Dolphinholme Neighbourhood Survey 2016

Household Survey

This survey asked four questions, asking that one be completed per household. A total of 113 surveys were returned and input as at 29.01.2017. The estimated number of households in Dolphinholme is 200. Following is a short summary of data per question.

Q1, Household type
The majority of responses were from couple households (47%), with solo households (21%) and young families (19%) next largest.

Q2, Number of residents
Households of two people were most often the case (50%) with single-person households next (21%).

Q3, Number of years in area
It was notable that the greatest number of responding households have been resident in the area for over 20 years (47%). The next largest group was the group in the 11-20 years bracket (27%), with smaller numbers from the other categories, down to households resident for less than one year. However, the pattern is not smooth, with a significantly low number of responses from households resident for 6-10 years.

Q4, number of motor vehicles
70% of all responding households have a minimum of two motor vehicles at their home address. Noting other survey data, this would appear to be unremarkable, though probably reflects Dolphinholme’s rural location.
Residents’ Survey

There were 201 returns for the Residents’ survey, across the minimum 113 households participating overall. Following is a short summary of data per question.

### ABOUT YOUR HOUSEHOLD AND FUTURE HOUSING NEEDS

<table>
<thead>
<tr>
<th>Question</th>
<th>Response</th>
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<tbody>
<tr>
<td>Q1, Household type (inhabitants)</td>
<td>Data reflects broadly that for the household survey, with couple households the majority (just over 50%), followed by young family (20%).</td>
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<tr>
<td>Q2, Number of residents (property status)</td>
<td>The vast majority (89%) confirmed they were part of an owner-occupier household, with just 20 residents (&lt;10%) responding from private rented households.</td>
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<tr>
<td>Q3, Looking to move somewhere smaller in the area in next 10 years?</td>
<td>Yes = 5.5% (11 of 200 respondents)</td>
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<tr>
<td>Q4, Looking to move somewhere larger in the area in next 10 years?</td>
<td>Yes = 5.9% (11 of 187 respondents)</td>
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<tr>
<td>Q5, Looking to move into own place in the area within next 10 years?</td>
<td>Yes = 6% (11 of 182 respondents)</td>
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<tr>
<td>Q6, Expect changes in circumstances/ housing needs within next 10 years?</td>
<td>Yes = 24.6% (41 of 167 respondents) – this number might bring together ‘yes’ responses from questions 3-5 and 7.</td>
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<tr>
<td>Q7, Expect family members to seek somewhere to buy/ rent in the area within next 10 years?</td>
<td>Yes = 11% (16 of 146 respondents)</td>
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<tr>
<td>Q8, Anticipate moving away from the area within next 10 years?</td>
<td>Yes = 17.2% (25 of 145 respondents)</td>
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<td>Q9, If yes to Q8 primary reason</td>
<td>More answers were received for this question than ‘yes’ responses alone, being 40. Of these the majority indicated ‘other’ as their main reason and provided a textual response. These were a mixture of age/ health-related reasons and for anti-development reasons. Note: a number of residents appear to believe that a very large (500+) development is in the pipeline.</td>
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### ABOUT YOUR TRAVEL AND TRANSPORT

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<tr>
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<tr>
<td>Q10, if travel to work/ study, where to?</td>
<td>The majority of work/ study commuters travelled to areas within the district and county, with a small number selecting more than one option (e.g. Preston/ Garstang and ‘further afield’).</td>
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<tr>
<td>Q11, usual mode of transport for this?</td>
<td>The majority of respondents travel by car/ other motor vehicle. I was somewhat surprised that only one indicated bike as their main mode, though some ticked more than one option (or included a comment to that effect). The question might have been improved by asking about frequency of use of different modes of transport.</td>
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### ABOUT THE LOCAL ECONOMY AND SERVICES IN DOLPHINHOLME

<table>
<thead>
<tr>
<th>Question</th>
<th>Response</th>
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</table>
| Q12, how often do you use the following businesses/services? | To list the most frequent responses per listed business/ service:-
- Village Hall = rarely (73% of total 196 responses)
- Fleece Inn = rarely (47%) and quite often (31%) of 197 responses |
Q13, which types of tourism/visitor facilities should be encouraged in the area?

There were a gratifyingly large number of responses to this free-text question, with signage and walking trails reflected in the majority of responses. Some kind of information board/local map is mentioned frequently and would seem to be a good idea, for a relatively low cost, perhaps adapting the boards we already have. This might also be a means to tell visitors and new arrivals about our history, local services/activities, where to park, etc. A tearoom/cafés is frequently mentioned too. The condition of footpaths (including pavements) was also mentioned somewhat frequently.

Q14, which types of light industrial/small business opportunities should be encouraged in the area?

Craft-related and agriculture-related business were the most popular choices for respondents, with a café appearing in text responses (see Q13 above) and a number of respondents writing in "none".

ABOUT FUTURE HOUSING DEVELOPMENT IN THE AREA: YOUR VIEWS

Q15, Ranking (1-6) for preferred features of possible developments in next 25 years

The final ranking by all respondents of features listed in this question was as follows:-

1. Small-scale development
2. Fits in with existing village
3. Spread-out developments, across the area
4. Green features
5. Varied sizes of building
6. Varied styles of building

Final ranking was calculated based on average rankings per type and then that value was adjusted to reflect frequency of selection.

Q16, Ranking (1-6) for preferred types of new properties in next 25 years

The final ranking by all respondents of property types listed in this question was as follows:-

1. Single-storey/bungalows
2. Two-storey houses
3. Semi-detached houses
4. Detached houses
5. Terraced houses
6. Apartments

Final ranking was calculated based on average rankings per type and then that value was adjusted to reflect frequency of selection.

Q17, how many new homes should be built in next 25 years?

The following is a simple ranking of responses:-

1. 16-25 (32.4%)
2. 26-50 (27%)
3. 0-15 (21%)
4. 51-75 (12%)
5. 76-100 (6%)
6. > 100 (1.6%)

This suggests a mean preference of around 25-35 new homes built in the period.
Q18, should any new private-sale developments include minimum proportion of affordable homes?

Yes = 72.7% (133 of 183 respondents), though there were also a significant number of 'don't know' responses too (approx. half the remainder).

Q19, Ranking (1-7) for types of housing you feel should be considered for the area in next 25 years

The final ranking by all respondents of features listed in this question was as follows:-

1. Smaller houses (1-2 beds)
2. Family houses (3-4 beds)
3. Housing Association for local people
4. Sheltered/ retirement properties
5. Houses for disabled residents
6. Shared ownership properties
7. Larger, executive-type houses (5+ beds)

Final ranking was calculated based on average rankings per type and then that value was adjusted to reflect frequency of selection.

Q20, Ranking (1-5) for what enjoy about living in the area

The final ranking by all respondents of features listed in this question was as follows:-

1. Rural setting
2. Quiet location
3. Community
4. Easy access to countryside
5. Community activities/ groups

Final ranking was calculated based on average rankings per type and then that value was adjusted to reflect frequency of selection.

Q21, choose three words to describe Dolphinholme in 25 years' time (from a list).

The following is a simple ranking of 200 responses, though it may be interesting to investigate which words correlate to others. In summary:-

1. Rural (70%)
2. Peaceful (57%)
3. Friendly (44.5%)
4. Beautiful (26%)
5. Traditional (24%)
6. Sustainable (23.5%)
7. Unchanged (17%)
8. Affordable (13%)
9. Green (11.5%)
10. Vibrant (5%)
11. Prosperous (4.5%)

ABOUT THE COMMUNITY

Q22, Agree/ disagree with statement "a good range of activities and local groups in the area"

The strongest response was 2 (somewhat agree) at 48.5% (97 of 200)

Q23, Agree/ disagree with statement "a strong sense of identity and community spirit in Dolphinholmne"

The strongest response was 1 (strongly agree) at 57.3% (114 of 199)

Q24, if disagreed with either of the above, brief reasons why

Reasons given here varied somewhat (22 total responses), with perhaps sports and youth facilities highlighted more frequently. It may be appropriate to fold these in with the work of the focus group who consider Q13 and Q14 responses (see earlier), or another group might consider this data.
Q25, indicate current/potential issues wish to be discussed in Neighbourhood Plan (from list)  
From the list provided, the following provides a simple ranking, from 196 responses:-

1. Traffic volume/flow (82.7%)
2. Parking (62.8%)
3. Bus services (59.2%)  
4. Pedestrian facilities (29.6%)
5. Cycle routes (26.5%)
6. Dog walking (12.8%)

### ABOUT YOU

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<th>Q26, your age</th>
<th>We only heard from eight under-25s in the village (of 200 responses). 66% were aged 50 and over.</th>
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<tr>
<td>Q27, your gender</td>
<td>Slightly more females responded (101 of 198)</td>
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<td>Q28, your current primary employment status</td>
<td>Employed and retired were the dominant categories here, with only 4 declaring themselves as school/college students (and only one university student). 32 respondents identified as self-employed or business owners, with 27 of these going on to complete the business-facing questions (Q32 onwards, see next section).</td>
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<tr>
<td>Q29, how long lived in the area</td>
<td>A similar pattern to the household survey (see earlier).</td>
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<td>Q30, any disability</td>
<td>Yes = 8.5% (17 of 200)</td>
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Local Business Survey (circulated with Residents’ Survey)

A total of 27 local business owners/ managers completed this section of the Residents' Survey. Responses per question are summarised below:

Q32, Type of business (tick more than one if apt)
Simple ranking:
1. Agriculture/ farming (10 of 27 responses)
2. Other (9) which included consultancy/ professional, digital and landscaping
3. Building and allied trades (4)
4. Food & Drink (3)
5. Craft/ Manufacture (3)
6. Service industries (1)

Q33, How many employees employed in the area?
Simple ranking of 25 responses:
1. Sole proprietor (15)
2. 1-5 (6)
3. 6-10 (3)
4. > 10 (1)

Q34, aspire to expand in the area?
No = 17
Yes = 7
Don’t know = 1

Q35, ranking Dolphinholme as a venue for your business (choose one from 1-5)
1. Ranking chosen by 14
2. Chosen by 7
3. Chosen by 3
4. Nil
5. Chosen by 1

Q36, constraints affecting your business in the area (more than one could be chosen)?
Top 3 responses were:
1. No constraints (9 of 23)
2. Broadband (6)
3. Suitable buildings/ land availability (3)

Q39, types of business to encourage (more than one could be chosen)?
Top 3 responses were:
1. Agriculture/ farming (18 of 23)
2. Manufacturing/ craft (11)
3. Leisure (11)

However, food/ drink, services, building trade were all on 7 or 8 selections.

Q40, how suitable are your current premises?
Most responded these were OK, with just a few comments otherwise (no pattern)

Q41 (Farmers), how would development affect your business?
Generally, comments here noted the existing shortage of grazing land which could be exacerbated by development. Comments were mindful too of the effects on farmers’ neighbours and traffic/ dog-walking were also concerns.
Optional Extra Survey

There were 84 returns for the ‘Optional Extra’ survey, across the minimum 113 households participating overall. Following is a short summary of data per question.

Q1. Present housing circumstances
Most noticeable for this question was that the vast majority (>80%) of respondents were owner-occupiers, with only a small number of private renting households represented (6 or 8%). Of owner-occupiers, the greater number were owners without a mortgage.

Q2. Type of house
This question was designed as a text response, so it is difficult to conclude much from this. The majority of responses were from households occupying either detached or terraced properties.

Q3. Is there a lack of suitable housing for your needs?
A very low number (just 9, being 11%) replied ‘yes’ to this question. It is thought that there is a reluctance to declare a need, for fear of significant housing development in the area.

Q4. (If Yes to Q3) reasons, including main reason
The sample number (see above) is very low so little significant can be concluded. One-third of the responses identified wishing to buy as their main reason for lack of suitable options. A similar number were looking to down-size, which may reflect the age profile and household demographic for the area.