

# East Drayton village survey

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# Executive summary

# Overall results: character of the village

- East Drayton residents would like the village to retain its current friendly, rural and agricultural nature
- They would also like to the village to have more opportunities, and to be a place where people can thrive
- There is a sense of the sort of culture ED would like to be - warm, welcoming, inclusive and nurturing. Villagers currently regard ED as welcoming, but score it lower on the attributes of nurturing, inclusivity, thriving and openness
- The village would like to see more social clubs and community opportunities, such as sports facilities
- The villagers expressed a need for better infrastructure, connectivity and tech links
- From an environmental perspective, the villagers want ED to be a sustainable and green place
- Results were quite consistent across groups such as gender and occupation. However younger, and newer residents, are groups which may be underrepresented in the sample\*
- *Quotes in the report have been taken from the open questions in the survey. Quotes have not been included if they were not relevant to the survey questions or topics. Quotes that contained specific references to people or properties in the village, have been edited to depersonalise but maintain their policy perspective*

\*a comparison would need to be made with census data to determine precise fit with village profile

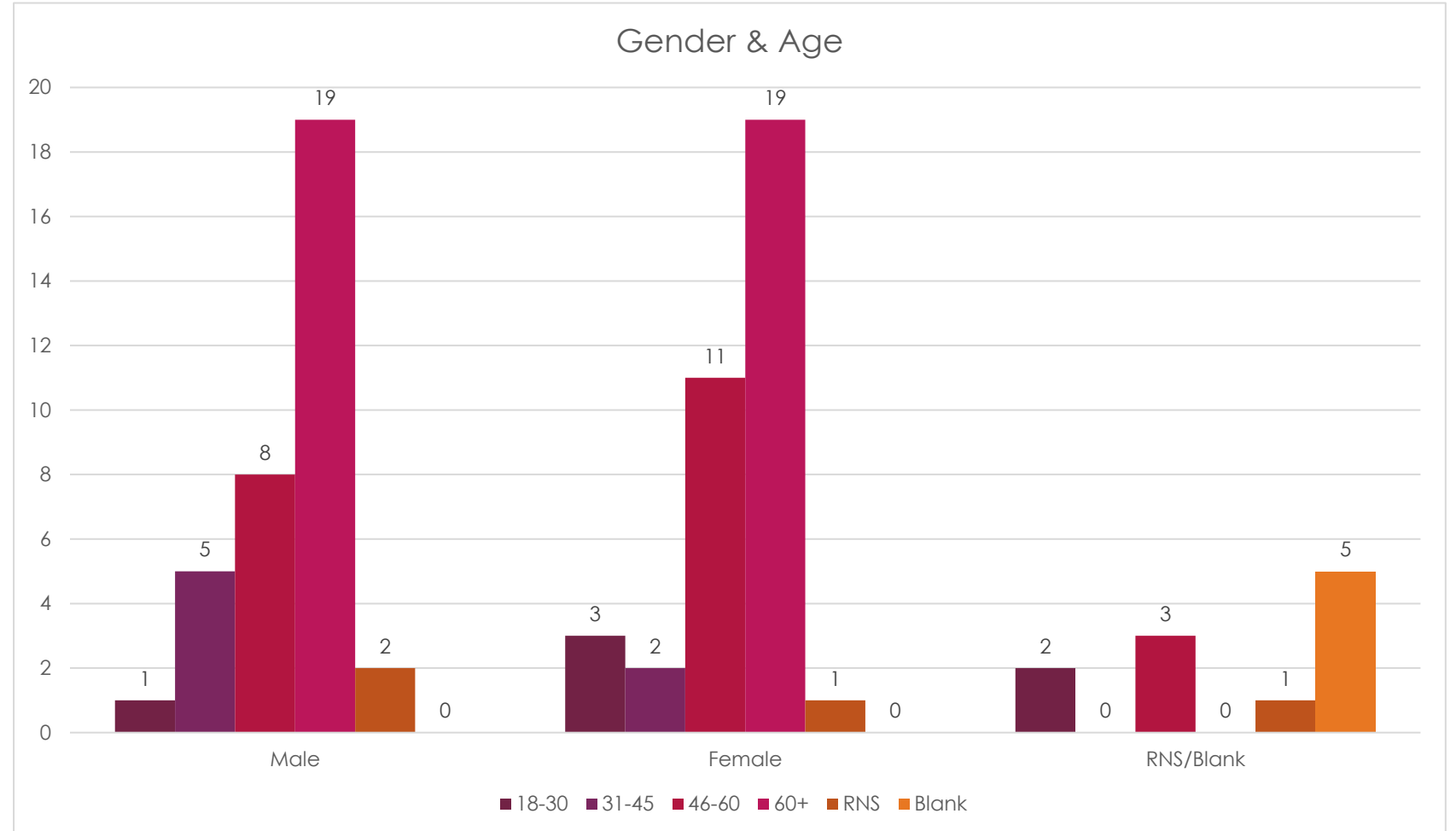
# Overall results: housing

- 36 of the responses indicated that they wanted the village to plan for only the stipulated minimum amount of housing development
- 50 responses favoured the approach being based on the village-specific criteria of planned sites (25) or infilling (25)
- The villagers expressed a desire for a mixed approach to housing, with different sizes. There was a divided opinion whether this should be 1-2 or 3-4 bedrooms
- Villagers also clearly stated their preference for the development of affordable housing, regardless of whether this was a house or bungalow
- The majority favoured the retaining the traditional style of architecture, but a significant minority were open to a mix of styles
- The results were consistent across age, occupation and gender. Some differences emerged between shorter and longer term residents, with the longer term group more open to housing development

# Survey respondents

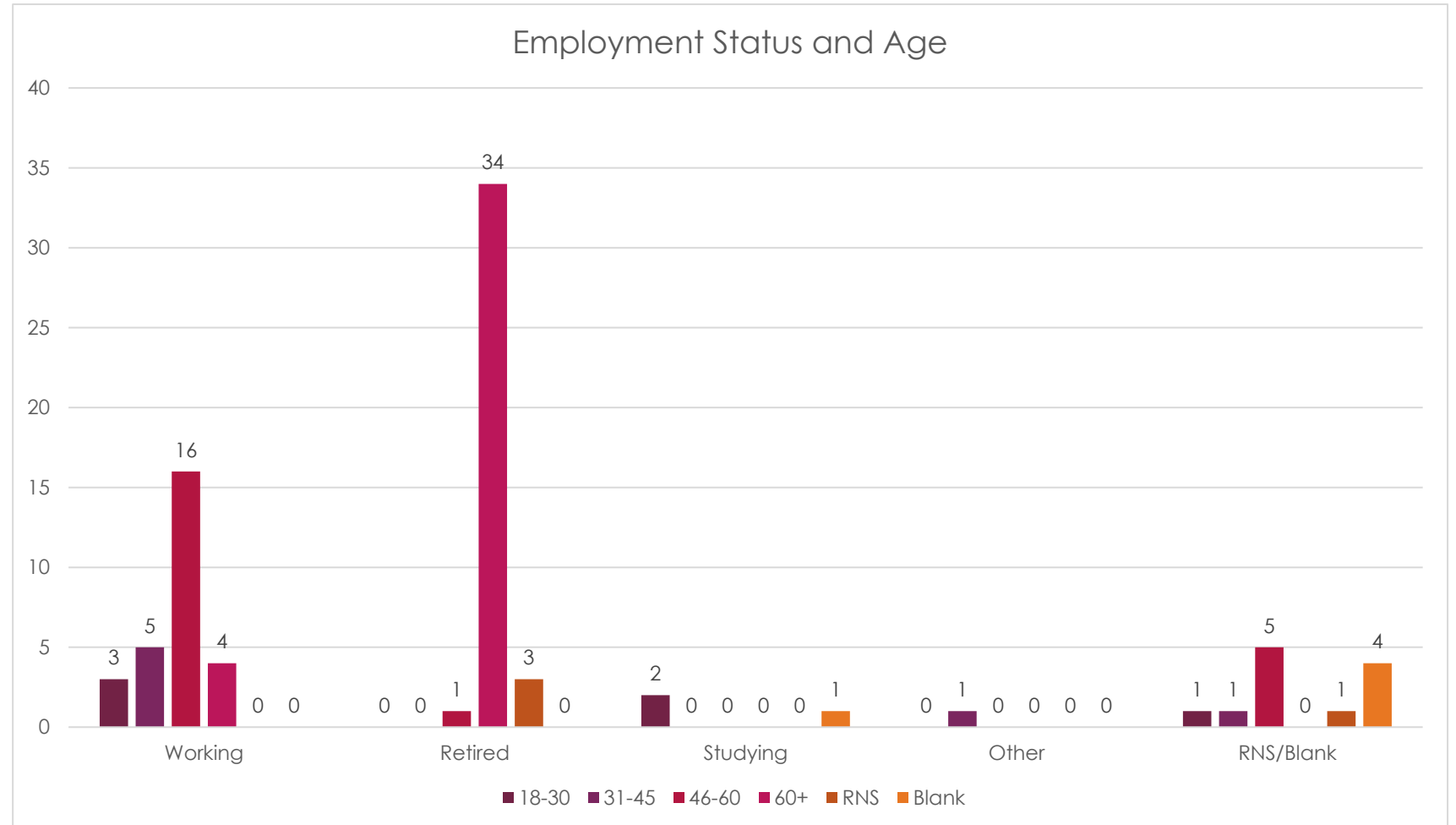
# Age and gender

- Majority of responses are from the 46 – 60+ age bracket
- Even split between male and female



# Employment status and age

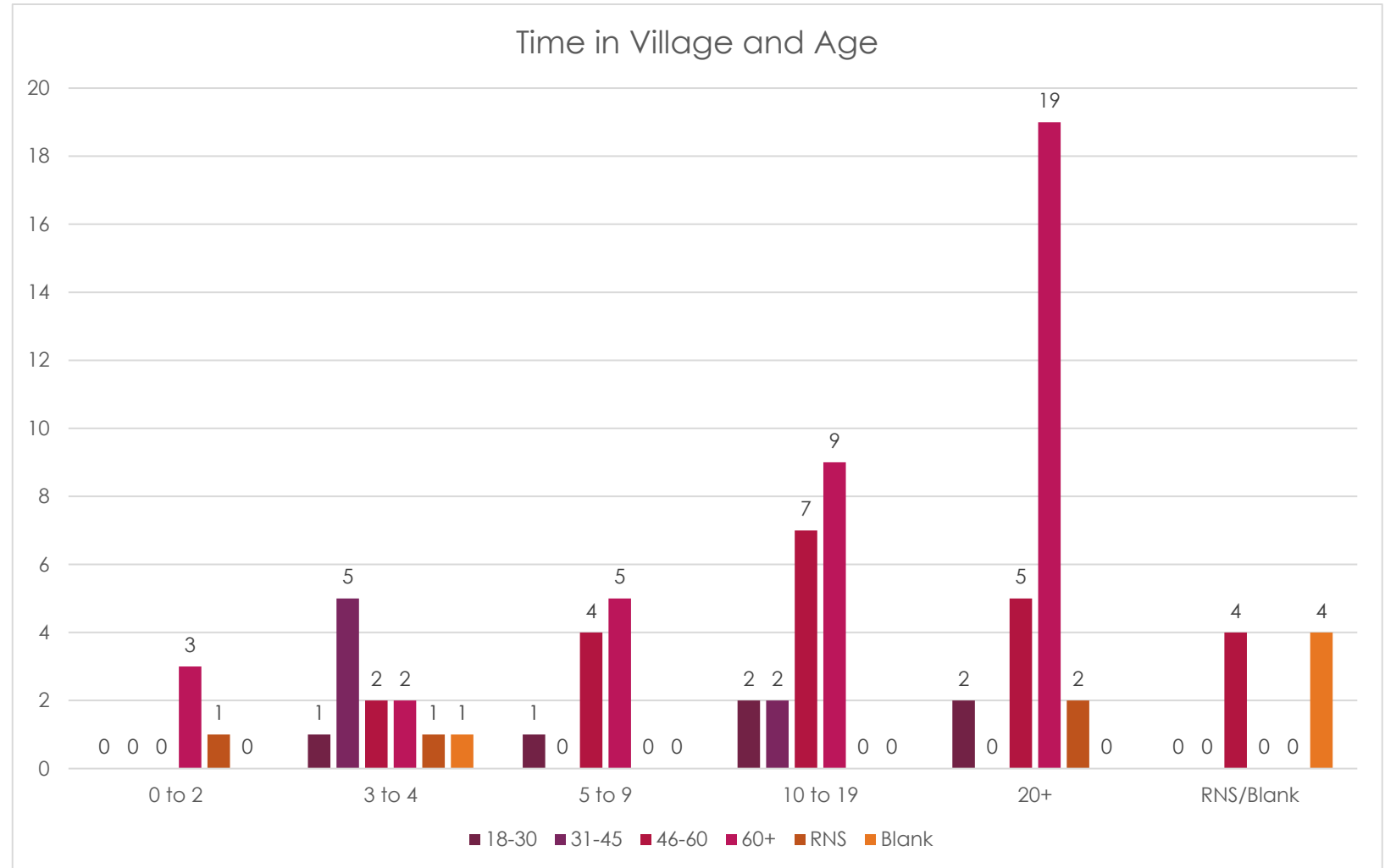
- Majority of respondents are retired 60+
- Followed by those 46-60 working





# Time in village and age

- Majority of respondents are long term residents who have been in the village 20+ years
- The sample contains fewer residents who have been in the village less than 5 years, - which may be a true reflection of the village's profile, rather than just those who responded to the survey

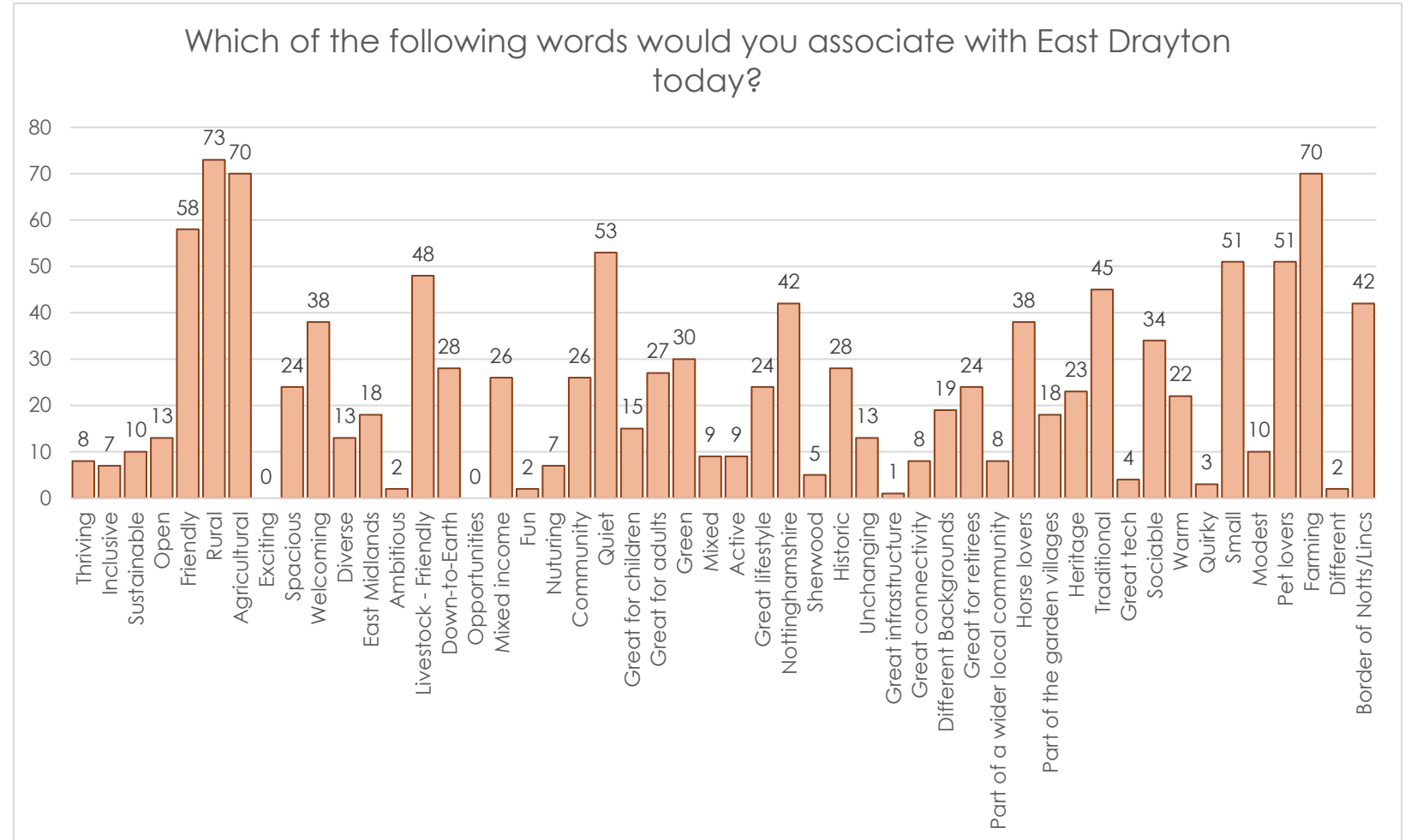


# Survey results

**ED as a place**

# Which words do you associate with ED today?

- *Rural, agricultural* and *farming* were the top three responses
- *Quiet* and *small* were also prominent results
- *Fun, opportunities, ambitious* and *exciting* were the bottom results
- *Welcoming* did well, but *nurturing* and *inclusive* had low scores
- *Great infrastructure* and *technology* also scored lowly
- *Quirky, different* and *inclusive* were also low



# Which words do you associate with ED today? quotes

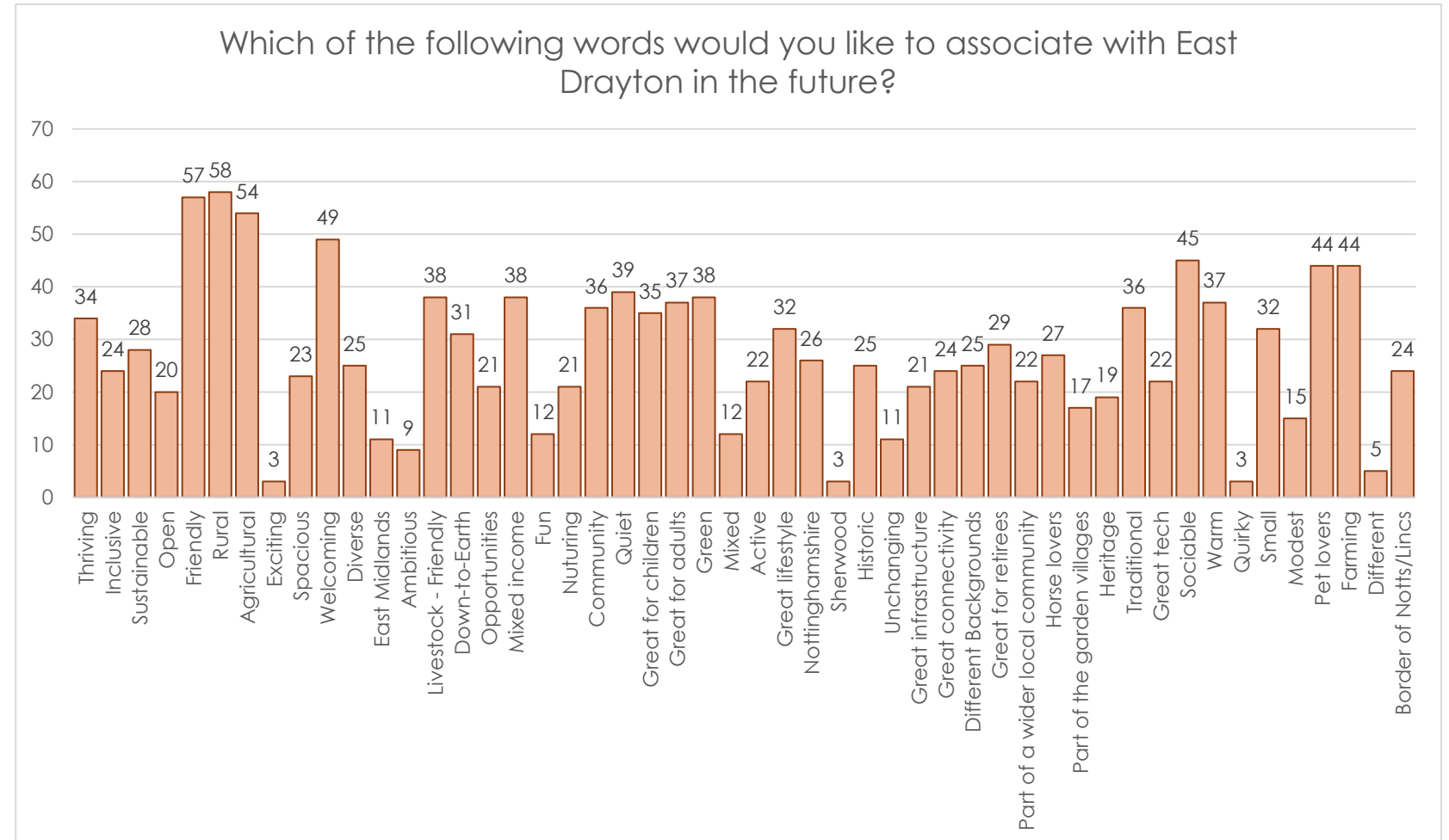
*East Drayton is lovely as it is,  
don't spoil it!*

*Traffic rat run*

*Old people's village!*

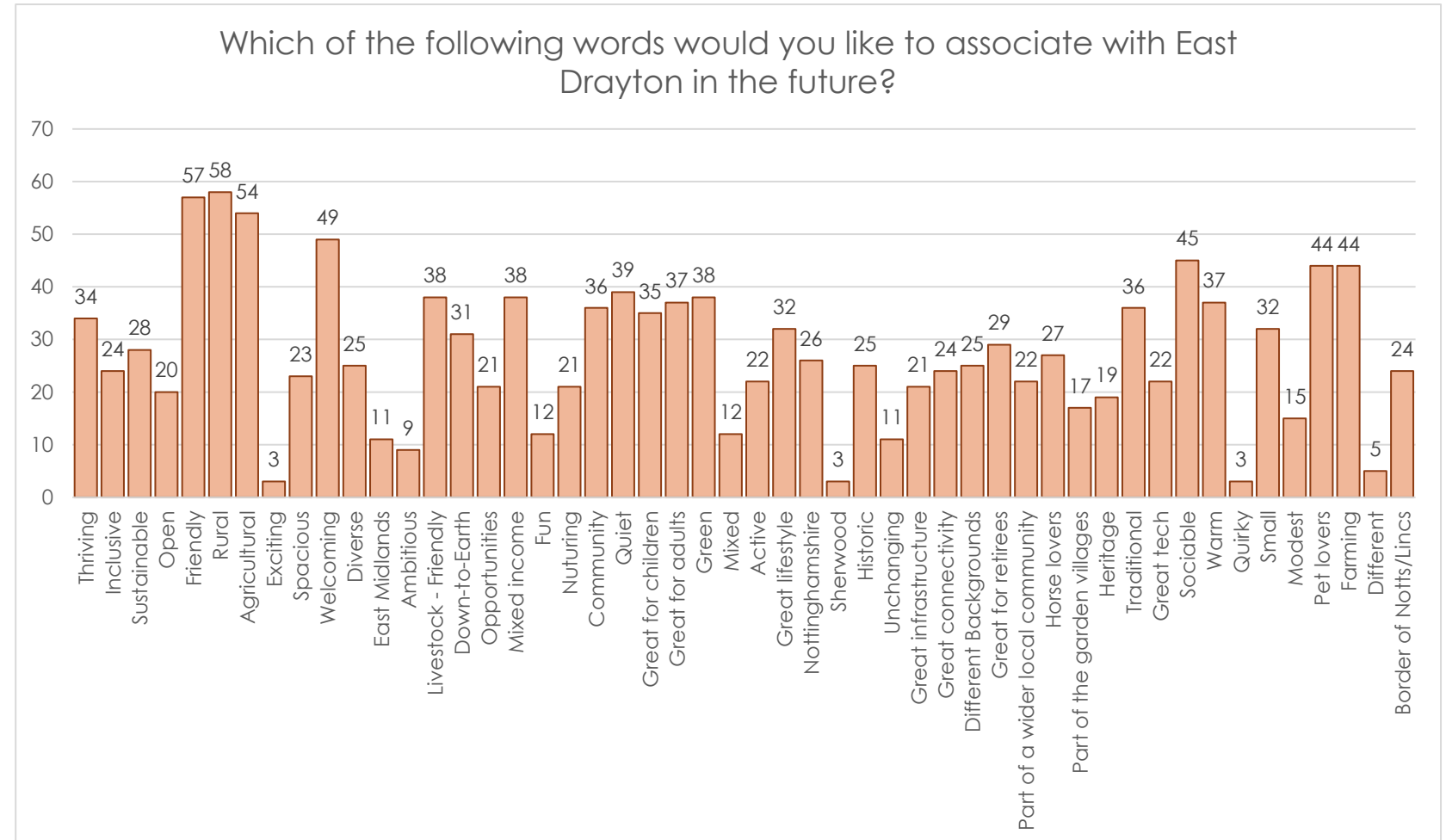
# Which words would you like to associate with ED in the future?

- The highest score is again *rural* (58), with *agricultural* (54) and *farming* (44) closely related
- Second highest score is *friendly* (57), with *welcoming* (49) and *sociable* (45) in the same theme
- *Nurturing* and *inclusive* also increased, amplifying the desire a warm culture
- The village wants to be a place for *pet lovers*
- *Great for adults* and *great for children* score almost identically, indicating a desire to welcome all ages



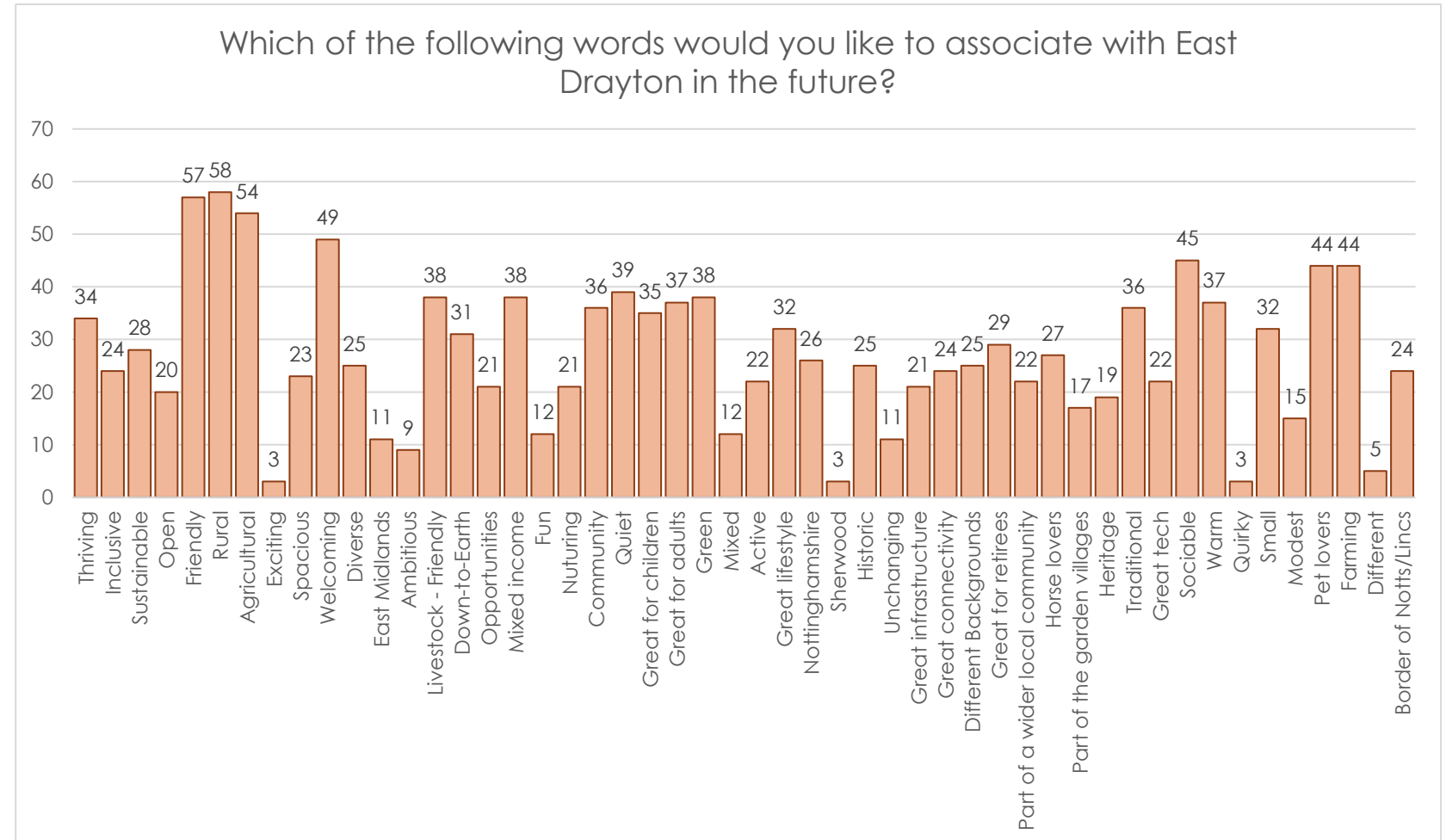
# Which words would you like to associate with ED in the future?

- The biggest **percentage** increases are *thriving* (31%), and *opportunities* (25%). In contrast, one of the biggest falls is *quiet* (-14%)
- This is followed by *Great for Children* (24%)
- *Sustainable* is at (18%)
- *Infrastructure* (24%), *great tech* (18%) and *great connectivity* (16%)
- *Inclusive* (17%), *warm* (15%) and *nurturing* (14%) also increase



# Which words would you like to associate with ED in the future?

- The lowest results are for *exciting*, *quirky* - which contrast with the high score for quiet
- *Sherwood* and *East Midlands* scored poorly. *Nottinghamshire* and *Notts/Lincs border* were identified with more
- *Garden villages* and *wider local community* were in the middle
- As a group, the geographic identity options were less popular than ones describing the village environment (e.g rural) or its nature (e.g welcoming)





# Which words would you like to associate with ED in the future?

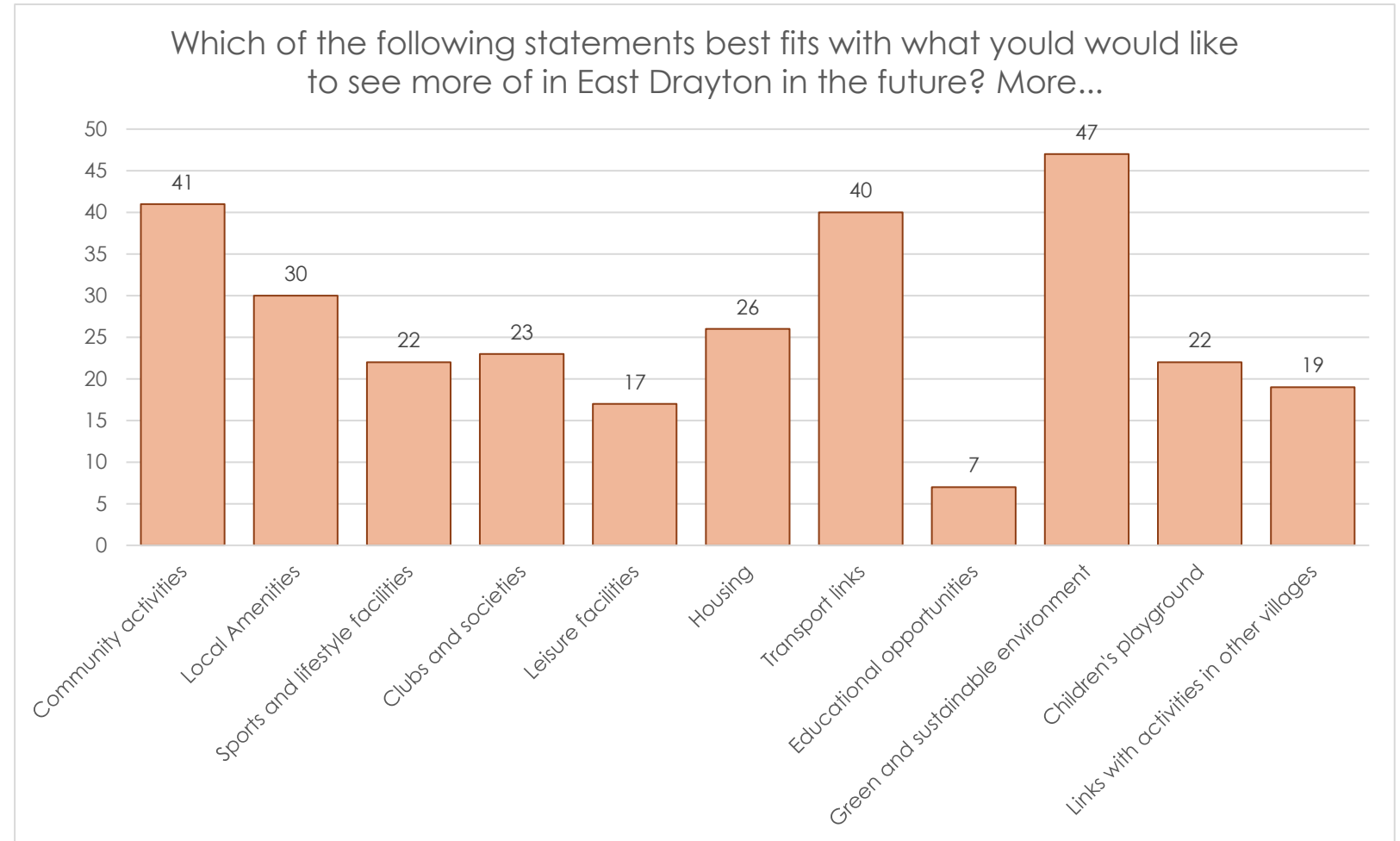
*Peaceful*

*Small village*

*I hope to have moved out*

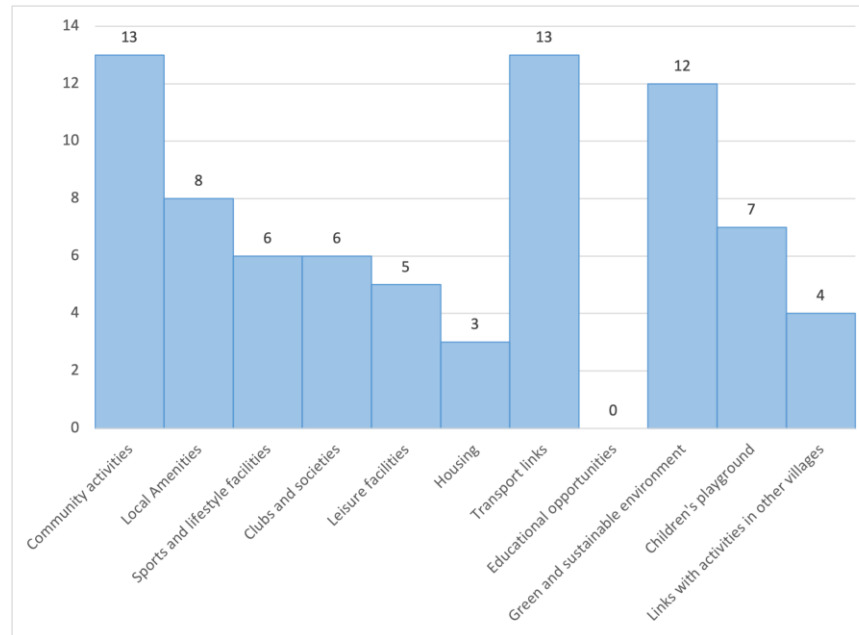
# What would you like to see more of in ED in the future?

- Top result *Green and sustainable environment*
- This is followed by *community activities* and *transport links*
- *Local amenities* is fourth, with *sports and social clubs* as popular examples
- More *housing* is the fifth desire

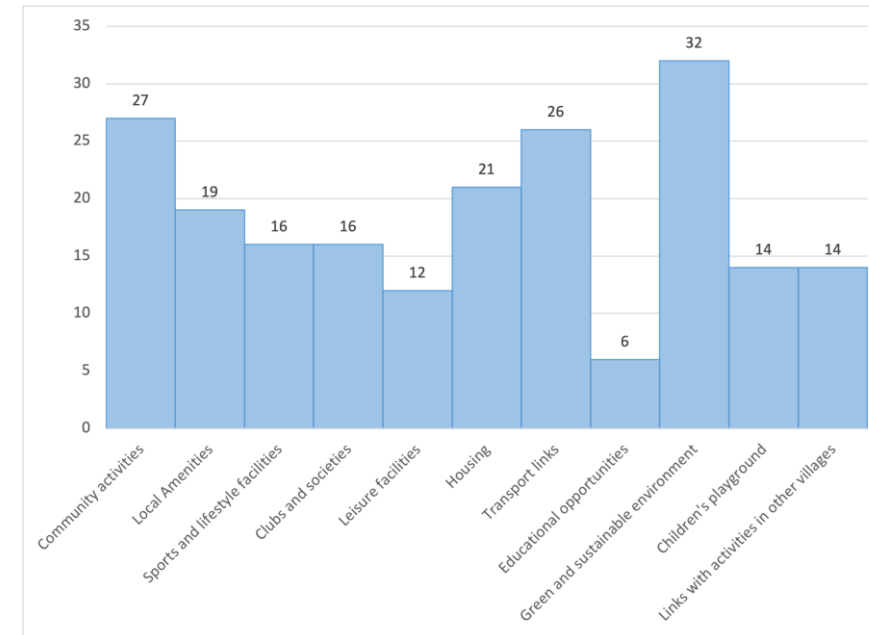


# More in the village: time of residence

- Most desires track across both shorter and longer term residents
- Longer term residents are more in favour of housing development



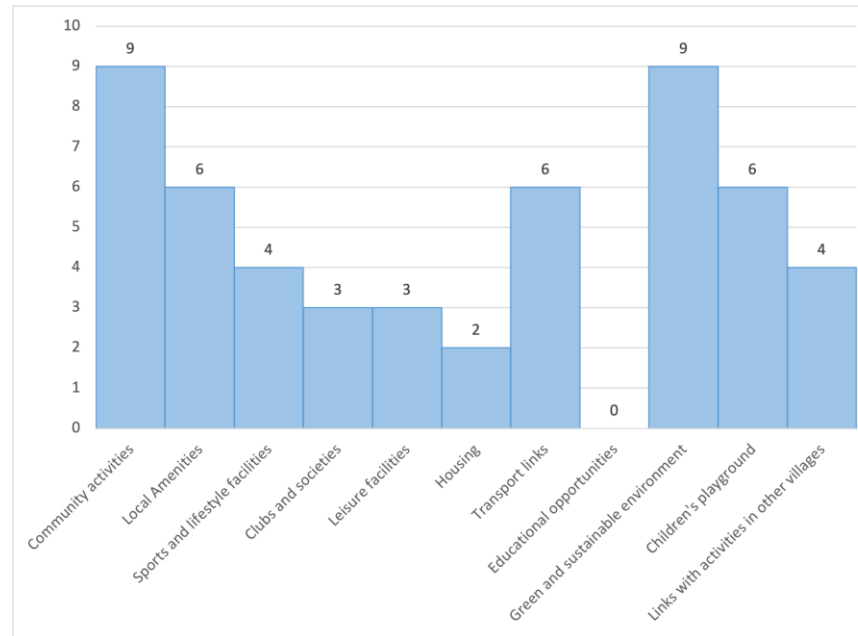
0-9 years



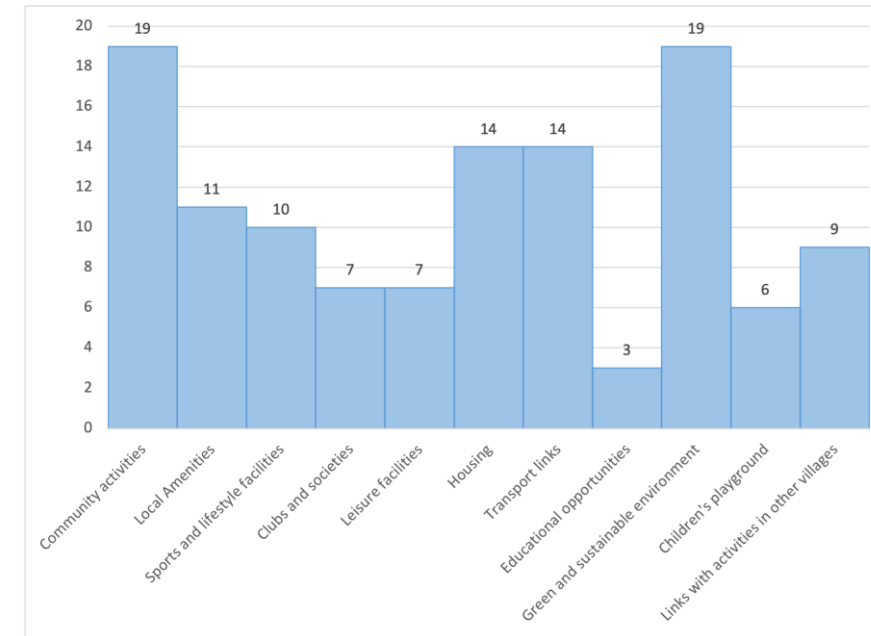
10 + years

# More in the village: time of residence

- This split is marked between residents 0-5 years, and 20+ years, with the 20+ group keener on more housing



0-5 years



20 + years

# What would you like to see more of in ED in the future?

*An elected parish - I would welcome opportunity to vote*

*More houses for younger generation (Affordable)*

*Small housing to bring young to village*

*If we have to have more houses they should be small, not like the big ugly "executive" - so called "architect designed" monsters that seem to be appearing in other villages like East Markham*

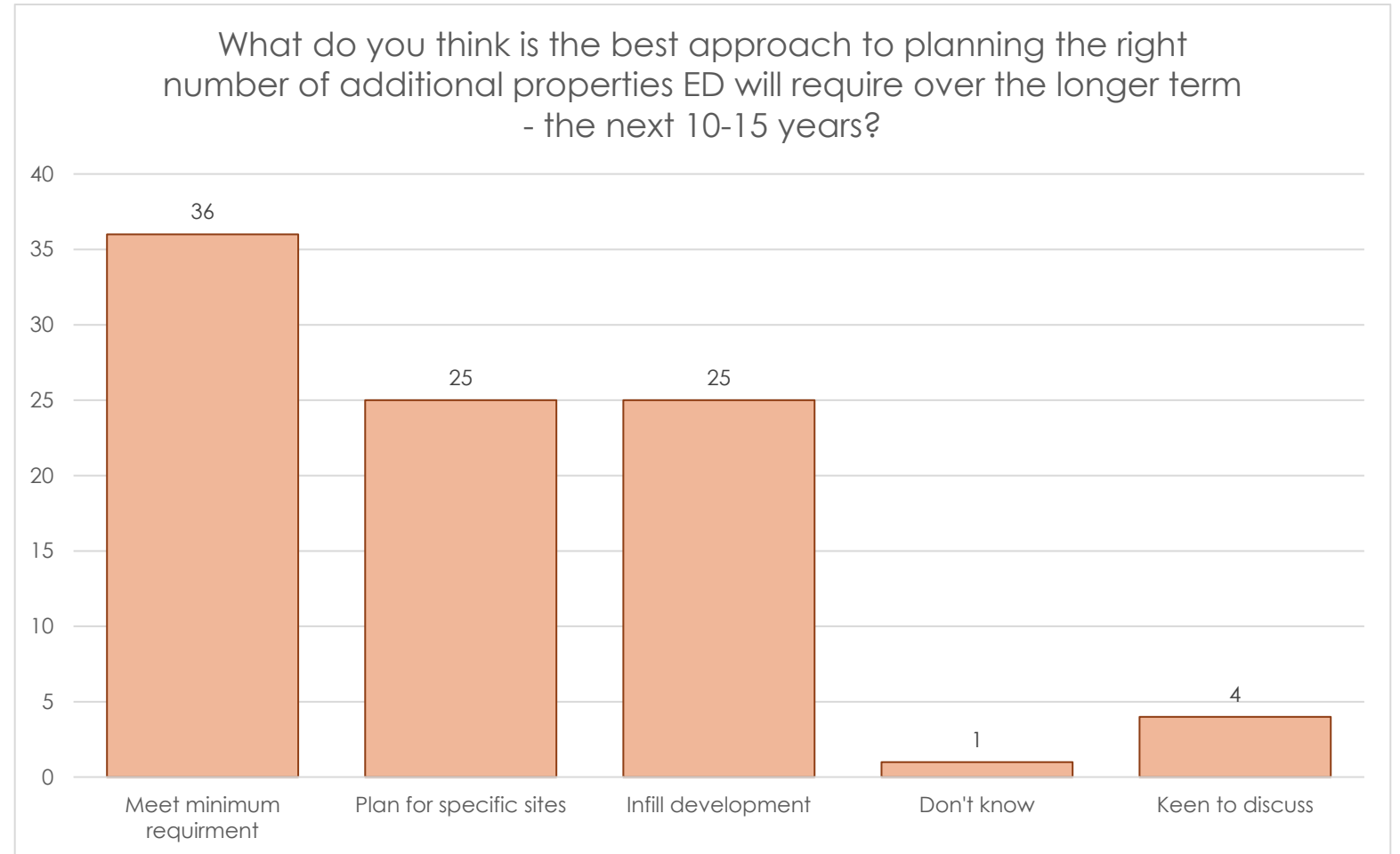
*Farm Shop/Café; Wind Farm/Own energy*

*Facilities for teenagers*

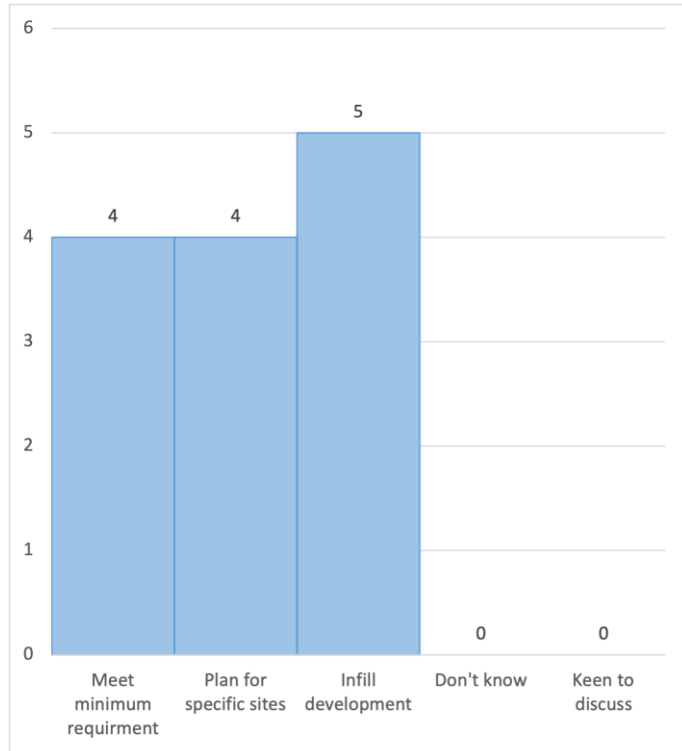
# Housing

# Approach to housing planning

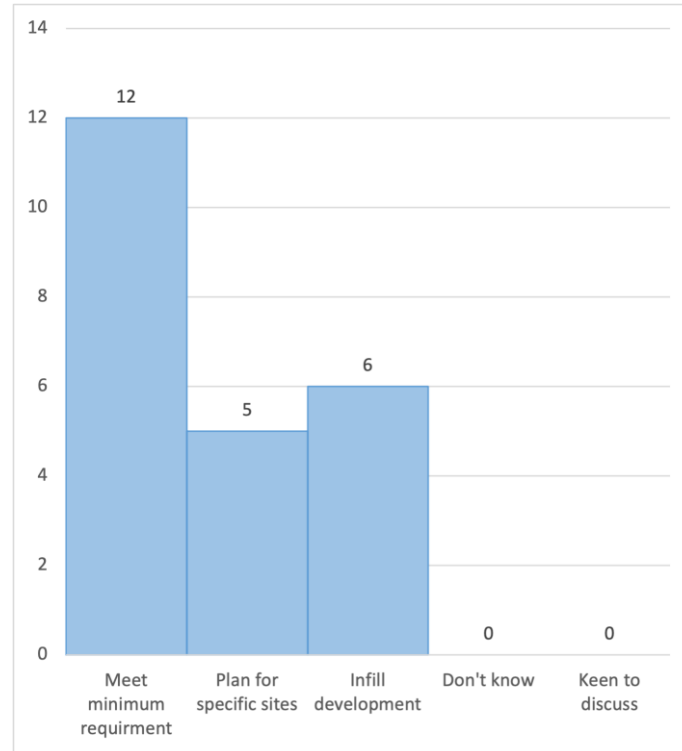
- 36 responses agreed with the statement that the approach to planning should be to meet the minimum requirement
- 50 responses favoured planning around a village-specific approach
- 25 stated the desire to plan for specific sites
- 25 believed that the approach should be to infill where possible
- 4 were open to discussion, with 1 don't know



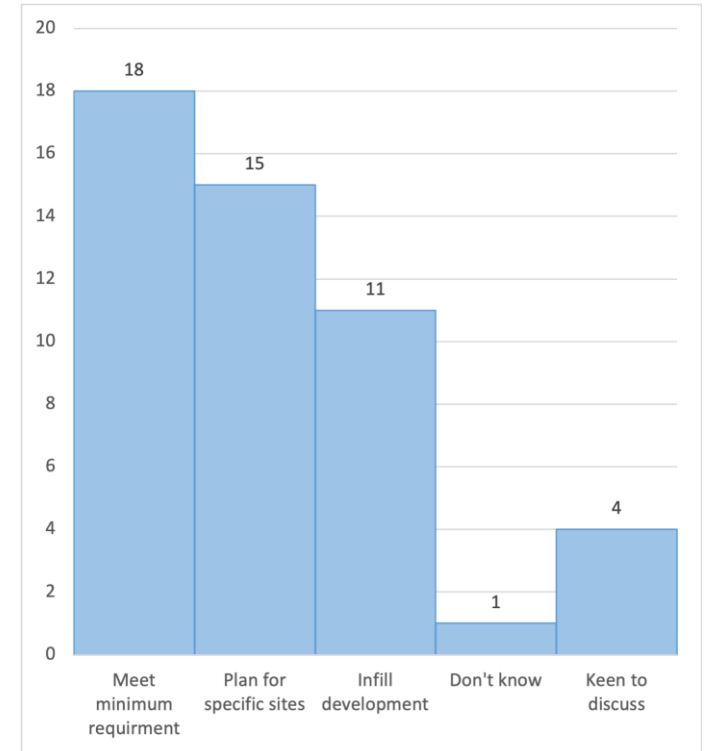
# Approach by age bracket: an even distribution



18-45



45-60

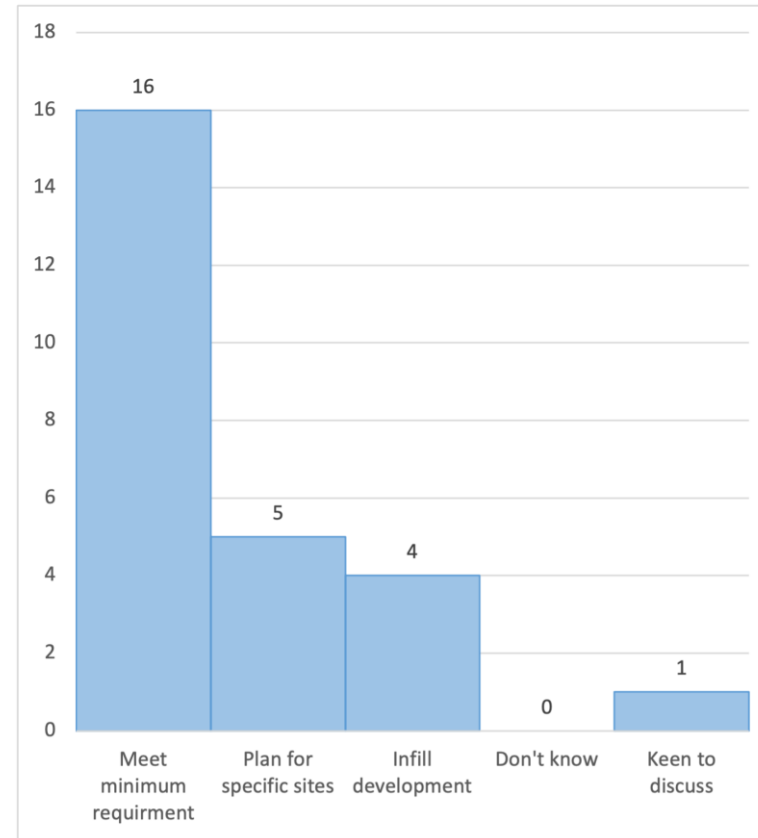


60+

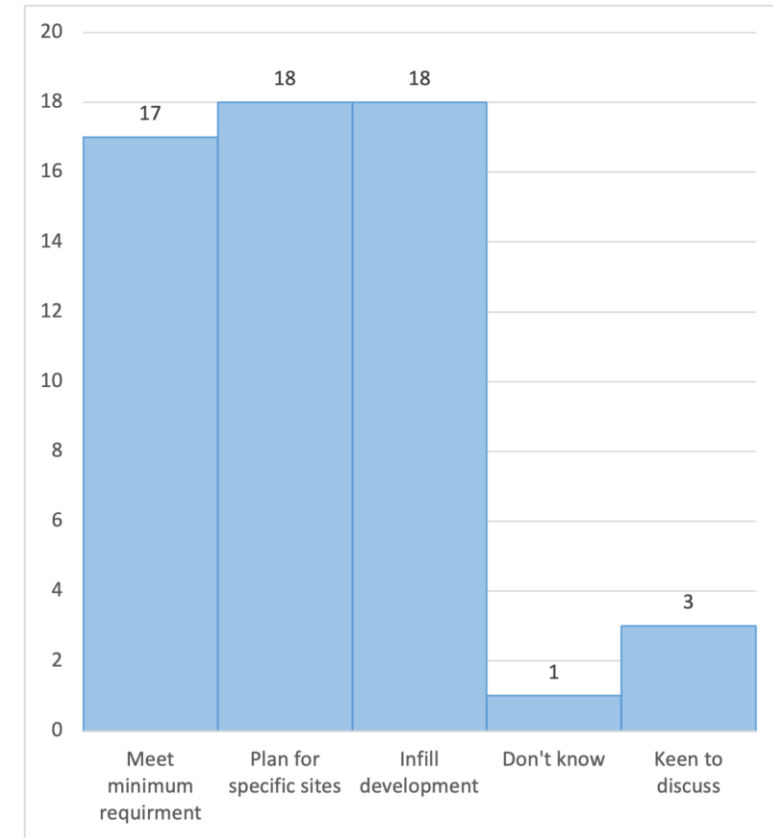


# Approach by time in village

- Those who have been in the village less time (under 10 years) are skewed towards the minimum requirement approach
- Residents with 10+ years in the village are more evenly split



0-9 years



10 + years

# Approach to housing planning: quotes

*I plan to leave ASAP*

*Limit to 1-2 individual build to provide organic development + avoid estate style*

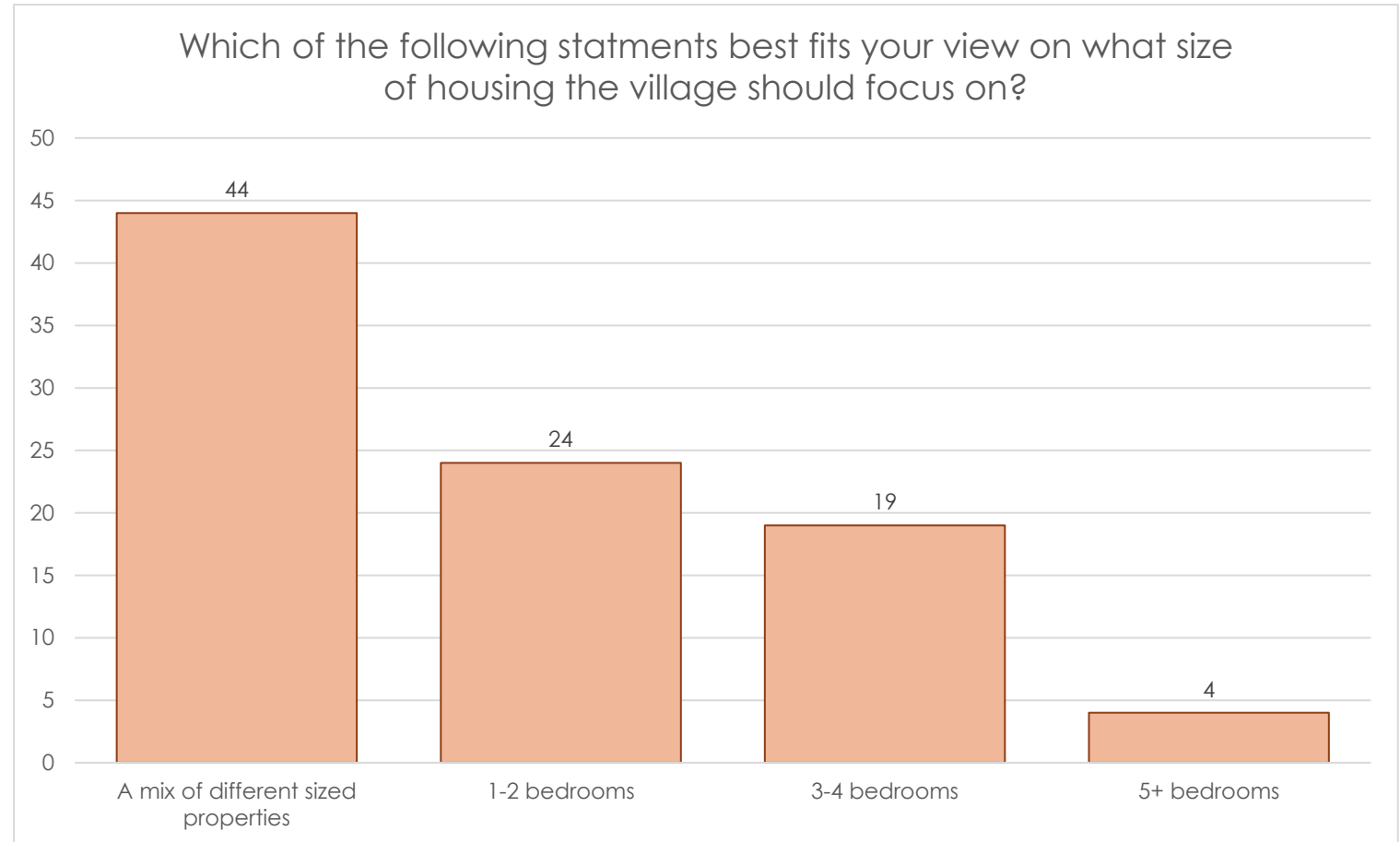
*Already exceed the number -  
stop building there is no  
infrastructure*

*Infill, but not stuffed in together*

*15%+/Stay Flexible depending on future  
needs*

# Size of housing

- 44 responses believe that the village should focus on a mix of different sized properties
- The majority of the remaining respondents were split between 1-2 and 3-4 bedrooms
- Only a small minority are in favour of a focus on houses with 5 or more bedrooms



# Size of housing: quotes

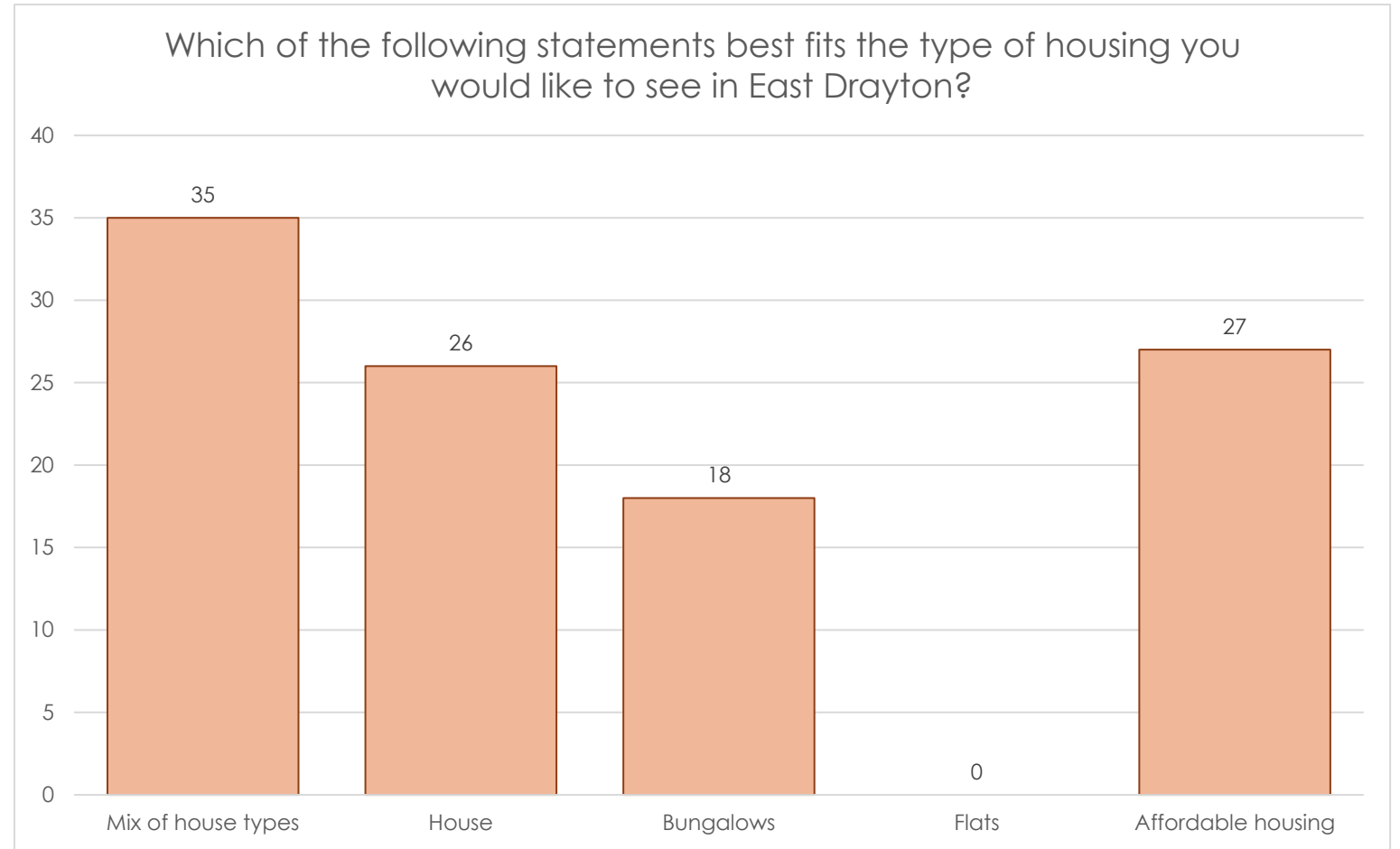
*A focus on large family-sized properties*

*Too many big housing*

*No more new builds - this is a small farming village lets keep as it is for the next generation*

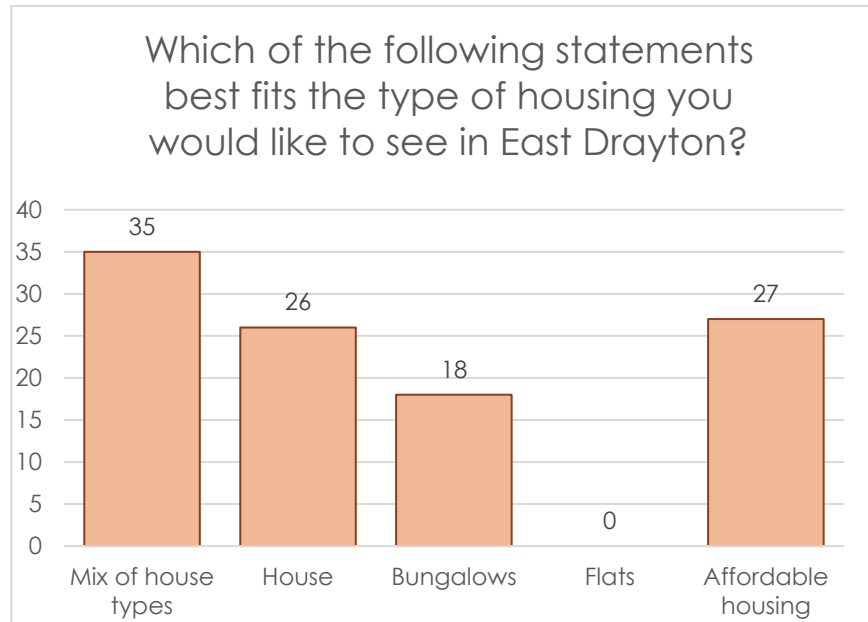
# Type of housing

- In common with size, a mix of was the top choice for housing types
- The second choice was for affordable housing
- The desire for the village to retain its current mix of houses and bungalows was reflected in these choices, with flats scoring zero votes

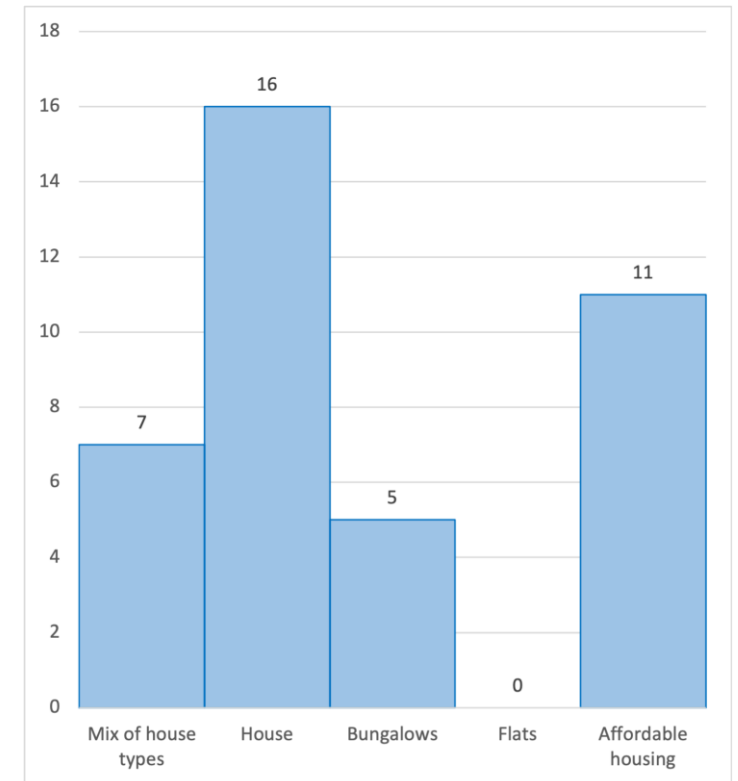


# Type of housing: age

- Desire for a focus on more houses was strongest with the 31-60 age bracket



All



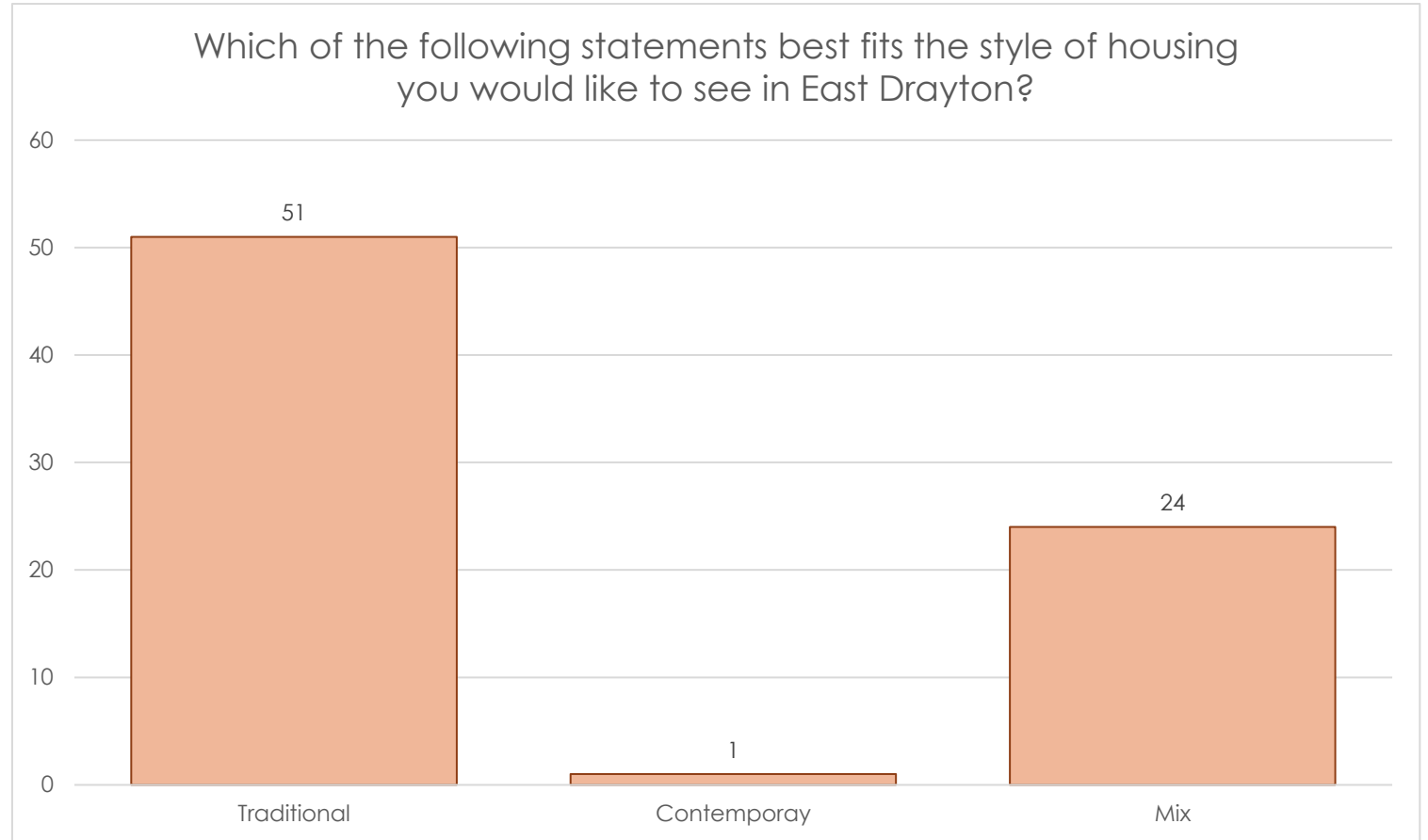
31-60

# type of housing: quotes

*Houses with gardens/A focus on sustainable houses of any type*

# style of housing

- The majority of responses (51) wanted to retain ED's current focus on traditional architecture
- But a significant minority (24 responses) are in favour of a mix of styles
- A focus purely on contemporary styles was only favoured by one person!





# type of housing: quotes

*We - exceeded the number -  
stop building there is no  
infrastructure - improve & extend  
existing housing stock*

*Ensure that any developments include  
improvements to road surfaces in the area*

*Stop building on our future  
heritage - be sustainable*

# Other comments relating to housing and development

*There are far too many leading and loaded questions on this survey, so not sure how the results will reflect an accurate summary of what we the people really want*

*To develop the village in the suitable areas to attract families and people to the village, to build a welcoming friendly community to help the village prosper in the future*

*If houses are to be built they should be of a size befitting this traditional village, not ugly monsters.*

*Before any further development, drainage, both surface and foul, must be brought to standard or better*

*The village should have been developed made in the past, to help the infrastructure and support village growth and amenities*

*Smaller more affordable housing for young families*

*Recently a major breach of Planning went unpunished, so I do not have much faith in the system anyway*

*A village needs life, therefore East Drayton should reflect an eclectic mix otherwise it will stagnate*

*Houses that allow residents of village to downsize but still stay in village + allow children that grow up in villages to be able to buy in village*

# ED mission statement

# Vision informed by survey results

## VISION

An inclusive rural village, which enables its people and their community to thrive

## VILLAGE ATTRIBUTES (key words)

Inclusive / rural / thriving

## OBJECTIVES

1. To ensure that all our residents have the opportunity to thrive, by seeking opportunities to maintain and enhance the social and economic vitality of the village
2. To maintain the heritage and character of the village, whilst embracing sustainable technologies and the best infrastructure available.
3. To manage the location, scale, quality, design, cost and type of new housing in East Drayton, to ensure that housing safeguards or improves the character of the village; meets identified local housing needs; and contributes to East Drayton being a sustainable and green village

**Let's thrive ED**