



5016 East Herts Consultation on District Plan

SECTION A: INTRO, CALL AND QUOTA MANAGEMENT

Good {PeriodOfDay}. **IF NAMED MOBILE SAMPLE:** Please may I speak with 'named respondent'?

My name's {Operator:FirstName} {Operator: LastName} and I'm calling from Opinion Research Services on behalf of East Herts Council.

The Council has asked us to talk to local residents about future development in the area to help them get an understanding of a cross-section of resident's attitudes.

IF RDD: At the moment we are finding it difficult to speak to men under the age of 55 and all people under the age of 35. Is there anyone in the house of that age?

All survey results will be anonymous and your contact details will never be released to any other parties.

If necessary: The interview should take around 10 minutes to complete and everything you say will be treated in confidence. If you would like to confirm my identity, I can supply you with a contact name and telephone number for Opinion Research Services, the Market Research Society or East Herts Council at any time.

I also need to point out that this conversation may be monitored or recorded for training and quality purposes only.

If necessary (if respondent asks for further information about the consultation: you can find out about the consultation and proposals at the Council's website: www.eastherts.gov.uk/districtplan

INTERVIEWER: PROVIDE AS NECESSARY

ORS TEAM CONTACT DETAILS: 0800 107 7890 or info@ors.org.uk

If someone specifically wants to speak to a named East Herts Council officer: **Jenny Pierce, Planning Policy on 01992 531624**

MRS Freephone Number: **0500 39 69 99**

IF RDD:

INTERVIEWER IF NECESSARY (i.e. if respondent asks how their details were obtained): Your number was selected at random from a list of numbers in East Herts to conduct this research. Your contact details will at no time be released to any other parties and will only be used in connection with this survey.

IF MOBILE SAMPLE:

INTERVIEWER IF NECESSARY (i.e. if respondent asks how their details were obtained): Your number was selected from a list of commercially available numbers. Your contact details will at no time be released to any other parties and will only be used in connection with this survey.

S1

Can I confirm you are aged 16 or over?

Yes – to S2

1

No – To Display below (TERMINATE INTERVIEW)

2

I'm sorry you have to be 16 or over to take part in this interview, unfortunately I'm not allowed to continue.

Thank you for your time anyway and sorry to have disturbed you.

INTERVIEWER - TERMINATE THE CALL

S2

Before we begin, I need to ask, are you speaking on a mobile phone?

Yes – to S3

1

No – continue to A1

2

S3 ASK ONLY IF S2 = Yes (i.e. respondent speaking on Mobile)

Are you currently driving?

Yes – To Display below (CLOSE INTERVIEW)

1

No – continue to A1

2

Can I please book an appointment to call you back at a more convenient time to carry out this interview?

(Market Research Society guidelines prevent us interviewing people whilst driving - even if they have hands free kit and are willing to participate, you must not continue the interview)

INTERVIEWER - DO NOT PRESS NEXT - BOOK APPOINTMENT AND ABANDON INTERVIEW

A1 (ASK ALL) [CORE]

What is your FULL postcode?

INTERVIEWER IF NECESSARY: This will enable your responses to be mapped to your local area for attention but you will NOT be identified in the analysis.

INTERVIEWER: The postcode you enter below will be checked against a list of valid entries and a display will appear if the code given is invalid or if the quota for the area has been reached (otherwise the survey will continue)

Freetext - Record word for word

Refused – go to DISPLAY1 and TERMINATE INTERVIEW

98

IF REFUSED: DISPLAY 1

Unfortunately, without a postcode, I cannot continue with the interview.

INTERVIEWER: If the respondent changes their mind at this point MOVE BACK to POSTCODE question to enter details.

Thank you for your time anyway and sorry to have disturbed you.

INTERVIEWER - TERMINATE INTERVIEW

IF INVALID: DISPLAY 2

Unfortunately, I can only interview people who are currently living in East Herts. Our system shows you to be outside of this area so I am unable to continue.

Thank you for your time anyway and sorry to have disturbed you.

INTERVIEWER - TERMINATE INTERVIEW

IF QUOTA FAIL: DISPLAY 3

Sorry, I'm afraid I cannot continue this interview with you as we have already interviewed the required number of people in this area.

INTERVIEWER IF NECESSARY: To ensure we interview a representative cross section of residents across the whole of East Herts, we have limits on the number of people we can interview in each area

Thank you for your time anyway and sorry to have disturbed you.

INTERVIEWER - TERMINATE INTERVIEW

Firstly, can I ask you some questions about you to make sure that we talk to a representative cross-section of people?

A2a (ASK ALL) [CORE]

What was your age on your last birthday?

- Freetext - Record age in years
- Refused – go to A2b 98

A2b (ASK IF A2a = {RF}) [CORE]

Please could you tell me which age band you are in?

- INTERVIEWER: Read out options**
- Group 1: Aged 16 to 17 1
 - Group 1: Aged 18 to 24 2
 - Group 2: Aged 25 to 34 3
 - Group 3: Aged 35 to 44 4
 - Group 3: Aged 45 to 54 5

Group 4: Aged 55 to 64	<input type="checkbox"/>	6
Group 4: Aged 65 to 74	<input type="checkbox"/>	7
Group 4: Aged 75 or over	<input type="checkbox"/>	8
Refused – go to DISPLAY 4 then TERMINATE INTERVIEW	<input type="checkbox"/>	98

IF REFUSED: DISPLAY 4

I am afraid that because we need to ensure that we survey the views of a cross-section of people, I am unable to continue with the interview without knowing your age.

INTERVIEWER: If the respondent changes their mind at this point MOVE BACK to AGE question to enter details.

Thank you for your time anyway and sorry to have disturbed you.

INTERVIEWER - TERMINATE INTERVIEW

A3 (ASK ALL) [CORE]

INTERVIEWER: Do not ask question aloud

Gender?

Male	<input type="checkbox"/>	1
Female	<input type="checkbox"/>	2

A4 (ASK ALL) [CORE]

Are you currently employed, self-employed, retired or otherwise not in paid work?

INTERVIEWER: Clarify answer by reading nearest response option and probing (if necessary)

An employee in a full time job (31 hours or more per week)	<input type="checkbox"/>	1
An employee in a part time job (Less than 31 hours per week)	<input type="checkbox"/>	2
Self- Employed (full or part- time)	<input type="checkbox"/>	3
On a Government supported training programme (e.g 'Modern Apprenticeship' or 'Training for Work')	<input type="checkbox"/>	4
In full time education at school, college or university	<input type="checkbox"/>	5
Unemployed and available for work	<input type="checkbox"/>	6
Permanently sick or disabled	<input type="checkbox"/>	7
Wholly retired from work	<input type="checkbox"/>	8
Looking after the home	<input type="checkbox"/>	9
Doing something else (please specify)	<input type="checkbox"/>	10
Refused – go to DISPLAY 5 then TERMINATE INTERVIEW	<input type="checkbox"/>	98

IF REFUSED: DISPLAY 5

I am afraid that because we need to ensure that we survey the views of a cross-section of people, I am unable to continue with the interview without knowing your working status.

INTERVIEWER: If the respondent changes their mind at this point MOVE BACK to WORKING STATUS question to enter details.

Thank you for your time anyway and sorry to have disturbed you.

INTERVIEWER - TERMINATE INTERVIEW

A5 (ASK ALL)

What is your ethnic group?

Are you Asian, Black, Chinese, of a mixed background, White, or of another ethnic group?

And is that...?

INTERVIEWER: Read from list below as appropriate

- White* Welsh/ English/ Scottish/ Northern Irish/ British 1
- White* Irish 2
- White* Gypsy or Irish Traveller 3
- White* Any other White background 4
- Mixed or Multiple ethnic groups* White and Black Caribbean 5
- Mixed or Multiple ethnic groups* White and Black African 6
- Mixed or Multiple ethnic groups* White and Asian 7
- Mixed or Multiple ethnic groups* Any other mixed/Multiple ethnic background 8
- Asian or Asian British* Indian 9
- Asian or Asian British* Pakistani 10
- Asian or Asian British* Bangladeshi 11
- Asian or Asian British* Chinese 12
- Asian or Asian British* Any other Asian background 13
- Black/African/Caribbean/Black British* African 14
- Black/African/Caribbean/Black British* Caribbean 15
- Black/African/Caribbean/Black British* Any other Black/African/Caribbean background 16
- Other ethnic group* Arab 17
- Other ethnic group* Other 18

- Refused 98

One of East Herts council’s responsibilities is to ensure sufficient housing for all residents across the district. The council is currently developing a District Plan that sets out its preferred development strategy from now until 2031. The findings from this survey will be reported to the Council’s Planning Executive and will be used to inform the next draft of the District Plan.

Throughout this survey we ask you to think about your ‘local area’. When answering please consider your local area to be the area within about 15-20 minutes walking distance from your home.

Q1 (ASK ALL)

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

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between strongly and tend to

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

Refused

The Council has a duty to make all efforts to meet the projected housing needs of the District, for example by identifying suitable development land and encouraging developers to make adequate provision for certain types of homes. Evidence indicates that the Council needs to plan for the creation of 15,000 additional homes between 2011 and 2031.

For each of the following statements, can you please tell me if you:

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree

Q2a (ASK ALL)

To what extent do you agree or disagree that you would support development on Brownfield sites (that is sites that have been previously developed) within the towns in the local area?

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between strongly and tend to

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

Refused

Q2b (ASK ALL)

To what extent do you agree or disagree that.... 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?

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between strongly and tend to

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

Refused

Q2c (ASK ALL)

To what extent do you agree or disagree that.... 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?

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between strongly and tend to

If necessary explain that sensitive landscapes could include open or unchanged landscapes, those with historic value and wildlife sites

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

Refused

Q2d (ASK ALL)

To what extent do you agree or disagree that.... 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?

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between strongly and tend to

If necessary explain that sensitive landscapes could include open or unchanged landscapes, those with historic value and wildlife sites

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

Refused

Q2e (ASK ALL)

To what extent do you agree or disagree that.... you would support some development on the edges of towns and villages even if this results in changes to the Green Belt?

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between strongly and tend to

Interviewer if necessary explain that: The fundamental aim of Green Belt policy is to prevent urban sprawl by keeping land permanently open. Changes to the green belt would mean amended boundaries and the subsequent removal of land from the Green Belt around settlements.

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

Refused

Q2f (ASK ALL)

To what extent do you agree or disagree that.... you would want development to be limited to brownfield sites only, even if that meant that housing needs would not be met?

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between strongly and tend to

Interviewer if necessary explain that a brownfield site is a site that has been previously developed

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

Refused

Q2g (ASK ALL)

To what extent do you agree or disagree that.... 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?

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between strongly and tend to

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

Refused

Q2h (ASK ALL)

To what extent do you agree or disagree that.... you think there is limited capacity within East Herts district to meet housing needs and therefore housing needs should be met in other districts?

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between strongly and tend to

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

Refused

Q2i (ASK ALL)

To what extent do you agree or disagree that.... you think where there is very limited capacity to meet housing needs in other nearby districts, these needs should be met in East Herts?

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between strongly and tend to

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

Refused

Q2j (ASK ALL)

To what extent do you agree or disagree that.... housing development should be focused in areas that have the best access to a wide range of employment opportunities?

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between strongly and tend to

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

Refused

Q2k (ASK ALL)

To what extent do you agree or disagree that.... 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?

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between strongly and tend to

Interviewer if necessary explain that infrastructure could include roads, utilities, schools and community facilities

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

Refused

East Herts Council can require developments to make provision for different types of housing for example for first time buyers, families, older people and those with particular needs.

For each of the following types of housing, can you please tell me if you think they are:

- **Very important**
- **Fairly important**
- **Neither important nor unimportant**
- **Fairly unimportant**
- **Not important at all**

Q3a (ASK ALL)

How important or unimportant is... housing for first time buyers?

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between very/fairly important and fairly unimportant/not important at all

Very important

Fairly important

Neither important nor unimportant

Fairly unimportant

Not important at all

Don't know

Refused

Q3b (ASK ALL)

How important or unimportant is... Housing for young families with children?

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between very/fairly important and fairly unimportant/not important at all

Very important

Fairly important

Neither important nor unimportant

Fairly unimportant

Not important at all

Don't know

Refused

Q3c (ASK ALL)

How important or unimportant is... Larger homes (5 bedrooms plus)?

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between very/fairly important and fairly unimportant/not important at all

Very important

Fairly important

Neither important nor unimportant

Fairly unimportant

Not important at all

Don't know

Refused

Q3d (ASK ALL)

How important or unimportant is... Housing for older people?

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between very/fairly important and fairly unimportant/not important at all

Very important

Fairly important

Neither important nor unimportant

Fairly unimportant

Not important at all

Don't know

Refused

Q3e (ASK ALL)

How important or unimportant is... Housing for people with disabilities?

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between very/fairly important and fairly unimportant/not important at all

Very important

Fairly important

Neither important nor unimportant

Fairly unimportant

Not important at all

Don't know

Refused

Now thinking about 'employment land', by which I mean land such as industrial estates or business parks, can you please tell me if you:

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree

...for each of the following statements.

Q4a (ASK ALL)

To what extent do you agree or disagree that you would support the retention of existing employment land regardless of its condition?

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between strongly and tend to

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

Refused

Q4b (ASK ALL)

To what extent do you agree or disagree that.... you would support the retention of existing employment land provided improvements were made to their quality?

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between strongly and tend to

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

Refused

Q4c (ASK ALL)

To what extent do you agree or disagree that.... you would support the redevelopment of existing employment land provided this was to alternative uses that would provide employment opportunities?

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between strongly and tend to

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

Refused

Q4d (ASK ALL)

To what extent do you agree or disagree that.... you would support the redevelopment of existing employment land even if this was for non-employment uses such as housing?

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between strongly and tend to

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

Refused

Q4e (ASK ALL)

To what extent do you agree or disagree that.... you would support the creation of new employment land in appropriate locations?

Interviewer: Read out options except 'don't know' and 'refused'. If necessary clarify between strongly and tend to

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Strongly disagree

Don't know

Refused

Thank you very much for your help and time completing this interview.

Q5 (ASK ALL)

Finally, just to let you know that you may be contacted for quality control purposes or in the event of us wanting to speak to you very briefly again in relation to this survey only. Would we be able to contact you?

INTERVIEWER: Please explain if necessary that they will not necessarily be contacted again. It will only be in the case of us wanting to ask an additional question for the survey or for verifying something they've said for quality control purposes.

Yes	<input type="checkbox"/>	1
No	<input type="checkbox"/>	2
Refused	<input type="checkbox"/>	98

Thank you very much once again.

Further revisions to the District Plan will be available on the Council's website

www.eastherts.gov.uk/districtplan

To repeat: This survey has been conducted by Opinion Research Services. We are a member of the Market Research Society and are registered under the Data Protection Act. All survey results will be anonymous and your contact details will never be released to any other parties.

If you have any queries regarding the survey or our company, I can supply you with contact details.

INTERVIEWER: PROVIDE AS NECESSARY

ORS TEAM CONTACT DETAILS: 0800 107 7890 or info@ors.org.uk

If someone specifically wants to speak to a named East Herts Council Officer: [Jenny Pierce, Planning Policy on 01992 531624](#)

MRS Freephone Number - 0500 39 69 99