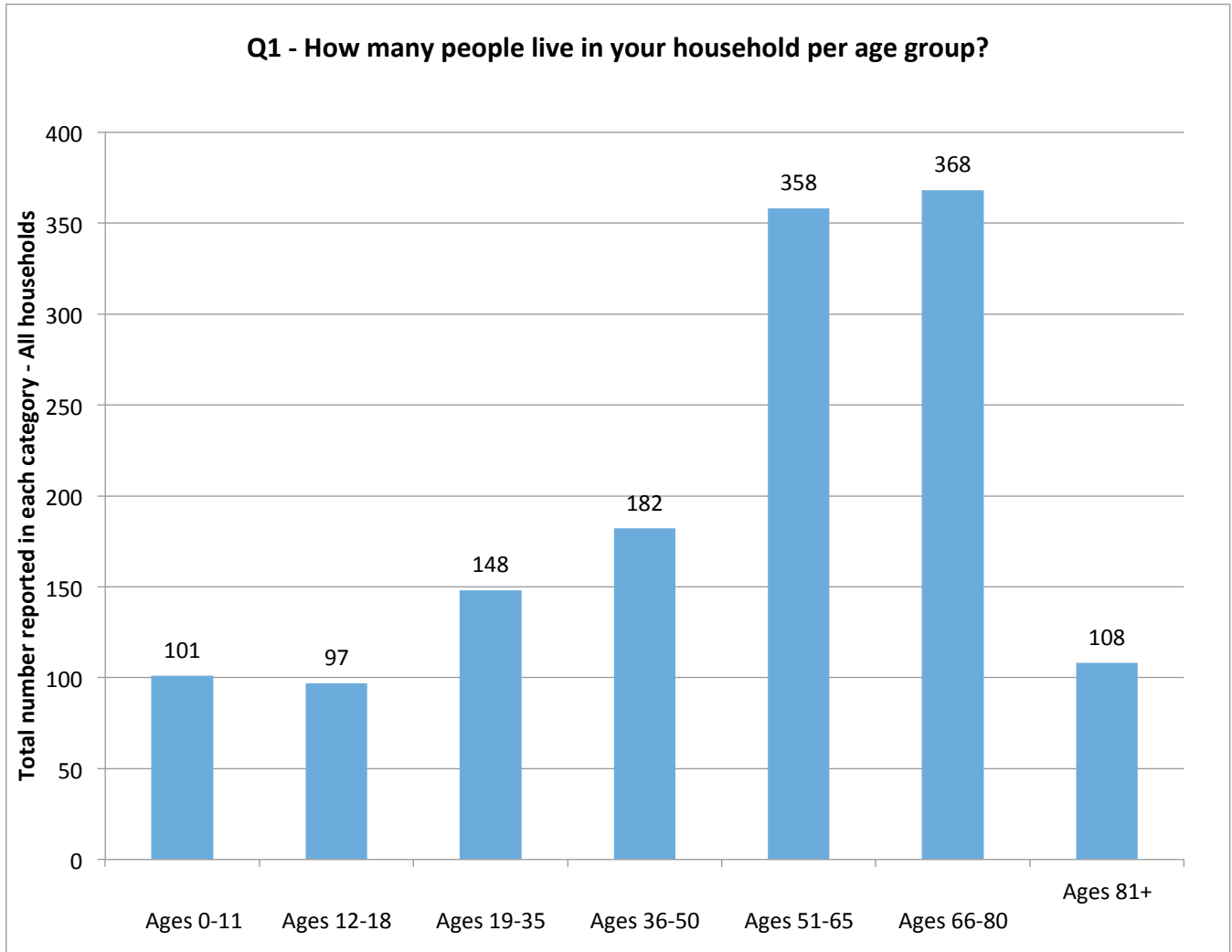
- The importance of improved parking provision
- The lack of interest in the provision of cycle racks and facilities for the use of bicycles
- The importance of the open countryside and strength of feeling against greenfield development
- The importance of housing design which should reflect local character and make use of local stone as a building material.

Some elements of the questionnaire generated a huge weight of opinion from the community, which provided excellent evidence to underpin plan policies and objectives.

The analysis of the results which follows has been used to inform TisPlan, ensuring that the policies and objectives in the plan are underpinned by evidence from the community.

Results of the questionnaire

Question 1 Numbers of residents per household by age group



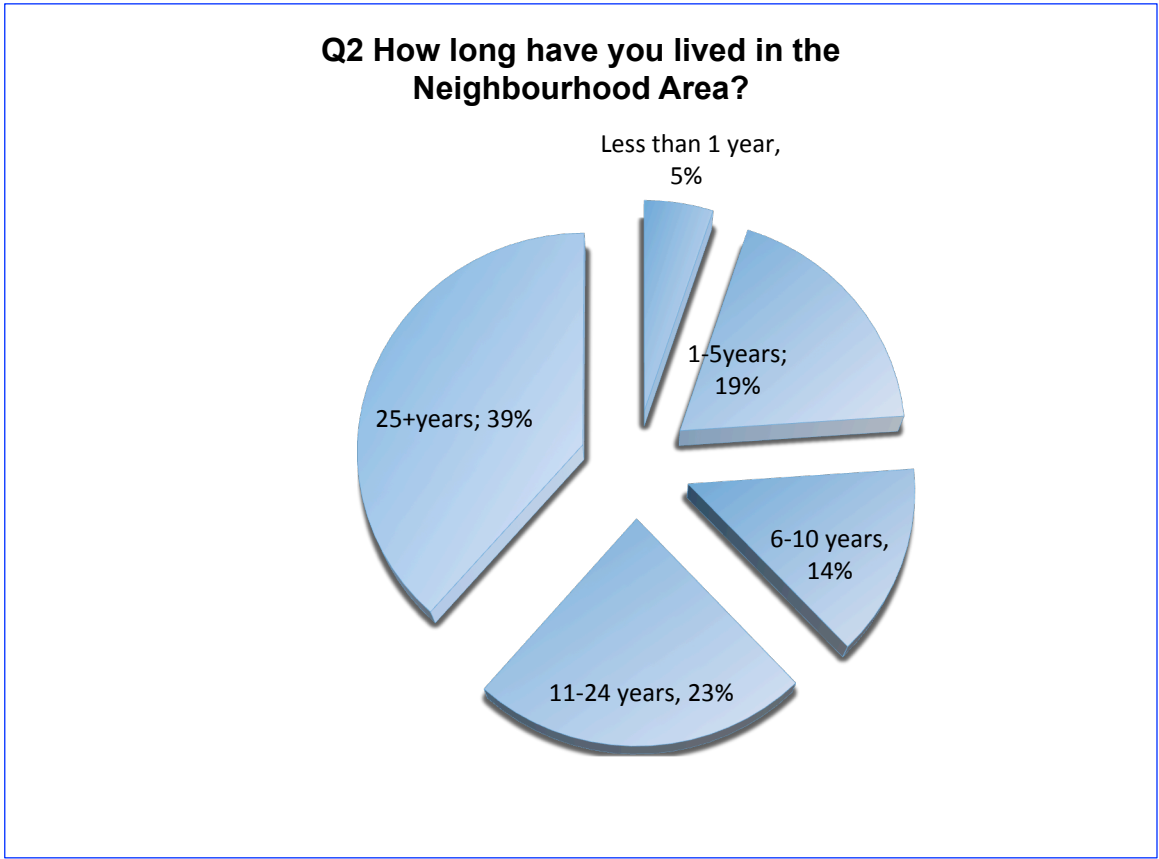
The responses to Q1 are remarkably consistent with previous surveys, i.e. notably TisVis Parish Plan in 2006 and the Public Consultation Open Days in July 2005 and June 2014.

We have found routinely that the older age groups (i.e. over 50's) are much more willing to engage with public consultation events than the under 50's. Recognising this to be a problem, we endeavoured to redress this balance by deliberately targeting younger residents in the community consultation event on Carnival Day in September 2014.

However, results from Q1 still show consistently that we are more likely to get responses from the over 50's rather than the under 50's – we are aware that this pattern of results is echoed across the country and we are not unique in this regard.

The results also reflect the demographic of the ageing population in Tisbury. 25% of the population in the neighbourhood area is considered 'elderly' compared with 16% in Wiltshire as a whole. The parish councillors are aware of this difference and the potential requirement for more elderly services as the population ages. The population demographics may change dramatically over the next 20 years.

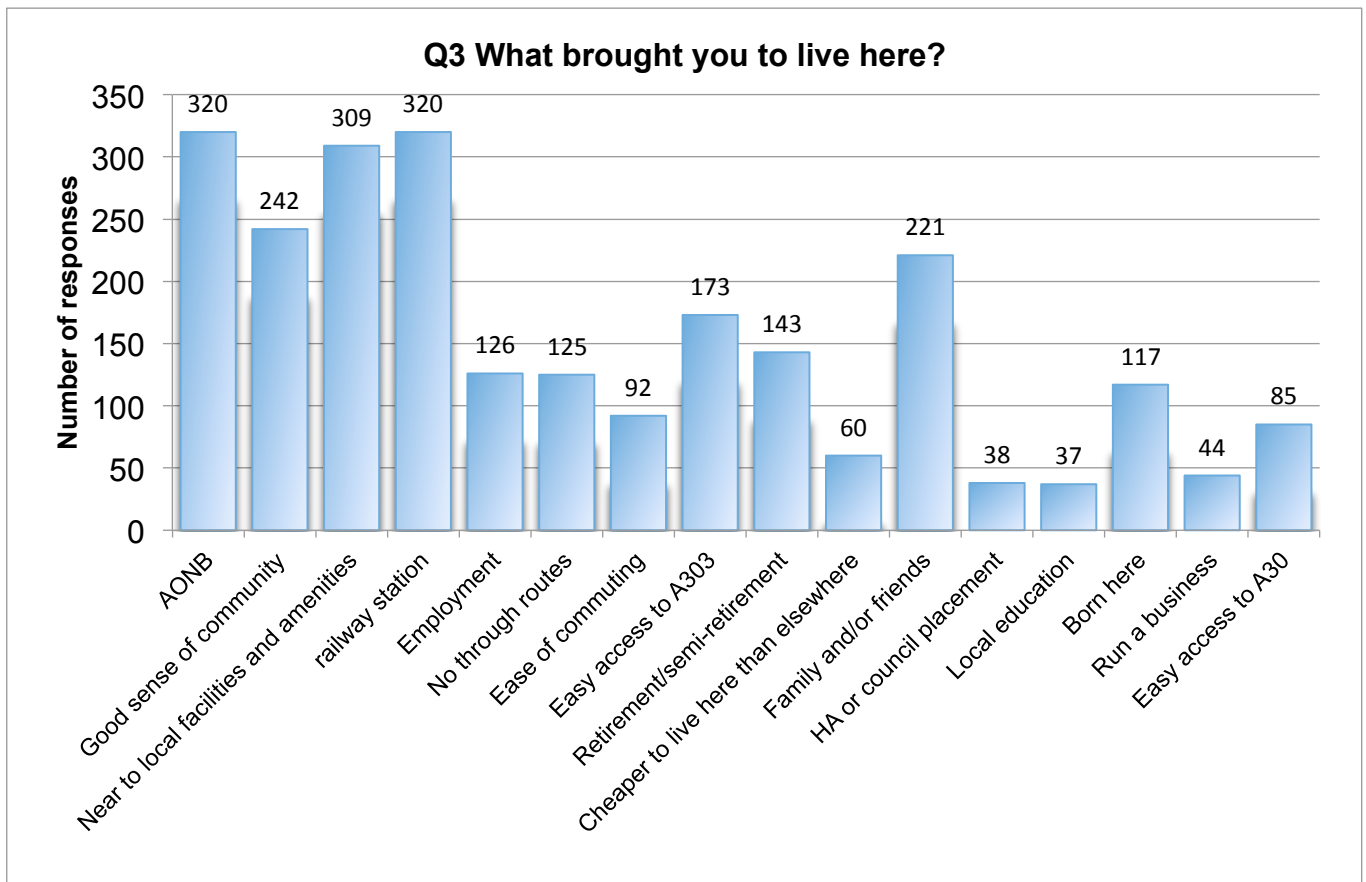
Question 2. Length of Residency



There is evidence of the relative stability (62% living here for more than 11 years) of the population demonstrating that this is not a transient community. Evidence from other communities has shown that this is not an unusual pattern in a rural community.

Evidence also indicates how this has been a growing community, with 24% living here for 5 years or less.

Question 3. Why do people live in Tisbury and West Tisbury?



Respondents clearly value the AONB and the proximity of the good range of facilities and amenities in the neighbourhood area.

In the 10 years since TisVis, it is clear that the importance of the railway to Tisbury remains paramount and is now the 3rd most popular reason why people choose to live here. Consistently with TisVis, 47% of respondents cite the proximity of the railway as a reason for living in Tisbury; the train being more important than the A303.

The fact that respondents were born here and/or have friends and family living locally may have been important drivers for moving to or staying in the area.

It is consistent with the demographics that employment, business and education related issues are relatively low choices as reasons to live here.

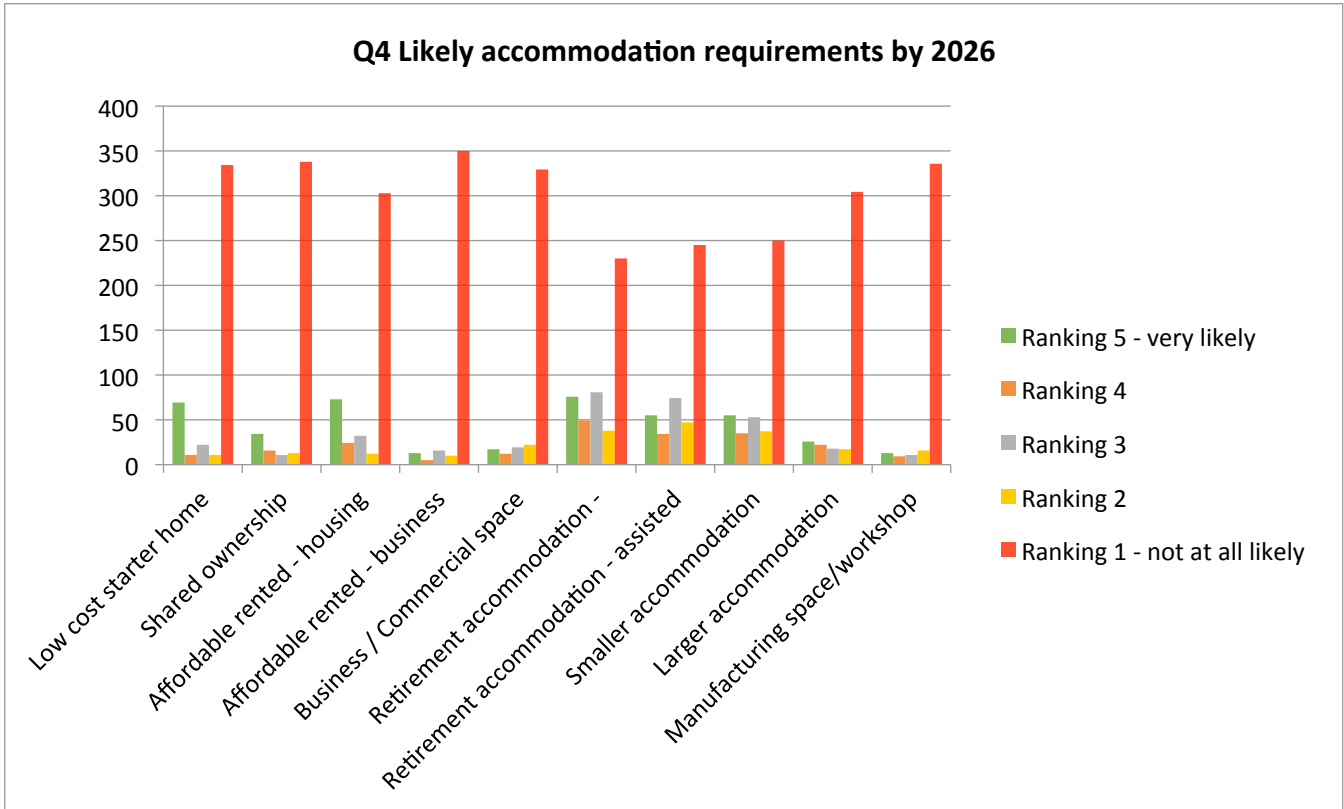
Question 4. Future needs for types of housing accommodation

Responses to the question asking how likely is it that residents will require different accommodation before 2026 indicated overwhelmingly that the majority do not expect to require any alternative accommodation.

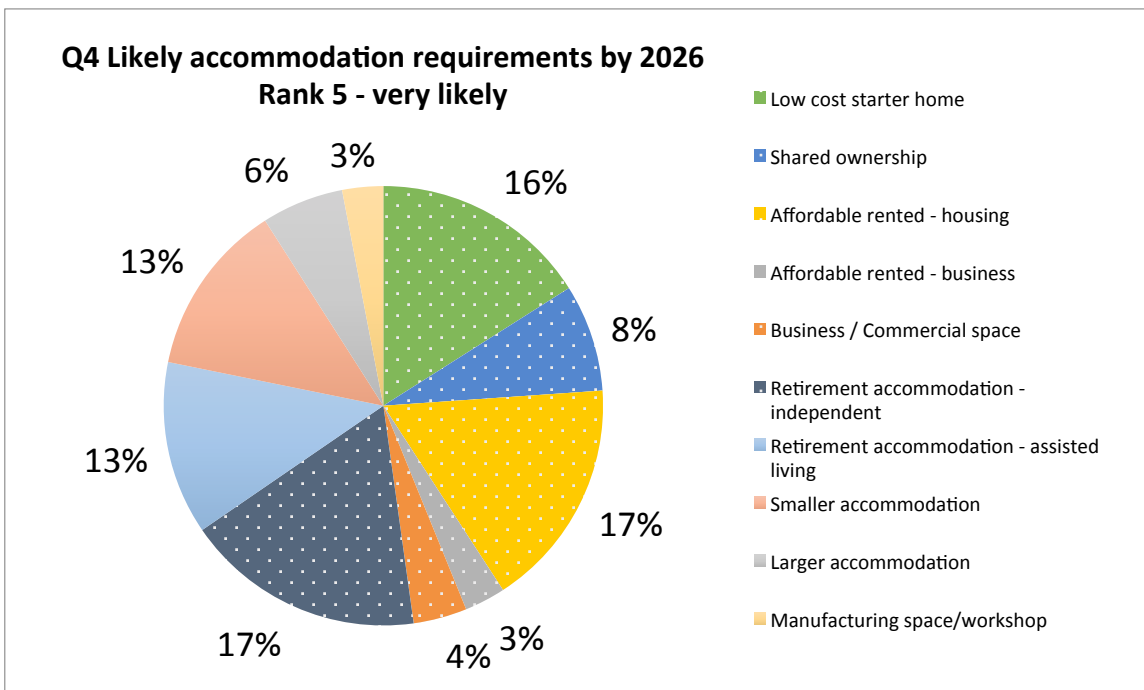
The results indicate that respondents will not need a large number of new properties but rather a realignment of the profile to meet the needs of the older and younger members of the population may be more appropriate.

There is some evidence of a need for low cost starter homes, both for purchase and rented, plus a demand for retirement accommodation – again consistent with the profile of the ageing population. This is also consistent with TPC Vision for Tisbury. In 2014, Tisbury parish councillors felt that “30% of additional homes identified in the core strategy should be affordable homes either for ‘starters’ or for

downsizing elderly, with priority to be given to local people with some family or history associated with the village”.



Numbers are low but results indicate there is some demand for low cost housing, more than was reported by the WRHA housing assessment survey conducted in 2014, which under-estimated the potential requirement. This is supported by more detailed examination of the Q4 Rank 5 responses, as shown below:



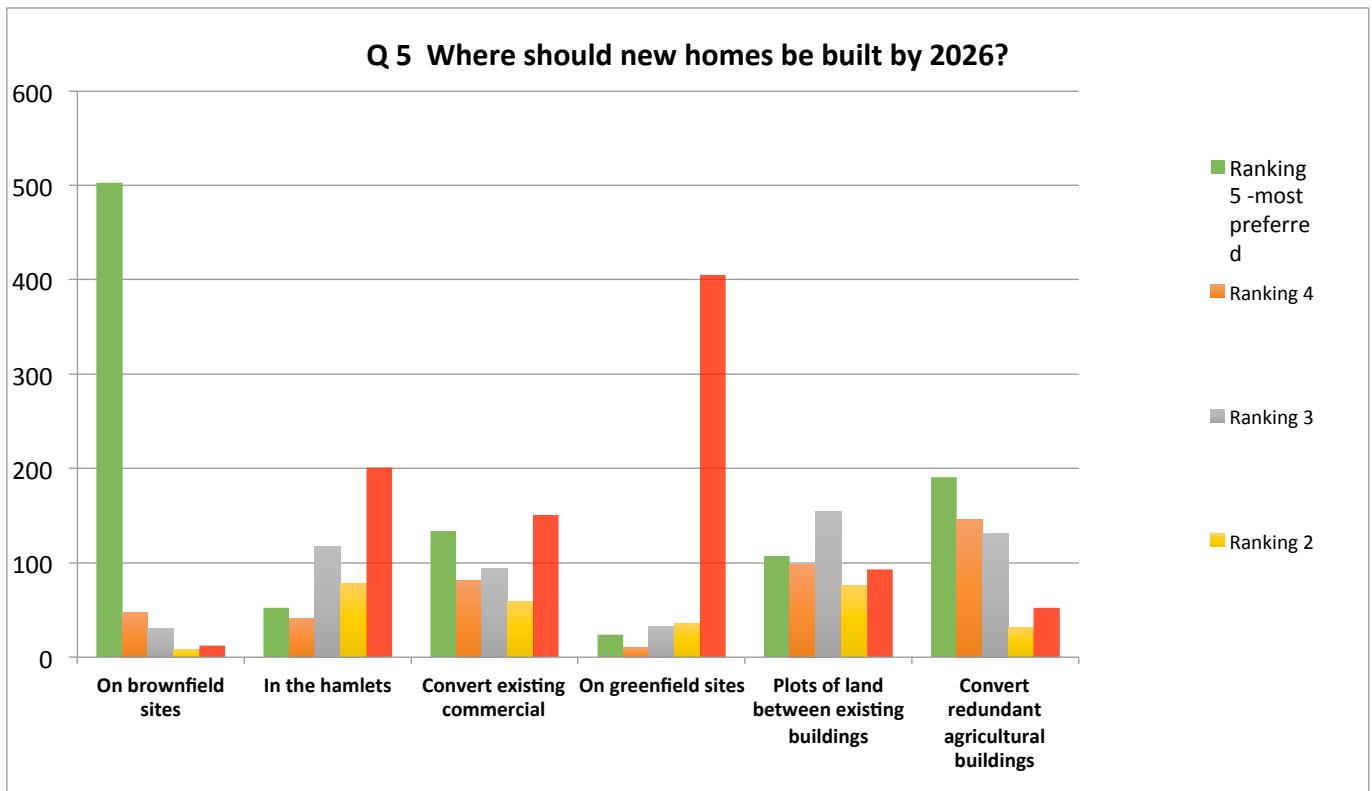
Of those respondents to Q4 who said it is very likely that they will require alternative accommodation during the plan period, a significant number (30%) predicted a requirement for some form of retirement accommodation. 17% predicted a requirement for affordable rented and 16% low cost starter homes, which is consistent with TisVis in 2006 when 42% of respondents agreed with the statement that more housing association homes should be provided in Tisbury.

Question 5. Where should new homes be built by 2026?

The answers to this question were very consistent - Brownfield development first, Greenfield last. A simple averaging of the responses shows clear preferences for the redevelopment of previously used locations, including both the use of Brownfield sites for housing and also the conversion of redundant agricultural buildings.

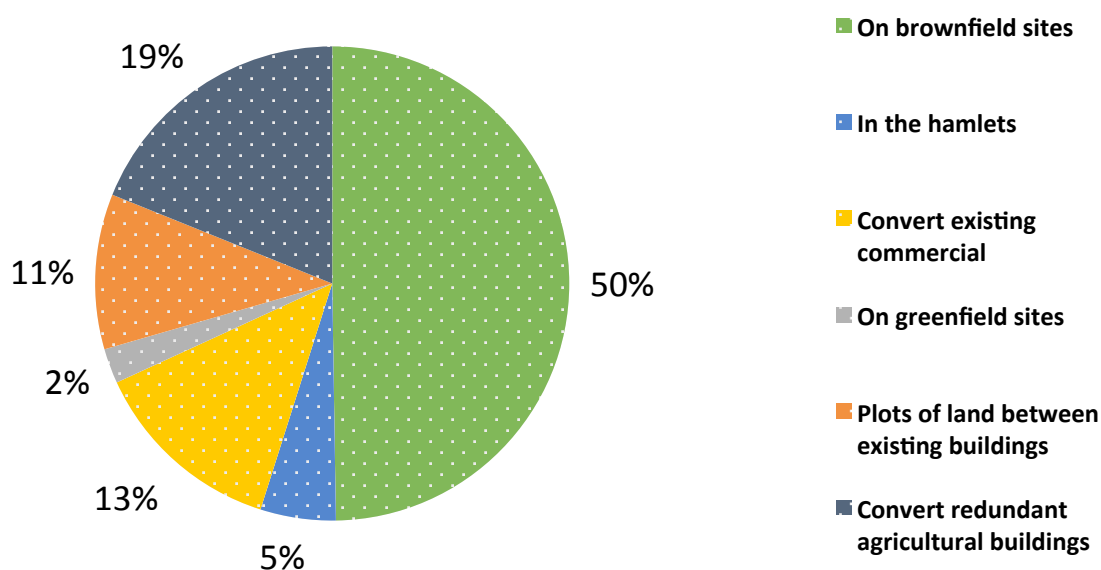
Results are consistent with Tisbury parish councillors' Vision Statement: in 2014 councillors agreed that they were against large green field developments; that they would have a preference for Brownfield sites and developments of less than 10 units would be preferred, even though it was recognised that this may limit the availability of affordable homes.

Again, all this is consistent with TisVis in 2006 - 88% of respondents agreed that the open countryside around Tisbury should be protected from development. Direct consideration of the results is illuminating – showing starkly the strong preferences for the re-use of previously developed sites and the strength of feeling against the development of Greenfield sites.



Further consideration of the Q5 Rank 5 (most preferred) locations shows that of those respondents who answered the question, an overwhelming 50% would favour re-development of Brownfield sites, against only 2% in favour of development on Greenfield sites. There is some (5%) support for development being permitted in the outlying hamlets, with 19% of those being in favour of the re-development of redundant agricultural buildings.

**Q5 Where should new homes be built by 2026?
Ranking 5 - Most preferred**



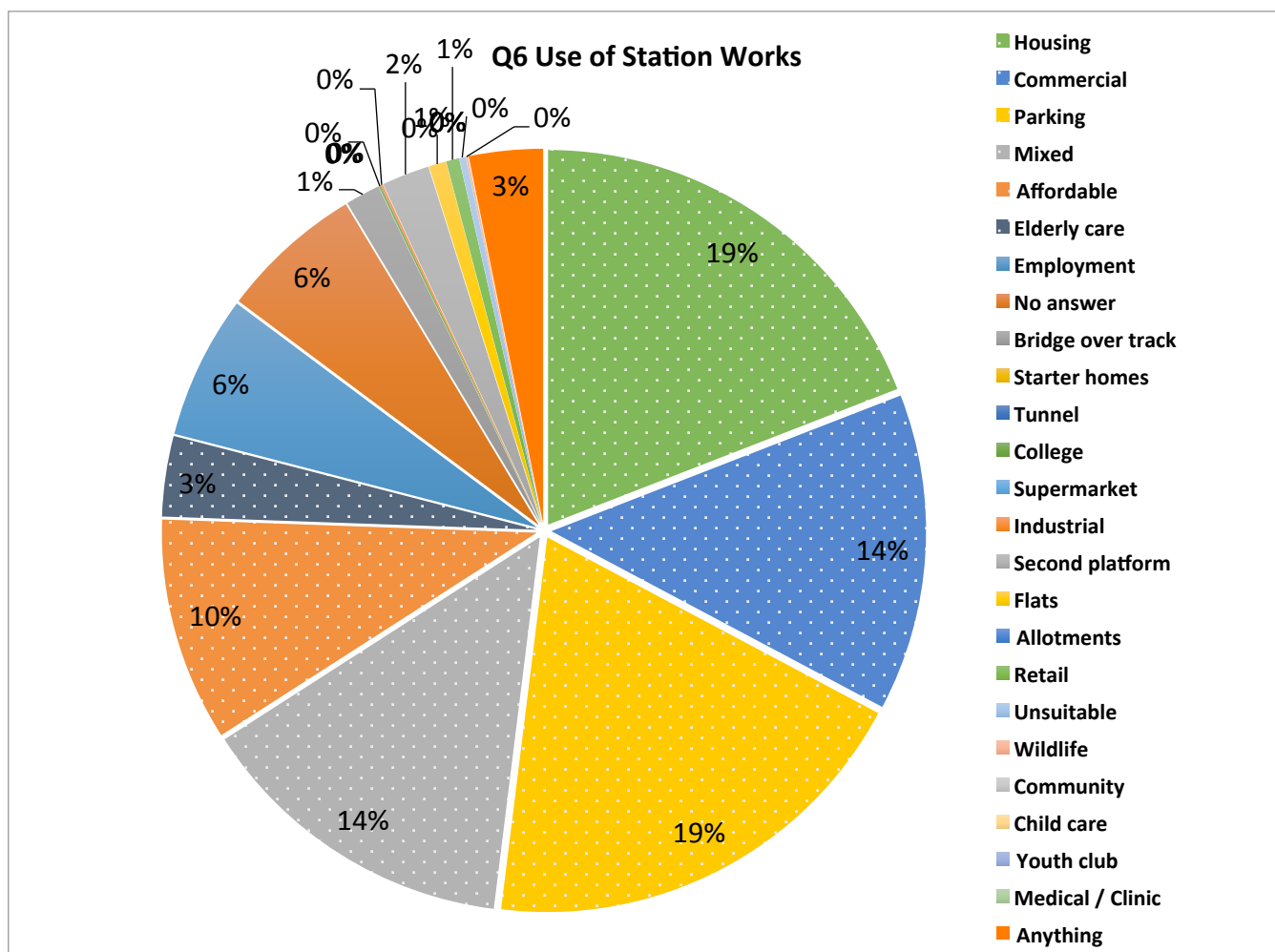
Question 6. There are 5 known Brownfield Sites – how would you like to see these sites used if they come forward for re-development?

These were free-form questions with respondents being asked to give their own answers rather than ticking boxes. Considering all 5 known sites, respondents were generally in favour of some form of development at each of them. In addition, respondents identified a further 20+ small Brownfield sites, mainly in the rural, outlying areas which they think could be brought forward. Criteria will be developed and agreed before assessing site suitability and these additional sites will be appropriately considered.

Station Works: In response to the questionnaire, Station Works was considered the most relevant Brownfield site for re-development of some kind although not necessarily just housing.

- There is a clear mandate that 'something should be done' with the site – only 6% didn't answer the question.
- 33% are in favour of some sort of residential development, which increases to 47% if we include those who favour a 'mixed' development of housing and commercial – potentially this could satisfy all of the required housing development allocation under the agreed Local Plan Core Strategy (current minimum requirement is 40).
- There is strong support for commercial/employment uses – 21% - including a small (1%) percentage in favour of retail. This reflects a change in mood since 2006 when the results from TisVis indicated that 49% of respondents felt strongly that the Station Works site should be retained for commercial purposes only; although 82% were in favour of the use of the site for parking.
- Of all the sites, Station Works had the highest response (19%) in favour of a provision for parking – either parking only or in conjunction with other uses
- 4% identified the importance of the railway crossing and asked for dual track and a safe crossing of the line – in any event, this would have to feature in discussions regarding future use of the site and may be the subject of Section 106 negotiations.
- There is no compelling single straight answer – the varied responses do not give a clear mandate for decision-making, although the strong responses in favour of housing, parking and employment/commercial should enable the steering group and the parish councils to take a considered view.
- The provision of additional parking as an option could encourage more in-commuting and significantly increase traffic along the already busy narrow lanes.

The results are consistent with the Community Open Day in July 2014. Draft proposals from the current owners of the Station Works site have indicated that they are considering possible plans for a mixed use development which would include commercial units, mixed housing with low-rise flats or apartments and some provision for parking.



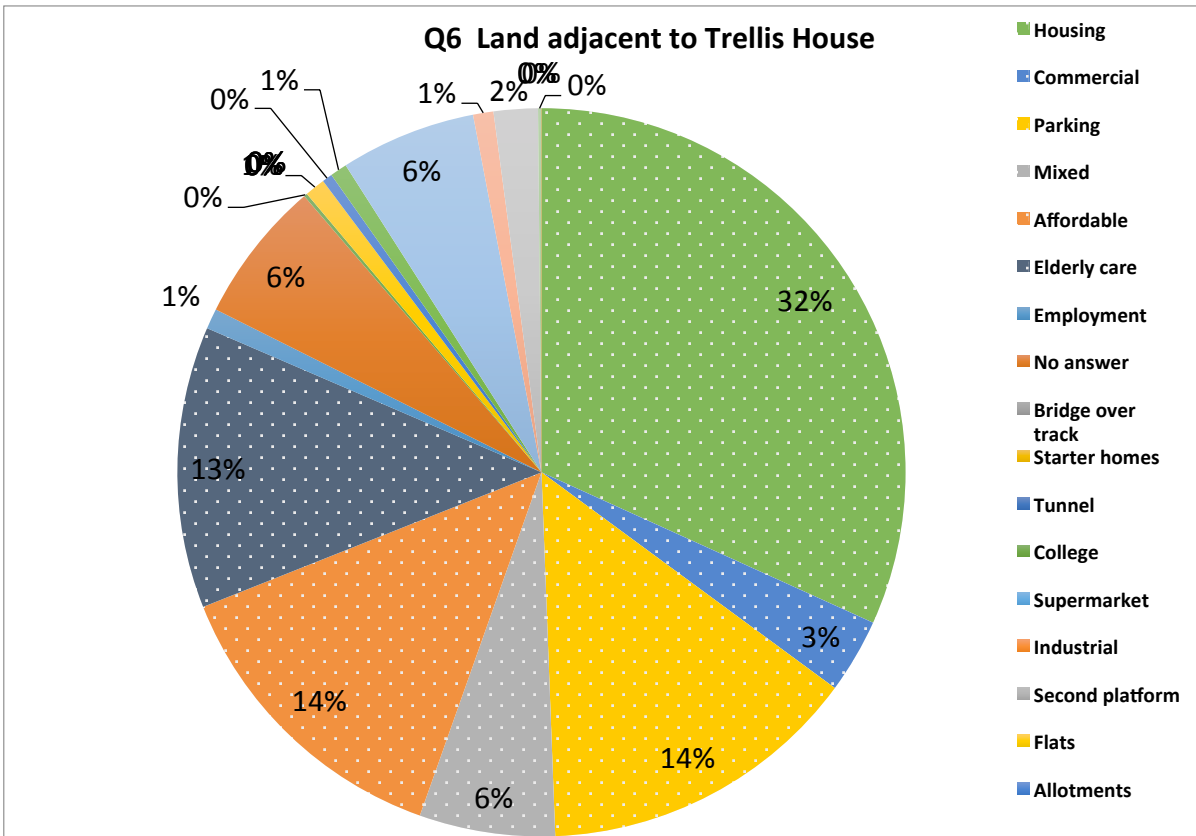
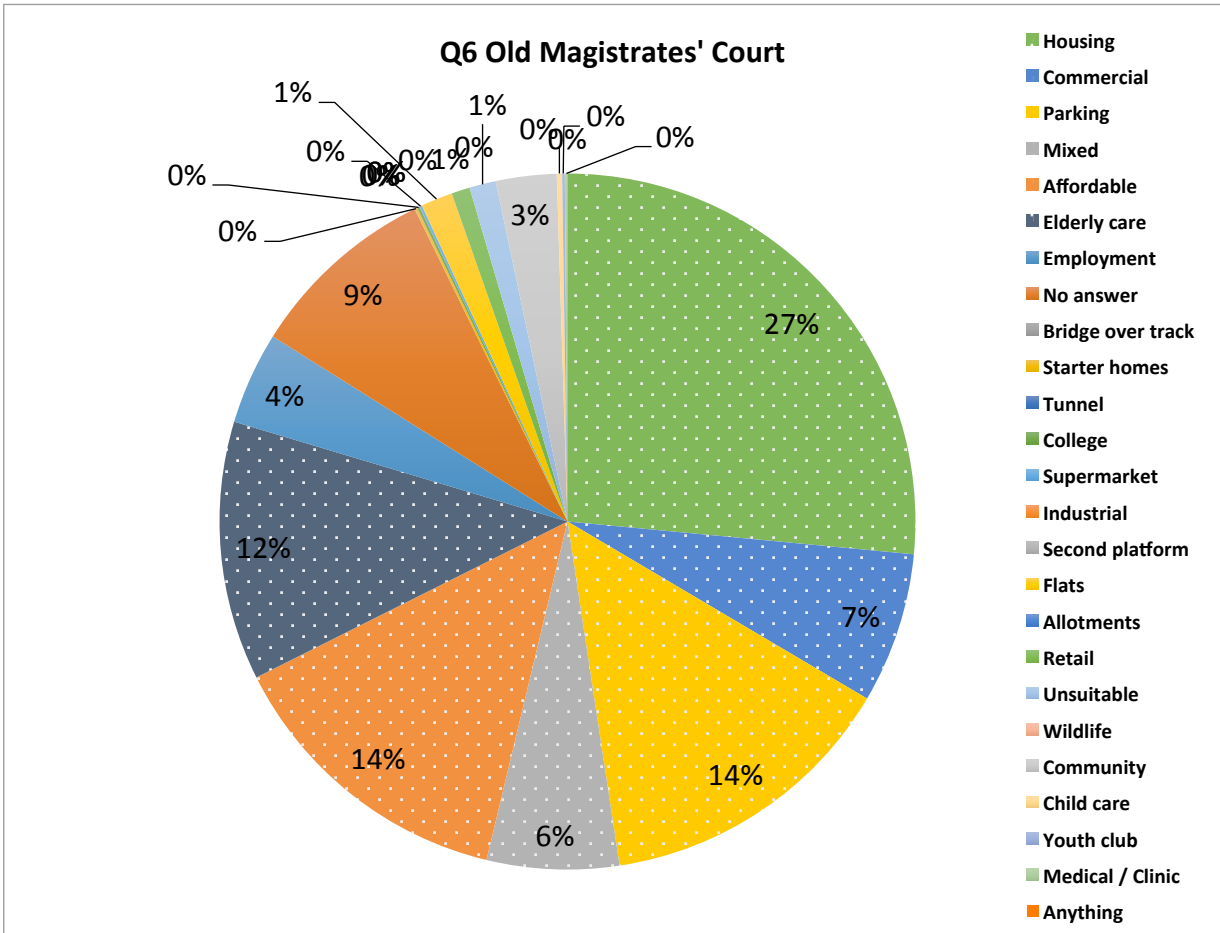
Use of all the known Brownfield sites for Housing:

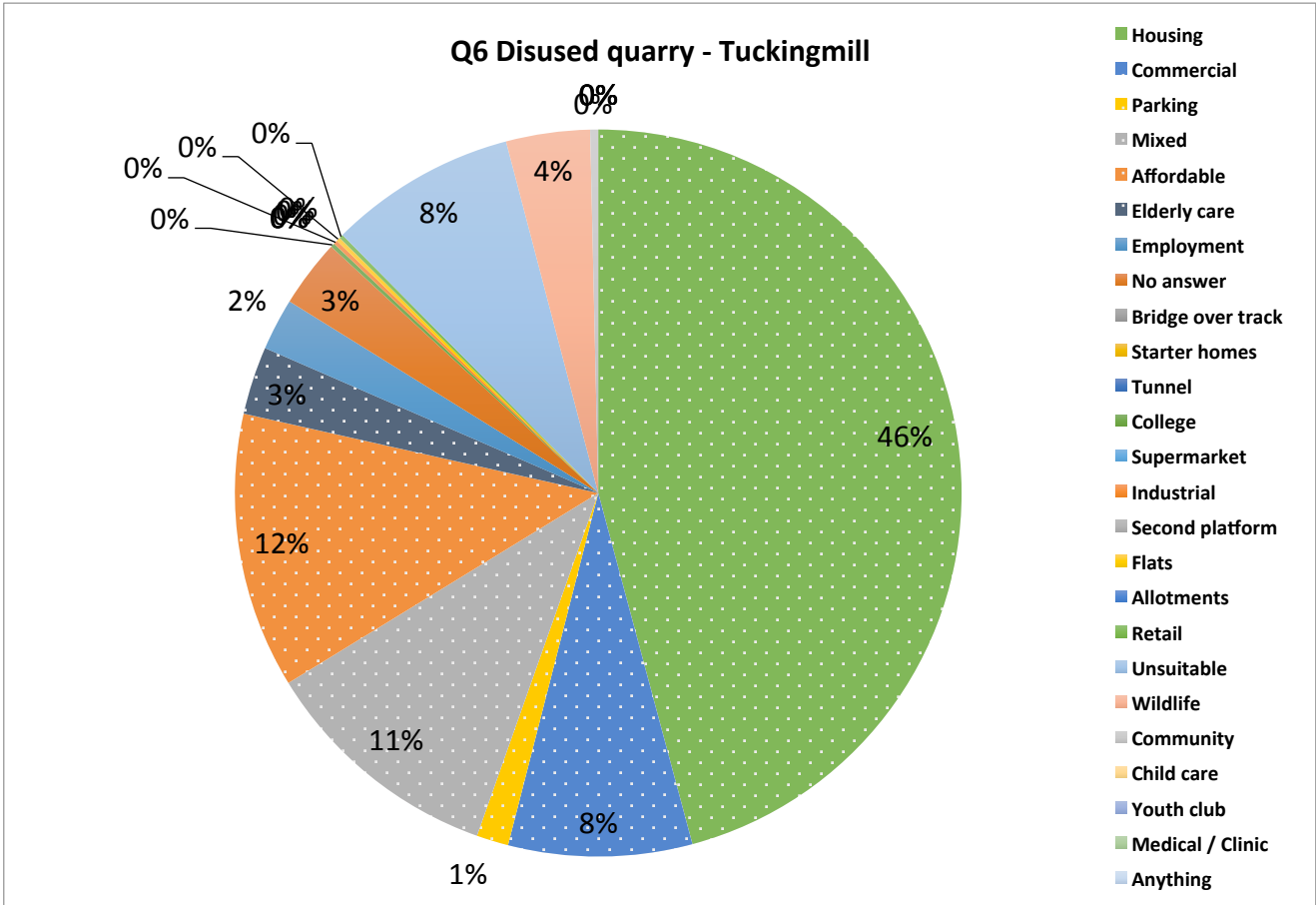
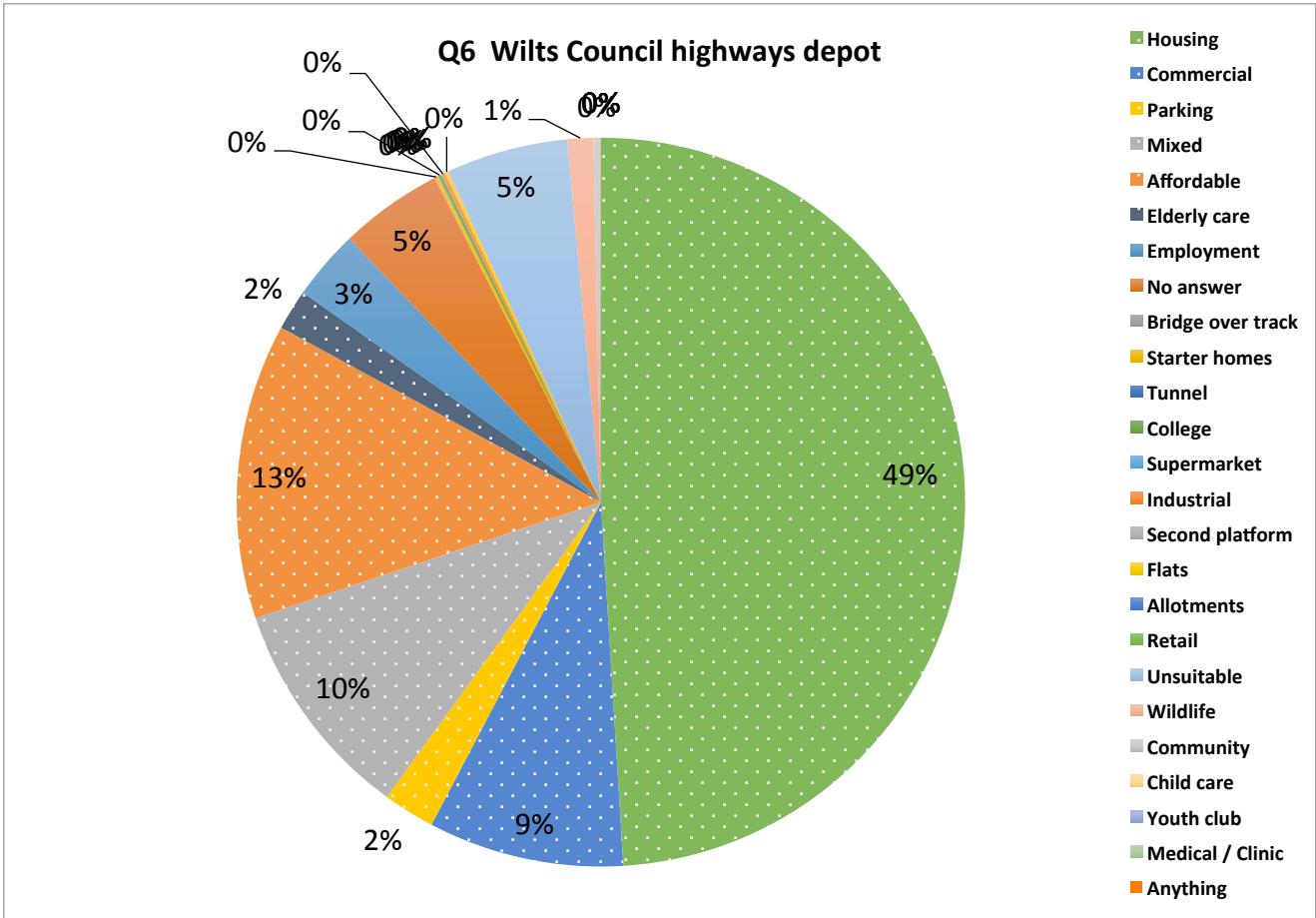
There is evidence of support for each of the known Brownfield sites to be used for some housing development. In terms of preferences, the ranking expressed in order for housing was as follows: 1st Old Highways Depot at Tuckingmill, 2nd Land behind the disused quarry at Tuckingmill, 3rd Old Magistrates Court, 4th land adjacent to Trellis House, 5th Station Works, although clearly there are differences in the numbers of houses which potentially could be built, given the size and topography of the sites.

For Jobs, employment and commercial, clearly the preferred site was Station Works, with 21% of respondents in favour of employment and commercial uses.

The provision for elderly accommodation was preferred for the Old Magistrates Court (12%), land adjacent to Trellis House (13%) and Station Works (3%) respectively.

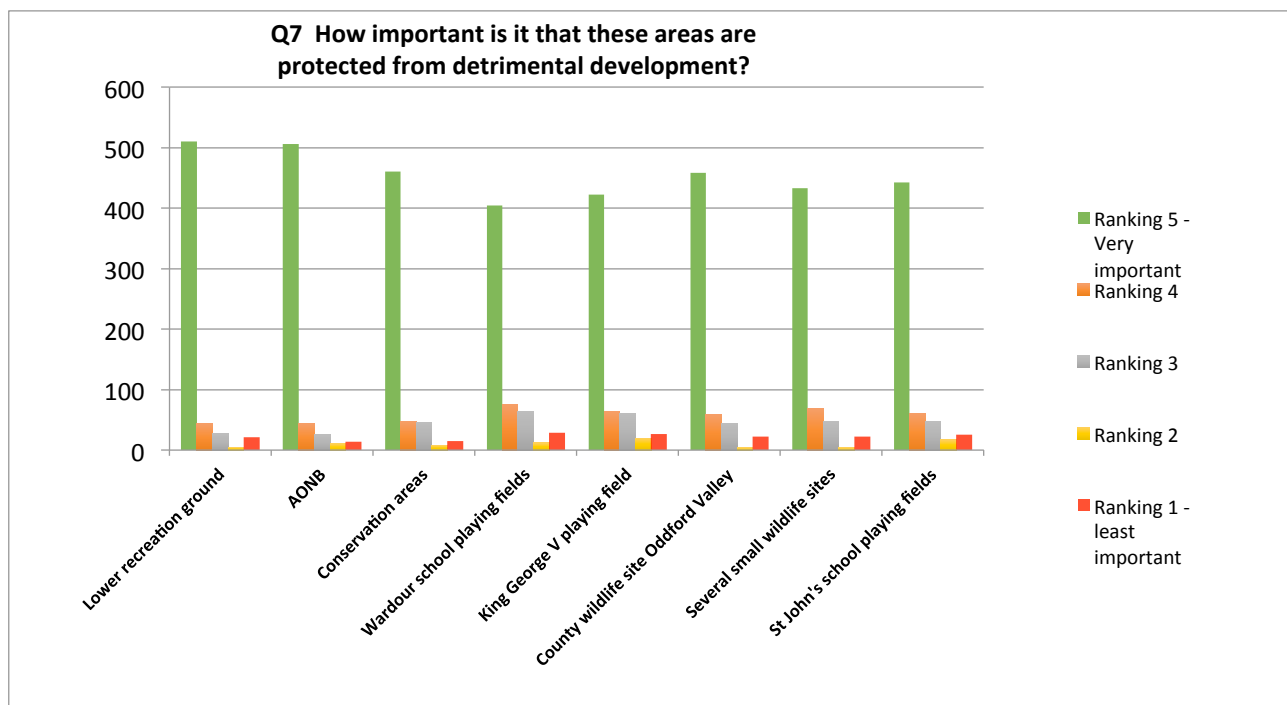
There is a lot of work to be done with the various landowners to ensure that all sites are considered and, where appropriate, developed in the best interests of the community. We are liaising with Locality regarding the potential appointment of consultant environmental analysts who will carry out independent, impartial site assessments. The eventual choice of development site(s) can be very contentious and the process must be capable of withstanding scrutiny.





Q7 and Q8 Significant 'Green' Spaces in the neighbourhood area.

Respondents were asked about the level of importance they attach to various sites around the neighbourhood and to what extent they consider that they should be protected from detrimental development. Consistent with Q4, the results to Q7 and Q8 were overwhelmingly against development in these areas. Some sites already have a degree of protection, given that they are designated playing fields or County Wildlife Sites. The responses to Q8 identified several other areas which residents value, notably, for example, the area around Stubbles between the Hinton Hall and Station Road.

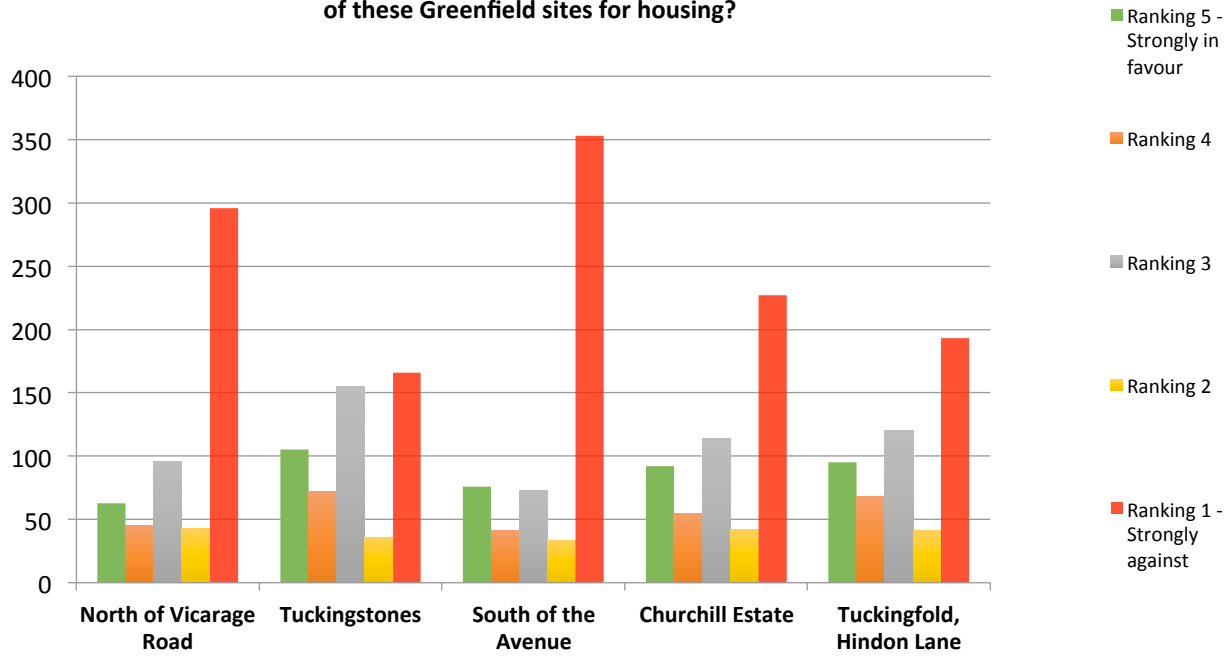


The neighbourhood plan will consider how best to ensure at least some of these sites are protected for the community, including the possible selection of sites as 'Community Green Spaces'. Criteria will be developed in line with current guidelines and agreed before assessing the suitability of sites for recommendation as Community Green Spaces within the terms of the neighbourhood plan. It will not be feasible to nominate the entire AONB as Community Green Space, but clearly residents value the local landscape and therefore any permitted development(s) would need to be mindful of its sensitivities. Evidence from TisVis showed that 90% of residents favour designs that fit in with existing properties. The Neighbourhood Plan may include criteria for design; this is another element requiring further consideration.

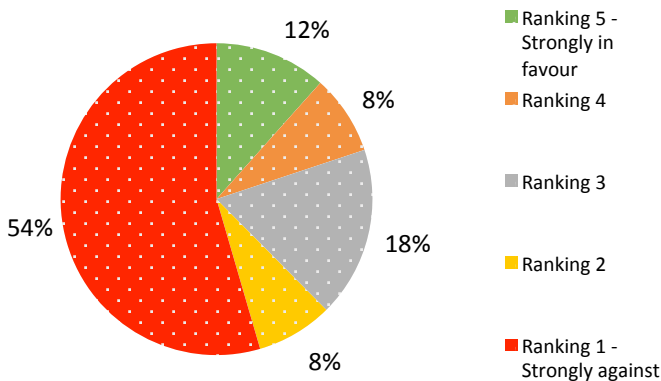
Question 9 Greenfield sites that have already been proposed as potential development sites – are you in favour of the development of these sites for housing?

Residents were asked to consider a number of Greenfield sites which previously have been proposed via Wiltshire County Council's call for sites (SHLAA) as potential sites which may be appropriate for future housing development. As before, consistently with Q4 and also with TisVis, there was a majority response against any housing development at these locations, although some sites received fewer objections than others. Opinions were strongest regarding the south side of the Avenue, with 61% of those who responded being strongly against any development on that site. Opinion was fairly evenly divided regarding the land behind Tuckingstones, which, although Greenfield, could be regarded as an 'in-fill' site. (NB It should be noted that the landowner has since indicated that, if put forward for planning permission, they would prefer to see 4 dwellings on this site and not 24 as indicated by Wiltshire Council) In addition, respondents were invited to make freeform comments, which will also be considered. Some expressed their views that land on the south side of the Avenue should be protected as Community Green Space and should not be brought forward for development, primarily because of risks of flooding.

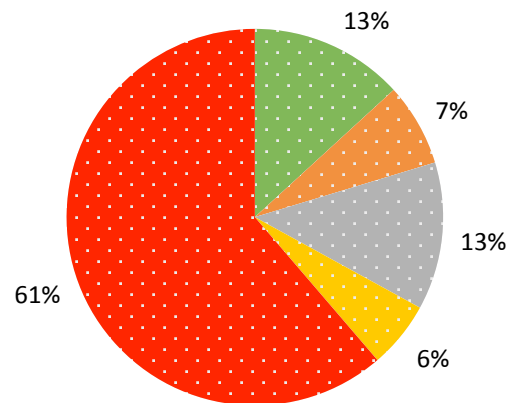
Q9 Are you in favour of the development of these Greenfield sites for housing?



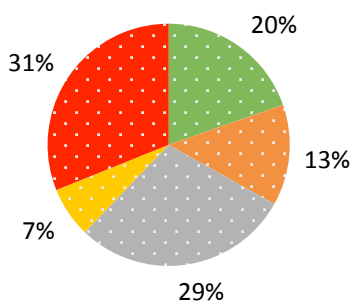
Field to the North of Vicarage Road



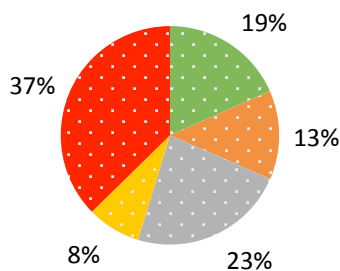
Field South of the Avenue



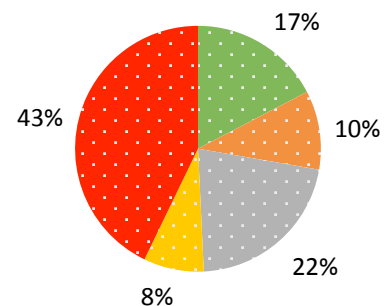
Land behind Tuckingstones



Land behind Tuckingfold, Hindon Lane



Triangle at Churchill Estate



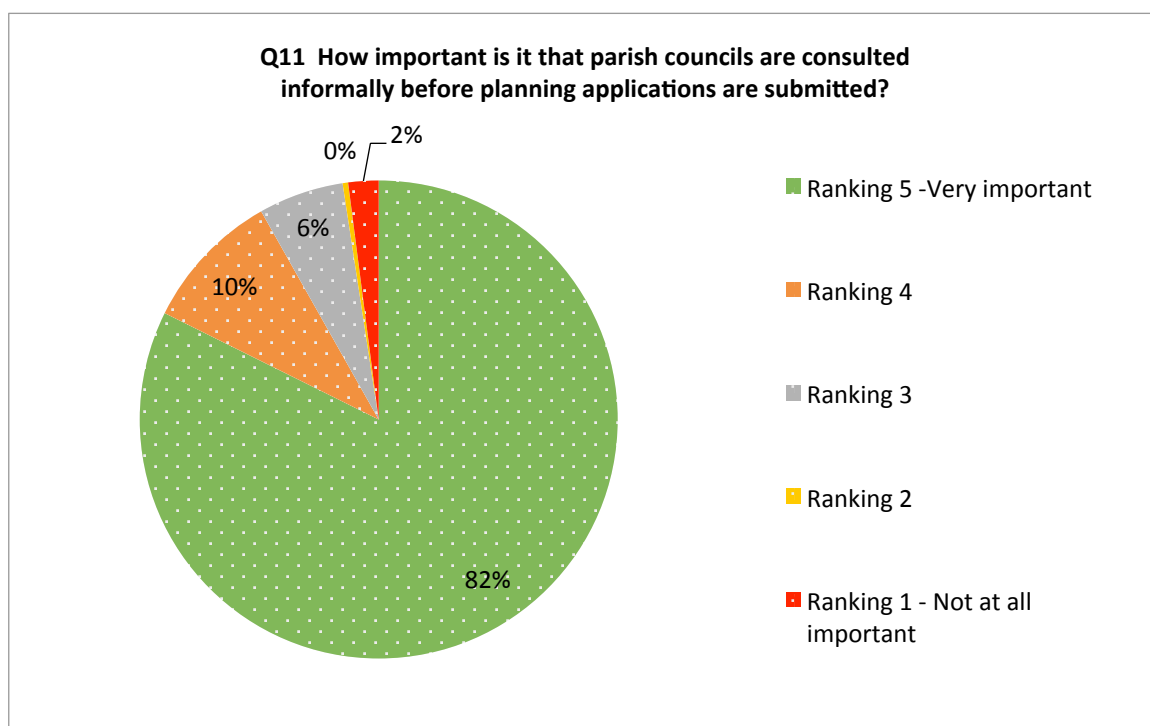
Question10 Is there anywhere else in the neighbourhood area where development would be appropriate?

This was a free-form question inviting respondents to put forward any other sites which had not yet been proposed. Several small sites were proposed which may be considered.

There is, however, a considerable weight of comment re S68 (land opposite the bungalows on the southern side of the Avenue) and its location on the River Nadder flood plain. Throughout the questionnaire, this site is consistently viewed negatively due to its propensity for flooding. It is an example of how well informed the respondents are regarding local circumstances in Tisbury.

Question 11 How important is it that the parish councils should be consulted re planning issues?

This may indicate an increase in the credibility of the 2 parish councils in recent years. In 2006 a similar question in TisVis suggested that only 35% of respondents felt that the parish councils responded well to the views of the local community. This time, 82% of respondents felt it was important that the parish councils should be consulted about planning issues at an early stage, before plans are submitted to Wiltshire Council. This will be an issue for discussion with the County Council to review the process for referring plans to the parish councils for consideration at pre-planning stages.

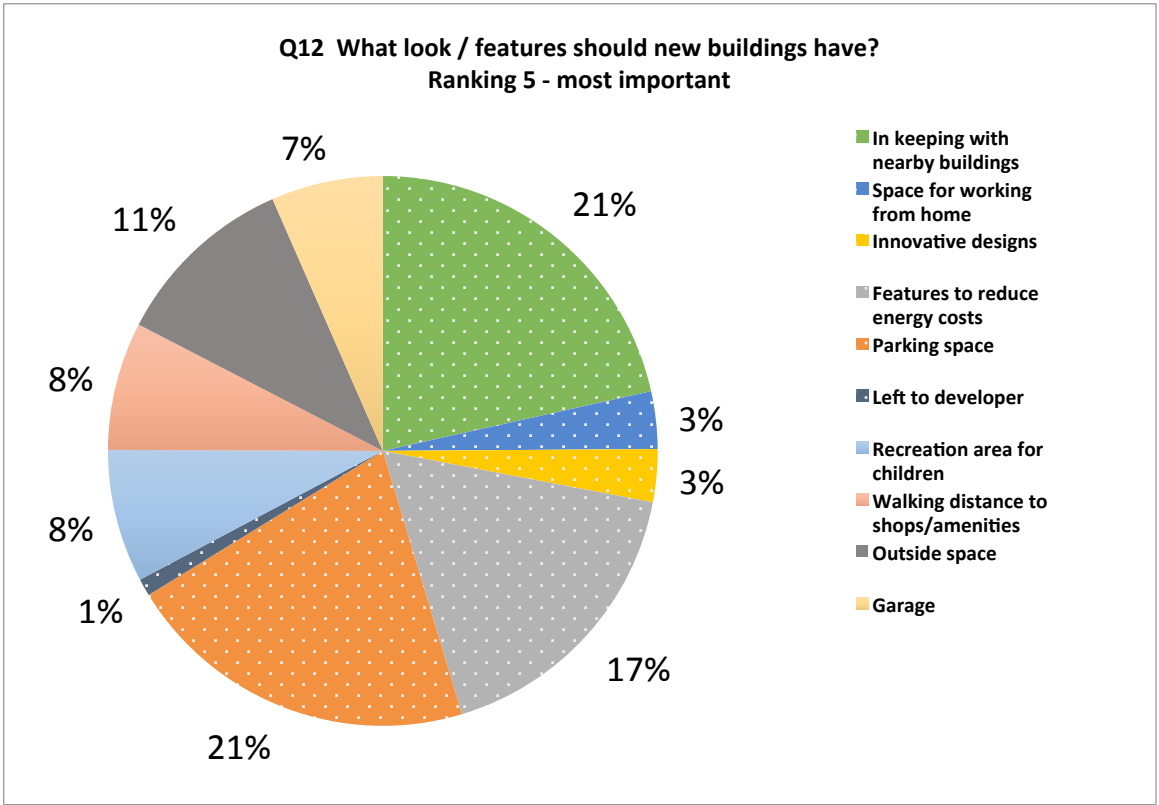


Question 12 Design of new buildings and their preferred features

Respondents were asked to consider what features new dwellings should have. The most important feature (21%) was that development should be in keeping with other buildings and not left to for the developer to determine design. These results were remarkably consistent with TisVis. In 2006, respondents agreed with the statement that all buildings constructed in Tisbury in the future should be designed to fit in well with existing properties.

In 2006, there was also considerable support for community energy-saving initiatives – comparing well with 17% of respondents to this questionnaire being in favour of features to reduce energy costs.

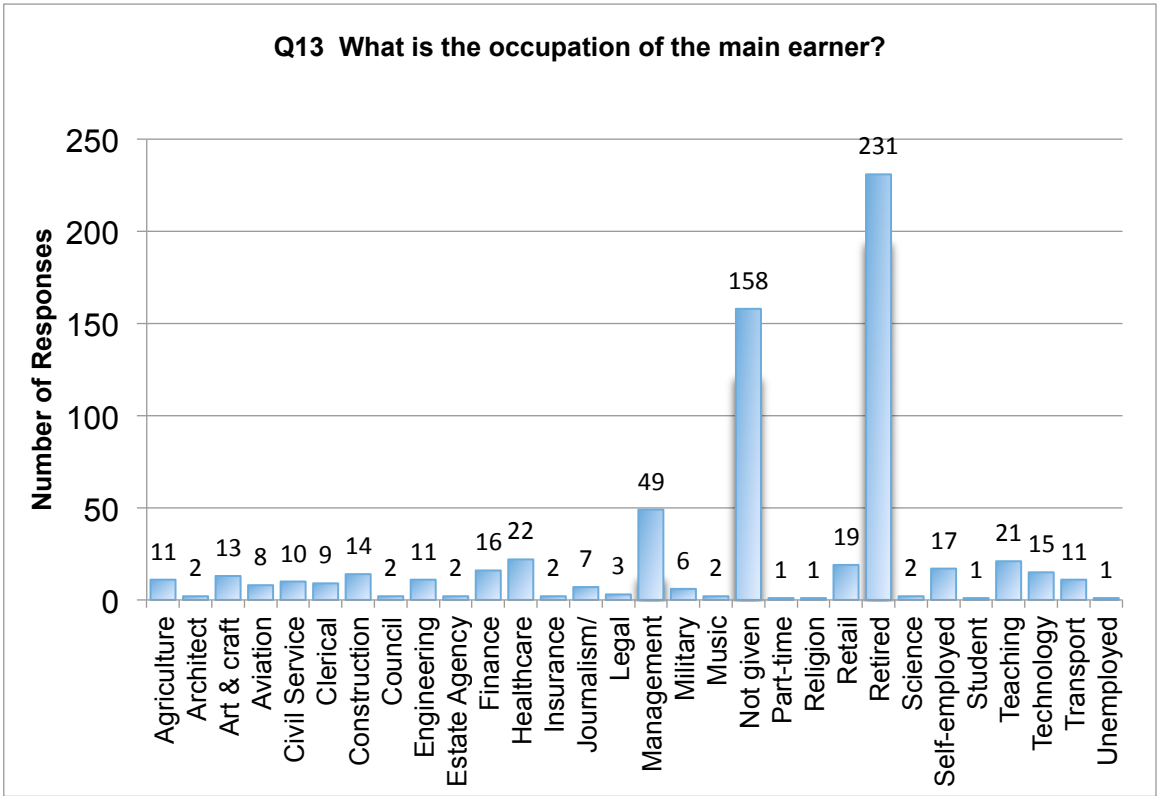
Another most important feature was parking, with 21% of respondents considering that new dwellings should have allocated parking space(s). It is noticeable that a garage was considered far less important than the provision of parking space(s).



Question13. What is the occupation of the household's main earner?

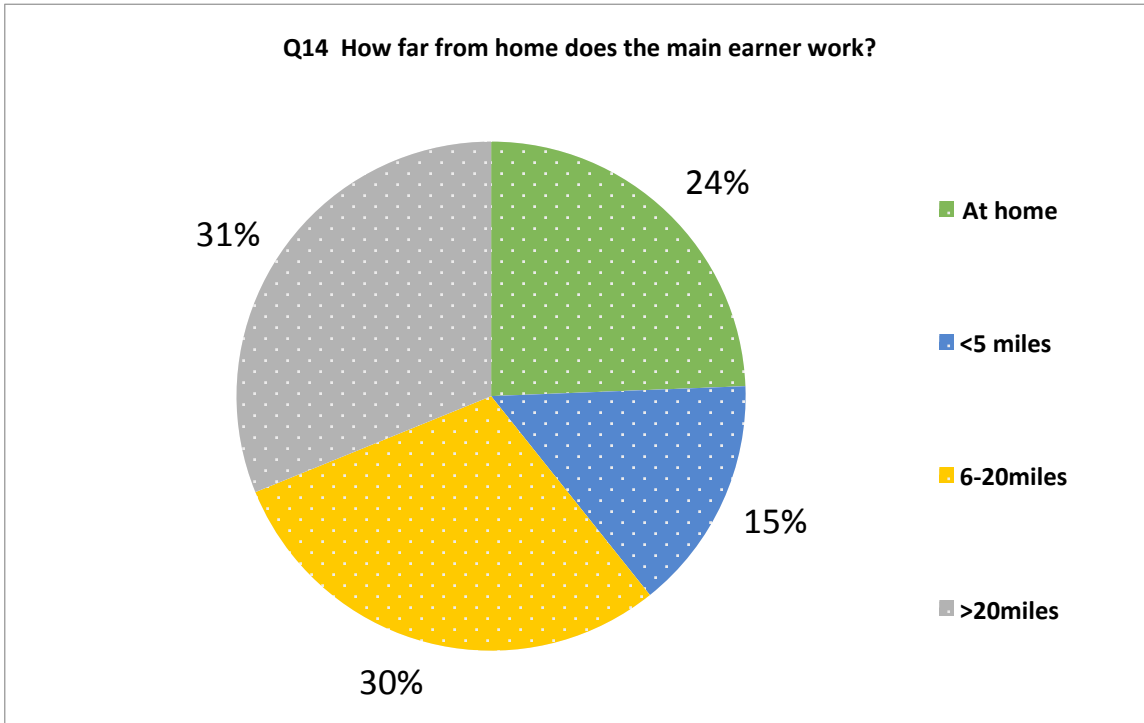
There was some evidence that respondents were unwilling to answer this question, on the grounds that revealing their occupation may compromise their anonymity. Given that this is a small community, this comment is accepted and is a learning point for future consultations.

Of those who did respond, retirees were the dominant group, as might be expected, given the responses in Q1 regarding the demographics of respondents. The broad range of other occupations is probably a reflection of the distinct lack of local major employers.



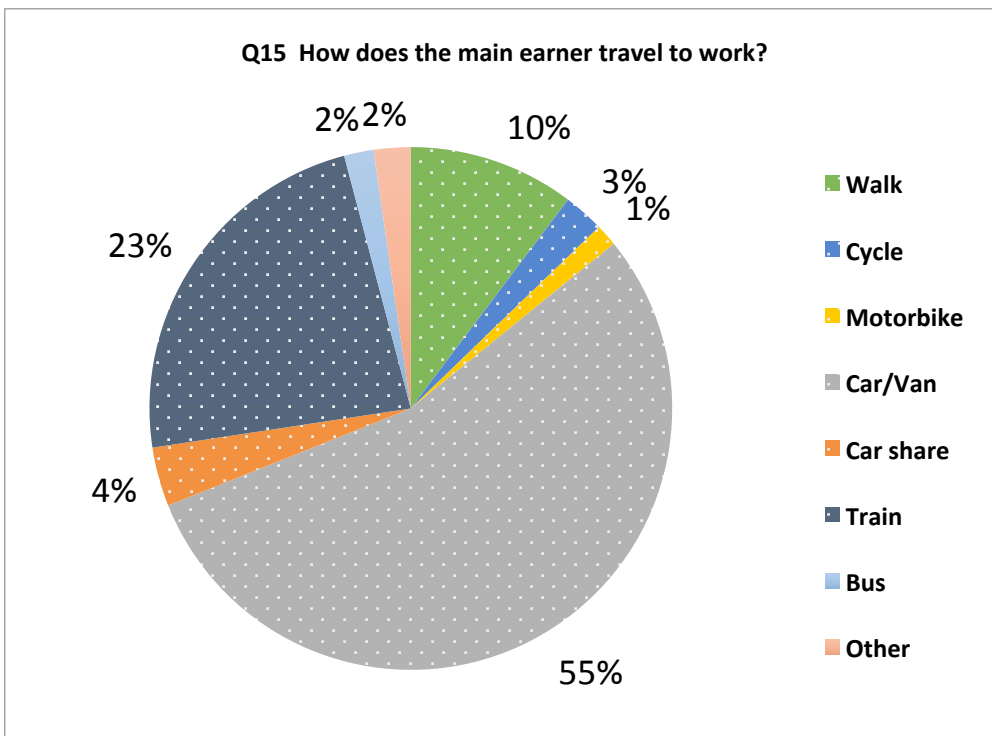
Question 14. How far away from home does the main earner work?

The lack of local employment is again reflected by the distances that people travel out of Tisbury to work. There is evidence which suggests that some of the 'retirees' may have answered 'work at home' in this section (and therefore skewed the results) but nevertheless it is illuminating that 61% of respondents travel 6 or more miles to work; and 31% travel more than 20 miles. This is a significant factor for consideration in the preparation of the neighbourhood plan.



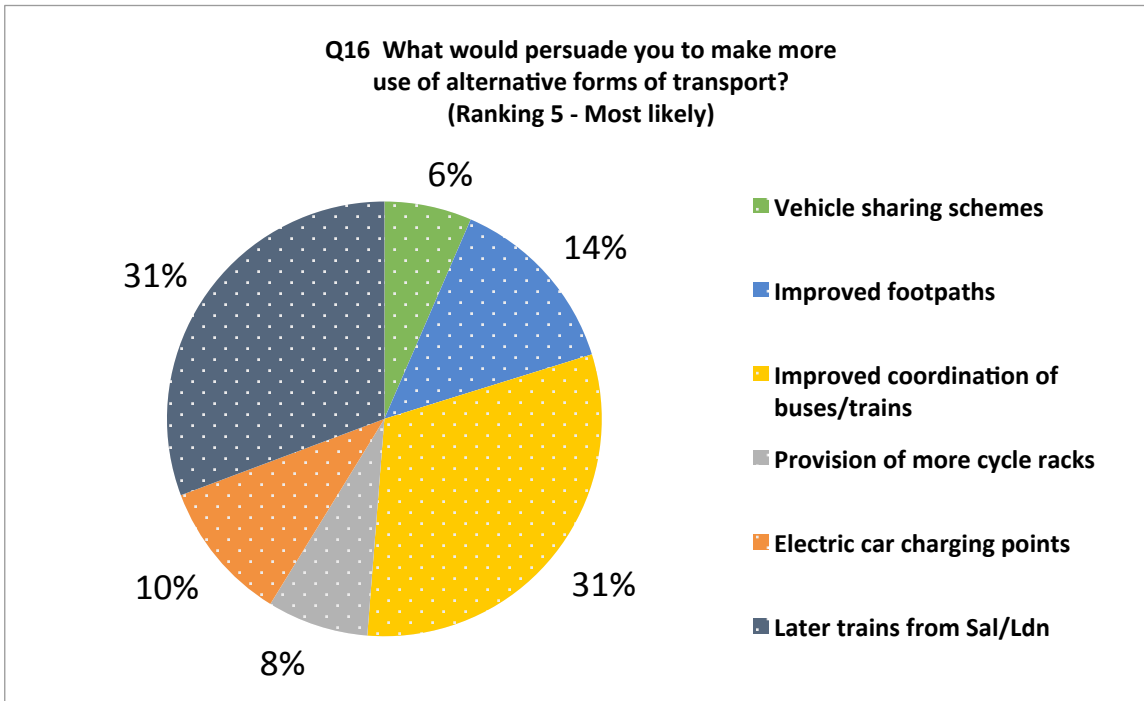
Question 15. Modes of travel to work

Despite government initiatives to encourage alternatives, there is clear evidence of the dependence on the car as a means of transport to work from Tisbury. 59% of commuters travel by car, including 4% car-sharing.



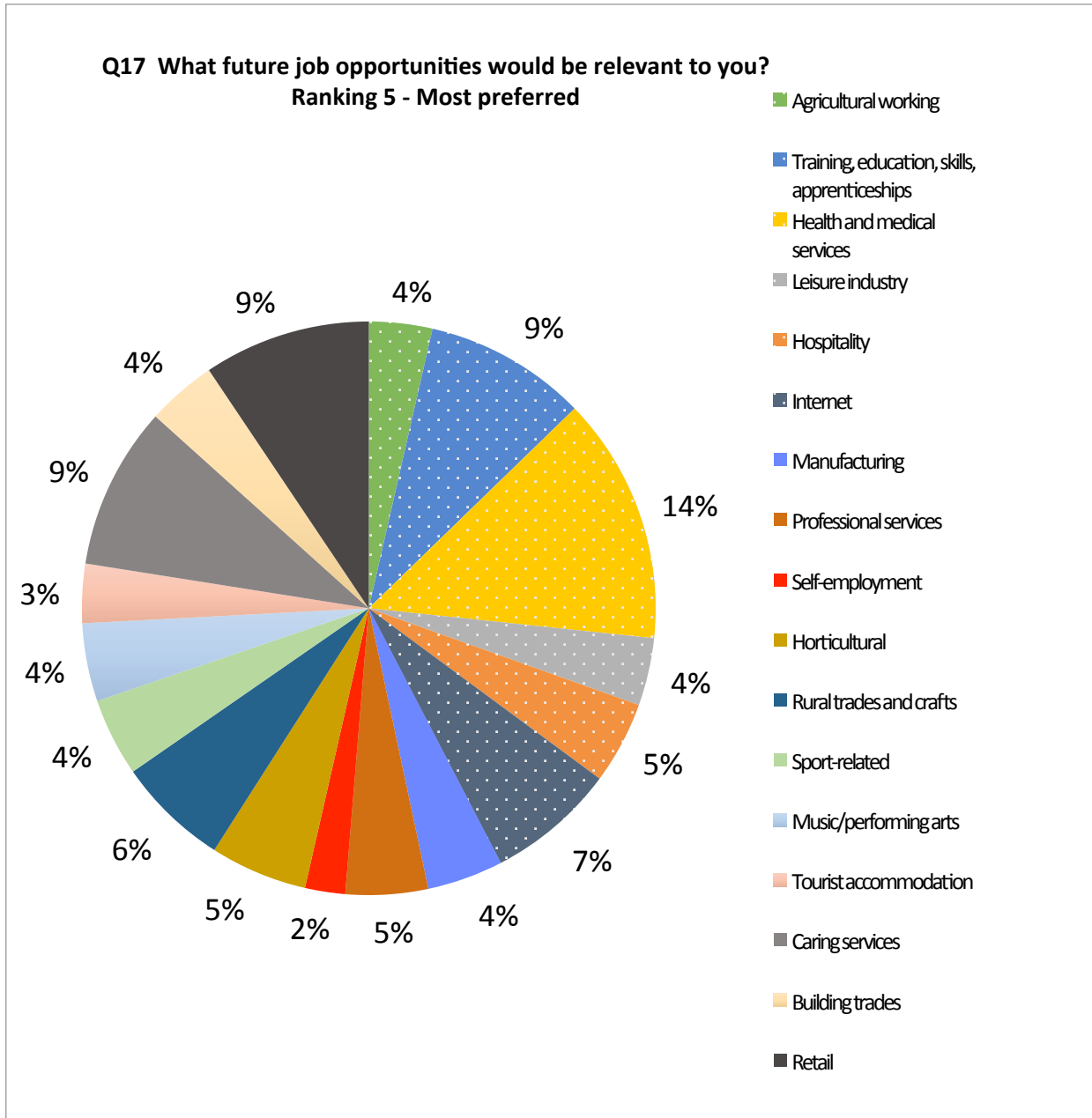
Question16. What would persuade respondents to use alternative forms of transport?

It is clear from the responses in Q15 that Tisbury residents are heavily dependent on the use of their cars. However there was some good evidence to suggest that improved and more targeted provision of public transport could result in fewer car journeys. This is an area requiring further investigation but the results strongly suggest that improved co-ordination of buses and trains, plus later trains from London and Salisbury, would be welcomed. This is consistent with similar findings in TisVis, in particular, with reference to the co-ordination of services and financial support for TisBus and the Link Scheme. Fewer respondents favoured the provision of cycle racks as a means of encouraging people not to use their cars.



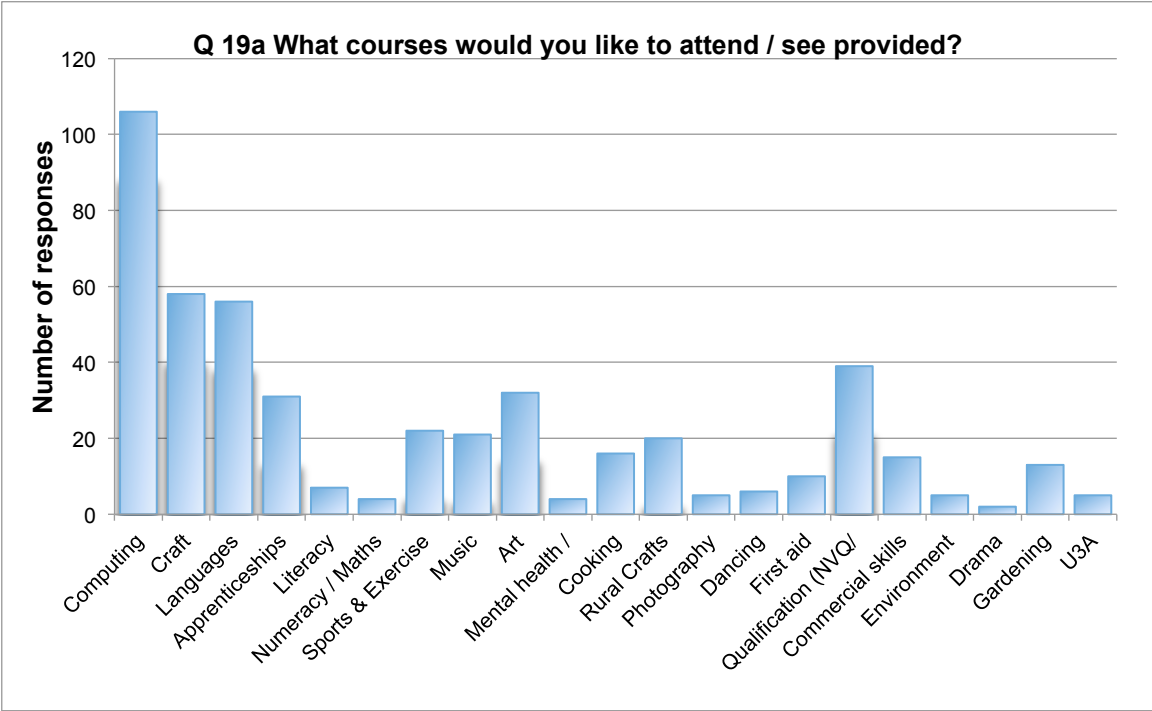
Questions 17, 19a & 20 Future job opportunities, local skills base and training

As in Q13, the broad scope of local employment and skills in the community is commendable, but it may also reflect the lack of a major local employer. However, there is strong evidence (23%) to suggest that employers in the medical and caring professions would have a ready source of skilled local workers. This could be promising for the future establishment of a retirement/elderly care provision in the area. On the other hand, there is little evidence for any continuing skills base in the professions which used to predominate in Tisbury, such as agriculture or engineering manufacturing, although it is encouraging that 9% would be interested in training opportunities, education, skills training or apprenticeships.



Questions 19a and 20 are not topics for neighbourhood planning, but nevertheless it was interesting to explore what demand there may be for educational courses and skills training at the new Nadder campus, scheduled for opening in 2016. The remarkable response in favour of IT training may reflect a low-skills base amongst the elderly population but it is encouraging to see that there is a level of demand for skills training, even though evidence from Q13 (and other County surveys) suggests that levels of unemployment in the area are low. Given the elderly population, it may have been expected that respondents would prefer day time training courses, but the main demand was for evening classes – for IT, craft, hobbies and qualifications targeted at the younger population. The results will be made

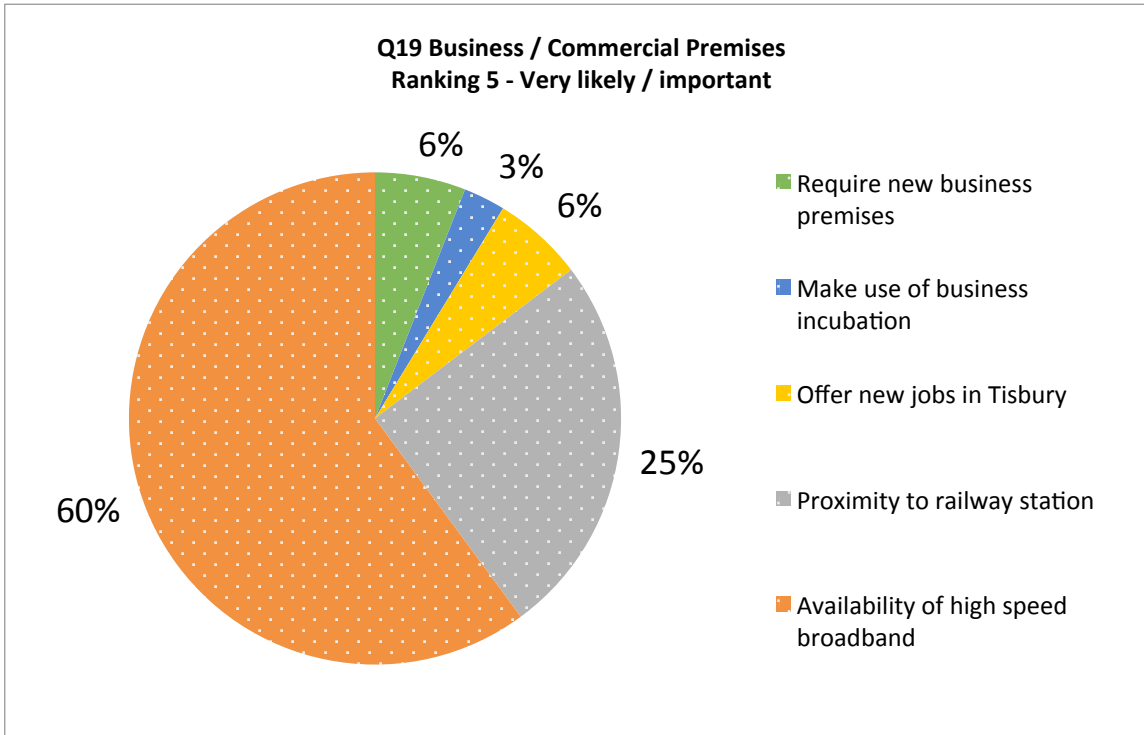
available to the Community Engagement Manager for consideration of what skills and education offer should be provided.



In 2014, the parish councillors' Vision for Tisbury included support for youth employment, by encouraging training and business opportunities. It was identified that the new facilities at the Campus could be the catalyst for providing new opportunities for learning and sports-based activities.

Questions 18 and 19 Business and Commercial requirements

Of those who responded, 18% run their own business in Tisbury. Potentially the provision of business start-up units at the new Nadder Campus might encourage more entrepreneurs. By far the most important factors influencing the future of business in Tisbury were the availability of High Speed Broadband, and the continued proximity of the railway station. Clearly the railway is of paramount importance to the whole community.



Question 21 Community Priorities for the use of S106 or CIL monies

Respondents were asked to consider their priorities for the use of infrastructure levies towards community improvement projects and potential new provision. Perhaps not surprisingly, given the responses to other questions, the top priorities were to maintain the provision of free parking (13%), to conserve and manage green spaces (9%), improve footpaths and rights of way (8%); the swimming pool (8%) and contribute to the improvement of community facilities (9%). There is little (3%) evidence of support for the purchase of land or property for community assets.

There was little support for a community bicycle scheme and/or cycle racks, which probably is not surprising given the local topography and the age of the respondent population; and only 1% supported proposals for a tourist information centre. Respondents were consistent in seeking to protect green spaces and community infrastructure – correlating with their reasons for moving to Tisbury i.e. the proximity of the AONB and the sense of community. The findings are consistent with TisVis – in 2006, 79% of respondents clearly valued the provision of free parking; 52% indicated they would be willing to pay higher parish council tax in order to support the running costs of village facilities and 85% supported improvements to the swimming pool. There are some free-form comments which will also be considered.

