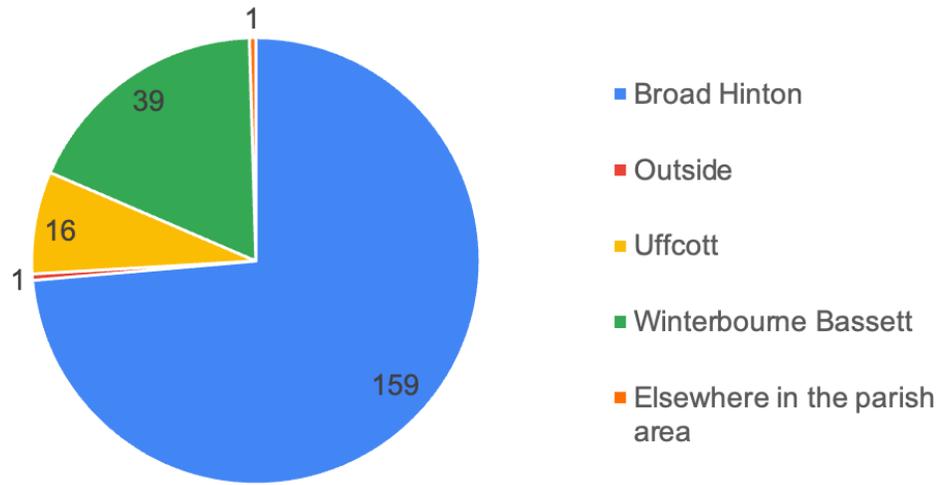






About the questionnaire

**Questionnaire response distribution**



**216 questionnaires were received** (112 paper and 104 online)

**53 pages of comments**

The responses represented **542 people in total out of 809 residents** (Census 2011) – **66%**

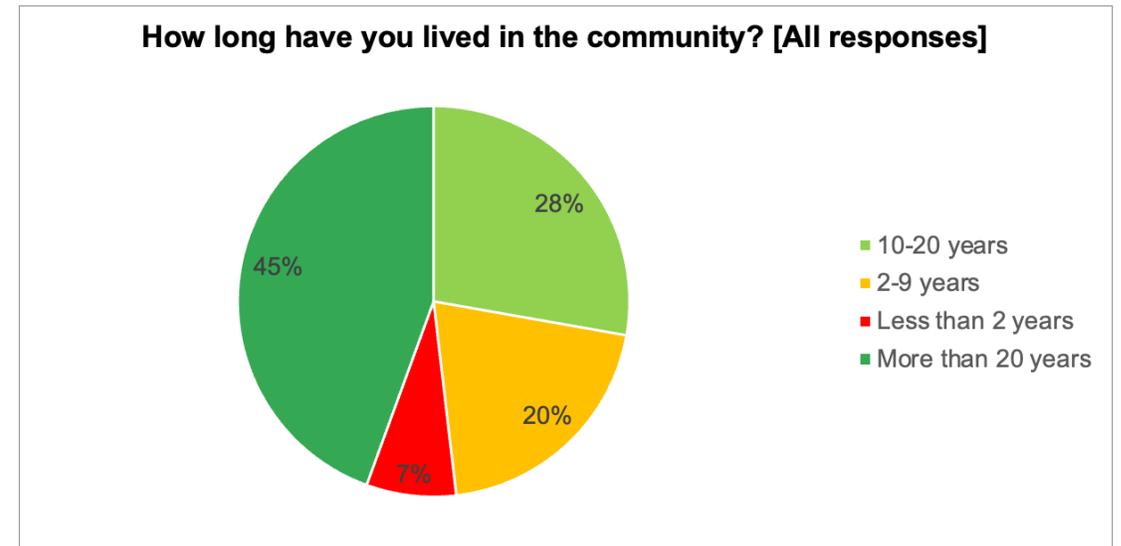
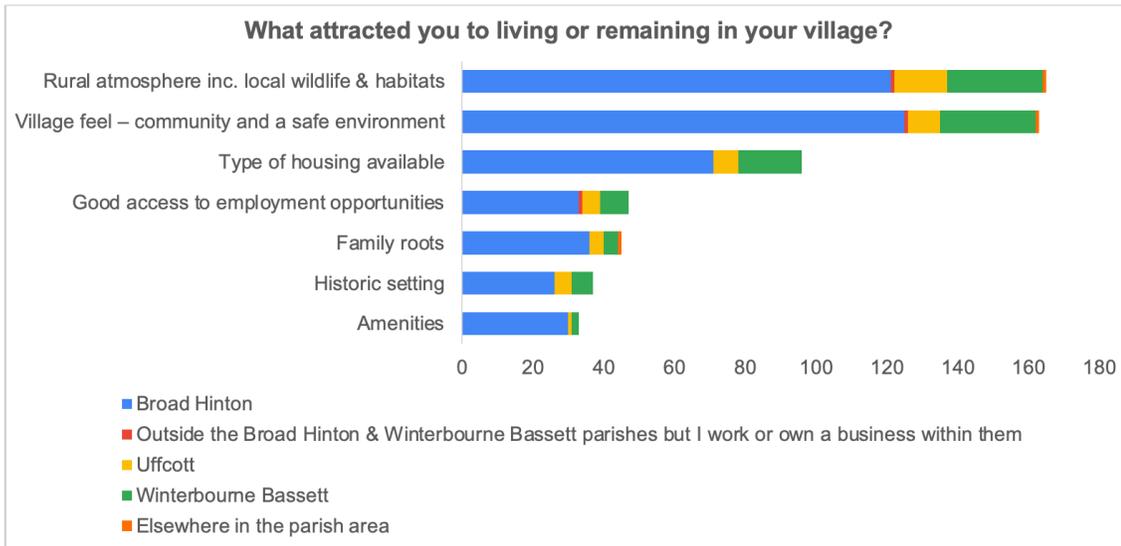
Questionnaire ran between 21st July and 11th September 2022

Paper copies were distributed to every household and business in the Neighbourhood Plan Area

An online questionnaire was also made available

The questionnaire was publicised in the Local News, Facebook groups, Village Hall and Parish Council websites, and the Village Hall e-news

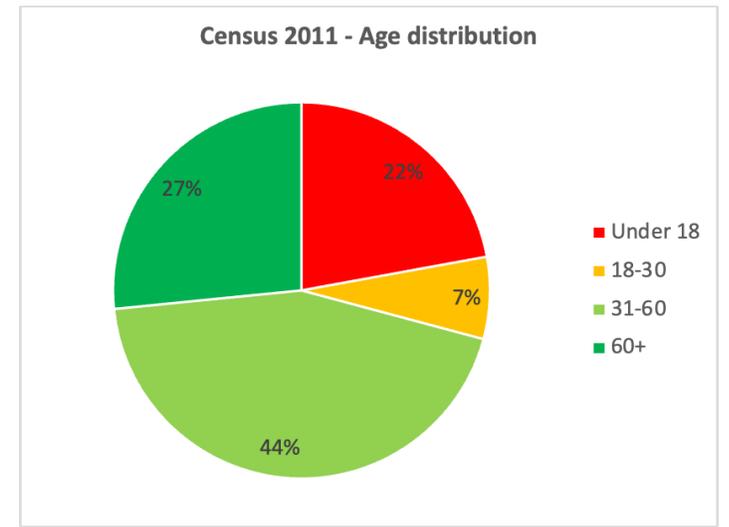
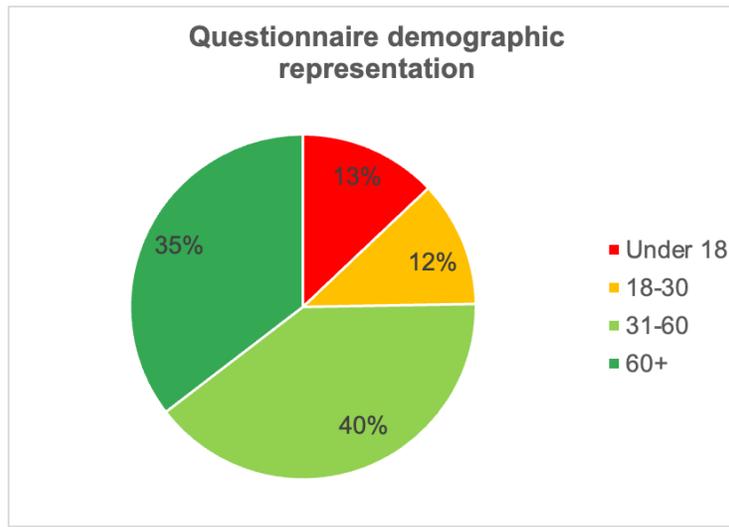
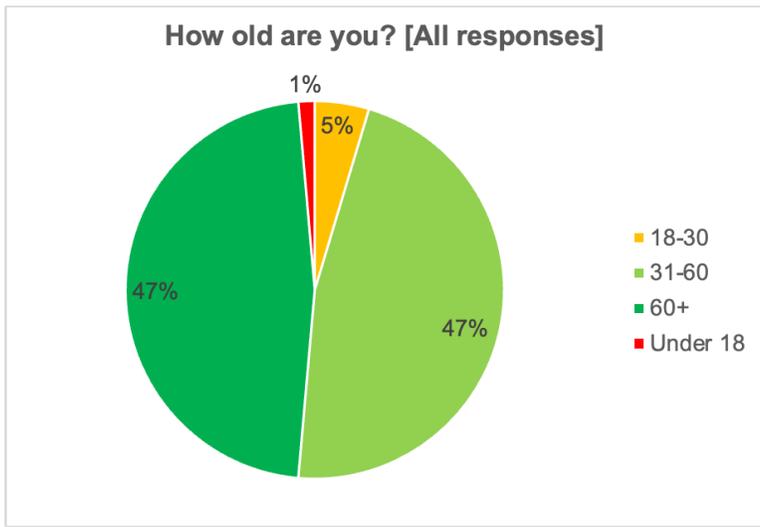
A. Information about your household



Majority of respondents were attracted to their village due to the rural atmosphere, village feel and type of housing available

Other reasons that people gave were the school, work and M4 access, the pub and shop, the village hall, and equestrian facilities

Majority of respondents have lived in the villages for over 10 years with 45% over 20 years



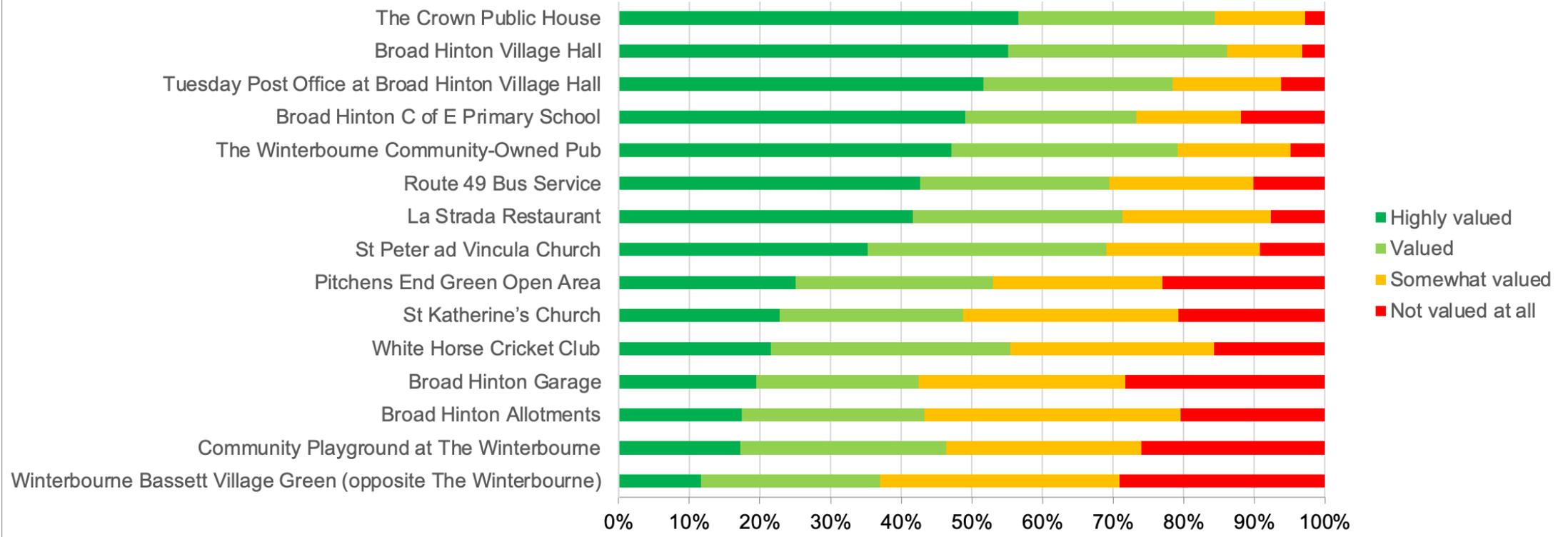
Majority of respondents (94%) were either in the 31-60 or 60+ groups

Respondents also provided the age of household members, if submitted on behalf of the whole household

Questionnaire responses were reasonably representative of our community

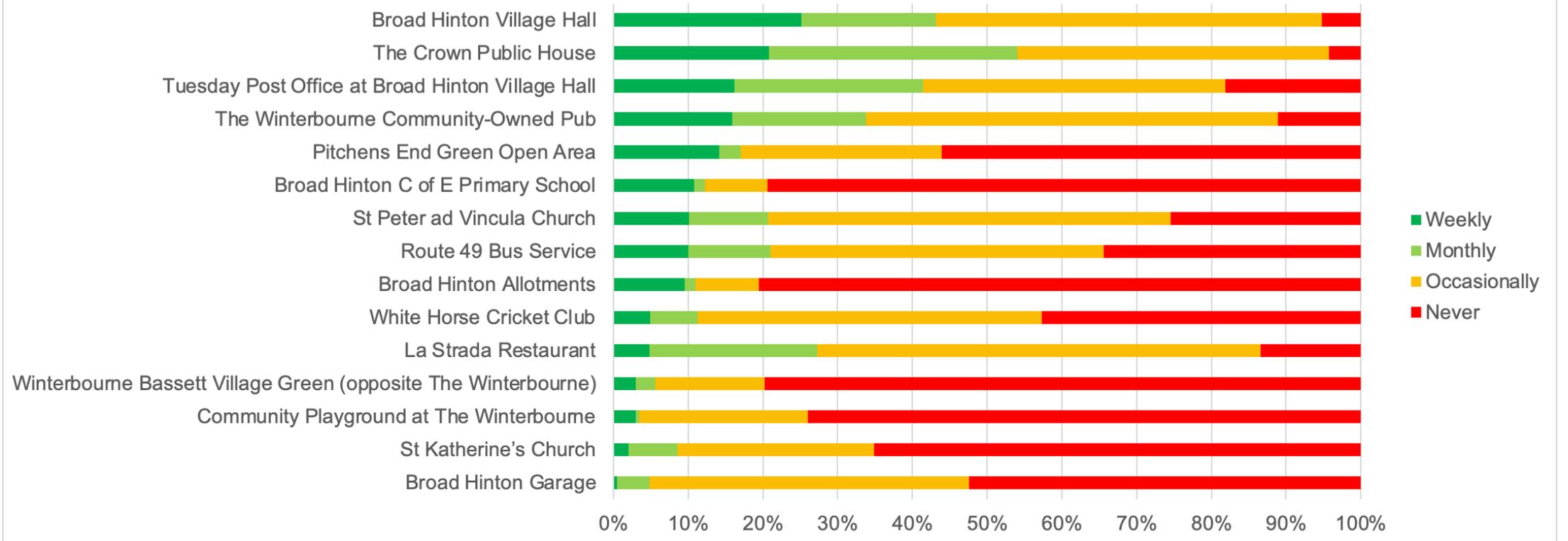
B. Creating a vibrant community

### How much do you value our community amenities now, or might do in the future? [All responses]



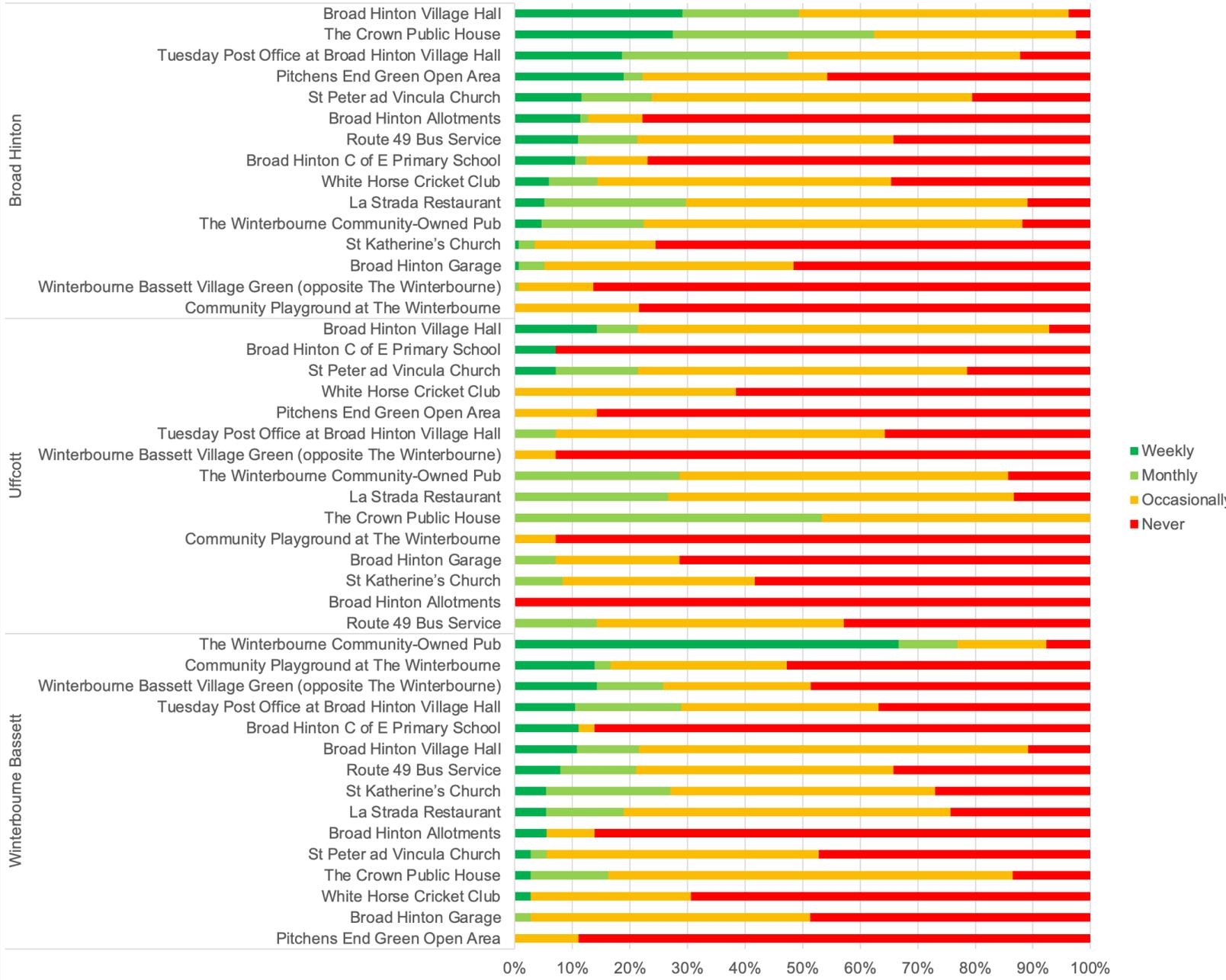
Majority of respondents value most of our community amenities, with the pubs, village hall, post office and school being the most valued.

### How often do you use these community amenities, or might do in the future? [All responses]



Usage of community amenities depends on which village you live in...

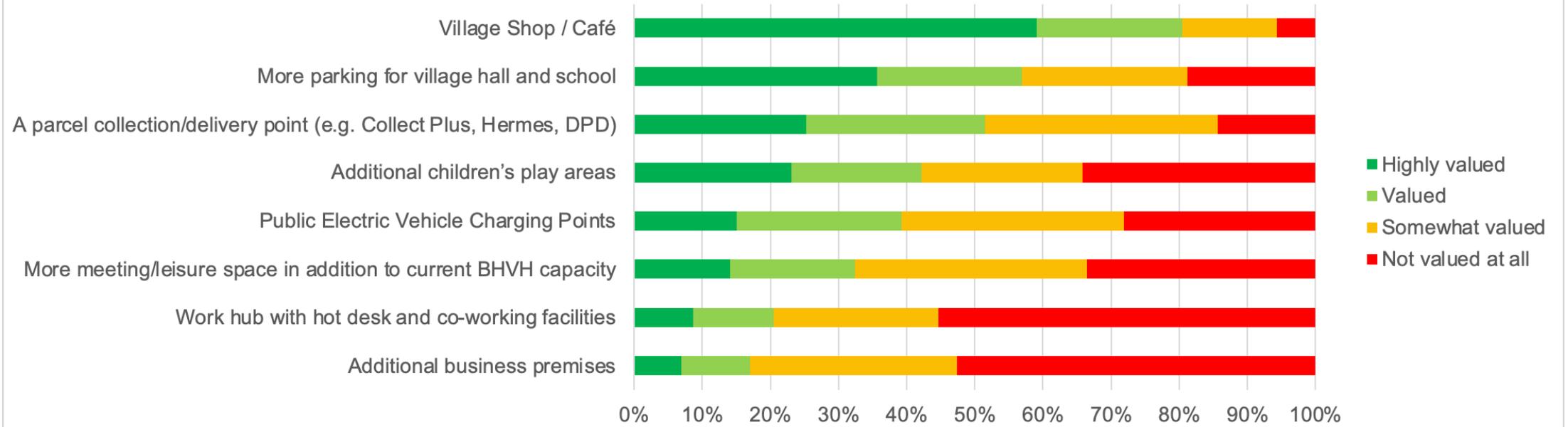
How often do you use these community amenities, or might do in the future? [All responses]



Broad Hinton and Uffcott respondents tend to use The Crown, the village hall, La Strada and St Peter's church most often

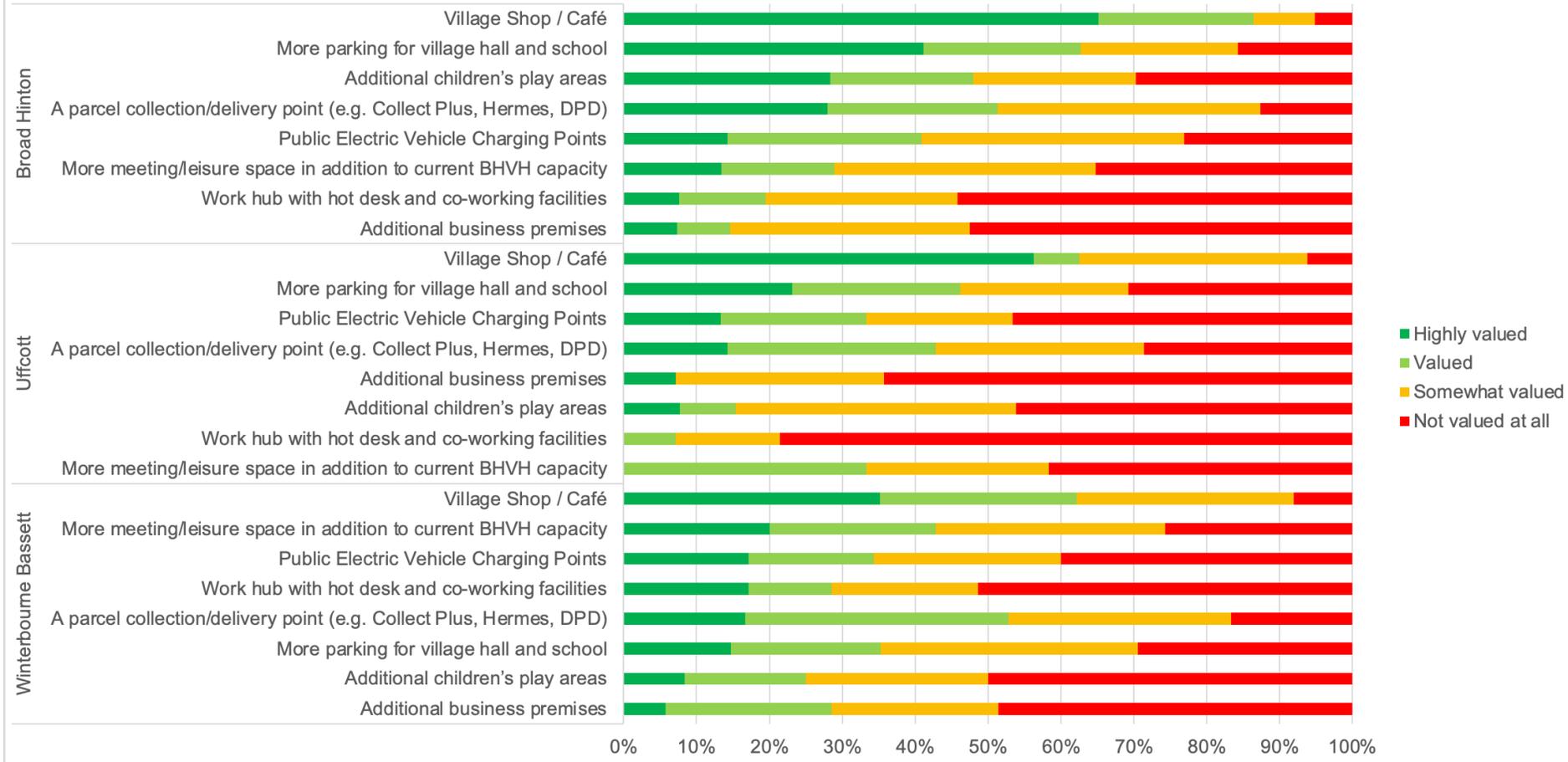
Winterbourne Bassett respondents tend to use The Winterbourne, community playground, village green and St Katherine's church more

### Which community amenities that we could develop, would you value and support? [All responses]



Most valued new amenities would be a **village shop/café**, more **parking for the village hall and school**, and a **parcel collection/delivery point**

### Which community amenities that we could develop, would you value and support? [Grouped by village]



Most valued amenities is consistent across the villages

## Shop/cafe

Loss of the shop/post-office in Broad Hinton is felt keenly and the desire for a village shop and/or cafe is the most frequently mentioned theme in the questionnaire responses

Community-run shop/café or have a shop/cafe as part of the offering at The Crown

“Hub” that brings together several amenities and creates a social centre for the community

Recognition of the challenges: financial sustainability, possible threat to pubs and coffee mornings, impossible to compete with supermarkets (and deliveries) on staples so need to provide something more special

Community owned and run enterprise may increase the feasibility

*“One of the biggest mental health issues is loneliness, and if we can build our village around the idea of creating connection at every point that would be great”*

## Post Office

Post Office is highly valued

Requests were made for its availability to be extended and more opening hours for a post-office counter service

## Other amenities

Each of the following was mentioned as potentially new amenities:

- Sports facilities: new clubhouse at WHCC, petanque, tennis, multi-use artificial surface court, more evening fitness classes
- Doctor's surgery
- Dry-cleaning service / drop off
- Fuel station
- Work hub
- Outdoor space: community garden or orchard, playground, dog-walking areas

Several contributors mentioned the benefits of using/developing existing buildings, such as the churches and pubs, for multiple uses. There is no village hall in Winterbourne Bassett and there was mention that this would be welcomed

*“A community garden/woodland with fruit trees that can be planted and evolve over the years to provide a beautiful outdoor space”*

## Children & Young Families

After the village shop, the most popular topic in the written responses was the need for a playground in Broad Hinton, possibly on the green in Pitchens End

Young parents also feel the loss of the baby/toddler group and would be keen to see it revived

There was also mention of the youth club and somewhere for teens/pre-teens to meet free of charge

Both communities raised concerns about lack of central play areas for children

For Winterbourne Bassett, it was unclear if people could use the play facilities at the pub without using the pub itself

*“It’s a very lonely place to live for a new mum.  
The baby club is no longer running and the only  
way to meet other families now is by driving into a  
nearby town”*

## Village Hall

Much praise for the village hall and the volunteers who run it – it is clearly very much appreciated

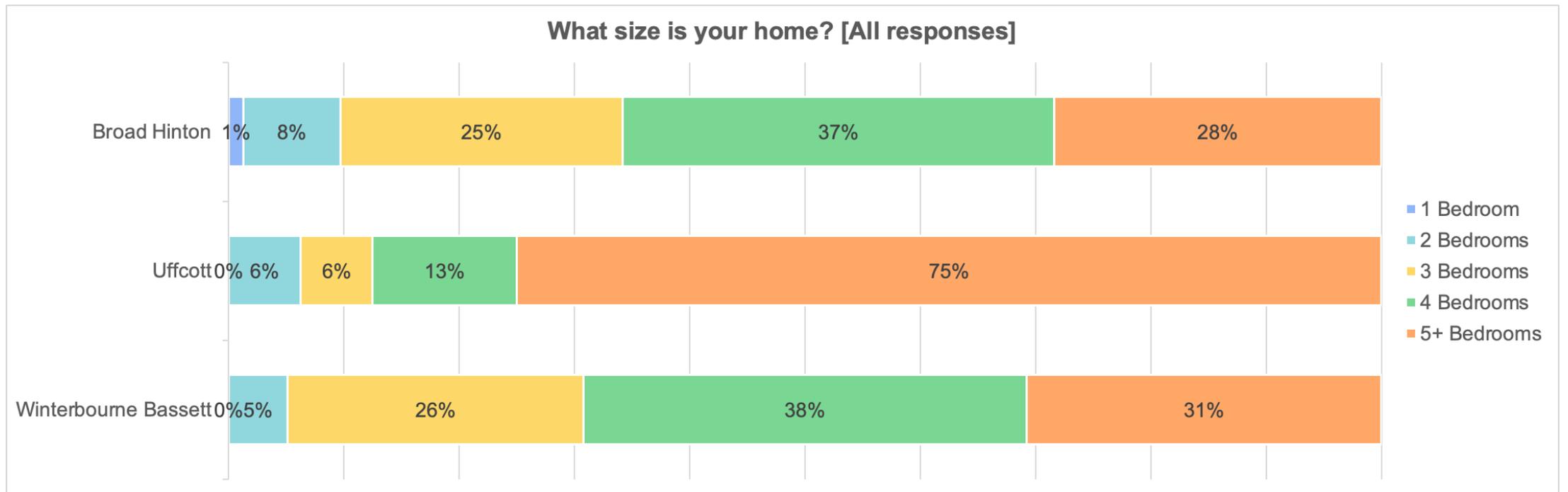
Popular ideas - more fitness/exercise classes, with more art/craft and music activities also mentioned by multiple contributors

Other suggestions - short-mat bowls, gardening club, men's shed club, community social events in and out of working hours, bingo, karaoke, more film nights with more modern films, more pop-up restaurants, cafe and book exchange, occasional fund-raising events, bookable IT hub with hot desk and printer

A number of contributors mentioned a willingness to help run some of the above activities

*“The village hall committee does an excellent job of running the village hall”*

## C. Sustainable Development

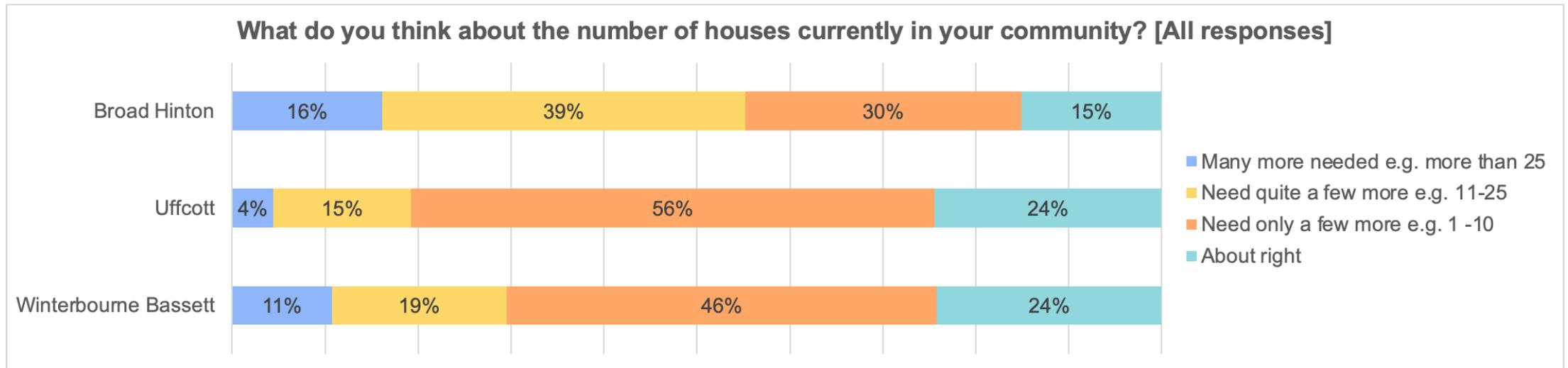


There is a wide mix of house sizes across the villages

Majority in Broad Hinton being 4 and 5+ bedrooms at 37% and 28% respectively

Winterbourne Bassett being similar at 38% and 31% respectively

75% of Uffcott respondents having larger 5+ bedroom houses



**Mixture of opinions** across the villages on the current number of houses

Majority thought Broad Hinton needed either **quite a few more (39%)** or **only a few more (30%)**

For Winterbourne Bassett and Uffcott the majority opinion was that we need **only a few more with 46% and 56%** respectively, with the next largest opinion for both being that the current number was about right (24%)

What do you think about the number of houses currently in your community? [Grouped by village]

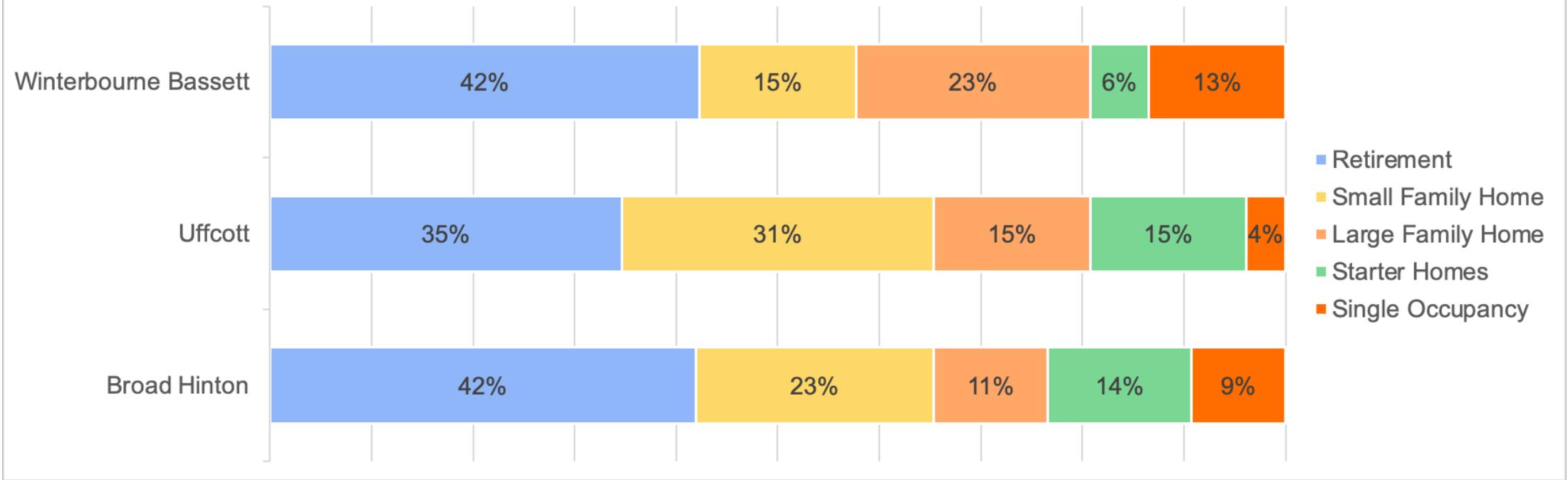


**15%** of Broad Hinton residents thought the current number **was about right**, with those thinking we need more housing, the majority amount was **quite a few more (11-25) at 41%**

**47%** of Winterbourne Bassett respondents thought the current number **was about right**, with those thinking we need more housing, the majority amount was **only a few more (1-10) at 32%**

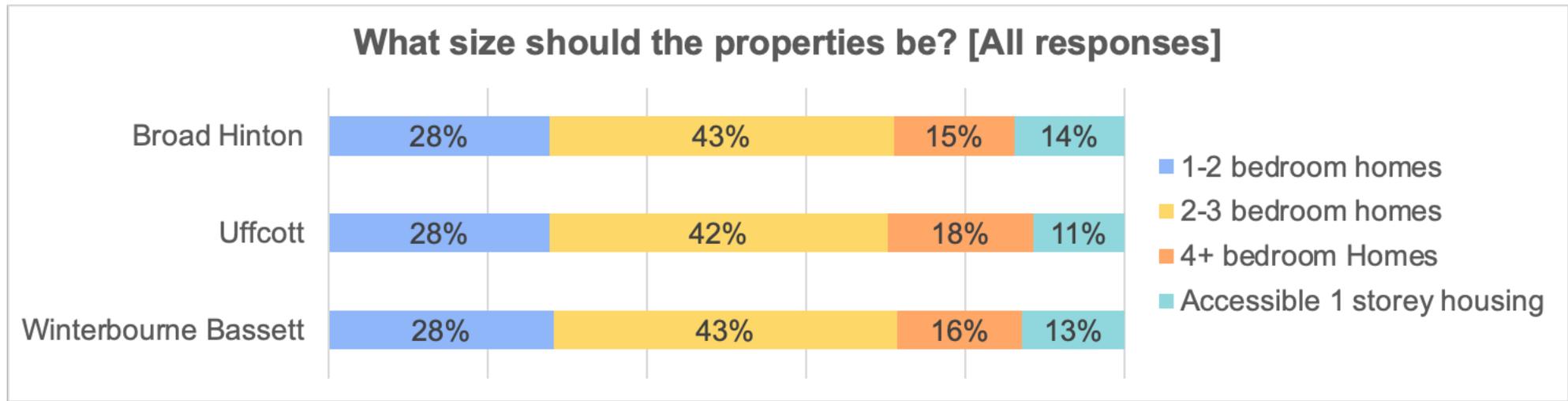
A large majority of Uffcott respondents at **67%** thought that the current number **was about right**, with **26%** thinking we need a few more (1-10)

### For what purpose would you or your household require housing here in the future?



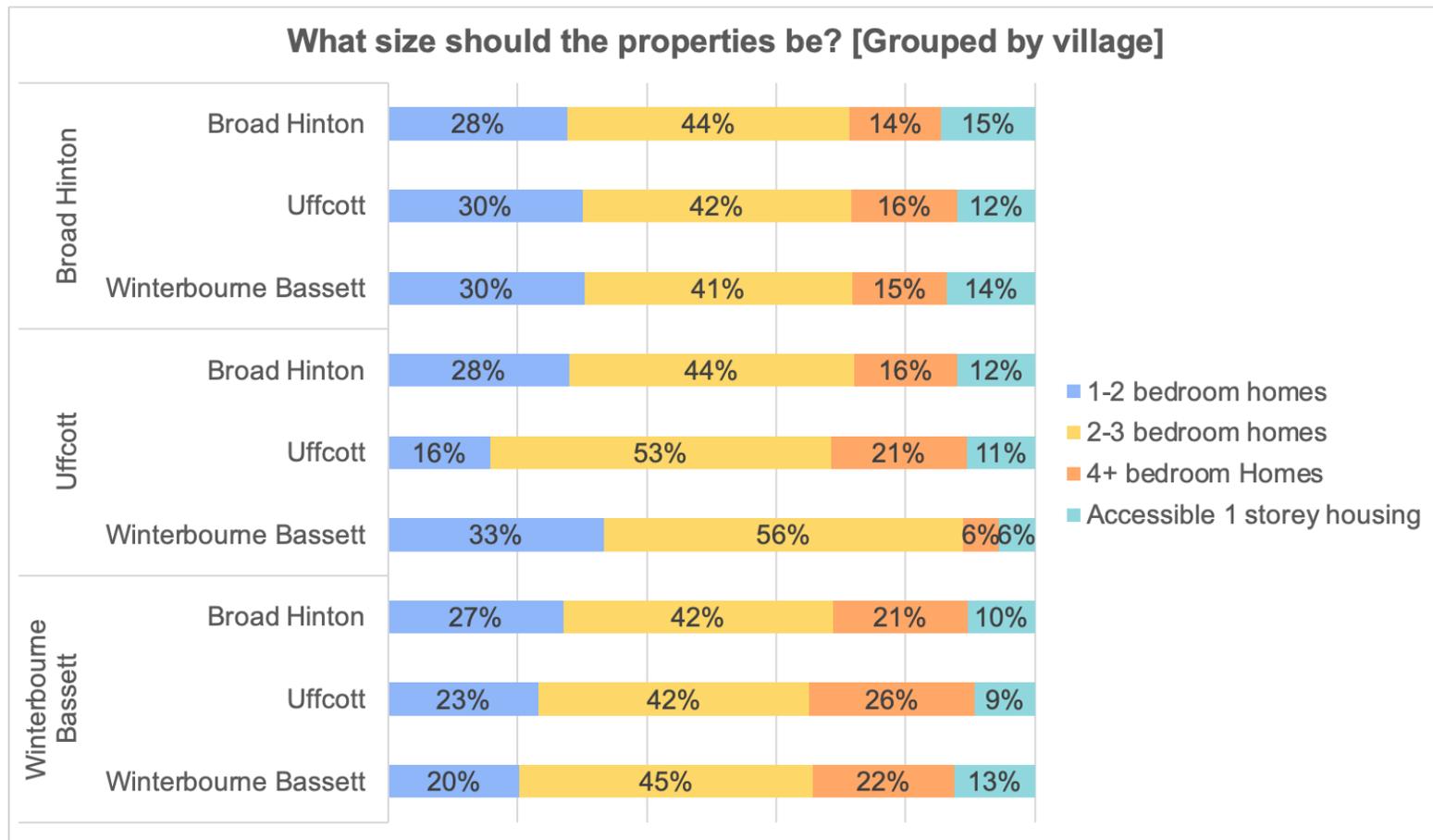
The largest need of respondents in the three villages was for **homes in retirement** with Broad Hinton and Winterbourne Basset (**42%**), and Uffcott (**35%**)

The next largest need in Broad Hinton and Uffcott was **small family homes** at **23%** and **31%** respectively, and Winterbourne Basset was for **large family homes** at **23%**



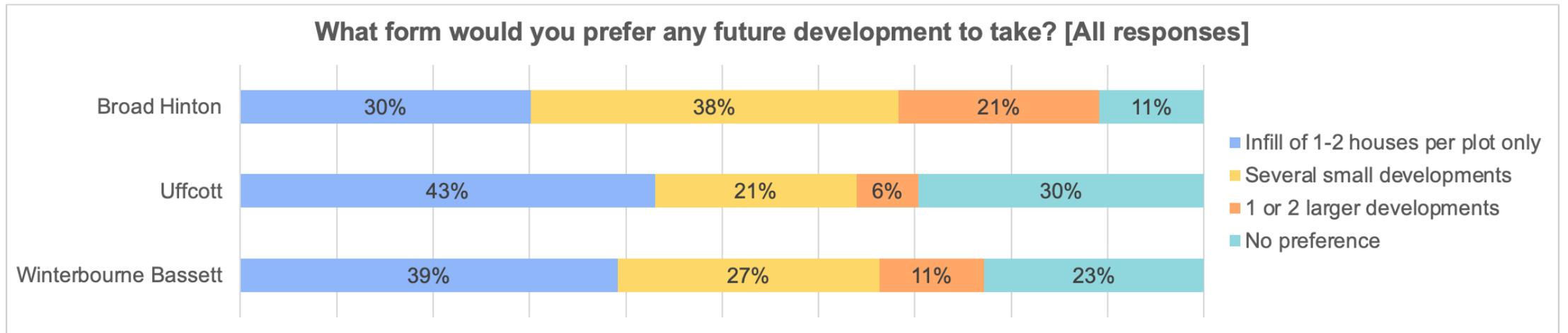
Majority of respondents favoured **2-3 bed** and **1-2 bed** homes

Across the three villages, 43% favouring 2-3 bed homes and 28% favouring 1-2 bed homes

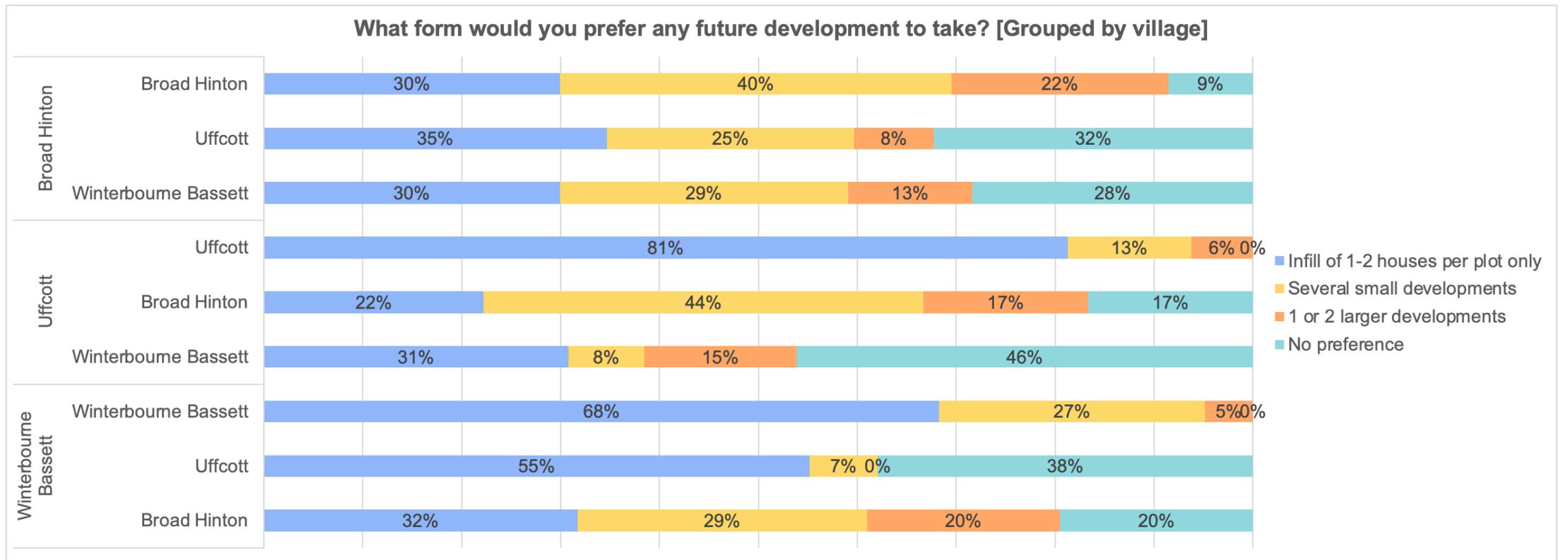


Preferences of respondents for their own village, Broad Hinton has the same preference as the overall

Winterbourne Bassett and Uffcott a higher preference for **2-3 bed homes** with **45%** and **53%** respectively



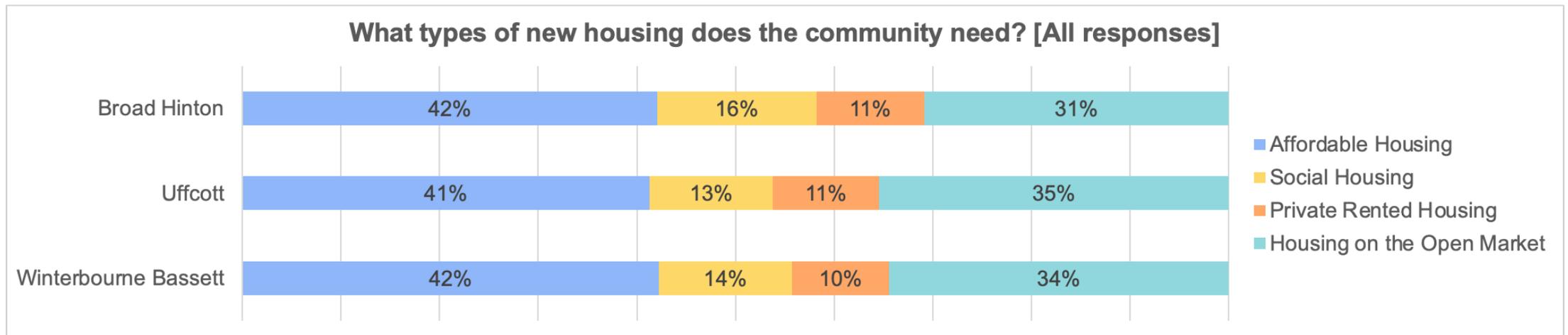
Majority of respondents favoured a **mix of infill of 1-2 houses per plot and several small developments**



Across the three villages, the weighting between these two choices differed...

Broad Hinton having a slightly larger preference for **several small developments (38%)**

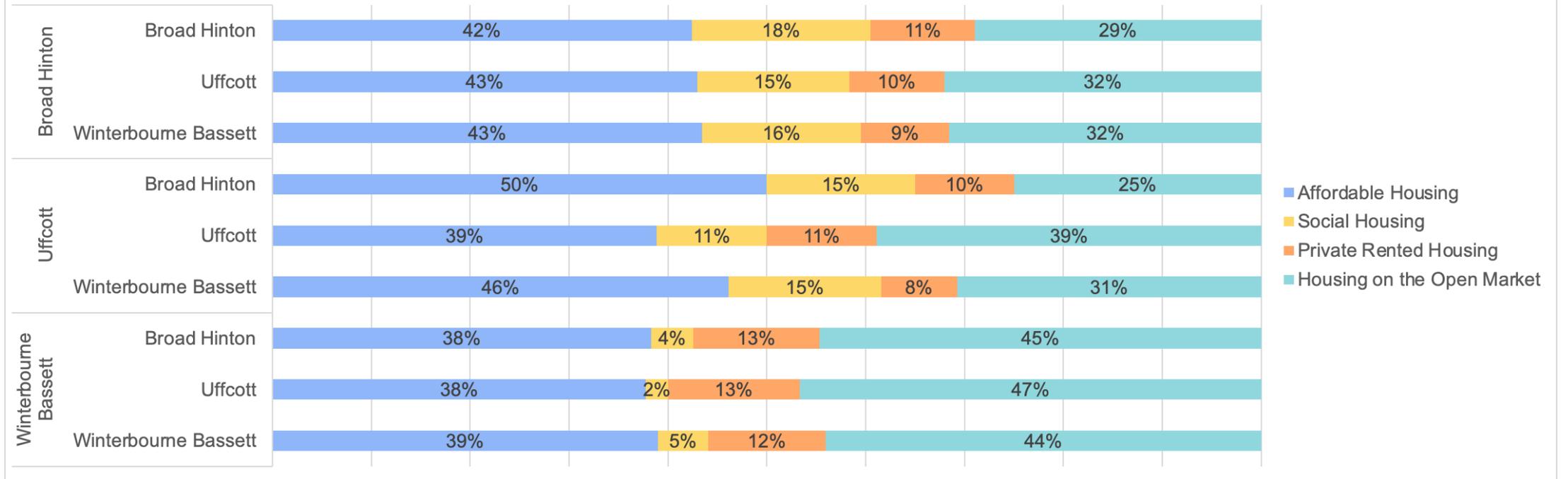
Winterbourne Bassett and Uffcott a larger preference **for infill of 1-2 houses per plot**



Majority of respondents favoured a **mix of affordable and open market housing**

Across the three villages, the weighting between these two choices was roughly the same with around **42% favouring affordable housing** and around **33% favouring open market housing**

### What types of new housing does the community need? [Grouped by village]



When we look at preferences of residents for their own village...

Broad Hinton had a preference for **affordable housing (42%)** and **open market housing (29%)**

Winterbourne Basset had a larger preference for **open market housing (44%)** and a lower preference for **affordable housing (39%)**

Uffcott had an **equal preference (39%)** between **affordable** and **open market housing**

# Type

Need for **affordable housing** for **young families** and **single people**

Need for **smaller houses** appropriate for **older people** wishing to **downsize** but stay in the villages

Need to have the **right mix of housing types** to allow for a more **diverse community**

The **community** need to be **closely involved**

Need to consider **infrastructure capacity** (flooding, power, public transport) as we already have issues with flooding and traffic that any development could make worse

*“Welcome the development of housing to meet the needs of all demographics and continues to be a diverse community with appropriate housing for all”*

# Location

## **Many contrasting and contradictory views**

Infill was contentious – many for and many against

The locations for development mentioned most often by **Broad Hinton residents** were:

- Area behind the school and village hall towards the cricket club as per previous proposal, and/or up to the Broad Town Road
- Field between the end of Fortunes Field and the back of The Croft
- Between Post Office Lane and Summers Lane, possibly up to and including the car sales site on the A4361
- Other locations mentioned: behind The Crown, left or right of Vize Lane, both sides of Yew Tree Lane, green area by the Whettles, paddock by La Strada, Wroughton airfield (though this isn't in the Neighbourhood Plan Area)

# Location

The locations for development mentioned most often by **Winterbourne Bassett residents** were:

- The A4361 side of the village (the access road at the other end is very narrow)
- Infill on brown-field sites, such as land used previously but now fallen into disuse

One respondent from **Uffcott** suggested that any development takes place off the main street.

# Design

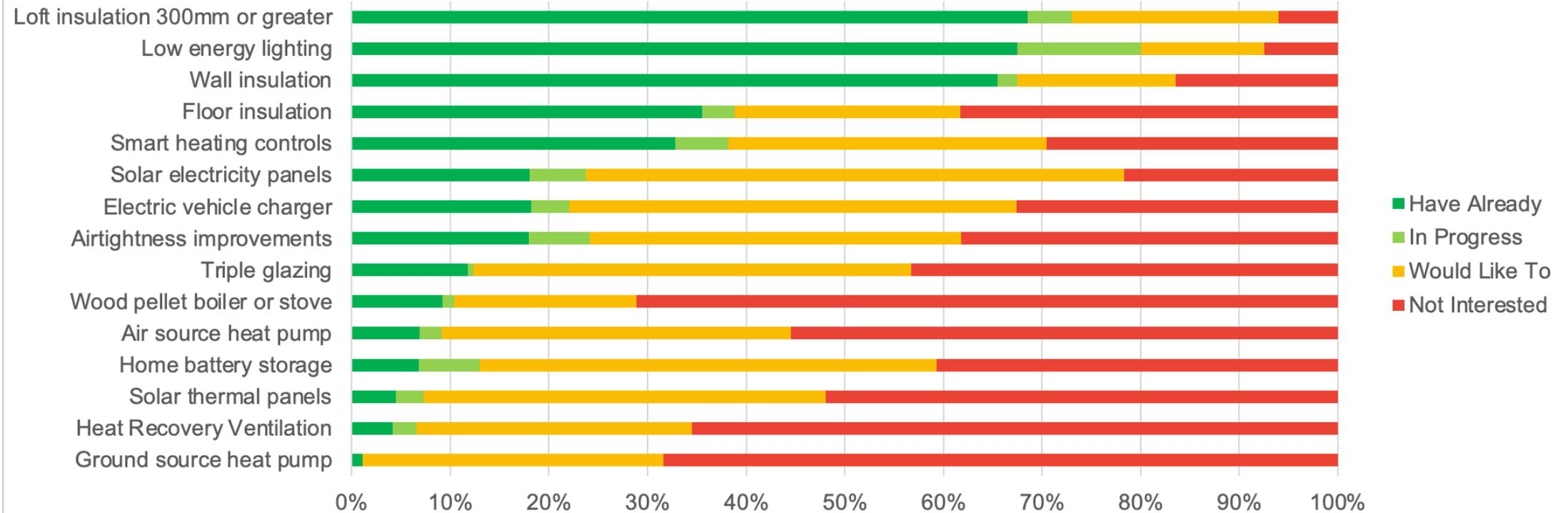
Some individual comments:

- Buildings have lost their character and owners should be encouraged to restore features that have been lost
- Development should retain a “village style” with gardens, not flats
- Move the villages away from fossil fuels

Many comments supporting green/sustainable development

*“Any future developments should be such that they enhance the feel of the village and surrounding area”*

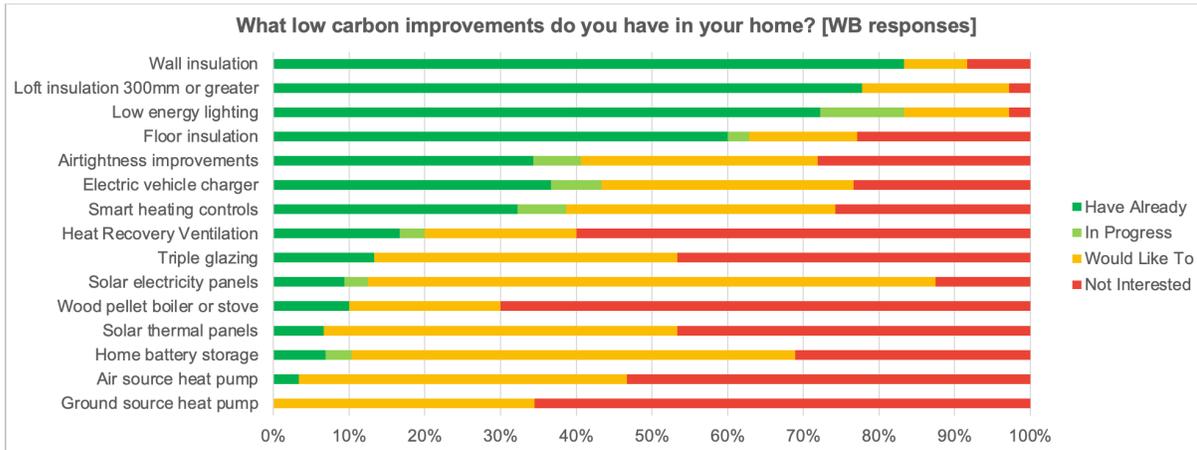
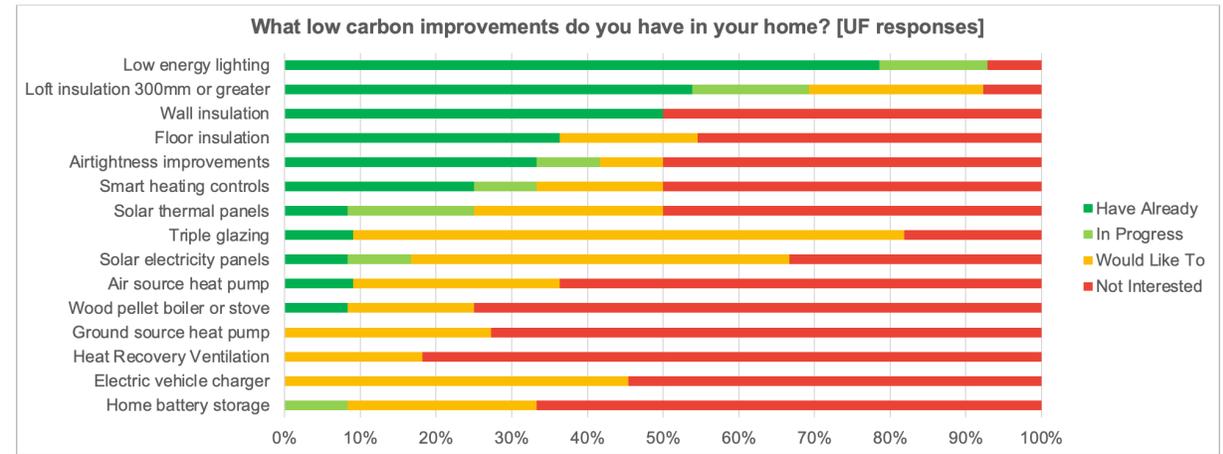
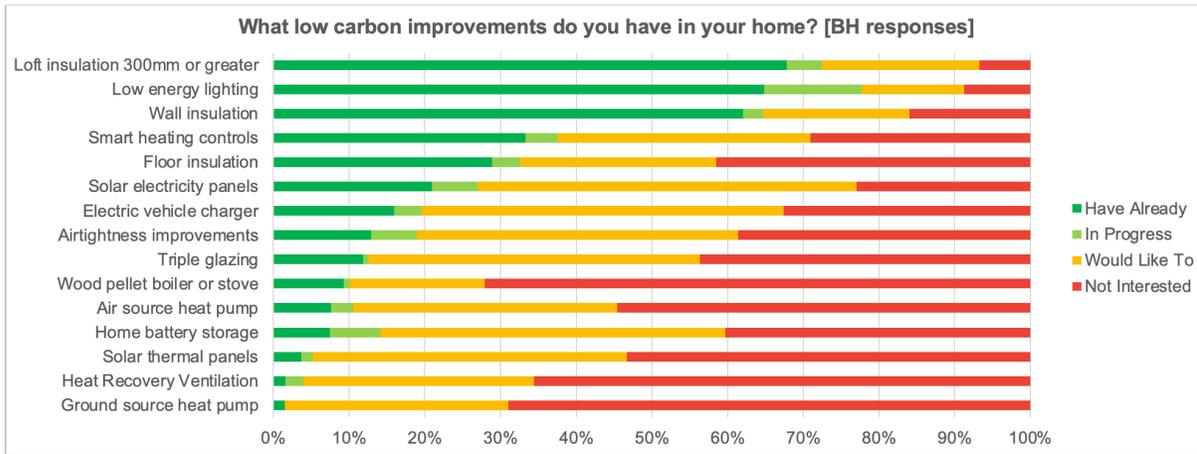
### What low carbon improvements do you have in your home? [All responses]



**60%+** of households have, or are installing, **loft insulation**, **wall insulation**, and **low energy lighting**

**55%** of households are interested in installing **solar panels**

**40%+** interested in **solar thermal panels**, **triple glazing**, **electric vehicle charging** and **home battery storage**

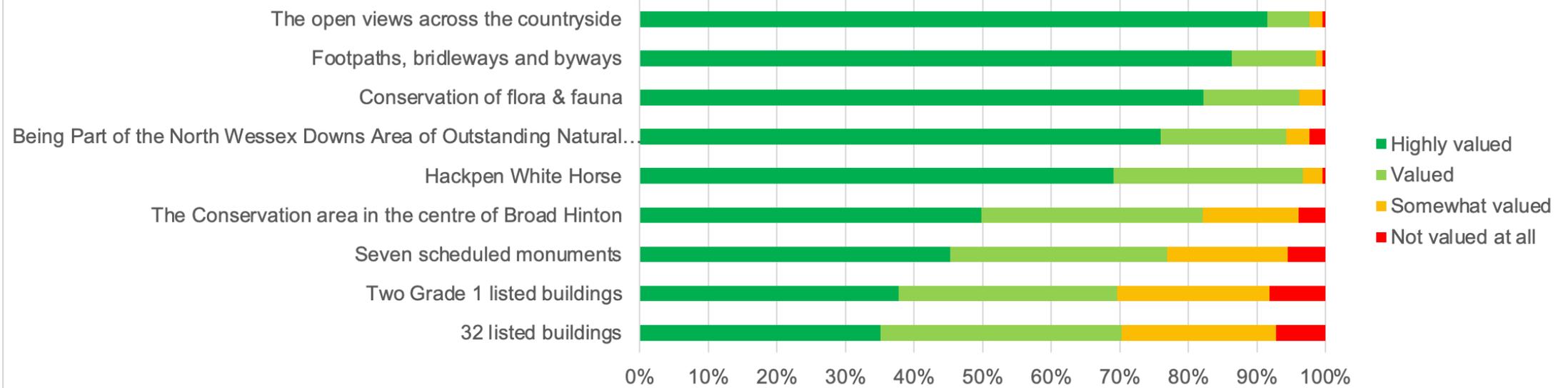


Broad Hinton and Winterbourne Bassett households are most interested in **solar electricity panels** at 50% and 75% respectively

Uffcott households are most interested in **triple glazing** at 73%

D. Heritage and environment

### How much do you value the main heritage and environment features of our community? [All responses]



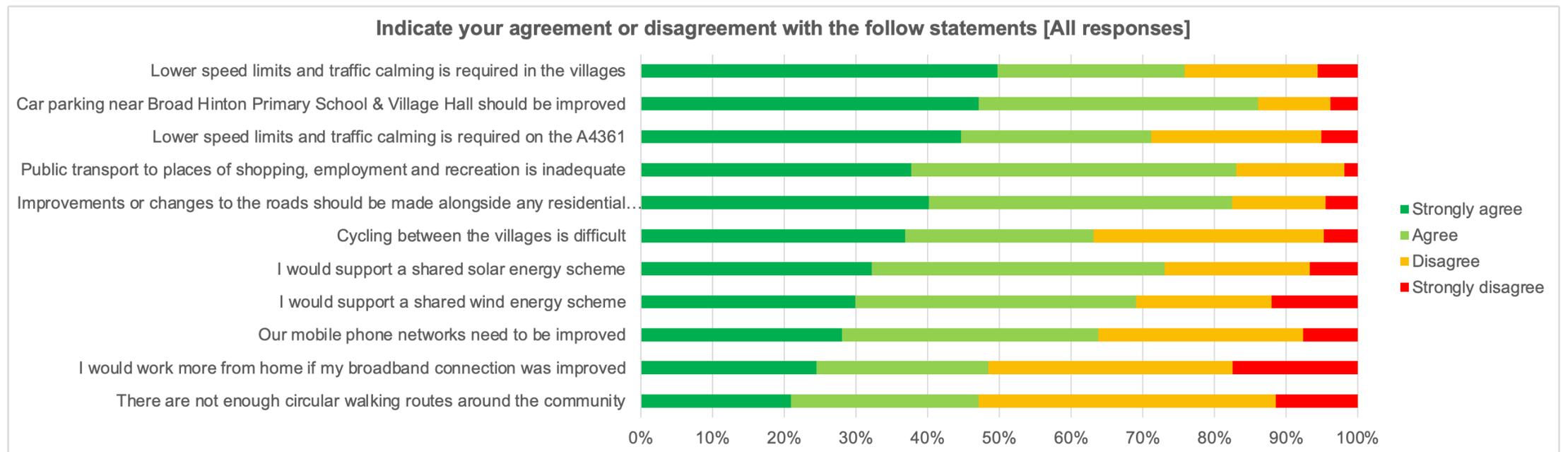
Overall, the heritage and environment are highly valued, but thought conservation area, scheduled monuments and listed buildings could be promoted more

Protect – hedges and tracks to encourage restoration of natural sources, rewilding, wildlife corridors, more community litter picking, more bins and recycling, BHIN18 protection

Enhance – building forest areas, orchards and quiet spaces for mindfulness

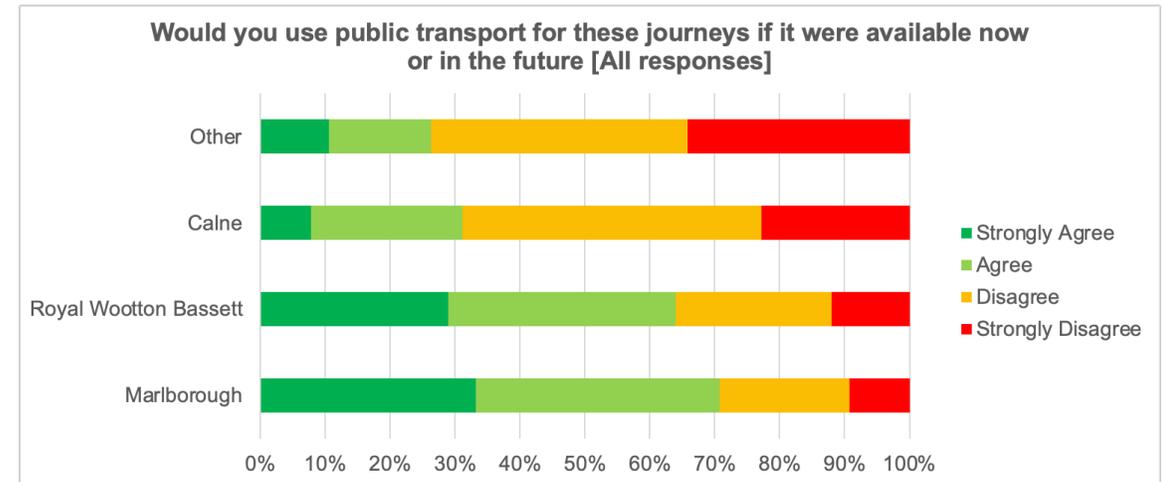
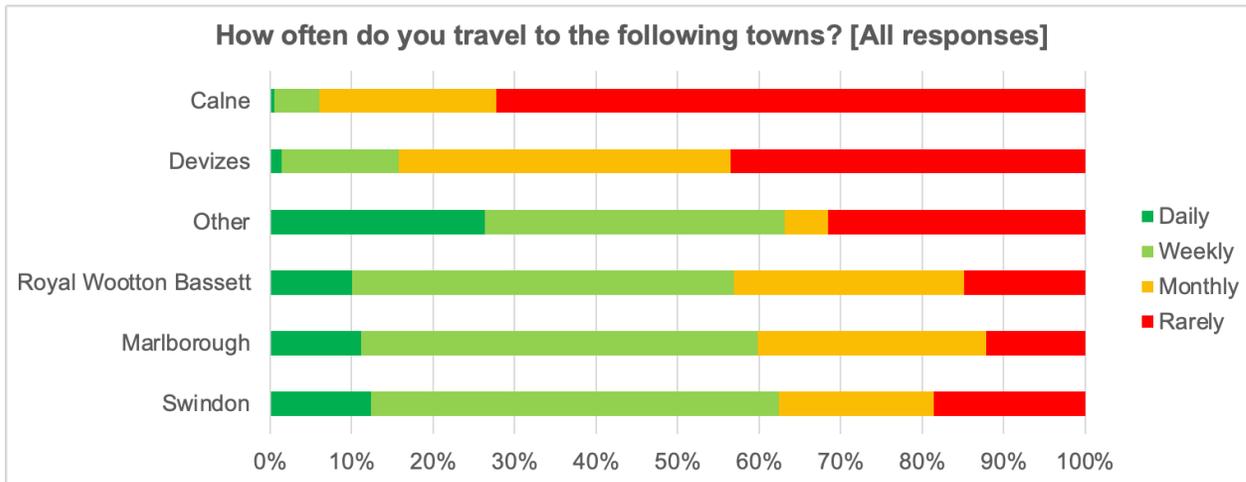
*“More wild spaces with long grass and flowers”*

E. Traffic and transport



The strongest agreements were **improvement to car parking, public transport is inadequate, roads should be improved alongside any development**

The strongest disagreements were that **improving broadband** would mean people would work from home more, would **support a shared wind scheme**, and there **weren't enough circular walking routes**



**50%+** travel to Swindon, Marlborough and Royal Wootton Bassett **weekly**

**Wroughton** was the most popular “Other”

**60%+** of respondents would **use public transport** to travel to Marlborough and Royal Wootton Bassett if it was available.

# Traffic & Roads

Road safety was a common concern

Speed limit changes and traffic calming measures were contentious, some favouring, some not

More clearing of long grass at junctions

Safer routes for cyclists and runners

Improvements to footpaths and in Summers Lane and Yew Tree Lane

*“Improved connectivity between villages by improving the footpaths, bridleways and byways and providing safe cycle routes would be much appreciated”*

# Rights Of Way

Traffic restrictions on byways

Byway maintenance was mixed

Whettles improvements at Broad Hinton to help connect the villages

More circular walking routes

*“Very hit and miss dependant on the area”*

# Public Transport

Route 49 bus service is appreciated

No public transport to other areas, particularly east (Marlborough) and west (Royal Wootton Bassett)

Services are too infrequent, and timings do not suit needs

Bus service through villages would help vulnerable and less mobile

*“Bus services are too infrequent, stop too early to be used for evenings out, and do not visit Marlborough or Wootton Bassett, therefore are not useable on a regular basis”*

# Parking

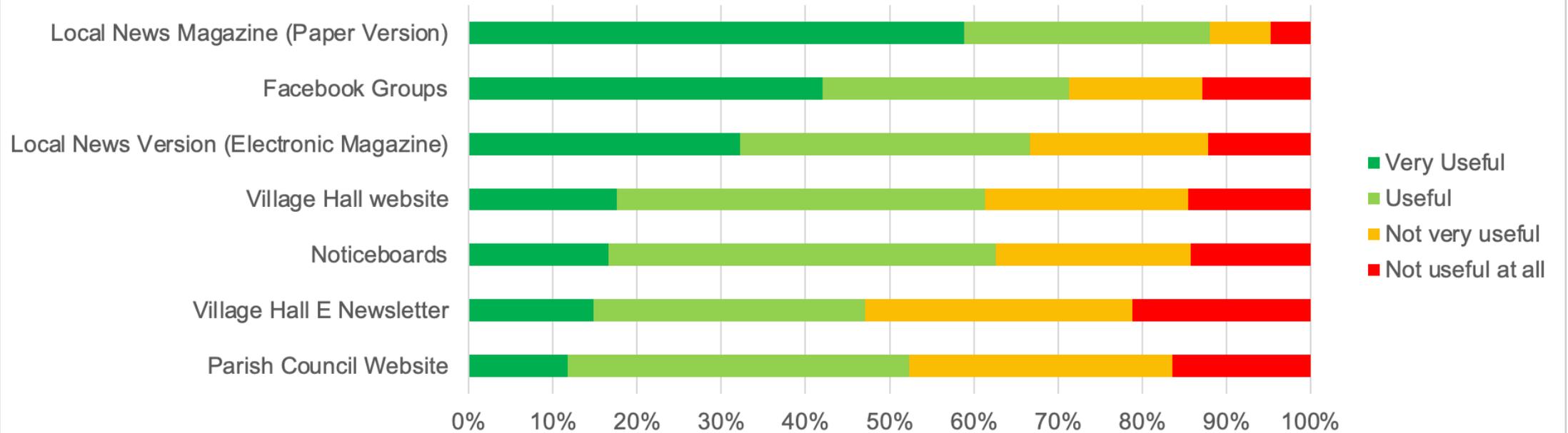
Parking is felt to add to danger in the villages, specifically in Broad Hinton High Street at points where there are reduced line of sight around bends

More parking is needed for the village hall and school - this would reduce overflow parking on the surrounding roads

*“Parking and pedestrian access for the Broad Hinton Village Hall and School are inadequate”*

## F. Communications

## How useful do you find the following in communicating with you about community matters? [All responses]



Paper copy of the Local News and Facebook groups are very popular

Opinion is more divided about electronic communication and social media

Possibly because there are so many different channels

# Communication improvements

Confusion regarding the different sources of community information as some people were unaware of the village hall and Parish Council websites and others suggested that one consolidated website would be helpful

More could be done in the paper newsletter to help people find the online sources

Parish newsletter and the village hall newsletter could be merged

Electronic means of communication are popular, several concerns emerged that:

- They should be consolidated/consistent so that people don't have to look in multiple places for information – a “hub”
- They must be kept up-to-date to be useful (specifically websites)
- It should be possible to easily subscribe to newsletters
- Younger people used different social media platforms such as Instagram and TikTok
- Those without access to the internet must not be left behind (noticeboards and paper newsletters are valued)

*“Consolidating the various channels we have and letting people know about them”*

General comments

## **Parish Council**

More proactive approach was needed from the Parish Council as things repeatedly discussed by the council seem not to progress.

## **Governance**

Concern was raised about a possible profit motive in the Neighbourhood Plan Steering Group

## **Community**

There is a sense that we could do more to build community spirit and give people a vested interest in the community in order to improve social connections and the environment and to reduce loneliness

Suggestions include: a welcome pack for new residents, best kept village competition, having designated first-aiders/first-responders in the villages, having a group of volunteers to help those in need (shopping/appointments/etc)

The community needs to provide more leadership and participation, setting up groups to tackle some of the projects

*"We need more buzz"*