

**Chapel and Hill Chorlton, Maer and Aston,
and Whitmore
Neighbourhood Development Plan**

**Report on Residents' Survey
August–September 2016**



Introduction

The Residents' Survey was carried out during a 6-week period in August and September 2016. The period overlapped with the school summer holidays and the first weeks of school term, so the majority of residents would have been at home for some of the period.

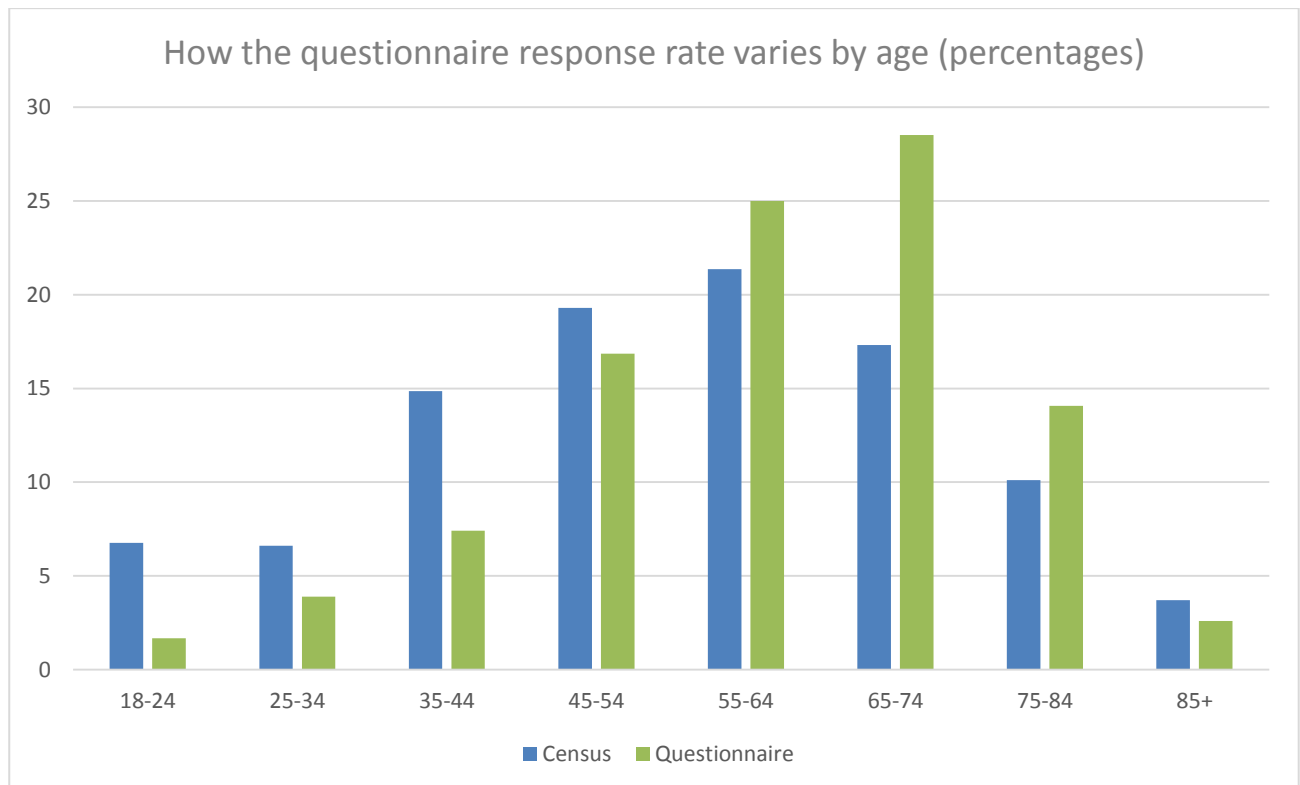
2,150 questionnaires were delivered to 1,100 households and businesses in the Neighbourhood Area (NA). Additional copies were available at Station Stores in Baldwins Gate. There were collection points at Aston village hall, Chapel Chorlton church, Maer church, the GP surgery in Baldwins Gate and Station Stores. Towards the end of the survey period an e-mail reminder was distributed to subscribers on the NDP e-mail list and a reminder leaflet was distributed to all households.

Five hundred and forty completed questionnaires were received, making a response rate of just over 25%. All residents aged over 18 were requested to complete a questionnaire (i.e. 1 person, 1 questionnaire); however, it is possible that in some cases 1 questionnaire per household was returned.

The questionnaire was available for completion either online or on paper, and one-third of responses were submitted online. The online version controlled against errors by guiding progress through the form. This control measure did not exist for the paper questionnaire and there were a small percentage of errors in completed forms. For data processing purposes unclear answers were recorded as 'don't know'.

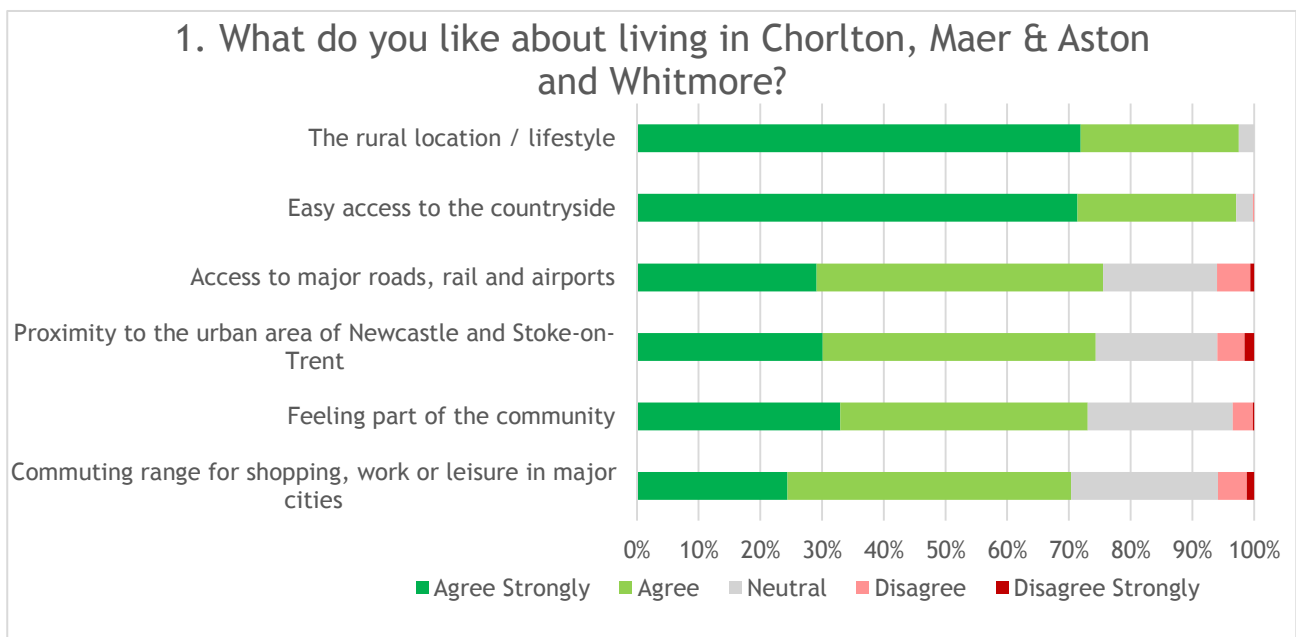
Who responded to the questionnaire?

There was a significantly greater level of engagement with the questionnaire among the 55 and over age groups than among the younger population. The chart compares the percentages of different age groups that responded to the questionnaire (in green) with the age composition of the NA population at Census 2011.



Question 1: What do you like about living in Chorlton, Maer & Aston and Whitmore?

The rural location and lifestyle and easy access to the countryside were identified by 97.5% of respondents as the things they like about living in the NA. This contrasts with 20% fewer (76% to 70%) who see travel, urban access and ease of commuting as a reason for living in the NA. The result may be skewed by the lower response rate among younger age groups. Feeling part of the community received a 73% rating – given the greater response rate among older age groups, this could be expected to have been higher.



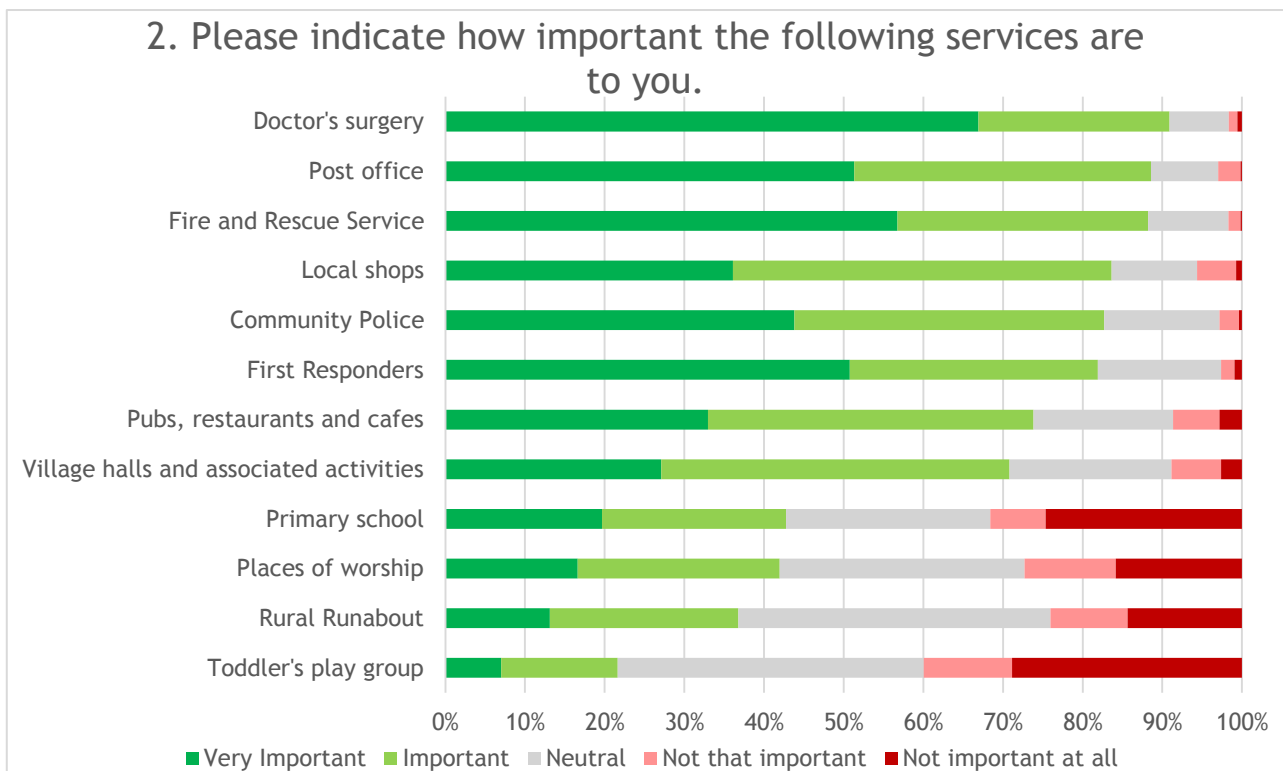
Question 2: Local services and facilities

Answers to this question help to understand how people use and value local and community services, including emergency services.

The local facilities of greatest importance to residents are the GP surgery, post office and fire and rescue service (91% to 88%), followed by the local shops, community police and first responders (86% to 82%).

Local pubs/restaurants/cafes and the village halls and associated activities represent social and educational opportunities offered in the NA and are valued by 74% and 71%. This result is very close to the 73% agreement with 'feeling part of the community' in Question 1.

The primary school and places of worship are important to 43% and 42%, while 35% value the Rural Runabout (the Newcastle-under-Lyme Rural Parishes' Transport Scheme, which operates across the rural area).



Question 2a: Are there any other services important to you that are not mentioned in Question 2?

Sixty-five people responded to this question. Responses mentioned both existing services and services that are not currently available in the NA. Other responses related to issues that are covered in other questions later in the questionnaire.

Responses sometimes indicated that some change or improvement is desired. Most frequently mentioned were public transport, including better frequency and more routes (e.g. to Madeley),

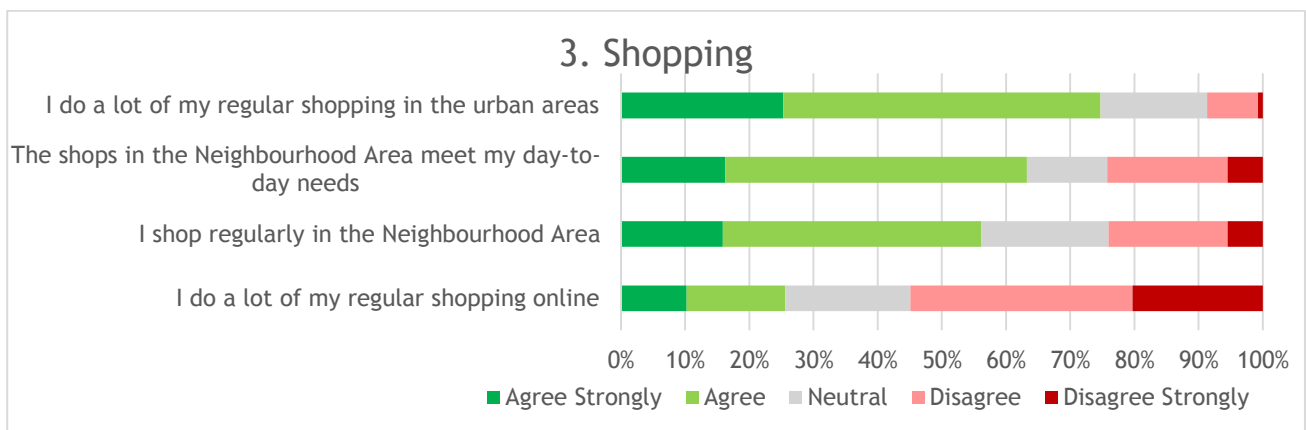
and internet broadband service, where improvement was also requested. This was followed by the mobile library.

Community-organised activities for all age groups were also mentioned, including Scouts and Guides and clubs for children; 'elderly care engagement groups'; and 'more activities at the village hall'.

There were a few suggestions for additional retail and food services, including a pharmacy and a local food takeaway. Evening opening at the GP surgery was suggested, as was community care for the elderly.

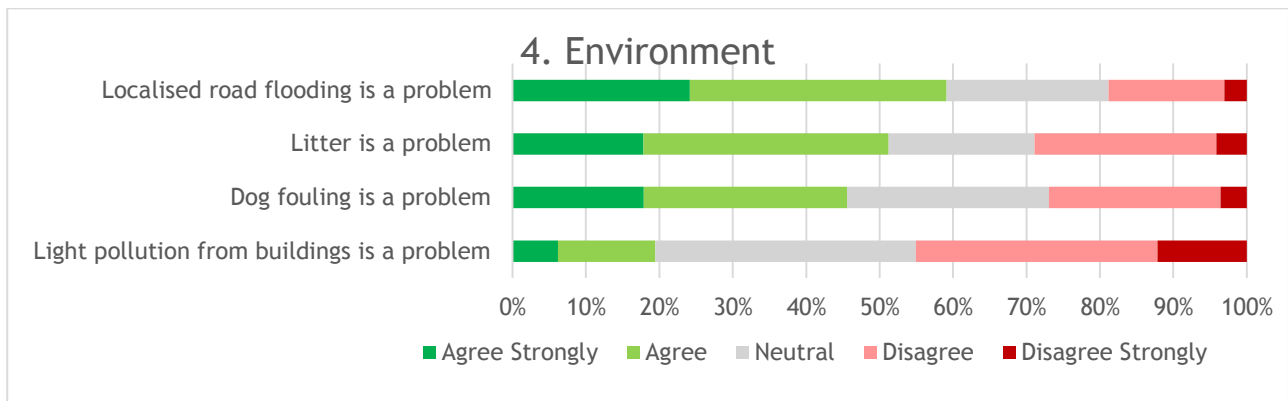
Question 3: Shopping

This question looked more deeply at the community's use of a specific key service. A lot of regular shopping is done either in the urban area (75% of respondents) or online (25% of respondents). The shops in the NA meet the day-to-day needs of 64% of respondents and 57% shop in the NA on a regular basis.



Question 4: Environment

Localised road flooding was seen as a problem by 59% of respondents. Fifty-two per cent felt that litter is a problem, and 46% felt that dog fouling is a problem. Light pollution from buildings is seen as a problem by 20%. Deeper analysis of the responses by settlement areas did not reveal any weighting of responses by settlement area.

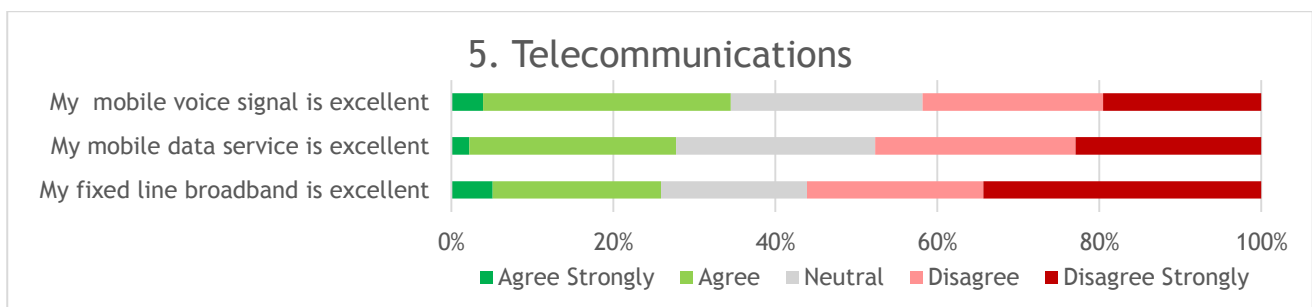


Question 4a : Are there any other issues of concern to you that are not mentioned in Question 4?

Ninety-nine people responded to this question. The majority of responses do not concern strictly environmental issues and a significant number mention issues covered elsewhere in the questionnaire, notably 70% of comments relate to a range of highways issues, including traffic volume and speeds; flooding; maintenance of roads, footpaths and boundaries (hedges, ditches, verges). Litter and fly tipping were mentioned by 11%. Other issues included maintenance of trees in the landscape, pressure of population growth and fouling by dogs and horses.

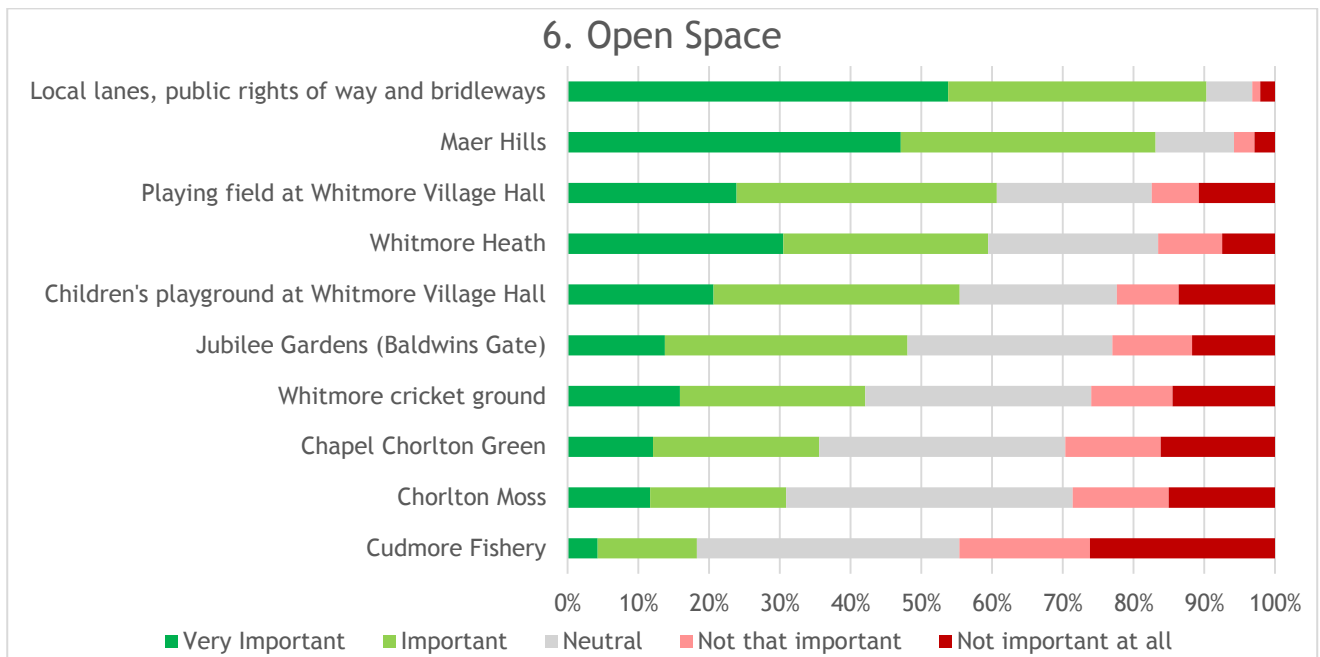
Question 5: Telecommunications

There was a generally low level of satisfaction with telecommunications services. Only 34% and 27% agreed that their mobile voice and data signal is excellent and only 26% were satisfied with their fixed line broadband.



Question 6: Open space

These questions asked about how people value open spaces in the NA. Ninety per cent placed a high value on the local lanes, public rights of way (PRoWs) and bridleways, followed by 83% for Maer Hills. Whitmore Heath, another favourite walking area, was valued highly by 58%. The responses to questions are weighted by the proximity of spaces to different settlements in the NA. The playing field and children's playground at Whitmore village hall were rated important by 60% and 55%, respectively.



Question 6a: Are there any other places/open spaces which are important to you?

Seventy-six people responded to this question and mentioned places that they valued either as walking places or for the scenery in or near to their own home settlement. The following are a summary of places mentioned and some of the responses in people's own words.

Acton and Butterton	High ground behind Model Farm and
Maer Hills	Slaters, Hill Chorlton
Farmland at Baldwins Gate (specifically, views to Maer Hills and Park Wood)	Woodland and isolated trees
Chorlton Moss	Lakeside estate
Aston	Whitmore Footpath 5 (Park Wood)
Maer and Haddon Lane	Long views in/out of the area
Meece valley	Whitmore Heath
Maerfield Gate to Blackbrook	Whitmore village
Whitmore Hall grounds	Chapel Chorlton
Park Wood	Dorothy Clive Garden

'The beautiful fields and trees in Aston village and their public footpaths.'

'The timeless beauty of the Meece as it meanders through Whitmore especially when bluebells and wild garlic are in flower.'

'Quiet lanes in Acton and Butterton.'

'Maer to Blackbrook.'

'Public footpath from Baldwins Gate to Stableford, beautiful open fields.'

'The hills and woods between Slaters and the guide cottage.'

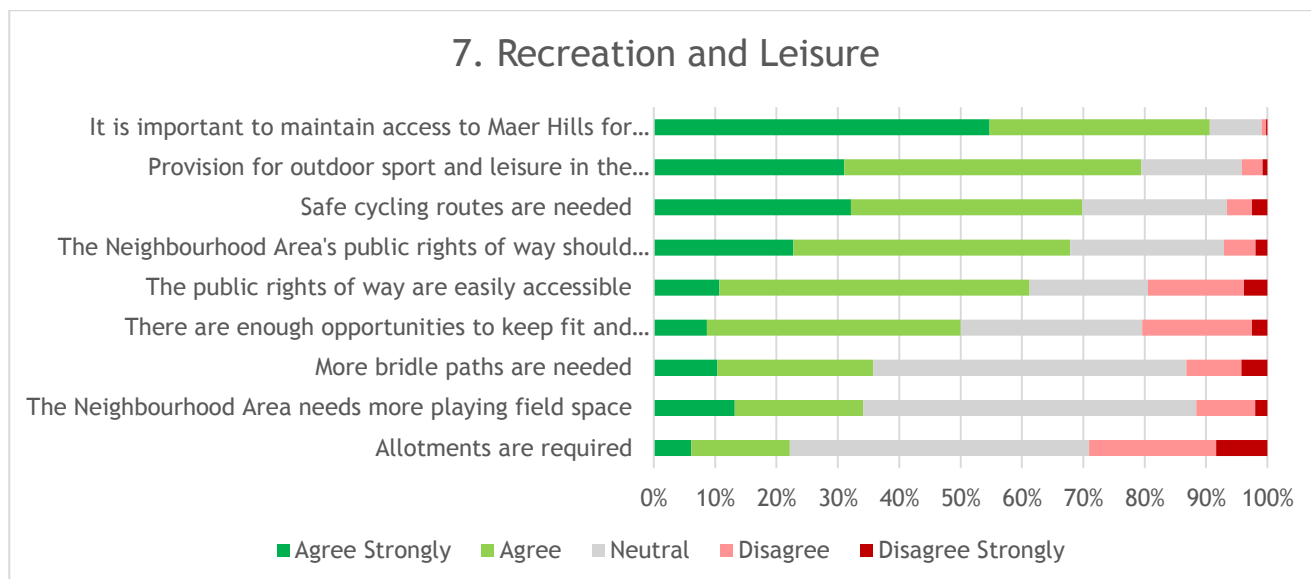
'Woodland and isolated trees in the landscape.'

'Open field views towards Maer Hills and Madeley Park Wood.'

Question 7: Recreation and leisure

Ninety per cent of respondents agreed that it is important to maintain access to Maer Hills for walking (there are 2 PRoWs through the woodland, plus numerous other tracks). This is even higher than the 83% in Question 6 who agreed that Maer Hills is important open space. Eighty per cent agreed that provision for outdoor sport and leisure is important. A need for better provision for 'active' travel was indicated by 70% agreement that safe cycling routes are needed and 68% agreement that the PRoWs should be better maintained. Just 50% felt that there are enough opportunities to keep fit in the NA. Thirty-six per cent agreed with a need for more bridlepaths and 34% with a need for more playing field space. There was lower agreement with the statement that allotments are required (22%).

7. Recreation and Leisure



Question 8: How could opportunities for recreation and leisure be improved?

Eighty-nine people responded to this question and mentioned a wide range of leisure activities and sports. The list is topped by issues related to footpaths and walking, reflecting the prominence of this topic throughout the questionnaire. A need for better playing field space and better facilities for a variety of outdoor and indoor sports/activities, including during the evenings for people who at work during the day, was also expressed. The topics mentioned are summarised below, followed by some of the responses in people's own words.

-
- Footpaths and walking/running (32)
 - Children/youth facilities; larger/better playing field (14)
 - Fitness classes (10)
 - Cycling (8)
 - Tennis courts/badminton/swimming pool/ sports facilities/gym or leisure/fitness centre (11)
 - Communication and promotion (3)
 - Dog park (3)
 - Allotments (2)
 - Provision for under-60s/working adults (2)
 - Provision of leisure space in new developments of more than 5 houses (2)
 - Disabled, facilities for (1)
 - Better maintenance of accessible open space (1)
 - Not needed (5)
- (Note: numbers in parentheses are absolute numbers, not percentages)**
-

'There are no bridlepaths and public rights of way accessible to wheelchair users, elderly and infirm.'

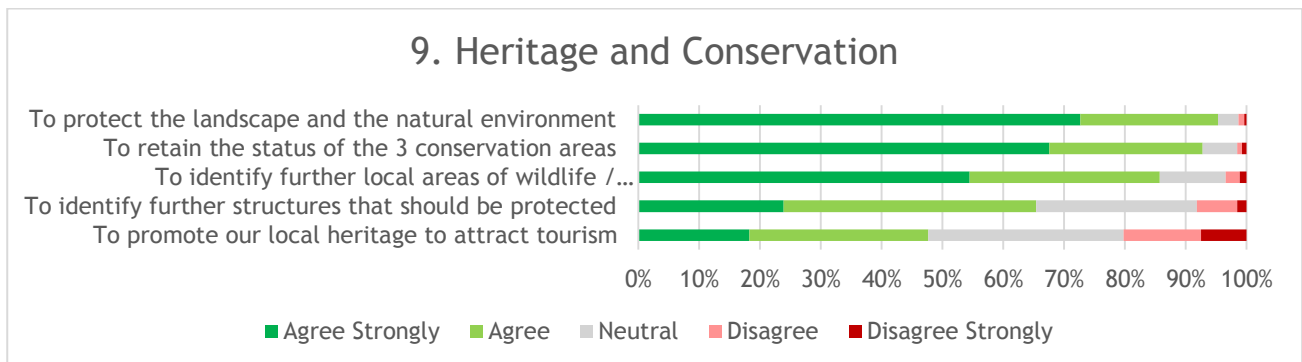
'More and better playing-field space will be needed as the local population grows. The Gateway development in Baldwins Gate will bring about 45 more children into the area.'

'We could do with a small indoor gym to be used for the older age group, some of which may need help. Useful for everyone in the evenings.'

'Allotments. The gardens of most of the new houses in the village [Baldwins Gate] will be very small and not much use.'

Question 9: Heritage and conservation

Responses showed that residents value both the built and natural heritage of the NA, and slightly more weight was given to natural than to built heritage. This is consistent with responses to questions in other parts of the questionnaire that give high importance to the countryside and rural character. Ninety-eight per cent agreed that it is important to protect the landscape and natural environment and 87% felt that it is important to further identify local areas of wildlife and biodiversity that should be protected. Lower numbers assigned importance to the built heritage: 94% to the NA's three conservation areas and 65% to identifying further structures that should be protected. Forty-eight per cent agreed that the local heritage should be promoted to attract tourism.



Question 10: Are there any buildings, structures or areas that you would like to see protected or listed?

Forty-three people responded to this question. The responses generally revealed a lack of knowledge of the local built heritage, as they mention a significant number of structures that are

already protected. The structure most mentioned that is currently at risk is the Whitmore station ticket office (12 responses, or 28%), a locally listed building in the ownership of Network Rail that is currently derelict.

In terms of landscape and natural environment, the brook and hedgerows in Aston are mentioned, Chorlton Moss, woodlands between Whitmore Heath and Three Mile Lane, and agricultural land around villages. These responses reflect the value placed on the landscape, rural setting and wildlife that is also evident in responses to other parts of the questionnaire.

'I would like details of listed buildings made available and publicised. Having lived here for 39 years I had no idea we had so many listed buildings!'

'There are buildings that merit preservation because of their place in the history or contribution to the character of the area, e.g. Model Farm Hill Chorlton, Chapel House Hill Chorlton, North Staffs Hunt Kennels.'

'Large trees in villages.'

11. Land use

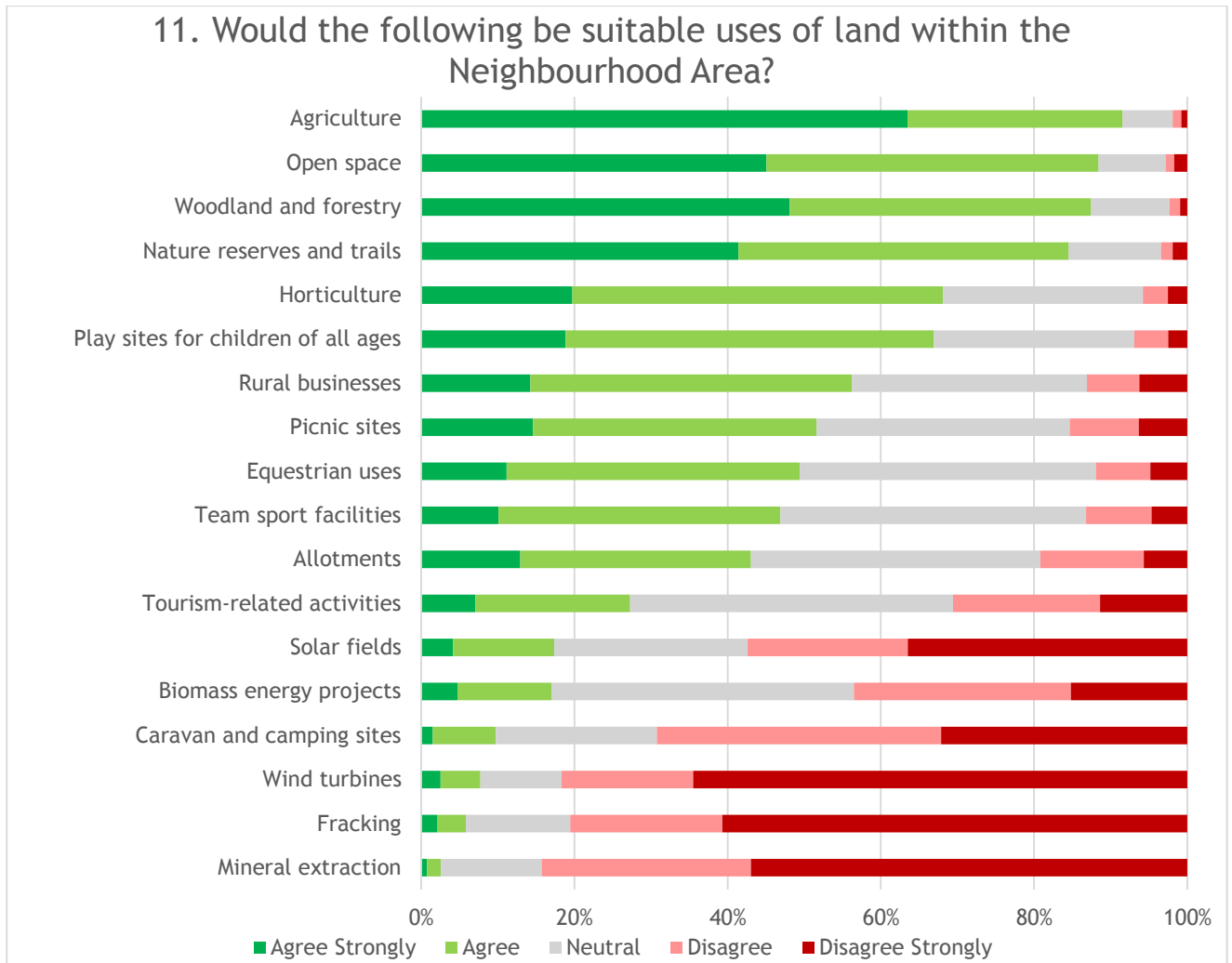
The high value given to the countryside and natural environment continued as a theme in responses to questions on land use. Agriculture (92%), open space (90%), woodland and forestry (89%) and nature reserves and trails (86%) received the highest level of support. Horticulture scored a lower level at 68%, and rural businesses 56%.

Leisure and sport uses followed with a medium level of support: children's play sites (67%), picnic sites (56%), equestrian uses (50%), team sport facilities (66%), allotments (42%). Tourism-related activities scored lower, at 27% and caravan and camping sites had only 10% of support.

Uses related to renewable energy and extraction industries received the least amount of agreement. The best agreement was given to solar fields (17%) and biomass energy projects (16%). Wind turbines had 8% of support, while mineral extraction and fracking scored lowest, at 6% and 3% respectively.

Inconsistencies in responses can be seen between support for leisure uses (67% to 42%) – to which nature reserves and trails (86%) can be added – and the significantly lower level of support for tourism-related activities (27%). The low level of support given to tourism also contrasts with the 48% who agreed that the local heritage should be promoted to attract tourism (Question 9).

Another inconsistency is apparent between the 56% of support for rural businesses and the much higher level of support for agriculture, woodland and forestry and horticulture, all of which are major business sectors of the rural economy.



11a. Other (please specify) [appropriate uses of land in the Neighbourhood Area]

Only 21 people responded to this question. The low number of responses may reflect the thorough coverage of Question 11. The following topics were mentioned: solar fields/wind turbines (8); recreation and leisure (6); natural environment/green space (4).

Responses mentioning renewable energy are comments on the siting of installations. Two comments were completely negative; the other 6 expressed the acceptability of projects when suitably sited:

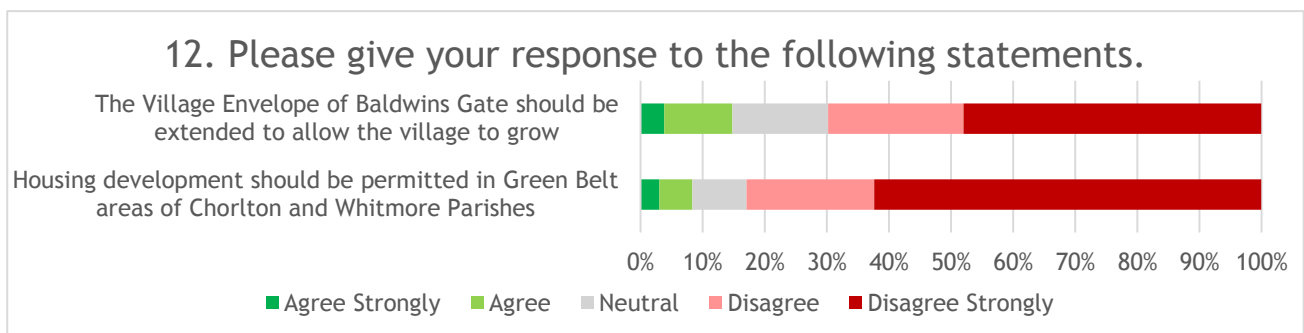
'I know we need energy but we all become selfish and say not on our patch, but it has to be on someone's patch. If we can produce energy that does not spoil the landscape then great.'

'Farms and other rural businesses should be allowed to install renewable energy installations such as wind turbines and/or solar fields to meet their operational energy needs.'

Responses mentioning recreation and leisure reinforce responses to the rating questions and repeat points made under the free text Questions 2a and 8a. One response mentions 'Festivals if carefully policed and tidied up afterwards'. Responses focused on the natural environment mention new woodland and wildlife reserves and wildflower areas.

12. Village envelope and Green Belt

This question asked about the settlement boundary of Baldwins Gate and the Green Belt. Only 15% agreed that the village envelope of Baldwins Gate should be extended to allow the settlement to grow, and 8% agreed that housing development should be allowed in the Green Belt.



13. Are more of the following types of dwelling needed?

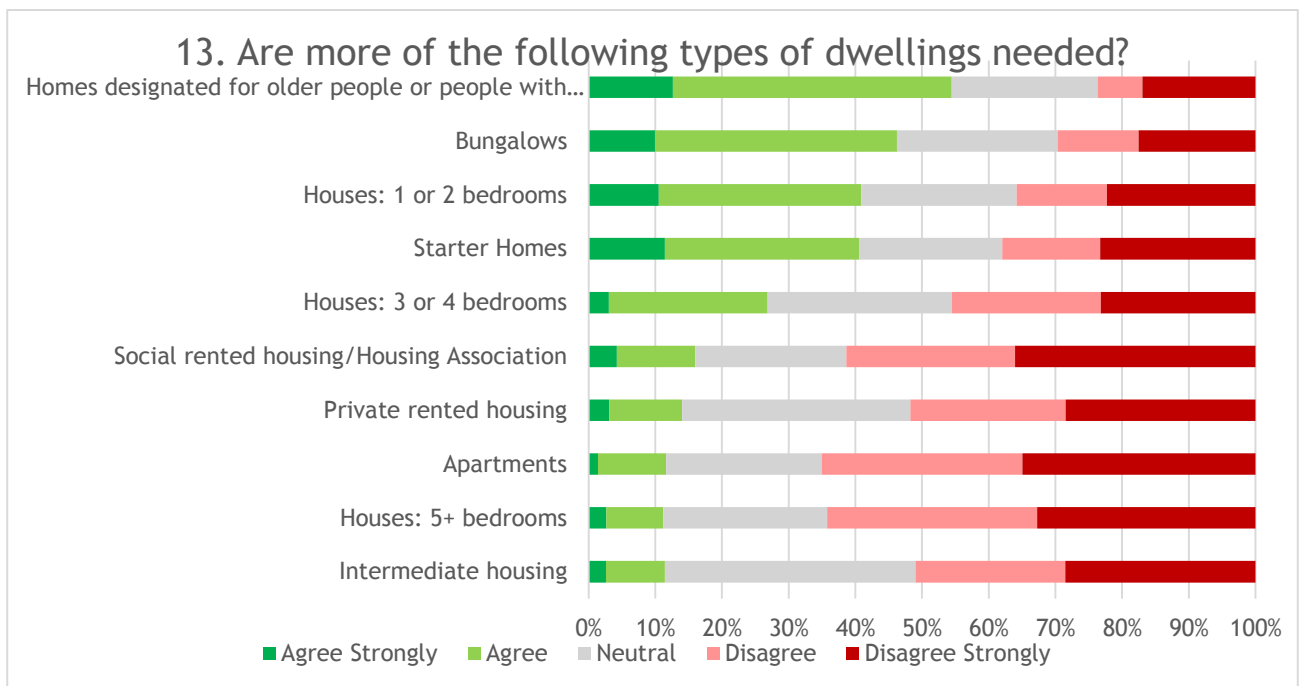
This question sought people's views on the types of housing development needed in the NA.

The greatest level of support was for smaller homes and for homes for people with specific needs such as older and younger people/families and those with disabilities. Homes for older people and people with disabilities received 53% support, followed by bungalows (46%) and houses with 1 or 2 bedrooms (42%). There was 41% of support for starter homes.

There was little support for affordable or low-cost housing: 14% for social rented/housing association homes and 12% for intermediate housing.

Although support was highest for smaller homes, there was only 12% of support for apartments. Private rented housing likewise had only 12% support.

Support for larger homes with 3 or 4 bedrooms was 27%; and for houses of 5 or more bedrooms only 12%.

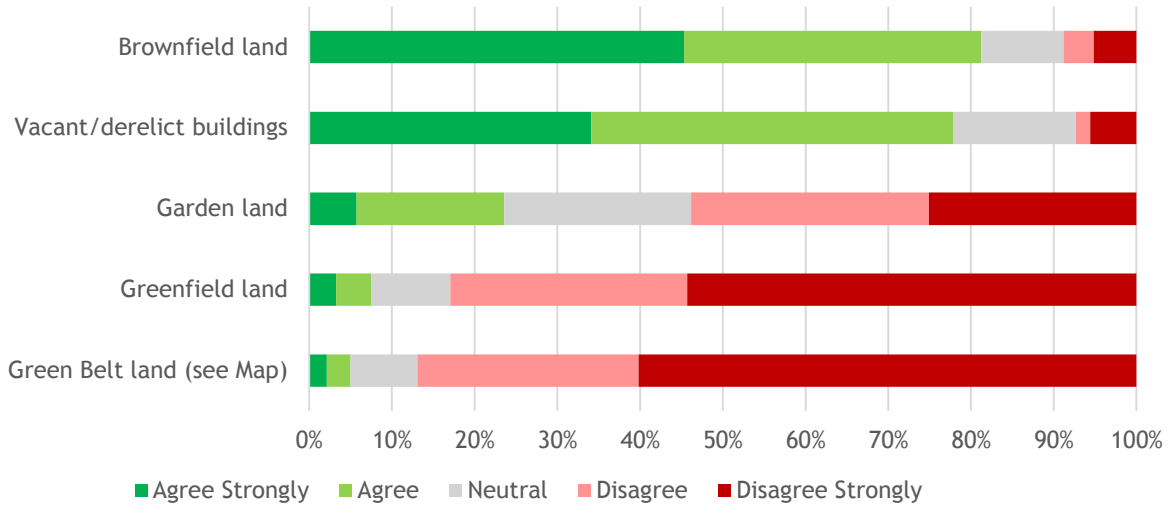


14. Suitable sites for new homes

This question asked about suitable sites for new homes.

Eighty-two per cent agreed with the use of brownfield land, followed by 78% agreement with the use of vacant/derelict buildings. Building on garden land was supported by 23%. The lowest agreement was given to greenfield land (7%) and Green Belt land (5%).

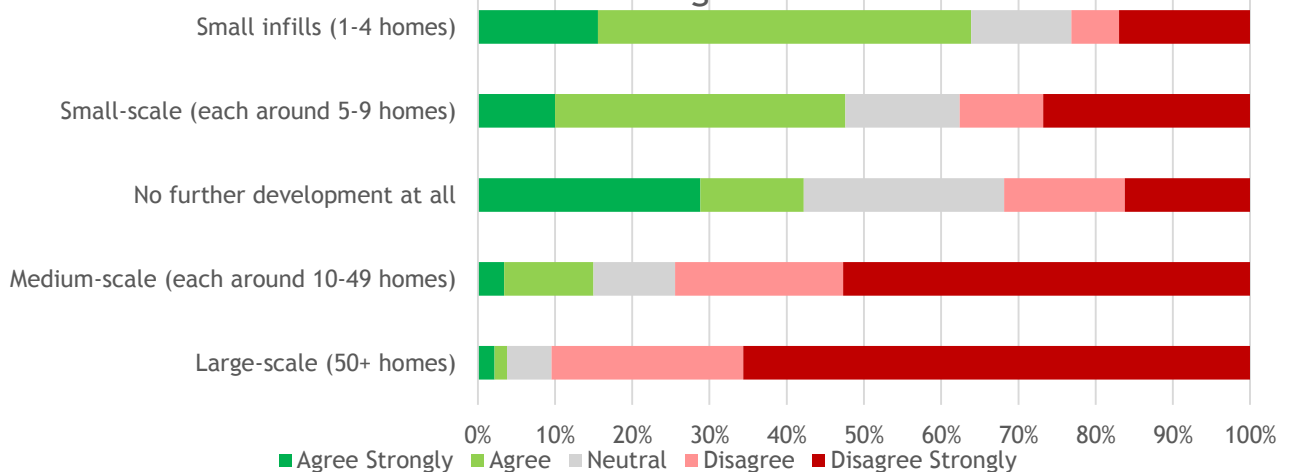
14. Are the following suitable sites for new homes



15. What sizes of development are preferable in Baldwins Gate village?

Responses to this question showed the greatest amount of support for small infills (63%) and small-scale developments of up to 9 homes (48%). Larger developments of over 10 homes received only 15% support, and there was only 5% of support for developments of 50+ homes. Forty-two per cent felt that there should be no further development at all.

15. What sizes of development are preferable in Baldwins Gate village?



16. What sizes of development are acceptable in the smaller settlements?

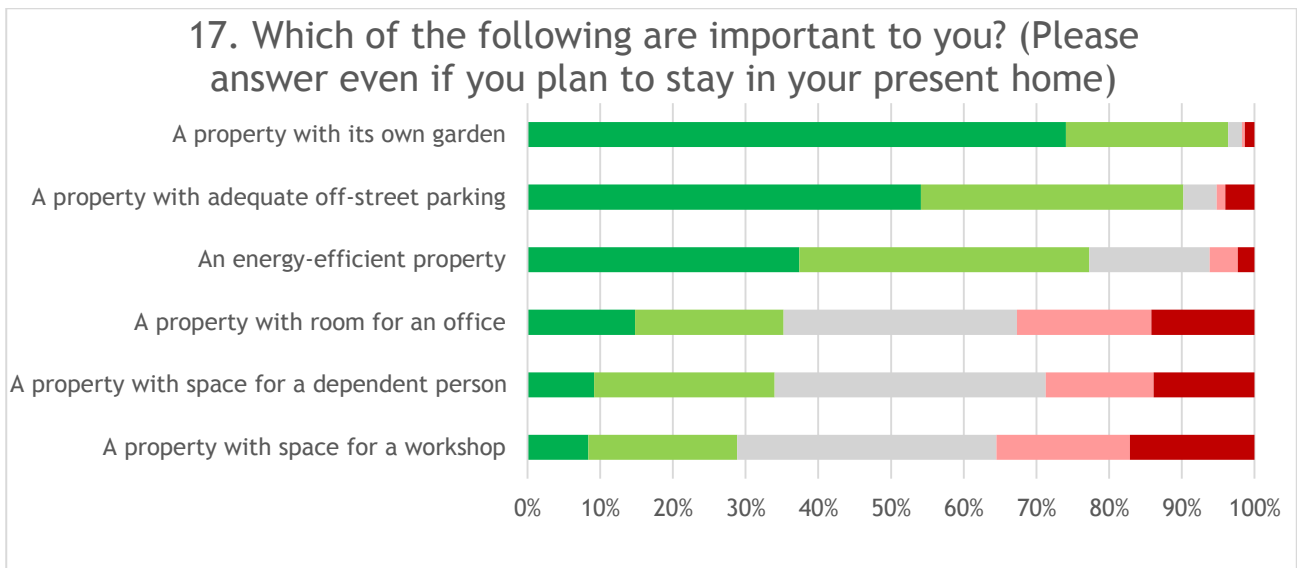
Respondents could select more than one answer to this question and there were a total of 693 answers.

The responses were broadly similar to those for Question 15, with the most support for smaller developments. Small infills received 63% of support, followed by small-scale developments up to 9 homes, at 33%. Medium-scale developments over 10 homes had 4% support and support for larger developments of 50+ homes was less than 1%. Thirty-three per cent of responses preferred no further development at all in the smaller settlements.



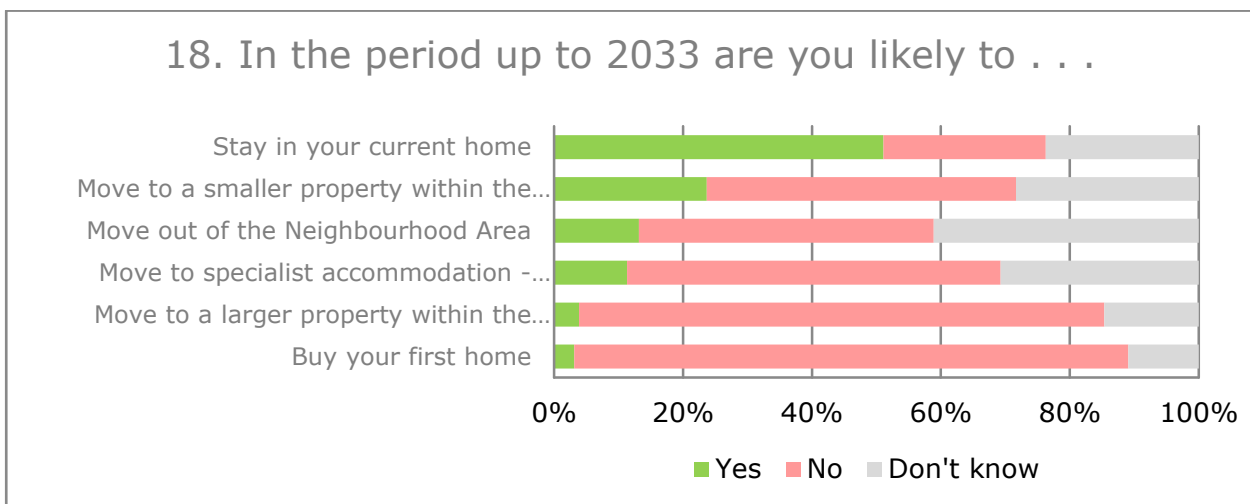
17. Which of the following are important to you?

This question asked what was important to respondents in their own home. A property with its own garden (97%), with off-street parking (90%) and energy efficiency (77%) were the most important features. A property with room for an office, with space for a dependent person or space for a workshop were important to 35%, 34% and 29%, respectively.



18. In the period up to 2033 are you likely to ...

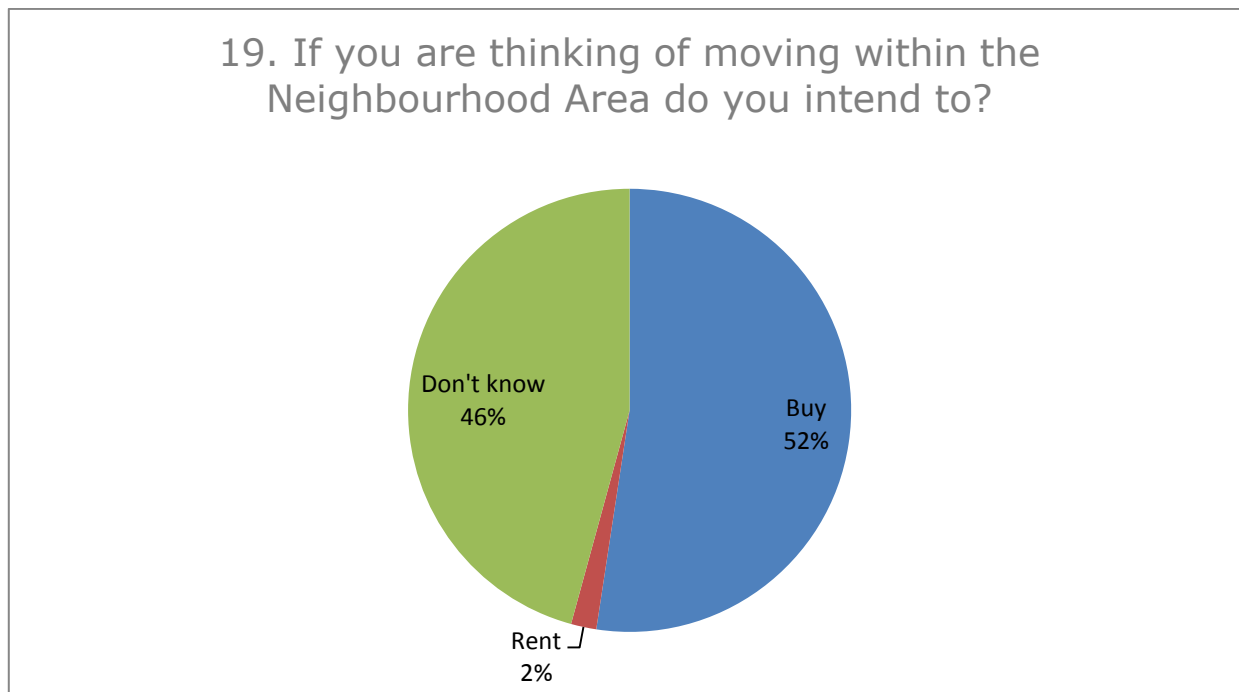
This question asked about people's intentions to stay in their own home or to move house during the period of the Neighbourhood Development Plan.



Fifty-one per cent planned to stay in their own home and 24% planned to move to a smaller property within the NA, while 4% planned to move to a larger property in the NA. Eleven per cent planned to move to specialist accommodation and 13% planned to move out of the NA. Three per cent planned to buy their first home.

19. If you are thinking of moving within the Neighbourhood Area do you intend to ...

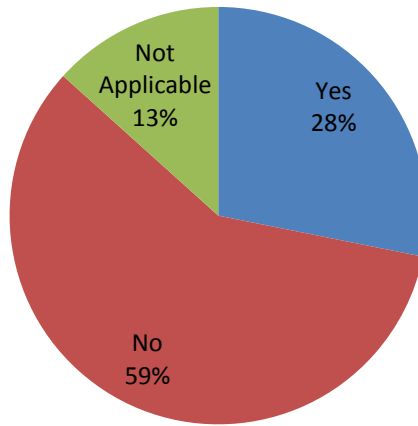
Fifty-two percent of respondents said that they would intend to buy a property and 2% said that they would rent.



20. Do you have family members who may want or need to move into the Neighbourhood Area in the next 15 years?

Twenty-eight per cent of respondents stated that they did have family members who would want to move into the NA during the period of the Neighbourhood Plan.

20. Do you have family members who may want or need to move into the Neighbourhood Area in the next 15 years?



21. Your employment status

This question allowed respondents to select more than one option, therefore the total of responses adds up to more than 100%. The percentages noted here are calculated on the basis of the number of completed questionnaires.



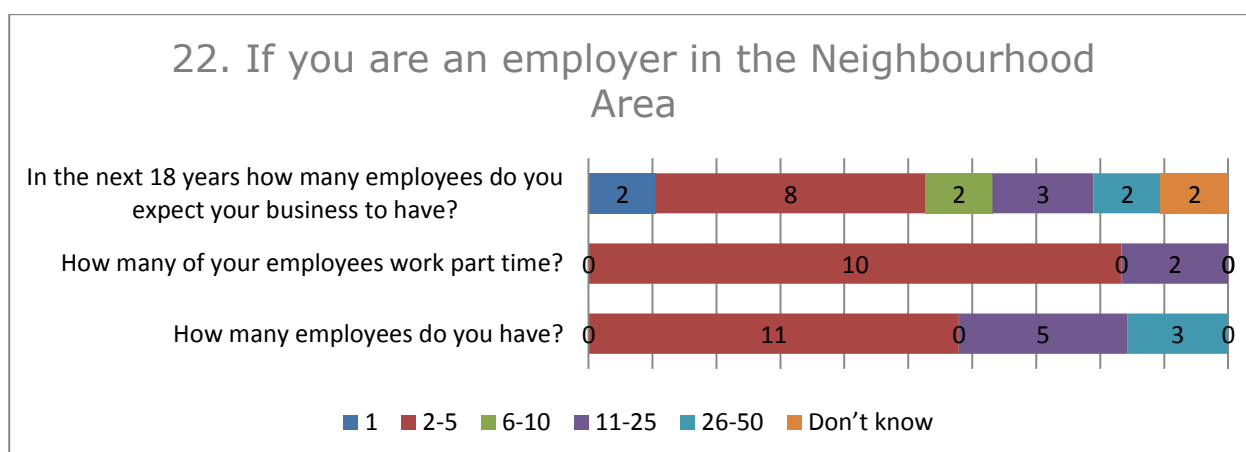
Fifty-one per cent of respondents were retired (reflecting the greater participation of the older age groups in the Residents' Survey). Twenty-eight per cent were in full-time work and 13% in part-time work. Thirteen per cent were self-employed and 7% were employers. Nine per cent worked from home regularly and 8% worked from home sometimes. Six per cent were not seeking paid work and 6% were at home not seeking paid work. Two per cent were carers and another 2% were in full-time education. Fewer than 1 per cent were seeking work.

22. If you are an employer in the Neighbourhood Area ...

This question asked about the number of employees working in businesses in the NA. Nineteen employers responded to this question.

Eleven employers had 2–5 employees, 5 had 11–25, and 3 had 26–50. Ten said that between 2 and 5 of their employees worked part time, and 2 said that between 11 and 25 of their employees worked part time. This means that a minimum of 155 people are employed in local businesses and a minimum of 42 are working part time.

Employers were asked how many employees they expected their business to have in the next 18 years. Two expected to have 1; 8 to have 2–5; 2 to have 6–10; 3 to have 11–25; 2 to have 26–50, and did not know. This means that the forecast future minimum number of jobs in these businesses is 113.

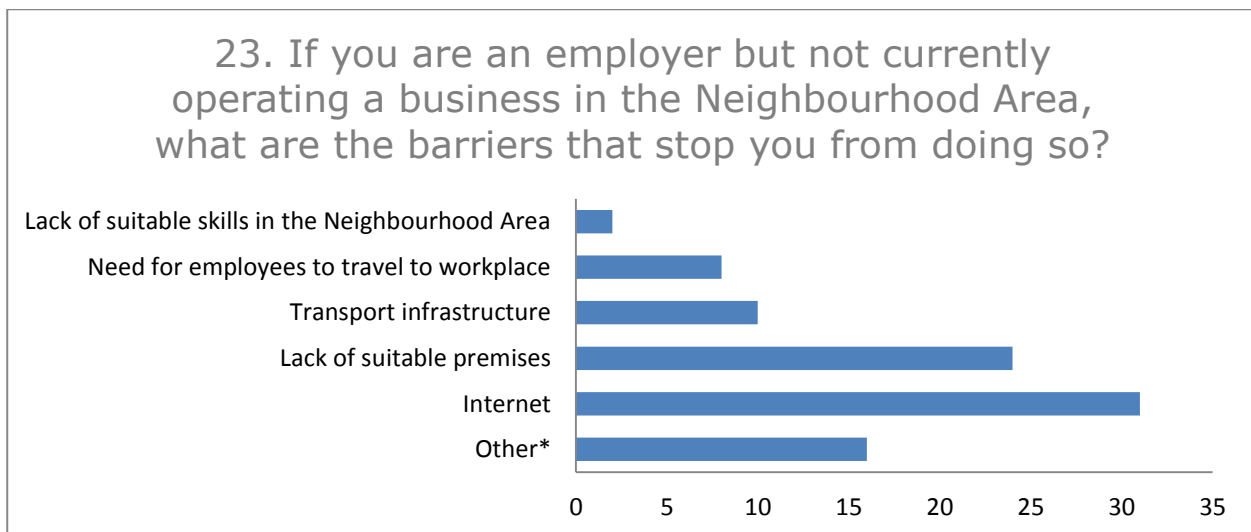


23. If you are an employer but not currently operating a business in the Neighbourhood Area, what are the barriers that stop you from doing so?

Respondents could select more than 1 option in response to this question.

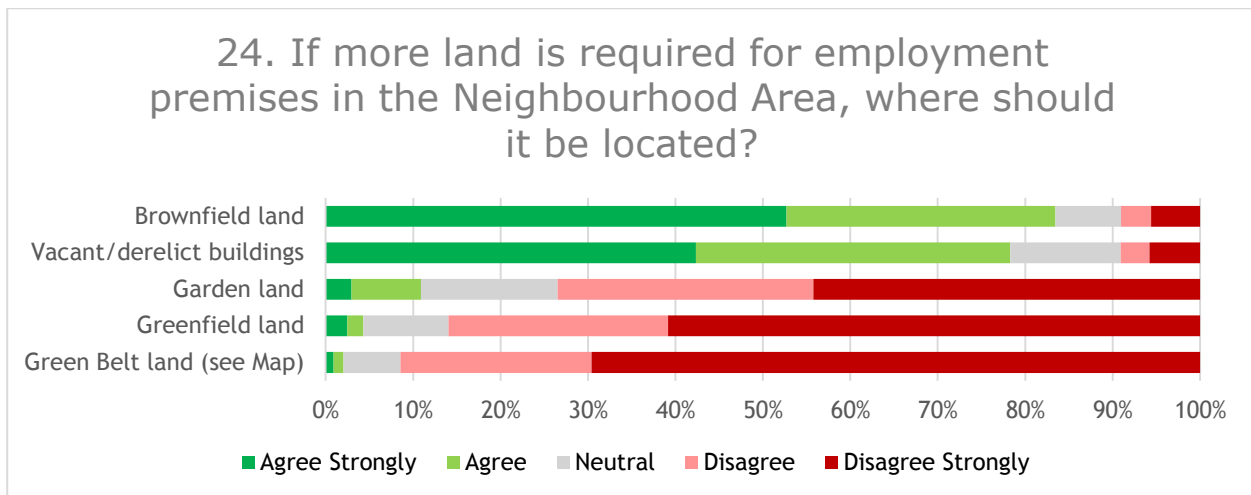
Thirty-one cited internet issues and 24 a lack of suitable premises. Ten cited transport infrastructure and 8 the need for employees to travel to the workplace. Two cited a lack of suitable skills in the NA. Sixteen responded 'other' and stated that their business was not suited to the NA.

Note: Thirty-five respondents identified themselves as employers in Question 21; 18 identified themselves as employers in the NA in Question 22. However, 31 identified themselves as employers not currently operating a business in the NA in Question 23. There is apparent inconsistency in these numbers, indicating that there may be some inaccuracy in how some respondents understood and responded to questions 21, 22 and 23.



24. If more land is required for employment premises in the Neighbourhood Area, where should it be located?

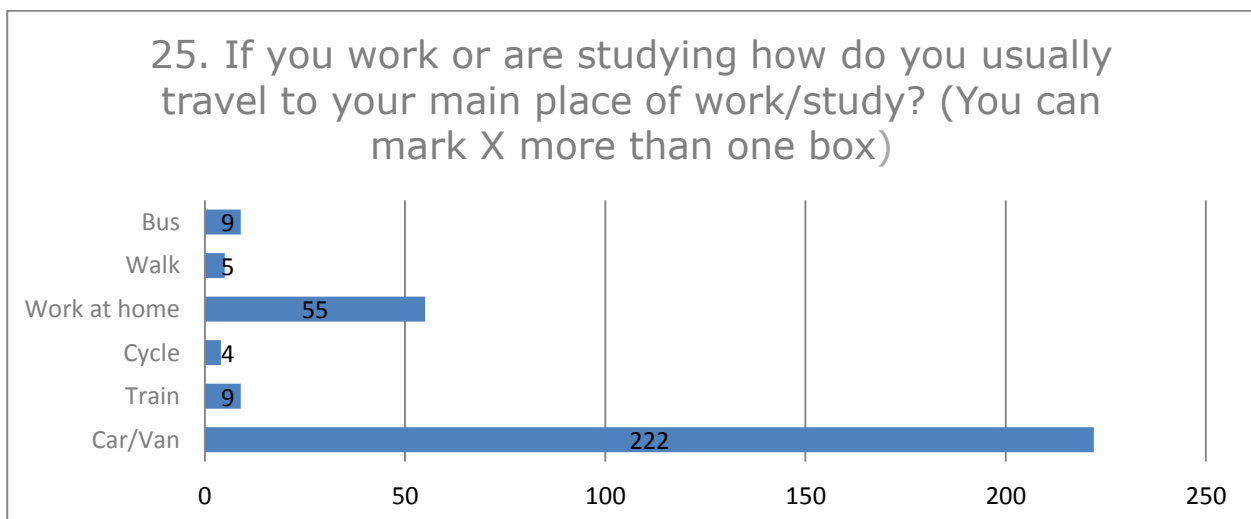
Suitable locations for employment premises were identified as brownfield land by 83% of respondents and vacant/derelict buildings by 78%. Garden land was considered suitable by 11%. Four per cent and 2% felt that greenfield land and Green Belt land, respectively, were suitable locations. These responses are very similar to those in Question 14.



25. If you work or are studying how do you usually travel to your main place of work?

People could select more than one option in response to this question.

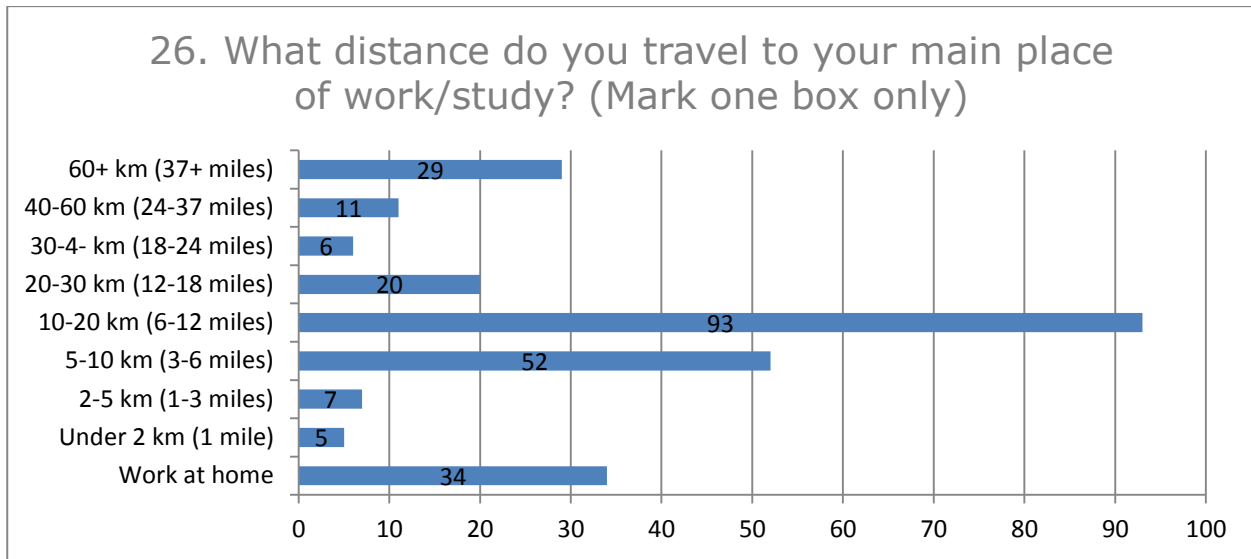
Car/van was the means of travel for 222; 9 each travelled by bus or train; and 5 and 4, respectively, walked or cycled to work. Fifty-five worked at home; this needs to be compared to 34 who responded to Question 26 (main place of work or study) that they worked at home. The additional 21 in this question who work at home may work at home sometimes and normally travel to work.



26. What distance to you travel to your main place of work/study?

This question was answered by 257 people.

Two per cent travelled under 2km and 3% travelled 2-5km. Twenty per cent travelled 5–10km and 36% travelled 10–20km. Eight per cent travelled 20–30km, 2% travelled 30–40km, 4% travelled 40–60km and 11% travelled more than 60km.



27. What is the postcode of the main place where you work or study?

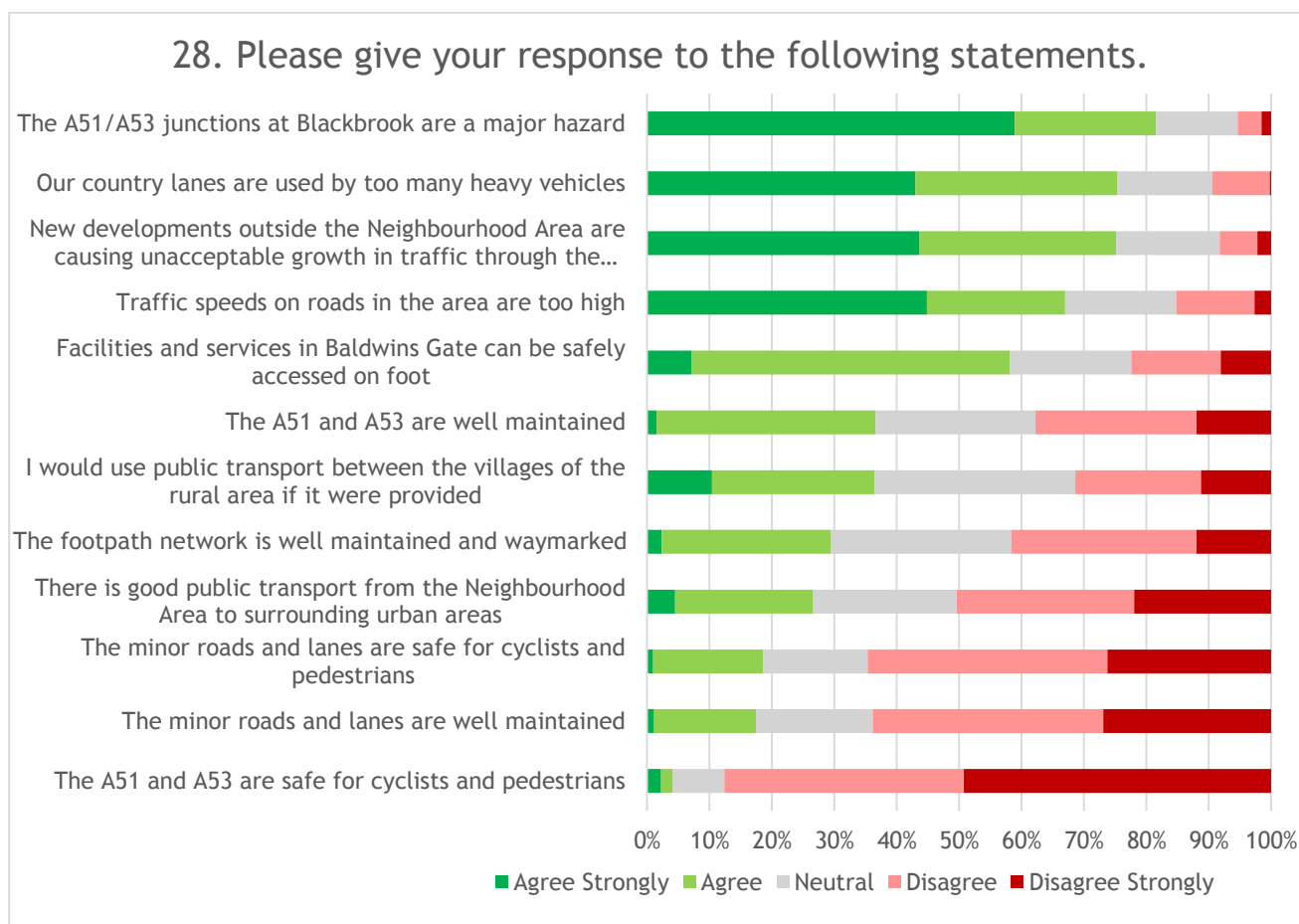
This question was answered by 174 people (note: not all 257 who responded to Question 26 answered the question) and enabled identification of the geographical areas where people work.

Forty-three people (24%) gave a postcode in the NA; 27 of these 43 (16% of the total respondents) worked at home. The remaining 131 (76%) gave postcodes outside the NA, the majority of these being in the urban NuL and SoT areas. Other places of work/study included Staffordshire Moorlands, Stafford, Crewe, Manchester, Wigan, Birmingham, Walsall, Coventry, Dudley, Nottingham, Watford, London and Edinburgh.

28. Highways issues

This question asked about a number of issues relating to the local highways network.

Eighty-two per cent of respondents agreed that the A51/A53 junctions at Blackbrook are a major hazard and 75% each agreed that the lanes are used by too many heavy vehicles and that new developments outside the NA are causing unacceptable growth in traffic through the NA. Sixty-seven per cent felt that traffic speeds on the NA's roads are too high. Fifty-eight per cent agreed that facilities and services in Baldwins Gate can be safely accessed on foot. There was generally low agreement that the highway network is well maintained: only 37% agreed with regard to the A51 and A53; only 30% felt that the footpath network is well maintained and waymarked; and only 18% agreed with regard to the minor roads and lanes. Thirty-seven per cent said that they would use public transport between the rural villages if it was provided; only 27% agreed that there is good public transport between the NA and urban areas. Nineteen per cent felt that the minor roads and lanes are safe for pedestrians and cyclists, and only 4% agreed the same for the A51 and A53.



28a. Do you have any other comments about traffic and transport in the Neighbourhood Area?

This free-text question drew the 154 responses, the largest number of free-text responses in the whole questionnaire. To this can be added 69 comments on highways issues under Question 4a.

The following is a summary of topics mentioned.

Speed limits/traffic calming	62
Traffic volumes/heavy vehicles	25
Maintenance/flooding	20
Junctions	17
Public transport	15
Rat-runs	12
By-pass	7
Cyclists	5
Parking	3
Pedestrians	3
Miscellaneous	9

More detail on each of these topics is provided below.

Speed limits/traffic calming (62)

Lanes	16	Responses mention tractors (7); Aston (4); Maer (4); Manor Road (3); Woodside/Sandy Lane (1); Three Mile Lane (1)
A53 Baldwins Gate	11	'The traffic through Baldwins Gate is too fast. The restriction of speed needs to start earlier.' 'Better signage required at approach from Blackbrook re road from Madeley [Holly Bush Lane] entering from left.'
Speed (general)	9	'I don't think the speed limits are too high, but people still drive too fast.' 'Should be 50mph from Mainwaring to just past roundabout (east).'
Traffic calming	8	'Stableford bridge [railway bridge on A51] speed limit needs to be reduced. Accidents waiting to happen!' 2 comments relate to the A51 (Swan with Two Necks; Weymouth); the others relate to Baldwins Gate and the A53. 'The speed of the traffic in particular heavy lorries is excessive, there is inadequate checking of speeding traffic, and the roads are narrow.' 'Provide an additional pedestrian crossing near Plant & Wilton's.'

Speed cameras	7	5 comments relate to Baldwins Gate and 2 to the Mainwaring Arms 'Average speed cameras are needed at either end of the village as used in Woodseaves on the A519.'
Motorbikes	6	4 comments concern the A51, 2 comments concern minor roads, including Manor Road 'The A51 is used as a motorbike race course – high noise, high speed and highly dangerous. I feel very strongly that more needs to be done.'
Trentham Road	5	These comments relate mostly to the Trentham Road roundabout and traffic speeds down to the Acton junction.

Traffic volumes/heavy vehicles (25)

New developments	12	'Every new house usually produces 2+ extra cars.' 'Traffic passing through our area is major cause for concern. We should have a say in the future development in neighbouring areas.'
A53 general	7	Most comments are about Baldwins Gate. On a general level, 'The road network is not suitable for the volume and speed of traffic. Lack of traffic control in area to accommodate traffic.'
Heavy vehicles	6	Comments include concern about Kier and HS2 construction traffic; 2 comments about heavy vehicles on Manor Road; and 1 comment about the increase of heavy vehicles on the A51.
Severance	2	'Because the main road [A53] in Baldwins Gate divides the village it makes access to shops, surgery, school difficult.'

Maintenance/flooding (18)

Flooding	6	Minor roads – Bent Lane, Manor Road and Maer village – singled out for comment.
Poor maintenance	6	'The road network has received little attention from Highways for many years.'
Ironworks	4	Noise from loose ironworks [in Baldwins Gate]
Footpaths	2	'Footpath [Whitmore] 5 is only for the fittest and even then a hazard.'
Hedges and verges	2	Summer growth on narrow lanes

Junctions (17)

A51/A53 Blackbrook	8	Suggestions for traffic lights, a roundabout, and 30mph limit
Minn Bank/A51	4	'Exiting Minn Bank onto A51 is extremely dangerous. Traffic on this road is much too fast.'
Mainwaring Arms	2	'Before any more houses are built in the area we need

		traffic lights at the cross roads by the Mainwaring Arms.'
Manor Road X-roads	1	'Manor Road to Madeley has no vision either way.'
General visibility	2	'Grass verges near junctions should be cut more often.'

Public transport (16)

To Pipe Gate/Woore	4	'Disappointed with the lack of bus services between Blackbrook and Woore/Pipe Gate. It is difficult for non-drivers to get into local towns.'
To Madeley	3	'Why can there not be a circular bus route between Newcastle, Baldwins Gate and Madeley?'
Service 164	4	Comments about fares, lack of evening and weekend service
Accessibility	5	'If you cannot drive or afford a car in Chapel Chorlton you are trapped.' 'I wouldn't want a bus to come through the village of Aston but one stopping on the main road would be useful.' 'No access to public transport by footpaths [i.e. footways] ... only dangerous road.'

Rat-runs (12)

Sandy Lane/ Woodside	5	Speed limit needed
Hungersheath	3	Speed and weight limits needed
Three Mile Lane	3	Use by heavy vehicles to access M6 at Keele services
General	2	'Too many vehicles using small lanes in villages as rat-runs. Should be discouraged and 20mph limits imposed.'

By-pass (7)

This relates to A53 traffic through Whitmore and Baldwins Gate.

Cyclists (5)

Cycle lanes	3	'Cyclists on A53 to/from Newcastle should be allowed to use the footpath for their safety and that of motorists.'
Hazard to walkers	2	'Large cycling groups are not considerate to walkers.'

Parking (3)

Comments about the need for adequate off-road parking, large vehicles/caravans on domestic frontages, and the school drop-off in Baldwins Gate.

Pedestrians (3)

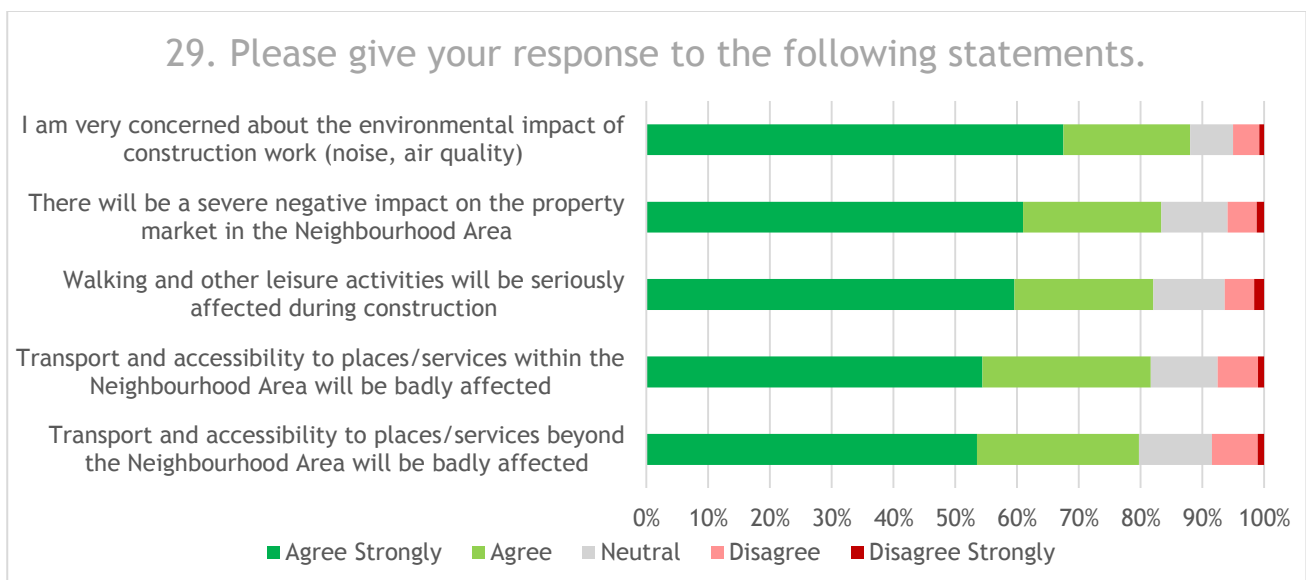
Comments about dangerous places on footways in Baldwins Gate, including: 'Footway through A53 Baldwins Gate is dangerous where the bridge crosses the railway between village store and Fairgreen. Grass verge or fencing should be in place at roadside.'

Miscellaneous (9)

Issues raised include: car pooling; conversion of the Silverdale–Market Drayton line into a walking/cycling route; clutter of too much road signage; mud on roads [agricultural vehicles]; horses on highway, especially A51/53; any future developments to access primary roads only, not lanes, due to traffic volumes; future possibility of reopening Whitmore station.

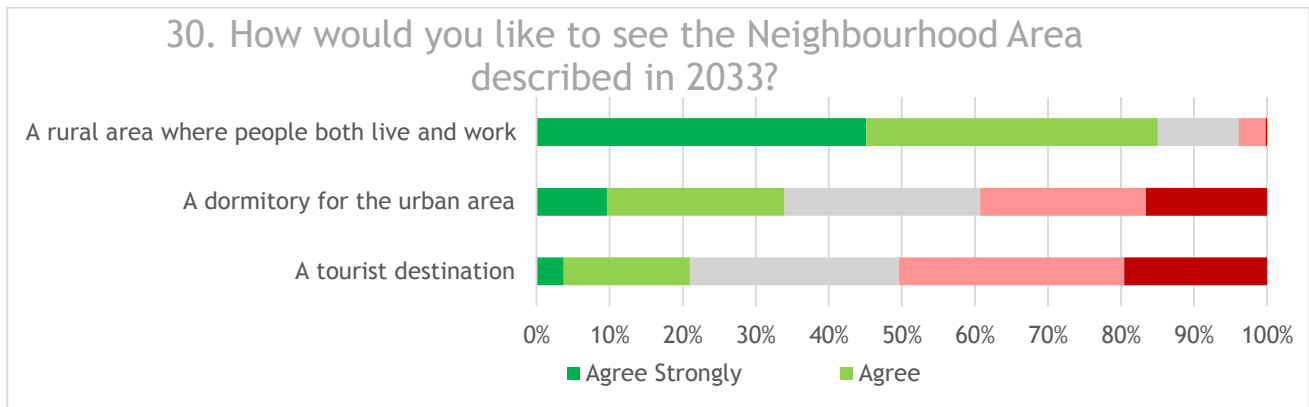
29. High Speed 2 (HS2)

There was a very high level of agreement about the expected negative impact of the HS2 construction project in the NA, ranging from 88% concerned about environmental impact to 80% concerned about transport and accessibility to places and services outside the NA. Impact on the property market, walking and other leisure activities and accessibility within the NA were the other areas of concern.



30. How would you like to see the Neighbourhood Area described in 2033?

There was a high level of agreement (85%) that the NA should be a rural place where people both live and work. Thirty-four per cent felt that the NA should be a dormitory for the urban area and there was 21% agreement with a tourist destination.



30a. Do you want to add any other description [of the Neighbourhood Area in 2033]?

Thirty-one people replied to this question. The words used most frequently in responses were 'community' (9), 'rural' (8), 'country/countryside' (8) and 'local' (7).

'A community – in other words where people use local facilities, schools and if possible work. More use of public transport and bicycles. More buses connecting towns.'

'A place for the locals and others to call home and bring up their families. People who value and enjoy their area look after it.'

'A mix of people who are retired and people who work elsewhere as well as working from home.'

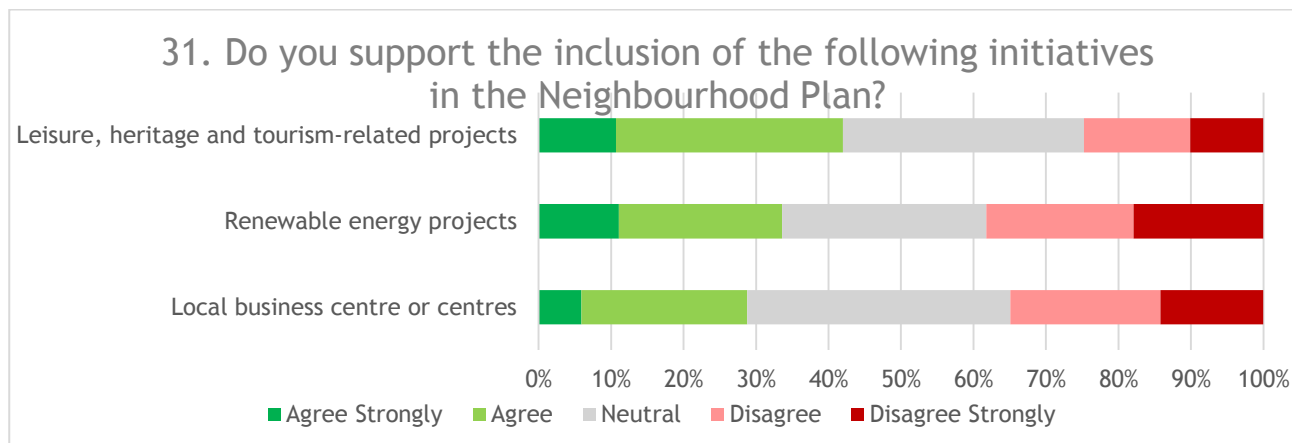
'We need the type of development that encourages community, not the piecemeal type that has cursed Baldwins Gate over the years.'

The responses focus on and highlight value for the rurality of the area, the environment and community. The type and scale of businesses and services in the area should be commensurate with and oriented to the rural location and contribute to the strengthening of community.

A mixed community will include retired people, those working elsewhere and people working locally, including at home. Some comments express a hope for engagement and a sense of ownership of the area. The major economic activity in the area will be connected to agriculture and food production.

31. Do you support any of the following initiatives in the Neighbourhood Plan?

Leisure, heritage and tourism-related projects were supported by 42% of respondents. Thirty-three per cent supported renewable energy projects. A local business centre or centres were supported by 29%.



32. Are there any other key developments or initiatives that you would like to see included in the Neighbourhood Plan?

There were 54 responses to this question.

The following is a summary of topics mentioned.

Transport	13
Business, services, employment	10
No change	8
Renewable energy	6
Infrastructure/communications	6
Community	5
Leisure	3
Affordable housing	2
Miscellaneous	3

More detail on each of these topics is provided below.

Transport (13)

Cycling and footpaths (5): Better provision and general improvement

Bus services (4): Better provision for older people, evening and weekend service

Bypass (3): A53 Whitmore and Baldwins Gate

Single track lanes (1): Passing places

'The control of traffic throughout the neighbourhood and more walkways and paths.'

'Improve the bus service and smaller vehicles to transport elderly/children to school.'

Business, services and employment (10)

Agriculture/rural business (4): Youth employment, rural employment grants, development of rural businesses.

Shops and services (3): More/better shops in Baldwins Gate, GP surgery open all day

Business centre (3): Office space for modern needs, broadband, impact on residents

'I would like to see some initiative to encourage the 18 plus age group who do not go on to university or further education, to be able to live and find work. i.e. low cost single bedroom housing and local help with transport.'

'Encourage small rural businesses to compensate for the decline of agriculture.'

'Farming activity centres educating the community about rural business and projects.'

No change (8)

Renewable energy projects (6)

4 responses express concern about size/location: 'Concerned that unsuitable areas maybe selected for renewable energy projects.'

2 responses are opposed.

'I am not opposed to small projects of renewable energy.'

'Renewable energy projects - depends what they are.'

Infrastructure/communications (6)

1 comment on need for improved infrastructure.

5 complaints about internet/broadband.

'Our local infrastructure would need more development to sustain further development, prior to any further expansion.'

Community (5)

3 mentions of community projects involving the environment, community cohesion or church-/village hall-based activities.

'Community led projects - tidy streams / renovate waste land.'

'A village that retains its "identity".'

Leisure (3)

2 mentions of sport: community sport (1); shooting and archery (1)

1 response critical of the inclusion of leisure with heritage and tourism in Question 31: 'leisure could be to do with sports for locals whereas tourism is suggesting groups from outside the village'.

Housing (2)

Both mention need for affordable housing

Miscellaneous (3)

The general tenor of responses is the need to retain the character of the area.

'As with all these developments, it depends on the scale and how they're operated. I'm not against development per se but wouldn't want the whole character of the area to be changed.'

33. To which age group do you belong?

See the chart in the introduction to this report for a breakdown of the age groups of respondents and comparison to age groups recorded in the NA at Census 2011.

34. What is your gender?

Sixty-five per cent of respondents were male and 33% female; 2% preferred not to answer. This compares to the 50:50 male–female ratio recorded at Census 2011.

35. Do you consider yourself to have a disability?

Nine per cent of respondents identified as having a disability.

36. If yes, what is the impact of your disability?

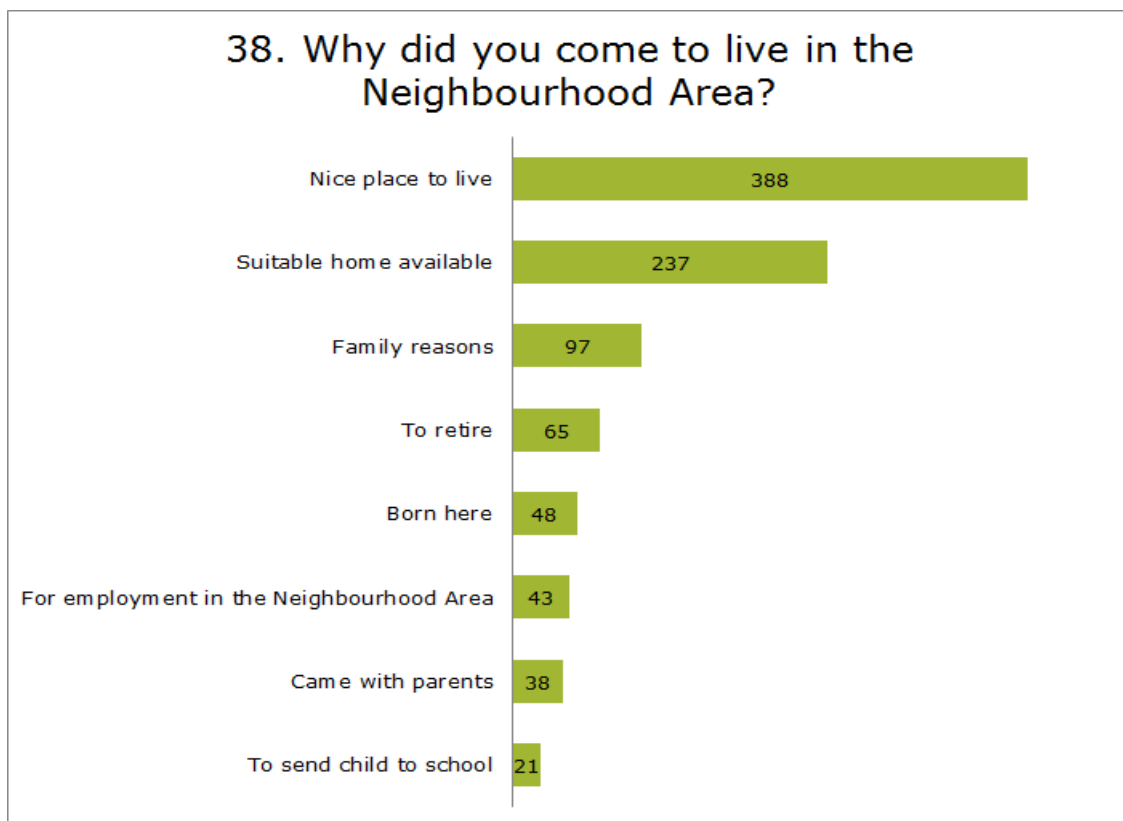
Thirty-nine people (7%) responded to this question. Twenty-three responses mention mobility (including transport) and walking issues. The 16 other responses mostly mention health conditions that would also have an impact on mobility (inc. transport) and walking.

37. What is your housing tenure?

Ninety-five per cent of respondents owned their home. The remaining 5% lived in privately or socially rented homes, or were living rent free or in shared ownership homes.

38. Why did you come to live in the Neighbourhood Area?

Respondents could select more than one answer to this question.

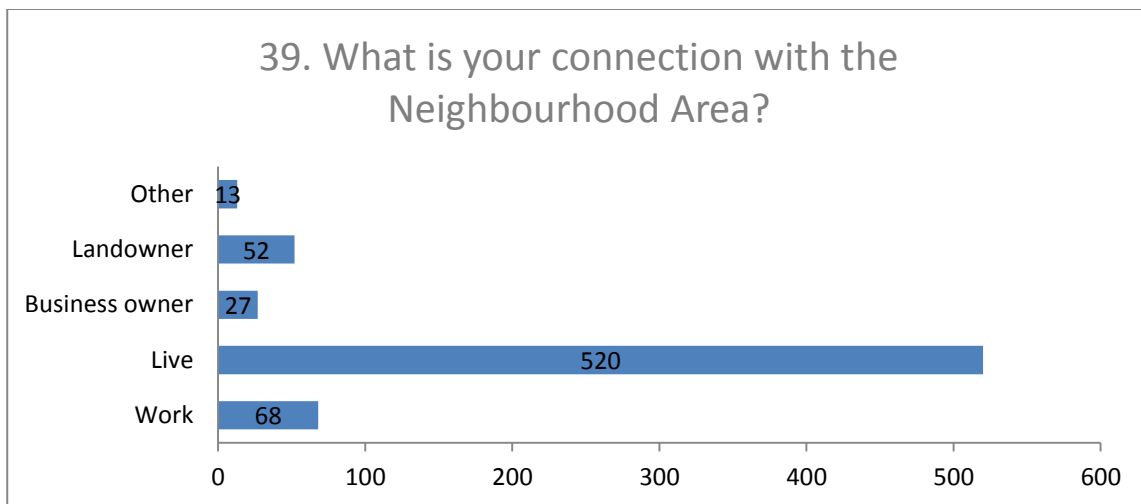


Seventy-two per cent had chosen the NA as a 'nice place to live', and 44% because a suitable home was available. A variety of family connections to the NA were: family reasons, 18%; born in

the NA, 9%; came with parents, 7%. Twelve per cent had chosen the NA as a place to retire to, while 7% had come for employment in the NA. Four per cent had come to the NA as a place to send their child to school.

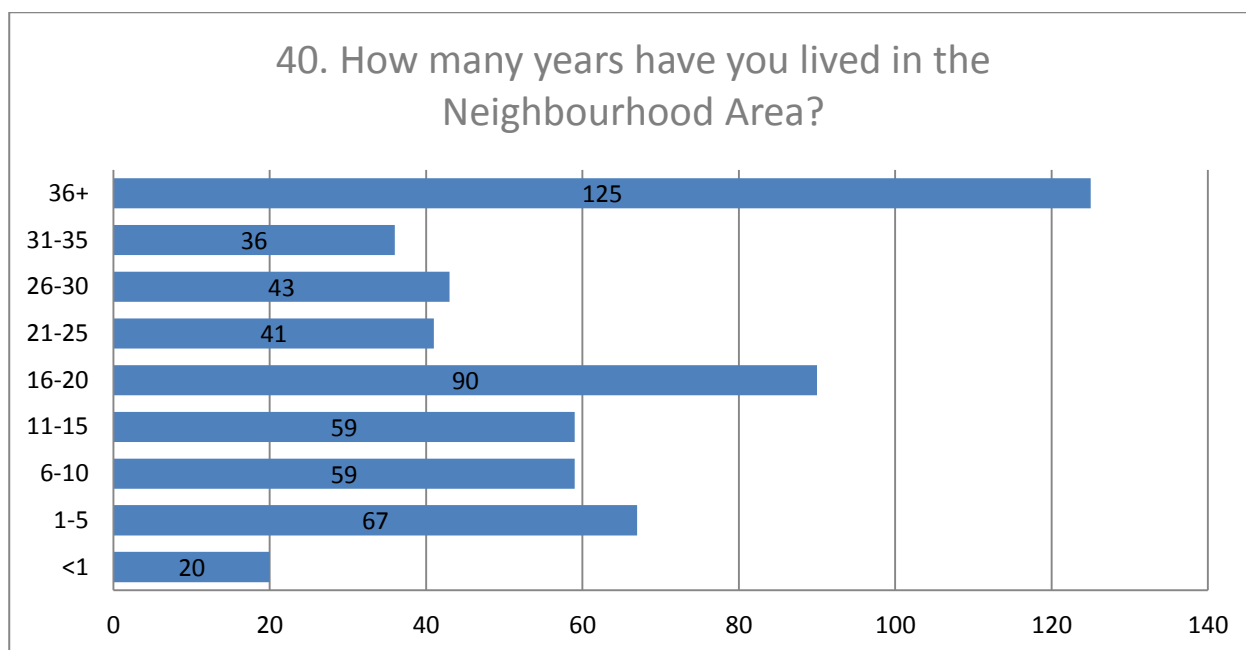
39. What is your connection with the Neighbourhood Area?

Respondents could select more than one answer to this question. Thirteen per cent identified that they worked in the NA. Ten per cent identified themselves as landowners and 5% as business owners.



40. How many years have you lived in the Neighbourhood Area?

The NA has a very high proportion of long-term residents. Twenty-four per cent of respondents have lived in the NA for more than 36 years; 15% for 26 to 35 years; 25% for 16 to 25 years; 23% for 6 to 15 years; and 17% for up to 5 years.



41. What is your postcode?

Respondents were asked to provide their postcode and this was used to validate the completed questionnaires. Postcodes were also used to identify the number of responses received from the different settlement areas of the NA.

<i>Chorlton parish</i>		<i>Maer parish</i>		<i>Whitmore parish</i>	
Chapel Chorlton	21	Aston	47	Acton	18
Hill Chorlton	18	Blackbrook	34	Baldwins Gate	196
Stableford	3	Maer	27	Butterton	15
		Willoughbridge	16	Madeley Park Wood	58
				Whitmore	73
	42		124		360
	(8%)		(24%)		(68%)