

# Questionnaire Summary

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## Introduction

This project is designed to build a plan for the future of our community. For this to be a success it is vital that residents are involved and able to register their views, ideas and concerns. The questionnaire was designed to capture key information we need to build the plan and allowed respondents to express their views and opinions. The response was very positive, so thank you to everyone who took the time to complete and return a questionnaire.

Thanks also to the Steering Group for designing, delivering and analysing the questionnaire and Tracy Fieldsend for doing the initial analysis.

Mark Miller

Chairman

Broad Hinton, Winterbourne Bassett & Uffcott Neighbourhood Plan Steering Group

## About the questionnaire

The Neighbourhood Plan Steering Group ran the questionnaire between 21<sup>st</sup> July and 11<sup>th</sup> September 2022. Paper copies were distributed to every household and business in the Neighbourhood Plan Area. An online version of the 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.

216 questionnaires were received, 112 paper and 104 online, including 53 pages of comments. The responses represented 542 people in total out of 809 residents (Census 2011).

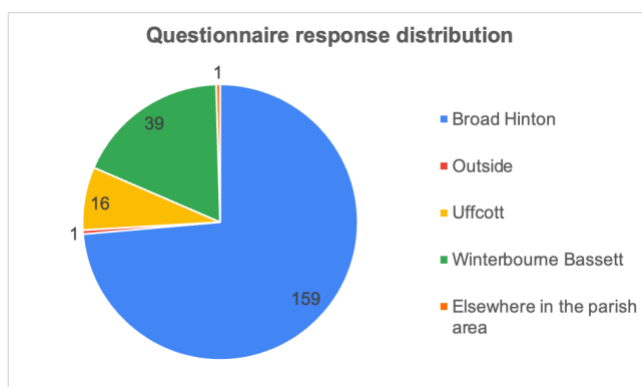


Figure 1 Questionnaire response distribution

## A. Information about your household

In this section of the questionnaire, we asked questions about people’s household including what attracted them to the community.

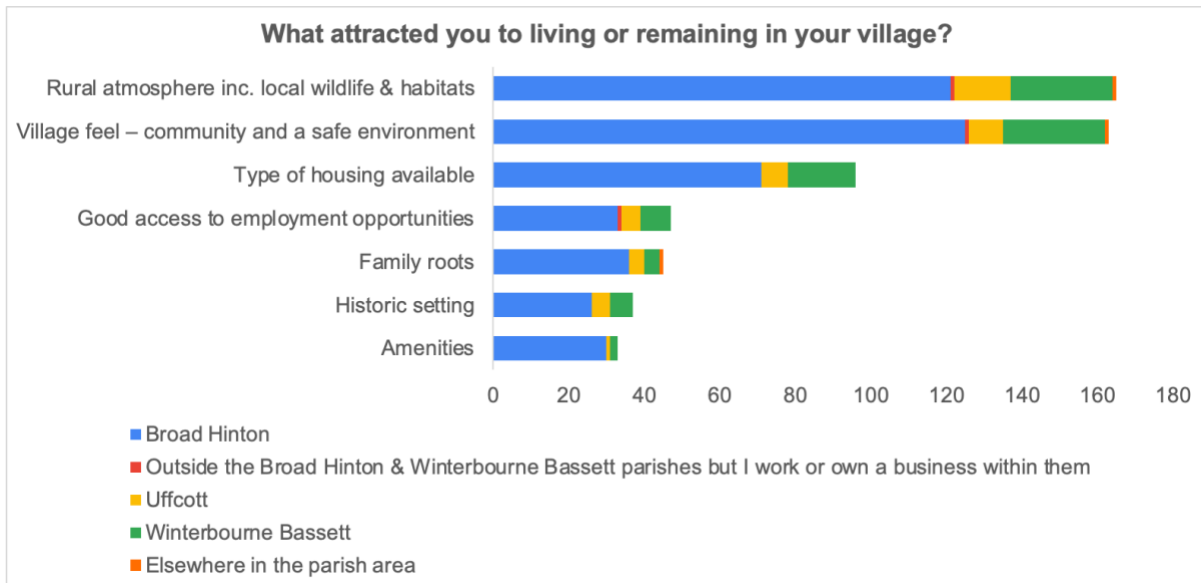


Figure 2 Attractors

The 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.

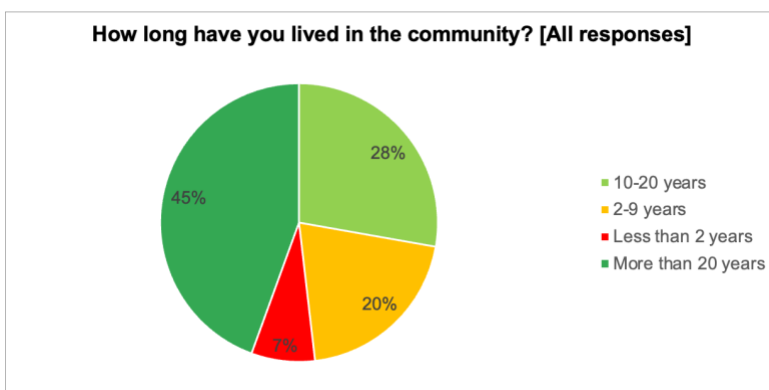


Figure 3 How long in the community

The majority of respondents have lived in the villages for over 10 years with 45% over 20 years.

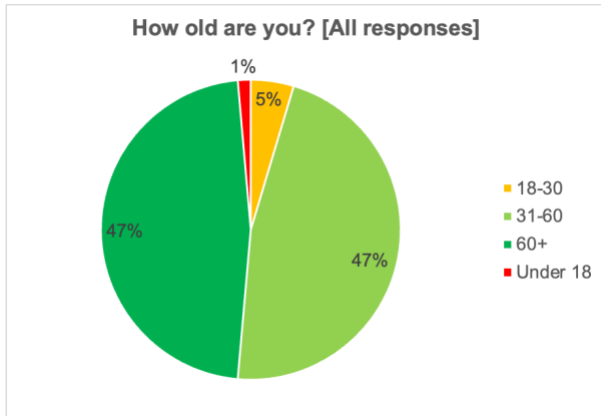


Figure 4 Age of respondent

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

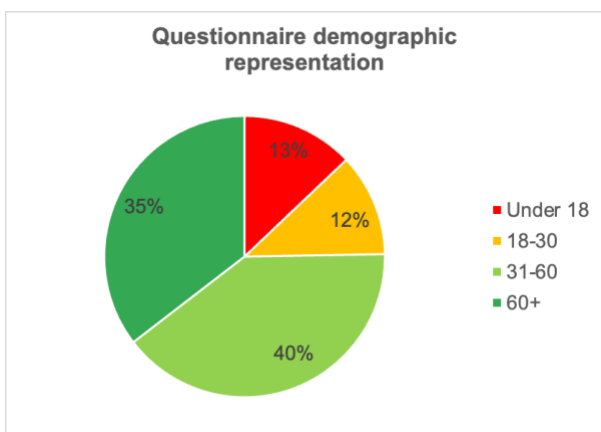


Figure 5 Questionnaire demographic representation

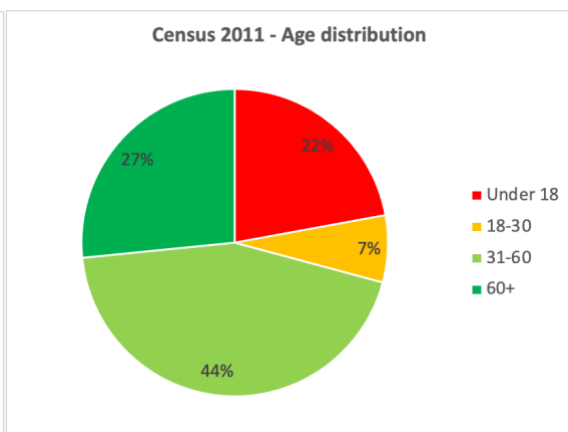


Figure 6 Census 2011 age distribution

The questionnaire asked if the respondent was representing other household members, and if they were, what age were they. Fig. 5 shows the age distribution of people represented in the questionnaire responses including the respondent. Fig. 6 shows the Census 2011 age distribution of all residents.

The data shows that the questionnaire responses were reasonably representative of our community.

## B. Creating a vibrant community

In this section of the questionnaire, we asked questions about the existing amenities in the community and which amenities people wanted in the future.

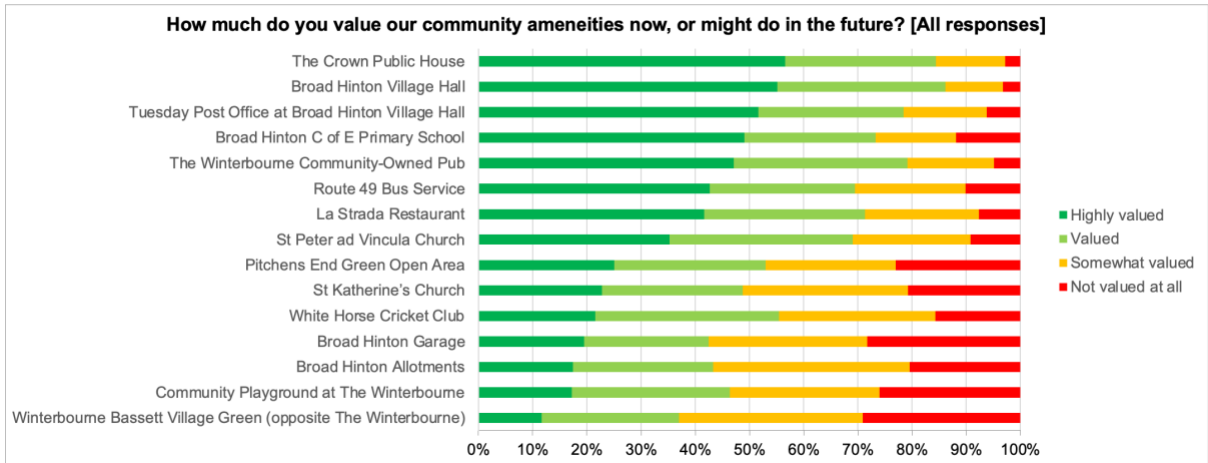


Figure 7 Current amenity value

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

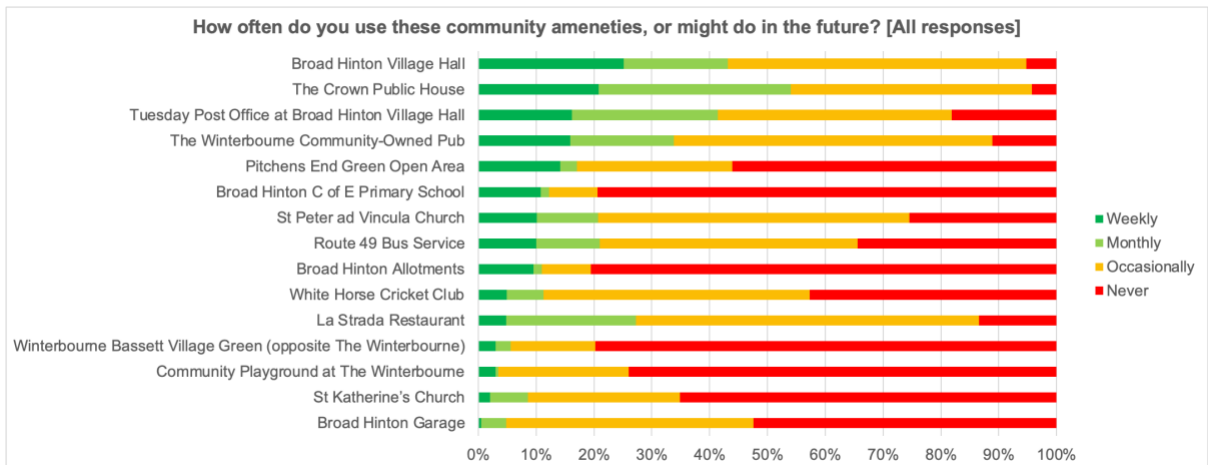


Figure 8 Current amenity usage

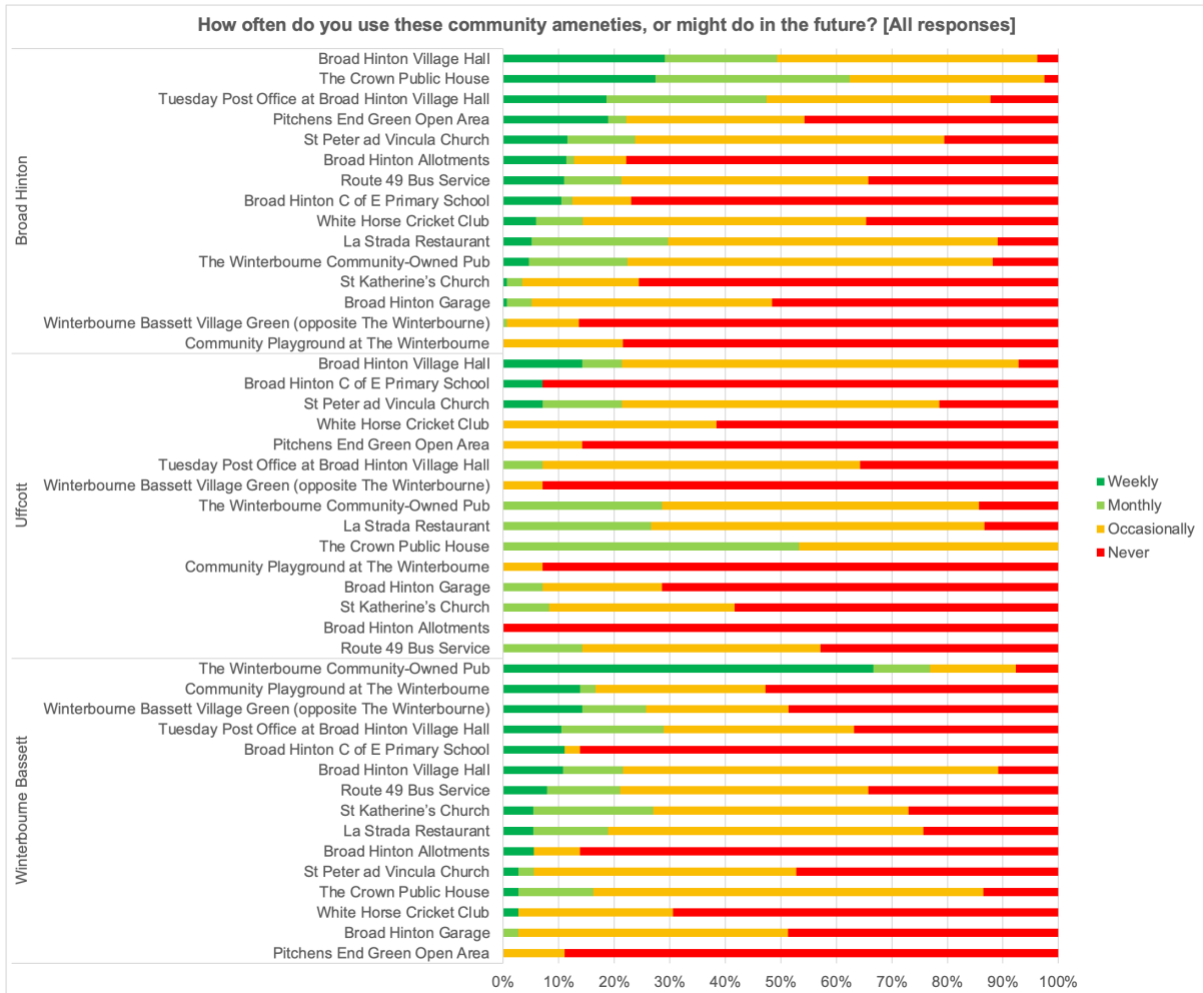


Figure 9 Current amenity usage (grouped by village)

As most of the amenities are local to a specific village, the use of them differs per village. Broad Hinton and Uffcott respondents tend to use The Crown, the village hall, La Strada and St Peter's church most often, whereas Winterbourne Bassett respondents tend to use The Winterbourne, community playground, village green and St Katherine's church more.

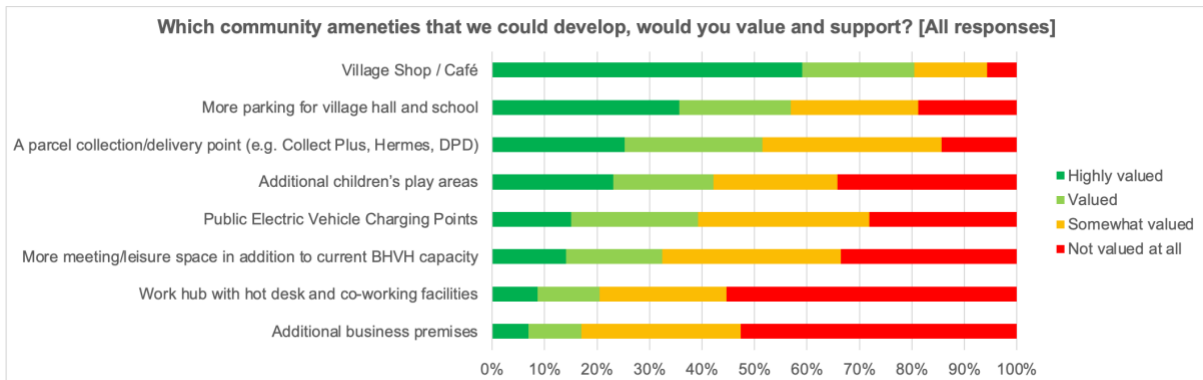


Figure 10 Future amenities

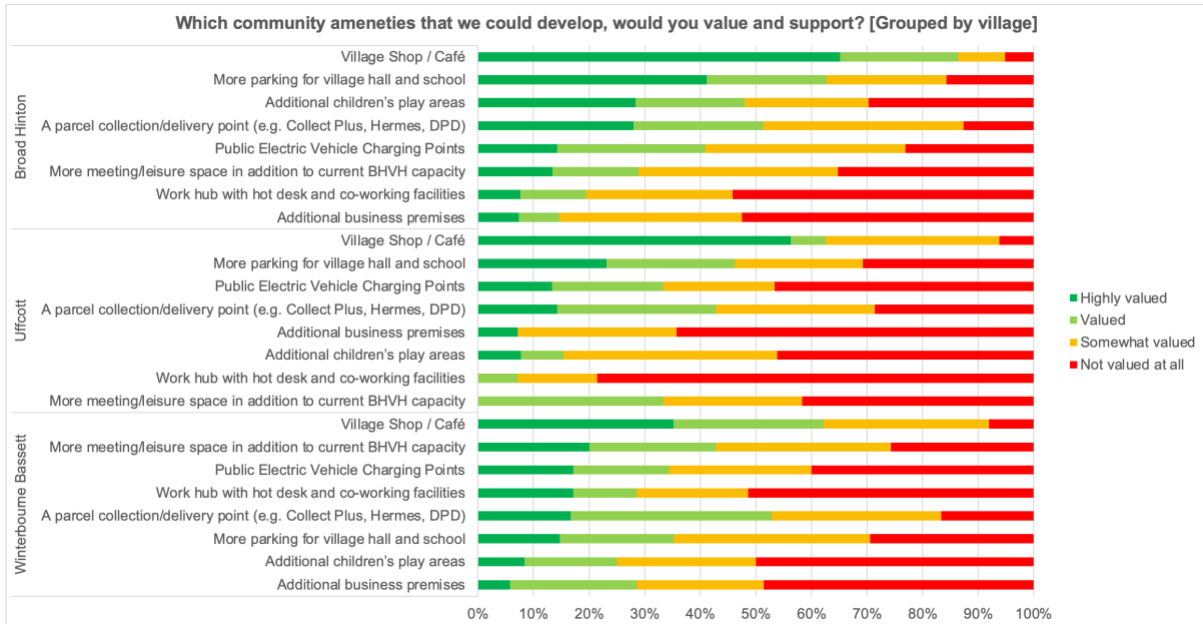


Figure 11 Future amenities (grouped by village)

Overall, the most valued new amenities would be a village shop/café, more parking for the village hall and school, and a parcel collection/delivery point (50%+ highly valued/valued).

## General

The following is a summary of the comments made about amenities.

### Shop/cafe

The 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. A popular suggestion is to have a community-run shop/cafe; another is to have a shop/cafe as part of the offering at The Crown. There is 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. Several people commented that we need a “hub” that brings together several amenities and creates a social centre for the community. It was suggested that a community owned and run enterprise may increase the feasibility.

### Post Office

The value of the Post Office was mentioned many times and requests were made for its availability to be extended. More opening hours for a post-office counter service would also be welcomed (one mention was made of a parcel-posting 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 (see section on Village Hall)

- 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.

### 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. Other ideas included an area for soccer / sports (astroturf).

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.

### Village Hall

There is much praise for the village hall and the volunteers who run it. This facility is clearly very much appreciated.

Amongst suggestions for further development of its use, the most popular request is for more fitness/exercise classes, with more art/craft and music activities also mentioned by multiple contributors.

Other suggestions mentioned are: 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.

More outside space would be a useful addition to the hall's facilities.

It was suggested that a vending machine would be useful and could raise funds.

The need for additional parking was also mentioned by multiple contributors.

Mention was made about organising for professional services to visit a hub (e.g. Doctors Surgery in the Village Hall).

### General comments

As a general comment, there are many smaller ideas (tennis club, library using the old telephone box?) that have been raised in the responses. Some of these ideas already exist



in similar forms so will be reviewed and communicated to the community via the comms methods available.

On the negative side, comments were raised about impact of Village Hall use with a lack of parking facilities, excessive noise etc.

### Community

There was a call for more community events in The Winterbourne, using it for topics such as Christmas wreath making. Also, requests for more fitness activities (see above).

## C. Sustainable Development

In this section of the questionnaire, we asked questions about the type, size, purpose and location of development, as well as what improvements we could make to the community carbon footprint.

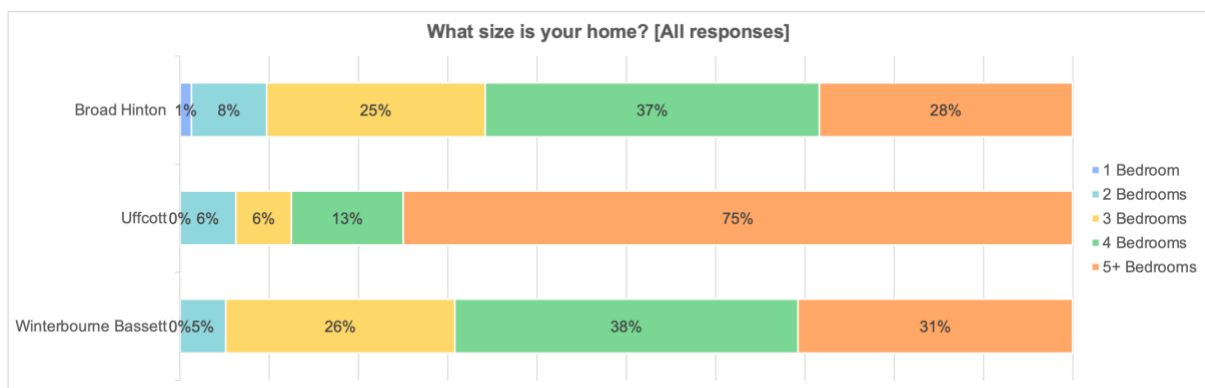


Figure 12 Size of your home

There is a wide mix of house sizes across the villages, with the majority in Broad Hinton being 4 and 5+ bedrooms at 37% and 28% respectively, Winterbourne Bassett being similar at 38% and 31% respectively, and 75% of Uffcott respondents having larger 5+ bedroom houses.

### Type of development

Note that all respondents could give preferences for the type of development in all three villages. We describe these overall responses, then drill into what the residents of each village thought about their village.

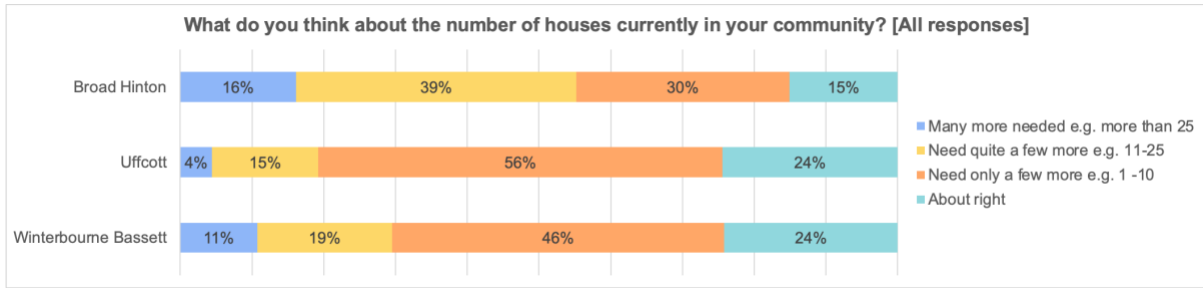


Figure 13 Number of houses

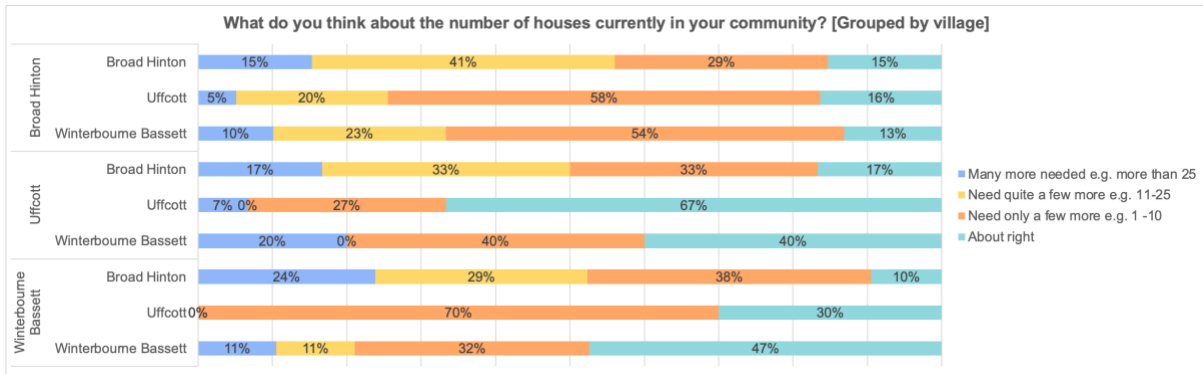


Figure 14 Number of houses

Overall, there was a mixture of opinions across the villages on the current number of houses. The 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%).

When we look at preferences of respondents for their own 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).

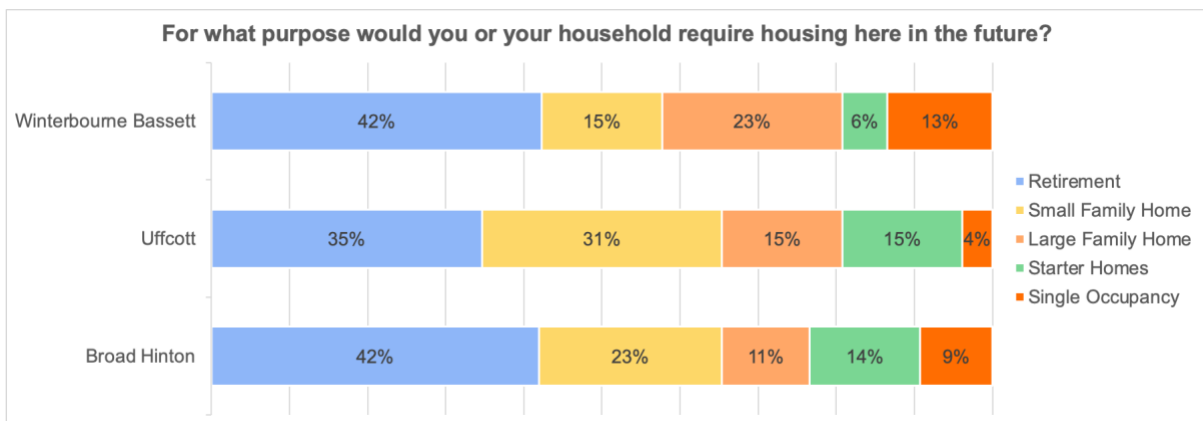


Figure 15 Purpose of housing

The largest need of respondents in the three villages was for homes in retirement with Broad Hinton and Winterbourne Bassett (42%), and Uffcott (35%). The next largest need in Broad Hinton and Uffcott was small family homes at 23% and 31% respectively, and Winterbourne Bassett was for large family homes at 23%.

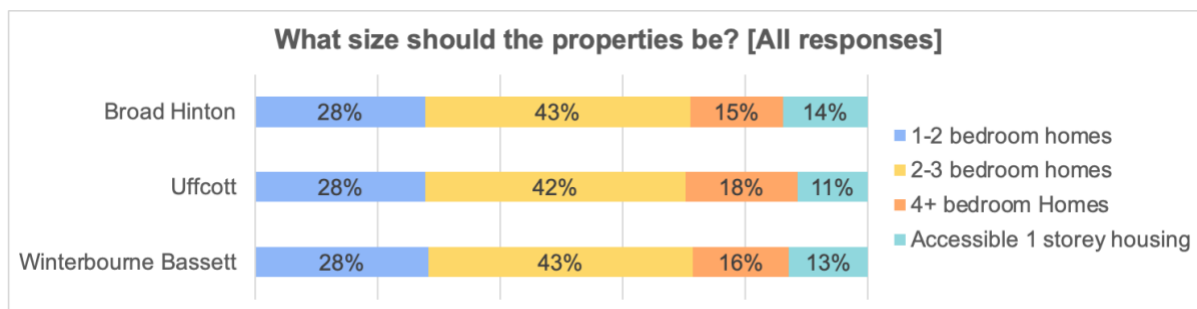


Figure 16 Size of house

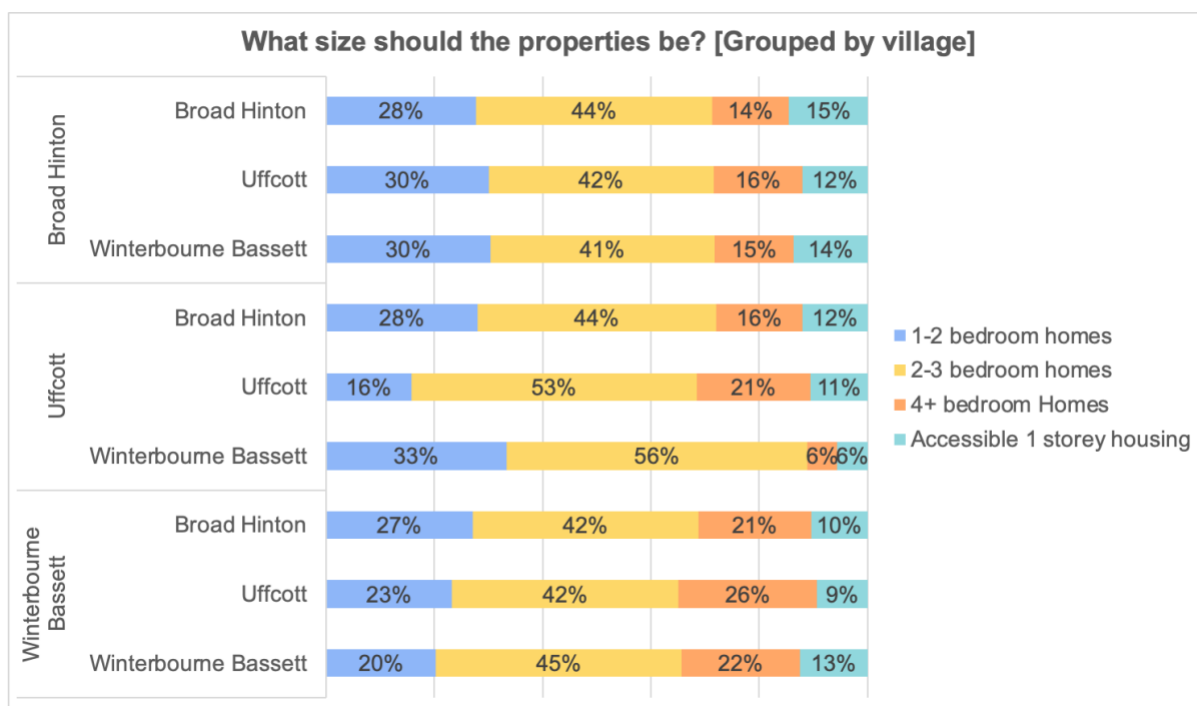


Figure 17 Size of house (Grouped by village)

Overall, the majority of respondents favoured 2-3 bed and 1-2 bed homes. Across the three villages, the weighting between these two choices was roughly the same with around 43% favouring 2-3 bed homes and 28% favouring 1-2 bed homes.

When we look at preferences of respondents for their own village, Broad Hinton has the same preference as the overall, and Winterbourne Bassett and Uffcott a higher preference for 2-3 bed homes with 45% and 53% respectively.

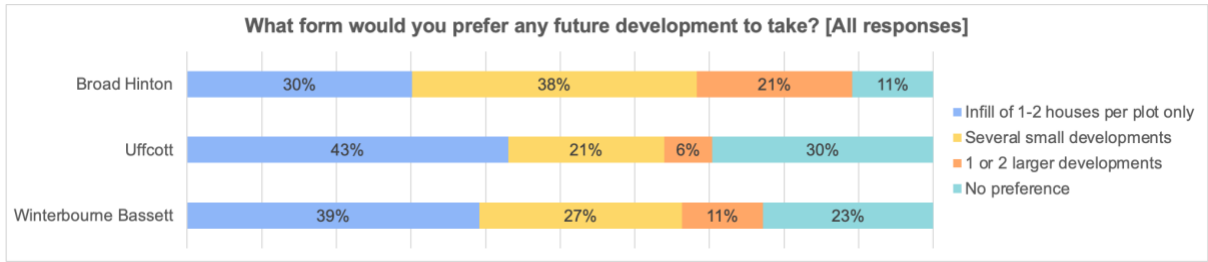


Figure 18 Type of development

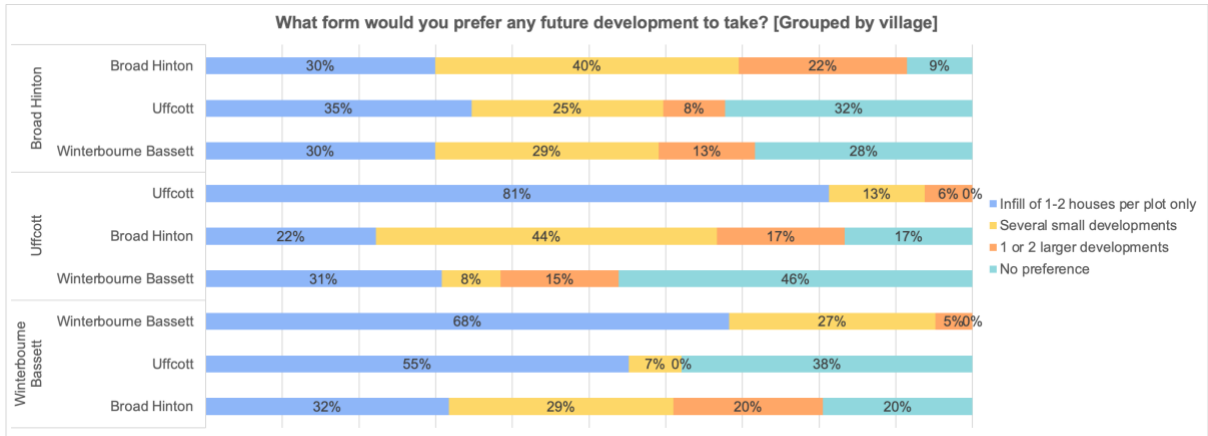


Figure 19 Type of development (Grouped by village)?

Overall, the 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, with 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.

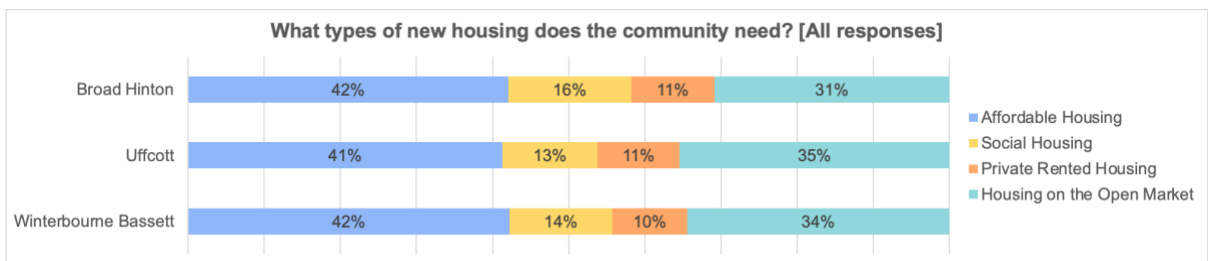


Figure 20 New housing needs

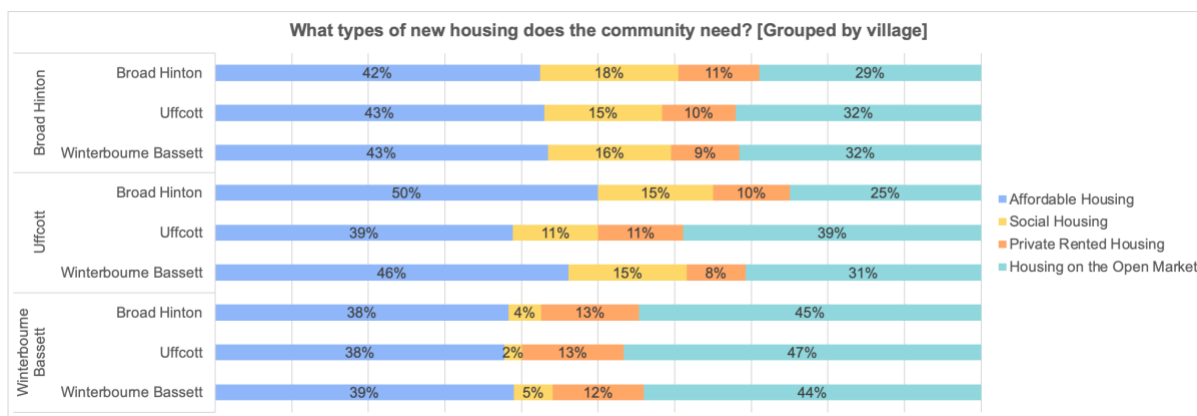


Figure 21 New housing needs (Grouped by village)?

Overall, the 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.

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 Bassett had a larger preference for open market housing (44%) and a lower preference for affordable housing (39%), and Uffcott had an equal preference (39%) between affordable and open market housing.

Social housing preferences were low across all villages with Broad Hinton (16%), Winterbourne Bassett (14%) and Uffcott (13%). Private rented housing had the lowest preference with Broad Hinton (11%), Winterbourne Bassett (10%) and Uffcott (11%).

The following is a summary of the comments made about development.

## Type

There were many comments about the need for affordable housing for young families and single people, as well as smaller houses appropriate for older people wishing to downsize but stay in the villages. There were comments about the need to have the right mix of housing types to allow for a more diverse community.

A number of respondents highlighted that experts and Wiltshire Council need to be involved with any development plan, and that the community need to be closely involved. The need to consider infrastructure capacity (flooding, power, public transport) was also highlighted, as we already have issues with flooding and traffic that any development could make worse.

## Location

Unsurprisingly, this is one of the most contentious topics in the questionnaire responses, with many contrasting and contradictory views. There are some areas of agreement and particular disagreements, highlighted below. Inevitably, there are a few comments recommending development in other villages only. One mention was made of great-crested

newts in the Broad Hinton area. Many comments highlighted the need to consider any impacts development may have on our highly valued natural environment.

### Broad Hinton residents

The locations mentioned most often are:

- the area behind the school and village hall towards the cricket club as per previous proposal, and/or up to the Broad Town Road
- the 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

However, the most popular site, towards the cricket club, is also objected to as being too close to the farm and the suggestion is made that any development there should require the slurry pit(s) to be moved or discontinued.

Other locations mentioned are:

- 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)

Aside from differing views on the best specific location, the most evident area for differences of opinion is with regard to infill: some contributors are in favour and even mention re-developing large plots/gardens for multiple dwellings; others are vehemently opposed to any infill, seeing it as crowding, and would prefer development on the edges of the villages only. Additional comments mention the need for: adequate parking at each new property, inclusion of pavements and consideration for cyclists, traffic-calming measures, adequate and appropriate roads and access, 20mph zone and no large developments.

### Winterbourne Bassett residents

There is a preference for any developments in Winterbourne Bassett to be on the A4361 side of the village (the access road at the other end is very narrow). Mention was made of infill as well, and specifically brown-field sites, such as land used previously but now fallen into disuse.

### Uffcott residents

The only input was a preference to retain the small population in Uffcott and that any development should be off the main street.

## Design

One contributor felt older buildings have lost their character and feels owners should be encouraged to restore features that have been lost. Another respondent felt that any

development should retain a “village style” with gardens, not flats. There was also mention of moving the villages away from fossil fuels. Green/sustainable development is widely favoured.

## Low Carbon improvements

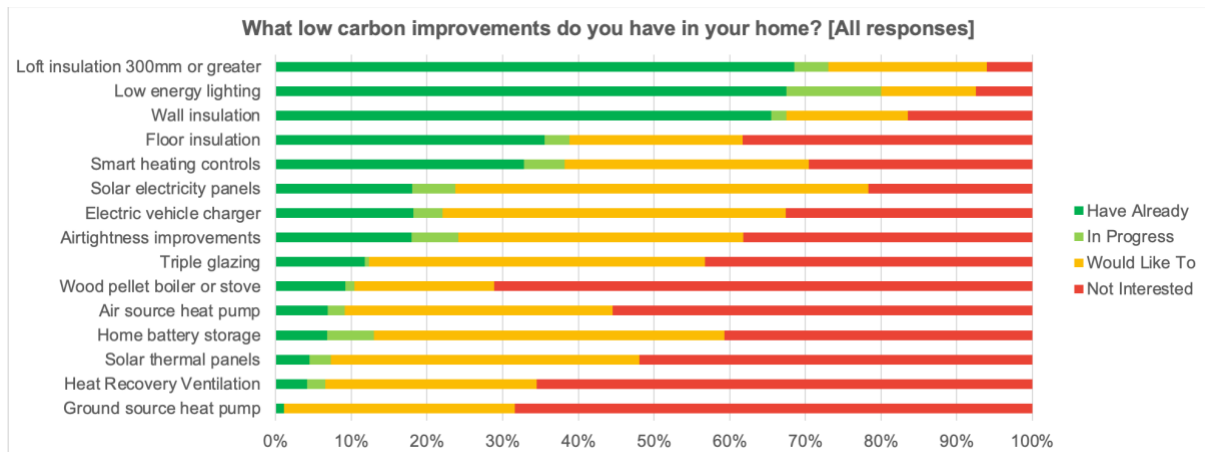


Figure 22 Low carbon improvements

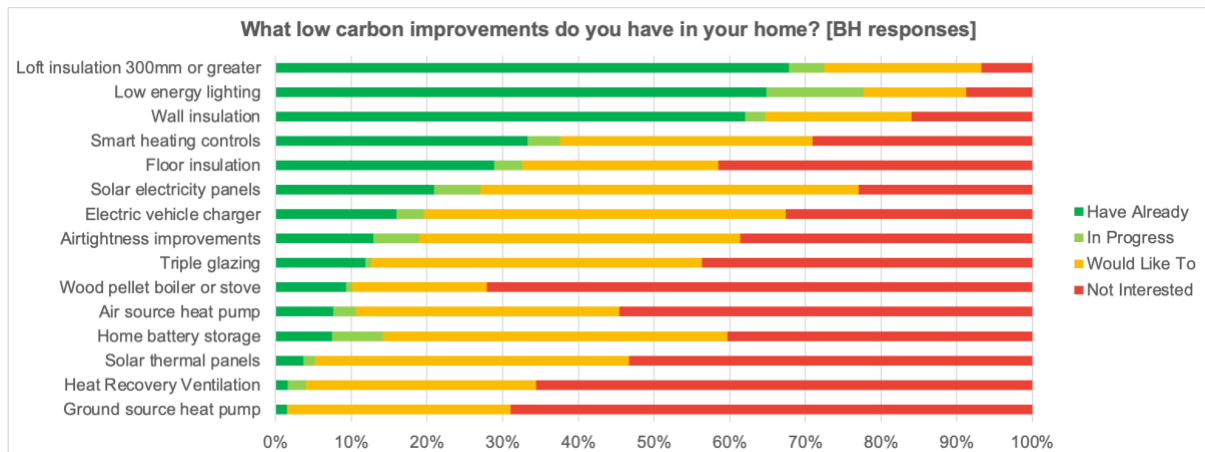


Figure 23 Low carbon improvements (BH responses)

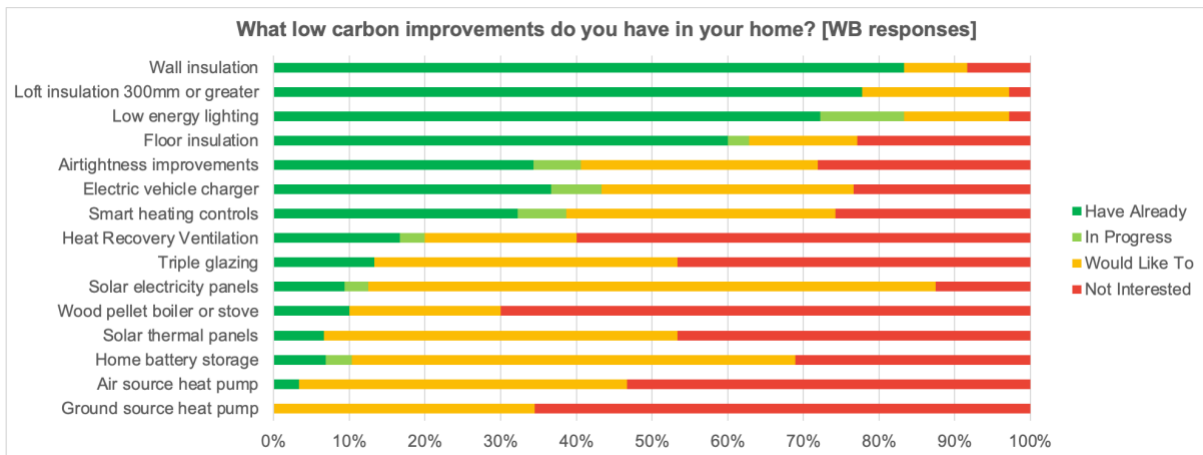


Figure 24 Low carbon improvements (WB responses)

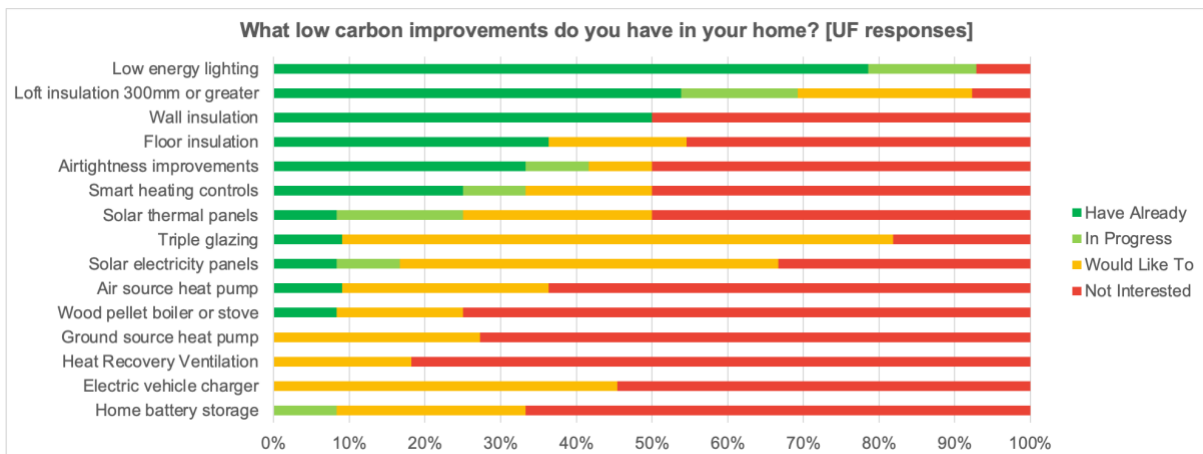


Figure 25 Low carbon improvements (UF responses)

Most households (60%+) have, or are installing, loft insulation, wall insulation, and low energy lighting. 55% of households are interested in installing solar panels, and over 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, whereas Uffcott households are most interested in triple glazing at 73%.

Other suggestions that people gave included rainwater harvesting, loft ducted air conditioning, wind turbines and community generated energy.

There is an acknowledgement of the rich environment in which the community lives. Suggestions to enhance this include reviewing how we can, as a community, reduce our carbon footprint. Wind power and solar farms were used as examples to enable the community to be less reliant on oil.



## D. Heritage and environment

In this section of the questionnaire, we asked questions about heritage and the environment, what they valued most, and what improvements could be made to protect and enhance these.

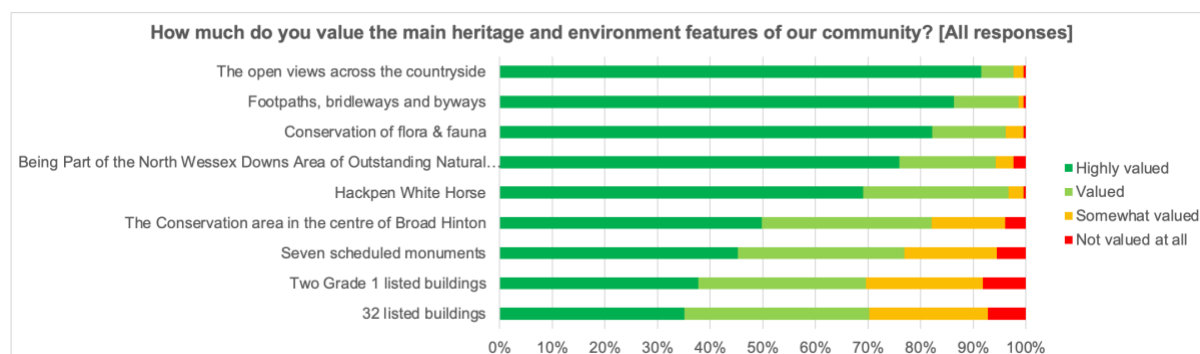


Figure 26 Heritage and environment value

Overall, the heritage and environment are highly valued. There were several comments that the conservation area, scheduled monuments and listed buildings could be promoted more as some were not aware of them.

The following is a summary of the comments made about heritage and environment.

There was a wide range of views about how the community could protect its natural habitat, from building forest areas for all ages to providing quiet spaces for mindfulness. Also, using the hedges and tracks to encourage restoration of natural sources.

Another specific suggestion was to provide an area for central compost production so we can use what we have to produce our own compost.

### Rewilding

Two ideas were mentioned by a number of contributors: more wild areas (e.g. hedgerows and wild flower areas), more green wildlife corridors, and more trees (perhaps a community woodland or orchard).

### Litter and fly-tipping

There is concern about both fly-tipping (especially in Vize Lane) and casual litter.

Suggestions included: more regular volunteer litter-picking, more signs plus cameras to act as deterrents and help catch offenders, more bins and recycling facilities, more dog waste bins.

### Scheduled monuments

A number of people mentioned that the scheduled monuments and other heritage features of the area are not as well-known as they could be and suggested more published information and signage would be helpful. It was suggested that this could also help with finding

volunteers to look after them (e.g. maintenance of the Hackpen white horse). More could be made of the conversation area in Broad Hinton.  
 Involving local schools and colleges might help with this, and perhaps involvement of a local history group.

### Awareness

There were many comments about how we could improve awareness of rights of way, walking routes, conservation schemes and heritage. Also, a view that we should leverage our rich history within the community.

### Byway BHIN18

There were many comments from Uffcott residents re: BHIN18. It is a key amenity for the residents and should be protected from motor traffic, suggestions to remove the tarmac and for a Traffic Regulation Order to limit the types of traffic to increase safety.

### Other

The following were also mentioned:

- more outdoor space with benches and shade
- requests to mitigate the unpleasant smells from the farm slurry pits
- a request to outlaw bonfires in the villages
- reduce over-sized trees in the villages
- better funding for long-term maintenance of the churches.

It was suggested that more could be done to make people feel they have a vested interest in the community, which would also bring the community together (e.g. a volunteer group to ensure footpaths are accessible all year round, help with planting and maintenance)

## E. Traffic and transport

In this section of the questionnaire, we asked questions traffic, travel and transport.

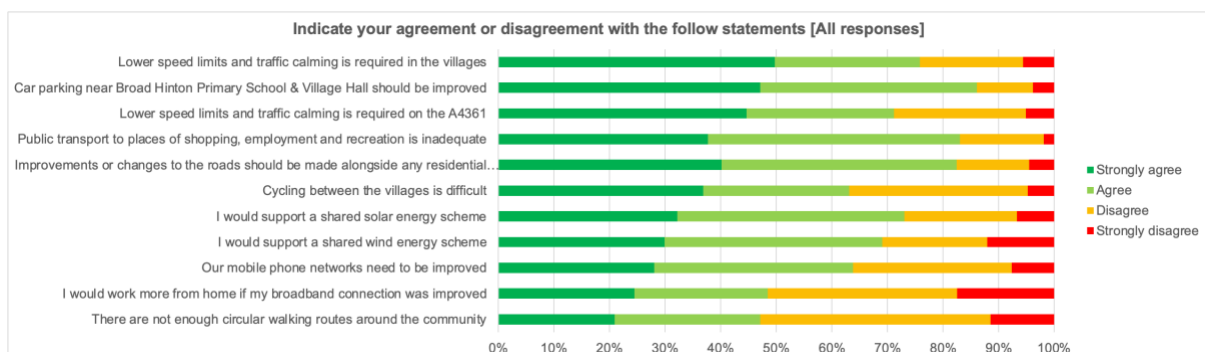


Figure 27 Statements

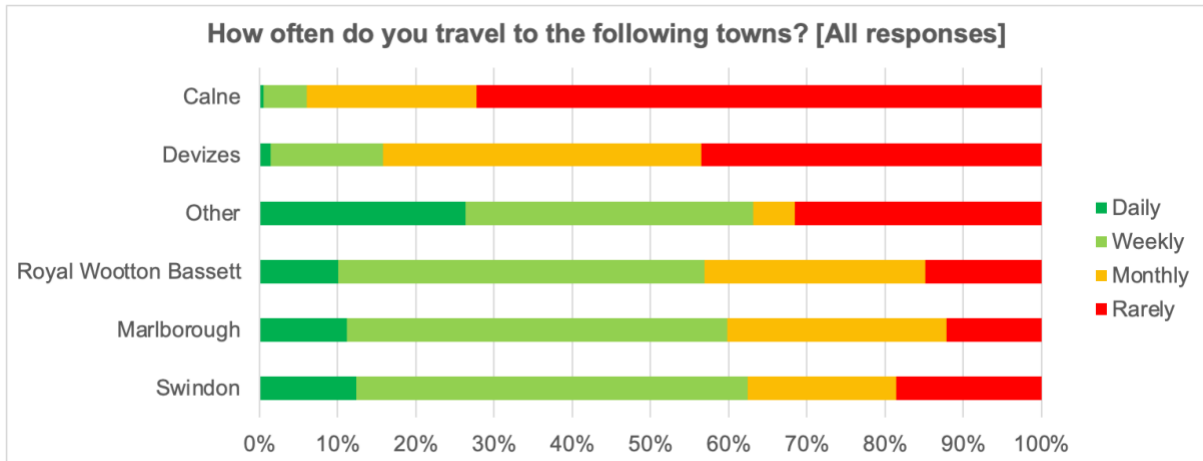


Figure 28 Travel locations

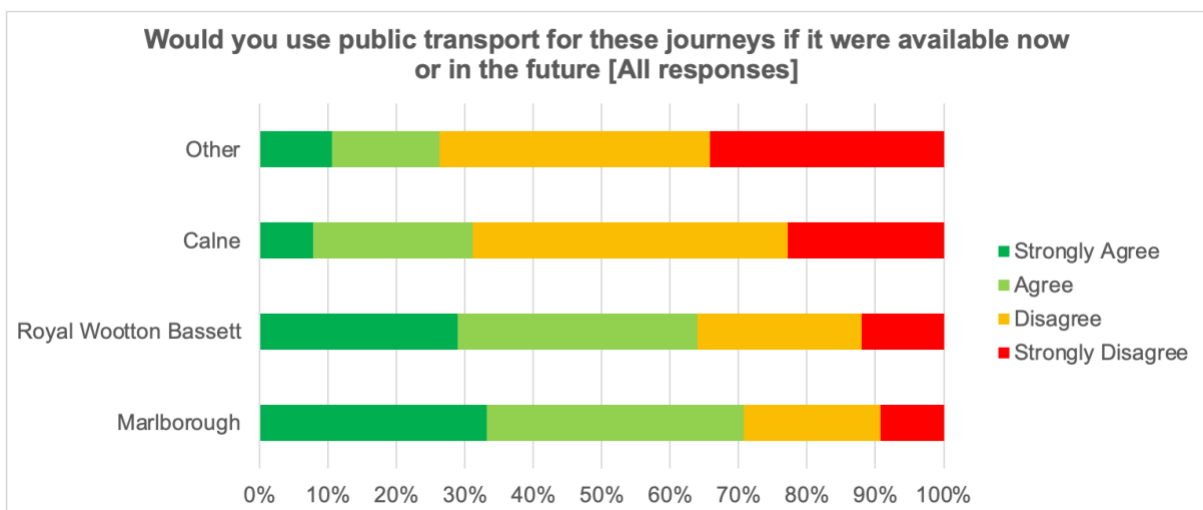


Figure 29 Public transport demand

More than 50% of respondents travel to Swindon, Marlborough and Royal Wootton Bassett weekly. Wroughton was the most popular “Other”, though technically not a town, it is the nearest large village with several supermarkets, a post office, takeaways, sports facilities and a medical centre.

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

The following is a summary of the comments made about traffic and transport.

## Traffic & Roads

Road safety appears to be the main concern with regards to roads, with speeding mentioned most frequently. Parking and speeding are both felt to increase danger, especially in Broad Hinton High Street. Opinion is divided regarding speed limits: some are in favour and some against reducing the speed limit on the A4361 and introducing 20mph zones and/or other traffic calming features (e.g. chicanes) in the villages. Traffic-calming measures are contentious, with some in favour of any such measure and others opposed to specific

measures, e.g. speed humps, electronic signage to encourage drivers to adhere to speed limits was also mentioned. One contributor feels the 50mph limit on the A4361 has made it more dangerous, as it has led to more overtaking (longer no-overtaking stretches near the village junctions were suggested). By contrast, one contributor feels that the A4361 should have the 50mph limit extended to cover the stretch near the Winterbourne Bassett junction (in line with the junctions to the other villages in the vicinity). Another thinks the A4361 speed limit should be further reduced to 40mph.

Extending the 30mph zone further down Summers Lane was mentioned, as was the introduction of a 30mph limit in Uffcott.

More clearing of long grass near junctions would improve safety, both in the villages and at junctions with the A4361. A roundabout at the junction of the A4361 with Summers Lane and the Hackpen road has also been suggested.

There is a desire for more pavements in and around the villages, most notably alongside roads in residential areas and from the villages to the bus-stops, specifically Yew Tree Lane and Summers Lane, plus the road out to the bus stop from Winterbourne Bassett.

A pedestrian crossing outside the school was suggested, or at least reinstatement of the school crossing patrol.

A vehicle weight limit was suggested for Yew Tree Lane and Post Office Lane, along with measures to prevent the continual widening of Yew Tree Lane by vehicles eroding the verges. More police monitoring of speed limits was suggested, as was better lighting. Some residents would like to see more cycleways developed e.g. on byways to connect the villages to each other (and even to the local towns). Mention was also made of safe routes for runners.

There was significant comment about transport, footpaths, public transport, and the need for change to ensure people have access to and from the villages as well as between and around them. Comments included the following, raised regarding issues in the villages:

- Traffic calming in Winterbourne Bassett
- Footpaths in Yew Tree Lane and Summers Lane
- No pavement from the village (Winterbourne Bassett) to the bus stop
- Better sight lines at key junctions in and out of all the villages
- General improvements across the footpath network, with specifics mentioned including making the Whettles a more robust connection between Winterbourne Bassett and Broad Hinton, improving the route from Byway 18 (Uffcott) to the Ridgeway, improving the path across the green from Pitchens End to Post Office Lane
- Cycle paths making cycling safer, perhaps connecting the villages covered by this plan, and reduced vehicular speed limits within the village, especially at points where visibility is poor.

## Rights of Way

There is popular demand for restricting (or banning completely) the use of byways by motor vehicles, in order to help keep them in better condition (and quieter). It was noted that the placing of logs alongside Vize Lane to restrict off-roading has led to an improvement in this regard.

While many byways (plus bridleways and footpaths) are well-maintained and easy to access, some are not. It is felt that farmers/landowners could do better on this and that more signage would also help, e.g. to keep routes clear where paths go through fields planted with crops or to provide alternative routes around the edge of such fields. One footpath on the road to Uffcott, clearly marked on OS maps, has been marked as a no-through-route by the landowner.

In particular, people would like the Broad Hinton end of the Whettles path to be improved up to the standard of the Winterbourne Bassett end and a surfaced path across the Pitches End green.

More walking routes (including circular walks) would be welcomed. A better walking route (to include a cycle route) into Wroughton would be welcomed.

Improved communication and understanding of responsibilities of landowners and councils might help with finding a way forward on all the above issues.

A suggestion was also made that horse-riders should be asked to keep to one side where possible, so as to retain a relatively smooth, less muddy path on the other side for walkers/cyclists/etc.

Pavement repairs in Broad Hinton High Street were requested.

## Public Transport

Whilst the Route 49 bus service is appreciated, many comments alluded to the fact that there is limited / no public transport to other areas, particularly east (Marlborough) and west (Royal Wootton Bassett). Also, that what services are available, are too infrequent and timings do not suit needs (tend to stop too early in the evening). It has been suggested that the bus services should run through the villages to assist the vulnerable and less mobile . A community taxi service was suggested.

## Parking

Most of the comments regarding parking were Broad Hinton related, referred to parking for the school and the village hall. The main theme is that there is insufficient parking for both, and suggestions included using land behind the village hall and the school.

Two themes on the subject of parking emerged from the responses:

- 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, although it was also mentioned that people need to be encouraged to walk to school wherever possible). This would reduce overflow parking on the surrounding roads.

Limited parking in Pitchens End was also mentioned, where it would be helpful to have some visitor parking spaces.

## F. Communications

In this section of the questionnaire, we asked questions about the various communication methods used in the community, how useful they were, and how we could improve them.

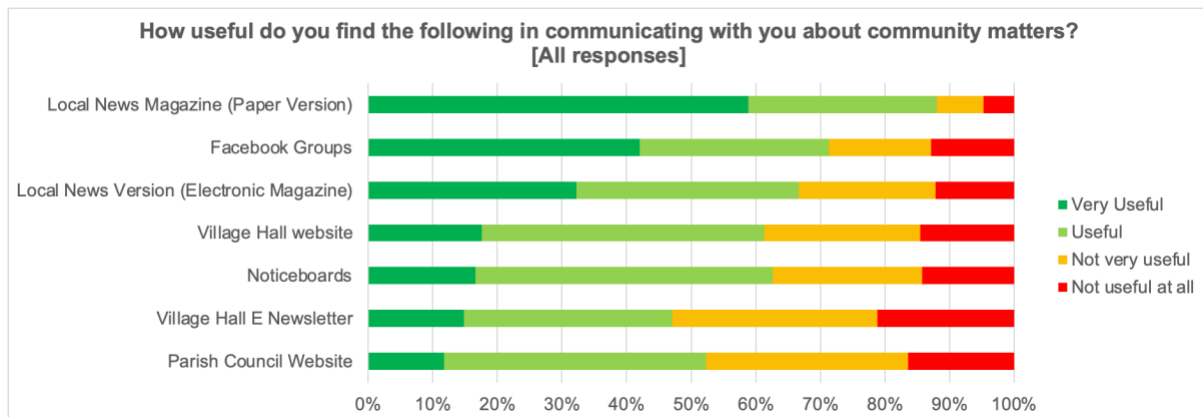


Figure 30 Communications

There is clearly a degree of confusion regarding the different sources of community information: some people were unaware of the village hall and Parish Council websites and others suggested that one consolidated website would be helpful. The paper copy of the Local News is very popular; opinion is more divided about electronic communication and social media, possibly because there are so many different avenues for this. It was suggested that more could be done in the paper newsletter to help people find the online sources. Amalgamating the parish newsletter and the village hall newsletter was also suggested. Whilst 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)

## General comments

Many of the comments in the “further comments” section at the end of the questionnaire fitted into the headings above and so have been incorporated there in this summary. Other comments have been summarised below.

### 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 point was made that the community needs to provide more leadership and participation, setting up groups to tackle some of the projects.

### Parish Council

A few comments suggested that a more proactive approach was needed from the Parish Council and that things repeatedly discussed by the council seem not to progress. Specific mention was made of the need for repairs to the wall behind Pitchens End.

### Governance

A concern was raised about a possible profit motive in the Neighbourhood Plan Steering Group; it is hoped that the published Declaration of Interests and detailed meeting minutes will provide the necessary safeguards.