

Pre-submission Community Involvement High Trees Farm (Moores Lane) Development at East Bergholt

Introduction

On Friday 17 October 2014, Bidwells, on behalf of Knights Development ran a pre-submission consultation exercise on the High Trees Farm (Moores Lane) development. The Parish Council Neighbourhood Plan committee ran an exit poll to seek people's views on the proposals. The purpose of this was two-fold to:

- 1) Gather additional evidence from the community in support of the Neighbourhood Plan
- 2) Corroborate any data that may be presented by the developer's agent.

Bidwell's were aware of this exit poll.

The methodology employed for this exercise is given in Appendix 1 and was based around open questions to ensure people's views could be adequately captured, unlike, the less accurate methodology employed by Bidwells which was based on only 6 'core' multiple choice questions.

The evidence from the exit poll clearly demonstrated people did NOT support the proposed development. Furthermore, none of their comments raised with Bidwells appear to have been taken into account in the final plan submission.

The evidence from the exit poll and from the Neighbourhood Plan questionnaire, clearly demonstrate that while parishioners of East Bergholt support appropriate development, they do NOT agree with the proposals submitted by Knights / Bidwells as the Statement of Community Involvement appears to imply.

Findings of the Exit Poll

The exit poll recorded the views of 325 people, nearly twice the number of responses received by Bidwell. The data from the exit poll is therefore more representative. In addition Bidwell's multiple choice questions were phrased such that they do not provide robust evidence that could be used to support this specific proposed development.

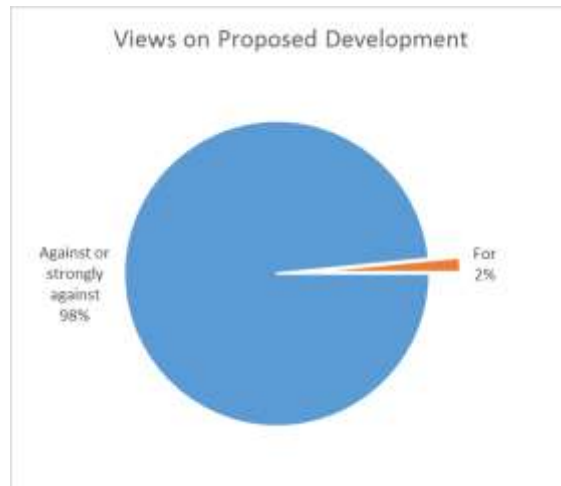
The report submitted by Bidwell states that 41% of people either strongly agreed or agreed with the need for additional housing in East Bergholt.

The Neighbourhood Plan questionnaire which represents the views of nearly 50% of the community (1000 + responses) shows that 71% of people strongly agree or agree with the need for additional housing, demonstrating the gross inaccuracy on the Bidwell survey. But 87% of people believe that any developments should be of 15 houses or less to ensure they can be integrated into the community, which as stated in the exit poll, is the main reason why the community were against Bidwell's proposals.

The results from the exit poll and from the Neighbourhood Plan questionnaire are in broad agreement providing additional weight to their validity.

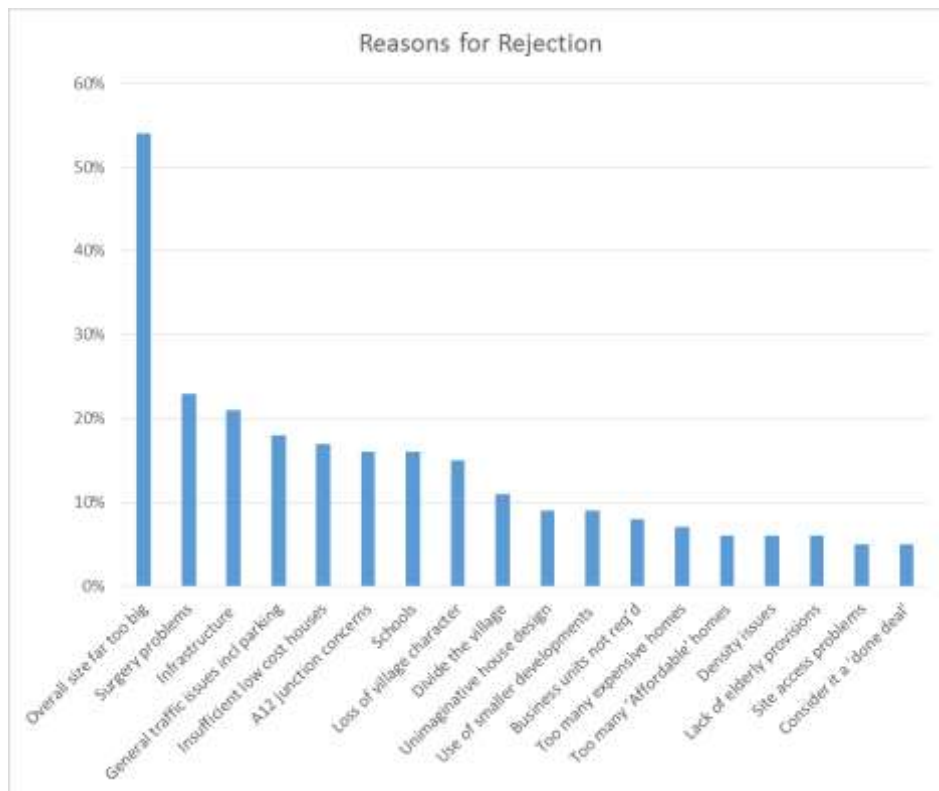
People's views on proposed development

This chart shows the vast majority of those questioned were either against or strongly against Bidwell's proposals.



Reasons for rejecting the proposals.

This chart shows people's reasons for rejecting Bidwells' proposals. The majority felt the size of the development was inappropriate.



Appendix 1

Exit Poll from Knight's Development Presentation.(SB160)

Friday 17th October. 2.00pm–8.00pm

Summary

The total count over the 6hrs was 325 recorded, and possibly an additional 20 may have slipped through the net. Everyone was asked:

- What were they told
- Were any questions answered to their satisfaction
- Their overall views.

Needless to say there was a very wide range of issues, by far the largest (& most time consuming) was the total size of the project – 144 homes.

The next main concern was surgery & schools, and Infrastructure in general, although some will have included the surgery/schools within this category.

Interestingly only 5 people approved of the scheme, and many were extremely vocal with many feeling that it would completely change the character of the village.

Comments as follows, taken from 325 people:

| Concerns | Number | %age of total |
|-------------------------------------|---------------|----------------------|
| Overall size far too big | 175 | 54% |
| Surgery problems | 74 | 23% |
| Infrastructure | 69 | 21% |
| General traffic issues incl parking | 60 | 18% |
| Insufficient low cost houses | 54 | 17% |
| A12 junction concerns | 52 | 16% |
| Schools | 53 | 16% |
| Loss of village character | 48 | 15% |
| Divide the village | 35 | 11% |
| Unimaginative house design | 31 | 9% |
| Use of smaller developments | 31 | 9% |
| Business units not req'd | 26 | 8% |
| Too many expensive homes | 24 | 7% |
| Too many 'Affordable' homes | 21 | 6% |
| Density issues | 20 | 6% |
| Lack of elderly provisions | 20 | 6% |
| Site access problems | 17 | 5% |
| Consider it a 'done deal' | 16 | 5% |

Other issues:

Shortage of children's play areas, quantity of additional vehicles in the village, road safety, increase in population, 3 storey buildings unsuitable, trying to make a 'town' of the village, why are we accepting more than the 'core' policy stipulates (1050 over 10 villages)?