

Presentation to Forum 11th May 2013 Review of Housing and GBBR survey



Who answered the survey

- There were 609 of which 502 were fully complete which means they answered questions which “required” an answer.
 - 4, 5, (the “WHAT” accommodation questions)
 - 8, 9, 10, 11 (the GBBR questions)

For a sample size of 10,000; 400 responses are required for a margin of error of 5%.

E.G.- a result rated 3.4 could mean 3.23 to 3.57

Ref: www.surveymonkey.com

$$n = N / (1 + N(e)^2);$$

where n = the number of respondents,

N = the population size, and

e = margin of error.

Population Size	±3%	±5%	±10%
1,000	525	285	90
3,000	810	350	100
5,000	910	370	100
10,000	1,000	400	100
100,000	1,100	400	100

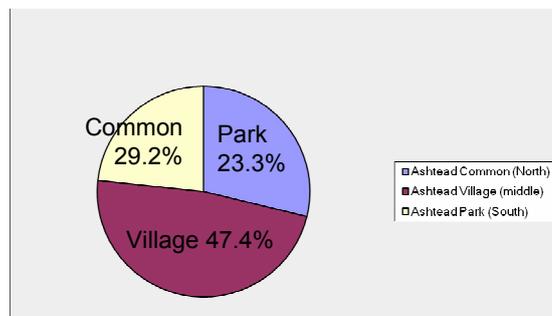


Where did answers come from

Source	No of responses
Direct mail list from about 400 email addresses who said they were interested	210
Facebook (all female responses; not 1 male)	27
Link on website	135
3 rd Party organisations (ARA etc)	175
Hard copy	62

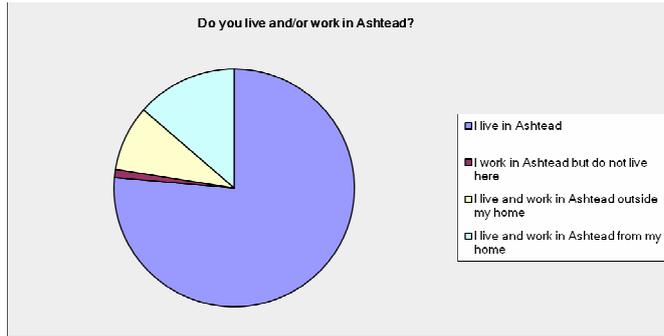
Responses from Wards

Answer Options	Response Percent	Ashtead's Actual population by ward
Ashtead Common (North)	29.2%	30%
Ashtead Village (middle)	47.4%	42%
Ashtead Park (South)	23.3%	28%



Do you live and/or work in Ashtead?

Answer Options	Response Percent	2011 Census
I live in Ashtead	77.7%	
I work in Ashtead but do not live here	1.0%	
I live and work in Ashtead outside my home	8.4%	
I live and work in Ashtead from my home	12.6%	6.7%



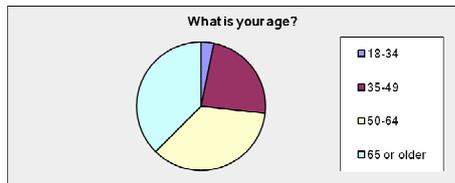
Either the number working at home is
 - Distorted through demographic?
 - Doubled in 2 yrs?
 - Answered differently for different surveys?



What is your age?

Answer Options	Response Percent	2011 Census
18-34	3.0%	19%
35-49	22.6%	37%
50-64	35.2%	17%
65 or older	39.2%	26%

2001 Census	
16-19	3%
20-29	15%
30-39	22%
40-49	28%
50-59	25%
59+	7%



50+ has increased from 32% to 43% of population

50- has decreased from 68% to 57%

Number in work is reducing.

The response of 18-34 years olds in our survey is too low and very little meaningful data can be interpreted from it.

We got 15 people answering. 19% of the population is about 3000 people.

A sample size of 100 would give a margin of error of 10%.



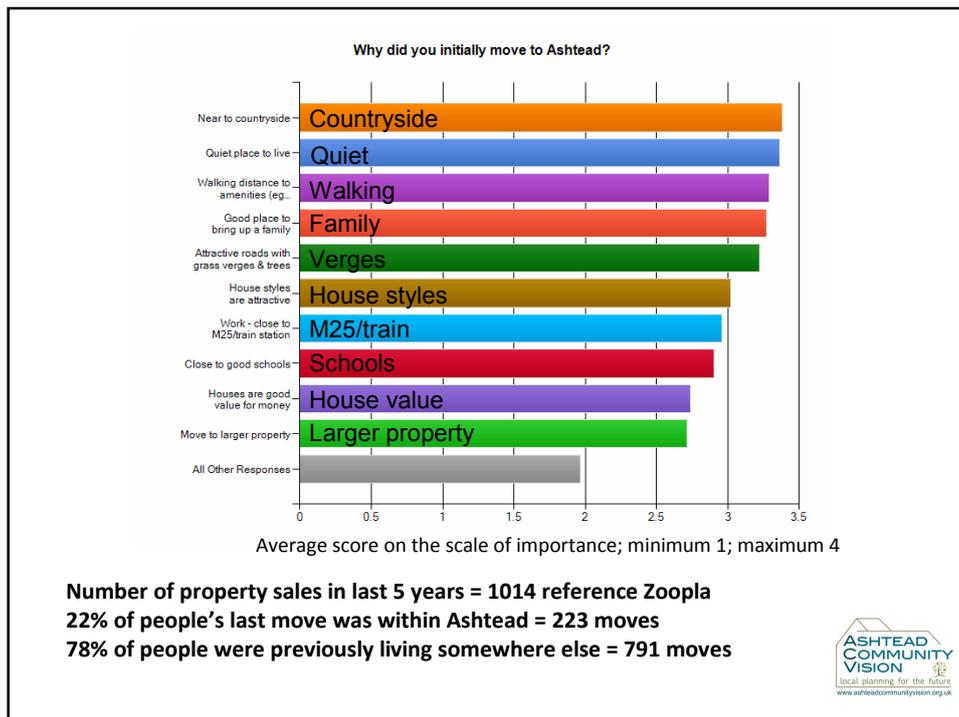
What is your gender?

Answer Options	Response Percent	Representative
Male	50.5%	48%
Female	49.5%	52%



Why did people choose Ashtead?

- The following slides use “ranking”.
- Ranking gives the average score for each feature
Points as follows
 - Not important = 1
 - Not very important = 2
 - Fairly important = 3
 - Most important = 4



- ## Why moved to Ashtead
- Most people scored all categories which means there are close to 500 responses on each parameter.
 - The least important
 - Near to family
 - Retirement
 - Move to smaller dwelling
 - Most important
 - Bring up a family
 - Near countryside
 - Quiet place to live
 - Walking distance to amenities.
 - Attractive grass verges and trees
-

125 people added free text comments under “Other” reason

The size of the word reflects the number of times it was written

Showing 28 Most Important Words and Phrases

Airports **Ashtead** Child Church Community
Easy Access **Epsom Family** Freeman's School Friends
Green BELT **House** Larger **Lived London M25**
Married Nearer Needed Parents Partner **Place of Work** Quiet
Raised **Reasonable** Surrey **Village Atmosphere** Wanted

From this analysis the social network stands out in words such as Ashtead, Church, Community, Epsom, Family, Friends, Lived, Married, Place of Work, Village Atmosphere as reasons for moving to Ashtead. After that, the word “House” stands out.



Survey dwelling size preferences

- Some people gave more than one option so for 600 responses we got 911 answers. We didn't/can't eliminate so we just take them all.
- We total up the number of bedrooms across all housing types and compare to the current housing available (figures taken from census 2011).



Survey dwelling size preferences

Answer Options	0 bed	1 bed	2 bed	3 bed	4 bed	5+ bed
Flat	15	2	28	20	4	2
Retirement apartment	10	4	33	18	1	0
Retirement bungalow	9	6	36	25	3	0
Warden supported accommodation	10	5	22	5	1	0
Sheltered accommodation	10	6	9	1	1	0
Nursing home	11	6	4	2	1	0
Bungalow	10	2	23	36	2	0
Terrace house	11	1	13	7	3	0
Semi-detached	9	1	21	30	10	0
Detached	8	0	15	68	55	17
No intention of moving ever (just tick the number of bedrooms in your current dwelling)	6	3	31	61	108	50
Survey future required amount	109	36	235	273	189	69
Survey response percent	12%	4%	26%	30%	21%	8%
2011 Census data actual amount	15	412	929	2045	1548	690
Census data percent	0.3%	7%	16%	36%	27%	12%
Ratio of percent	40	0.57	1.62	0.83	0.78	0.60

Example
 $8\% = 0.08$
 $12\% = 0.12$
 $0.08 / 0.12 = 0.666...$ (Note: The image shows 0.60, which is likely a rounded or specific calculation based on the 'Survey response percent' and 'Census data percent' for the 5+ bed category.)

Survey dwelling size preferences

	0 bed	1 bed	2 bed	3 bed	4 bed	5 and 5+ bed
Ratio of percent	40	0.57	1.62	0.83	0.78	0.60

- The ratio of people wanting 1,3,4, and 5+ bedroom houses is below 1 compared to existing dwellings – not required
- The ratio of people wanting 0 and 2 bedroom dwellings is above 1 compared to existing dwellings – required.
- Just these figures say build 0 and 2 bedroom accommodation but.....

Survey dwelling size preferences

Answer Options	0 bed	Percent of responses
Flat	15	21
Retirement apartment	10	15
Retirement bungalow	9	11
Warden supported accommodation	10	23
Sheltered accommodation	10	37
Nursing home	11	45.8
Bungalow	10	13.7
Terrace house	11	31.4
Semi-detached	9	12.7
Detached	8	4.9
No intention of moving ever (just tick the number of bedrooms in your current dwelling)	6	

Looking at requests for zero bedrooms, the data is odd because even for detached homes, there are 8 requests for zero bedrooms.

We believe these answers are errors because respondents ticked the first box they came to, perhaps not realising the column headings; or they meant to write "no new houses".

Therefore we revise the conclusion.

The survey highlights a clear over-demand for 2 bedroom accommodation.



Survey dwelling size preferences

Answer Options	Response Count
Flat	71
Retirement apartment	66
Retirement bungalow	79
Warden supported accommodation	43
Sheltered accommodation	27
Nursing home	24
Bungalow	73
Terrace house	35
Semi-detached	71
Detached	163
No intention of moving ever (just tick the number of bedrooms in your current dwelling)	259

Although 163 answered "Detached", this is most likely to aspirational rather than need because the majority are already likely to be accommodated to a reasonable degree.



Survey dwelling size preferences

Answer Options	Response Count
Flat	71
Retirement apartment	66
Retirement bungalow	79
Warden supported accommodation	43
Sheltered accommodation	27
Nursing home	24
Bungalow	73
Terrace house	35
Semi-detached	71
Detached	163
Total answers	652

The shaded beige area amounts to 312 out of 652 (48%) who intend to move, requesting dwellings that the older population may prefer reflecting the demographic that answered the survey.



Ashtead vs Mole Valley dwellings

	Ashtead dwellings now	Ashtead Now %	Mole Valley %	What the no of 2 bed dwellings would be if it mirrored MV %	Differences	%
0 Bedrooms	15	0%	0%	15	0	0%
1 Bedroom	412	7% *	13%	412	0	7%
2 Bedrooms	929	16%	23%	1400	461	23%
3 Bedrooms	2045	36%	34%	2100	0	33%
4 Bedrooms	1548	27%	20%	1548	0	26%
5+ Bedrooms	690	12%	10%	690	0	11%
	5639	100%		6195		

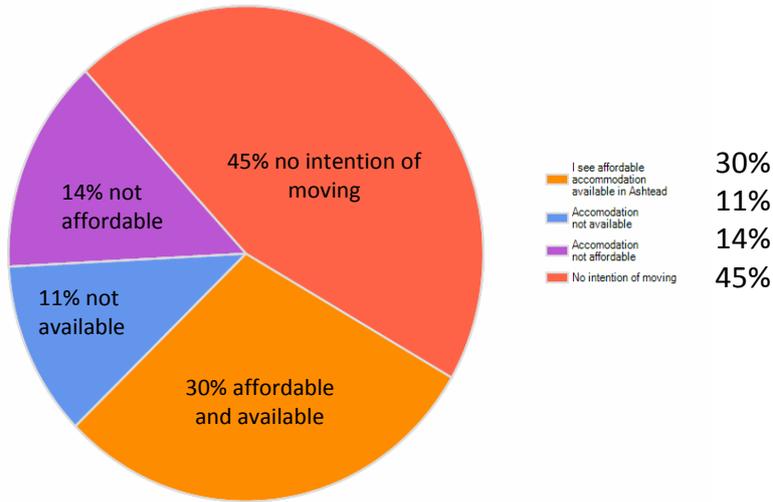
Its not surprising that the survey showed demand for 2 bed accommodation when you see the shortfall versus MV.

The MV figure of 23% is below the South East figure for 2 bed at 26%

* MV have enough 1 bed accommodation elsewhere



Do you see the accommodation you want within Ashtead or will you probably move away?



From history, these movers represent 22% of house moves within Ashtead. They are likely to find things more affordable than 18-34 year olds. We have hardly any 18-34 year olds in this survey, which may mean the “not affordable” percentage is low.



Affordability in Ashtead – source Zoopla

Property type	Avg. current value	Avg. # beds
Detached	£701,036	4.0
Semi-detached	£397,018	3.3
Terraced	£345,236	2.8
Flats	£253,348	2.0

Nov 2012 average Mole Valley salary £34,268 (Government Nomis data)

A couple both earning this amount could possibly borrow $5 \times 34,268 = £171,340$

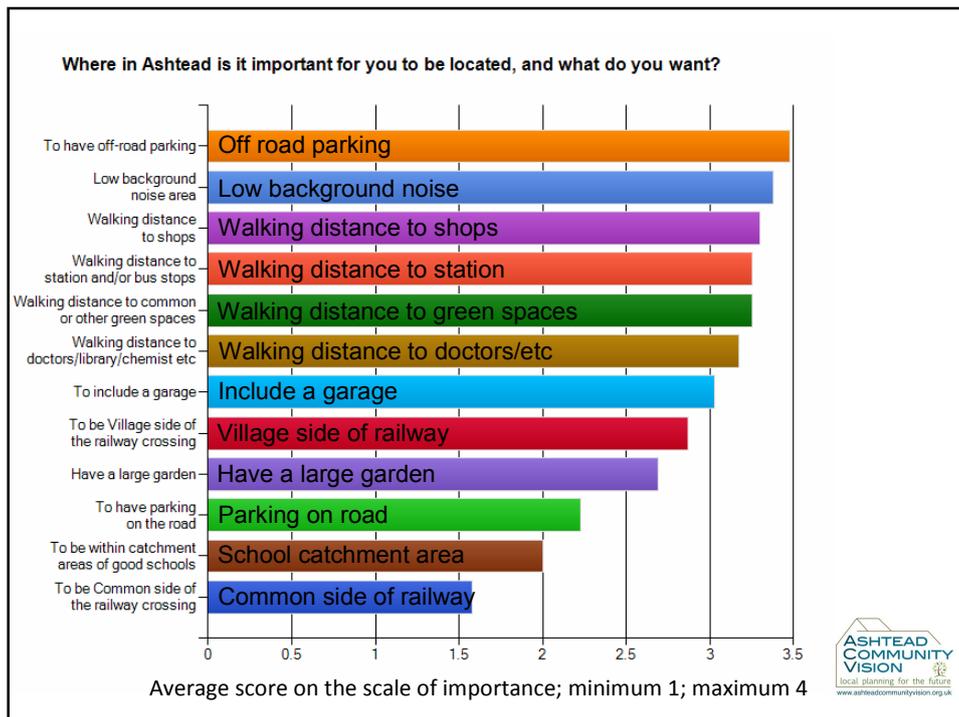
Meaning a couple on average salary still require an additional £80K of equity to buy a 2 bed flat of average value. $£253,348 - £171,340 = £82,008$

Workers travelling from outside Ashtead causes parking problems, stress and tiredness from commuting. When these service providers finally get a job nearer to their home they'll resign from Ashtead to reduce their travelling expenses and increase their quality of life.

Ashtead needs nurses, teachers and other service providers, happy to serve the population of Ashtead, on whose services we will depend more and more as the demographic of Ashtead of the working age population gradually reduces.

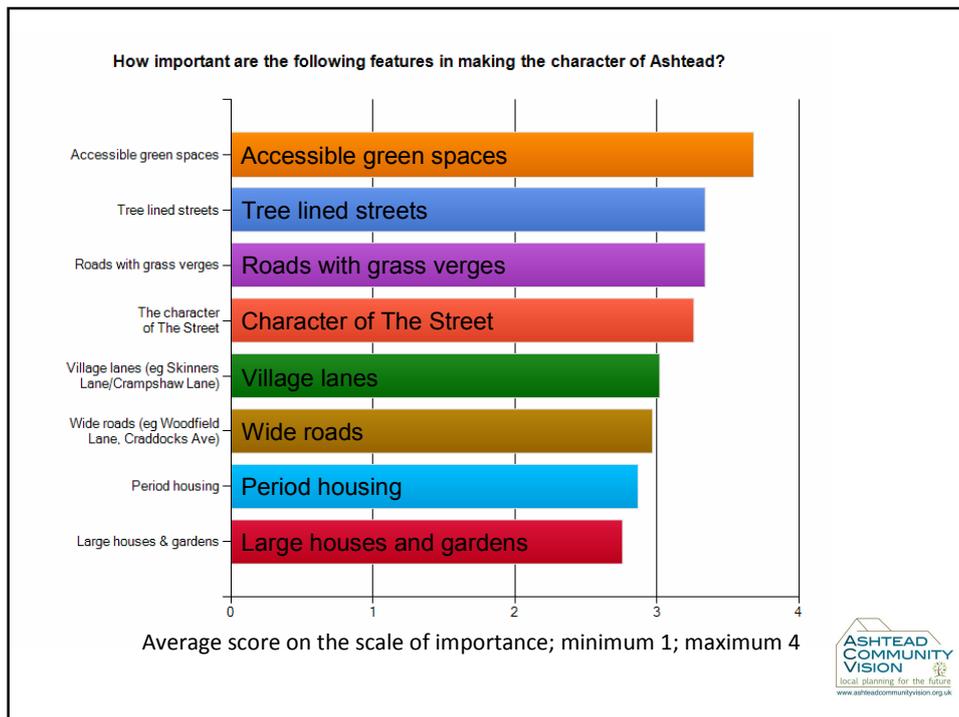
Ashtead needs affordable homes to provide services for its existing population.





WHERE?

- Most popular responses are
 - To have off-road parking
 - Low background noise
 - Walking distance to amenities
- Least important factors are
 - Be common side of railway line
 - Be in good schools catchment area
 - To have to park on the road



Conclusions Housing

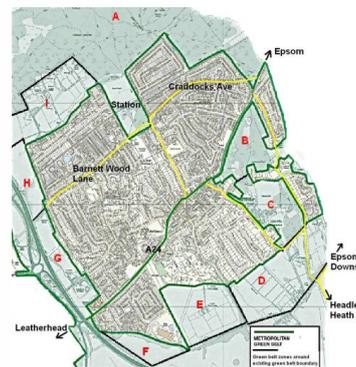
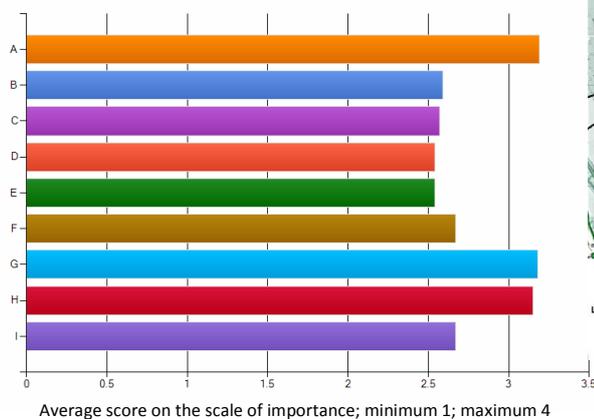
- When given the choice, most residents would prefer to be central to the village. Probably the ideal spot would be off Woodfield Lane and in-between Craddocks and The Street.
- If more 18-34 year olds had answered maybe school catchment areas would of been higher importance.

GBBR

- The following slides use “ranking”.
- Ranking gives the average score each area of green belt achieved. Areas got points as follows
 - Doesn't prevent merging = 1
 - Slightly prevents merging = 2
 - Strongly prevents merging = 3
 - Essential to prevent merging = 4
- Theoretical maximum average score would be 4 when 100% of respondents ticked “Essential”
- Theoretical most negative score would be 1 when 100% of respondents gave it the lowest contribution

Merging

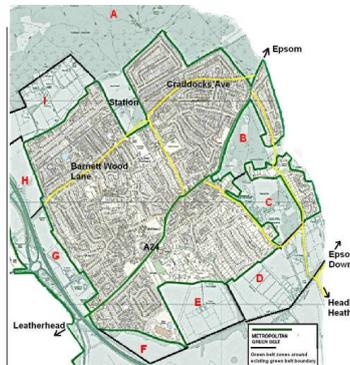
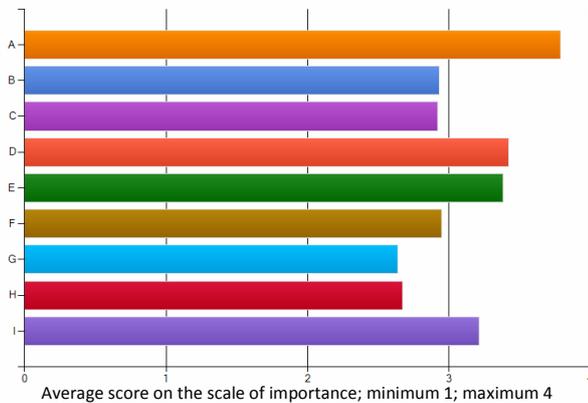
To what degree does each of these areas (labelled A to I), prevent Ashted merging with neighbouring towns? Please as minimum indicate the highest and lowest degree (indicate 2 areas of A to I).



**A, G and H are seen to prevent merging most.
All others are broadly equal.**

Encroaching

To what degree do these areas (A to I) assist in safeguarding the OPEN countryside from encroachment? Please as minimum indicate the highest and lowest degree (indicate 2 areas of A to I).

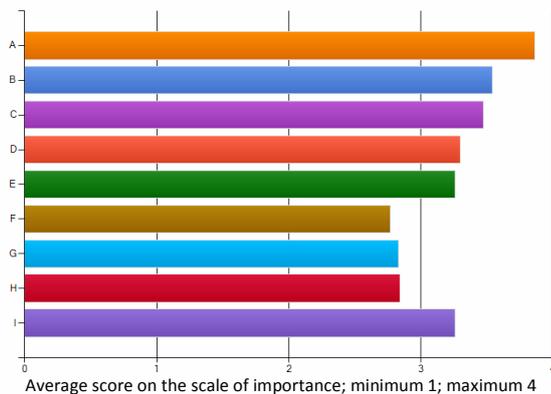


A, D, E, and I are seen to prevent encroachment.
B, C and F are second
G and H are seen to prevent encroachment the least.



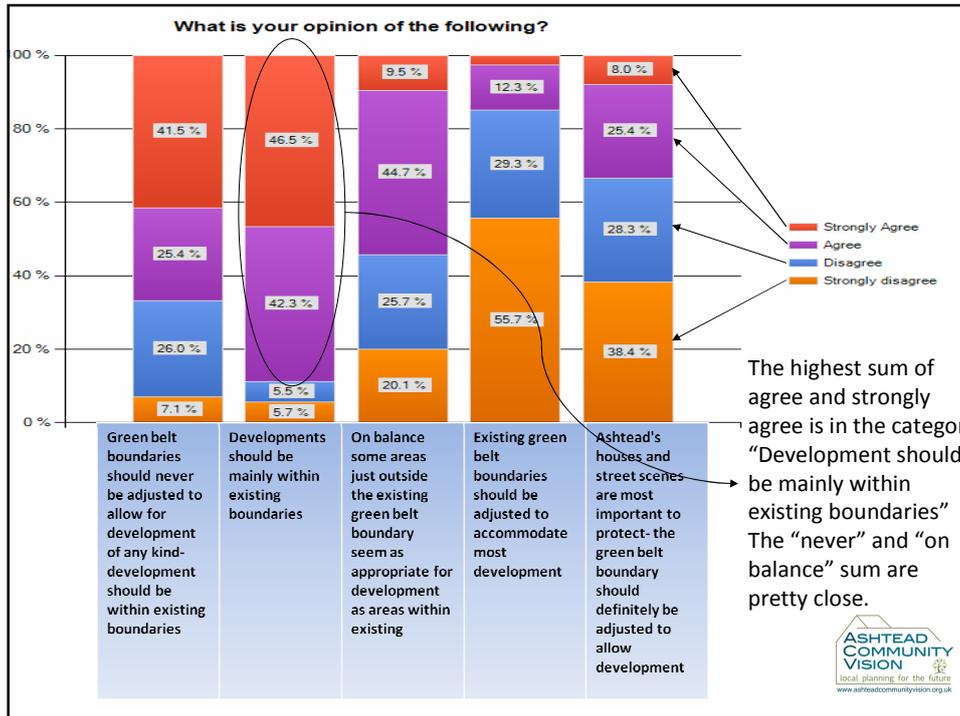
Setting and Character

To what degree does each area (A to I) preserve the setting and special character of Ashted? Please as minimum indicate the highest and lowest degree (indicate 2 areas of A to I).



A, B and C dominate the contribution to "Setting and Character" of Ashted
D, E and I come second.
F, G and H are seen to contribute the least.





Concluding GBBR remarks

- The opinions expressed by residents were personal and do not include a full assessment of noise levels, pollution, infrastructure. So these views are the principal guiding preferences and a sustainability study must be carried out for all areas.

Concluding GBBR remarks

- Each parameter; merging, encroachment, and setting are given equal weight.
- Our survey says
 - A, D, E and I prevent encroachment
 - G and H prevent merging
 - B and C create the setting and character.
 - Leaving F as the GB area with the least contribution to these surveyed values.

Conclusion Housing and GBBR

- The survey results on where to put accommodation (central, low noise etc), completely contradicts the part of the green belt that residents would be most happy to give up; area F (not central, next to motorway).

Survey feedback

- During the course of the survey, we had a number of concerns expressed.
- The following slides outline the concern and our response.
- To prevent delay, Forum need to understand and support the reassurance given.

Feedback 1

- Concern; City of London Corporation claimed that we had the Green Belt boundary wrong and that GB zones B and C were owned by C of L.
- Answer; ACV have been in contact with the landowner and will seek to address his concerns within the next stages of the process.
- Closed.

Feedback 2

- Concern; Landowner of Pleasure Pit Lane Nursery complained the small parts of GB he owned were not being assessed.
- Answer; ACV have been in contact with the landowner and will seek to address his concerns within the next stages of the process.
- Open.

Feedback 3

- Concern; Some of the questions, particularly those regarding boundaries were phrased badly, making the meaning obscure. Providing a considered answer was not always possible.
- Answer; Thanked and ACV struggled with the description ourselves, and decided on this after taking advice from Mole Valley planners and the Forum in total before releasing the survey
- Closed.

Feedback 4

- Concern; the NPPF has 5 categories of GB, whereas the ACV survey only 3 categories. The 2 missing refer to “unrestricted sprawl” and “re-cycle derelict land”.
- Answer: ACV did not include these categories because it wouldn’t help distinguish between GB areas because
 - Any proposal would include the retention of a green belt boundary to restrict sprawl.
 - Ashtead has an existing green belt boundary which encourages the development of derelict land within the GB boundary.
- On-going; reply to be sent.



Feedback 5

- Concern; the NPPF category for encroachment uses “countryside” whereas ACV used “open countryside” giving a different meaning and possibly opening any conclusions up to challenge.
- Answer
 - We feel the views we gained are relevant.
 - In future we’ll re-assess the use this word.
- On-going; reply to be sent.



Feedback 6

- Concern; the NPPF category for setting uses “historic” whereas ACV left this word out and possibly opening any conclusions up to challenge.
- Answer: ACV did not use historic because Ashtead is not considered a historic town.
- Even so, ACV did canvas opinion on Ashtead's character and setting.
- On-going; reply to be sent.



Next steps

- Close out feedback with Forum support.
- Continue to gather evidence and information. to estimate the housing requirement of Ashtead.
- Consult landowners for deliverability of land.
- Do a sustainability appraisal of deliverable land and green belt areas.
- Make proposal; how many; what and where.

