



Colehill Neighbourhood Plan Mini Household Survey – Analysis of Results

Issued 7/9/21

This pack summaries the results of the Mini Household Survey conducted during July & August 2021. The details will be used to help determine the priority topics to include in the Colehill Neighbourhood Plan.



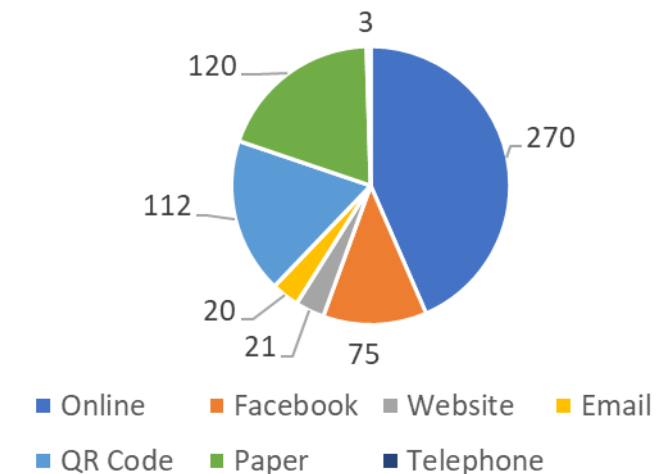
Mini Household Survey – Analysis of Results

Response Rate

- **3,093** survey forms were distributed, to every household in Colehill
 - The survey was also made available online and promoted via our website, Facebook and parish noticeboards.
 - We encouraged people to discuss with their family and complete a combined household response.
- We received 650 responses of which 621 responses were valid.
 - 19 were removed as duplicates, caused by a Google Forms bug which applies to certain models of iPhone, causing a response to be submitted twice.
 - 5 were from people living in neighbouring parishes, Wimborne or Holt, all close to our boundary.
 - 3 lacked postcodes, and 2 were initial test responses.
- All analysis in this pack is based on the **621 valid responses**, which equates to just over **20% of households**.
 - This is a good response given it's not been possible to hold public meetings or events due to Covid restrictions.
- 99 people said they either own a business in Colehill or work in Colehill. Of these, 96 are also Colehill residents.
 - This means 99.5% of responses were from residents.

- 120 people completed the survey via paper.
- 3 people requested a telephone survey.
- 112 said they'd scanned the QR code.
- The remaining 386 completed online, using links provided on Facebook, our website or email.

How was the survey completed...



- It was noticeable that most online responses for each area only started once the paper forms had been delivered to that area. Showing a paper notification is required to drive online completion.



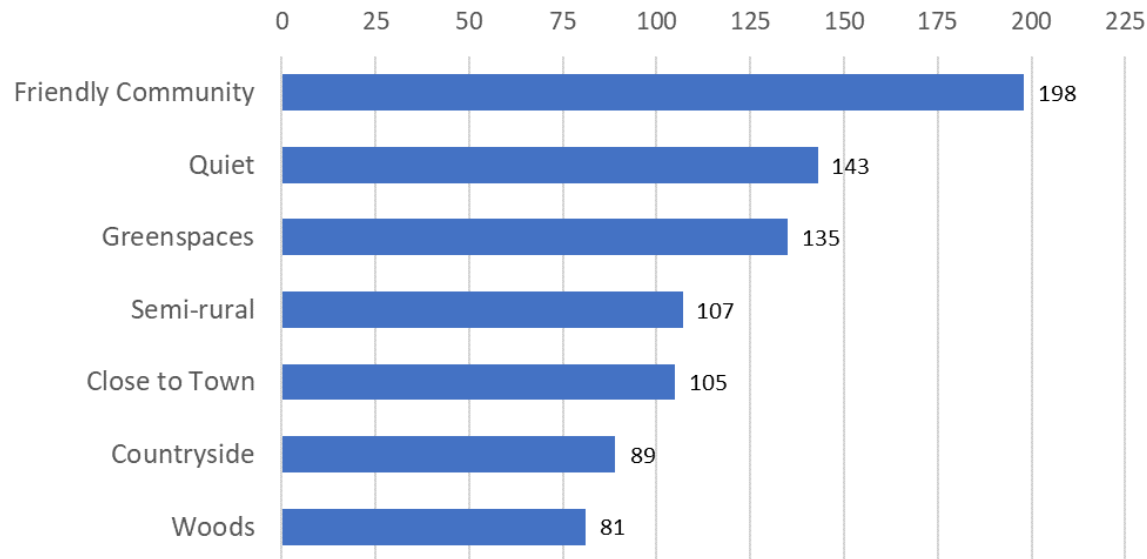
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Q3 – What do you like most about Colehill parish area?

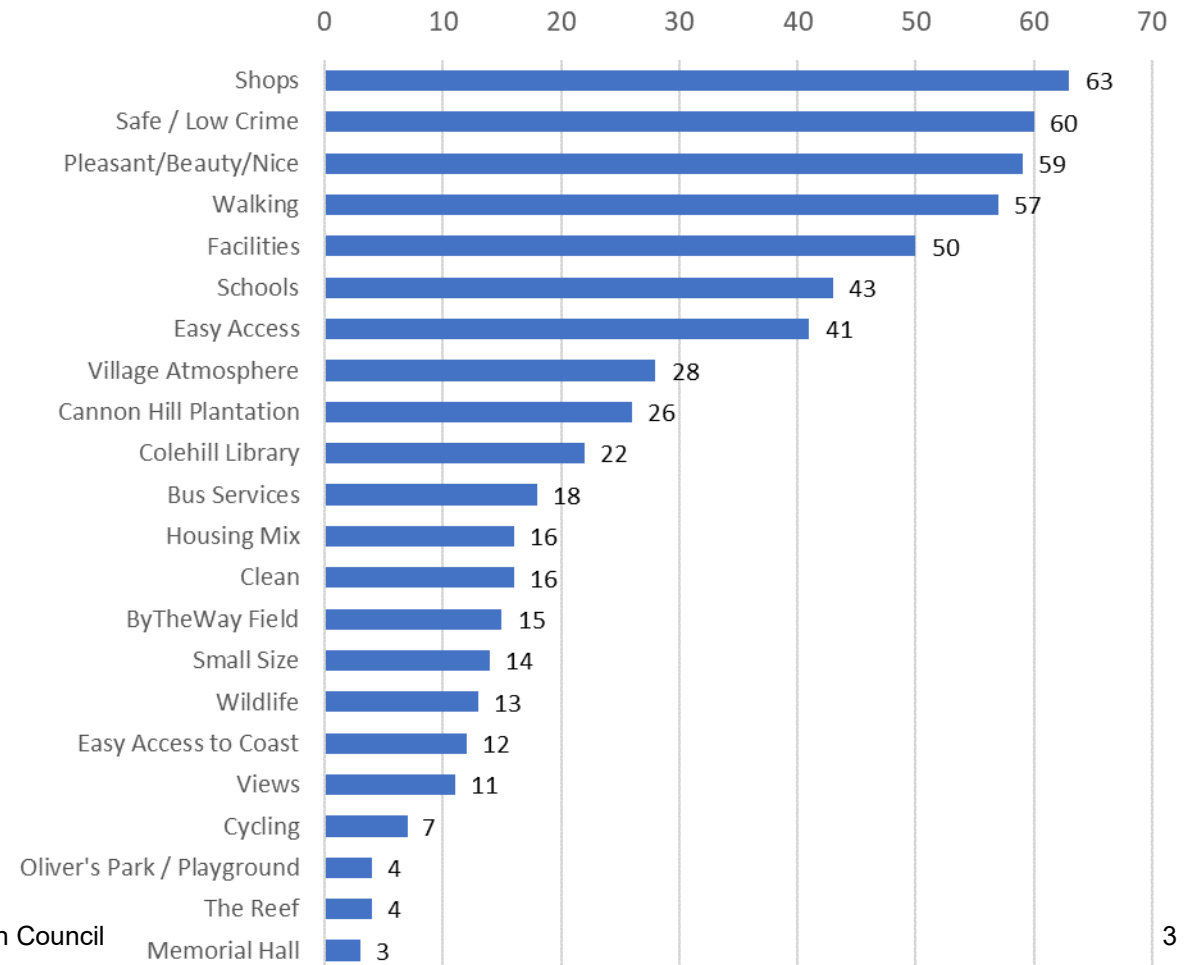
- 93% of people listed at least one thing they like about Colehill.
- 6% left the question blank or said they liked nothing.
- 1% said they used to like Colehill, but no longer.

- There was a lot of consistency in the answers given, with 82% of people listing one or more of the following 7 topics:

The 7 most liked topics...



Other topics listed were...





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Q3 – What you like about Colehill

This 'word cloud' shows the top 30 topics, with the size of each word based on the frequency with which it was mentioned...



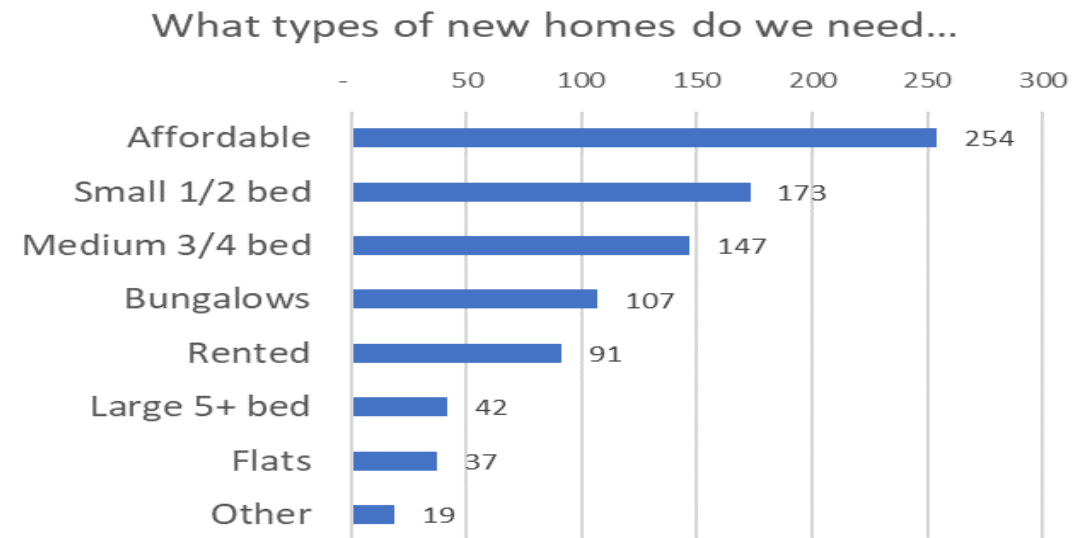
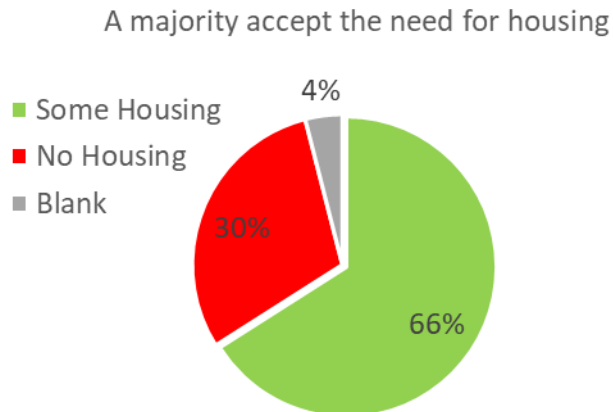


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Q4 – What types of new homes do you think Colehill needs?

- 66% of people selected one or more of the housing options listed.
 - ‘Affordable’ was the most popular option, followed by ‘Small’ and then ‘Medium’ sized houses.
 - There were few requests for ‘Large’ houses or ‘Flats’.
- We didn’t offer a ‘No Housing’ option as Neighbourhood Plans can not be used to stop development. We have to meet or exceed the housing requirement specified in the Local Plan, currently set at 614 homes over 15 years, see details opposite.

- Despite this, 192 people wrote ‘No Housing’ or equivalent on the form, although 6 of these also went on to select some of the options listed.
- A further 4% left the question blank.



Dorset Council have set the housing requirement for Colehill for the next 15 years at **614 new homes**:

- Extant planning permissions – 9 homes
- New major site allocations – 430 homes
- Small brownfield sites – 110 homes
- Windfall allowance, for minor sites – 65 homes

These numbers are based on the draft Local Plan, so are still subject to change.

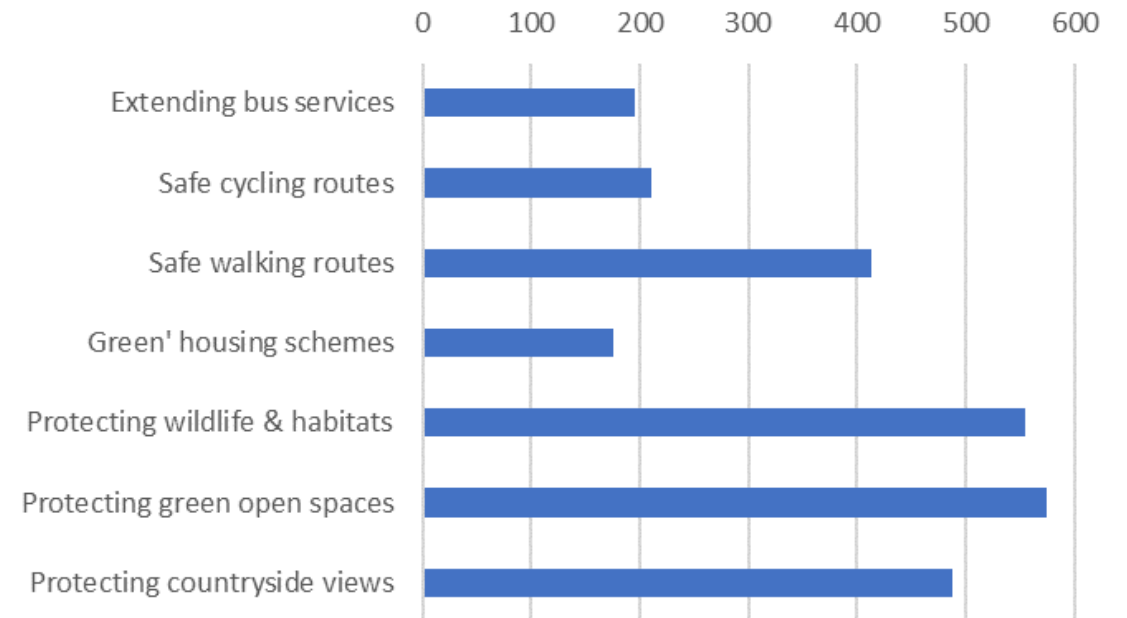


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Q5 – Which of these are important issues for you and your family ?

- 95% of people selected one or more of the issues listed.
- 17% raised additional issues.
 - Traffic related issues were the only other common topic, raised by 61 people, 10% of the total.
 - 12 people, 2%, said they were concerned by 'too much housing development' in the area.
 - No other topics were raised by more than 1% of people.

Which of these are important issues...



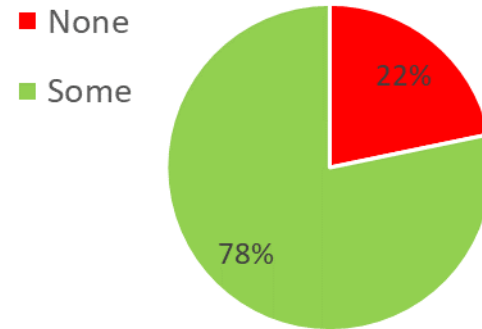


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Q6 – Do you use any existing recreational or community facilities ?

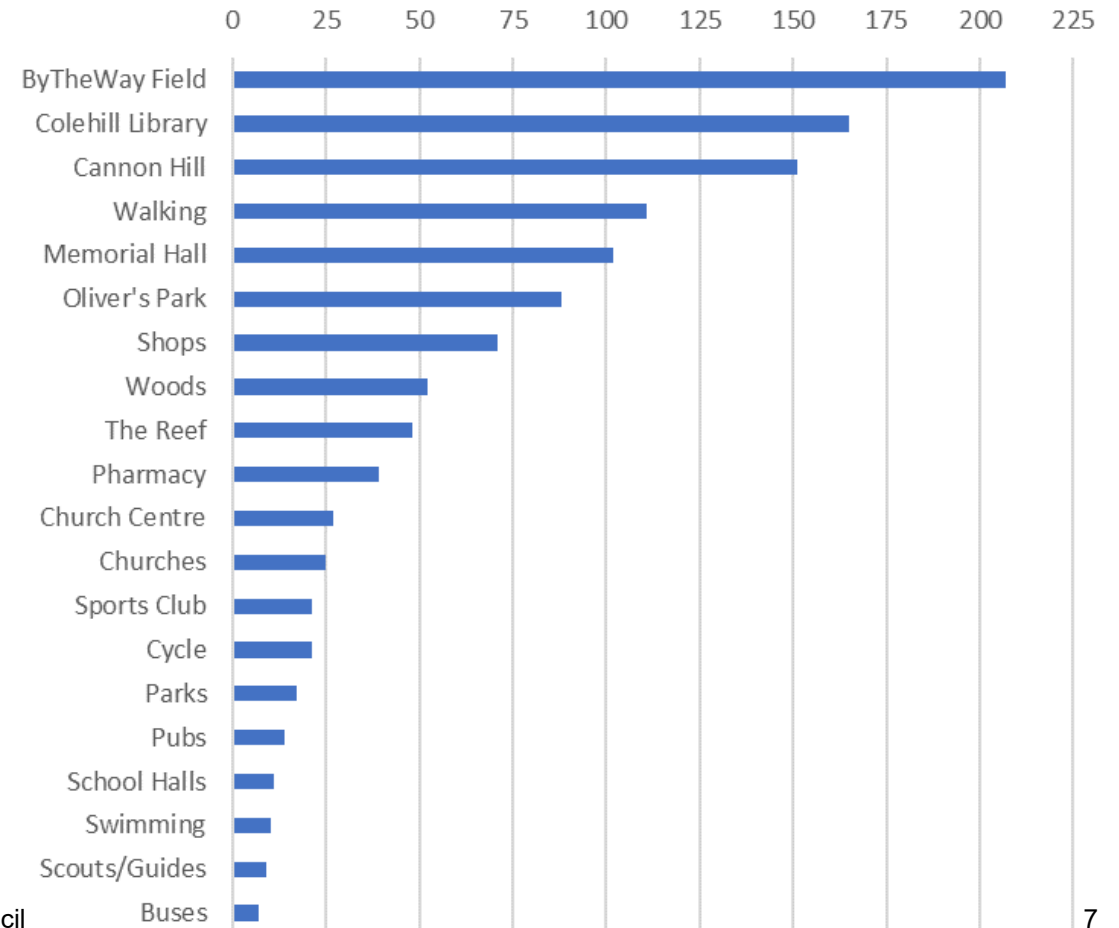
- 78% of people listed existing facilities that they use.

The majority use existing facilities...



- Several people asked for more details about facilities / clubs / societies available and where to find out about them.

Most popular facilities mentioned...

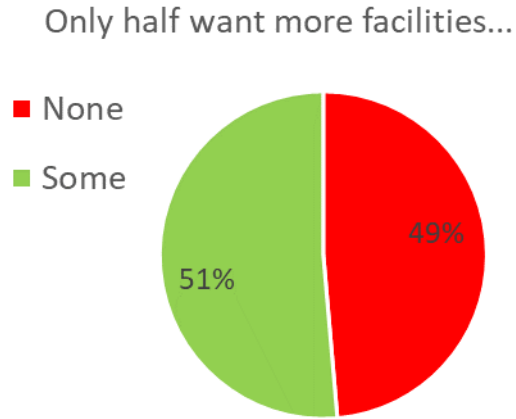




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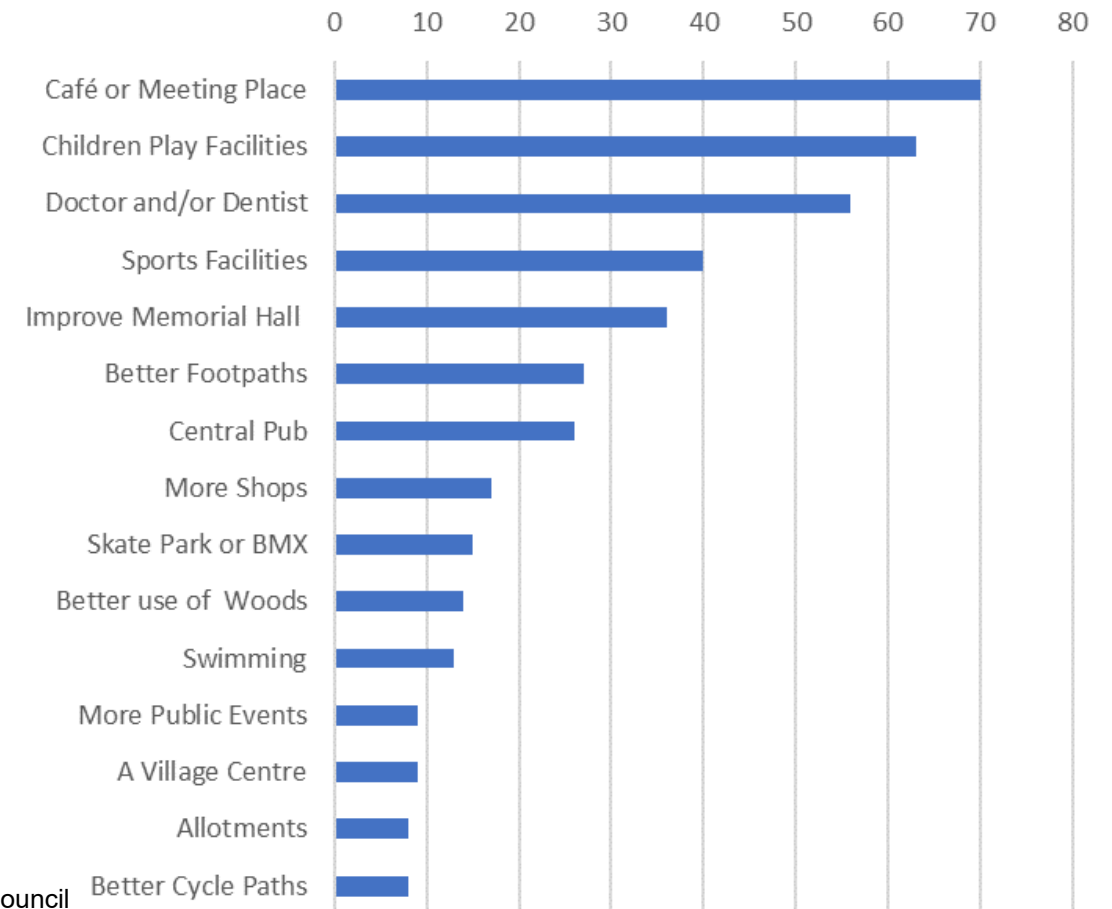
Q7 – Would you like any additional recreational or community facilities ?

- Only 51% of people listed any additional facilities they think required.
- Many of the others said they thought the existing facilities adequate for a parish like Colehill.



- The most popular 5 suggestions were:
 - To establish a café or meeting place near the centre of the parish.
 - To build more children’s play facilities like Oliver’s Park in other parts of the parish.
 - To establish a medical hub with GPs and/or dentists.
 - To establish more sports facilities.
 - To improve the Memorial Hall and/or provide better meeting facilities for more clubs & societies.

Facilities people would like ...





Mini Household Survey – Analysis of Results

Q8 – Describe what you'd like Colehill to be like in 15 years time

- 88% provided their views. In summary, the Vision is as follows...

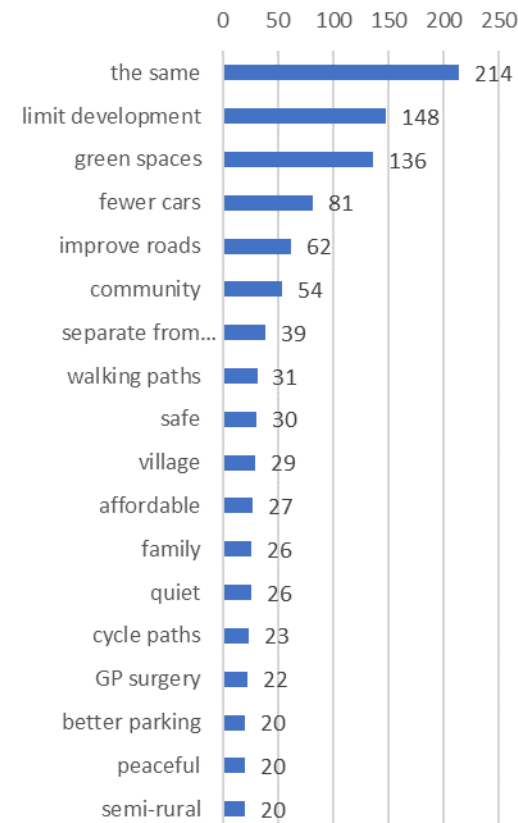
In 15 years time Colehill will be very similar to how it is now, a friendly village community, still separate from local towns, that provides a safe, clean and peaceful home for an increasingly diverse population.

Our existing green, open spaces and woodlands will be maintained, providing an eco-friendly, semi-rural habitat with more trees and wildlife with easy access to open countryside. There will be limited new housing developments, focusing on more affordable homes.

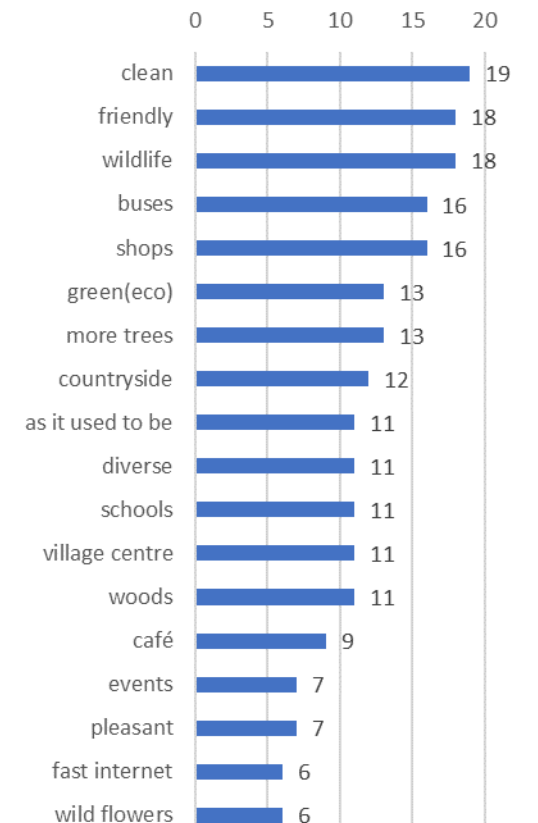
There will be fewer cars on the roads, and the roads improved particularly Canford Bottom roundabout. There will be better parking provision to avoid the need to park on roads. Public transport provision will improve, better cycle paths constructed and safe footpaths maintained.

Local facilities will be enhanced, with a café, GP surgery and a few additional shops forming a small local village centre, and a number of regular parish events held.

The top 18 responses...



The next 18 responses...





Mini Household Survey – Analysis of Results

Q8 – What you'd like Colehill to be like in 15 years time

This 'word cloud' shows the same 36 words or phrases with the size of each word based on the frequency with which it was mentioned...

