

Hextable Parish Council Future Development Survey

Written Report

Prepared by Lake Market Research for Hextable Parish Council

12th November 2018

JOB REFERENCE 9180064-01



"This report complies to ISO 20252 and any other relevant codes of conduct."

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BACKGROUND, OBJECTIVES AND METHODOLOGY

BACKGROUND AND OBJECTIVES

Hextable Parish Council commissioned an independent research agency to run an open residents meeting to collect feedback from Parish households with regards to possible developments for the 'Parish Complex'. The open event was an opportunity for residents to consider ideas for development on the site that will bring an income for the village, which can be reinvested towards the provision of new replacement facilities, for our future generations to enjoy. Parish householders were invited to the event which took place on the 10th September between 2pm and 9pm at the Howard Venue, 39 Egerton Avenue, Hextable.

Those attending were asked to read some background information on the proposed ideas for development of the site and this is shown in the appendix to this report. After reading the overview, attendees were asked to look at four sketches showing four different options as well as a fifth option of 'no change/leave things as they are' that the Parish were considering. They were also asked their views on the use of Green Belt land and of the need for village development using the short questionnaire shown in the appendix of this report. The questionnaire also asked which of five options they preferred comprised of the four potential developments plus the fifth option of 'leave things as they are'. The options were as follows:

Option 1: Sketch 1: Re-build Hextable House near its original site

Option 2: Sketch 2: Re-build Hextable House on its original site

Option 3: Sketch 3: Retain Heritage Centre with some houses on the rest of the complex

Option 4: Sketch 4: Build on entire complex, new parish facilities built elsewhere in village

Option 5: Leave things as they are

Hextable Parish Council commissioned Lake Market Research to manage the process including, processing and analysing all submissions to produce an independent and impartial report detailing the views of those responding. This report would help the new council in 2019 make an informed decision on the future of the site, and the possible replacement of facilities.

METHODOLOGY

Households throughout Hextable Parish were advised of the open event, held at The Howard Venue, through the Hextable Parish Council website and the newsletter. The reasons for the event were shown on a poster at the venue for people to read before looking at the development proposals.

Those attending then looked at sketches of the four options plus option five which was to leave things as they are. During the process of viewing the options, Parish councillors and Lake staff were available to clarify any elements of the proposals that were deemed unclear.

After viewing the options attendees were asked to complete a short questionnaire either before leaving or to take home to complete, these were then subsequently returned to the Parish Council office or mailed back to Lake.

All research conducted by Lake Market Research abides by the Code of Conduct and we are a member of the Market Research Society. All personal data collected during the process of this survey will be retained in line with the General Data Protection Regulation at Lake Market Research's head office for up to one year.

SAMPLING

The identity of the people completing the questionnaire were confirmed by their name and address which was checked against the electoral register to confirm they did reside within the Hextable Parish. Around 159 people attended the meeting and 137 completed all or parts of the questionnaire, approximately 3% of the Hextable population of 4,500. The open-ended questions were coded and the data from questions were analysed and used for compiling this report.

In terms of sampling definition and thus the extent to which the data reflected the views of Hextable residents as a whole it should be noted that the sample of respondents were self-selecting and could not be described as a random sample of the Hextable Parish households. Those completing the questionnaire were those who were aware of the open event and who decided to attend and become involved in the process of assessing the proposals.

Normally a sampling error is applied to research data to show the level of confidence of a random sample. Broadly speaking, if this was to be applied to the Hextable data assuming it was a random sample it would be accurate to a confidence interval of +/- 7% at the 95% confidence level for a mid-range answer (around 40%). However, the data in this report should be viewed as a summary of the views of those residents who were aware of the event, wanted to see the possible plans and give their views.

It can be argued that those people who did not attend can be described as neutral towards the options because they did not feel strongly enough to attend. However, this view could be challenged if it was felt that more could have been done to ensure all households in the Parish was informed of the open event.

To provide statistically valid data on residents' views on the best course of action for the Parish with regard to the development of the 'Parish Complex' it would be best to have further consultation based on a random sample or a census of Hextable residents.

ACKNOWLEDGEMENTS

We would like to thank all those who took the time to complete the survey.

EXECUTIVE SUMMARY

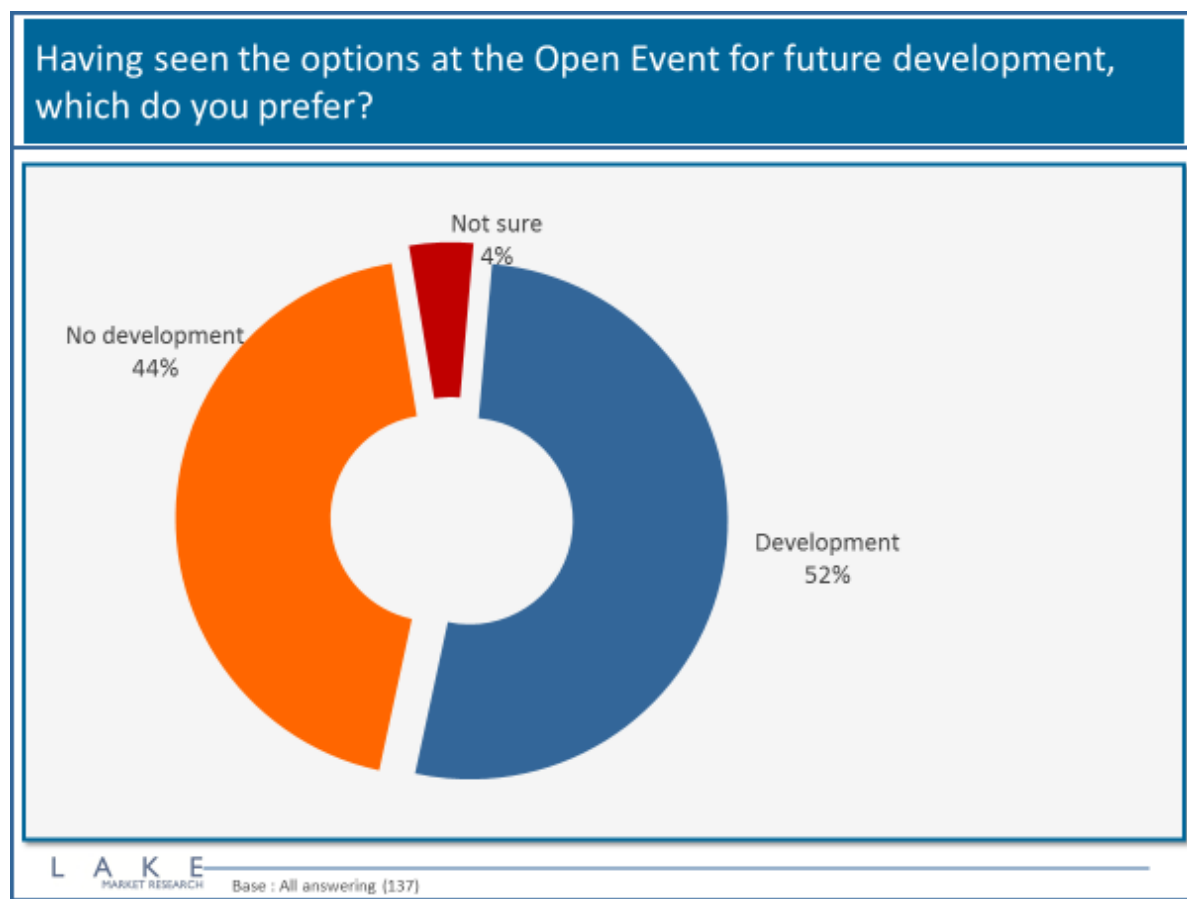
The clear majority, almost 9 in 10 of respondents (85%) felt that the Green Belt should be protected by building on land that had previously been built on rather than developing Green Belt land around the village.

However, there was also a clear majority of almost three quarters (70%) that felt that the Parish Council should consider options to invest in new village facilities.

The chart below summarises the overall response to the 5 options. When comparing the options 44% of respondents wanted no development and to do nothing. However, the majority of just over half of respondents (52%) wanted development and gave their preference for one of the four options plus a few new suggestions. Overall, 28% favoured an option which included the rebuilding of Hextable House with most wanting a rebuild on the original site.

Combining support for the two options that propose limited development, options 1 and 2, generates a preference level of 28% while the more developed options of 3 and 4 achieved a preference level of 24%.

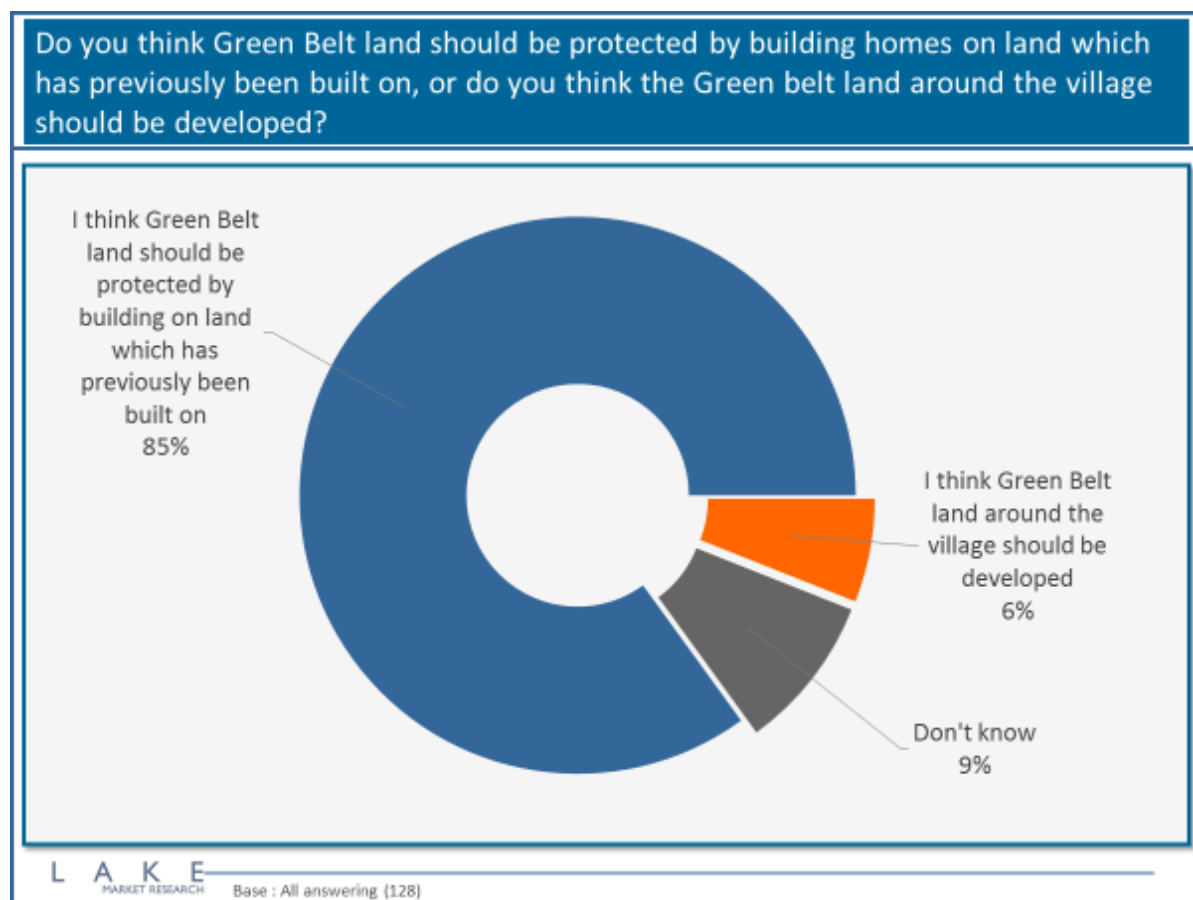
When asked for their views on the development, there was strong support for using previously developed land than Green Belt land. It was also felt that the character of the village needed to be protected and that 'urban sprawl' needed to be controlled.



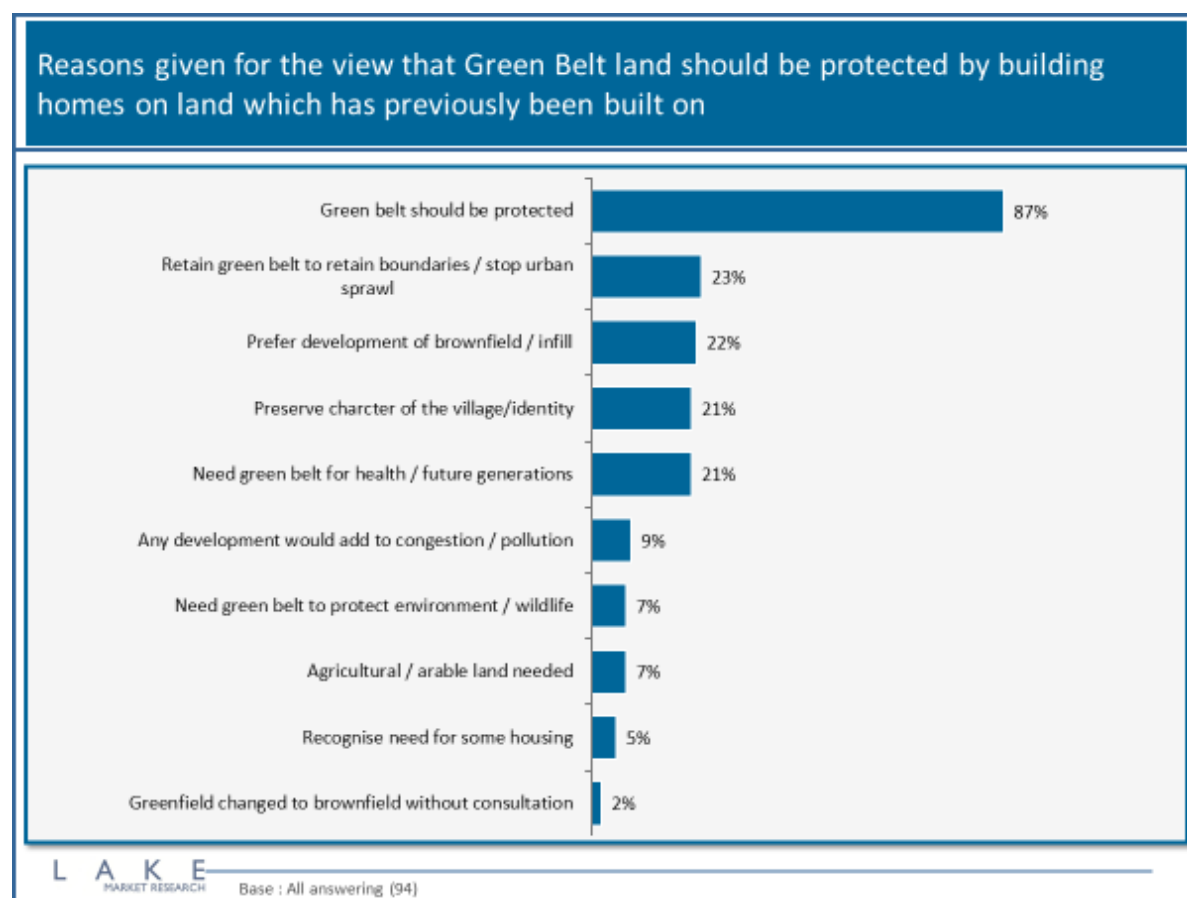
FINDINGS

Q1a. Generally, do you think Green Belt land should be protected by building homes on land which has previously been built on, or do you think the Green Belt land around the village should be developed?

The clear majority, almost 9 in 10 of respondents (85%), felt that the Green Belt should be protected by building on land that had previously been built on while less than 1 in 10 (6%) felt that Green Belt land around the village should be developed. Some 9% stated that they did not know.

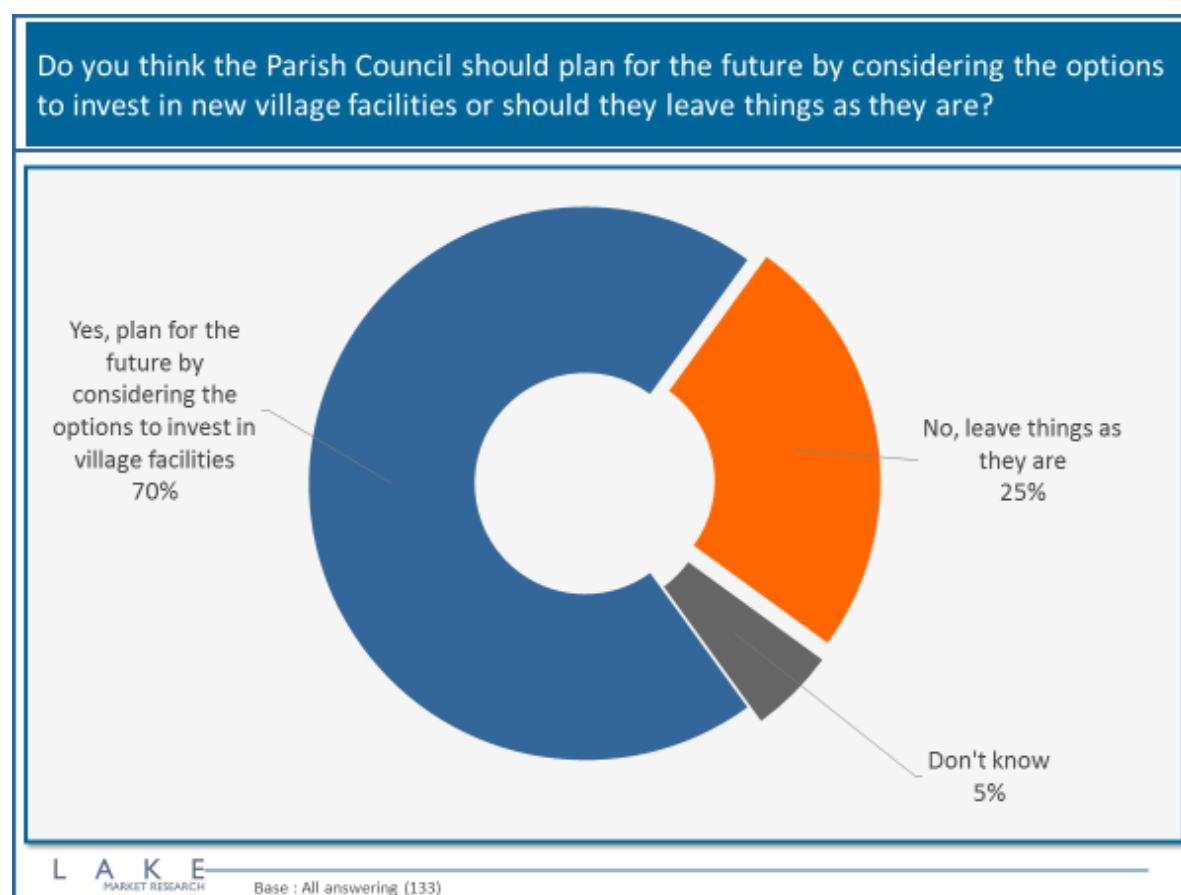


In response to an open question asking respondents to provide reasons for their answer in question one and focusing on those who were in favour of Green Belt being protected, 87% simply said that Green Belt must be protected and added nothing further. Almost a quarter (23%) felt that there was a need to stop urban sprawl by retaining current boundaries whilst 22% preferred brownfields sites to be utilised. Just over a fifth (21%) felt the need to preserve the character of the village and the same proportion felt that the Green Belt needs protecting for future generations.



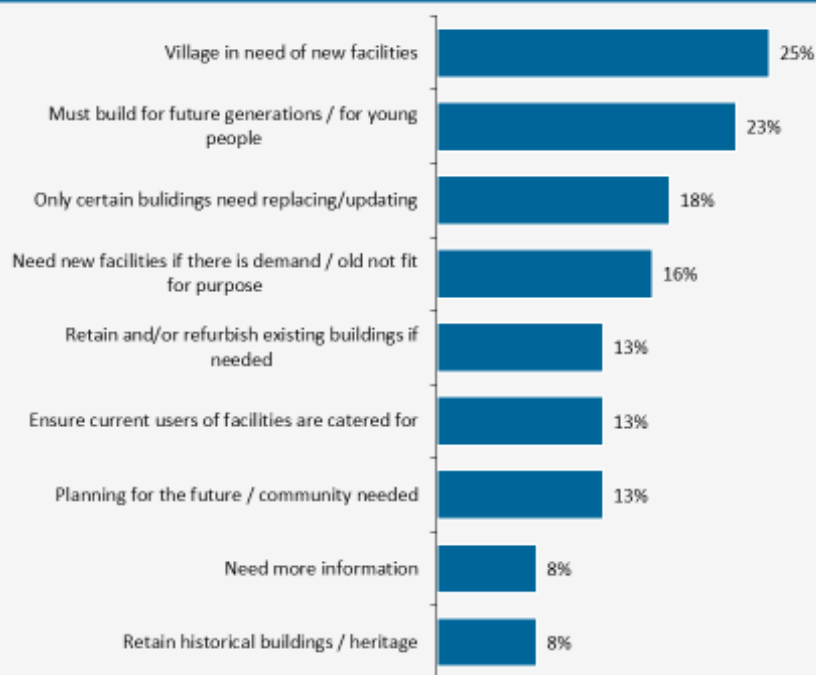
2a. Should the Parish Council consider investing in new village facilities or should they leave things as they are?

Just under three quarters (70%) of respondents felt that the Parish should consider options to invest in new village facilities while a quarter (25%) felt that they should leave things as they are. 5% said they did not know.

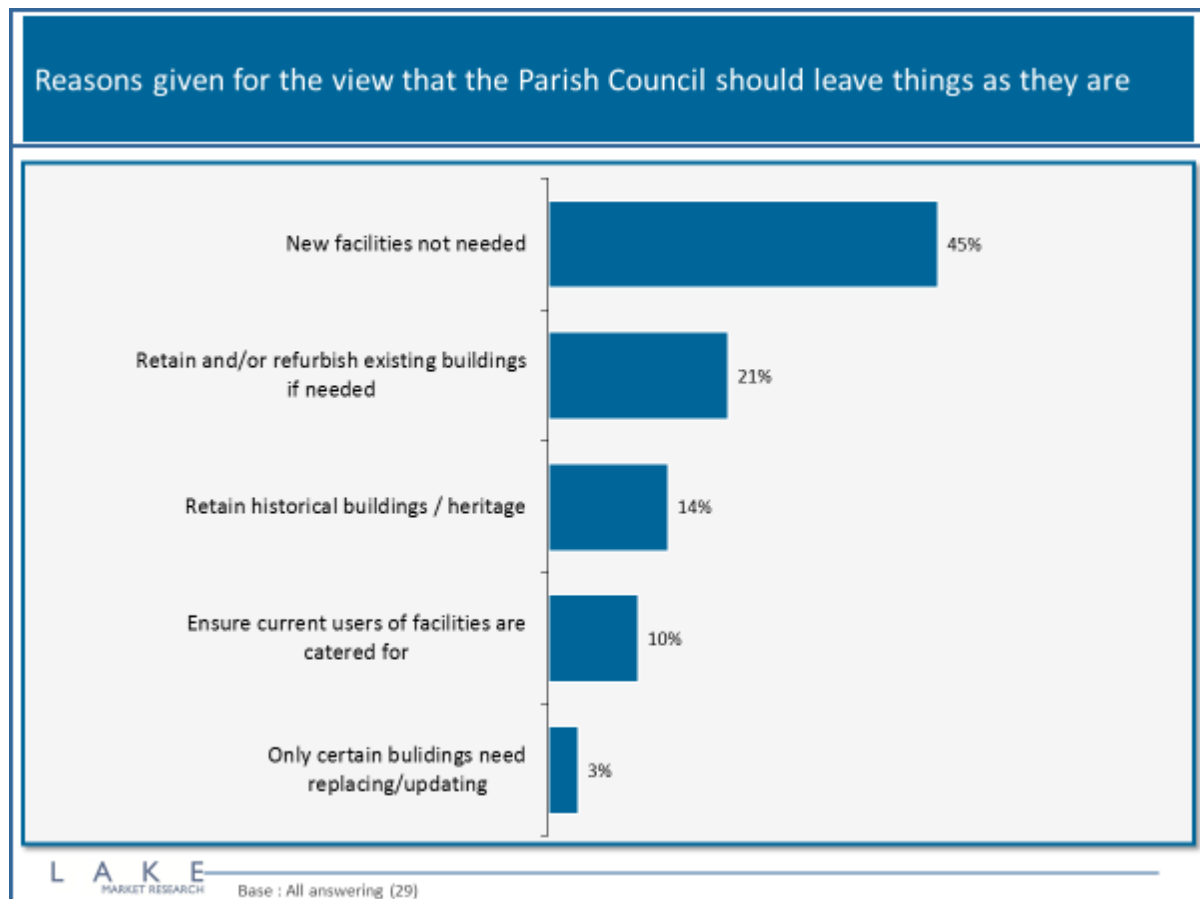


A quarter (25%) those supporting investment in village facilities felt that the village needed them while a similar proportion felt that they must build for the future and the younger generation. 18% felt that only certain buildings needed updating or replacing while slightly less (16%) thought that there should only be new facilities if there is demand for them or if the old buildings are not fit for purpose.

Reasons given for the view that the Parish Council should plan for the future by considering options to invest in new village facilities



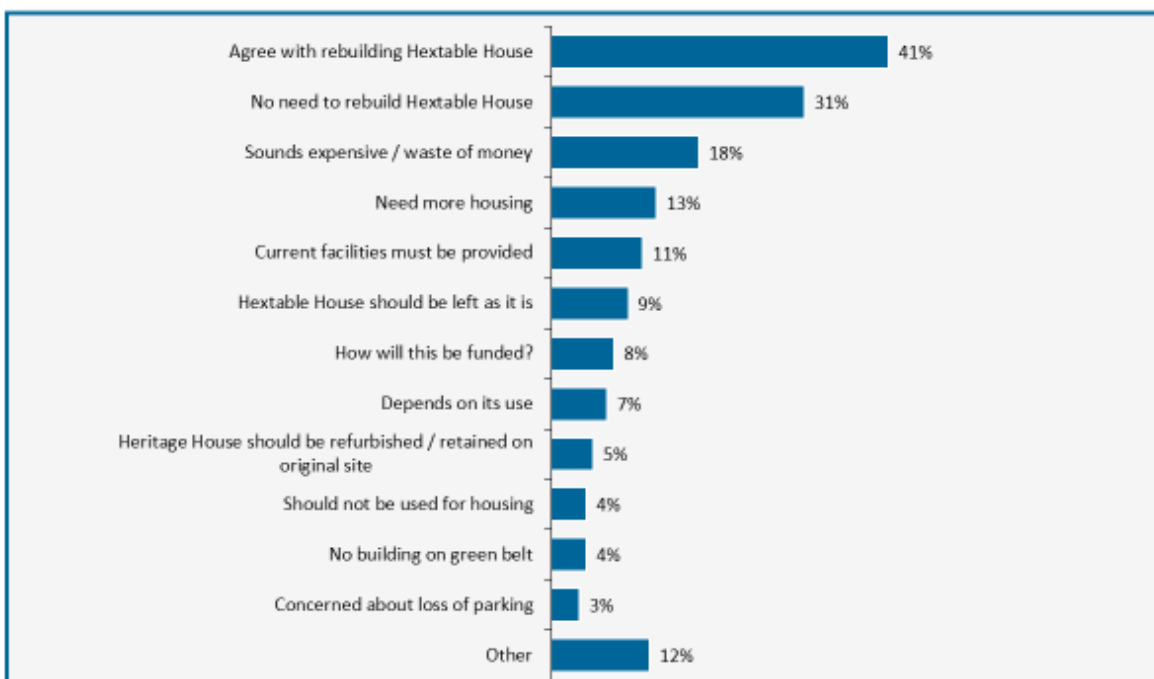
Amongst those who wanted to leave things as they are almost half (45%) felt that new facilities were simply not needed.



Q3. Can you please write in the box below what you think about the possible rebuilding of Hextable House on the original site and original style as shown by the Heritage Society's model on display?

In response to an open question on the proposal to rebuild Hextable House, while just over 4 in 10 (41%) of all respondents simply replied that it should be rebuilt, just under a third (31%) stated there was no need to rebuild it. Almost a fifth (18%) supporting the latter view claimed that the rebuild sounded expensive and questioned whether it would be a waste of money and 8% asked how the development would be funded.

Reasons given for the views on the possible rebuilding of Hextable House on the original site and original style as shown by the Heritage Society's model on display

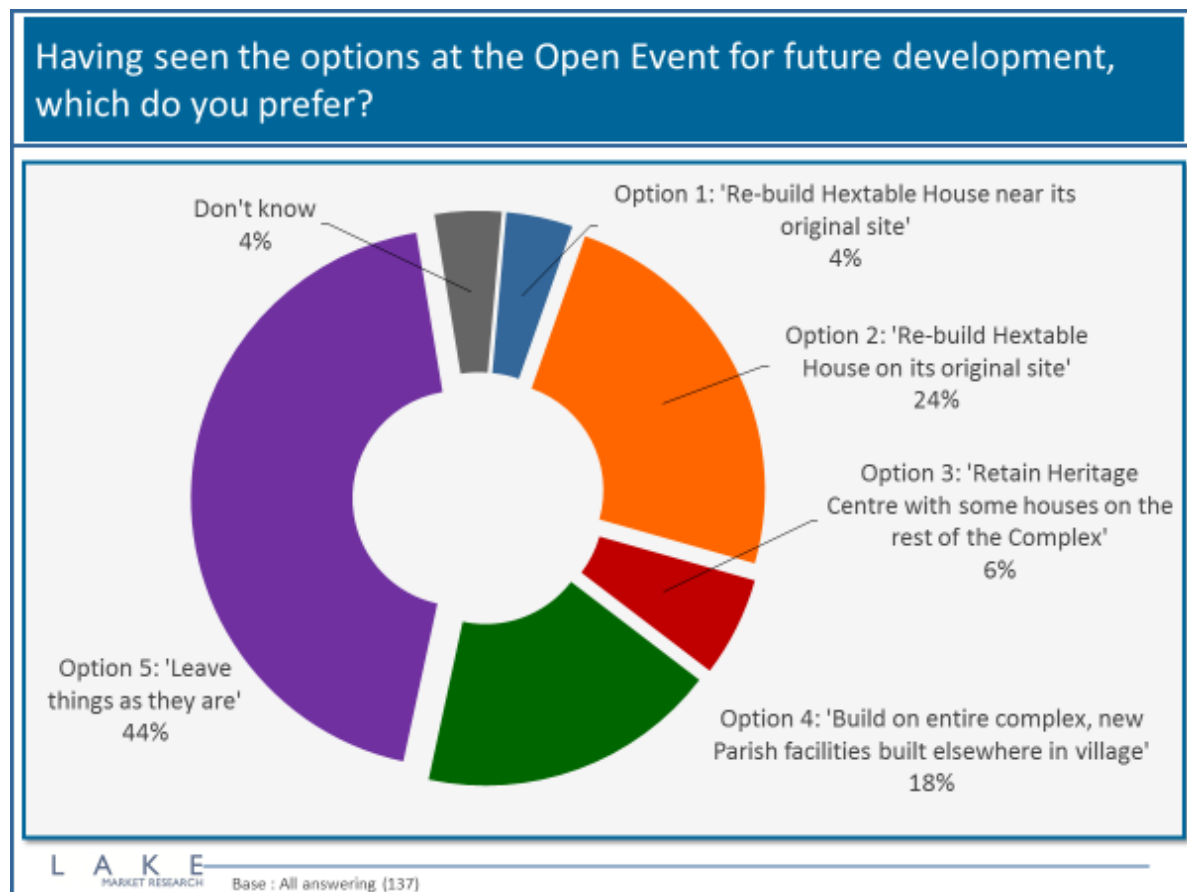


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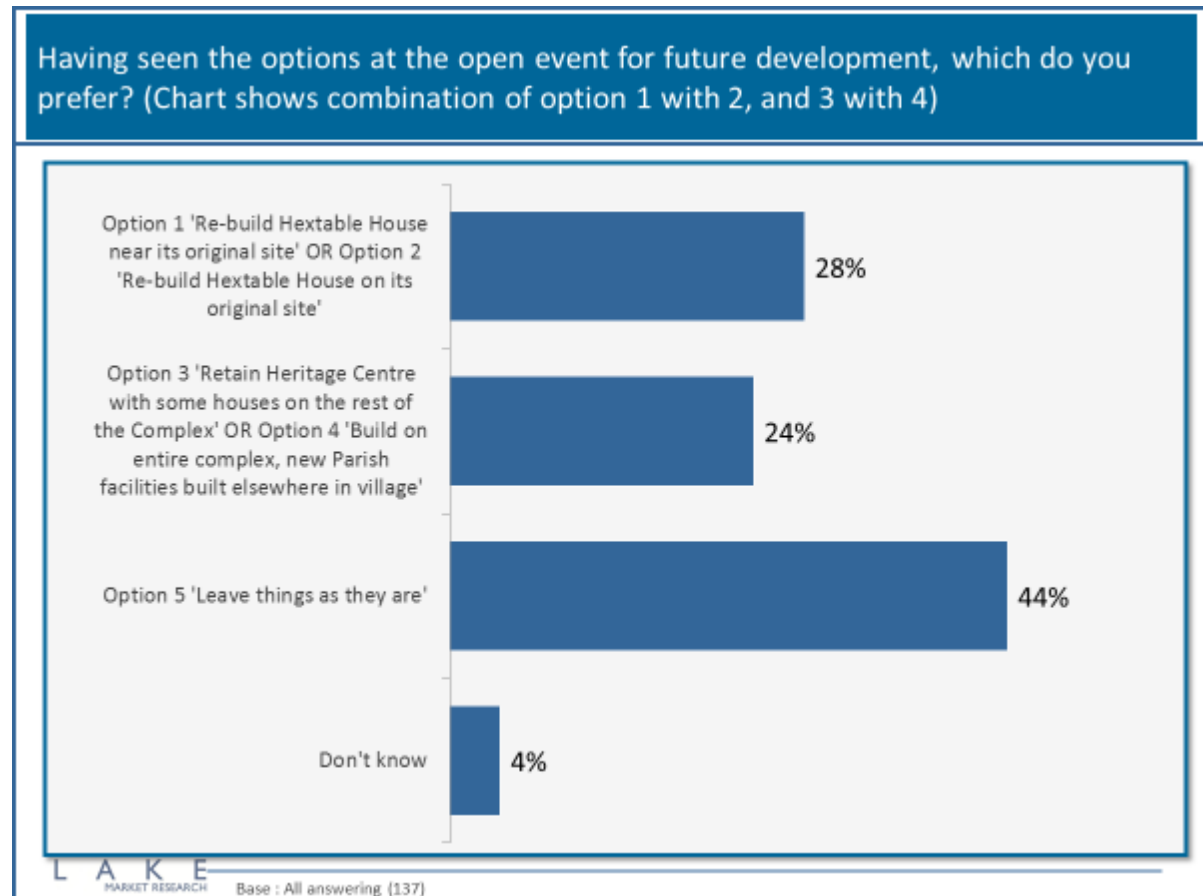
Base : All answering (116)

Q4a. Having seen the options at the Open Event for future development which do you prefer?

After seeing the five potential options for development, just under half (44%) preferred Option 5 (leave things as they are). The most popular of the other four options was option 2 (Re-build Hextable House on its original site) which was preferred by almost a quarter (24%) of respondents followed by just under 1 in 5 (18%) favouring option 4 (Build on entire complex, new Parish facilities built elsewhere in village). Some 6% leaned towards option 3 (Retain Heritage Centre with some houses on the rest of the complex) and 4% opted for option 1 (Rebuild Hextable House near its original site).



The following chart illustrates the results of option 1 combined with option 2 (re-build Heritage House near its original site / on its original site), option 3 and 4 (retain Heritage Centre with some houses / build on entire complex) and option 5 (leave things as they are). The margin of preference was small with 28% of respondents opting for option 1 or 2 versus 24% opting for option 3 or 4.



The reasons given for choosing option 1/2 or 3/4 or 5 are shown on the following summary. Clearly the most frequent comment made by over two thirds (69%) of those choosing options 1 or 2 was for the Heritage Centre to be retained /refurbished on the current site while 28% felt that housing was needed and 25% stated that facilities should be provided for all users.

Amongst those choosing option 3 or 4 half (50%) thought that new facilities were needed while 38% felt that new housing was necessary and 25% that the development would provide funds for the parish.

The most common response (38%) from those choosing to leave things as they are - option 5 was for the Heritage Centre to be retained / refurbished on the current site. A third (33%) of this group also felt that facilities should be provided to all users.

Reasons given for preferring a particular option

	All choosing option 1 or 2	All choosing option 3 or 4	All choosing option 5
Number of respondents	36	24	55
Retain / refurbish heritage Centre on current site	69%	8%	38%
Provide facilities to all users	25%	0%	33%
Housing needed	28%	38%	4%
Retain history of village	22%	4%	16%
Retain parking facilities / parking must be provided	17%	4%	11%
New facilities are required	3%	50%	0%
No development / leave as is	0%	0%	24%
Current facilities are used / adequate	0%	0%	22%
Building will provide funds for the parish	0%	25%	2%

APPENDIX

Event introduction

Hextable Parish Council
College Road
Hextable
Kent
BR8 7LT
Tel: 01322 668530



Comments welcome!!

A Vision for Hextable

Hextable Parish Council is seeking your view regarding the future of the Parish Complex site. This area of the village contains a number of old, tired and energy inefficient buildings.

We have the opportunity to consider ideas for development on this site that will bring an income for the village, which can be reinvested towards the provision of new replacement facilities, for our future generations to enjoy. This site is on developable land that is subject to normal planning policy but does have the opportunity to provide a contribution of housing toward the requirement for 14,000 homes that the Sevenoaks district must provide by 2035. It is the policy of the district to identify former developed sites to provide this additional requirement set by government. If the quota cannot be found from the identification of previously developed sites, then other sites, including those in green belt can be imposed on us. Currently, SDC has identified approx. half this quota.

The parish council supports the protection of our valuable green belt in and around the village through the encouragement of development on brown field sites.

There are several options in the Parish Complex that can make up our contribution for homes in Hextable, and we would like to hear your views on these.

Our village has over 800 years of history and was home to the world's first horticultural college. The main building of the college was the former Hextable House, opposite the Avenue of Limes. The house, once standing in front of the two listed gates, was bombed in the Second World War, and then demolished sometime shortly after. One of the most exciting and ambitious ideas would see the rebuilding of this historically important landmark. The recreation of a replica house would change the landscape and mark a hugely important part of the history of our village, provide housing units and could house an improved Heritage Centre to showcase all the artefacts that the Heritage Society proudly keep.

Your views matter to us, so we encourage you to take a look at the options on display here, talk to us before leaving your comments.

Darren Kitchener
Chairman, Hextable Parish Council

The Five Options

Option 1: Sketch 1: Re-build Hextable House near its original site



Option 2: Sketch 2: Re-build Hextable House on its original site



Option 3: Sketch 3: Retain Heritage Centre with some houses on the rest of the complex



Option 4: Sketch 4: Build on entire complex, new parish facilities built elsewhere in village



Option 5: Leave things as they are

Self-completion Questionnaire

As notified earlier in the year, the Parish Council is seeking your views on proposals for possible future development in the village in the next 20 years or so to provide new village facilities for future generations. Your responses to the following questions will help the Parish Council to decide what plans, if anything, to set in motion or recommend to the new council who will be elected next May. So please take some time to read and respond to the questions.

Q1a. Generally, do you think Green Belt land should be protected by building homes on land which has previously been built on, or do you think the Green Belt land around the village should be developed?

PLEASE SELECT ONE BELOW

<i>I think Green Belt land should be protected by building on land which has previously been built on</i>	☐ 1
<i>I think Green Belt land around the village should be developed</i>	☐ 2
<i>Don't know</i>	☐ 3

Q1b. Can you please write your reasons for your answer to Q1a in the box below.

Q2a. Do you think the Parish Council should plan for the future by considering options to invest in new village facilities, such as a replacement sports pavilion in Hextable Park, or should they leave things as they are? PLEASE SELECT ONE BELOW

<i>Yes, plan for the future by considering the options to invest in new village facilities</i>	☐ 1
<i>No, leave things as they are</i>	☐ 2
<i>Don't know</i>	☐ 3

Q2b. Can you please write your reasons for your answer to Q2a in the box below.

Q3. Can you please write in the box below what you think about the possible rebuilding of Hextable House on the original site and original style as shown by the Heritage Society's model on display?

Q4a. Having seen the options at the Open Event for future development which do you prefer?
PLEASE SELECT ONE BELOW

<i>Option 1: Sketch 1: Re-build Hextable House near its original site</i>	☐ 1
<i>Option 2: Sketch 2: Re-build Hextable House on its original site</i>	☐ 2
<i>Option 3: Sketch 3: Retain Heritage Centre with some houses on the rest of the complex</i>	☐ 3
<i>Option 4: Sketch 4: Build on entire complex, new parish facilities built elsewhere in village</i>	☐ 4
<i>Option 5: Leave things as they are</i>	☐ 5
<i>Don't know</i>	

Q4b. Can you please write your reasons for your answer to Q4a in the box below.

HEXTABLE PARISH COUNCIL AND LAKE MARKET RESEARCH RESPECTS THE PRIVACY OF INDIVIDUALS AND ENDEAVOURS TO ENSURE PERSONAL INFORMATION IS COLLECTED FAIRLY, LAWFULLY, AND IN COMPLIANCE WITH THE GENERAL DATA PROTECTION REGULATION. THE INFORMATION YOU PROVIDE IN THIS FORM WILL BE VIEWED BY THE HEXTABLE PARISH COUNCIL CLERK AND LAKE MARKET RESEARCH ONLY. WE ARE ONLY COLLECTING YOUR NAME AND ROAD NAME BELOW TO VERIFY THAT YOU ARE A HEXTABLE RESIDENT AND TO ENSURE WE DO NOT RECEIVE ANY DUPLICATE FORMS. WE NEED YOUR NAME AND ROAD NAME TO PROCESS YOUR RESPONSE – PLEASE ENTER THESE BELOW:

NAME	
ROAD NAME	

THANK YOU FOR TAKING THE TIME TO COMPLETE THE SURVEY FORM. PLEASE HAND THIS BACK TO A LAKE MARKET RESEARCH REPRESENTATIVE AT THE OPEN EVENT, OR PLACE IN THE LOCKED BOX AT THE OPEN EVENT OR ALTERNATIVELY PLEASE HAND IT IN TO THE HEXTABLE PARISH OFFICE BY 1ST OCTOBER.

