

Neighbourhood Survey (Marshalswick North/Jersey Farm) Summary of Feedback

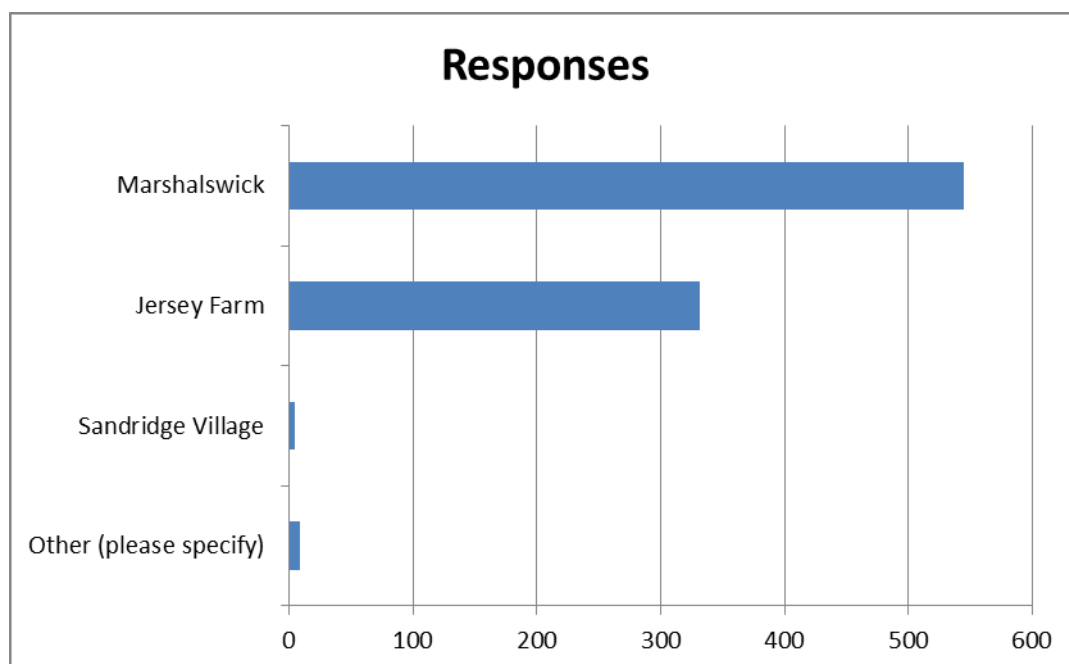
Sandridge Parish Council is developing a parish-wide Neighbourhood Plan. As part of this, a local working group devised and conducted a survey of Marshalswick North and Jersey Farm residents, in the Spring/Summer of 2015. The survey was distributed in hard copy to approximately 3,879 homes and was also available online. 905 responses were received.

This report covers the findings.

Q1 Where do you live?

Of the 905 respondents, 543 said they were from Marshalswick, 332 from Jersey Farm, 5 from Sandridge village and 25 did not specify.

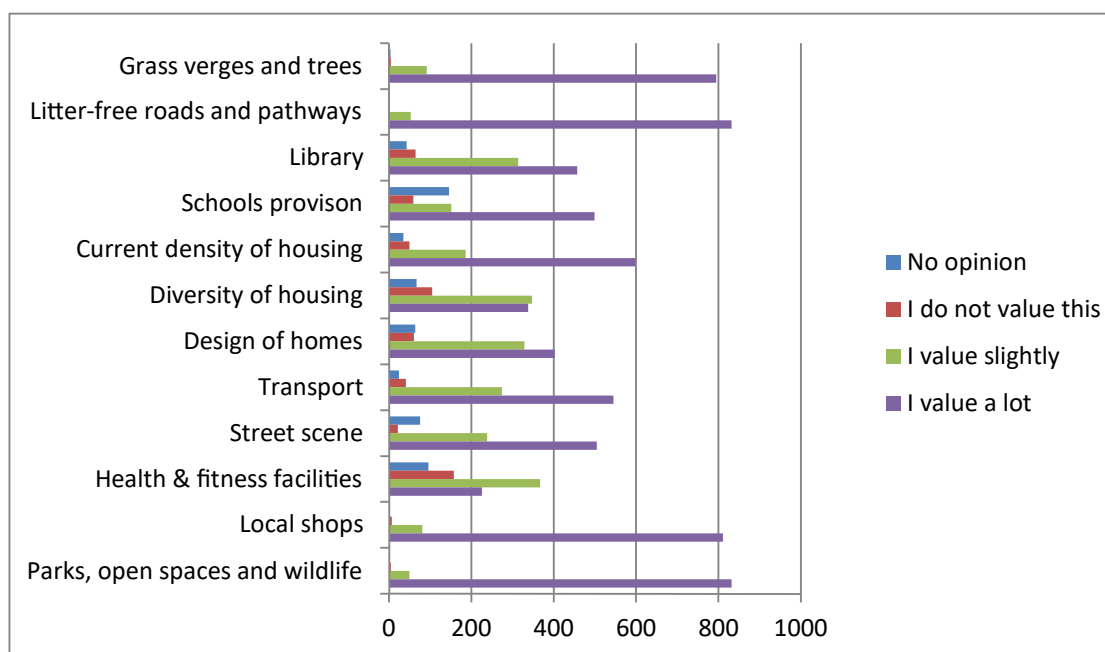
Answer Choices	Responses	
Marshalswick	61.17%	545
Jersey farm	37.26%	332
Sandridge Village	0.56%	5
Other (please specify)	1.01%	9
Total		891



Q2 Which of the following do you value most in your area?

Between 841 and 900 people answered sections of this question.

	I value a lot	I value slightly	I do not value this	No opinion	Total
Grass verges and trees	88.72% 794	10.28% 92	0.56% 5	0.45% 4	895
Litter free roads and pathways	93.59% 832	5.96% 53	0.22% 2	0.22% 2	889
Library	51.99% 457	35.72% 314	7.39% 65	4.89% 43	879
School provision	58.36% 499	17.66% 151	6.90% 59	17.08% 146	855
Current density of housing	68.78% 597	21.43% 186	5.76% 50	4.03% 35	868
Diversity of housing	39.44% 338	40.49% 347	12.25% 105	7.82% 67	857
Design of homes	47.02% 403	38.39% 329	7.12% 61	7.47% 64	857
Transport	61.65% 545	31.00% 274	4.64% 41	2.71% 24	884
Street scene	60.05% 505	28.30% 238	2.62% 22	9.04% 76	841
Health & fitness facilities	26.71% 226	43.38% 367	18.56% 157	11.35% 96	846
Local shops	90.11% 811	9.00% 81	0.78% 7	0.11% 1	900
Parks, open spaces and wildlife	93.69% 832	5.63% 50	0.56% 5	0.11% 1	888



The most highly valued features in the locality (marked as 'I value a lot') were parks, open spaces and wildlife (selected by 94%¹ of respondents, i.e. 832 respondents); litter free roads and pathways (94%, or 832 respondents); local shops (90%, or 811) and grass verges and trees (89%, or 794).

The least valued features (marked as 'I do not value') were health and fitness facilities (19%, or 157) and diversity of housing (12%, or 105).

A significant proportion of respondents valued some features 'slightly', notably health and fitness facilities (43%, or 367), design of homes (38%, or 329), library (36%, or 314) and street scene (28%, or 238).

All the aspects of local life listed in the question had an overall significantly positive rating (i.e. valued a lot or valued slightly). The ratings ranged from those with 99% (litter free roads and pathways; parks, open spaces and wildlife; local shops; grass verges and trees), through transport (93%), current density of housing (90%), library (88%) street scene (88%) design of homes (85%) and diversity of housing (80%), down to schools provision (76%) and health and fitness facilities (70%).

Respondents had least decided views (marked as 'no opinion') on features they do not currently use: schools (17%, or 146) and health and fitness facilities (11%, or 96)

Response rates were high for this question, with two options (grass verges and local shops) attracting a response from 99% of respondents. The lowest response rates were for street scene and health and fitness options, where 7% left the boxes blank.

In the majority of cases, the proportion of favourable responses was very similar between Marshalswick and Jersey Farm. The widest differences were over the library (90% valued in Marshalswick, 78% in Jersey Farm) and schools (75% Marshalswick, 66% Jersey Farm). Diversity of housing was more valued in Jersey Farm (81%) than Marshalswick (73%).

Analysis of comments

The comments made against this question have been combined with the comments made against the final, more general question: Question 14 – *Are there any other comments you would like to make about your area?*

39% (351) of all respondents added comments to one or both of these questions. These responses have been analysed and divided into a number of related categories. The categories with the most comments are listed below:

General quality of life	21% (112) of people who commented
Poor quality grass cutting	19% (102) of people who commented
Value parks & open spaces	15% (80) of people who commented
Litter & dog mess	14% (76) of people who commented
Poorly maintained trees	11% (61) of people who commented
Parking problems	11% (58) of people who commented

¹ Percentages in this report are rounded to the nearest whole number, and are followed (in brackets) by the number of respondents.

Lack of maintenance to roads	9% (48) of people who commented
Damage to verges by cars & vans	7% (39) of people who commented

Two of the top three comment categories demonstrated how happy respondents were with the overall character of the area and their appreciation for its layout and open vistas.

Other respondents identified areas of concern particularly around maintenance of roads, pavements & footpaths, litter and parking issues.

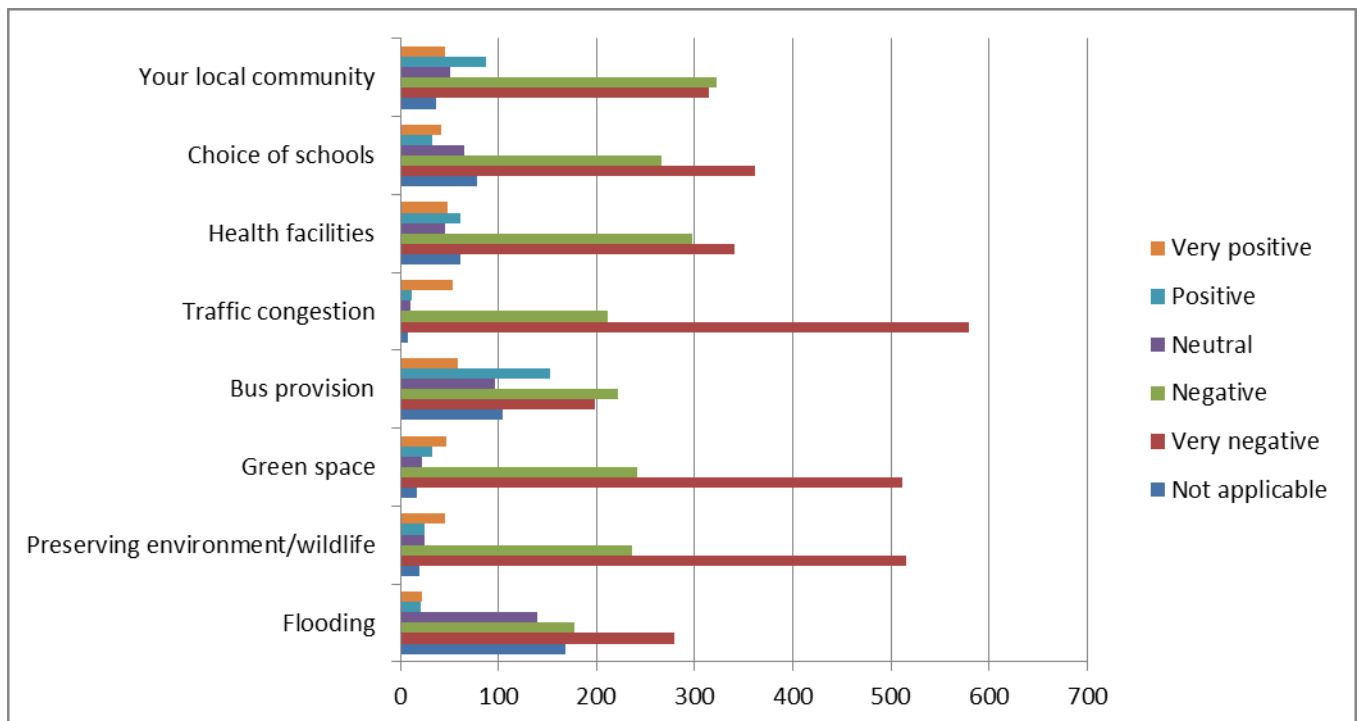
Respondents also commented on the shopping and community facilities at The Quadrant & St. Brelades Place:

Like the current mix of shops at Quadrant	8% (45) of people who commented
Value library	5% (29) of people who commented
The Baton not suitable for area	3% (14) of people who commented
Want improvements to Blackberry Jack	1% (7) of people who commented.

Q3 Would large scale housing development in this area, e.g. as suggested at Oaklands, have a positive or negative effect on development?

In total, 892 people answered one or more sections of this question. For each individual option, the figure ranged from 807 to 875 people.

	Very positive	Positive	Neutral	Negative	Very negative	Not applicable	Total
Your local community	5.26% 45	10.16% 87	5.96% 51	37.62% 322	36.68% 314	4.32% 37	856
Choice of schools	4.96% 42	3.90% 33	7.68% 65	31.44% 266	42.79% 362	9.22% 78	846
Health facilities	5.63% 48	7.15% 61	5.28% 45	34.94% 298	39.86% 340	7.15% 61	853
Traffic congestion	6.06% 53	1.37% 12	1.26% 11	24.23% 212	66.17% 579	0.91% 8	875
Bus provision	7.08% 59	18.37% 153	11.52% 96	26.65% 222	23.77% 198	12.61% 105	833
Green space	5.40% 47	3.67% 32	2.53% 22	27.78% 242	58.67% 511	1.95% 17	871
Preserving the environment / wildlife	5.20% 45	2.89% 25	2.89% 25	27.28% 236	59.54% 515	2.20% 19	865
Flooding	2.73% 22	2.60% 21	17.22% 139	22.06% 178	34.57% 279	20.82% 168	807



In all eight sections of this question, a majority of all respondents thought the effect of large scale housing development in the area would be negative.

On average across the eight sections, respondents thought the effects would be 45% very negative, 29% negative, 14% no opinion, 6% positive and 5% very positive. These figures mask some wide variations in distribution between the options provided.

The strongest feelings were about the impact on traffic congestion – there was a high response rate proportionally (97%, or 875 people) and of these, 90% (791) thought the effects of a large scale housing development on traffic congestion would be very negative (66%, or 579) or negative (24%, or 212).

The next strongest views concerned a very negative or negative impact on green space (86%, or 753) and preserving the environment/wildlife (87%, or 751).

Of positive views reported, the highest proportion (25%, or 212) related to bus provision, whilst 16% (132) foresaw a positive effect on the local community.

The lowest response rate was on flooding (89% of the total, or 807) where 57% (457) saw the impact as very negative or negative but 38% (307) were unsure or neutral.

There were few substantive differences in the distribution of responses from Marshalswick and Jersey Farm. People from Jersey Farm generally viewed effects of large scale development slightly more negatively. In relation to traffic congestion, Marshalswick residents viewed the effects marginally more negatively than those living in Jersey Farm. The biggest difference was in the effect on flooding from large scale development, where people from Jersey Farm saw substantially more negative effects than people from Marshalswick.

Analysis of comments:

35% (319) of all respondents added comments on Question 3.

Comments generally echoed the main issues mentioned as options in the question and the balance of views. They illuminate some of the reasons behind responses to this question. For example, respondents clarified that positive views on bus provision related to a hope/expectation that the service would improve if there were large scale housing development. The lower response rate on 'flooding' was explained as lack of knowledge on the subject.

General view on large scale housing development

28% of those who commented (88) underlined their unequivocal opposition to large scale development such as at Oaklands. In most cases, their reasons specifically cited a detrimental effect on the local/St Albans area and their quality of life. Their views included the following:

- Area already overpopulated, would lose 'village' or semi-rural feel
- Density of housing at 'saturation point'
- Erosion of Green Belt/disappearance of surrounding countryside and wildlife
- Hatfield and St Albans would almost join up
- Fewer facilities to go round in already overcrowded town
- Loss of peace, quiet, views

Some respondents used emotive terms to describe their views such as 'disaster' and a few felt so strongly they said they would move away if large scale development happened.

25% (79) of respondents who commented (including 21 of the 88 mentioned above) specifically mentioned the lack of planned improved infrastructure (overloaded roads, schools, health facilities) as a reason for their opposition to large scale development.

10% (32) of respondents who commented did so in a 'conditional' way. Some said that if specific features were to be included (e.g. improved bus, health or school services), there could be some positives arising out of large scale development or that their view would depend on the individual features of any development, unknown at present.

3% (8) of respondents who commented underlined their unequivocal support of large scale development, relating to the need for housing and the expectation that housing prices would be lowered. A further 4% (14) of respondents who commented were in favour of large scale development provided that additional infrastructure was put in place as part of the package.

Additional comments

The highest number of additional comments, and often the strongest views, set out the negative effect large scale development would have on traffic congestion and the road network: 45% (145) of the respondents who commented. Many people described the current congestion in roads local to the Oaklands site at peak times (rush hour/school runs) and its detrimental effects on travelling times and quality of life. 11% (35) of people who commented made specific mention of Sandpit Lane, either describing queuing traffic towards intersections and/or for flooding reasons. Traffic levels were described as 'already at breaking point' at peak times and respondents expressed concerns about worsening 'rat runs'.

34% (107) of respondents who commented outlined the negative effect they saw large scale development having on the availability of school places. Again, some people expressed strong views. Respondents said local school places were oversubscribed and referred to children having to travel because they could not get a place at their nearest school.

19% (60) of those who commented expressed concern about the loss of green space or damage to the environment and wildlife from housing developments. A number of respondents referred to green space and wildlife as contributing to their current quality of life and wellbeing. They used expressions such as 'devastating' or 'unbearable' to describe the detrimental effects of their removal for house building.

16% (51) of people who commented referred to existing pressure on local health services (GPs, dentists etc.), with 2% (6) mentioning current difficulties making appointments. 2% (7) of those who commented separately mentioned current pressures on hospital services.

12% (39) of the respondents who commented outlined the likelihood of increased flooding if land at the Oaklands site was built on. 4% (14) of those who commented specifically cited existing flooding in the Sandpit Lane/House Lane areas following heavy rain.

8% (24) of those who commented referred to general problems in parking locally and in St Albans and were concerned that large scale development would exacerbate these.

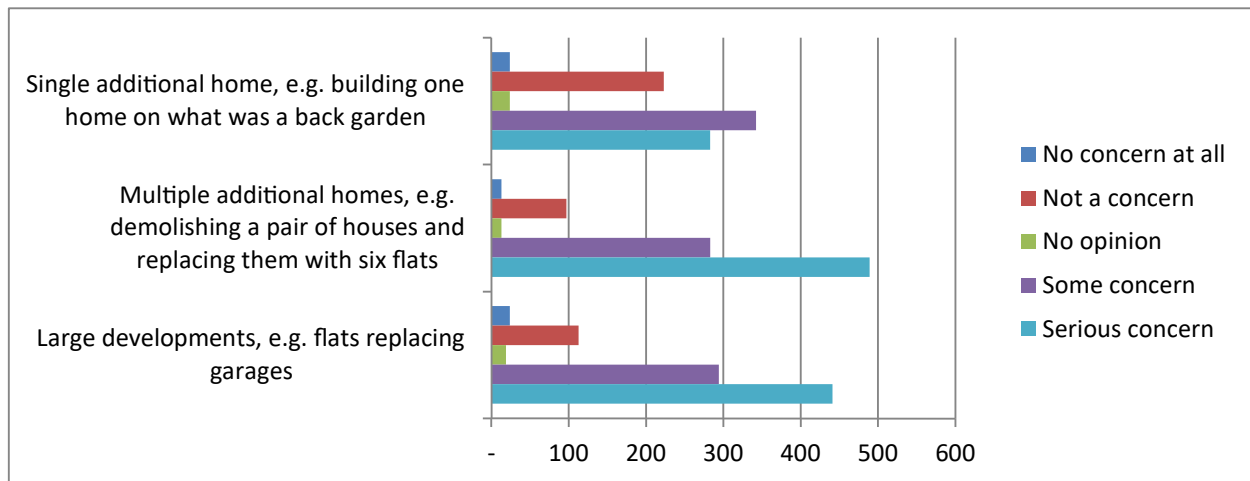
5% (16) of respondents who commented referred to deficiencies in the current bus service.

3% (10) of those who commented mentioned concerns about pollution, mostly air pollution arising from traffic congestion, but also noise pollution.

Q4 How much does infill development concern you?

In total, 898 people answered one or more sections of this question. For each individual option, the figure ranged from 891 to 896 people.

	Serious concern	Some concern	No opinion	Not a concern	No concern at all	Total
Single additional home, e.g. building one home on what was a back garden	31.58% 283	38.17% 342	2.68% 24	24.89% 223	2.68% 24	896
Multiple additional homes, e.g. demolishing a pair of houses and replacing them with six flats	54.64% 489	31.62% 283	1.45% 13	10.84% 97	1.45% 13	895
Large developments, e.g. flats replacing garages	49.49% 441	33.00% 294	2.13% 19	12.68% 113	2.69% 24	891



Multiple additional homes, e.g. involving demolition of a pair of semi-detached houses, caused the highest level of serious concern (55%, or 489), with larger infill developments not far behind (49%, or 441).

Single additional home developments generated serious concern in 32% (283) of respondents, 'some concern' in 38% (342), and were not a concern for 25% (223).

Overall in terms of infill development, respondents were most concerned about developments of multiple additional homes, with 86% (772) saying this was a serious concern or of some concern, and only 12% (110) saying it was not a concern.

Larger infill, e.g. demolition of blocks of garages, was also of concern with 82% (735) of respondents with serious or some concerns as against 15% (137) for whom they were not a concern.

70% (625) of respondents had serious or some concerns about single additional homes e.g. built on what was previously a back garden and for 28% (247) this was not a concern.

Analysis of Comments

25% (228) of the total number of respondents made additional comments on this question.

General view on infill

Comments related to extensions to existing houses as well as larger scale options. They tended to elaborate the reasons for respondents' choices and specified features that made options acceptable or otherwise.

30% (68) of respondents who commented were opposed to more 'infill' building in general (to 'protect what we already have') or thought there had already been too much. Of this 68% (46) were from Marshalswick, 28% (19) from Jersey Farm and 4% (3) from unspecified areas. 8% (18) of the people who commented on this question specifically referred to excessive density of housing, whilst 5% (12) stressed that infill developments exacerbated the strain on local facilities as they did not bring any additional infrastructure.

17% (38) of respondents who commented either felt they could not express a firm view without looking at the individual merits of any given case or outlined certain types of development they thought were/were not acceptable.

8% (18) of those who commented on this question expressed a positive view about infill in general. 4% (10) of respondents who commented said they would prefer infill building to building on Green Belt land. Some respondents prefaced concerns about infill by stating that they realised that people need homes and 3% (6) mentioned the need for smaller size homes, particularly for young people.

Additional comments

29% (67) of people who commented (37 of whom were also opposed to infill generally) felt their area was deteriorating and losing its charm through infill. Their reasons included:

- 'Overdevelopment' and overpopulation (14 people)
- Loss of open space and 'spacious' feel to area (11 people)
- Insufficient car parking provision (8 people)

21% (47) of people who commented referred to significant existing pressures on parking in their area, leading to on-road, grass verge or inconsiderate parking and increased traffic congestion. They saw 'infill' schemes as often adding to these problems. Jersey Farm and northern areas of Marshalswick seemed particularly affected.

The most common stipulation made by respondents to this question (15%, or 35 people) related to the need for additional parking to be provided, to equate to the number of additional vehicles generated by infill development, e.g. 2 per dwelling.

14% (31) of people who commented said that they thought infill had adversely affected the appearance of their local area - it 'cramped' the environment and led to a 'mish-mash' of styles. For example, The Ridgeway 'looks like a long terrace now' because of the number of extensions. Others (10) quoted specific examples of extensions or re-builds that they considered quite out of keeping with a road or local area. 84% (26) of the 31 responses on housing style deterioration were from Marshalswick. A number of respondents from Jersey Farm made the point that there was less scope for infill in their area because of the generally smaller gardens, less spacious layout and the 'deeds' relating to their properties.

10% (23) people who commented on this question said they thought infill building exacerbated traffic congestion.

7% (16) of respondents who commented expressed strong concerns about building in back gardens resulting in loss of green space, wildlife and quality of environment for neighbours. Individual examples were cited where developments in back gardens had badly affected amenities for neighbours and caused a precedent for the local area.

7% (15) of those who commented referred disparagingly to the financial motivation of building developers and their lack of concern for the impact on local residents.

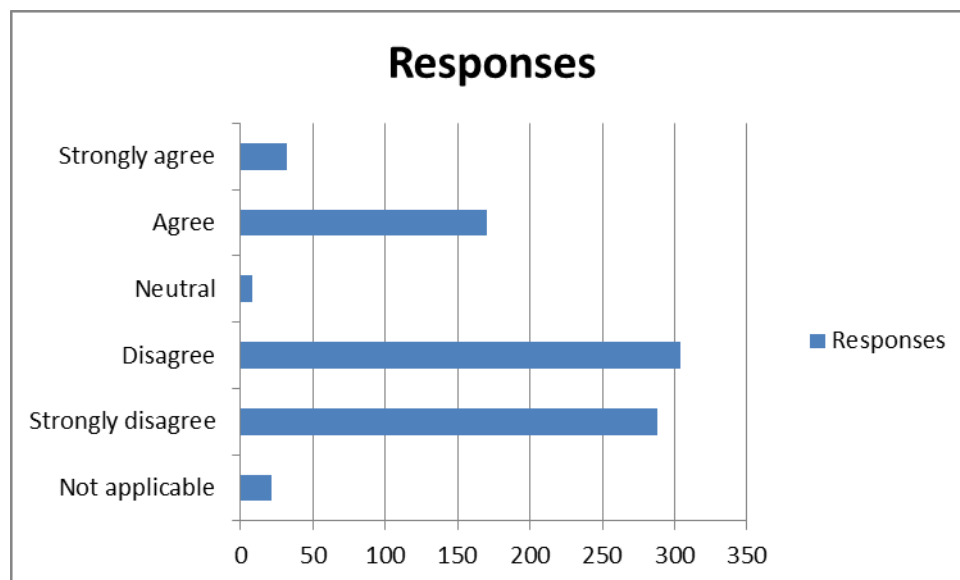
6% (14) of respondents who commented said that the views of neighbours or the characteristics of the surrounding properties should be given more weight when infill or house extension planning applications are considered. Some dissatisfaction with the strength and application of current planning regulations/guidance was evident.

6% (13) of respondents who commented on this question were in favour of the possible demolition of unused or unattractive sets of garages to replace them with flats. Most also stipulated that significant numbers of additional parking spaces must be provided as part of the planning, underground if necessary, to avoid exacerbating existing local parking pressures.

Q5 Do you agree that the roads used as through routes in your area are adequate to take current traffic levels?

823 people answered this question.

Answer Choices	Responses	
Strongly agree	3.89%	32
Agree	20.66%	170
Neutral	0.97%	8
Disagree	36.94%	304
Strongly disagree	34.99%	288
Not applicable	2.55%	21
Total		823

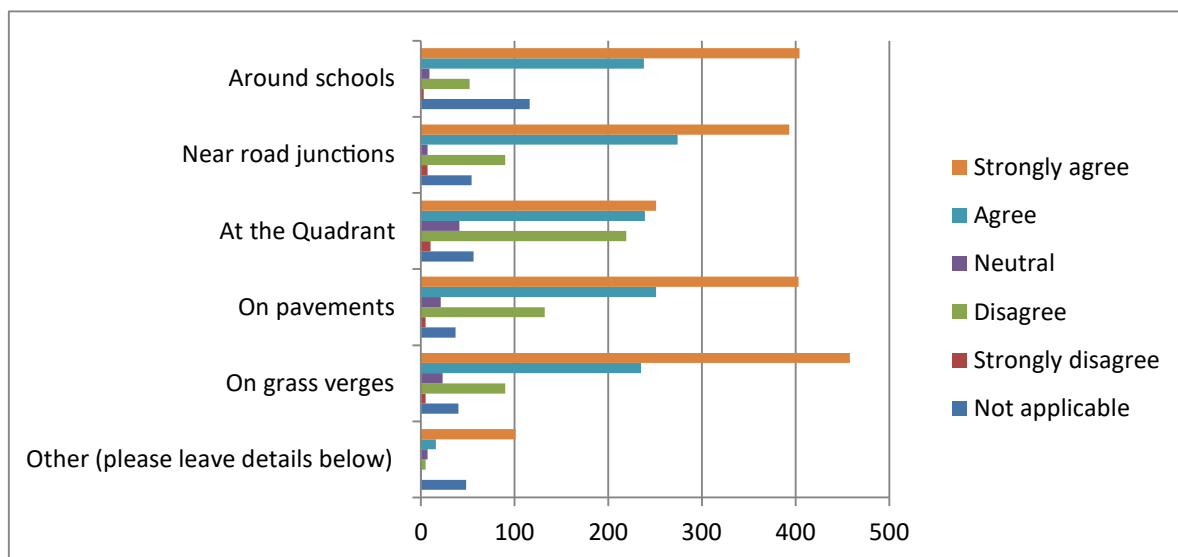


The great majority of respondents (72%, or 592) disagreed or strongly disagreed with the idea that roads used as through routes in our area were adequate to take current traffic levels. 37% (304) of those who responded said they did not think these roads were adequate and 35% (288) felt this strongly. 25% (202) of respondents agreed or strongly agreed that roads used as through routes in the area were adequate for current traffic. 3% (21) did not see this question as applicable and 1% (8) were neutral on the subject.

Q6 Do you agree that inconsiderate parking is a problem in the following areas?

In total, 880 people answered one or more sections of this question. For each individual option, the figure ranged from 816 to 851 people.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not applicable	Total
Around schools	49.15% 404	28.95% 238	1.09% 9	6.33% 52	0.36% 3	14.11% 116	822
Near road junctions	47.64% 393	33.21% 274	0.85% 7	10.91% 90	0.85% 7	6.55% 54	825
At the Quadrant	30.76% 251	29.29% 239	5.02% 41	26.84% 219	1.23% 10	6.86% 56	816
On pavements	47.47% 403	29.56% 251	2.47% 21	15.55% 132	0.59% 5	4.36% 37	849
On grass verges	53.82% 458	27.61% 235	2.70% 23	10.58% 90	0.59% 5	4.70% 40	851
Other (please leave details below)	56.74% 101	8.99% 16	3.93% 7	2.81% 5	0.56% 1	26.97% 48	178



There was much disquiet as to the inconsiderate parking of residents, shoppers, builders and school attendees, in addition to the 'rat run' roads used by commuters. All of which were seriously affecting the local residents and their quality of life, and they wished resolved.

Many respondents agreed that inconsiderate parking is a problem in the area. 78% (642) of respondents agreed or strongly agreed there was inconsiderate parking around schools, 81% (667) near road junctions, 60% (490) at the Quadrant, 77% (654) on pavements, 81% (693) on grass verges and 66% (117) in other areas.

However, some respondents did not agree with this view. 28% (229) disagreed or strongly disagreed that there was inconsiderate parking at the Quadrant, 16% (137) on pavements,

12% (97) near junctions, 11% (95) on grass verges, 7% (55) around schools and 3% (6) in other areas.

Analysis of comments

378 people commented on this question.

92% of respondents (346 people) complained about parking in general, many of whom gave specific details and locations such as The Quadrant, St Brelades Place, and around schools.

68% of respondents (256 people) requested Parking and Highway control enforcement.

55% of respondents (207 people) cited general unacceptable traffic congestion in and around the area.

Other comments can be categorised as follows:

Grass verge parking	34% (129 residents)
Builders	28% (107 residents)
Blocked driveways	36% (136 residents)
School time parking	41% (155 residents)
Residents not using own driveways to park in	25% (94 residents)
Attitudes of parents or drivers on being challenged	32% (121 residents)
Pavement parking	18% (68 residents)
Disabled parking and access	8% (32 residents)
Parking within Marshalswick	56% (210 residents)
Parking within Jersey Farm	14% (52 residents)
Narrow roads contributing to the parking difficulties	10% (39 residents)
Speeding drivers complicating parking difficulties	7% (25 residents)
Signage (lack of, incorrect or missing)	1% (2 residents)

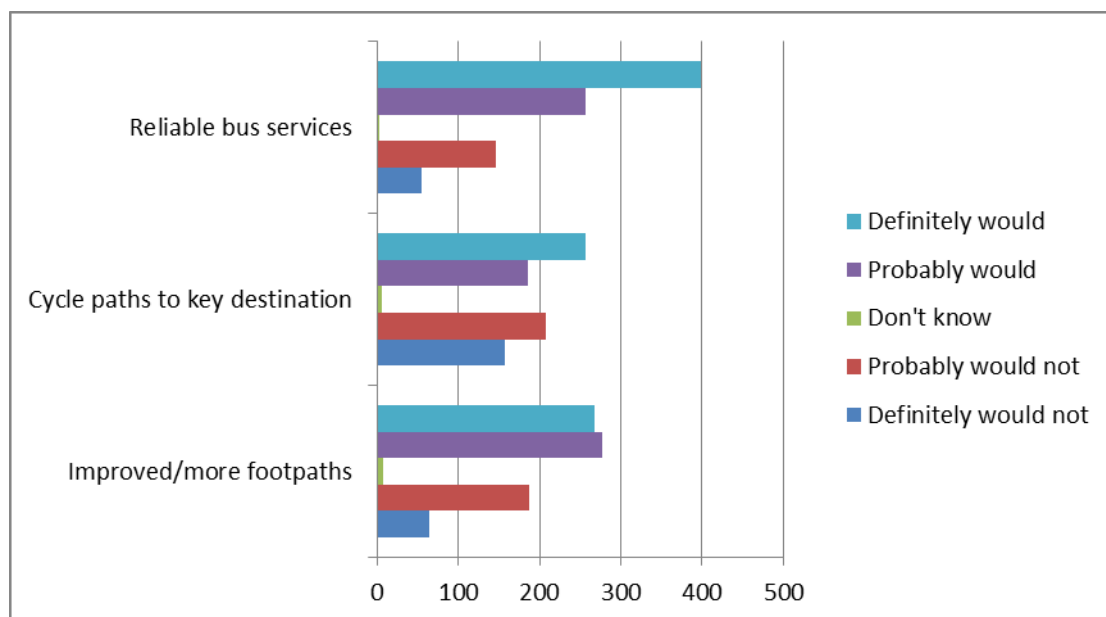
Additional Comments

The respondents also commented about other areas and issues in St Albans which in their view should be addressed by the St Albans District Council and Hertfordshire County Council regarding parking, parking enforcement, traffic controls and congestion, road and foot path maintenance, school place allocation, bus provision.

Q7 Would you use your car less if the following were provided to make short journeys e.g. to the station, city centre, schools?

In total, 869 people answered one or more sections of this question. For each individual option, the figure ranged from 805 to 859 people.

	Definitely would	Probably would	Don't know	Probably would not	Definitely would not	Total
Reliable bus services	46.45% 399	29.80% 256	0.23% 2	17.11% 147	6.40% 55	859
Cycle paths to key destinations	31.57% 257	22.85% 186	0.74% 6	25.55% 208	19.29% 157	814
Improved/more footpaths	33.17% 267	34.41% 277	0.99% 8	23.35% 188	8.07% 65	805



Respondents' opinions were divided in response to this question.

76% (655) of respondents said they definitely or probably would use their car less if there was a more reliable bus service locally, 54% (443) if there were cycle paths to key destinations, and 68% (544) if there were improved or more footpaths.

However, other respondents indicated that these things would not lead them to use their car less. In particular, 45% (365) of respondents indicated that cycle paths to key destinations definitely or probably would not lead them to use their cars less, and 31% (253) said that improved footpaths, and 24% (202) that an improved bus service would not cause them to use their cars less.

Fewer than 2% (16) of respondents responded with "Don't Know" to the three sections in this question.

Analysis of Comments

236 people commented in response to this question.

41% (96 residents) complained that the bus service provided in Marshalswick and Jersey Farm is poor. Reliability, frequency and the proposed changes in September 2015 reducing the evening and Sunday provision were condemned. Several commented on bus fares being too high and women on their own worried about not having a bus service in the evenings as they didn't feel safe walking home from the town or station.

Only 3% (6 residents) thought the bus service was good.

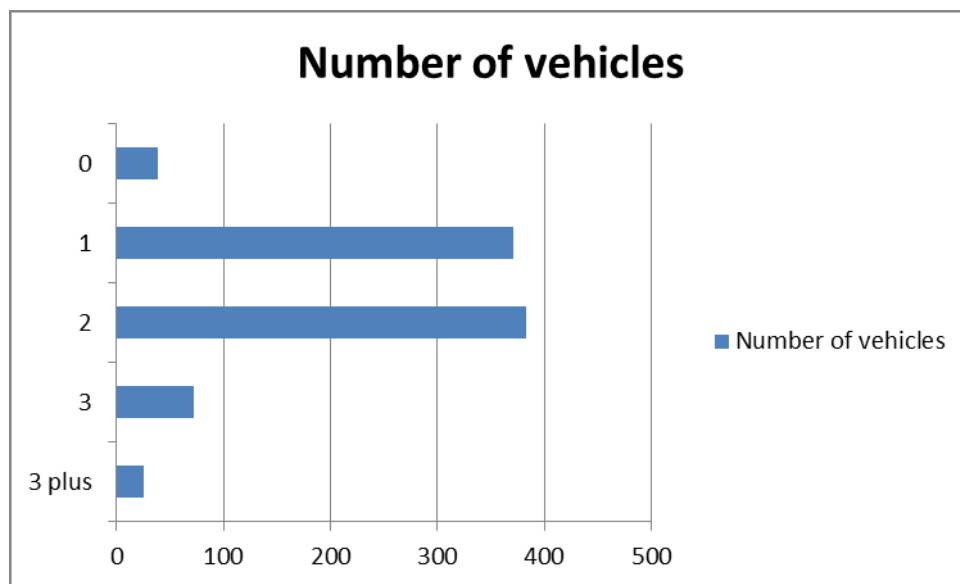
Other suggestions to encourage less car usage were:

Encourage walking	5% (11 residents)
Improve street lighting	2% (5 residents)
School place allocation	1% (3 residents) – allocate children to schools close to their home, and allocate siblings to the same school
Car sharing scheme	1% (2 residents)
Improve hospital provision in St Albans	1% (2 residents)
Divert through traffic away from estates	0.4% (1 resident)
Keep the Marshalswick Library facility	0.4% (1 resident)

Q8 How many vehicles are there in your household?

890 people answered this question.

Answer Choices	Responses	
0	4.38%	39
1	41.69%	371
2	43.03%	383
3	8.09%	72
3 plus	2.81%	25
Total		890



The majority of residents 85% (754 households) had 1 or 2 vehicles, 8% (72 households) had 3 vehicles and 3% (25 households) had 3 or more vehicles. 4% (39 households) had no vehicles.

The number of vehicles identified within the residents' occupancy was 1448. This averaged 2 per household allocated to properties originally planned for 1 or 2 at most, which put pressure on road side parking for those with more than 2 vehicles or visitors. It was further noted that households have been permitted by the SADC planning department to convert garages to living areas so reducing the original availability of parking space for residents.

On top of this number the additional number of builders vans parked during building works and the large numbers of School traffic vehicles entering and passing through the area. This increases the pressure on road capacity.

Analysis of Comments:

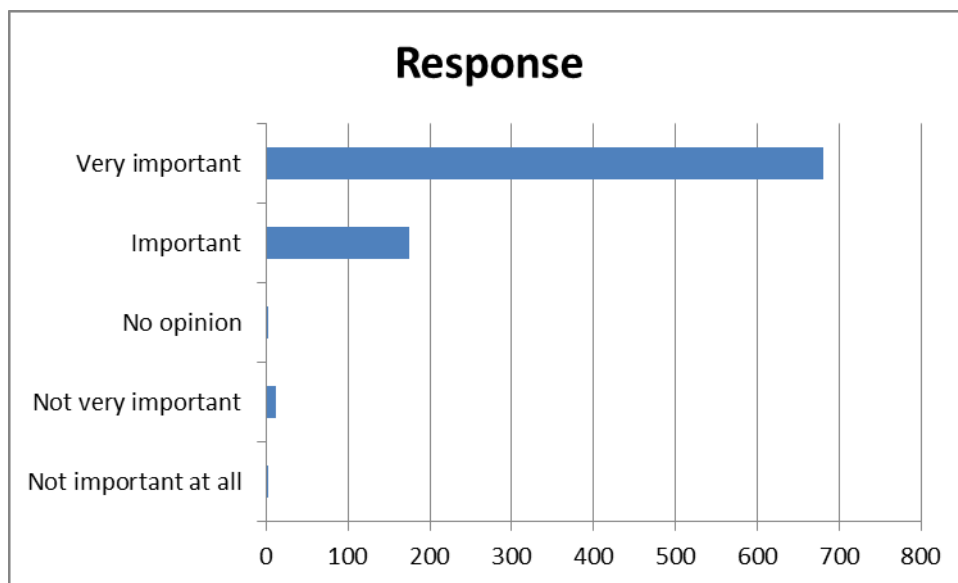
This question did not actually invite comments from respondents, but 36 comments were made. Four respondents said that they make good use of their bus pass, although two other respondents complained the bus service was not reliable enough to use. One respondent complained about people parking on corners and another complained about

people parking on both sides of the road. Another respondent complained about people not using their driveways to park.

Q9 How important are local shopping facilities to you?

872 people responded to this question.

Answer Choices	Responses	
Very important	78.10%	681
Important	19.95%	174
No opinion	0.23%	2
Not very important	1.38%	12
Not important at all	0.34%	3
Total		872



98% (855) of respondents said that the local shopping facilities were important or very important to them – 78% (681) said very important and 20% (174) said important.

319 people from Jersey Farm responded to this question. 97% (309 people) said that the local shopping facilities were important or very important to them.

527 people from Marshalswick responded to this question, with 99% (520) saying the shopping facilities were important or very important.

In Marshalswick, 81% (426) said 'very important' whereas the figure for Jersey Farm was 'only' 73% (234 people).

Q10 What improvements could be made at the St Brelades Place shopping area?

449 respondents commented in response to this question. (This included 202 who live in Jersey Farm and 234 who live in Marshalswick. 5 live in Sandridge or elsewhere and 8 did not say where they live.)

The most frequent suggestions / comments were:

Improve parking	24% (107) of people who commented
I don't use this shopping area	12% (52) of people who commented
Open a bakery / café	10% (45) of people who commented
Clear up the litter	10% (44) of people who commented
Improve the road / pavement surface	6% (28) of people who commented

The main theme from this question was clearly parking, with 24% of comments in response to this question highlighting it (107 respondents).

Respondents commented on the difficulty in finding a parking space at busy times. One respondent suggested converting the space between the shops into additional spaces, and a few suggested limiting free parking to two or three hours, with permits for workers. 12 people complained that disabled parking bays are used by those who are not disabled. Some respondents requested parking enforcement to tackle parking on double yellow lines or parking in disabled bays by non-disabled people.

The second largest theme was respondents saying that they do not use St Brelades Place (12% of comments in response to this question, 52 respondents). Of the 52 respondents, 48 lived in Marshalswick. 9 of the 52 respondents said that they use the Quadrant instead. One respondent commented elsewhere that the shops could be advertised as some people appear to be unaware of them.

In third place, with 10% of comments in response to this question (44 respondents), were the number of comments complaining about litter, including suggesting more bins and that the bins need to be emptied more frequently, and, in fourth place, 10% of respondents (44 people) suggesting a bakery or café would improve the shopping area.

The road and pavement surfaces were identified as needing improvements by 6% of respondents (28 people) commenting on this question. This included repairing speed humps (although one respondent suggested removing the speed humps as they deter people from going).

Other comments included:

Generally good	9% (39 respondents) of responses to this question
Change layout	5% (22) – suggestions included widening the exit onto Twyford Road and improving visibility, reversing the one-way system so that vehicles enter from Twyford Road and exit onto Harvesters, clearer signage of the one-way system, creating more or wider parking spaces, creating additional parking for disabled people

More variety wanted 4% (20) – specific comments suggested fewer takeaways, although five people said that the variety is good currently

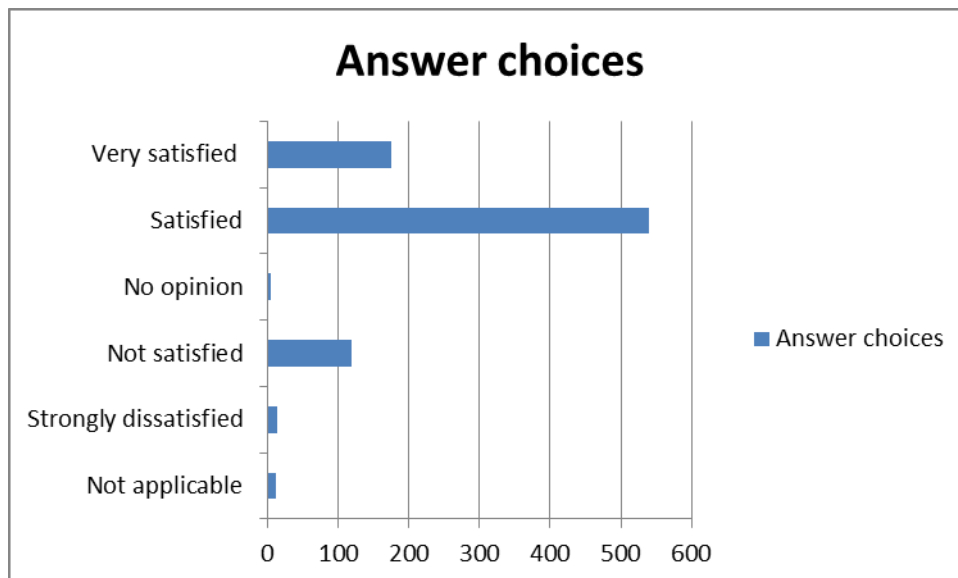
Benches wanted 3% (12) – one resident suggested a bench near the doctor's / community centre for people waiting for a lift

The Blackberry Jack 2% (11) dislike it (“it's an eyesore” “close pub!”) and 1% (3) like it (“it's a lovely family pub”)

Q11 Are you happy with the mix of retail shops available in The Quadrant shopping centre?

859 people responded to this question.

Answer Choices	Responses	
Very satisfied	20.26%	174
Satisfied	62.75%	539
No opinion	0.47%	4
Not satisfied	13.74%	118
Strongly dissatisfied	1.51%	13
Not applicable	1.28%	11
Total		859



20% (174) of respondents were very satisfied with the mix of retail shops in The Quadrant and 63% (539) were satisfied, so in total 83% (713) were satisfied or very satisfied with the mix of retail shops in The Quadrant.

Question 11a What shops would you like to see that we don't already have?

447 people responded to this question, including the suggestions below for types of shops. (Please note that some people used question 13 to continue their comments in response to question 11. Where appropriate, these have been included below.)

- Butcher 34% of responses to this question (151 people)
- Hardware / DIY shop 26% (114) – many people miss Allens Hardware Store
- Greengrocer 16% (72)
- Delicatessen 7% (33)
- Restaurant 6% (28) – many wanted a family-friendly pub or restaurant
- Toy shop 5% (22)

Coffee shop / café	5% (21)
Fishmonger	4% (20) (includes one response to question 13)
Book shop	3% (14)

Some people were very clear on what they did not want to see more of including:

No more fast food shops or takeaways 6% (29 people)

In total, 103 people complained about the number of fast food outlets, or food outlets in general, in response to one or more of questions 10, 11 and 13. However, 7 people liked the takeaways, representing 1% of people making a comment in this section.

No more estate agents 4% (18 people)

In total 48 people complained about the number of estate agents in response to questions 11 and 13. 549 people commented on one or both of these questions, so 48 represents 9%.

No more coffee shops / cafes 4% (17 people)

In addition 4 people felt no more bakers were needed

No more charity shops 2% (9 people)

Note that in response to question 10 about St Brelades Place 2 people suggested introducing charity shops

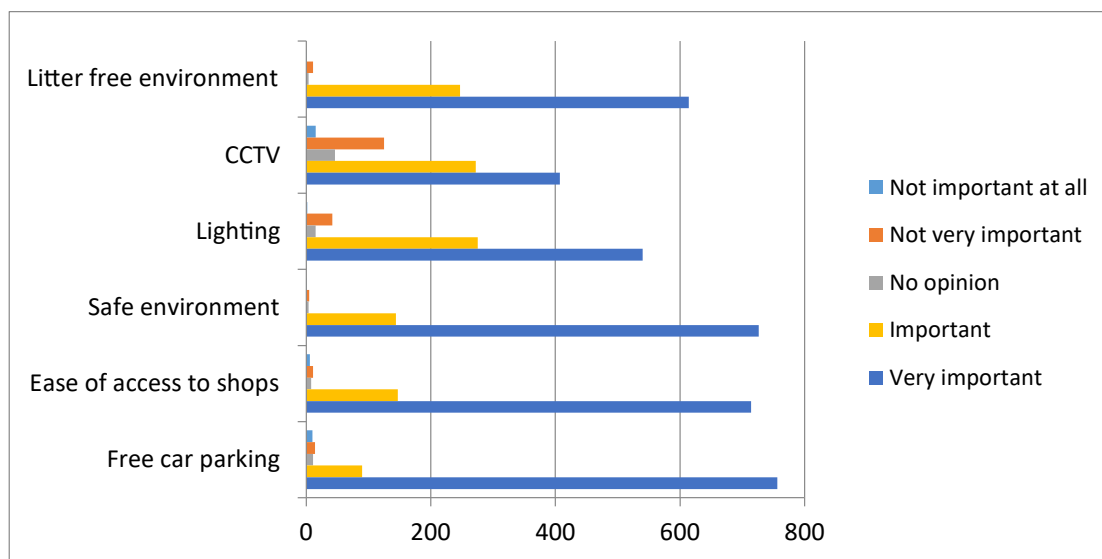
3% (13 people) of people commenting on this question, commented on the range of facilities available at the Quadrant. Opinions were mixed – some praised the current level of diversity and others felt more diversity is needed. (Maintaining or increasing the current level of diversity was more often commented on in response to question 13.)

39 people made an appreciative comment about the Quadrant shopping facilities, including some comments in response to question 13.

Q12 How important are the following features of the local shopping environment?

891 people responded to this question.

	Very important	Important	No opinion	Not very important	Not important at all	Total
Free car parking	85.81% 756	10.22% 90	1.25% 11	1.59% 14	1.14% 10	881
Ease of access to shops	80.59% 714	16.59% 147	0.90% 8	1.24% 11	0.68% 6	886
Safe environment	82.50% 726	16.36% 144	0.45% 4	0.57% 5	0.11% 1	880
Lighting	61.78% 540	31.46% 275	1.72% 15	4.81% 42	0.23% 2	874
CCTV	47.05% 407	31.45% 272	5.32% 46	14.45% 125	1.73% 15	865
Litter free environment	70.01% 614	28.16% 247	0.46% 4	1.25% 11	0.11% 1	877



All features were identified as important by the vast majority of respondents. 99% (870) said that a safe environment was important or very important, followed by 98% (861) who said a litter-free environment. CCTV was the lowest valued feature, with 'only' 78% saying it was important or very important to them.

Jersey Farm residents were more likely to say that CCTV was important: 83% said it was important or very important to them compared to 76% of Marshalswick residents (a 7 percentage point difference). The next biggest difference was in the importance of free car parking, which was important or very important to 97% of Marshalswick residents but 'only' 94% of Jersey Farm residents (3 percentage point difference).

When analysing the 'very important' responses from Marshalswick and Jersey Farm, the biggest difference was again in CCTV, where 53% of Jersey Farm resident said it was

very important, compared to 44% of Marshalswick residents (9 percentage points difference). The second biggest difference however was in the importance of a litter-free environment, which was very important to 74% of Jersey Farm residents compared to 67% of Marshalswick residents (6 percentage points difference).

Q13 Do you have any other comments you'd like to make about shopping facilities in your area?

316 people commented in response to this question. 93 live in Jersey Farm, 217 live in Marshalswick, 1 lives in Sandridge, 3 live elsewhere and 2 did not say.

It was often unclear whether comments related to St Brelades Place, the Quadrant or both. Where comments were clearly about one of these shopping areas, they have been included in the analysis of responses to questions 10 and 11 about St Brelades Place and the Quadrant respectively.

29% (93 people) made an appreciative comment about the shopping facilities, for example. "Very good, we use them frequently" and "Think they are excellent - we are very lucky."

22% (70 people) felt that there are already sufficient, or excessive, food outlets at the shopping areas, in particular criticising the number of fast food / take-away outlets. People commented that they wanted to see more diversity of facilities (and therefore fewer food / take-away outlets) but also that food outlets, in their view, lead to litter, parking problems and crowds of people who can be intimidating for other visitors.

12% (37 people) said that they liked the diversity of shops available and/or would like to see further diversity. A number of people felt that the diversity had been better in the past, with some saying that the Quadrant originally had a covenant specifying that there should be at least / no more than two of each type of shop.

9% (30 people) of respondents to this question said that they had problems finding a parking space at the local shopping facilities. Most of these comments seemed to refer to the Quadrant. (120 people commented on problems parking in response to one or more of questions 9 to 13 on local shopping facilities.)

6% (18 people) of respondents to this question suggested changes to the Quadrant car park in order to create more parking spaces, to remove the width and height restrictions at entry, to improve pedestrian safety, to make the one-way system clearer and to create larger parking spaces.

10% (32 people) of respondents to this question felt that the number of estate agents is sufficient or excessive. (48 people commented on the high number of estate agents in response to questions 11 and 13.)

2% (9 people) of respondents to this question commented on anti-social behaviour. (In addition, 5 people commented in response to question 10 on St Brelades Place.)

2% (6 people) also commented in on the need for more lighting, which seemed to be mainly in the Quadrant car park, and two people commented on the need for more lighting in response to questions 10 and 11. With one exception, these comments came from different respondents to those commenting on anti-social behaviour.

2% (7 people) of respondents to this question emphasised the importance of free parking. (Two similar comments were made in response to questions 10 and 11.)

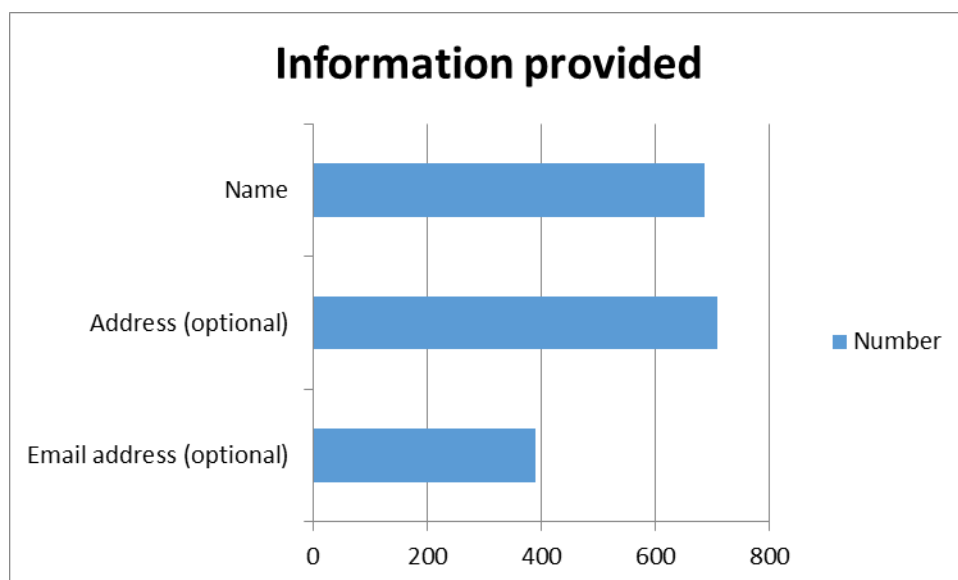
Q14 Are there any other comments you would like to make about your area?

Comments made under this heading have been analysed along with Question 2 above.

Q15 It would be helpful if you could provide your details so we know who has responded to this survey.

The survey received 905 responses, out of approximately 3,879 households in the survey area (a response rate of approximately 23%).

Answer Choices	Responses	
Name	92.09%	687
Address (optional)	94.91%	708
Email address (optional)	52.28%	390



An encouragingly high proportion of respondents identified themselves by name and/or address. 687 (76%) people gave their names and 708 (78%) their addresses. 390 of the 905 respondents (43%) gave their email addresses, facilitating possible future communication.

Q16 Would you be interested in getting involved in the development of the Neighbourhood Plan? If yes, please give your contact details below.

75% (675) of respondents answered this question. Of these, 163 (24% of the total number of respondents) indicated interest in being involved in the further development of the Neighbourhood Plan.

Answer Choices	Responses	
Yes	24.15%	163
No	75.85%	512
Total		675

