New Developments Residents' Survey

For Bracknell Forest Council

04 September 2014

RESEARCH

Brackenhill, St George's Place,
York, YO24 1DT
01904 632039

Dephna House, 24-26 Arcadia Ave,
London, N3 2JU
0208 8191397

www.qaresearch.co.uk
Company registration: 3186539

Contents

Project number:	STAKE03-6804
Title:	Bracknell New Developments Resident Survey 2014
Location:	S:\ProjectFiles\B\Bracknell_Forest_Council\STAKE03-6804_Bracknell_New_Developments_Resident_Survey_2014\Reports\BFC_New_Developements_report_V2f.doc
Date:	4 September 2014
Report status:	Final
Approved by:	Michael Fountain
Authors:	Miles Crosby & Michael Fountain
Comments:	miles.crosby@qaresearch.co.uk
Cover image	*Jennett's Park, Bracknell* by Andrew Smith, licensed under CC-by-SA 2.0

This research has been carried out in compliance with the International standard ISO 20252

List of Figures

1. Executive Summary

The Home

- Although respondents agreed that their homes had enough general living and room space, storage space was seen as lacking.
- Agreement that the amount of living space was enough was highest in *Jennetts Park*, *Kelvin Gate*, *Windermere Gate* and *Jadine Place.*
- In contrast, respondents from *Wykery Copse*, *Chadwick Mews* and *Davey Place* reported the lowest level of agreement that they had enough living space.
- A significant proportion of the residents of *Wykery Copse*, *Chadwick Mews* and *Davey Place* felt that their homes were too small.
- Respondents were very satisfied with the external appearance of their homes.

The Developments

- Attitudes to the development overall were positive, especially in terms of layout and appearance.
- Agreement that the open spaces in the developments were attractive, numerous enough, large enough, and used regularly was consistently high.
- Residents of Chadwick Mews were dissatisfied about the open spaces in their development, significantly more so compared to the other developments.
- Aside from play areas and open spaces, satisfaction levels for facilities in the local area were low; this was especially true of shopping facilities.
- Generally, new developments do not have adequate parking for resident's needs.
- Where garages are built as part of development they are often not used for the purpose of storing cars.

Overall

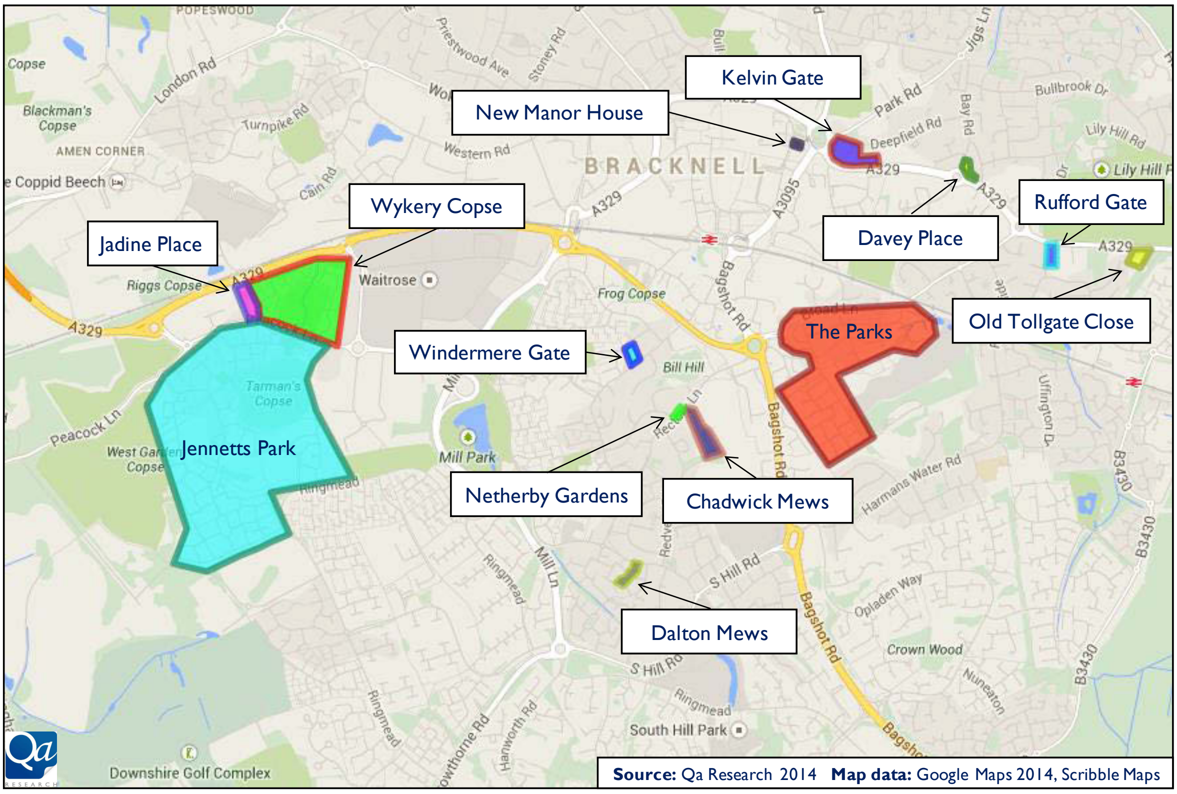
- Overall, respondents were happy with the quality of the development, the aesthetic and layout, but less happy with the infrastructure.
- The developments of *Wykery Copse*, *Chadwick Mews* and *Davey Place* generally score consistently lower than the other developments in almost all measures of satisfaction.

2. Introduction

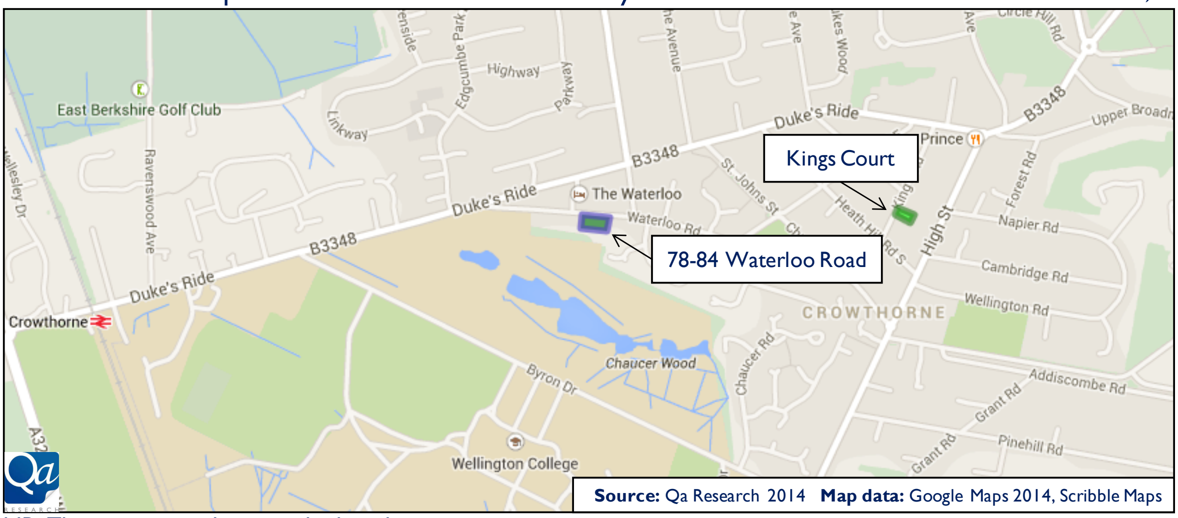
This report presents the results of the New Developments Residents Survey, carried out by Qa Research (Qa) on behalf of Bracknell Forest Council (BFC)

BFC has a number of new developments within Bracknell Forest as part of ongoing construction and home provision. BFC looked to survey a sample of residents on the new developments to find out about their likes, dislikes, feel of the property, size of home, parking etc. The findings would be used to help formulate policies to guide the planning and design of new developments.

All the recent new developments were included in the research, and the map below shows the location of these in Bracknell;



Two of the developments were located further away in Crowthorne rather than Bracknell itself;



NB: This map is on a larger scale than the previous

3. Aims and objectives

The principle aims of the research were to explore;

- How residents felt about their home (e.g. attitudes towards the build quality, its layout, its size etc.)
- Attitudes towards the development, it's layout, size, and infrastructure
- Appreciation and usage of the open and green spaces in the developments
- How residents feel about living on the development generally
- General likes and dislikes about life in each development
- Usage of parking and transport, to assess the potential this would have on infrastructure

4. Methodology

The research was carried out using face-to-face interviews at 15 recent housing developments in the Bracknell Forest area. A sample frame was drawn up to ensure a roughly proportional spread of data between the developments so that no one development dominated the results. At the request of BFC, additional interviews were carried in the larger developments of *The Parks* and *Jennetts Park* so that these could be analysed by the phases in which they were built.

Prior interviewing, all households in the developments were sent a letter by BFC explain that the research would be taking place and encouraging them to take part.

The interviews were conducted using a questionnaire designed in collaboration between Qa and BFC. A copy of this questionnaire is included as an appendix to this report. A team of seven interviewers conducted the fieldwork over a four week period between 7 July and 3 August 2014. Interviews were conducted with those aged 17 and over, and only one individual was interviewed in a household.

The completed interviews were dispatched to Qa where they were quality checked and inputted. The dataset was then complied and analysed, with testing for significant differences, and data tables produced. Data was not weighted.

A total of 619 interviews were completed, and the breakdown of interviews by development is show below;

Figure 1. Number of survey completions by development

Development	Total dwellings	Target interviews	Achieved n	Achieved %	Confidence interval
Wykery Copse, Peacock Lane, Bracknell	149	*50*	53	9%	+/- 10.8%
Rufford Gate, London Road, Ascot,	18	*6*	8	1%	+/- 25.8%
Davey Place, Bay Drive, Bracknell	40	*13*	12	2%	+/- 23.7%
New Manor House, The Ring, Bracknell	14	*5*	-	-	-
Jadine Place, Peacock Lane, Bracknell	32	*10*	13	2%	+/- 20.9%
Chadwick Mews, Brackenhale, Rectory Lane,	63	*25*	31	5%	+/- 12.5%
Dalton Mews, Reeds Hill & Maxwell Walk (off Boole Heights), Bracknell	11	*4*	6	1%	+/- 27.0%
Windermere Gate, Crowthorne Road, Bracknell	25	*9*	11	2%	+/- 22.1%
Netherby Gardens, Rectory Lane, Bracknell	17	*6*	8	1%	+/- 25.2%
78-84 Waterloo Road, Crowthorne	21	*7*	2	<1%	+/- 65.9%
Kelvin Gate, Deepfield Road, Bracknell	268	*75*	75	12%	+/- 9.6%
Kings Court, 20 Kings Road, Crowthorne	8	*3*	3	<1%	+/-44.7%
Old Tollgate Close, London Road, Bracknell	7	*3*	-	-	-
The Parks, Broad Lane, Bracknell	556	*150*	159	26%	+/- 6.6%
Jennetts Park, Peacock Lane, Bracknell	1,170	*225*	238	38%	+/- 5.7%
Total	**2,399**	**611***	**619**		**+/- 3.4%**

*includes 20 interviews not allocated to a development for flexibility

In the table above, the confidence interval for each development and the overall dataset is shown. The confidence interval is a statistical measure of the accuracy of the research; in this case, we can be 95% sure that any statistic reported at an overall level in the report has a potential variance of no more than +/- 3.4% from the figure quoted. This is well within the +/- 5% standard of representative research, and therefore findings at an overall level are statistically representative of the population of the new developments.

Three developments had notably fewer interviews than had been intended; *New Manor House*, *78-84 Waterloo Road* and *Old Tollergate Close*. In each instance the interviewers reported that despite repeated visits to these locations, residents where often not in their properties and so could not complete the interview. In addition, even where the target number of interviews has been achieved, in a number of developments the small size of these developments means that the final base size is very small; therefore accurate conclusions cannot be drawn from these developments. Any developments with a base size of less than 10 responses have been excluded from the subgroup analysis. These are show in red in the table above. However, full data tables are available detailing responses for all developments.

Throughout this report, sub-group analysis comparing the significant differences in answers between respondents from different developments is shown when applicable.

5. Key findings

This section of the report outlines the key findings from the research. The results have been set out in the best order to convey the findings, and questions are not necessarily in the same order as they were asked in the interviews.

The first section outlines the profile of the residents who responded to the research. The following sections look at questions about the respondents' home, followed by a section on the development and their local area, and finally a section on transport and parking.

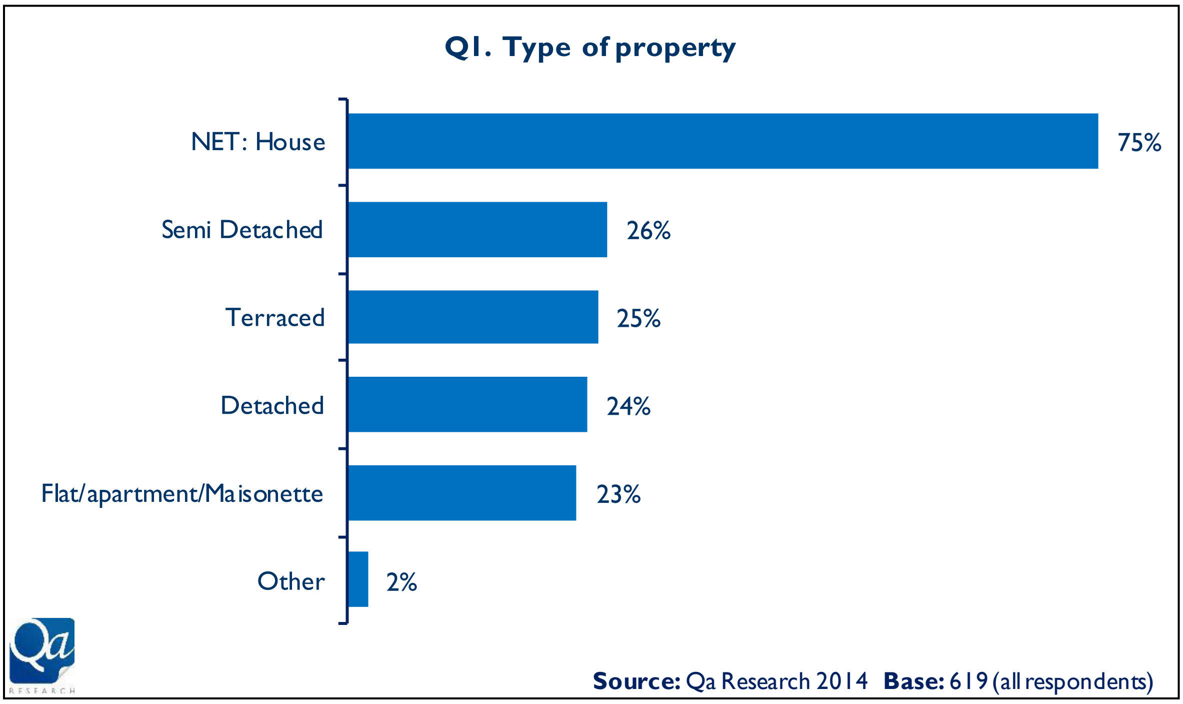
5.1 Sample Profile

A series of questions were included to understand in more detail the type of property occupied by each respondent and where they'd moved into the area from, and these are detailed in this section

5.1.1 Type of property occupied

Respondents were asked what type of property they lived in. Answers were selected from a pre-coded list that the interviewer read out to the participant. Results are shown below;

Figure 2. Sample profile – type of property



As shown in the chart above, there is an essentially even split of respondents across housing types, with one quarter each living in flats (23%), terraced houses (25%), semi-detached houses (26%) and detached houses (24%). Generally, there are more respondents that live in houses (75%) than flats (23%), reflecting the dwellings types in the new developments.

Sub-group analysis

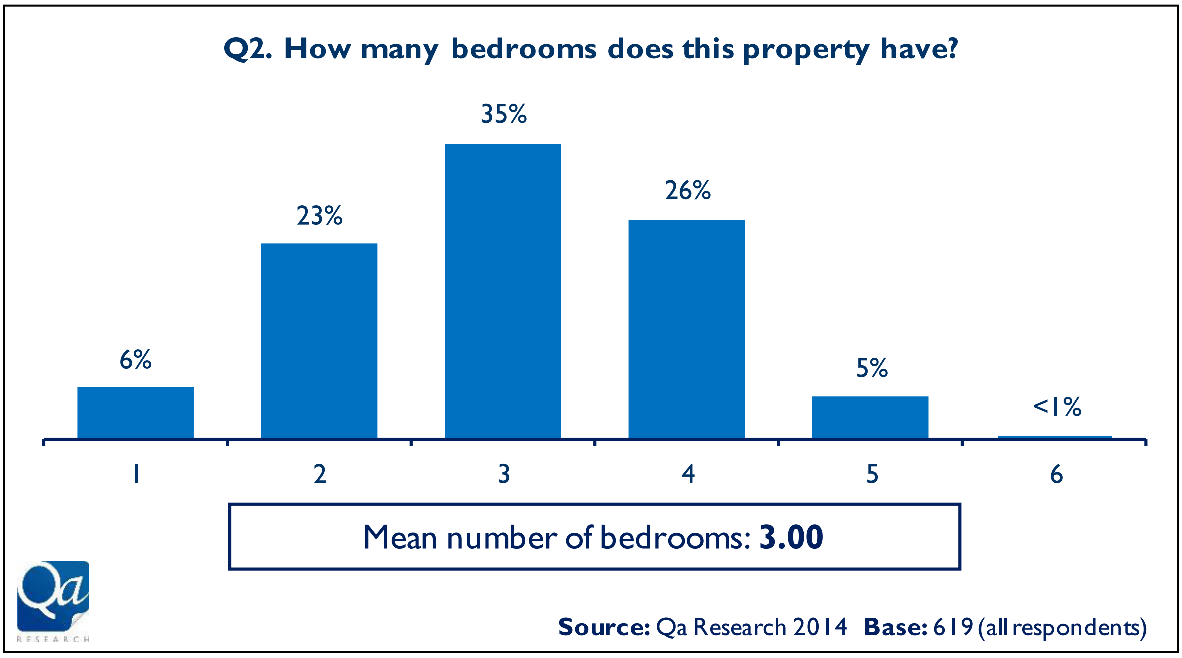
Differences in the type of dwelling occupied were apparent between the different age groups. Residents aged 17-34 were significantly more likely to live in a flat (30%) than those aged 35-54 (17%) and 55+ (17%). Those aged 17-34 and 35-54 were also significantly more likely to live in a terraced property (24% and 28% respectively) than those aged 55 and over (13%). The 55s and over and those aged 35-54 (37% and 31% respectively) were significantly more likely to live in a detached house than those aged 17-34 (14%).

Respondents who were Asian or Asian British were significantly more likely (39%) than those who were White or White British (21%) to live in a flat, and conversely the White or White British were significantly more likely (77%) to live in a house than Asian or Asian British (59%) respondents.

No other differences were recorded amongst key sub-groups.

Residents were then asked how many bedrooms their property has. Answers were unprompted and were recorded as a numerical figure and results are shown below;

Figure 3. Sample profile – number of bedrooms



At one third (35%) of the properties where an interview took place, there were three bedrooms. A further quarter had two (23%) and a similar proportion had four bedrooms (26%). A small proportion had only one (6%) or five (5%) bedrooms. Across the 619 properties, the mean average number of bedrooms was 3.00.

Sub-group analysis

Unsurprisingly, those who lived in a flat were significantly more likely than those who lived in any kind of house to have one bedroom (24% flat vs. <1% house) or two (69% flat vs. 9% house). Terraced and semi-detached houses were more likely to have two (12% and 11% respectively) or three bedrooms (57% and 62% respectively) than detached houses (2% two bedrooms and 19%

three bedrooms). The opposite was also true, where detached houses were significantly more likely to have four or five bedrooms than terraced and semi-detached houses.

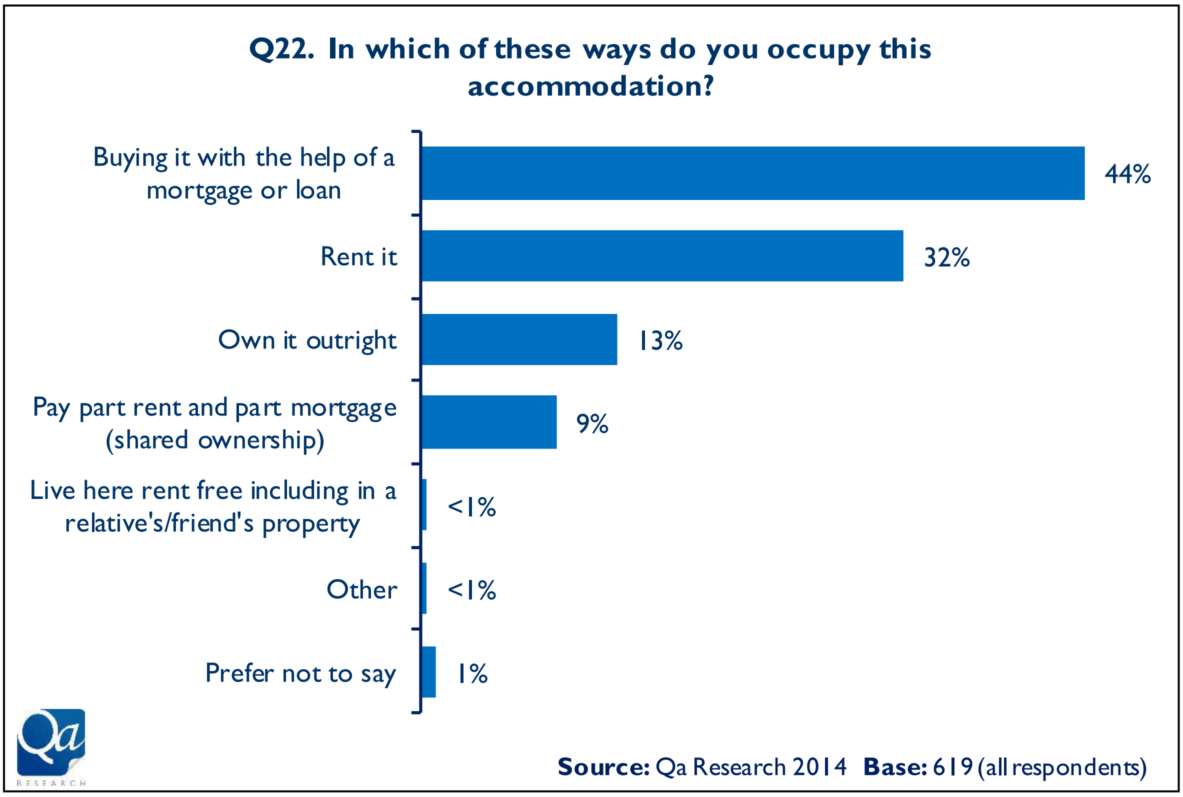
In terms of age, those aged 17-34 were significantly more likely to be in houses with two bedrooms (42%) than those aged 35-54 (17%) and 55+ (19%). The mean number of bedrooms for the 17-34 age group was 2.69, compared to 3.24 for 35-54 and 3.25 for 55 and over. These differences reflect the different dwellings types occupied by residents of different ages, as noted above.

Respondents from White backgrounds where significantly more likely to live in three bedroom houses (37%) compared to those from Asian or Asian British backgrounds (22%)..

No other differences were recorded amongst key sub-groups.

Respondents were asked how they occupied their accommodation and the interviewer read out a list of options with the respondent instructed to choose one; results are shown below;

Figure 4. Sample profile – tenure



Just under one half (44%) of respondents were *buying their property with the help of a mortgage or loan*, with a further third (32%) *renting*. Approximately one-in-eight (13%) *own their home outright*. Only one-in-ten (9%) were in a *shared ownership* scheme.

Sub-group analysis

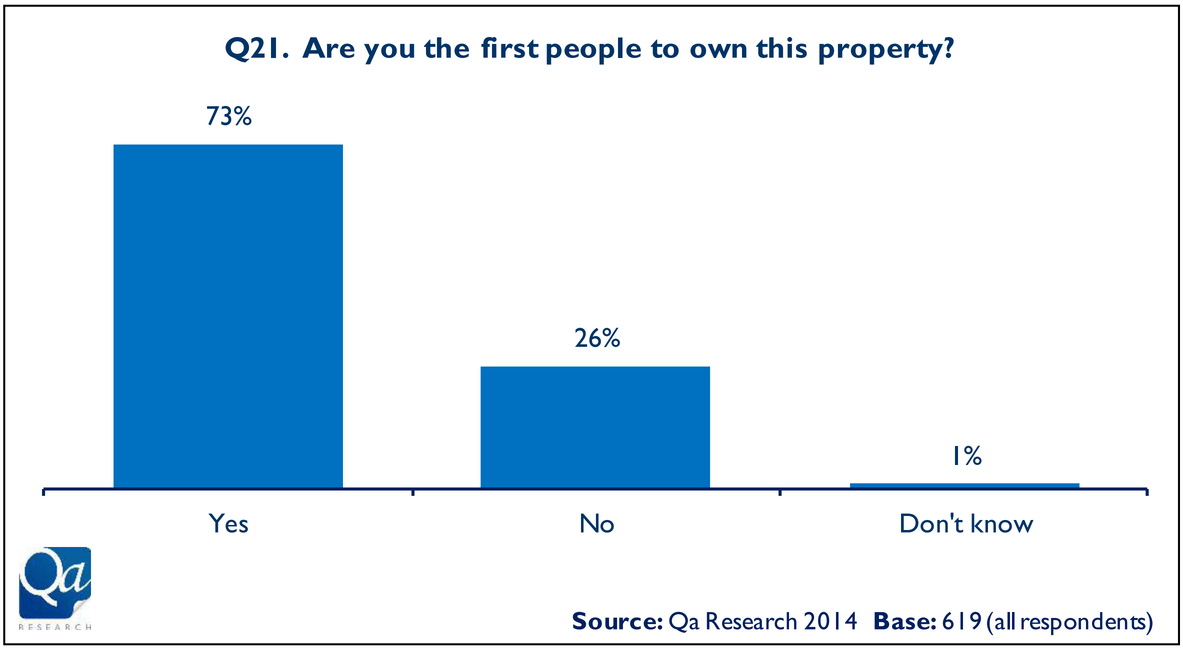
Respondents from *Kelvin Gate* and *Chadwick Mews* were both significantly more likely to *rent* (68% and 84% respectively) compared to those in *Jennetts Park* (22%), *The Parks* (22%) and *Wykery Copse* (19%). Those from *Wykery Copse* were significantly more likely to *own their accommodation outright* (30%) than those of *Kelvin Gate* (4%); however they were also more likely to *own outright* than residents of *The Parks* (15%) and *Jennetts Park* (12%).

Understandably, those aged 55+ were more likely to *own their accommodation outright* (65%) compared to those aged 35-54 (9%) and 17-34 (2%). Interestingly, the level of *buying with a mortgage* or *renting* changes very little between those aged 17-34 (46% and 35% respectively) and 35-54 (50% and 34% respectively).

No other differences were recorded amongst key sub-groups.

As the chart below indicates, three quarters (73%) of respondents were the first people to occupy their property;

Figure 5. Sample profile – number of property owners



Sub-group analysis

Residents of *Wykery Copse* (72%), *Chadwick Mews* (71%), *Davey Place* (92%), *Jadine Place* (100%), *The Parks* (79%), and *Jennetts Park* (77%) were all significantly more likely to be the first people to own their property than residents of *Kelvin Gate* (43%). In fact, more than half (57%) of residents interviewed in *Kelvin Gate* were not the first people to own their property.

Flats appear to change occupants more often than houses, and respondents who lived in flats were significantly more likely to not be the first owner of the property (43%) compared to those in terraced (29%), semi-detached (20%) and detached (15%) houses.

No other differences were recorded amongst key sub-groups.

5.1.2 Moving to the area

Respondents were asked to indicate the date in which they moved to their current home. They were asked for the full date; day of month, month, and year, although just month and year were accepted if they could be no more specific.

This data can be illustrated in two different ways, as the year of arrival in the property or the length of time in the property and both are shown in the charts below;

Figure 6. Sample profile – year of arrival in property

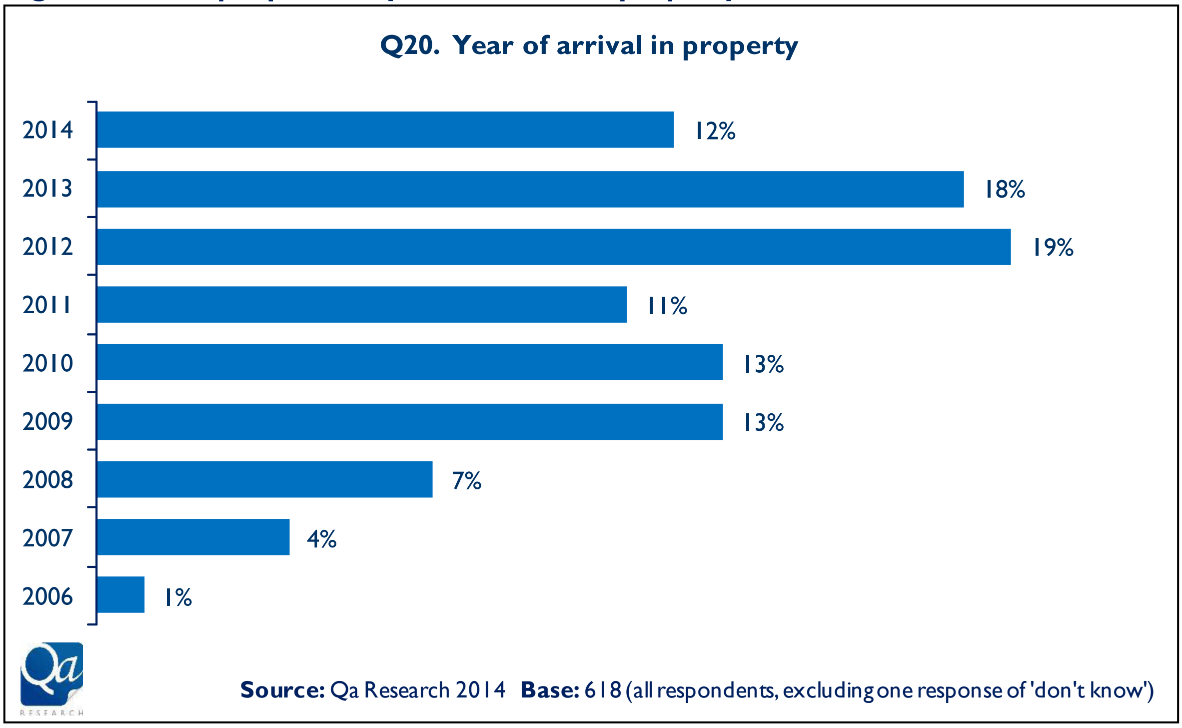
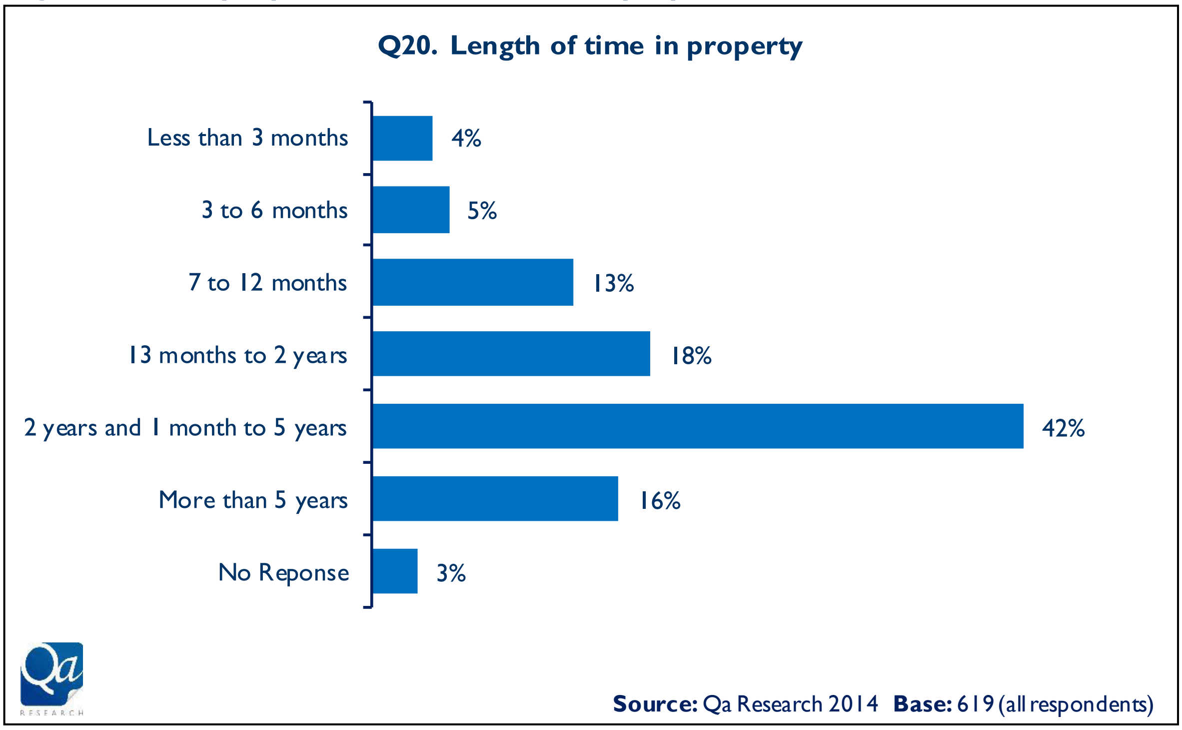


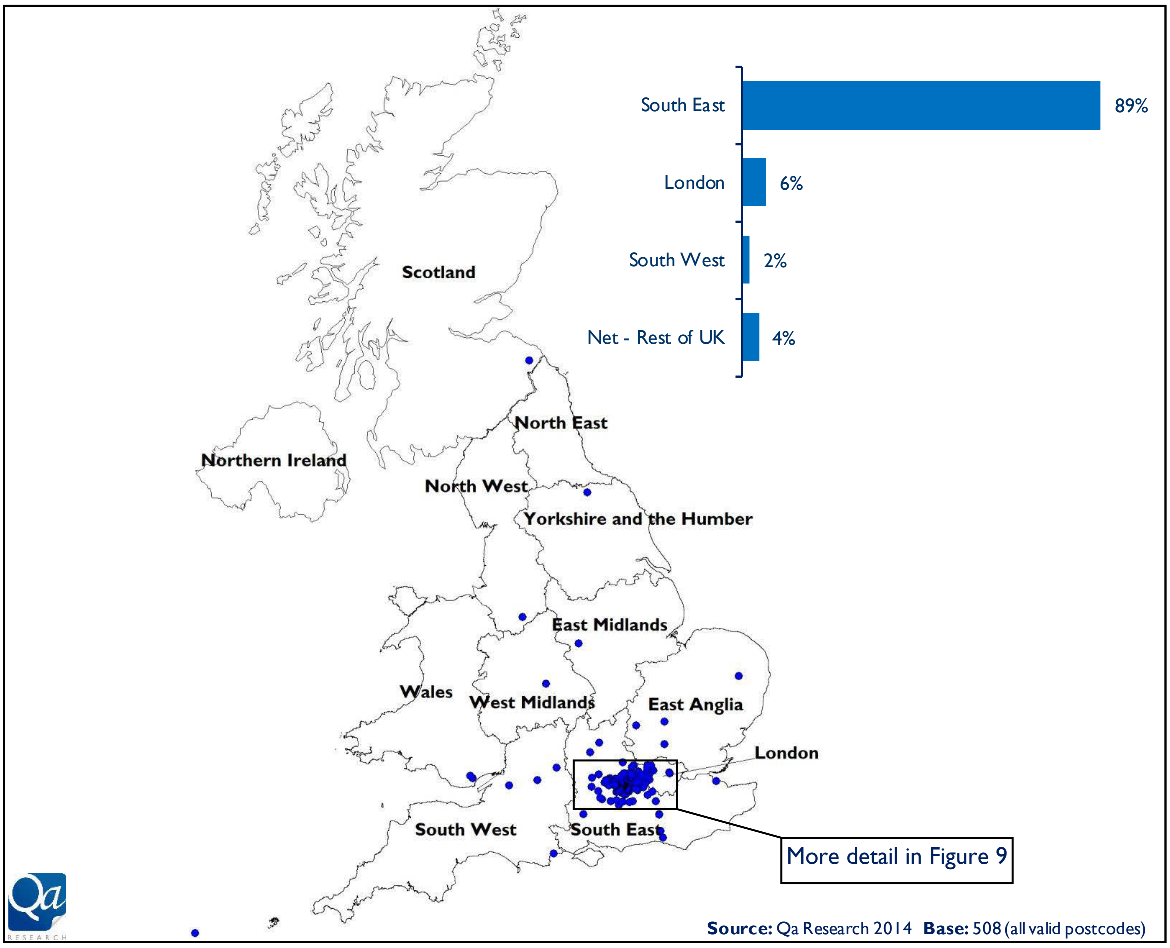
Figure 7. Sample profile – year of arrival in property



The data here highlights that the majority of respondents had lived in their property for more than 2 years and two fifths (42%) of respondents have been resident in their development for between two and five years, the largest single group. Consequently, respondents have generally had time to become accustomed to their property and the development and should be in a position to provide considered and meaningful responses to the survey. That said, just less than one-in-ten had been in their property for 6 months or less (9%).

Respondents were asked if they would be willing to provide the postcode for the location they had moved *from*, in order to examine where people have moved to the developments from. These postcodes have been used to map each respondent's previous location and this is shown below. Not all residents were willing to give a postcode, and so the base for this question is not the full base for the survey. Additionally 3% of residents came from overseas and these are not shown below;

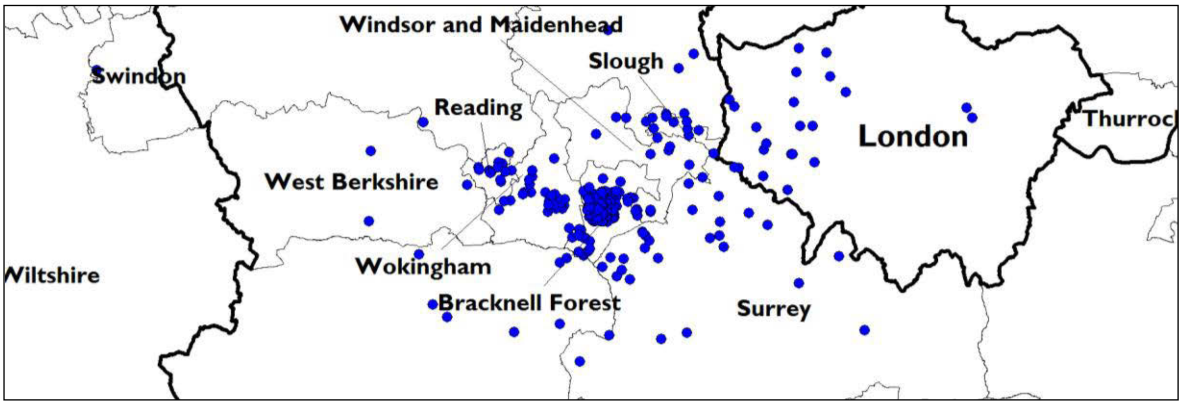
Figure 8. Sample profile – location moved to Bracknell from



In the map above, each dot represents a valid postcode point. As can be seen, the vast majority (89%) of people in the new developments previously lived in the South East. A small proportion also came from London (6%) and an even smaller number from the South West (2%). The remainder (Net – 4%) came from across the rest of the UK.

The map below shows the previous location of respondents in more detail, focussing on the areas around Bracknell Forest.

Figure 9. Sample profile – location moved to Bracknell from



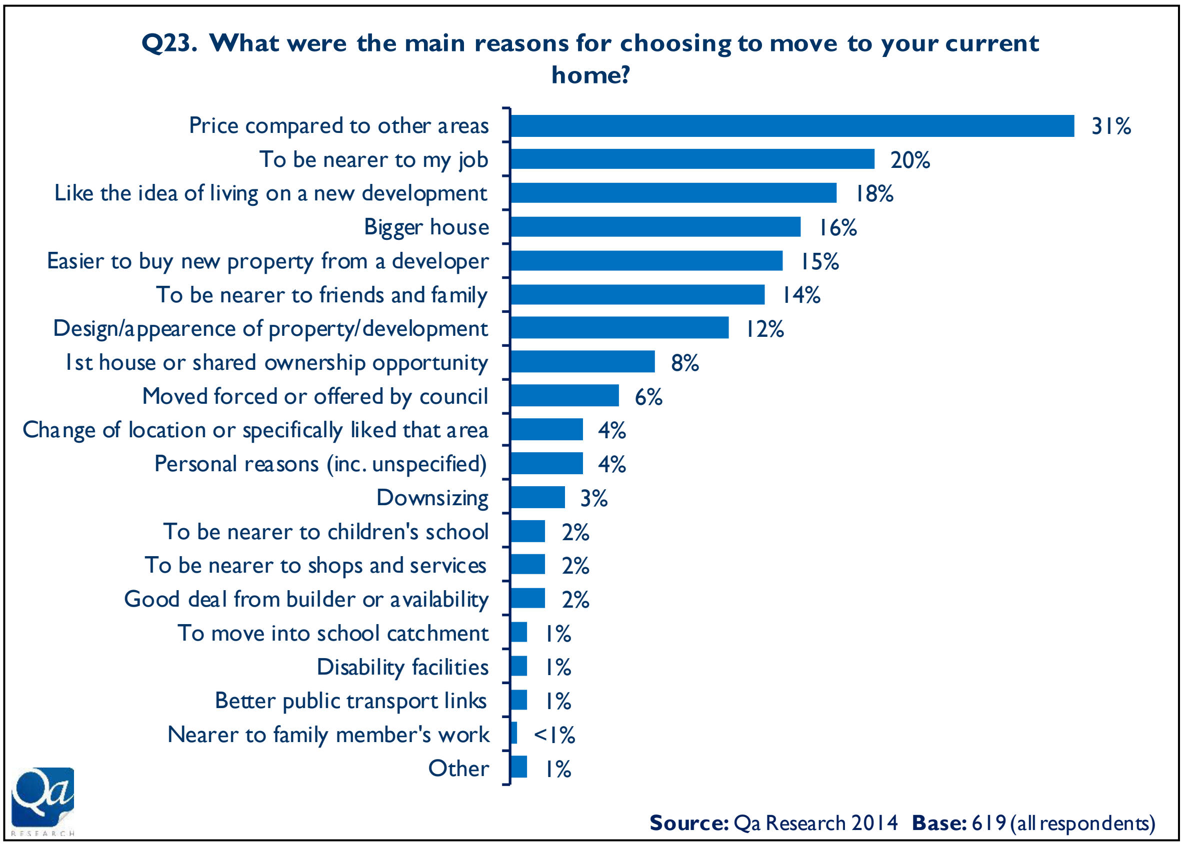
The vast majority are concentrated in a small area between West Berkshire and London, especially within Bracknell Forest itself.

Sub-group analysis

No significant differences were recorded amongst key sub-groups.

Respondents were asked to pick the main reasons for moving to their new home from a list of pre-coded responses on a showcard. Any reason given that did not fall under one of the pre-coded answers was recorded verbatim and coded into thematic categories in the analysis and all responses are outlined below;

Figure 10. Reasons for moving to property



As might be expected, a range of reasons were given here and no single driver can be identified. Generally, the reasons given were either related to their personal circumstances or the house and development itself.

The most frequently mentioned personal reason given was *to be nearer to my job* (20%), although respondents also mentioned that they *wanted to be nearer to friends and family* (14%).

Respondents were actually more likely to mention that they were motivated to move by the property itself, and the most common reason, cited by one third (31%) of respondents, was the *price compared to other areas*. Other frequently mentioned reasons were that they *like the idea of living on a new development* (18%) and the appeal of a *bigger house* (16%).

Respondents also mentioned that they felt it was *easier to buy new property from a developer* (15%).

Sub-group analysis

Respondents from *The Parks* were significantly more likely to say *the price compared to other areas* (49%) compared to *Jennetts Park* (32%), *Wykery Copse* (26%), *Kelvin Gate* (16%) and *Chadwick Mews* (0%), while those in *Chadwick Mews* (3%) were significantly less likely to say they chose their current home *to be nearer their job* compared to respondents from *Wykery Copse* (17%), *Kelvin Gate* (28%), *The Parks* (18%) and *Jennetts Park* (20%).

Findings amongst respondents from the different phases of development of the large developments should be treated with caution as the base sizes are small.

Respondents in *The Parks Phases* 2 and 4 were significantly more likely to say they moved because of *the price compared to other areas* (64% and 73% respectively) compared to those who lived in *Phase* 1 (33%) and 2 (22%),

Within *Jennetts Park*, residents of *Phase* 1-2 (39%) were more likely to have moved because of the *appearance or design of the development* compared to those in *Phase* 3-4 (17%) and 15 (15%). Residents of *Phase* 15 were significantly more likely to be motivated by *the price compared to other areas* (58%) compared to *Phase* 1-2 (31%), 5-8 (15%) and 9-11 (13%).

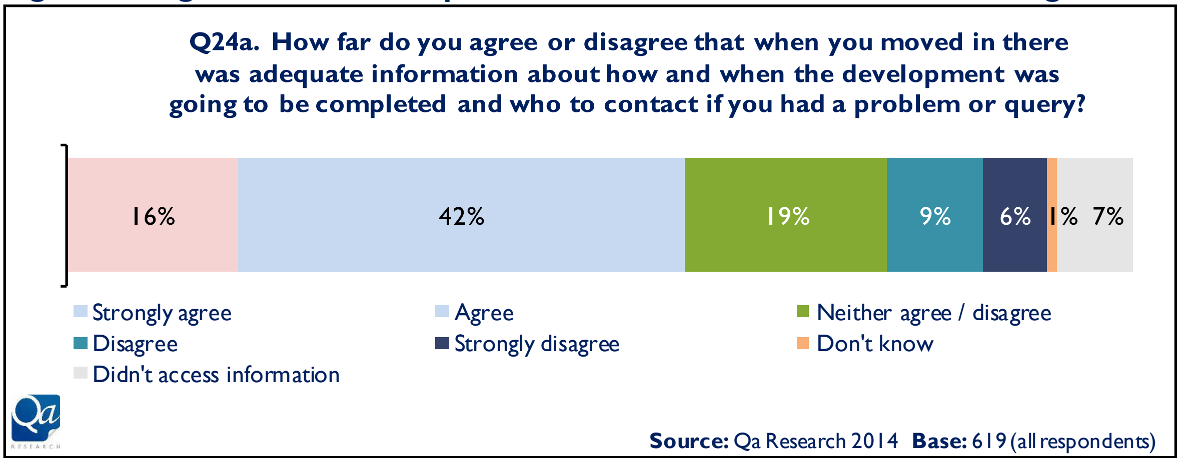
Residents aged 55 and over were significantly more likely to have moved *to be nearer their friends and family* (36%) compared to those aged 17-34 (13%) and 35-54 (8%). As would be expected from the youngest age group, those aged 17-34 were more likely than older respondents to have moved for a *first home ownership opportunity* (17-34: 13%, 35-54: 5%, 55+: 3%).

No other differences were recorded amongst key sub-groups.

5.1.3 Accessing information about the completion of the development

Respondents were also asked about the suitability of information about how and when their development would be completed and how they accessed that information. They were asked to indicate how far they agreed or disagreed that the information available was adequate and responses are detailed below;

Figure 11. Agreement that adequate information was available when moving



Generally, respondents were more likely to *agree* than *disagree* that there was adequate information, although around one-in-twenty *didn't try to access any information* (7%).

Overall, just over half (58%) of respondents *agreed* that there was adequate information about the development, although they were significantly more likely to simply agree (42%) than *strongly agreed* (16%). Only a small proportion (15%) *disagreed*, while one fifth (19%) *neither agreed nor disagreed*.

Sub-group analysis

Some differences between respondents in the different developments were evident, with those from *Windermere Gate* (73%), *Kelvin Gate* (75%), *The Parks* (63%) and *Jennetts Park* (54%) significantly more likely to *agree* than those in *Davey Place* (25%) and *Chadwick Mews* (35%).

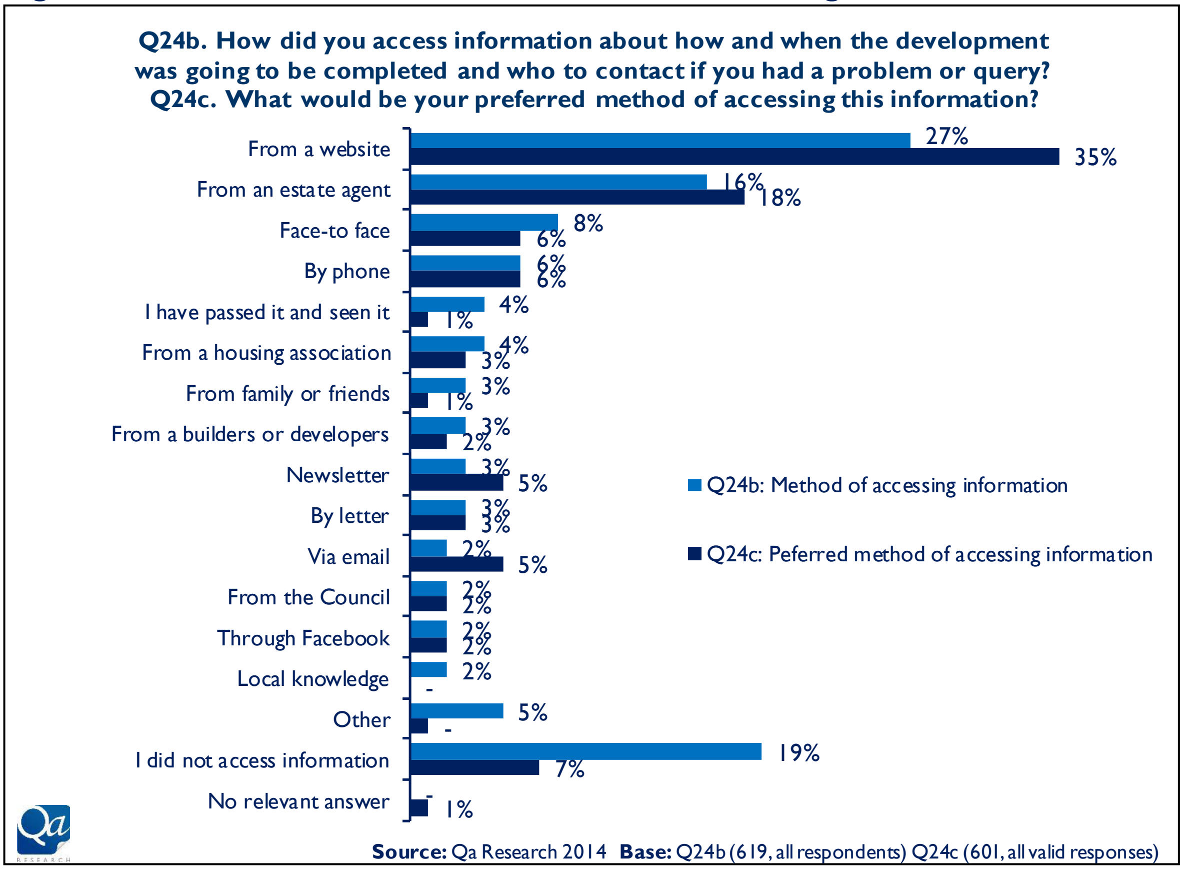
Differences were also apparent between respondents from different phases of the same development and specifically, those from *The Parks Phase* 1 and 4 (71% and 76% respectively) were significantly more likely to *agree* than those in *Phase* 2 (28%). Respondents in *Jennetts Park Phase* 1-2 were notably less likely to *agree* than *Phase* 3-4 (63%), 5-8 (65%), 13 (77%) and 17 (64%) respondents.

Generally, those aged 55+ were significantly more likely to *agree* (68%) than those aged 17-34 (53%). Younger aged respondents were more likely to answer *neither agree nor disagree* (24%) than the 55+ group (11%), suggesting that many may not have been directly involved in the purchase of the property and that this may have been undertaken by an older family member such as a parent

No other differences were recorded amongst key sub-groups.

Respondents were then asked how they accessed information about their development and what their preferred method of access would have been. Answers were chosen from a pre-coded list on a showcard, with multiple responses allowed for Q24b and single response only for Q24c;

Figure 12. Methods used to access information when moving



The most common method of accessing information was from a website, cited by a quarter (27%) and this was also the preferred method of accessing information, for a third (35%) of respondents. The second most common method was to access information from an estate agent, used by one sixth (16%) of respondents, and was the preferred method for just under one-fifth (18%).

One-fifth (19%) indicated that they did not access any information about their development. Interestingly, there was a small proportion (7%) who indicated they would prefer not to access any information at all, perhaps suggesting they were not involved in the purchase.

Sub-group analysis

Residents of *Chadwick Mews* were significantly more likely to have not accessed information (55%) compared to *Wykery Copse* (15%), *Kelvin Gate* (21%), *The Parks* (14%) and *Jennetts Park* (13%). Moreover, although the actual numbers doing so are small, respondents from *Jennetts Park* were significantly more likely to have accessed information by newsletter (6%) or by phone (11%) than those from *The Parks* (1% and 0% respectively).

Respondents aged 55+ were significantly less likely to have accessed information from a website (12%) compared to those aged 17-34 (29%) and 35-54 (31%); conversely the over 55s were more likely to have accessed information from an estate agent (31% compared to 12% and 16% respectively).

No other differences were recorded amongst key sub-groups.

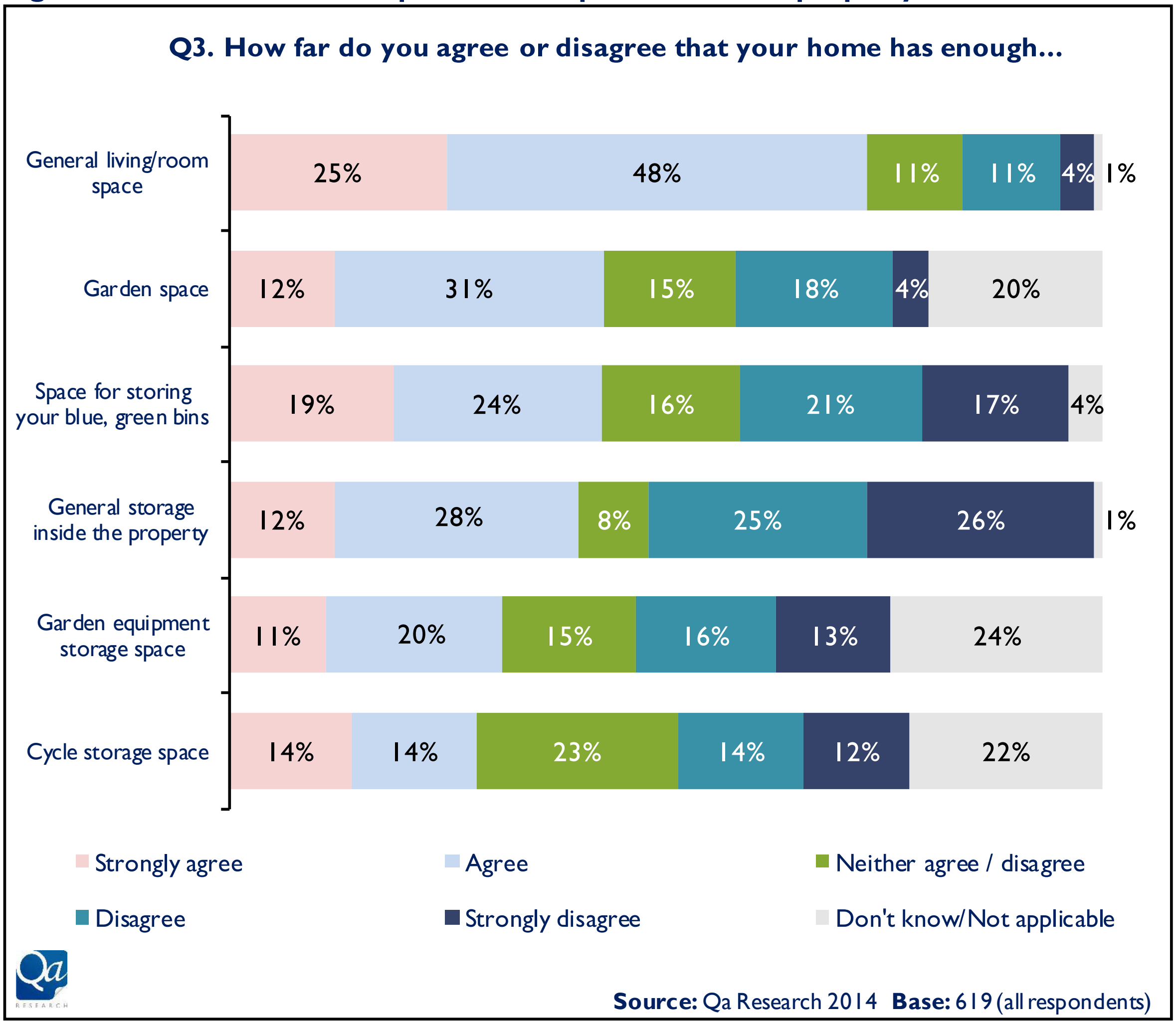
5.2 Attitudes towards the respondent's property

This section outlines respondents' attitudes towards their property and pulls together all the questions from the survey that relate specifically to their home.

5.2.1 Attitudes towards space with the property

Respondents were asked to indicate on a one to five scale (with five being *strongly agree*) how far they agreed of disagreed that their home had enough space of various kinds and results are shown below;

Figure 13. Atitudes towards provision of space within the property



A wide range of opinions were recorded about this question, reflecting the fact that respondents hold different views about their individual properties which in turn is likely to reflect the fact that the range, style and size of properties varies.

Overall, the majority agreed with only one of these statements and almost three-quarters (73%) of respondents *agreed* (agree or *strongly agree*) that their home had enough *general living or room space*, although more *agreed* (48%) than *strongly agreed* (25%) that this was the case.

Around a fifth said that they either *don't know* or it's *not applicable* for *garden equipment storage space* (24%), *cycle storage space* (22%) and *garden space* (20%), suggesting that they do not have outside space. This is reflected in the fact that four-fifths of respondents who lived in flats, apartments, or maisonettes said *not applicable* for *garden equipment storage space* (82%) and *garden space* (79%), higher than for any other property type.

However, amongst the sample as a whole, two-fifths *agreed* that they had enough *garden space* (44%), a higher proportion than disagreed (22%). Just over a quarter said that they had enough *cycle storage space* (28%) a very similar proportion to that which disagreed (26%), highlighting polarised views about this aspect of the respondent's home. Moreover, similarly polarised views were apparent for *garden equipment storage space* with 31% *agreeing* and 29% *disagreeing* and another polarising aspect was *space for storing blue and green bins* (42% *agree* vs. 38% *disagree*)

Respondents were generally less likely to *agree* that their home has enough *general storage inside the property* (41%) than they were to *disagree* (51%) and this was the aspect for which the highest level of disagreement was recorded.

Sub-group analysis

There were significantly higher levels of agreement that their home had enough *General living/room space* in *Jennetts Park* (89%), *Kelvin Gate* (80%), *Netherby Gardens* (100%), *Windermere Gate* (82%), *Jadine Place* (77%), and *Rufford Gate* (88%) compared to *Wykery Copse* (45%), *Chadwick Mews* (42%) and *Davey Place* (25%).

Additionally, respondents in *Wykery Copse* (96%), *Davey Place* (83%), *Chadwick Mews* (65%) and *The Parks* (84%) were significantly more likely to *disagree* that their home had enough *General storage inside the property* than residents of *Jadine Place* (31%), *Windermere Gate* (18%) and *Jennetts Park* (23%). These findings therefore suggest a link between lack of general living space (where there is significantly less agreement) and a lack of general storage space (where there is significantly more disagreement); it would seem that where a home is too small it is both areas (living and storage space) and properties in *Wykery Copse* and *Davey Place* in particular seem to compare unfavourably with those in other developments in this respect

Residents of *Jennetts Park* (68%), *The Parks* (37%) and *Jadine Place* (69%) were significantly more likely to *agree* that they had enough *Garden Space* than residents of *Wykery Copse* (13%), *Davey Place* (0%) and *Kevin Gate* (7%). It should be noted that 91% of responses from *Kelvin Gate* said *Not applicable* here, which accounts for the very low level of agreement.

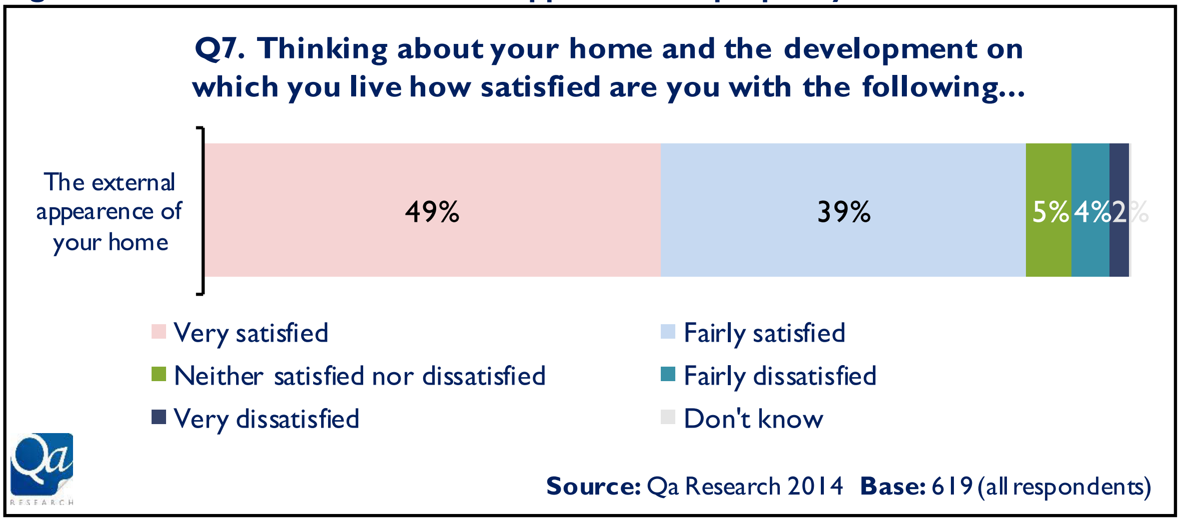
Within *The Parks*, residents of *Phase* 4 and 5 were all significantly more likely to *disagree* that their home had enough space for *Storing blue and green bins* (93%, and 90% respectively), *Cycle storage space* (71% and 53% respectively), and *Garden equipment storage space* (78% and 98% respectively) compared to *Phase* 1 (bins: 62%, cycle: 23%, garden: 46%).

Demographically, respondents who were aged 55 and over where significantly more likely to *agree* that their home had enough *General living/room space* (83%) than those aged 17-34 (72%) and 35-54 (72%). The same is true of *Garden space* (57% vs. 38% and 45% respectively), and *General storage inside the property* (53% vs. 37% and 38% respectively). It may be that those in the 55+ age bracket have fewer or no children at home and therefore have more space available to them and this also reflects differences in the type of property occupied by different age groups as outlined in Section 5.1.1.

No other differences were recorded amongst key sub-groups.

Residents were also asked about their level of satisfaction with the external appearance of their home as part of a wider question about satisfaction with the development and the response was as follows;

Figure 14. Satisfaction with external appearance of propetrty



This was an aspect of the property where most respondents felt satisfied and 88% indicated they were either *very satisfied* or *fairly satisfied* with the external appearance of their home, with the largest proportion (49%) indicating they were actually *very satisfied*. Only a very small proportion (6%) was *dissatisfied*.

Sub-group analysis

Residents in *Wykery Copse* and *Chadwick Mews* are significantly less likely to be *satisfied* (66% and 68% respectively) than residents from *Jennetts Park* (92%), *The Parks* (92%), *Kelvin Gate* (85%), *Netherby Gardens* (100%), *Windermere Gate* (100%), *Dalton Mews* (100%), and *Jadine Place* (100%). However, it should be noted that this still means the majority of respondents in each development were satisfied.

Within *Jennetts Park*, respondents living in *Phase 13, 14, 15 and 17* (all 100%) were significantly more likely to be *satisfied* than those living in *Phase 1-2 (83%)* and *Phase 9-11 (80%)*.

As would be expected, there was a link between respondents' satisfaction with the *external appearance of their home* and with elements of the overall development. Residents who were *satisfied* with the *appearance of their development* were significantly more likely to be *satisfied* with the *appearance of their home* (95%) compared to those *neither satisfied nor dissatisfied* (60%) or dissatisfied (57%). Naturally, the *external appearance of homes* is a large part of the appearance of a development.

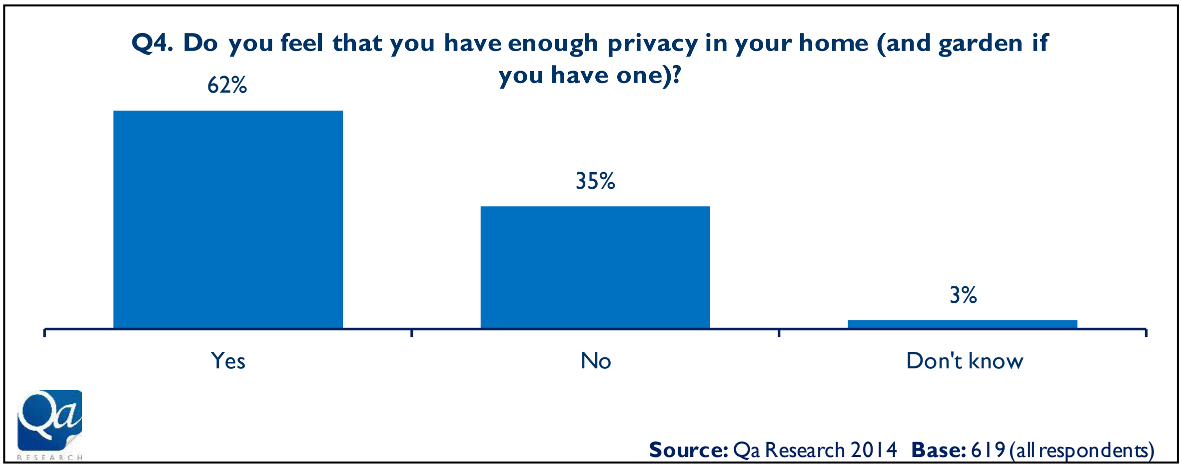
The same pattern was true of those *satisfied* with the *layout of their development*, who were significantly more likely to be *satisfied* with the external appearance of their home (94%) compared to those who were *neither satisfied nor dissatisfied* (80%) or *dissatisfied* (45%) with the *layout of their development*.

No other differences were recorded amongst key sub-groups.

5.2.2 Privacy and safety

A question was included to explore how respondents felt about the level of privacy that their home and garden afford them. Answers were recorded as *yes* or *no* and are shown below;

Figure 15. Attitudes towards the level of privacy in the property



As can be seen, nearly two thirds (62%) of respondents felt they had enough privacy in their home (and garden if applicable), although a third (35%) did not feel this was the case

Sub-group analysis

Residents in *The Parks* were significantly more likely to say *no* (65%) than those in *Wykery Copse*, (45%), *Chadwick Mews* (32%), *Kelvin Gate* (19%) and *Jennetts Park* (21%).

Residents of *The Parks Phase 2* were significantly less likely to say *no* (28%) than *Phase 1* (67%), 4 (74%) and 5 (60%).

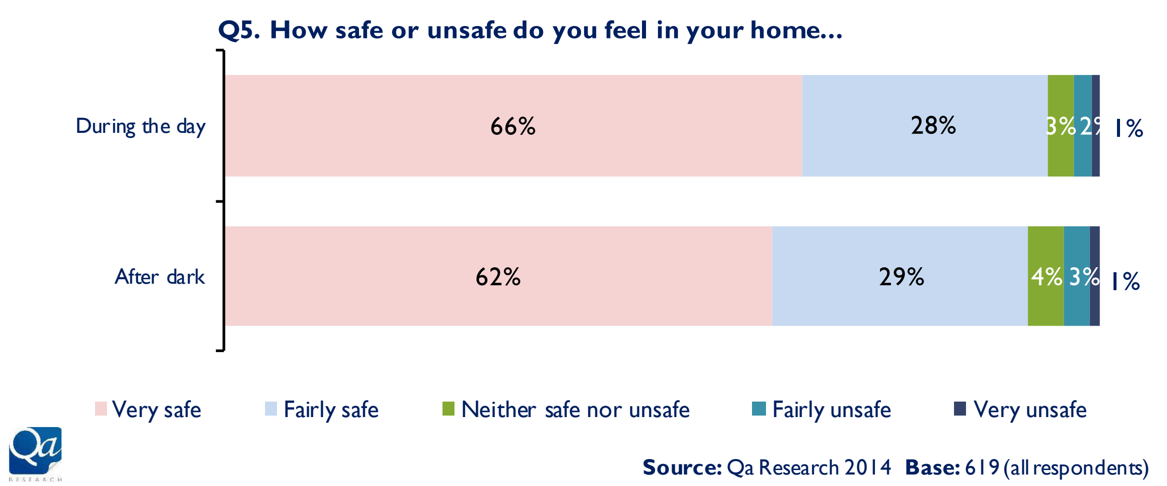
In addition, those in terraced houses (in any development) were significantly more likely to say *no* (53%) than those in detached (34%), semi-detached (33%) and flats (20%). Those in flats were also significantly more likely to say *yes* (75%) than those in any kind of house (58%) and it seems that flats are considered to offer the greatest level of privacy.

Respondents aged 55 and over were significantly more likely to say they had enough privacy (78%) than those aged 35-54 (59%).

No other differences were recorded amongst key sub-groups.

Respondents were then asked how safe or unsafe they felt in their home during the day and also after dark and results are shown below;

Figure 16. Attitudes towards level of safety in the property



Encouragingly, the vast majority of respondents felt *safe* (*Very Safe* or *Fairly Safe*) both during the day (95%) and after dark (91%); two thirds said they felt *Very safe* (66% day, after dark 62%). Although more people indicated they felt *unsafe* (*Very unsafe* or *Fairly unsafe*) after dark (5%) than during the day (2%) the overall proportion of both was still very small and safety in the home does not appear to be a concern for residents of new developments in Bracknell Forest.

Sub-group analysis

Overall, the majority of respondents in all developments said that they felt *safe* both during the day and after dark. However, respondents from *Jennetts Park* (82%), *The Parks* (52%), *Kelvin Gate* (84%), *Windermere Gate* (100%), *Chadwick Mews* (58%), and *Jadine Place* (62%) were all significantly more likely to say that they *very safe* during the day compared to those in *Wykery Copse* (19%) and *Davey Place* (8%). This is a subtle, but significant, difference and does not detract from the fact that respondents in all developments felt safe, but it does suggest a slightly lower sense of safety in *Wykery Copse* and *Davey Place*.

Overall, respondents are more likely to feel *safe* during the day and after dark if they live in a detached (99% day, 95% dark) or semi-detached (99% day, 96% dark) house compared to those who live in terraced houses (92% day, 86% dark) or flats/apartments (89% day, 86% dark).

There is some evidence to suggest that a strong sense of community makes residents feel safer, as respondents who *agreed* that there was a strong sense of community where they live (Q6a) were significantly more likely to feel *safe* during the day or after dark (98% day, 95% dark) than those who *disagreed* (85% day, 75% dark) that this was the case.

The development itself also seems to impact on feelings of safety, as those who were indicated that they were *satisfied* with the public areas in their development were more likely to feel *safe* during the day or after dark (97% day, 96% dark) than those who were *dissatisfied* (90% day, 78% night). Although not clear from the preceding data, these differences may be linked with anti-social behaviour (ASB), with public spaces associated in some developments with problems.

Female respondents were significantly more likely than males to feel *unsafe* during the day (4% vs. <1%) and after dark (8% vs. 1%)

No other differences were recorded amongst key sub-groups.

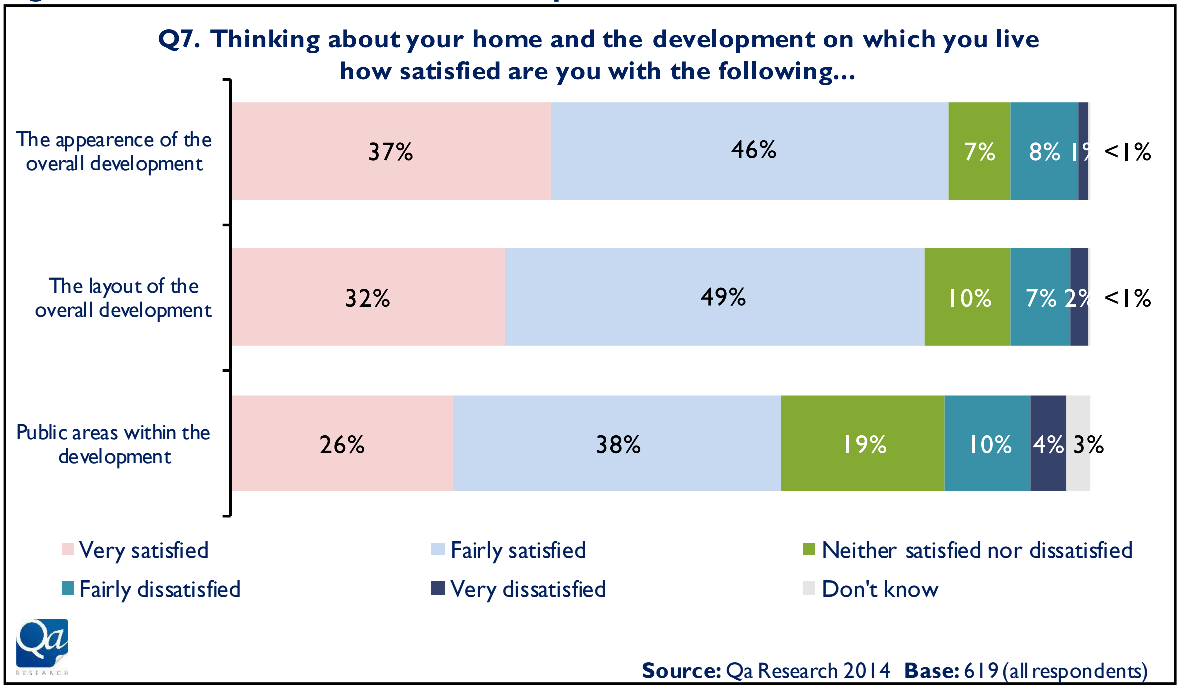
5.3 Attitudes towards development and the local area

This section explores general attitudes towards each development amongst residents and the local area more generally.

5.3.1 Attitudes towards the development

Respondents were asked to rate their level of satisfaction with the appearance, layout, and public areas in their development. Answers were recorded on a five point scale from *very dissatisfied* to *very satisfied* and are detailed below;

Figure 17. Attitudes towards the development



Generally, respondents expressed satisfaction with their development. Specifically, four-fifths were *satisfied* (*very satisfied* and *quite satisfied*) with the *appearance* (83%) and *layout* (81%) of the overall development, while just over three fifths were *satisfied* with the *public areas in their development* (64%).

It should be noted that one-in-seven expressed *dissatisfaction* with the *public areas in their development* (14%), indicating that there is room for improvement here.

Sub-group analysis

Respondents from *Wykery Copse* consistently had significantly lower levels of satisfaction scores than those from *Davey Place*, *Kelvin Gate*, *The Parks*, and *Jennetts Park* for all three of these aspects and this was true for the *appearance of their development* (55% vs. 83%, 85%, 92%, and 81% respectively), the *layout of the overall development* (45% vs. 83%, 83%, 87%, and 87% respectively) and (excluding *Davey Place)* with the *public areas within the development* (38% vs. 17%, 79%, 72%, and 69% respectively).

Even though all the scores were high, residents in *Jennetts Park Phase* 13 had significantly higher levels of satisfaction than those from *Phase* 1-2 and *Phase* 9-11, for all three measures, including the *appearance of their development* (96% vs. 67% and 77% respectively), the *layout of the overall development* (100% vs. 75% and 80% respectively) and *the public areas within the development* (88% vs. 61% and 60% respectively).

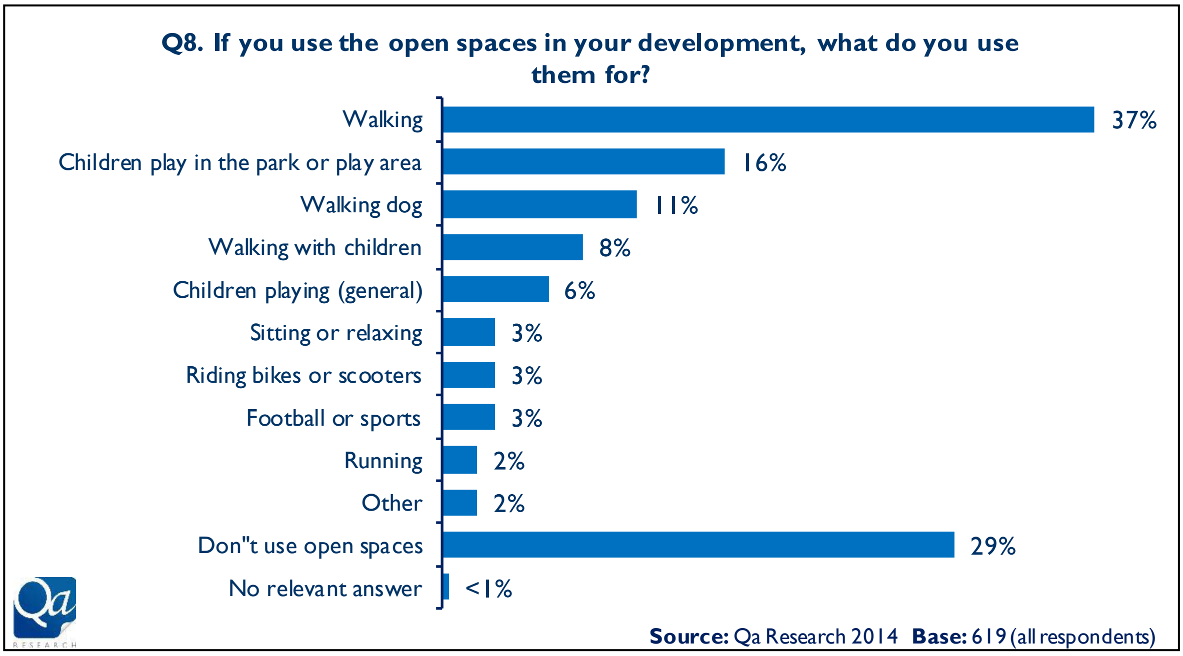
Respondents aged 17-34 were significantly more likely to be *satisfied* with the *appearance of the overall development* (88%) than either those aged 35-54 (80%) or 55+ (77%), although there is still a high level of satisfaction across all age groups

No other differences were recorded amongst key sub-groups.

5.3.2 Open spaces within the development

All respondents were then asked what they used the open spaces in their development for. This was an entirely open question and answers were recorded verbatim and coded into thematic categories for analysis, which are shown below;

Figure 18. Reasons for using open spaces in the development



The most common use of the open spaces is for *walking*, mentioned by just over one third (37%) of respondents, although others separately mentioned *walking a dog* (11%) or *walking with children* (8%). In total half (56%) of respondents said they used open spaces in their development for walking.

The other main use of open spaces is for *children to play*, either in the *park or play area* (16%) or *generally* (6%).

Just under one third (29%) of residents said that they *didn't use open spaces* on their development.

Sub-group analysis

Residents of *Chadwick Mews* (55%) and *Kelvin Gate* (44%) were significantly more likely to say they *didn't use open spaces* than those in *The Parks* (10%) or *Jennetts Park* (22%), perhaps indicating that there are less open spaces in the former developments. The proportion of residents who use the open spaces for *walking* was particularly high in *The Parks*, at three quarters (74%).

As would be expected, generally, those who *disagreed* that the *open spaces in their development were attractive* were significantly more likely to say that *they don't use them* (50%) than those who *agreed* (14%). Clearly, ensuring open spaces provide an environment in which people want to spend time will encourage greater usage.

Respondents from *Jennetts Park Phase* 15 were significantly more likely to *not use open space* (55%) than those from *Phase* 1-2 (8%), 3-4 (6%), 9-11 (7%) and 13 (27%).

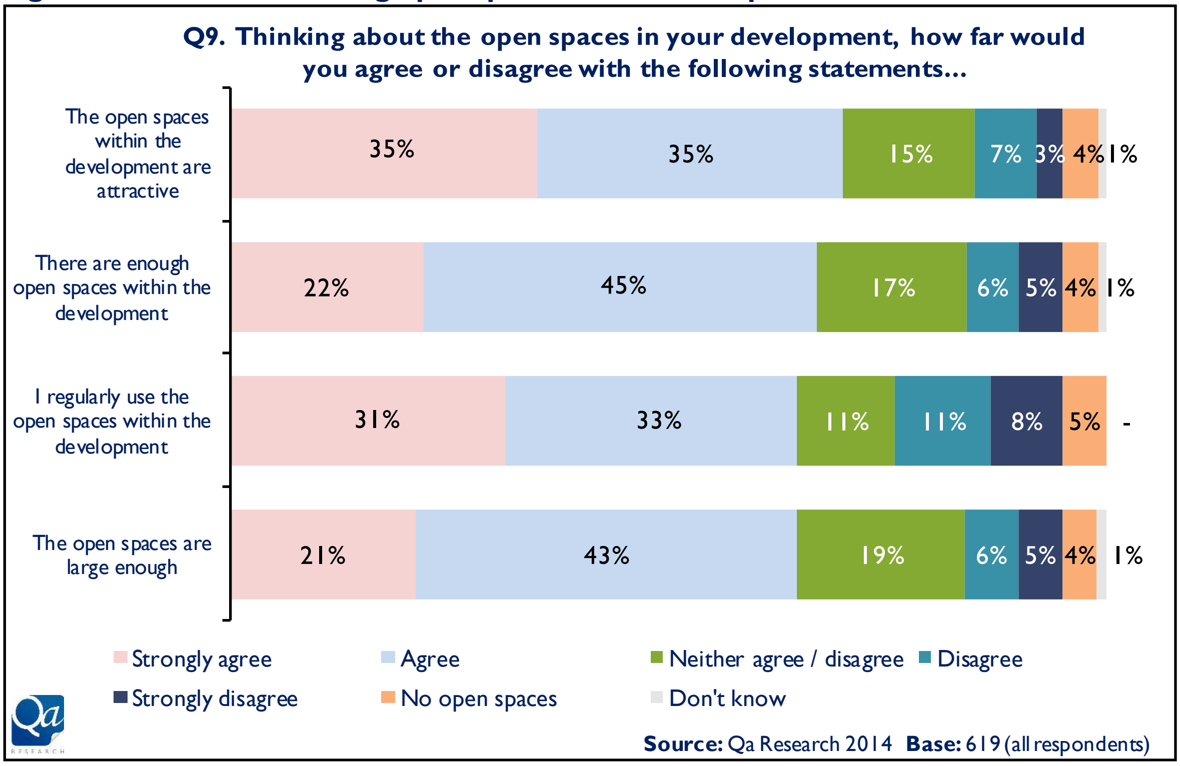
Male respondents were significantly more likely to *not use open spaces* than female respondents (35% vs. 26%). Greater usage by females is likely, at least in part, to be driven by visiting with children and females were more likely than males to say they use open spaces for *walking with children*.

Finally, respondents aged 55+ were significantly more likely to use open spaces for *walking a dog* (17%) than those aged 17-34 (8%), but were significant less likely to use open spaces for *walking with children* or *playing with children in the park or play area* (3% and 5% respectively) than those aged 17-34 (10% and 17%) and 35-54 (8% vs. 17%).

No other differences were recorded amongst key sub-groups.

Continuing the theme of open spaces, residents were asked how far they agreed or disagreed with a series of statements about open spaces in their development and responses are shown below;

Figure 19. Reasons for using open spaces in the development



Overall, the majority of respondents *agreed* that *open spaces in their development were attractive*, that there were *enough of them*, that they were *large enough* and also that they *regularly use them.*

The highest level of *agreement* was that the *open spaces in the development were attractive*, where just under three quarters (70%) *agreed* (*strongly agree* and agree) that this was the case. Around two-thirds *agreed* that there were *enough open spaces in their development* (67%) and only around one-in-ten *disagreed* with this (11%).

More than three-fifths of respondents *agreed* that they *regularly used the open spaces* in their development (64%), but almost a fifth indicated that they *disagreed* here, the highest level of disagreement recorded at this question.

Finally, there was also general *agreement* that *open spaces are large enough* (64%), although respondents were more likely to *agree* than *strongly agree* with this statement (43% and 21% respectively).

Sub-group analysis

Respondents from *Jennetts Park* (73%), *The Parks* (89%), *Kelvin Gate* (77%) and *Jadine Place* (77%) were significantly more likely to *agree* that the *open spaces in their developments were attractive* than those in *Davey Place* (8%) and *Chadwick Mews* (29%). Respondents in these developments were also more likely to *agree* that they *regularly used the open spaces* in their development, which again highlights the link between usage and the appeal of open spaces.

Notably, respondents from *Chadwick Mews* had consistently low levels of *agreement* with all four of these measures, suggesting general dissatisfaction with open spaces in this development.

Compared to other *Phases*, respondents from *The Parks Phase* 2 has lower levels of *agreement* that there were *enough open spaces* in their development (61%) and that *they regularly used them* (61%).

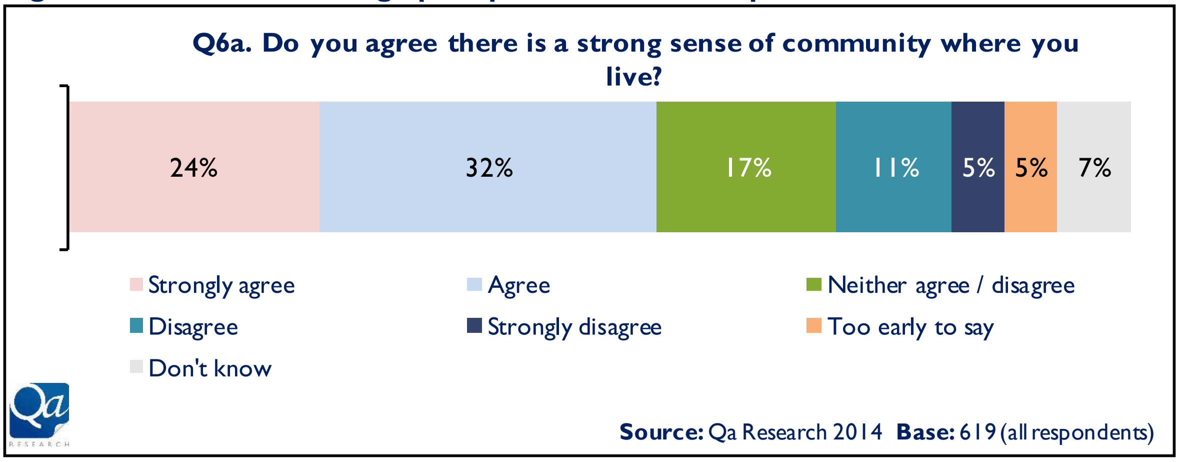
Generally, female respondents were significantly more likely to *disagree* that there were *enough open spaces in the development* (14%) and that the *open spaces were large enough* (14%) compared to male respondents (6% and 7% respectively). As noted above, females were generally more likely to use open spaces than males and this may explain why they were more likely to indicate dissatisfaction with them.

No other differences were recorded amongst key sub-groups.

5.3.3 Sense of community on the development

Respondents were asked how far they agreed that there was a strong sense of community where they lived. Answers were recorded on a one to five scale (with five being *strongly agree*) and findings are shown below;

Figure 20. Reasons for using open spaces in the development



A small proportion said that it was either too early to say (5%) or that they don't know (7%), but most respondents felt able to give an answer to this question.

Just over half (55%) *agreed* that there was a strong sense of community where they lived, compared to one sixth who *disagreed* (16%).

The remaining 17% said that they *neither agree nor disagree.*

Sub-group analysis

There is seemingly a greater sense of community in some developments compared to others and in particular, *agreement* was significantly higher in *Jadine Place* (77%), *Jennetts Park* (70%), *The Parks* (53%) than in *Kelvin Gate* (37%), *Wykery Copse* (30%) or *Davey Place* (0%).

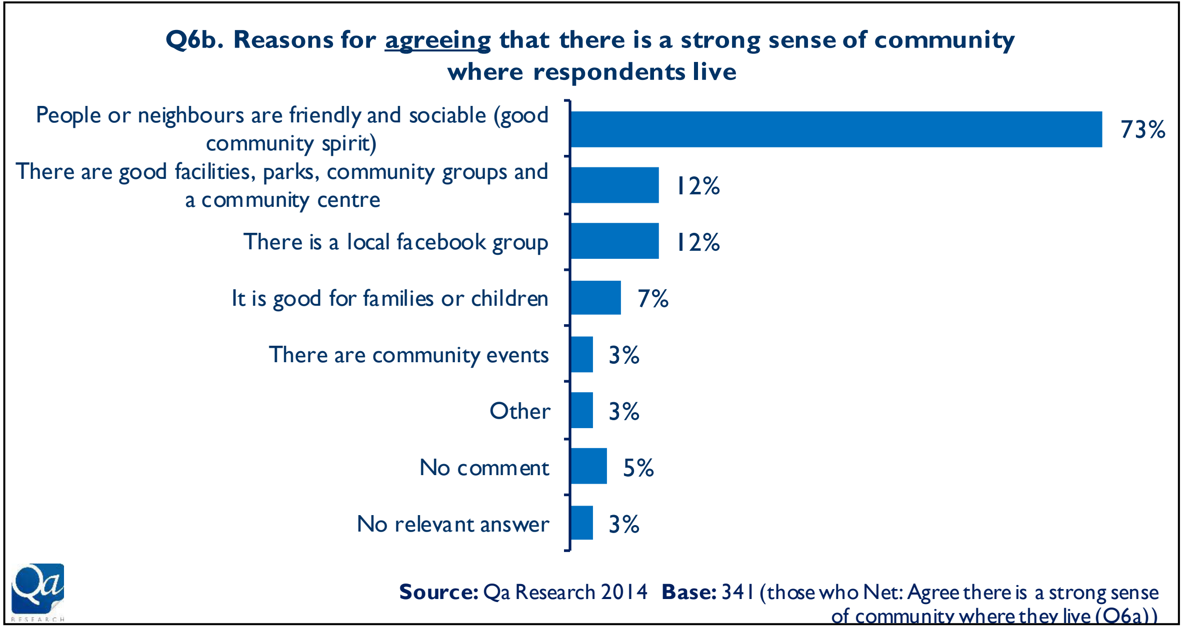
Perhaps surprisingly, there doesn't seem to be a link between the length of time residents have lived in their development and the level of agreement, or disagreement, that there is a *strong sense of community* where they live. Indeed, those who arrived in 2011 and 2012 tended to perceive the strongest sense of community and had the highest levels of *agreement* (68% and 65% respectively), significantly higher than respondents who arrived later in 2013 (50%) and those who arrived earlier in 2009 (48%) or 2008 (43%). To some degree these differences may be accounted for by the developments that respondents moved into in the different years. For example, in 2008 and 2009 nearly all respondents became residents of *Jennetts Park*, *The Parks* or *Kelvin Gate*, while those that moved in 2011 or 2012 moved into a wider range of developments.

Female respondents were significantly more likely than male to *agree* that there was a *strong sense of community* (59% vs. 50%), although males were almost twice as likely to say it was *too early to say* (4% vs. 7%).

No other differences were recorded amongst key sub-groups.

Respondents were asked to give reasons as to why they either *agreed* or *disagreed*, that there was *a strong sense of community in their area*. Answers were recorded verbatim and have been coded into thematic categories for analysis. The chart below shows the main reasons given for believing that there is a strong sense of community;

Figure 21. Reasons for agreeing that development has a strong sense of community



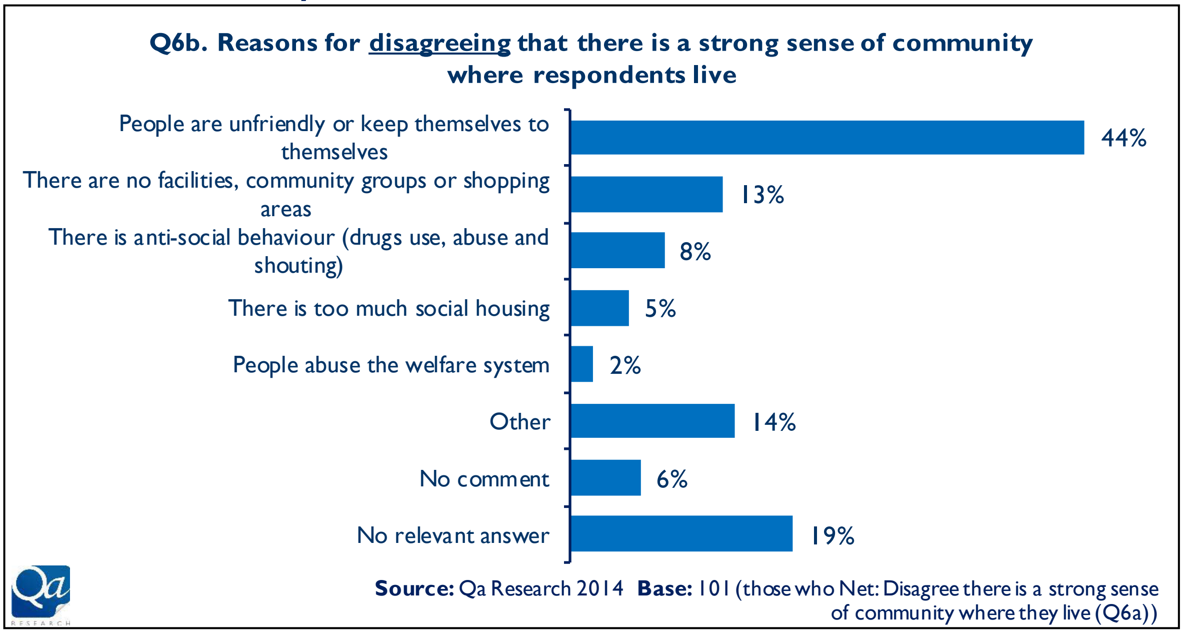
Three quarters (73%) of respondents who *agreed* there was *a strong sense of community where they lived* said this was because *people or neighbours were friendly and sociable*. Those aged 55+ were significantly more likely to say this (89%) than those aged 17-34 (70%) or 35-54 (72%), but this was the most frequently given reason amongst all age groups.

Mentioned less often were *good facilities, parks, community groups and a community centre* (12%), although this figure increased to 17% amongst respondents from *Jennetts Park.*

Around one-in-ten also mentioned that they felt there was a sense of community because there is a *local Facebook group* (12%) and female respondents were significantly more likely than males to mention this (16% vs. 5%).

Reasons given for not feeling that there is a strong sense of community are detailed below;

Figure 22. Reasons for disagreeing that development has a strong sense of community



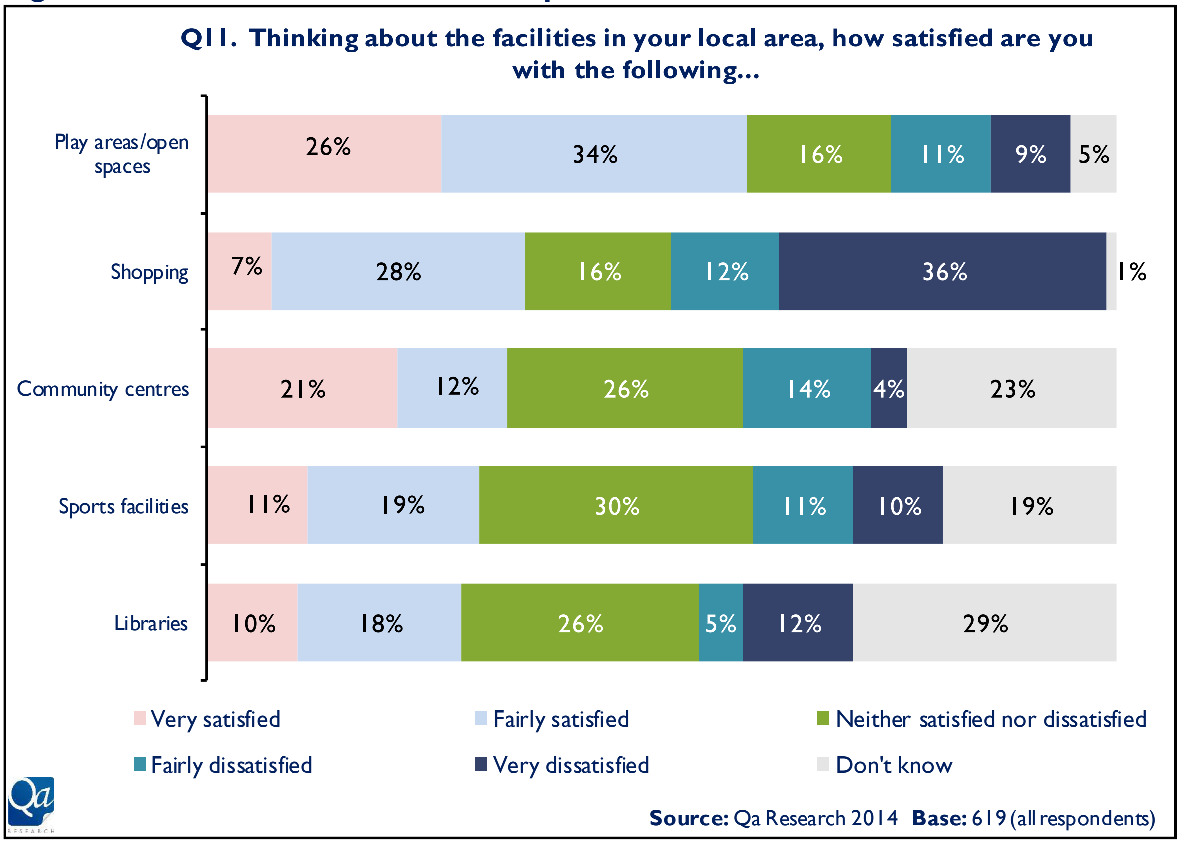
Just under half (44%) who *disagreed* that there was a *strong sense of community where they lived* did so because they felt *people were unfriendly or kept themselves to themselves*, the largest single theme. This was seen as a more important reason than the *lack of facilities, community groups or shopping areas* (13%) or issues around *anti-social behaviour* (8%).

Note that bases sizes are too small to undertake sub-groups analysis for this question.

5.3.4 Satisfaction with aspects of local area

In addition to questions about the development, open spaces, and community, the survey also sought to look at the facilities available in the respondent's local area and all were asked how satisfied or dissatisfied they were with a number of local facilities. Responses are detailed below; ;

Figure 23. Satisfcation with different aspects of local area



The majority of respondents were satisfied with only one of these aspects, and this was with *play areas and open spaces*, where three- fifths (60%) indicated that they were *satisfied* (*very satisfied* or *fairly satisfied*).

Most respondents felt able to provide an answer for *shopping* and one third (35%) were *satisfied* with this in their local area. However, respondents were actually more likely to be *dissatisfied* (48%) and more than a third indicated that they were *very dissatisfied* (36%).

There were lower levels of *satisfaction* with other measures, although it should be noted that a fifth indicated that they don't know about *community centres* (23%) and *sports facilities* (19%) and an even higher proportion said they didn't know about *libraries* (29%).

Respondents were more likely to express *satisfaction* than *dissatisfaction* for *community centres* (33% vs, 18%), *sports facilities* (31% vs. 21%) and *libraries* (28% vs. 17%).

Sub-group analysis

Respondents from *Jadine Place* and *Jennetts Park* were by far the most likely to express *dissatisfaction* with *shopping facilities* in their local area, and nine-out-of-ten reported they were *dissatisfied* in *Jennetts Park (91%)*, while all expressed *dissatisfaction* in in *Jadine Place (100%)*. These figures compare unfavourably with the level of *dissatisfaction* amongst respondents from *Windermere Gate* (55%), *Wykery Copse* (42%), *Kelvin Gate* (25%), *Chadwick Mews* (23%), and *The Parks* (3%) *a*nd Davey *Place* (0%),

Residents of *Wykery Copse* and *Chadwick Mews* reported the highest level of *dissatisfaction* with the *play areas and open spaces* (62% and 81% respectively), while *Windermere Gate* and *Kelvin Gate* reported the highest *satisfaction* (82% and 75% respectively).

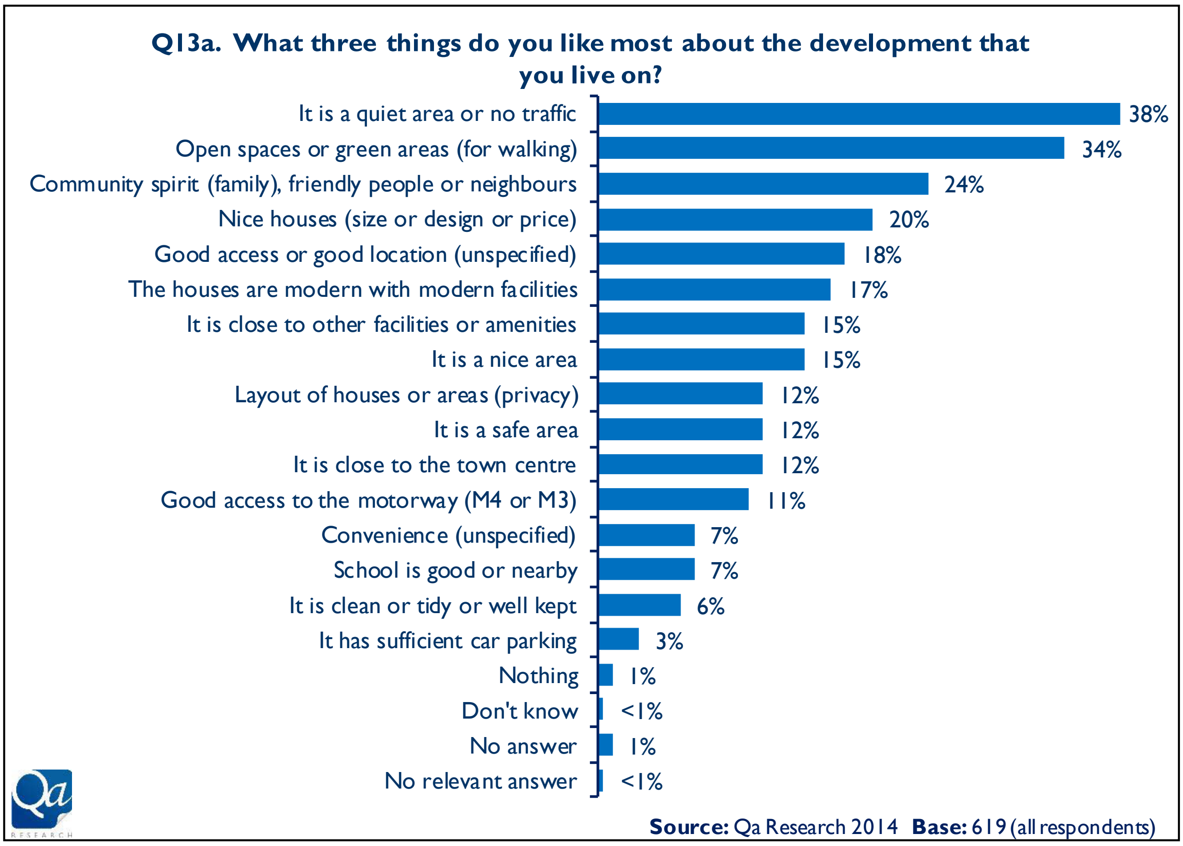
Those aged 17-34 were significantly more likely than respondents aged 55 and over to be *dissatisfied* with *play areas and open spaces* (23% vs. 11%), presumably because this age group is more likely to have younger children. Conversely, the opposite was true for *sport facilities*, with those aged 55+ significantly less likely to be *satisfied* (20%) than those aged 17-34 (33%) and 35-54 (32%), although many respondents aged 55 and over simply said that they *don't know* when asked about *sports facilities* (28%)

Female residents were significantly more likely to be *dissatisfied* with *play areas and open spaces* (24%) than male respondents (13%), while males were more likely to be *satisfied* with sports facilities (35%) than females (27%).

No other differences were recorded amongst key sub-groups.

Respondents were asked to name three things that they most liked, disliked, and would want to improve about the development they lived on. Answers were recorded verbatim and coded into thematic categories and the chart below details the three most liked things;

Figure 24. Three things like most about the development



A range of things were mentioned here and no single issues dominated responses and the top three things people liked most about their area were that it was *quiet or had no traffic* (38%), that there were *open or green spaces* (34%), and that there was *good community spirit with friendly people and neighbours* (24%).

All these factors relate to the local area and community, but respondents did make reference to their houses and a fifth said that it had *nice houses (size design or price)* (20%) and a slightly lower proportion mentioned that the houses are *modern with modern facilities* (17%).

Sub-group analysis

Respondents from *Kelvin Gate* were significantly less likely to say they liked their development because it was a *quiet area or lacked traffic* (20%) or had *open areas or green spaces* (11%) than residents of *Wykery Copse* (38% and 32%), *Chadwick Mews* (42%, *quiet area* only), *The Parks* (47% and 65%) and *Jennetts Park* (39% and 31%).

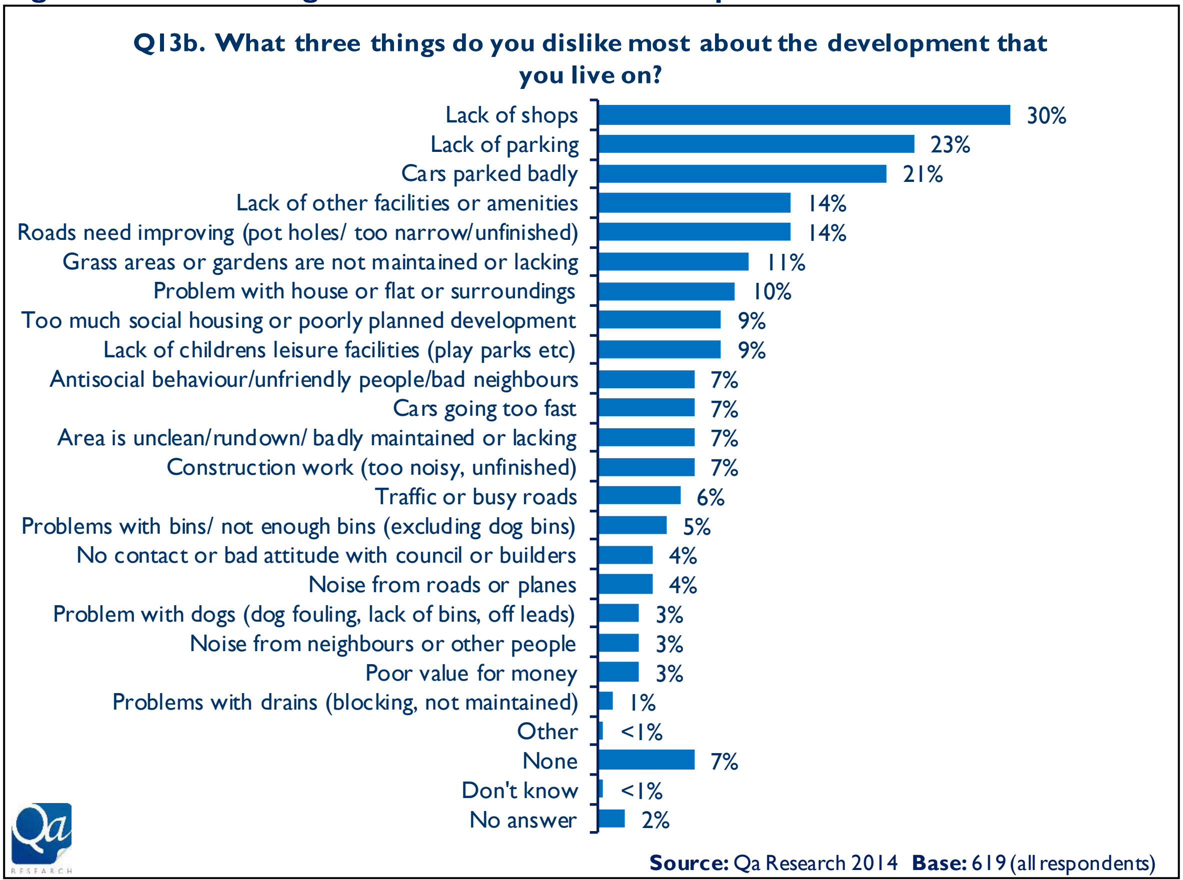
Respondents from *The Parks Phase* 4 and 5 were significantly more likely to mention *open spaces or green areas* (83% and 90% respectively) than those from *Phase* 1 and 2 (44% and 39%), while respondents from *Jennetts Park Phase* 9-11 were significantly less likely to say it was a *quiet area or had no traffic* (10%) than those in *Phase* 17 (79%), 15 (70%), 14 (62%), 13 (38%), 5-8 (40%), or 3-4 (31%).

Some demographic differences were apparent here and in particular, female respondents were significantly more likely to say *community spirit, friendly people, or neighbours* (29%) than male (16%), while respondents aged 17-34 were more likely to say it was *closer to the town centre* (19%) than those aged 35-54 (7%) and 55+ (8%).

No other differences were recorded amongst key sub-groups.

The three things most disliked about the development are shown below;

Figure 25. Three things liked least about the development



Again, a range of answers were given here and respondents clearly have a number of issues, although no single issues dominate.

In line with other responses to the survey questions, *a lack of shops* was the principle complaint, mentioned by almost one third (30%) of respondents and given the high proportion who indicated they were *dissatisfied* with *shopping in their local area* this is unsurprising.

Lack of parking or *cars parked badly* (23% and 21% respectively) were also cited as problems, the lack of parking likely exacerbating irritation at cars parked badly.

Respondents also mentioned *a lack of other facilities and amenities* (14%) and that *roads need improving* (14%).

Sub-group analysis

The *lack of shops* was a particular problem for residents of *Jennetts Park* and *Jadine Place* where two thirds (63% and 69% respectively) mentioned this, significantly higher than the proportion in *The Parks* (6%), *Kelvin Gate* (1%), *Chadwick Mews* (0%) and *Wykery Copse* (32%).

Lack of parking was a particular problem in *Kelvin Gate* (40%) and *The Parks* (35%), significantly higher than for *Jennetts Park* (11%) and *Chadwick Mews* (3%). Residents of *The Parks* were also much more likely to mention *cars parked badly* (55%) than any other development; it is possible that this exacerbates the lack of parking. A full breakdown by development of lack of parking along with cars parked badly is shown in the table below;

Figure 26. Issues with parking by development

Development	Base	Percentage saying *'lack of parking'*	Percentage saying *'cars parked badly'*
Wykery Copse	53	25%	32%
Rufford Gate	8	75%	13%
Davey Place	12	25%	25%
New Manor House	-	-	-
Jadine Place	13	15%	-
Chadwick Mews	31	3%	-
Dalton Mews	6	-	-
Windermere Gate	11	9%	9%
Netherby Gardens	8	38%	13%
78-84 Waterloo Road	2	-	-
Kelvin Gate	75	40%	7%
Kings Court	3	-	-
Old Tollgate Close	-	-	-
The Parks	159	35%	55%
Jennetts Park	238	11%	6%
Total	**619**	**23%**	**21%**

**developments in red were excluded from subgroup analysis due to small base size*

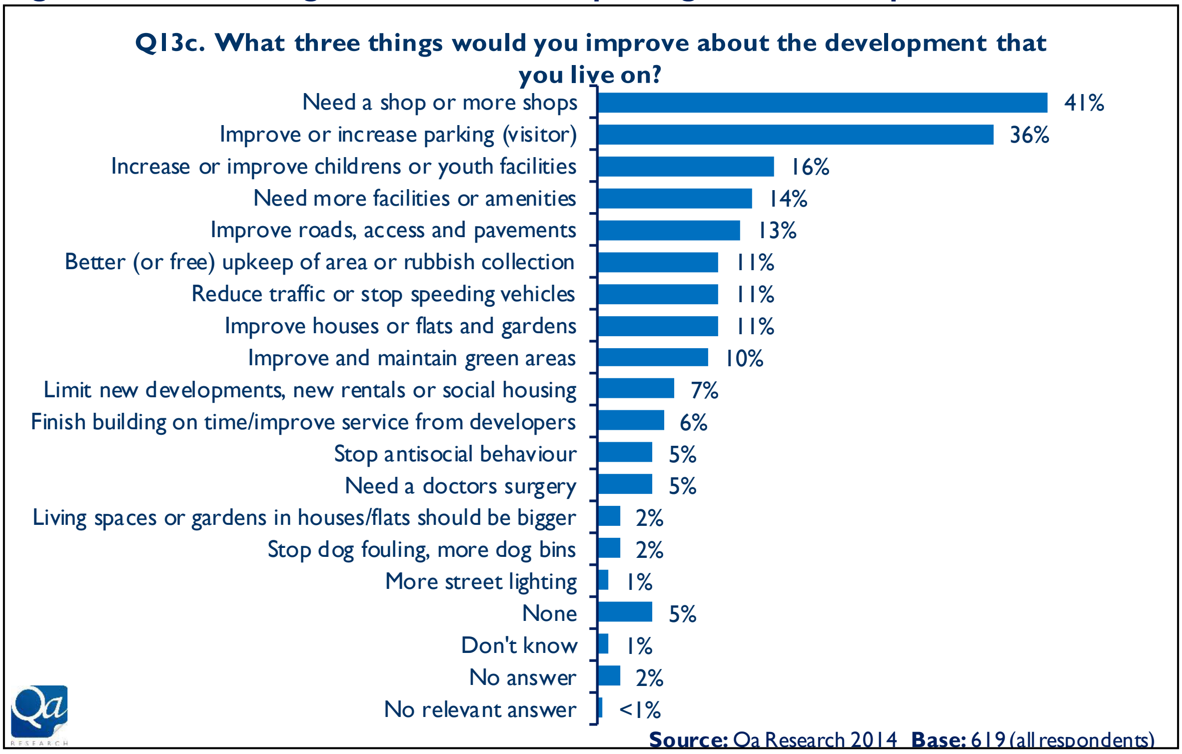
Respondents from *Jennetts Park Phase* 1-2 (92%), 3-4 (86%) and *Phase* 9-11 (80%) were all significantly more likely to mention a *lack or shops* than those from *Phase* 5-8 (40%), 14 (46%), 15 (45%), 16 (46%) and 17 (29%).

Female respondents were significantly more likely than males to mention *lack of parking* (26% vs. 18%), *lack of shops* (33% vs. 26%) and *lack of children's leisure facilities* (12% vs. 5%).

No other differences were recorded amongst key sub-groups.

Lastly, residents were asked to list three things that they would improve about their development, and results are shown overleaf;

Figure 27. Three things that most need improving on the development



The main aspects mentioned here were in line with the aspects of their development most disliked by respondents and unsurprisingly a *lack of shops* and *parking* were the most common things respondents would improve upon and two-fifths mentioned *having more shops* (41%) while one third said *improve parking* (36%).

Sub-group analysis

No-one in *Chadwick Mews* and very few in *Kelvin Gate* (7%) and *The Parks* (9%) mentioned *a lack of shops*, suggesting that there were better shopping facilities available to these developments. In contrast, almost all respondents from *Jadine Place* and *Jennetts Park* required *more shops* (92% and 83% respectively).

Increased parking was most often mentioned in *The Parks* (69%) and *Kelvin Gate* (47%) and *Wykery Copse* (55%), significantly more than in *Chadwick Mews* (3%) and *Jennetts Park* (11%).

Residents in *Jennetts Park Phase* 5-8 and 16 were significantly less likely to mention the *need for more shops* (50% and 23% respectively) than *Phase* 1-2 (92%), 3-4 (91%), 9-11 (97%), 13 (92%), 14 (100%), 15 (88%), and 17 (86%).

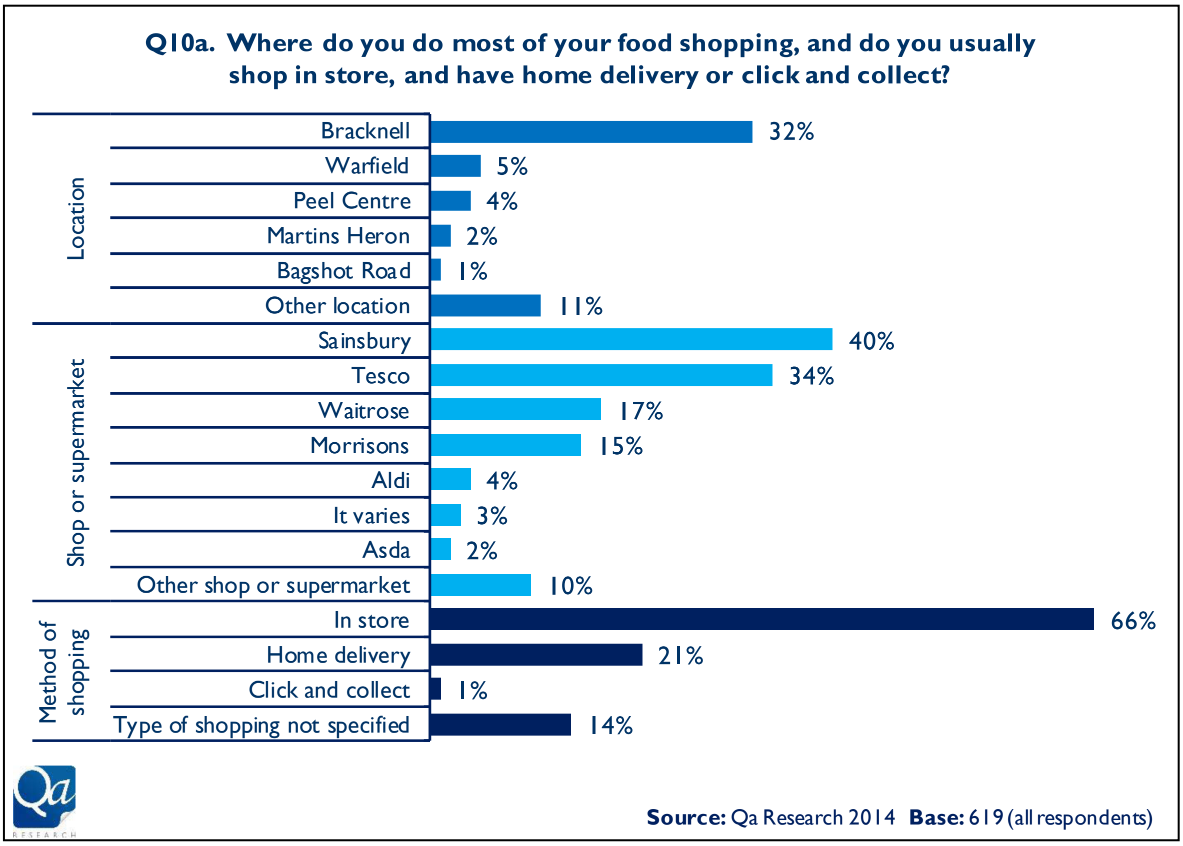
Despite female respondents being more likely than males to mention *a lack of shops* as a dislike about their development, both sexes were equally likely to suggest *more shops* as an improvement. However, females were more likely than males to suggest *improvements to childrens' or youth facilities* (20% vs. 10%), to *reduce traffic and speeding vehicles* (14% vs. 6%) and *improve rubbish collection or upkeep of the area* (14% vs. 8%).

Those aged 17-34 were significantly more likely than the older respondents to suggest *improvements to the childrens' or youth facilities* (22% vs. 35-54: 13% and 55+: 3%), presumably because this age group is more likely to have younger children. Those aged 55+ were much more likely to suggest *more shops* (56%) than the younger ages (17-34: 37% and 35-54: 40%)

5.3.5 Methods used for food shopping

Respondents were asked to describe how they did most of their food shopping and if they tended to shop in store or shop online. Answers were recorded verbatim and separated out in the location they shopped at, the supermarket they used and how they collected their shopping. Not all respondents had an answer for each, and more than one could be given for each, so the percentages may not add up to 100%;

Figure 28. Food shopping



The most common combination would be for respondents to shop *in store* (66%) at either *Sainsbury's* (40%) or *Tesco* (34%) and to do so in *Bracknell* (32%).

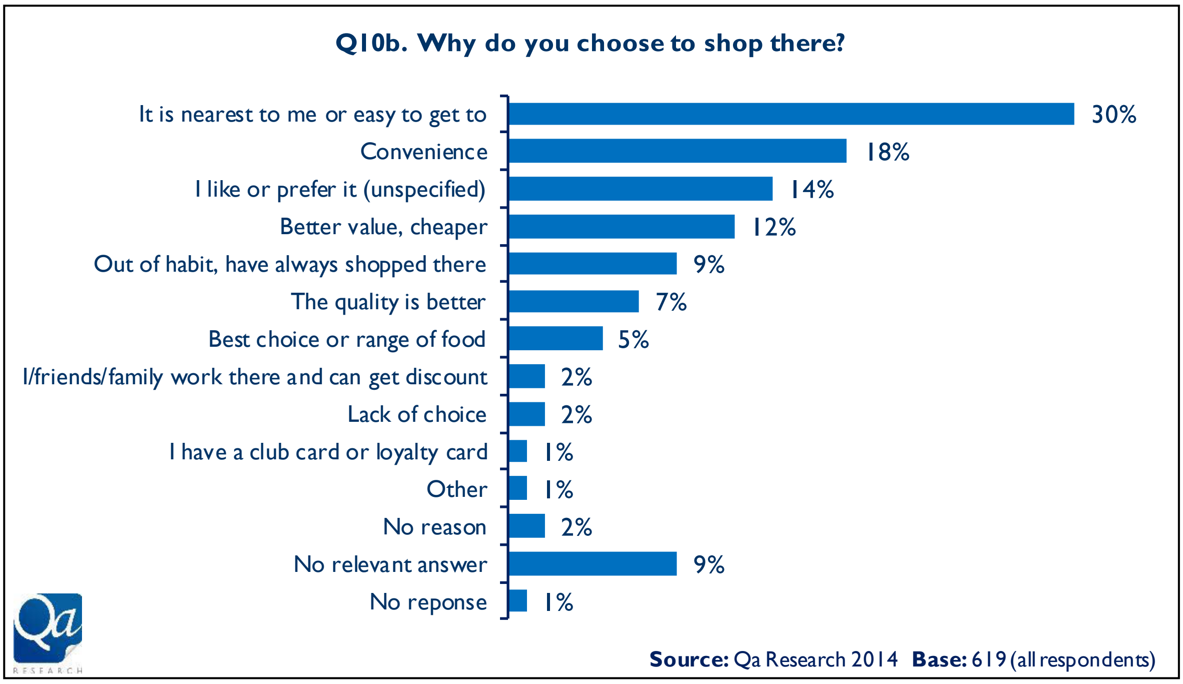
Sub-group analysis

As geographic location and proximity to certain supermarkets will have a significant impact on answers to this question, sub-group analysis has not been carried out by development or phase.

Those aged 55+ are significantly more likely to shop in *Waitrose* (29%) than those aged 17-34 (15%) and 34-54 (17%), while respondents in the middle age group, 35-54, were significantly more likely to *shop by home delivery* than those aged 17-34 (19%) and 55+ (9%).

Respondents were asked to explain why they chose to shop where they did, with answers recorded verbatim and coded in thematic categories and these are detailed below;.

Figure 29. Reasons for preferred method of food shopping



The most common theme was ease of access, with just under one third (30%) saying where they shopped was the *nearest to them or easy to get to* and a further fifth (18%) say it was simply due to *convenience*.

Other reasons were less important but respondents mentioned a *general preference* (14%), *better value* (12%) and *habit* (9%) as drivers of usage.

Sub-group analysis

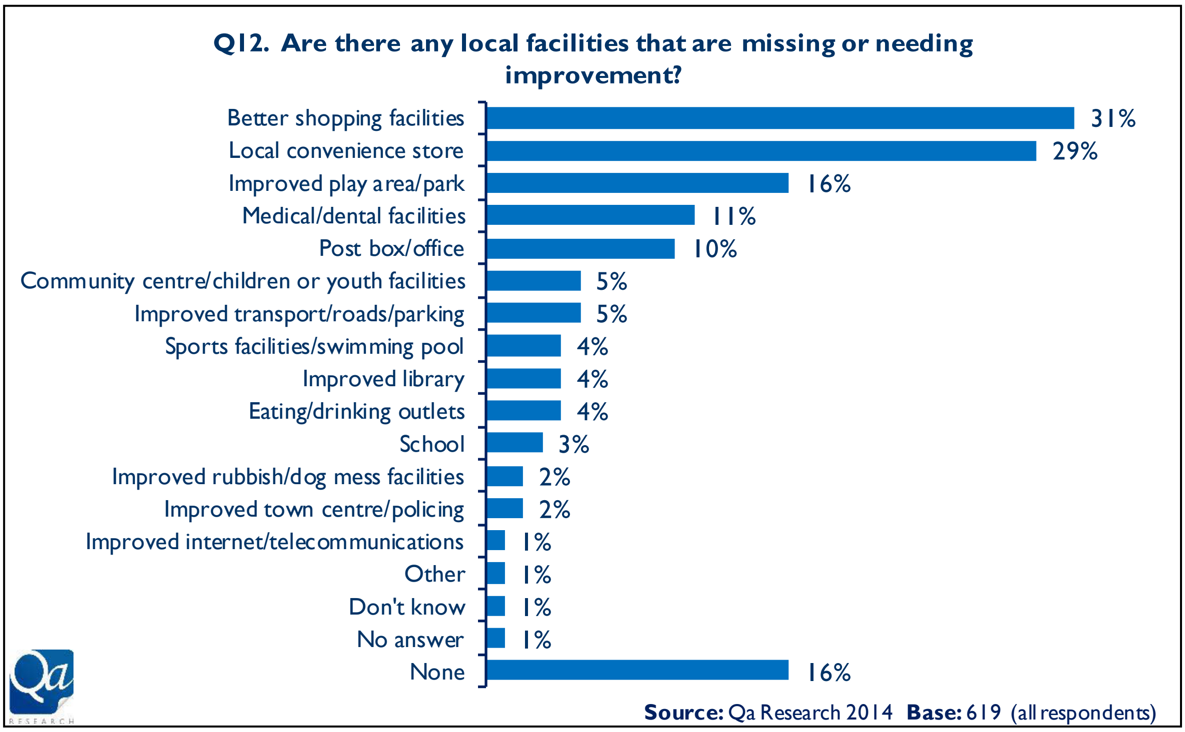
Again, as geographic location and proximity to certain supermarkets will have a significant impact on answers here, sub-group analysis has not been carried out by development or phase.

Those aged 55+ are significantly less likely to cite *better value or value for money* (4%) than those aged 35-54 (11%) and 17-34 (16%), but they were more likely to mention *quality* as a factor (13% compared to 17-34 year old respondents (5%). These factors may explain the preference for Waitrose amongst this group. The oldest age group was the least likely to give the *proximity or ease of getting* to as reason (16% vs. 17-34: 38% and 35-54: 26%), so they are willing to travel further to get the quality they desire.

No other differences were recorded amongst key sub-groups.

Finally in this section, respondents were asked if there were any local facilities that were missing or needed improvement. Answers were recorded verbatim and coded into thematic categories and are detailed below;

Figure 30. Local facilities that are missing or need improving



As would be expected given the relatively high level of *dissatisfaction* with shopping facilities in the local area, *better shopping facilities* and a *local convenience store* were the most frequently mentioned local facilities that were missing or needed improvement, (31% and 29% respectively). Other frequently mentioned facilities were an *improved play area or park* (16%), *medical or dental provision* (11%) and a *post box or office* (10%). One sixth (16%) also felt that there was *nothing that was missing or needed improving*.

Sub-group analysis

Respondents from *Chadwick Mews* did not suggest a *local convenience store* or *better shopping facilities* at all, suggesting that they were adequately served in this area, while those from *Kelvin Gate* were the most likely to say there were no local facilities that *were missing or needed improvement*, with half (52%) of residents giving this answer.

Respondents in *The Parks Phase 4* were significantly more likely to say a *post box or post office* (40%) than those in *Phase 1* (21%) or 2 (11%). In *Jennetts Park*, those from *Phase* 9-11 were the least likely to ask for *better shopping facilities* (7%) but the most likely to ask for *a local convenience store* (90%); it may be that this is seen as a priority over shopping generally, or that they are plenty of shops but no grocery shop/convenience store.

In line with findings elsewhere in the survey, female respondents were more likely to suggest a *community centre/childrens' or youth facilities* (8%) and an *improved play area or park* (20%) compared to males (2% and 10% respectively). Males were significantly more likely than females to say *none* (20% vs. 13%). Those aged 55+ were again much less likely to say *an improved play area or park* (4%) than those aged 17-34 (19%) and 35-54 (17%).

No other differences were recorded amongst key sub-groups.

5.4 Transport and parking

This final section details response to questions concerning transport and the availability and usage of parking in the new developments.

Respondents were asked to detail what modes of transport were used across the household and to identify what modes were used by each member of the household (up to five) on a weekly basis for the purpose of work, school, social activities, shopping, and so on. Results are shown in the table below, sorted by the most to least frequently used mode of transport;

Figure 31. Modes of transport used by household

Mode of transport	Member of household				
	Person 1	Person 2	Person 3	Person 4	Person 5
Car or van	83%	76%	41%	34%	28%
On foot	34%	29%	47%	51%	60%
Bus, minibus or coach	19%	16%	19%	20%	19%
Train	29%	23%	10%	7%	15%
Bicycles	6%	5%	12%	11%	13%
Motorcycle, scooter or moped	1%	2%	1%	2%	-
Taxi/minicab	2%	1%	<1%	1%	-
Other	<1%	<1%	<1%	-	-
Don't know	<1%	-	-	-	-

Source: Qa Research 2014

Base: Person 1: 619, Person 2: 548, Person 3: 234, Person 4: 123, Person 5: 47.

Car or vans were the most frequently used mode of transport, with a weekly usage as high as eight-in-ten (83%) for some members of the household. *On foot* was also often used fairly often, with a highest usage of six-in-ten (60%). *Car or van* and *on foot* were notably used more than the other modes of transport asked about.

Sub-group analysis

In *Wykery Copse* and *The Parks*, persons one and two were significantly more likely to use a car or van on a weekly basis (*Wykery*: 1: 96%, 2: 90% and *Parks*: 1: 92%, 2: 74%) compared to those in *Chadwick Mews* (1: 71%, 2: 55%)and Kelvin Gate (1: 59%, 2: 44%). Despite the preference for cars in the former two developments they were also more likely to use trains than the latter two; especially compared to *Chadwick Mews* where there was no weekly usage of rail (0%).

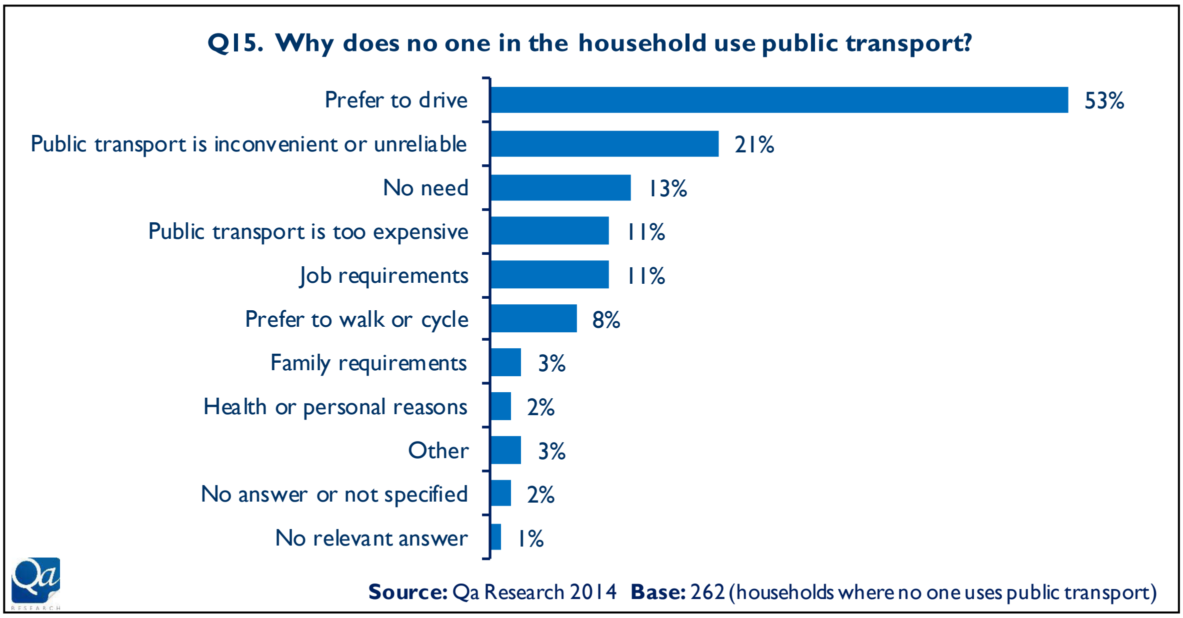
In addition, and despite a preference for car and train, persons one and two of *The Parks* were the most likely to travel by foot on a weekly basis (1: 50%, 2: 34%). There were no notable significant differences between the modes of transport used by persons three, four and five.

Within *The Parks*, both person one and two in *phase* 2 were much less likely to use a car or van (1: 67%, 2: 31%) compared to those in *phase* 1 (1: 94%, 2: 84%), 4 (1: 93%, 2: 71%), and 5 (1: 100%, 2: 79%). Within *Jennetts Park*, person one was much more likely to use a bus, minibus or coach in *Phase* 1-2 (47%), 5-8 (60%) and 9-11 (53%) compared to those in *Phase* 3-4 (9%), 13 (12%) and 15 (12%).

No other differences were recorded amongst key sub-groups.

If either *bus, minibus or coach* or *train* were not used by any member of the household, the respondent was asked why no one in the household used public transport. Answers were recorded verbatim and have been coded into thematic categories, shown below;

Figure 32. Reasons the household does not use public transport



The principle reason for not using public transport was a *preference to drive*, mentioned by half of respondents (53%), although a fifth (21%) said that *public transport was inconvenient or unreliable*.

Sub-group analysis

Respondents in *Wykery Copse* were the most likely to say that they *prefer to drive*, with nine-in-ten (93%) residents giving this as the reason no one in their household used public transport. The lowest level of those preferring not to drive was in *Kelvin Gate* (17%).

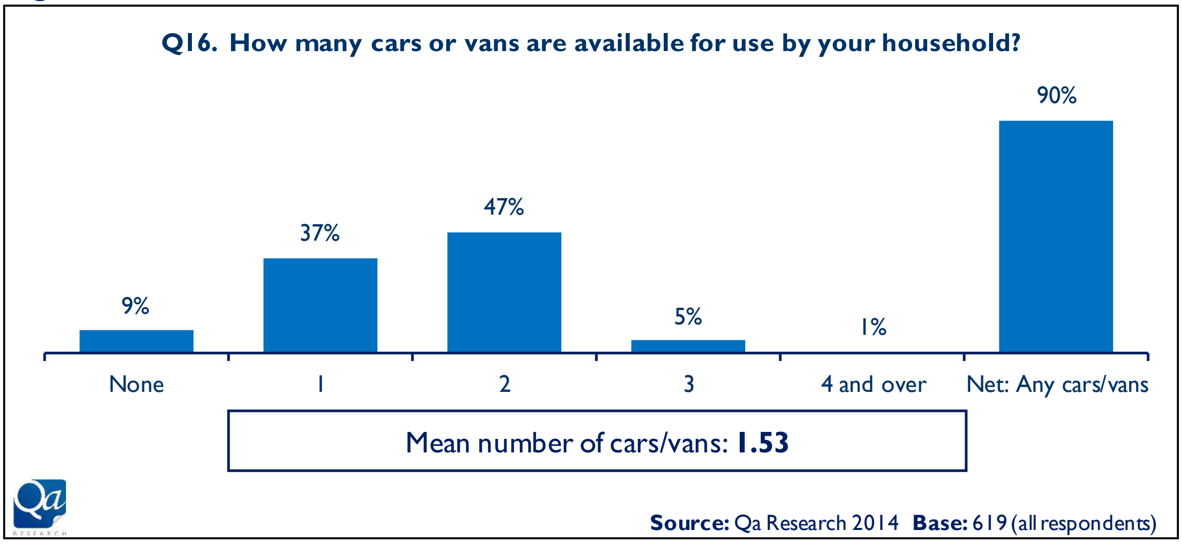
There were no notable significant differences by phases in either *Jennetts Park* or *The Parks*.

Male respondents were significantly more likely to say that no one in their household uses public transport because of their *job requirements* (16%) than female respondents (7%). In addition, those aged 55+ were significantly less likely to say that no one in their household used public transport because it was *too inconvenient or unreliable* than those aged 17-34 and 35-54 (both 22%).

No other differences were recorded amongst key sub-groups.

Respondents were asked how many cars or vans were available for use by their household. A numerical value was recorded and these have been sorted into categories in analysis. Results are shown below;

Figure 33. Number of cars and vans available in household



Nine-out of-ten (90%) households had a least one *car or van* available to them. Just over one third (37%) had a single *car or van*, while almost half (47%) had access to two.

The number of households with more than two *cars/vans* sharply drops, with only a very small proportion (5%) having three and virtually none (1%) having four or more. The mean numbers of *cars/vans* per household across the new developments was 1.53.

Sub-group analysis

The table below shows the percentage of households with any cars/vans and the mean number of cars/vans for each development;

Figure 34. Number of cars or vans by development

Development	Base	Percentage with Net: Any cars/vans	Mean number of cars/vans
Wykery Copse	53	98%	1.92
Rufford Gate	8	100%	1.75
Davey Place	12	67%	0.92
New Manor House	-	-	-
Jadine Place	13	92%	1.31
Chadwick Mews	31	71%	0.93
Dalton Mews	6	100%	1.67
Windermere Gate	11	91%	1.36
Netherby Gardens	8	88%	1.13
78-84 Waterloo Road	2	100%	1.00
Kelvin Gate	75	72%	0.96
Kings Court	3	100%	1.33
Old Tollgate Close	-	-	-
The Parks	159	96%	1.64
Jennetts Park	238	93%	1.67
Total	**619**	**90%**	**1.53**

**developments in red were excluded from subgroup analysis due to small base size*

Wykery Copse was the development with the greatest number of cars, with a mean average of 1.92 per household. This is explained by the high proportion of households with two *cars/vans*, almost three quarters (70%), significantly higher than all developments except *Jennetts Park* (58%). *Chadwick Mews, Kelvin Gate* and *Davey Gate* had the lowest level of *car/van* ownership, with roughly a quarter for each saying they had no *cars/vans* in their household (23%, 27% and 33% respectively).

The two tables below show the percentage of households with any cars/vans and the mean number of cars/vans for the different phases of *The Parks* and *Jennetts Park*.

Figure 35. Number of cars or vans by phases of The Parks

The Parks - phase	Base	Percentage with Net: Any cars/vans	Mean number of cars/vans
Phase 1	52	100%	1.77
Phase 2	18	72%	1.00
Phase 3	9	100%	1.67
Phase 4	42	95%	1.69
Phase 5	30	100%	1.63
Total	**159**	**96%**	**1.64**

**the phase for 8 completions for The Parks was unknown; these are excluded from sub-group analysis but included in overall analysis*
**phases in red were excluded from subgroup analysis due to small base size*

Figure 36. Number of cars or vans by phases of Jennetts Park

Jennetts Parks - phase	Base	Percentage with Net: Any cars/vans	Mean number of cars/vans
Phase 1-2	36	89%	1.67
Phase 3-4	35	94%	1.82
Phase 5-8	20	95%	1.45
Phase 9-11	30	77%	1.27
Phase 12	8	100%	1.88
Phase 13	26	96%	1.76
Phase 14	13	92%	1.92
Phase 15	33	100%	1.61
Phase 16	13	100%	1.85
Phase 17	14	100%	1.93
Phase 18	8	100%	1.88
Total	**238**	**93%**	**1.67**

**the phase for 2 completions for Jennetts Parks was unknown; these are excluded from sub-group analysis but included in overall analysis*
**phases in red were excluded from subgroup analysis due to small base size*

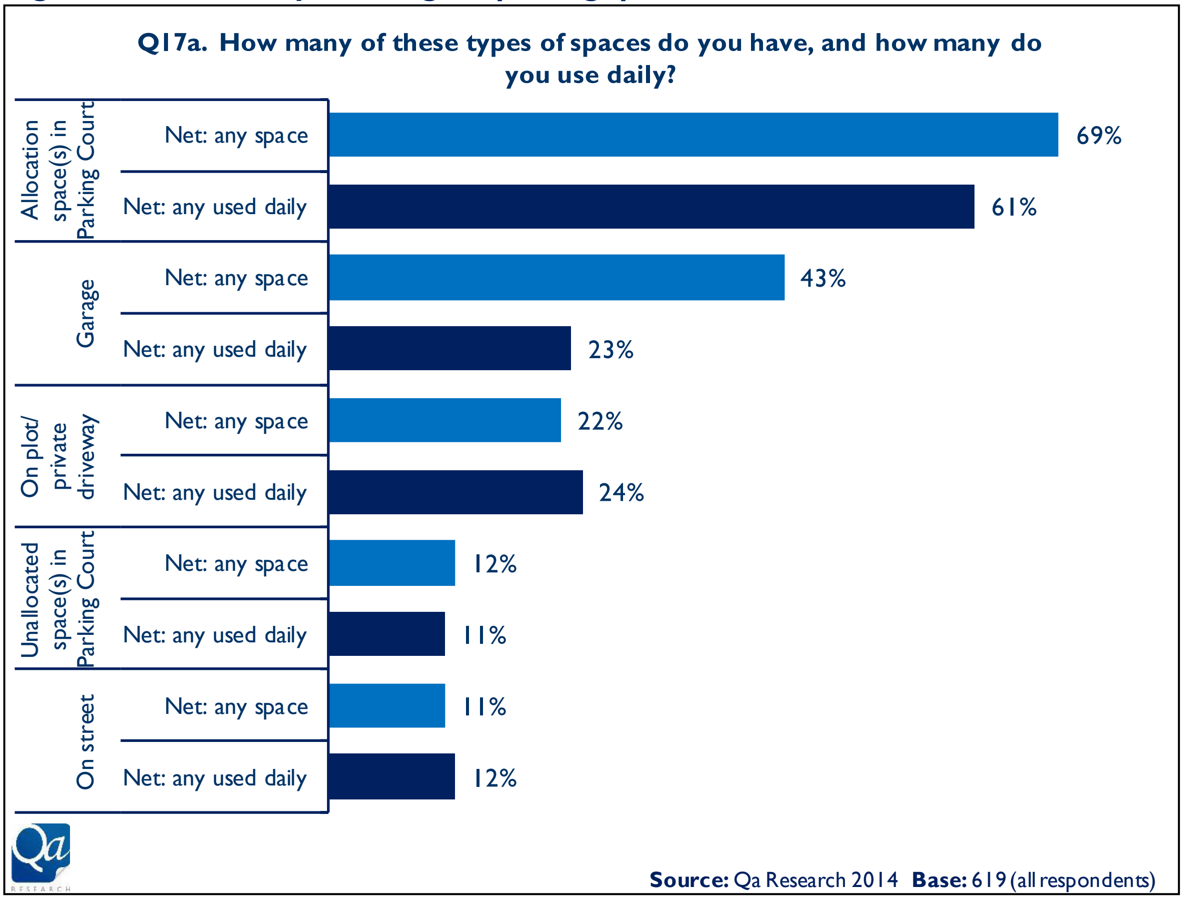
Respondents from *Phase* 2 of *The Parks* had lower levels of *car/van* ownership than the rest of the development; only 72% had at least one *car/van* (*Net: any*), significantly less than *Phase* 1 (100%), 4 (95%) and 5 (100%). *Jennetts Park Phases* 9-11 followed a similar pattern, with only 77% having *any cars/vans* compared to *Phase 3-4 (94%),* (95%), 13 (96%), 14 (92%, 15, 16, and 17 (all 100%).

Interestingly, despite the associated cost with running multiple vehicles, respondents aged 17-34 were significantly more likely to have two *cars/vans* (51%) than those aged 55+ (48%). It may be couples in the younger age group are more likely to both work and so have two *cars/vans* and also some of these respondents are likely to be older children living in households with their parents.

No other differences were recorded amongst key sub-groups.

Respondents were then asked how many of various types of parking space they had and how many they used on a daily basis. The proportion of those who said they had at least one particular type of parking space and that they used spaces daily is shown below;

Figure 37. Availability and usage of parking spaces



The most notable difference between the availability of space and the use of that space on a daily basis is with *garages*; although just over two fifths (43%) *have parking space* in a *garage*, only around a fifth (23%) *use that space on a daily basis*.

Sub-group analysis

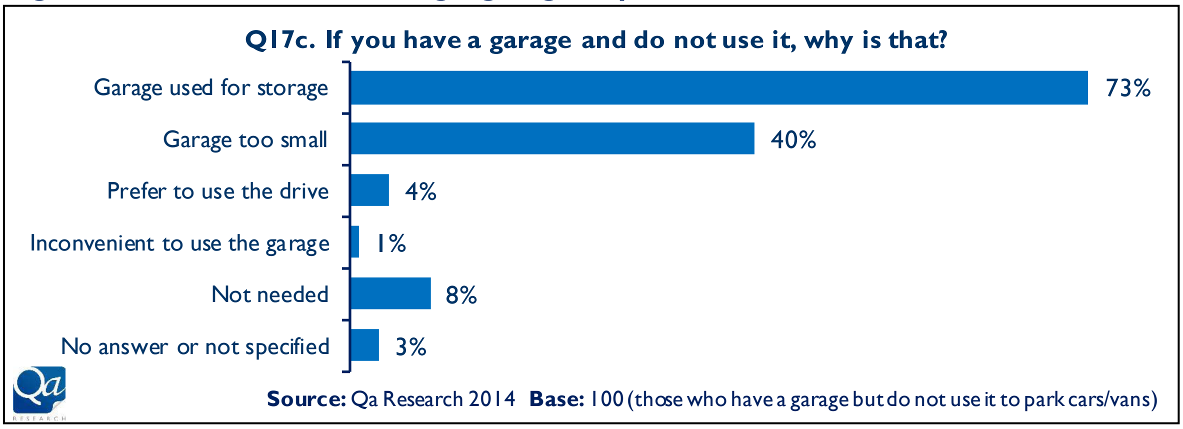
Aside from the discrepancy between the number of *available* and *used garage spaces*, there were no significant differences within developments between the number of *any spaces* of any other type available and the *number used*.

The greatest difference between the number of the available garage spaces and the *number actually used* was in *The Parks*; three fifths (60%) of respondents had a *garage space* while only a fifth *used one on a daily basis* (21%), a difference of 39 percentage points.

No other differences were recorded amongst key sub-groups.

Respondents who had a garage but did not use it to park a car were asked why this was the case. Answers were recorded verbatim and coded in thematic categories;

Figure 38. Reasons for not using a garage to park a car

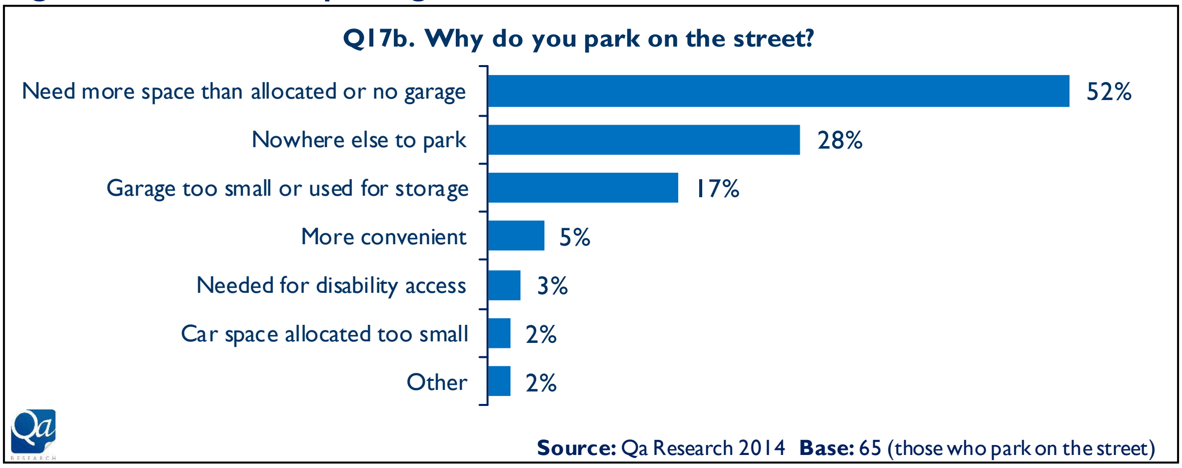


The principle reason for not using a *garage* to store a car, given by three quarters (73%) of respondents, was that the garage was *used for storage instead*. In addition, two thirds (40%) of respondents said that the garage *was too small*.

Respondents from *Wykery Copse* were more likely to use their garage for *storage* rather than to *park a car* (100%) than those from *The Parks* (75%) and *Jennetts Park* (59%). The 17-34 age group were significantly more likely to not use their garage because it was *too small* (59%) compared to the 35-54 age group.

A similar question was asked to those who parked their cars on the street;

Figure 39. Reasons for parking on the street

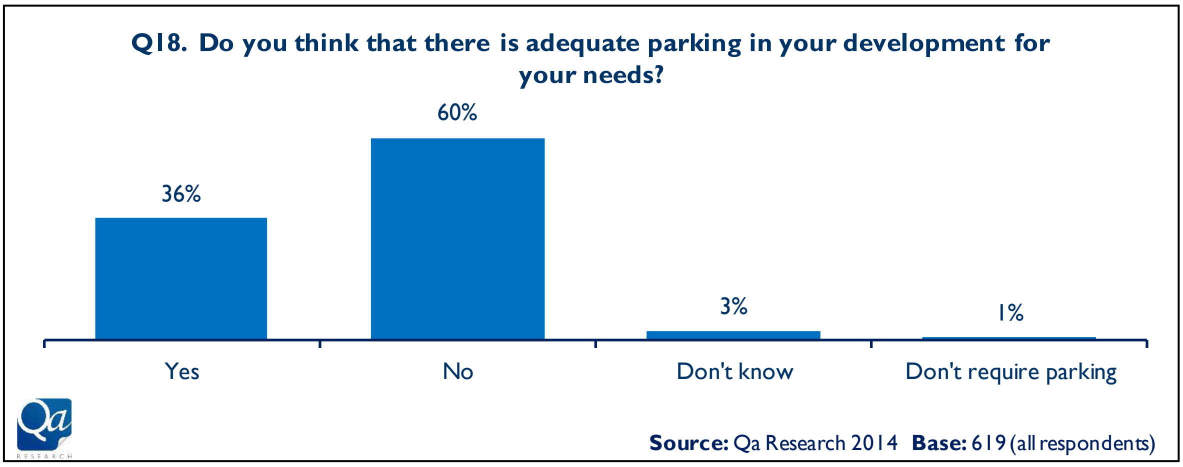


The main reason for parking on the street was because the respondent household had *more cars than spaces allocated or had no garage*, given by half (52%) of respondents.

The base size is too small here to undertake any analysis by sub-groups.

Respondents were asked if they thought that there was adequate parking for their needs in their development and responses are shown below;

Figure 40. Whether there is adequate parking on the development



Just under two thirds (60%) of respondents said that there was not *adequate* parking for their needs in their development.

Sub-group analysis

Respondents from *Wykery Copse* were the most likely to have *inadequate* parking for their needs with nine-in-ten (92%) saying this was the case, significantly higher than any other development. *Kelvin Gate* and *The Parks* also reported high levels of *inadequate* parking (72% and 78% respectively). *Chadwick Mews* reported the highest level of *adequate* parking, with nine-in-ten (90%) saying it was *adequate* for their needs.

Within *Jennetts Park*, respondents were significantly more likely say that the parking was *inadequate* for their needs if they were in *Phase* 1-2 (83%) and 14 (85%). The greatest level of satisfaction with parking was in *Phase* 9-11 (73%) and 16 (77%). There were no differences by *phase* within *The Parks*.

Respondents aged 35-54 were significantly more likely to say the parking was *inadequate* for their needs (64%) than those aged 17-34 (56%).

5.4.1 Availability and use of garage and impact on other forms of parking.

The availability of a garage, and whether that is used as a space to store a vehicle or not, will obviously have impact on the availability of parking in a development as it will free up other kinds of parking space.

The table below shows the availability and usage of garage spaces and allocated parking spaces (from Q17a) by development. Other types of parking space have been excluded as the base sizes would have been too small to draw meaningful comparisons from.

Figure 41. Use of garage and impact on other parking measures by development

Development	Base	Garage		Allocated parking space		Garage too small	Garage used for storage	Not adequate parking
		Net: Any	Net: Used daily	Net: Any	Net: Used daily			
Wykery Copse	53 (*9)	74%	45%	100%	98%	67%	100%	92%
Rufford Gate	8 (*4)	100%	38%	-	-	-	100%	75%
Davey Place	12 (*0)	-	-	92%	50%	-	-	58%
New Manor House	-	-	-	-	-	-	-	-
Jadine Place	13 (*3)	46%	15%	38%	31%	33%	100%	54%
Chadwick Mews	31 (*0)	-	-	29%	23%	-	-	6%
Dalton Mews	6 (*0)	-	-	83%	83%	-	-	17%
Windermere Gate	11 (*0)	-	-	27%	18%	-	-	9%
Netherby Gardens	8 (*0)	-	-	88%	88%	-	-	50%
78-84 Waterloo Road	2 (*1)	100%	50%	100%	50%	-	-	-
Kelvin Gate	75 (*1)	-	-	93%	68%	-	-	72%
Kings Court	3 (*0)	-	-	100%	100%	-	-	33%
Old Tollgate Close	-	-	-	-	-	-	-	-
The Parks	159 (*55)	60%	21%	95%	91%	47%	75%	78%
Jennetts Park	238 (*27)	49%	33%	45%	40%	26%	59%	50%
Total base	**619 (*100)**	**619**	**619**	**619**	**619**	***100**	***100**	**619**

*smaller base size for *Garage too small* and *Garage used for storage*
†developments in red were excluded from subgroup analysis due to small base size

There seems to be little correlation between the proportion of respondents in a development who use a garage to store vehicles and the usage of allocated parking spaces. For example, *Wykery Copse* has the highest portion using a garage daily (45%) and yet also the highest proportion using allocated parking daily (98%); the despite this high level of access to parking it is also the development with the highest proportion saying there was not adequate parking (92%), however. This may be due to high levels of ownership of multiple cars/van in *Wykery Copse*, where there was an average of almost two (1.92) vehicles per household.

It is notable that for *The Parks*, although six-in-ten (60%) have a garage, only two-in-ten (21%) use a garage to park a vehicle. The high proportion of respondents from *The Parks* that said they do not use their garage said so because they it used for storage (75%) and/or their garage was too small (47%); this suggests that the majority of the garages in *The Parks* are not suitable for the storage of vehicles.

This can be further explored by looking at the same measures for the individual phases of the *The Parks*;

Figure 42. Use of garage and impact on other parking measures in *The Parks*

		Garage		Allocated parking space		Garage too small	Garage used for storage	Not adequate parking
The Parks	**Base**	Net: Any	Net: Used daily	Net: Any	Net: Used daily			
Phase 1	52 (*12)	56%	25%	94%	92%	33%	83%	77%
Phase 2	18 (*0)	-	-	100%	72%	-	-	67%
Phase 3	9 (*2)	44%	22%	100%	100%	50%	50%	78%
Phase 4	42 (*26)	86%	19%	88%	86%	54%	77%	83%
Phase 5	30 (*10)	67%	17%	100%	100%	47%	67%	77%
Total base	**151 (*55)**	**151**	**151**	**151**	**151**	***55**	***55**	**151**

*smaller base size for *Garage too small* and *Garage used for storage*
†developments in red were excluded from subgroup analysis due to small base size

The table reveals that the inadequacy of the garages is most acute in *Phase 4* and *Phase 5*, where nine-in-ten (86%) and seven-in-ten (67%) respectively have access to a garage but only two-in-ten (19% and 17%) respectively use this to store a vehicle on a regular basis. Amongst those that had a garage but did not use it to house a vehicle, the majority again said that this was because it was used for storage (77% and 67%) and/or because it was too small (54% and 47%).

The low use of garages in *The Parks* may explain why the use of allocated parking spaces is so high, with respondents from all phases all or almost all having access to allocated parking space and the all or the majority using those regularly. Despite the high take up of these, however, it seems that they do not constitute 'adequate parking' for respondents, as the majority of those from all phases of *The Parks* say they do not have adequate parking.

In contrast to the consistently low rate of garage usage in *The Parks,* there was much more variation in *Jennetts Park*. The portion of respondents using their garages to store vehicles varied from negligible (3%, *Phases 9-11*) to almost nine-in-ten (86%, *Phase 17*), as shown below;

Figure 43. Use of garage and impact on other parking measures in *Jennetts Park*

		Garage		Allocated parking space		Garage too small	Garage used for storage	Not adequate parking
Jennetts Park	**Base**	Net: Any	Net: Used daily	Net: Any	Net: Used daily			
Phase 1-2	36 (*16)	69%	22%	50%	47%	31%	63%	83%
Phase 3-4	35 (*1)	46%	43%	23%	20%	-	100%	40%
Phase 5-8	20 (*1)	75%	65%	25%	25%	-	-	60%
Phase 9-11	30 (*2)	17%	3%	77%	59%	-	50%	23%
Phase 12	8 (*0)	38%	13%	63%	25%	-	-	13%
Phase 13	26 (*2)	77%	54%	19%	19%	50%	50%	54%
Phase 14	13 (*0)	54%	46%	23%	23%	-	-	85%
Phase 15	33 (*1)	21%	18%	73%	73%	100%	-	52%
Phase 16	13 (*1)	23%	15%	54%	46%	-	-	23%
Phase 17	14 (*2)	100%	86%	-	-	-	100%	29%
Phase 18	8 (*0)	-	-	88%	88%	-	-	38%
Total base	**236 (*26)**	**236**	**236**	**236**	**236**	**26**	**26**	**236**

*smaller base size for *Garage too small* and *Garage used for storage*
†developments in red were excluded from subgroup analysis due to small base size

Unlike *The Parks* there is a correlation in *Jennetts Park* between the usage of garage spaces and the usage of allocated spaces; within a phase, the higher the proportion of garage usage the lower the lower the usage of allocated parking. This is a strong negative correlation (correlation coefficient: -0.84).

There is however no correlation between the usage of either garages or allocated parking and the proportion saying parking is inadequate. Therefore, in *Jennetts Park* at least, another factor is causing dissatisfaction with parking.

Ultimately, looking at the developments overall and the phases of *Jennetts Park* and *The Parks*, there is little indication the usage of lack of usage of a garage is specifically related to the usage of other forms of vehicle parking, nor how this is related to the perceived adequacy of the parking.

The small base size for the categories of parking on street, on a private driveway, and unallocated parking court spaces prevents them from being included in the analysis, and had they been so this may have been more revealing.

6. Conclusions

The Home

Although respondents agreed that their homes had enough general living and room space, storage space was seen as lacking. Naturally there is an extent to which this will be related to the size of the accommodation and the volume of possessions that people own, however it would seem that people prioritise the areas of their homes as living spaces rather than combining living and storage space. Storage for larger items, such as bicycles or garden equipment is the most lacking. This may explain the prevalence of using garages for storage space.

Agreement that the amount of living space was enough was highest in *Jennetts Park*, *Kelvin Gate*, *Windermere Gate* and *Jadine Place*. There could be a number of reasons for this, but the two most likely are that the properties in these areas have a greater internal volume or that there are fewer people for a given size of property. **In contrast, respondents from *Wykery Copse*, *Chadwick Mews* and *Davey Place* reported the lowest level of agreement that they had enough living space.** Respondents from these developments also reported a lack of general storage space in their properties. Given that the responses from these developments indicate inadequate living and storage space, one can assume that **a significant proportion of the residents of *Wykery Copse*, *Chadwick Mews* and *Davey Place* felt that their homes were too small.**

Respondents were very satisfied with the external appearance of their homes. This will also have influenced satisfaction with the appearance of the overall development, as the aesthetic of the houses will be a major factor in the overall aesthetic of the development. Slightly lower levels of satisfaction were reported from *Wykery Copse*, *Chadwick Mews* and *Davey Place* however.

The Development

Attitudes to the development overall were positive, especially in terms of layout and appearance. Satisfaction was over 80% for both of these measures. This is highly likely to be linked to the high level of satisfaction with the aesthetic of homes in the developments. There was slightly less satisfaction with the public areas, although the majority were still satisfied. This is likely due to dissatisfaction with the open and green spaces on a minority of developments.

Agreement that the open spaces in the developments were sufficiently attractive, numerous enough, large enough, and used regularly was consistently high. Low levels of dissatisfaction were reported for all measures, although one-in-twenty reported that they had no open spaces in their development. However, **residents of Chadwick Mews were dissatisfied about the open spaces in their development, significantly more so compared to the other developments.** They had consistently low levels of agreement with all four measures of satisfaction with the open spaces (attractiveness, number, regularity of use, and size), suggesting a general dissatisfaction with open spaces in this development. Respondents from Chadwick Mews also expressed dissatisfaction with the play areas in the development.

Aside from play areas and open spaces, satisfaction levels for facilities in the local area were low; this was especially true of shopping facilities. Half of respondents overall were dissatisfied with shopping in their area and a third overall were very dissatisfied. Multiple questions in the survey all reinforced this; lack of shop named by respondents as the most disliked aspect of their development and more shops the most suggested improvement. *Chadwick Mews*, which typically has low satisfaction scores with aspects of the home and development, scored highly on satisfaction and availability of shopping, while *Jennetts Park* scored particularly lowly.

The new developments do not have adequate parking for resident's needs. Six-in-ten (60%) respondents felt that the parking in their development was inadequate; in *Wykery Copse* this proportion rose to nine-in-ten (92%). Improving parking was the second most suggested improvement to the development. There may well be a link between the small size or lack of garages and the inadequacy of parking, but one must also consider the number of cars in developments. The mean average across the new developments was 1.53 cars per household, with nine-in-ten having at least one vehicle

Where garages are built as part of development they tend to be inadequate for the purpose of storing cars. In developments where the properties have garages, the number of garage spaces used to store vehicles is consistently lower than the number of spaces available. There are two factors that may cause this; firstly that the garage is too small to store cars, secondly because the garage is being used for storage. This may be because the home itself does not have sufficient storage space and so the garage is used as overspill.

The table below summarises they key measures for the homes and developments in the survey;

Development	Base	Enough general living/room space	Enough general storage inside the property	External appearance of home	Appearance of overall development	Satisfaction with play areas/open spaces	Satisfaction with shopping	Is parking adequate?
		NET: Agree	NET: Agree	NET: Satisfied	NET: Satisfied	NET: Satisfied	NET: Satisfied	Yes
Wykery Copse	53	45%	2%	66%	55%	15%	6%	8%
Rufford Gate	8	88%	63%	100%	100%	63%	38%	25%
Davey Place	12	25%	-	75%	83%	-	58%	25%
New Manor House	0	-	-	-	-	-	-	-
Jadine Place	13	77%	54%	100%	77%	54%	-	46%
Chadwick Mews	31	42%	26%	68%	71%	13%	58%	90%
Dalton Mews	6	83%	67%	100%	100%	83%	67%	83%
Windermere Gate	11	82%	55%	100%	100%	82%	45%	91%
Netherby Gardens	8	100%	88%	100%	100%	25%	75%	50%
78-84 Waterloo Road	2	100%	100%	100%	100%	100%	50%	100%
Kelvin Gate	75	80%	43%	85%	85%	75%	63%	25%
Kings Court	3	100%	67%	100%	100%	33%	100%	67%
Old Tollgate Close	0	-	-	-	-	-	-	-
The Parks	159	59%	4%	92%	92%	69%	67%	15%
Jennetts Park	238	89%	71%	92%	81%	68%	4%	48%
Overall	**619**	**73%**	**41%**	**88%**	**83%**	**60%**	**35%**	**36%**

*red indicates a base size of less than 10; sub-group analysis was not carried out on these developments.

Overall, respondents were happy with the quality of the development, the aesthetic and layout, but less happy with the infrastructure. This suggests that future development must be careful to include retail units and to also factor in residents parking needs.

The developments of *Wykery Copse*, *Chadwick Mews* and *Davey Place* generally score consistently lower than the other developments in almost all measures of satisfaction. Residents answers indicate that the dwellings are too small, the open spaces inadequate or non- existent, have insufficient parking and (excluding Chadwick Mews) have poor availability of shopping. These developments would act as useful 'lessons learnt' when considering future development.

8. Appendices

8.1 Demographic profile of respondents

Demographic	Sample n	Sample %
Gender		
Male	248	40%
Female	370	60%
Prefer not to say	1	<1%
Age		
17-24	28	5%
25-34	226	37%
35-44	182	29%
45-54	89	14%
55-64	43	7%
65-74	23	4%
75+	9	1%
Prefer not to say	19	3%
Ethnicity		
NET: White	538	87%
English/Welsh/Scottish/Northern Irish/British	479	77%
Irish	3	<1%
Showpeople/Circus	2	<1%
Any other White background	54	9%
NET: Black/Black British	15	2%
African	11	2%
Caribbean	4	1%
NET: Asian/Asian British	51	8%
Indian	33	5%
Pakistani	2	<1%
Bangladeshi	3	<1%
Filipino	1	<1%
Chinese	3	<1%
Any other Asian background	9	1%
NET: Mixed	11	2%
White and Black Caribbean	4	1%
White and Black African	1	<1%
White and Asian	1	<1%
Any other mixed background	5	1%
NET: Arab/Other	2	<1%
Other ethnic group	2	<1%
Prefer not to say	2	<1%
Religion / Belief		
None	157	25%
Christian (all Christian denominations)	410	66%
Buddhist	2	<1%
Hindu	22	4%
Muslim	5	1%
Sikh	3	<1%
Jewish	2	<1%
Prefer not to say	18	3%
Total	**619**	**1**

8.2 Questionnaire

Bracknell Forest new developments research

Interviewer	Date of Interview DD/MM/YY
	______DD _____MM ______YY
Time (Duration)	**Survey Number (internal use)**
Inputted (internal use)	**Q-C (internal use)**

Good morning/afternoon, my name is……….I am working for an independent research company called Qa Research on behalf of Bracknell Forest Council.

The Council would like your opinion as a resident of one of several new developments within Bracknell Forest, on what you like, don't like, and what you think could be improved within your development. The results from this will help shape future new developments within the borough.

The survey I have should take no longer than 12 minutes, is now a good time for you to take part?

Before we begin, I'd like to reassure you that this interview will be carried out according to the Market Research Society's Code of Conduct and all your answers and information you provide will be treated as anonymous and confidential in accordance with the Data Protection Act 1998.

S1. INTERVIEWER TO RECORD DEVELOPEMENT		(S)
Wykery Copse, Peacock Lane, Bracknell	1	1
Rufford Gate, London Road, Ascot,	2	2
Davey Place, Bay Drive, Bracknell	3	3
New Manor House, The Ring, Bracknell	4	4
Jadine Place, Peacock Lane, Bracknell	5	5
Chadwick Mews, Brackenhale, Rectory Lane,	6	6
Dalton Mews, Reeds Hill & Maxwell Walk (off Boole Heights), Bracknell	7	7
Windermere Gate, Crowthorne Road, Bracknell	8	8
Netherby Gardens, Rectory Lane, Bracknell	9	9
78-84 Waterloo Road, Crowthorne	10	10
Kelvin Gate, Bracknell	11	11
Kings Court, 20 Kings Road, Crowthorne	12	12
Old Tollgate Close, London Road, Bracknell	13	13
The Parks, Broad Lane, Bracknell	14	14
Jennetts Park, Peacock Lane, Bracknell	15	15

About your home and your living space

Q1. Is your property... [READ OUT]

		(S)
Detached	1	①
Semi Detached	2	②
Terraced	3	③
Flat/apartment/ Maisonette	4	④
Other (please specify)	5	⑤

Q2. How many bedrooms does this property have?

write in number

Q3.How far do you agree or disagree that your home has enough... SHOWCARD Q3

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know	Not applicable
Space for storing your blue, green, and brown bins	1	2	3	4	5	6	7
Cycle storage space	1	2	3	4	5	6	7
Garden equipment storage space	1	2	3	4	5	6	7
General storage inside the property	1	2	3	4	5	6	7
General living / room space	1	2	3	4	5	6	7
Garden space (if applicable)	1	2	3	4	5	6	7

Q4. Do you feel that you have enough privacy in your home (and garden if you have one)?

		(S)
Yes	1	①
No	2	②
Don't know	3	③

Q5. How safe or unsafe do you feel in your home... SHOWCARD Q5

	Very unsafe	Fairly unsafe	Neither safe nor unsafe	Fairly safe	Very safe
During the day	1	2	3	4	5
After dark	1	2	3	4	5

About your development and local area

Q6a. Do you agree that there is a strong sense of community where you live? [READ OUT]
By sense of community, I mean a sense of belonging to and pride in the area where you live.

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Too early to say	Don't know
1	2	3	4	5	6	7

Q6b. Why do you say that?

No comment ①

Q7. Thinking about your home and the development on which you live how satisfied are you with the following…
SHOWCARD Q7

	Very dissatisfied	Fairly dissatisfied	Neither satisfied nor dissatisfied	Fairly satisfied	Very satisfied	Don't know
The external appearance of your home	1	2	3	4	5	6
The appearance of the overall development	1	2	3	4	5	6
The layout of the overall development	1	2	3	4	5	6
Public areas within the development	1	2	3	4	5	6

Q8. If you use the open spaces in your development, what do you use them for [IF REQUIRED: open space refers to play areas/equipment, woodland areas, playing fields, country park etc)

Don't use open spaces ①

Q9. Thinking about the open space in your development, how far would you agree or disagree with the following statements…
SHOWCARD Q9

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know	No open spaces
The open spaces within the development are attractive	1	2	3	4	5	6	7
I regularly use the open spaces within the development	1	2	3	4	5	6	7
There are enough open spaces in the development	1	2	3	4	5	6	7
The open spaces are large enough	1	2	3	4	5	6	7

Shopping and facilities

Q10a. Where do you do most of your food shopping, and do you usually shop in store, have home delivery or click and collect?

Q10b. Why do you choose to shop there?

Q11. Thinking about the facilities in your local area, how satisfied are you with the following:
SHOWCARD Q11

	Very dissatisfied	Fairly dissatisfied	Neither satisfied nor dissatisfied	Fairly satisfied	Very satisfied	Don't know
Community centres	1	2	3	4	5	6
Play areas / open spaces	1	2	3	4	5	6
Shopping	1	2	3	4	5	6
Sports facilities	1	2	3	4	5	6
Libraries	1	2	3	4	5	6

Q12. Are there any local facilities that are missing or needing improvement?

None 1

Likes and dislikes about your development

Q13a. What three things do you <u>like</u> most about the development that you live on?
1:
2:
3:

Q13b. What three things do you <u>dislike most</u> about the development that you live on?
1:
2:
3:

Q13c. What three things would you improve about the development that you live on?
1:
2:
3:

Parking and travel

Q14 Thinking about your household as a whole, what is the main mode of transport that you normally use on a weekly basis, for getting to work, school, social activities, shopping etc.? [COMPLETE FOR EACH MEMBER OF HOUSEHOLD]
SHOWCARD Q14

		Person 1	Person 2	Person 3	Person 4	Person 5
Train	1	1	1	1	1	1
Bus, minibus or coach	2	2	2	2	2	2
Motorcycle, scooter or moped	3	3	3	3	3	3
Car or van	4	4	4	4	4	4
Taxi/minicab	5	5	5	5	5	5
Bicycles	6	6	6	6	6	6
On foot	7	7	7	7	7	7
Other	8	8	8	8	8	8
Don't know	9	9	9	9	9	9

Q15. ASK IF TRAIN or BUS not selected for anyone in household
Why does no one in the household use public transport?

Q16. How many cars or vans are available for use by your household?

write in number	

Q17a. For each of the following, how many of these types of space do you have, and if so, how many do you use daily and why ?

	Number of spaces	How many do you use (on a daily basis)	(M)
Garage			If spaces greater than 0 and usage = 0 Go to Q17c
On Plot / Private driveway			Go to Q18
On Street			If usage more than zero go to Q17b
Allocated space(s) in Parking Court			Go to Q18
Unallocated space(s) in Parking Court			Go to Q18

Q 17b. Why do you park on the street?

Q 17c. If you have a garage and do not use it, why is that?

Q18. Do you think that there is adequate parking in your development for your needs? (S)

Yes	1	1
No	2	2
Don't know	3	3
Don't require parking	4	4

Your previous and current homes

These questions are to help us understand your reasons for moving to the development. This will help us see if views vary depending on where people have moved from. Please be assured that all information will be treated confidentially.

Q19. What was the full postcode of your last home? This is just to help us understand where people are moving from.
(Only include stays of more than 6 months)

Prefer not to say 1

Or previous country of residence if you moved from overseas? ***(please write in)***

Q20. When did you move to your current home?

date	*month*	*year*

Q21. Are you the first people to own this property? (S)

Yes	1	1
No	2	2
Don't know	3	3

Q22. In which of these ways do you occupy this accommodation? [READ OUT] (S)

Own it outright	1	1
Buying it with the help of a mortgage or loan	2	2
Pay part rent and part mortgage (shared ownership)	3	3
Rent it	4	4
Live here rent free including in a relative's/friend's property	5	5
Other (specify)	6	6
Prefer not to say	7	7

Q23. What were the main reasons for choosing to move to your current home? SHOWCARD Q23 (M)

To be nearer to my job	1	①
To be nearer to friends and family	2	②
Better public transport links	3	③
To be nearer to children's school	4	④
To move into school catchment	5	⑤
To be nearer to shops and services	6	⑥
Design/appearance of property/development	7	⑦
Price compared to other areas	8	⑧
Easier to buy new property from a developer	9	⑨
Like the idea of living on a new development	10	⑩
Other (specify)	11	⑪

Q24a. How far do you agree or disagree that when you moved in was there adequate information about how and when the development was going to be completed and who to contact if you had a problem or query? [READ OUT]

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know	Didn't access information
①	②	③	④	⑤	⑥	⑦

Q24b. How did you access information about how and when the development was going to be completed and who to contact if you had a problem or query? SHOWCARD Q24b
Q24c What would be your preferred method of accessing this information?

		Q3b (M)	Q3c (S)
Newsletter	1	①	①
From a website	2	②	②
By phone	3	③	③
By letter	4	④	④
Face-to-face	5	⑤	⑤
Via email	6	⑥	⑥
Through Facebook	7	⑦	⑦
From an estate agent	8	⑧	⑧
Other (specify)	9	⑨	⑨
I did not access information	10	⑩	⑩

Q25. What is the full postcode of your current home?

Prefer not to say ①

Demographics

Finally, these questions will help the Council establish whether there are any differences between the views of different residents and help tailor and improve its service accordingly. Please be assured that all information will be treated confidentially.

D1. What is your gender?

		(S)
Male	1	1
Female	2	2
Prefer not to say	3	3

D2. What is your age? Prefer not to say 1

write in number

D3. Which of these best describes your ethnic group? SHOWCARD D3

White		**Mixed**		**Asian or Asian British**	
English/Welsh/ Scottish/Northern Irish/British	1	White & Black Caribbean	6	Indian	10
				Pakistani	11
Irish	2	White & Black African	7	Nepali	12
Gypsy/Irish Traveller	3	White & Asian	8	Bangladeshi	13
Showpeople/Circus	4	Any other mixed background (write in)	9	Filipino	14
Any other White background (write in)	5			Chinese	15
				Any other Asian background (write in)	16

Black or Black British		**Arab/Other Ethnic Group**	
African	17	Arab	20
Caribbean	18	Other ethnic group (write in)	21
Any other Black background (write in)	19		
		Prefer not to say	22

D4. How would you describe your religion/ belief? SHOWCARD D4 (S)

None	1	Sikh	6
Christian (all Christian denominations)	2	Jewish	7
		Prefer not to say	8
Buddhist	3	Other (specify)	9
Hindu	4		
Muslim	5		

Validation

As part of our quality control procedure, a research supervisor may contact you in order to confirm the accuracy of the interview and to ensure you were happy with the interview. Would you be prepared to give your contact details for this purpose?

[IF REQUIRED] This information is not attached your answers, and everything you said remains entity anonymous. Your details and held securely by Qa, are used only for the purpose of validation, and are never passed on to anyone else

Yes *capture name and telephone number below*	1	①
No	2	②

If no, please can you (interviewee) sign to say that you have refused:

Interviewee signature: ……………………………………………………………………………………………….

Name	**Telephone**
Email	**Address 1**
Address 2	**Postcode**

8.3 Showcards

SHOWCARD Q3

Q3. How far do you agree or disagree that your home has enough…

Strongly disagree

Disagree

Neither agree nor disagree

Agree

Strongly agree

Not applicable

SHOWCARD Q5

Q5. How safe or unsafe do you feel in your home…

Very unsafe

Fairly unsafe

Neither safe nor unsafe

Fairly safe

Very safe

SHOWCARD Q7

Q7. Thinking about your home and the development on which you live how satisfied are you with the following…

Very dissatisfied

Fairly dissatisfied

Neither satisfied nor dissatisfied

Fairly satisfied

Very satisfied

SHOWCARD Q9

Q9. Thinking about the open space in your development, how far would you agree or disagree with the following statements…

Strongly disagree

Disagree

Neither agree nor disagree

Agree

Strongly agree

No open spaces

SHOWCARD Q11

Q11. Thinking about the facilities in your local area, how satisfied are you with the following:

Very dissatisfied

Fairly dissatisfied

Neither satisfied nor dissatisfied

Fairly satisfied

Very satisfied

SHOWCARD Q14

Q14. Thinking about your household as a whole, what is the main mode of transport that you normally use on a weekly basis, for getting to work, school, social activities, shopping etc.? (Complete for each member of the household)

Train

Bus, minibus or coach

Motorcycle, scooter or moped

Car or van

Taxi/minicab

Bicycles

On foot

Other

SHOWCARD Q23

Q23. What were the main reasons for choosing to move to your current home? *Select all that apply*

To be nearer to my job

To be nearer to friends and family

Better public transport links

To be nearer to children's school

To move into school catchment

To be nearer to shops and services

Design/appearance of property/development

Price compared to other areas

Easier to buy new property from a developer

Like the idea of living on a new development

Other – *please specify*

SHOWCARD Q24b

Q24b. How did you access information about how and when the development was going to be completed and who to contact if you had a problem or query? *Select all that apply*

Newsletter

From a website

By phone

By letter

Face to face

Via email

Through Facebook

From an estate agent

Other – *please specify*

I did not access information

SHOWCARD D3

D3. Which of these best describes your ethnic group?

1. English/Welsh/Scottish/Northern Irish/British
2. Irish
3. Gypsy/Irish Traveller
4. Showpeople/Circus
5. Any other White background – *please specify*
6. White & Black Caribbean
7. White & Black African
8. White & Asian
9. Any other mixed background – *please specify*
10. Indian
11. Pakistani
12. Nepali
13. Bangladeshi
14. Filipino
15. Chinese
16. Any other Asian background – *please specify*
17. African
18. Caribbean
19. Any other Black background – *please specify*
20. Arab
21. Other ethnic group – *please specify*

SHOWCARD D4

D4. How would you describe your religion/belief?

None

Christian (all Christian denominations)

Buddhist

Hindu

Muslim

Sikh

Jewish

Other – *please specify*