



East Herts Council District Plan Consultation 2014

July 2014

Opinion Research Services

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1. Project Overview

The Survey

- 1.1 Opinion Research Services (ORS) was commissioned by East Herts District Council (EHDC) to undertake a telephone survey of residents in the East Herts area. The aim of the survey was to get an understanding of a cross-section of resident's attitudes about future development in the area.
- 1.2 The questionnaire was designed collaboratively between ORS and East Herts District Council. The telephone interviews were carried out between 22nd May and 8th June 2014. A total of 502 telephone interviews were conducted during this period with a randomly selected sample of residents of East Herts.

Interpretation of the Data

- 1.3 It should be remembered that a sample, and not the entire population of the District, has been interviewed. In consequence, all results are subject to sampling tolerances, which means that not all differences are necessarily statistically significant.
- 1.4 Where differences between demographic groups have been highlighted as significant (i.e. where the differences between demographic groups are shaded red or green), there is a 95% probability (unless otherwise stated) that the difference is significant and not due to chance.
- 1.5 Returned sample was checked against comparative data for gender, age, working status, ethnicity and whether the respondent lives in an urban or rural area, then subsequently weighted by age. The results presented here are therefore representative of East Hertfordshire.
- 1.6 Please note that where percentages do not sum to 100, this may be due to rounding, the exclusion of 'don't know' categories, or multiple answers.
- 1.7 The tables on the following pages show the profile characteristics of respondents to the survey. Any value denoted by a * represents a percentage which is less than 1%.

Table 1: Age band

Please could you tell me which age band you are in?	Number of respondents (unweighted count)	% of respondents (unweighted valid)	% of respondents (weighted valid)
Aged 16 to 17	9	2	2
Aged 18 to 24	50	10	10
Aged 25 to 34	68	14	15
Aged 35 to 44	68	14	20
Aged 45 to 54	126	25	20
Aged 55 to 64	76	15	15
Aged 65 to 74	65	13	10
Aged 75 or over	40	8	9
Total	502	100	100

Table 2: Gender

Gender	Number of respondents (unweighted count)	% of respondents (unweighted valid)	% of respondents (weighted valid)
Male	243	48	47
Female	259	52	53
Total	502	100	100

Table 3: Employment status

Are you currently employed, self-employed, retired or otherwise not in paid work?	Number of respondents (unweighted count)	% of respondents (unweighted valid)	% of respondents (weighted valid)
An employee in a full time job (31 hours or more per week)	204	41	40
An employee in a part time job (Less than 31 hours per week)	77	15	17
Self-employed (full or part-time)	58	12	11
In full time education at school, college or university	22	4	5
Unemployed and available for work	16	3	4
Permanently sick or disabled	3	1	1
Wholly retired from work	100	20	19
Looking after the home	19	4	4
Doing something else	3	1	1
Total	502	100	100

Table 4: Urban/rural split

Urban/Rural	Number of respondents (unweighted count)	% of respondents (unweighted valid)	% of respondents (weighted valid)
Urban	342	68	68
Rural	160	32	32
Total	502	100	100

Graphics

^{1.8} Graphics are used extensively in this report to make it as user-friendly as possible. The pie charts and other graphics show the proportions (percentages) of residents making relevant responses. Where possible the colours used in the charts have been standardised with a ‘traffic light’ system in which:

- Green shades represent positive responses
- Beige and purple represent neither positive nor negative responses
- Red shades represent negative responses
- The bolder shades are used to highlight responses at the ‘extremes’ – for example, very satisfied or very dissatisfied.

Acknowledgements

^{1.9} ORS would like to thank Jenny Pierce at East Herts Council for her help and assistance in developing the survey. We would also like to thank the 502 residents who took part in the survey, without whose valuable input the research would not have been possible.

2. Executive Summary

Summary of Main Findings

2.1 The following paragraphs selectively highlight some key issues, but readers are referred to the detailed graphics for the full story. The suite of ORS reports also includes full cross tabulations.

East Herts District Plan

2.2 Similar proportions of residents *agreed* (41%) and *disagreed* (44%) that there is a high level of housing need in their local area.

2.3 Around four fifths or more of residents *agreed* that *housing development should be focused in areas that have the best access to a wide range of employment opportunities* (88%) and that they would *support some development on the edges of the towns and villages, provided that it doesn't have a significant impact on sensitive landscapes and wildlife sites* (78%).

2.4 More than 7 in 10 residents also *agreed* that they would support: *the development of a new settlement, such as a small new town or garden city, provided that it was accompanied by the necessary supporting infrastructure* (73%) as well as *the development on Brownfield sites within the towns in the local area* (73%). 71% of residents also *agreed* that *there is very limited capacity in their local area to meet housing needs and therefore housing needs should be met elsewhere in East Herts*.

2.5 Just under four fifths of residents *disagreed* that they would *support some development on the edges of towns and villages even if this results in changes to the Green Belt* (78%). More than three quarters also *disagreed* that they would *support some development on the edges of the towns and villages even if there were some impact on sensitive landscapes and wildlife sites, if necessary to meet local housing needs* (76%).

2.6 More than nine in ten residents considered *housing for first time buyers* (94%), *housing for people with disabilities* (93%) and *housing for young families with children* (92%) to be *important*. More than four fifths of residents (86%) also thought that *housing for older people* is *important*. Two thirds (66%) of residents thought that *larger homes* (5 bedrooms plus) are *unimportant*.

2.7 Just over nine in ten residents (91%) *agreed* that they would support the *redevelopment of existing employment land provided this was to alternative uses that would provide employment opportunities*.

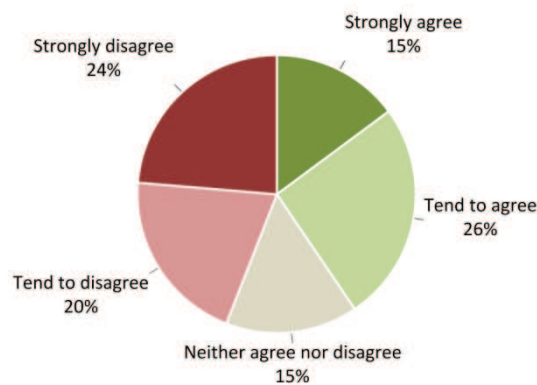
2.8 Four fifths or more of residents also *agreed* that they would *support the retention of existing employment land provided improvements were made to their quality* (84%) and that they would *support the creation of new employment land in appropriate locations* (80%).

3. East Herts District Plan Results

- 3.1 Similar proportions of residents *agreed* (41%) and *disagreed* (44%) that there is a high level of housing need in their local area.
- 3.2 Residents aged 65 and over were significantly less likely to *agree* with this statement.

Figure 1: To what extent do you agree or disagree that there is a high level of housing need in your local area?

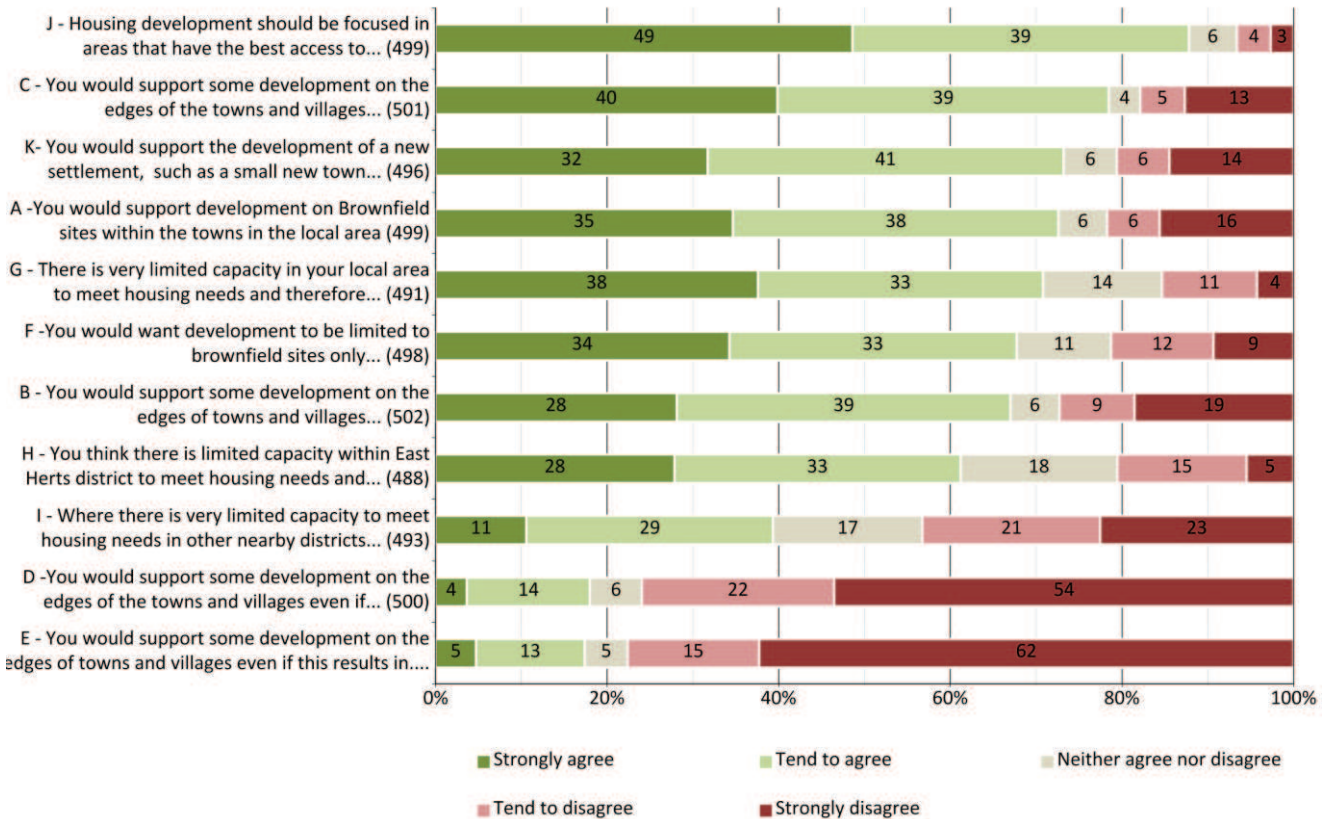
Base: All Respondents (495)



- 3.3 Around four fifths or more of residents *agreed* that *housing development should be focused in areas that have the best access to a wide range of employment opportunities* (88%) and that they would *support some development on the edges of the towns and villages, provided that it doesn't have a significant impact on sensitive landscapes and wildlife sites* (78%).
- 3.4 More than 7 in 10 residents also *agreed* that they would support: *the development of a new settlement, such as a small new town or garden city, provided that it was accompanied by the necessary supporting infrastructure* (73%) as well as *the development on Brownfield sites within the towns in the local area* (73%). 71% of residents also *agreed* that *there is very limited capacity in their local area to meet housing needs and therefore housing needs should be met elsewhere in East Herts*.
- 3.5 Around two fifths of residents (39%) *agreed* that *where there is very limited capacity to meet housing needs in other nearby districts, these needs should be met in East Herts*. However, a similar proportion of residents *disagreed* with this (43%).
- 3.6 Just under four fifths of residents *disagreed* that they would *support some development on the edges of towns and villages even if this results in changes to the Green Belt* (78%). More than three quarters also *disagreed* that they would *support some development on the edges of the towns and villages even if*

there were some impact on sensitive landscapes and wildlife sites, if necessary to meet local housing needs (76%).

Figure 2: To what extent do you agree or disagree that...?
 Base: All Respondents (number of respondents shown in brackets)
 Respondents (number of respondents shown in brackets)



3.7 Table 5 below shows the resident sub-groups that are significantly more or less likely to agree with the following statements.

Table 5: To what extent do you agree or disagree that...? Sub-group analysis

To what extent do you agree or disagree that...?	Residents significantly more likely than average to agree	Residents significantly less likely than average to agree
A - You would support development on Brownfield sites (that is sites that have been previously developed) within the towns in the local area?	Aged 55 to 64	-
B - You would support some development on the edges of towns and villages, provided that it was accompanied by the necessary supporting infrastructure such as roads, utilities, schools and community facilities?	-	-
C - You would support some development on the edges of the towns and villages, provided that it doesn't have a significant impact on sensitive landscapes and wildlife sites?	Aged 16 to 24* Aged 65 to 74	-

D - You would support some development on the edges of the towns and villages even if there were some impact on sensitive landscapes and wildlife sites, if necessary to meet local housing needs?	Residents who are wholly retired from work* ¹	Residents in full time education at school, college or university Aged 35 to 44*
E - You would support some development on the edges of towns and villages even if this results in changes to the Green Belt?	Aged 55 to 64*	-
F - You would want development to be limited to brownfield sites only, even if that meant that housing needs would not be met?	-	Aged 16 to 24
G - You think there is very limited capacity in your local area to meet housing needs and therefore housing needs should be met elsewhere in East Herts?	-	-
H - You think there is limited capacity within East Herts district to meet housing needs and therefore housing needs should be met in other districts?	-	Aged 55 to 64
I - You think where there is very limited capacity to meet housing needs in other nearby districts, these needs should be met in East Herts?	-	-
J - Housing development should be focused in areas that have the best access to a wide range of employment opportunities?	Aged 65 to 74* Residents living in a rural area*	-
K - You would support the development of a new settlement, such as a small new town or garden city, provided that it was accompanied by the necessary supporting infrastructure?	Aged 16 to 24 Aged 25 to 34*	Residents who are wholly retired from work Aged 65 and over*

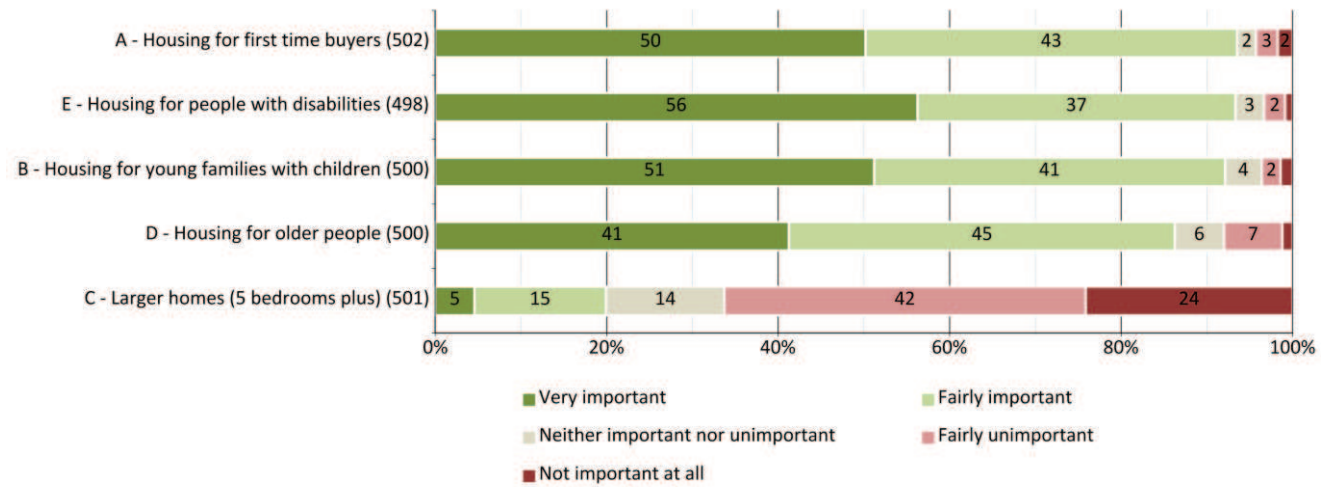
3.8 More than nine in ten residents considered *housing for first time buyers* (94%), *housing for people with disabilities* (93%) and *housing for young families with children* (92%) to be *important*. More than four fifths of residents (86%) also thought that *housing for older people* is important.

3.9 However, two thirds (66%) of residents thought that *larger homes* (5 bedrooms plus) are *unimportant*.

¹ * Subgroups with '*' next to them are significant at a confidence level of 90%

Figure 3: How important or unimportant is...?

Base: All Respondents (number of respondents shown in brackets)



3.10 Table 6 below shows the resident sub-groups that are significantly more or less likely to say that the various types of housing listed are *important*.

Table 6: How important or unimportant is...? Sub-group analysis

How important or unimportant is...?	Residents significantly more likely than average to say 'important'	Residents significantly less likely than average to say 'important'
A - Housing for first time buyers	Aged 65 and over* Residents in full time education at school, college or university Residents who are wholly retired from work Female residents*	Aged 45 to 54* ²
B - Housing for young families with children	Residents who are wholly retired from work Aged 65 and over*	Residents who are self-employed (full or part-time)
C - Larger homes (5 bedrooms plus)	-	Aged 55 to 64
D - Housing for older people	Aged 25 to 34*	Aged 55 to 64*
E - Housing for people with disabilities	Aged 16 to 24 Residents in full time education at school, college or university	-

² Subgroups with '*' next to them are significant at a confidence level of 90%

- 3.11 Just over nine in ten residents (91%) *agreed* that they would support the *redevelopment of existing employment land provided this was to alternative uses that would provide employment opportunities*.
- 3.12 Four fifths or more of residents also *agreed* that they would *support the retention of existing employment land provided improvements were made to their quality* (84%) and that they would *support the creation of new employment land in appropriate locations* (80%).
- 3.13 More than half of residents also *agreed* that they would support *the redevelopment of existing employment land even if this was for non-employment uses such as housing* (55%) as well as *the retention of existing employment land regardless of its condition* (51%).

Figure 4: To what extent do you agree or disagree that you would support...?

Base: All Respondents (number of respondents shown in brackets) number of respondents shown in brackets



- 3.14 Table 7 below shows the resident sub-groups that are significantly more or less likely to say that the various types of housing listed are *important*.

Table 7: To what extent do you agree or disagree that you would support...? Sub-group analysis

To what extent do you agree or disagree that you would support...?	Residents significantly more likely than average to agree	Residents significantly less likely than average to agree
A - The retention of existing employment land regardless of its condition?	Male residents Residents who are self-employed (full or part-time) Residents living in a rural area*3	Female residents Residents who are employed in a part time job (Less than 31 hours per week)
B - The retention of existing employment land provided improvements were made to their quality?	-	-
C - The redevelopment of existing employment land provided this was to alternative uses that would provide employment opportunities?	Aged 25 to 34 Aged 35 to 44	
D - You would support the redevelopment of existing employment land even if this was for non-employment uses such as housing?	Aged 55 to 64 Residents who are employed in a part time job (Less than 31 hours per week)	
E - You would support the creation of new employment land in appropriate locations?	Aged 25 to 34 Residents who are employed in a full time job (31 hours or more per week)*	Aged 65 to 74*

³ Subgroups with ‘*’ next to them are significant at a confidence level of 90%

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