



# Ashwell Neighbourhood Plan Second Survey 2017 Results

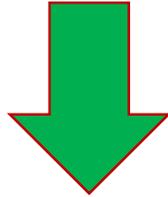
*Alison  
Eardley  
Consulting*

*Neighbourhood Planning  
Community Planning  
Business Planning  
Visitor Strategy*

# Who completed the survey?

A survey was sent to every household in the parish:

**316** surveys were completed



**16.8%** of all residents in the parish

**40%** of all households in the parish (based on 2011 Census)

or **37.2%** households (based on 2015 estimate of 850 households)

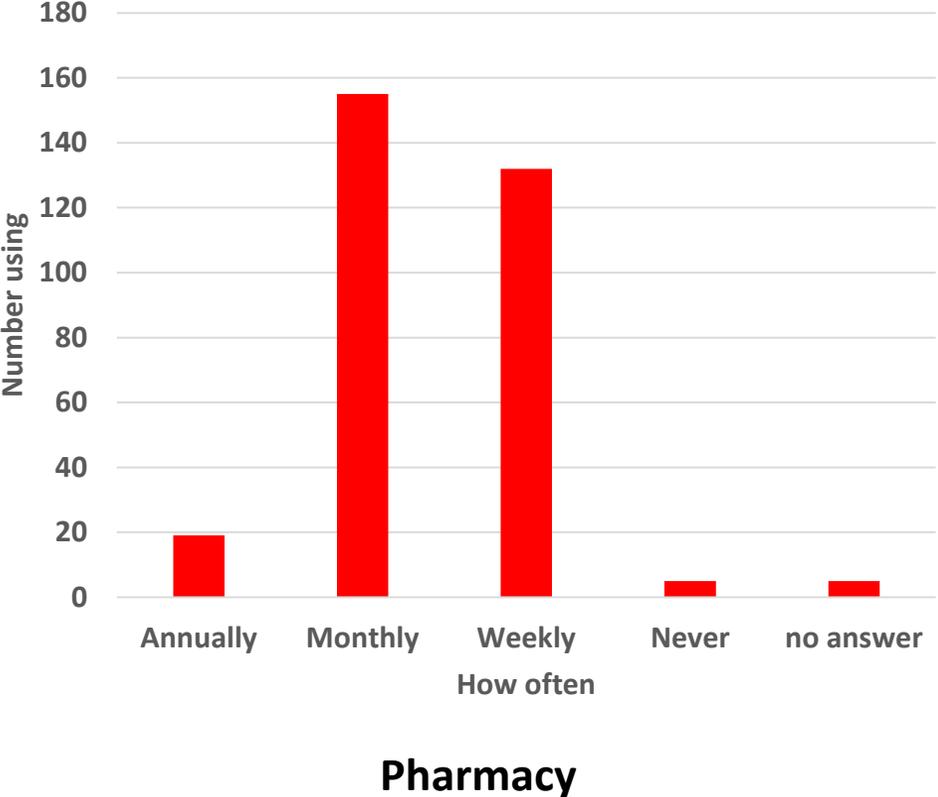
ASHWELL  
AVILLAGE

Local Services

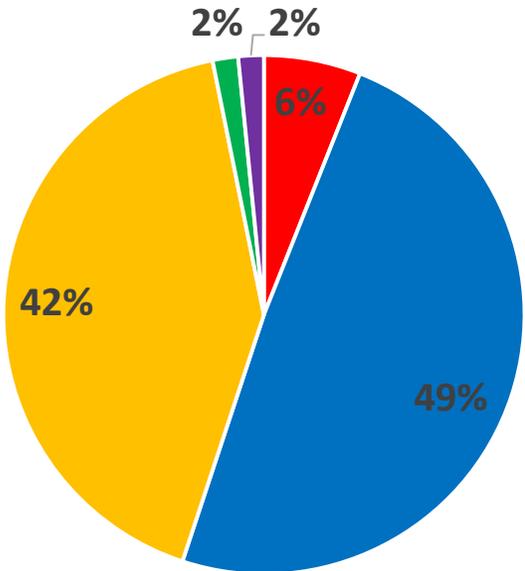
Service	Household usage		
	Use at all	Use Monthly	Use Weekly
	%	%	%
Ashwell Pharmacy	96.8%	49.1%	41.8%
Ashwell Village Stores	93.4%	20.3%	64.6%
Ashwell GP Surgery	93.0%	51.3%	5.1%
Days Bakers	89.6%	25.9%	55.7%
Crumps Butchers	84.5%	30.1%	43.7%
Bushel & Strike	83.5%	19.3%	13.3%
Rose & Crown	79.1%	31.0%	15.5%
Post Office in Parish Rooms	74.1%	37.7%	26.3%
Three Tuns	68.7%	25.6%	6.3%
Rhubarb & Mustard	67.4%	32.0%	9.8%
Ashwell Dental Surgery	57.3%	10.1%	0.3%
Ashwell Garage for Servicing	50.9%	8.5%	0.6%
Ashwell Garage for Fuel	41.5%	19.9%	5.4%
Keith Gordon Jewellers	31.3%	1.9%	0.6%
Bradleys Hairdresser	28.2%	19.3%	1.9%
Sigma IT Services	18.7%	2.8%	0.3%
Ashwell Country Properties	17.1%	1.6%	0.0%
Sue Birch Hairdresser	9.2%	6.0%	1.3%
Supermarket home delivery	39.6%	11.4%	16.5%

**Comparison  
of how local  
services are  
used**

# Which of the village retail outlets/services does your household use, and how often?

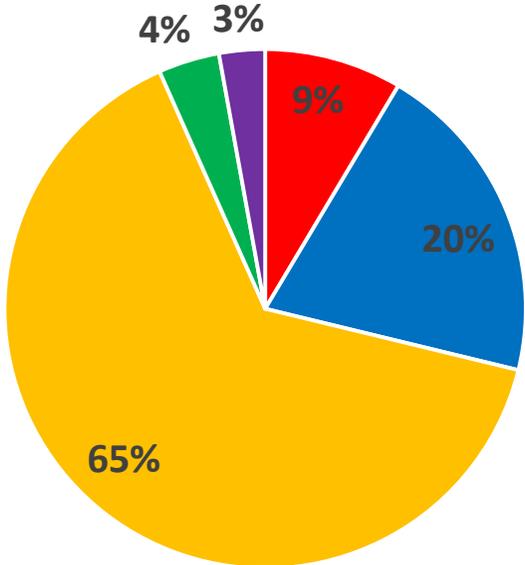


# Which of the village retail outlets/services does your household use, and how often?



■ Annually ■ Monthly ■ Weekly ■ Never ■ no answer

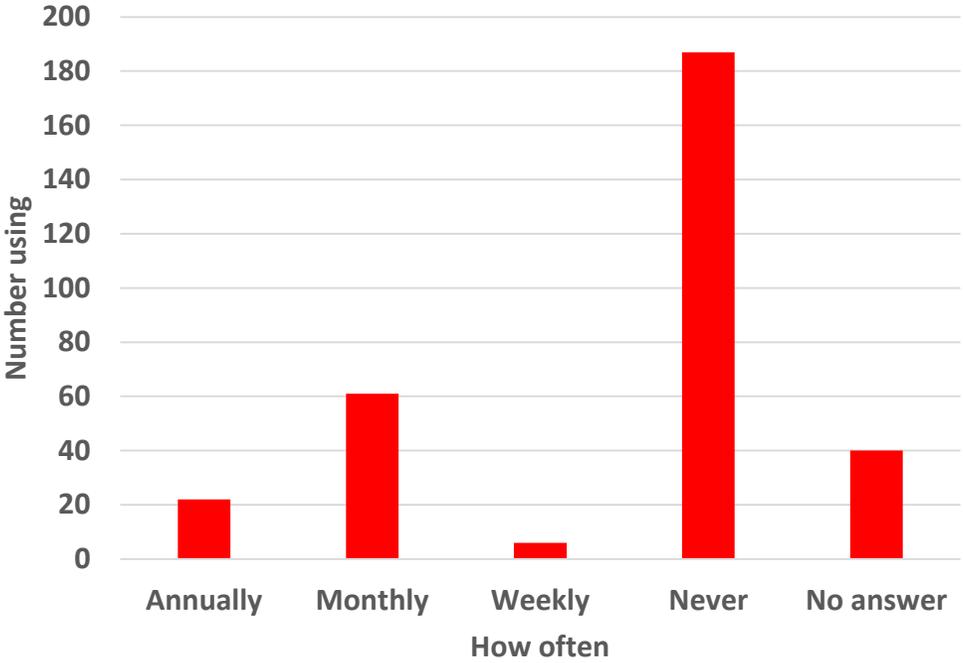
**Pharmacy**



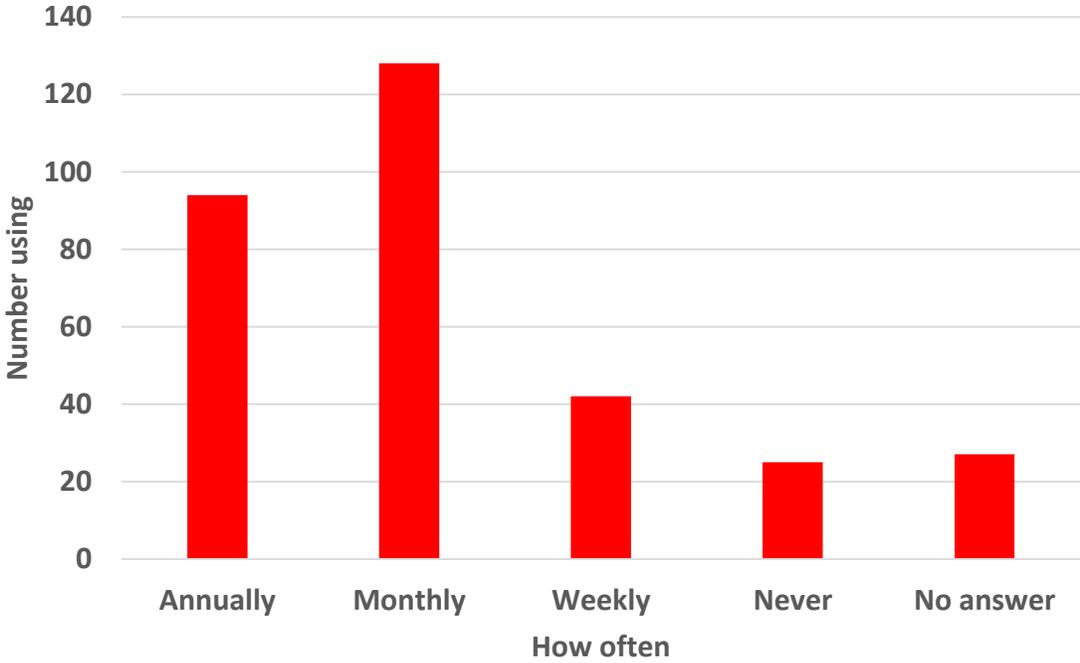
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**Village stores**

# Which of the village retail outlets/services does your household use, and how often?

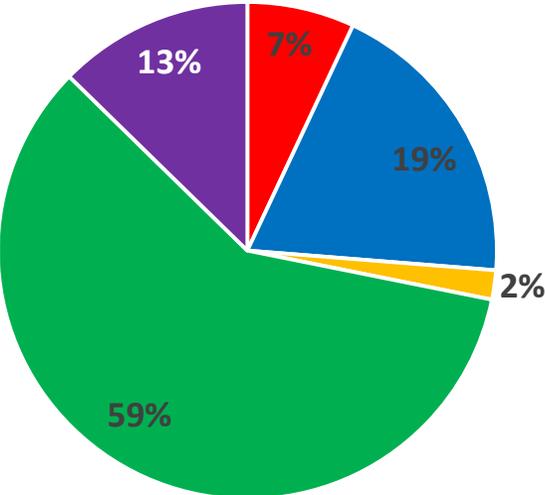


**Bradleys  
Hairdresser**



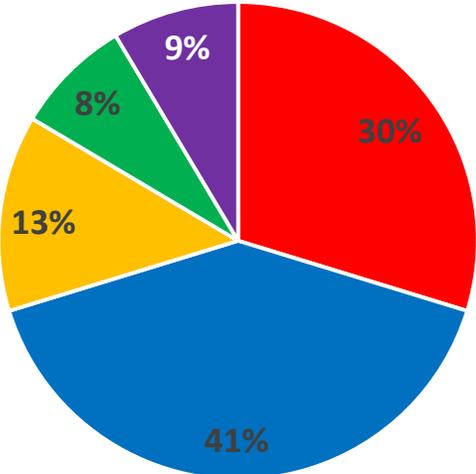
**Bushel and Strike pub/restaurant**

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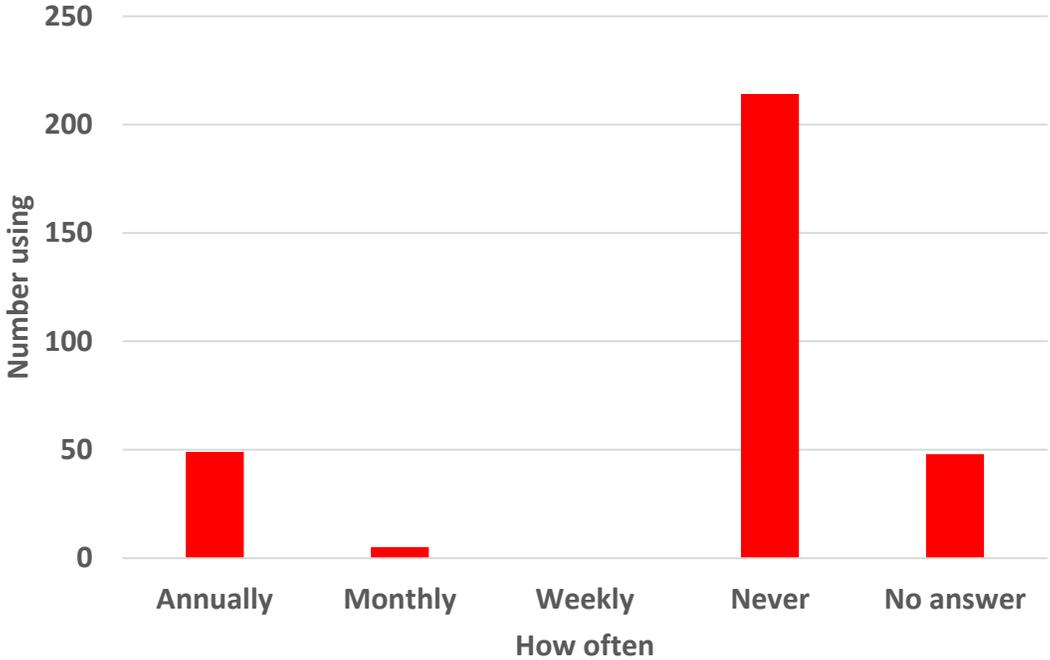
**Bradleys  
Hairdresser**



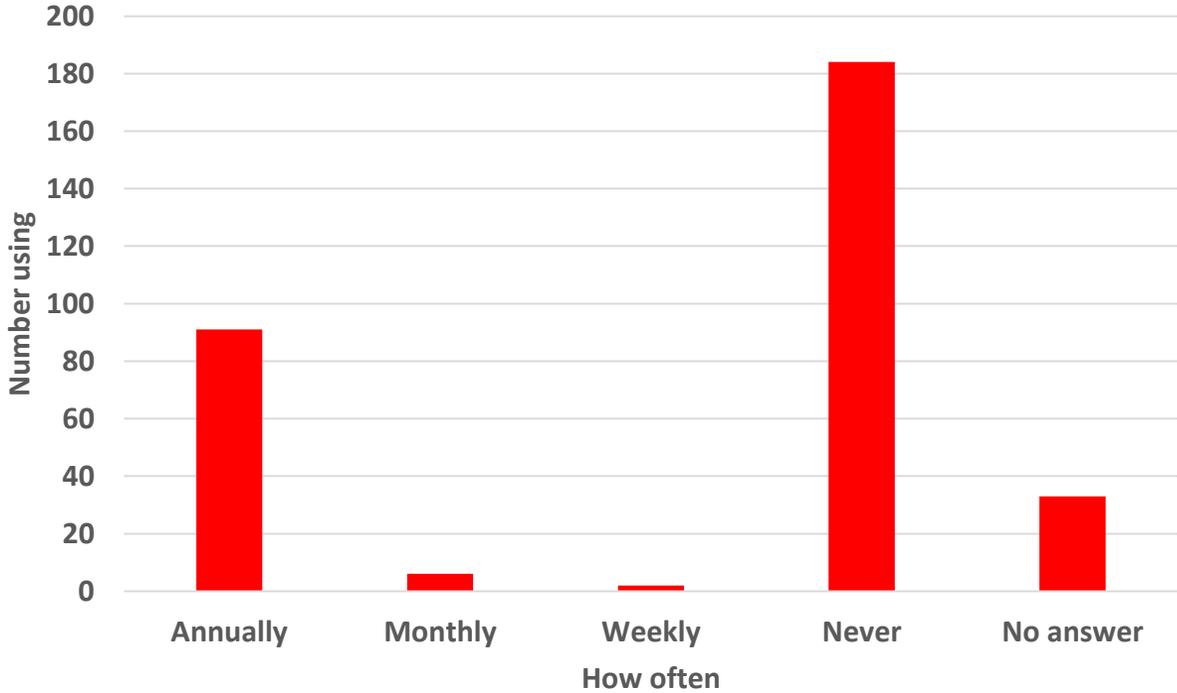
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**Bushel and Strike pub/restaurant**

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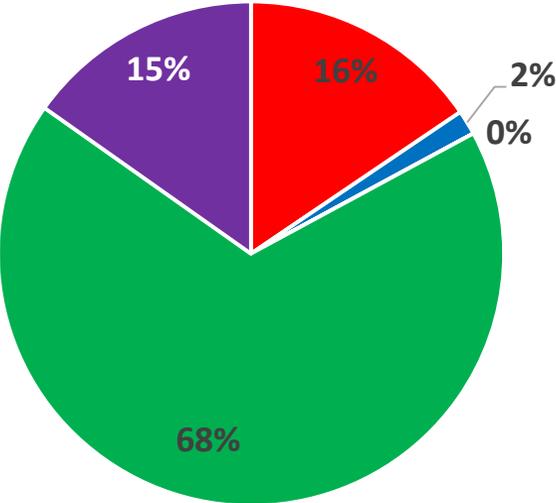


**Country Property  
estate agents**



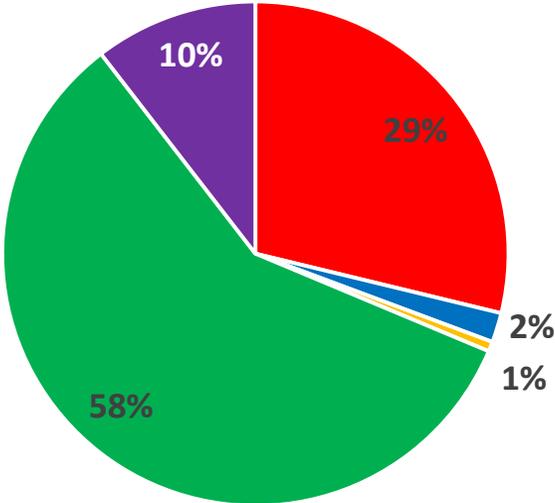
**Keith Gordon Jewellers**

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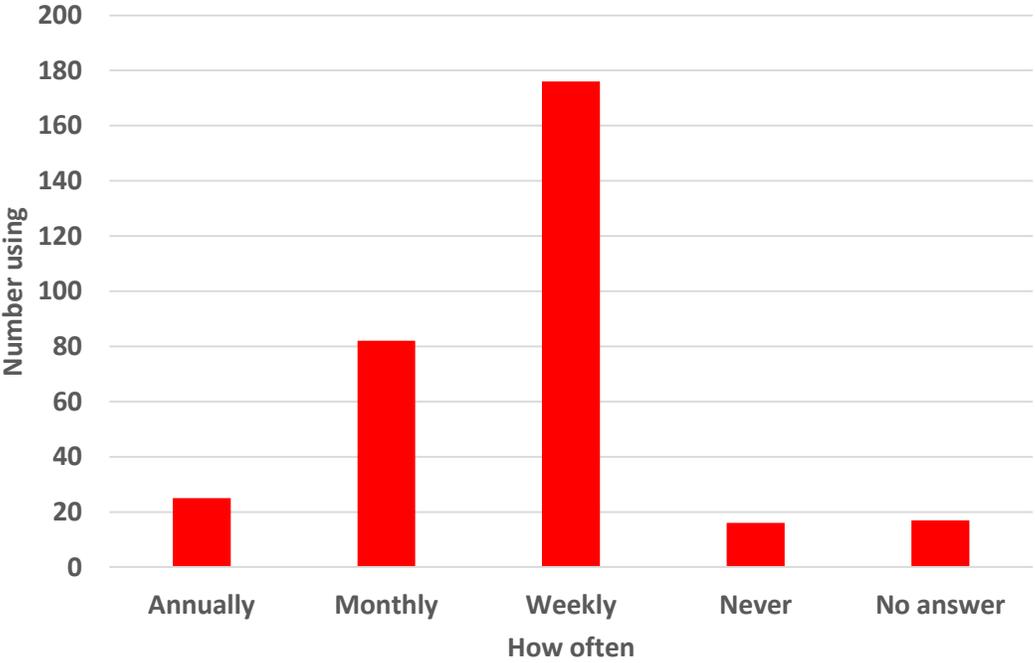
**Country Property  
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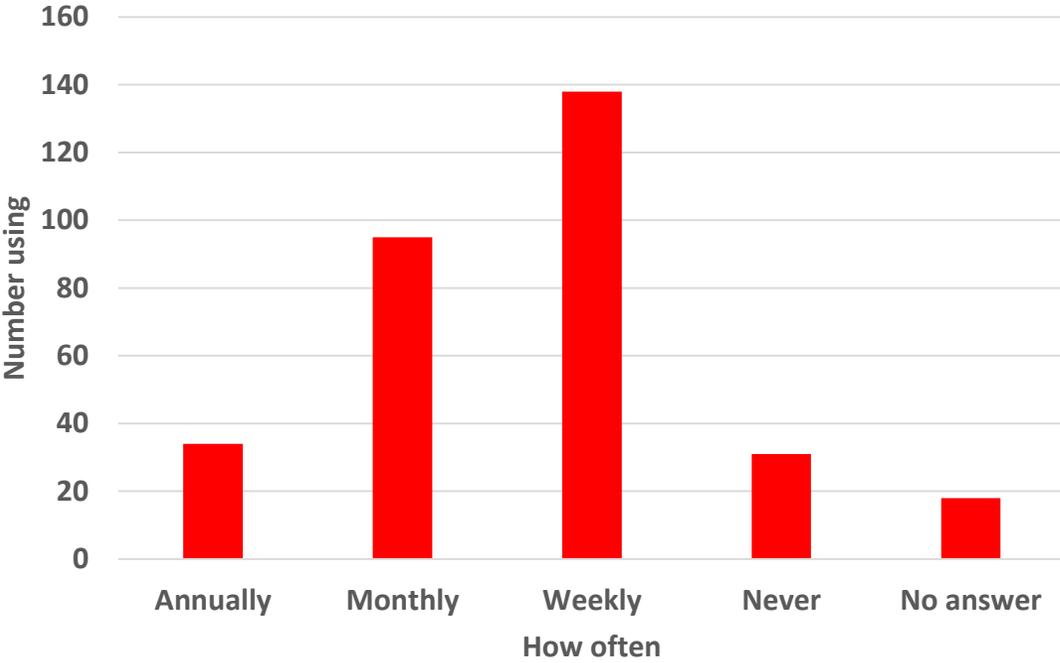
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**Keith Gordon Jewellers**

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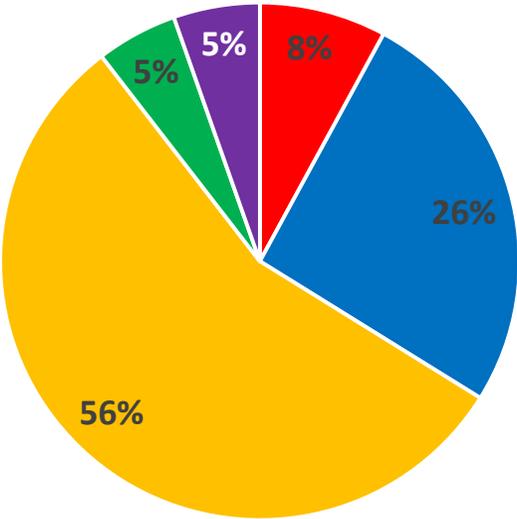


**Days Bakers**



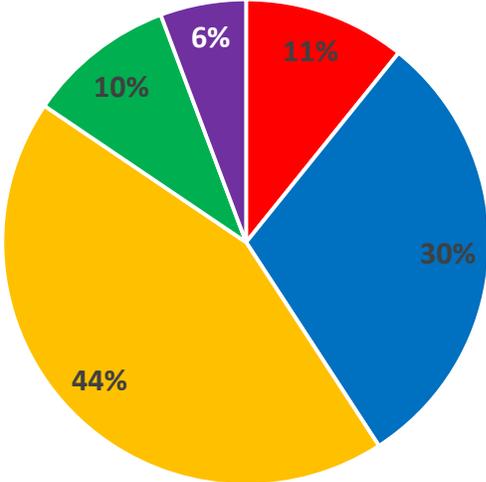
**Crumps Butchers**

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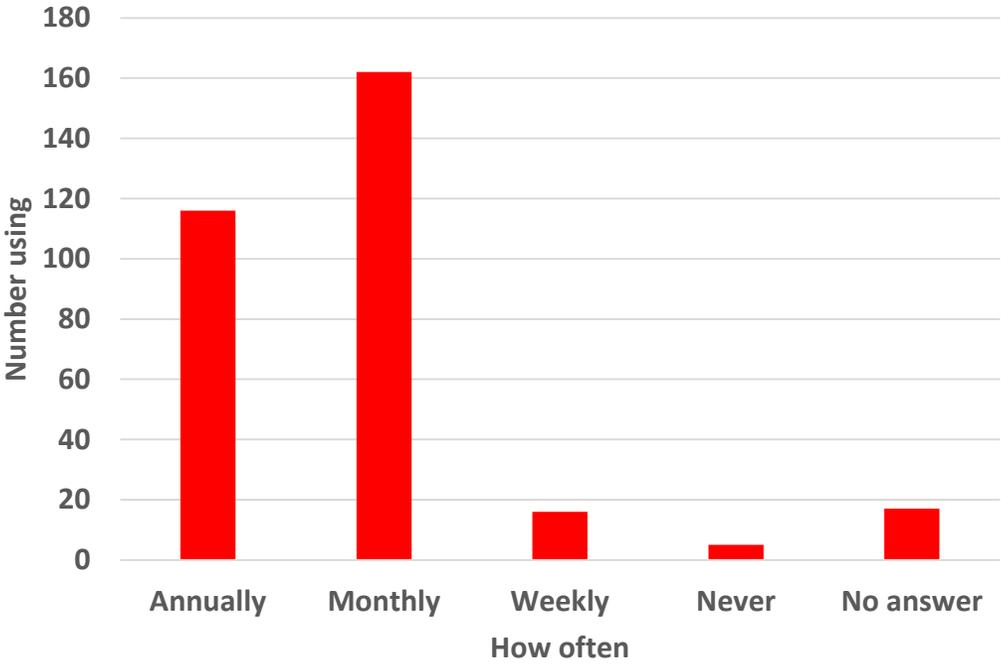
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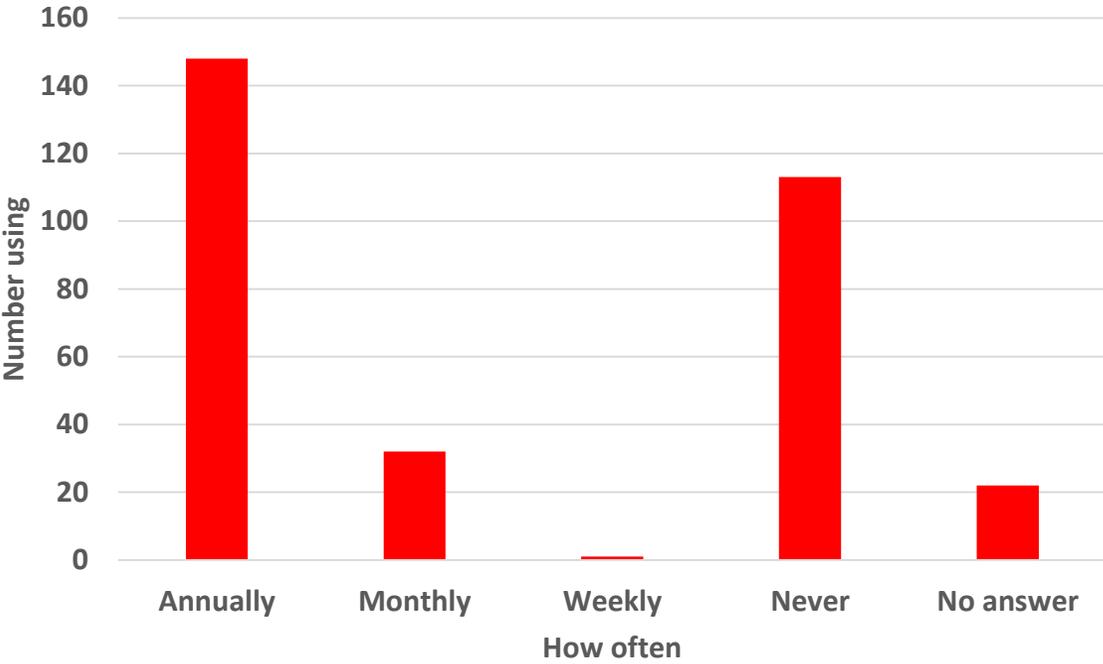
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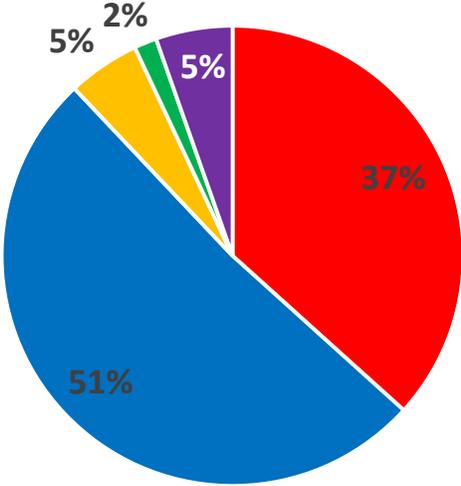


**Doctors' surgery**



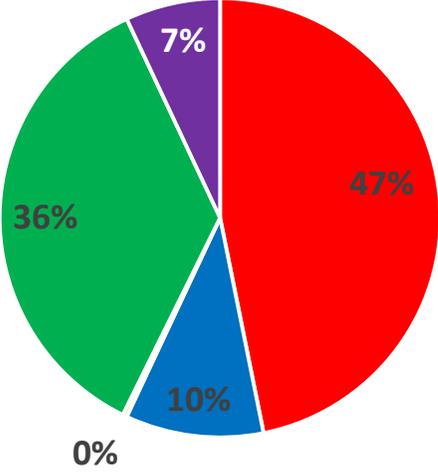
**Dental surgery**

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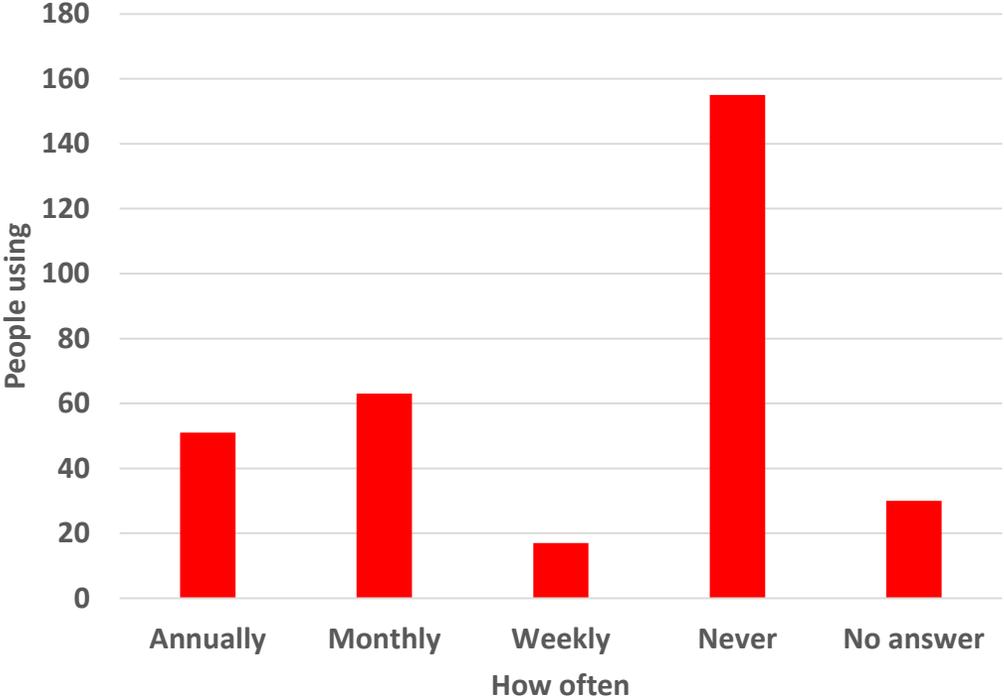
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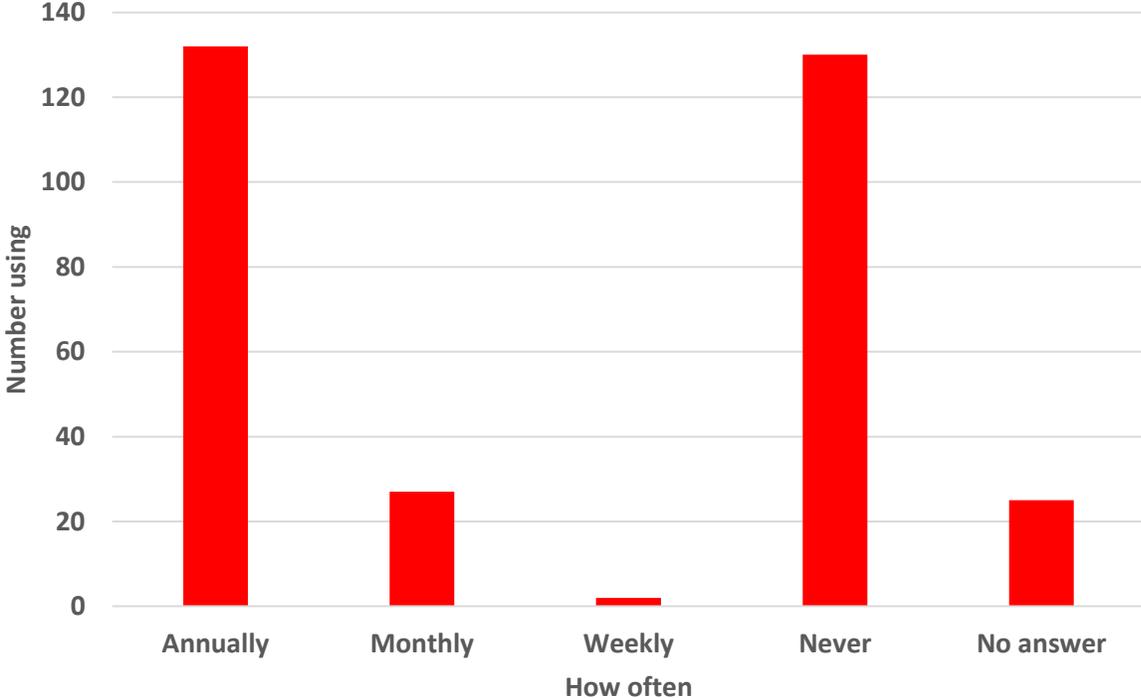
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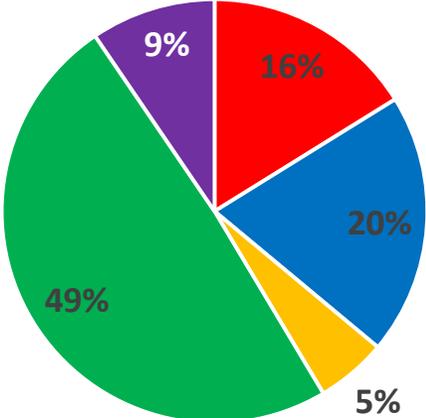


**Garage – for fuel**



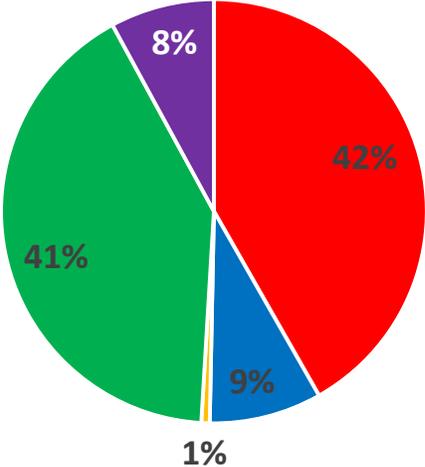
**Garage – for servicing**

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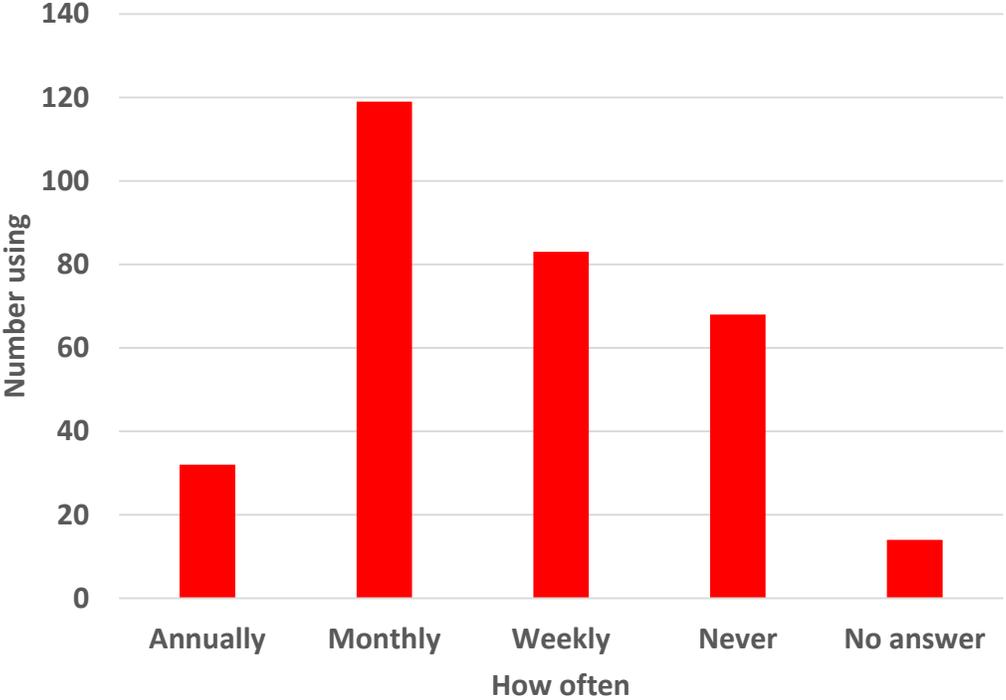
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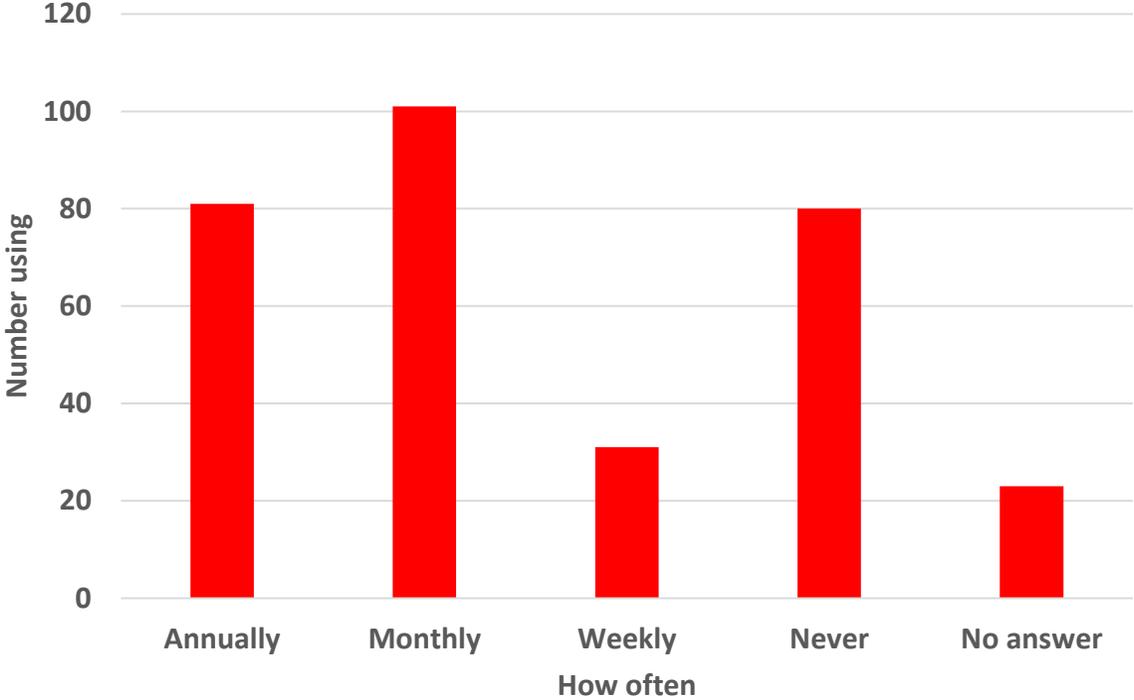
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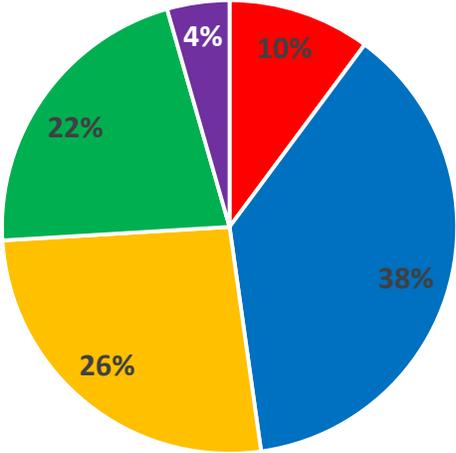


**Post office – in parish room**



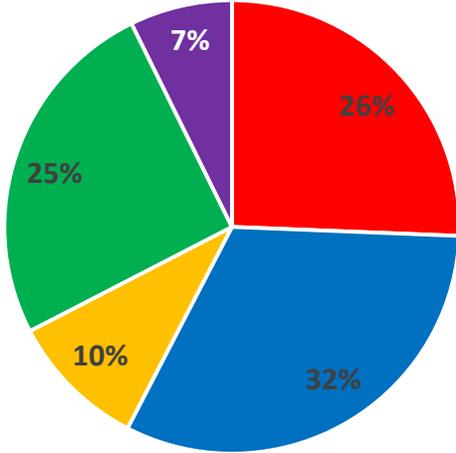
**Rhubarb and Mustard**

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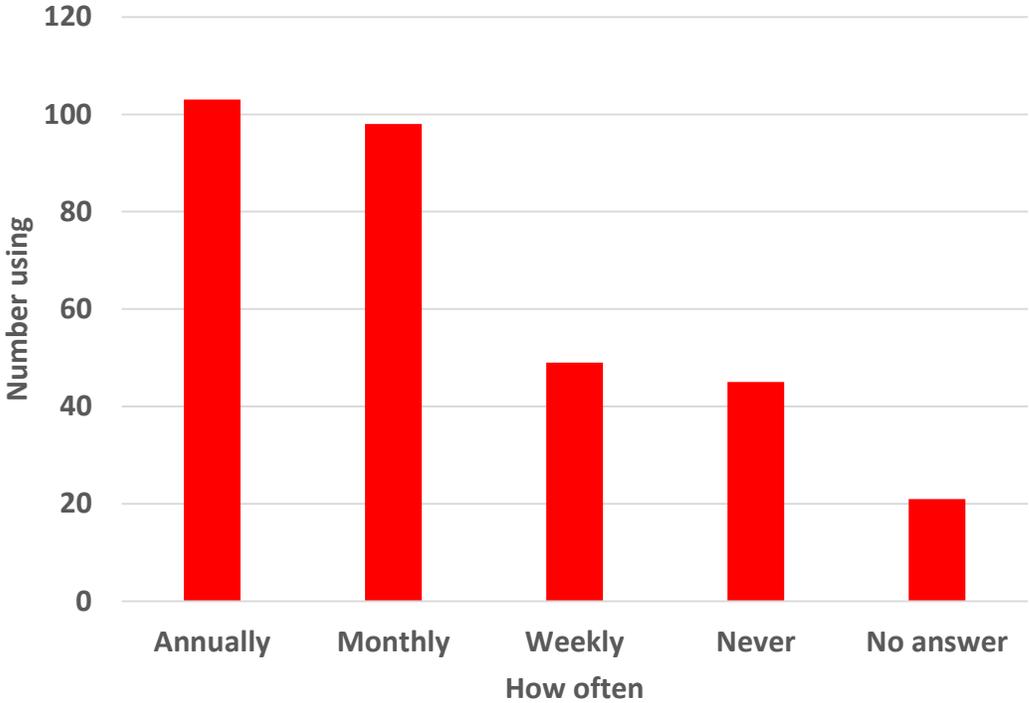
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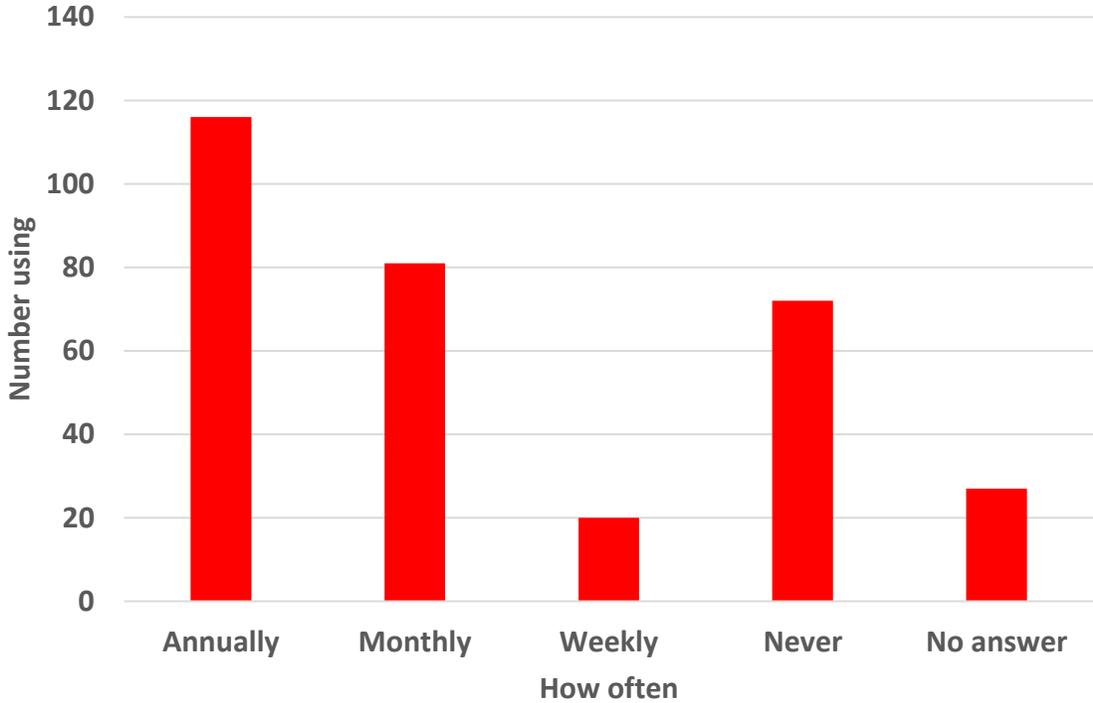
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**Rhubarb and Mustard**

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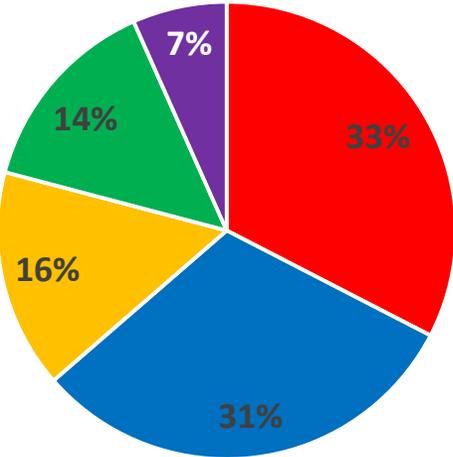


**Rose and Crown  
(pub/restaurant)**



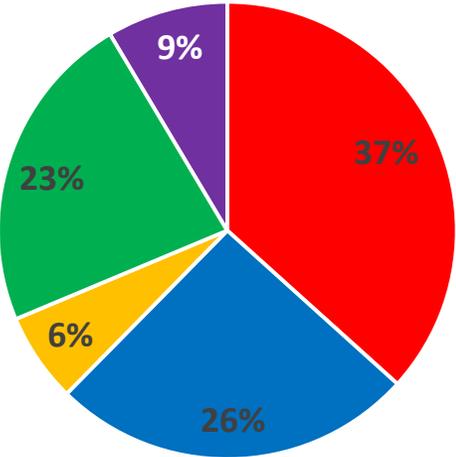
**Three Tuns  
(pub/restaurant)**

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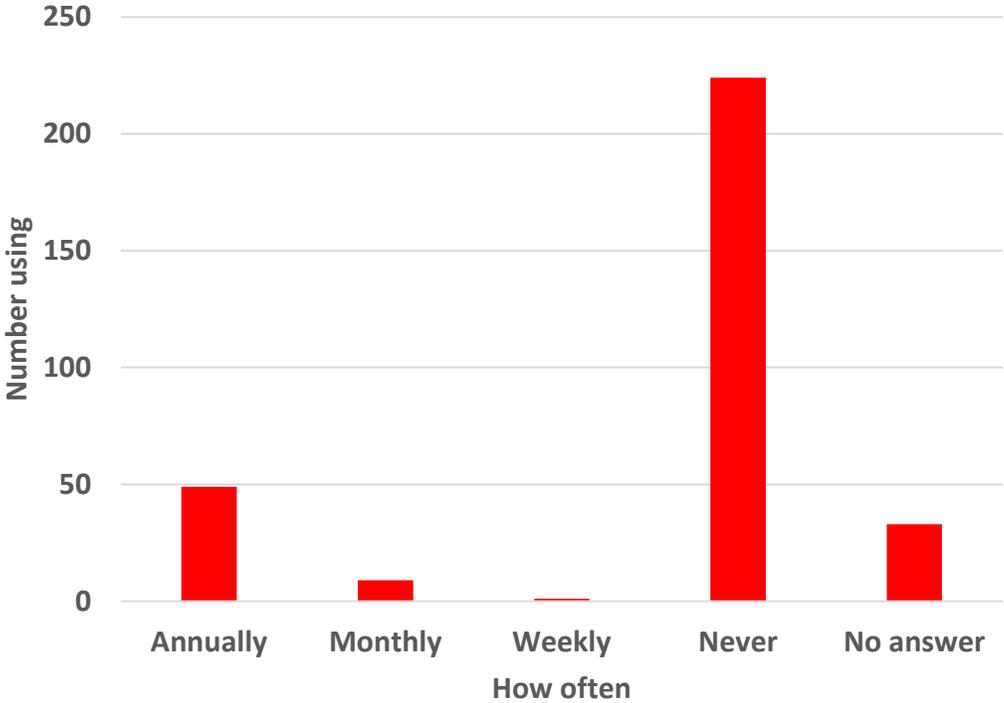
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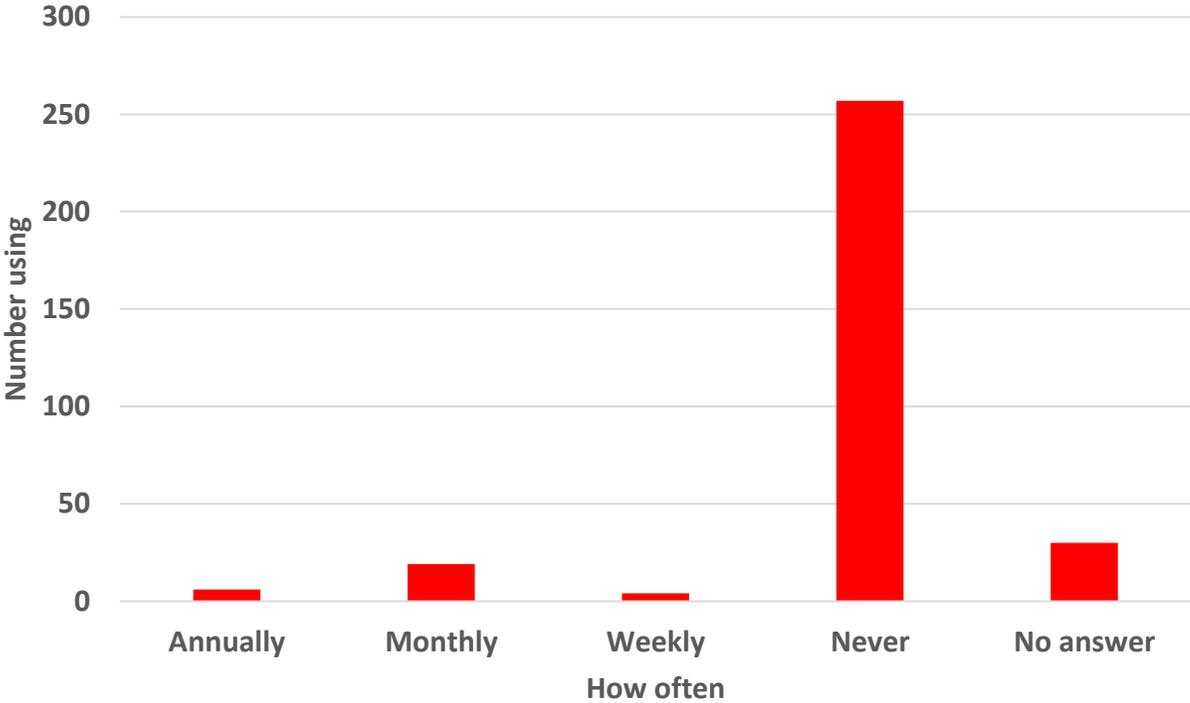
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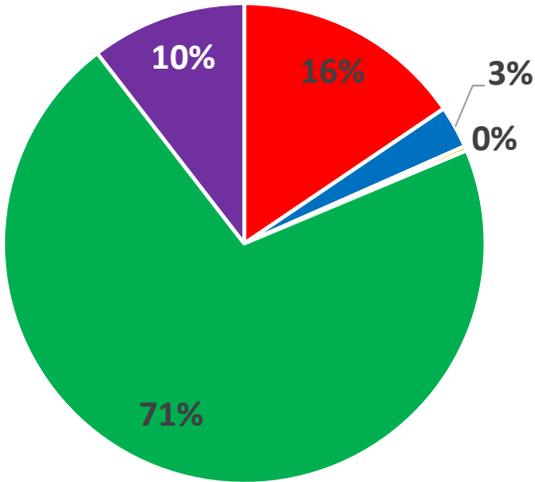


**Sigma IT services**



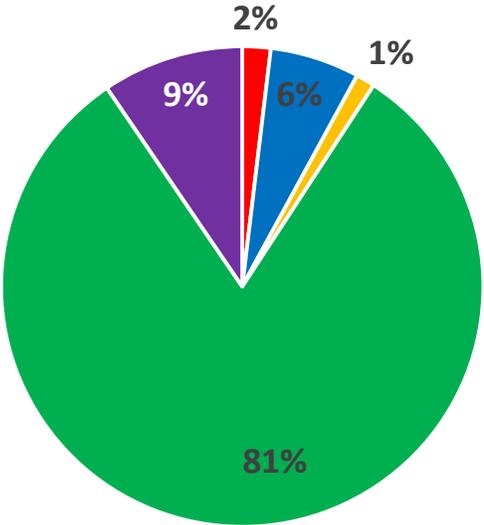
**Sue Birch hairdresser**

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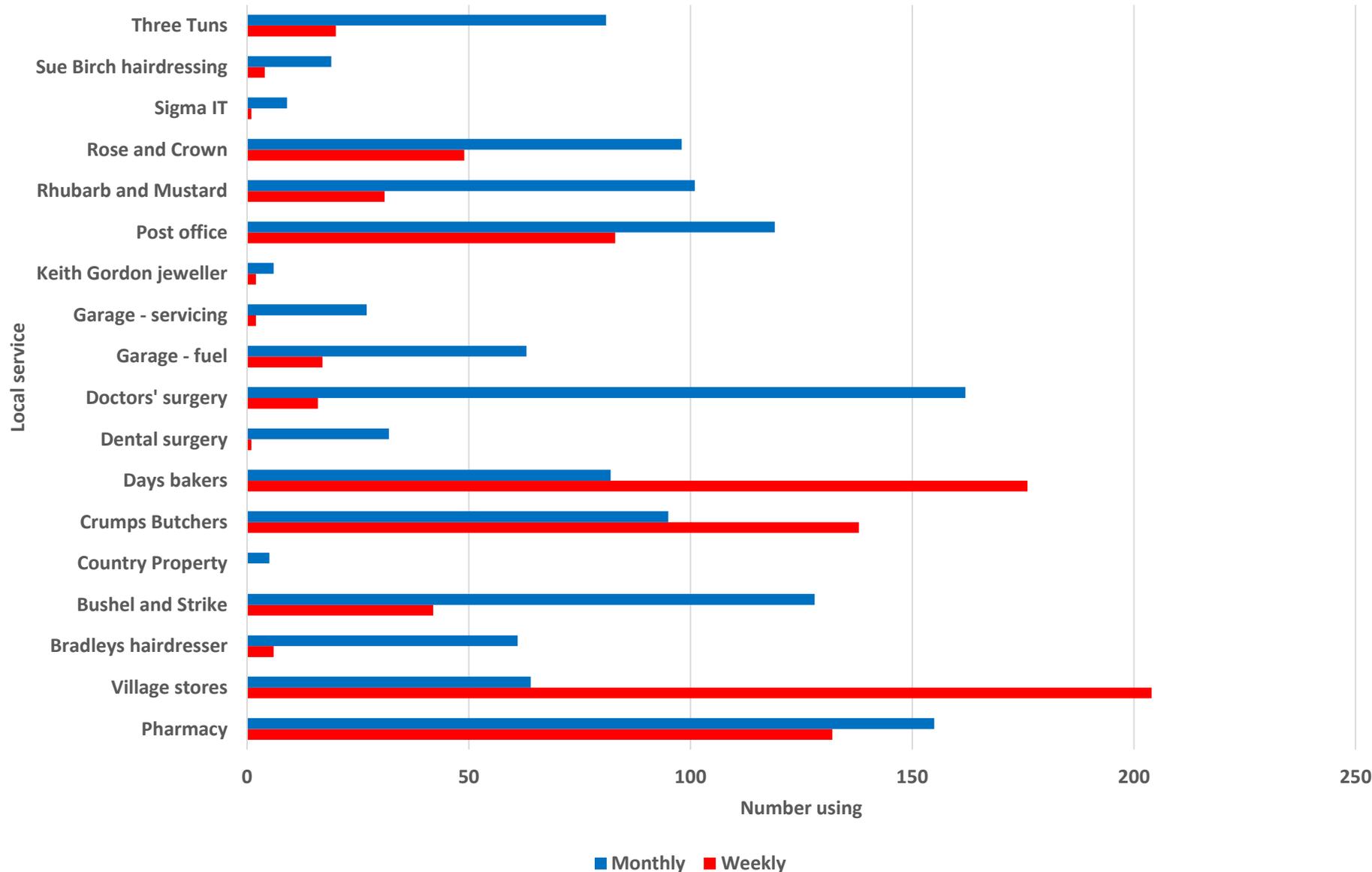
**Sigma IT services**



■ Annually ■ Monthly ■ Weekly ■ Never ■ No answer

**Sue Birch hairdresser**

# Comparison of village services used weekly/ monthly



The core services (butchers, bakers, village stores, pharmacy and post office) are used most frequently on a very regular basis.

Beyond this, the doctors' surgery and pubs/restaurants are used on a monthly basis.

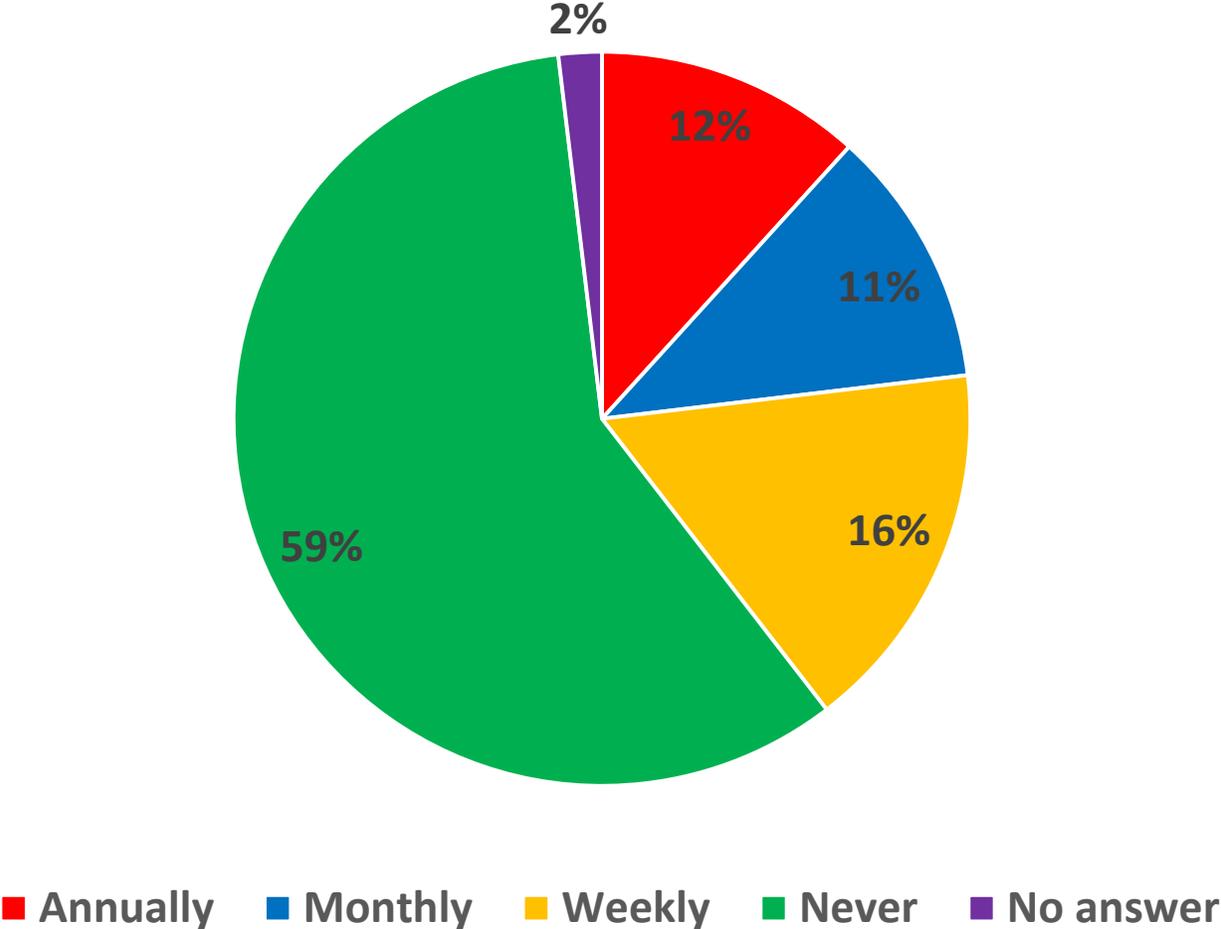
Not surprisingly, more specialised services are used more infrequently and may also attract non-residents not captured by this parish survey.

# Other services mentioned

Other services mentioned as being used in the village were:

- Sarah's farm shop
- Amber health
- Fish and chip shop
- Milk delivery
- Dog grooming
- Framing shop
- Health and beauty (e.g. pilates, beautician, mobile hairdressers)
- Indian takeaway (before it closed)
- Ashwell Gallery

# Does your household use a home delivery supermarket service, and if so how often?

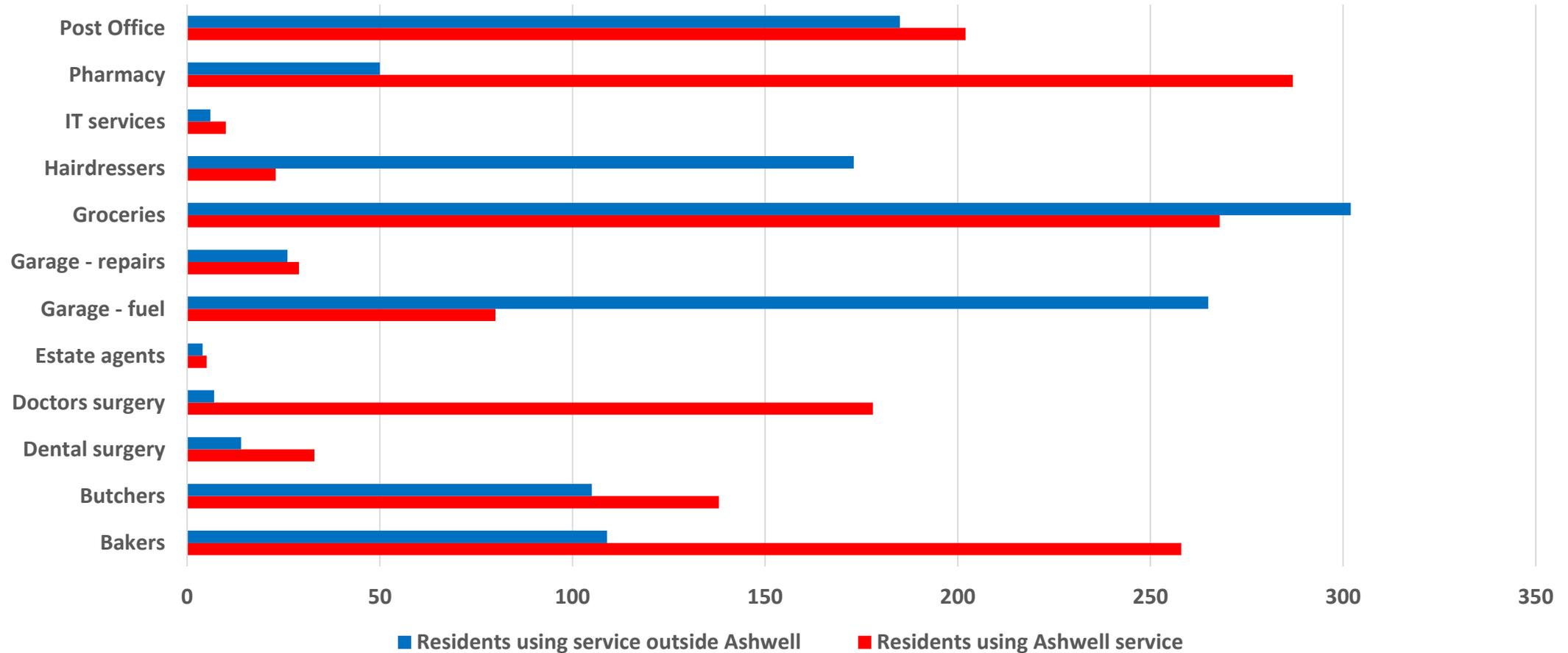


## Is there anything that would encourage you to use any of the Ashwell retail services more often?

- A permanent Post Office
- Greater variety of groceries available at more competitive prices
- The ability to park on the High Street
- Better access through the village – including less congestion
- The pubs could be more child friendly
- Deliveries offered from some of the local shops
- More frequent bus service to the village from neighbouring areas
- Opening hours beyond 4pm

**AND: lots of support for what is already here!**

# Comparison of services used on weekly/monthly basis both in and beyond Ashwell



# Is there any service that you would use regularly if available in Ashwell?

## **137 responses**

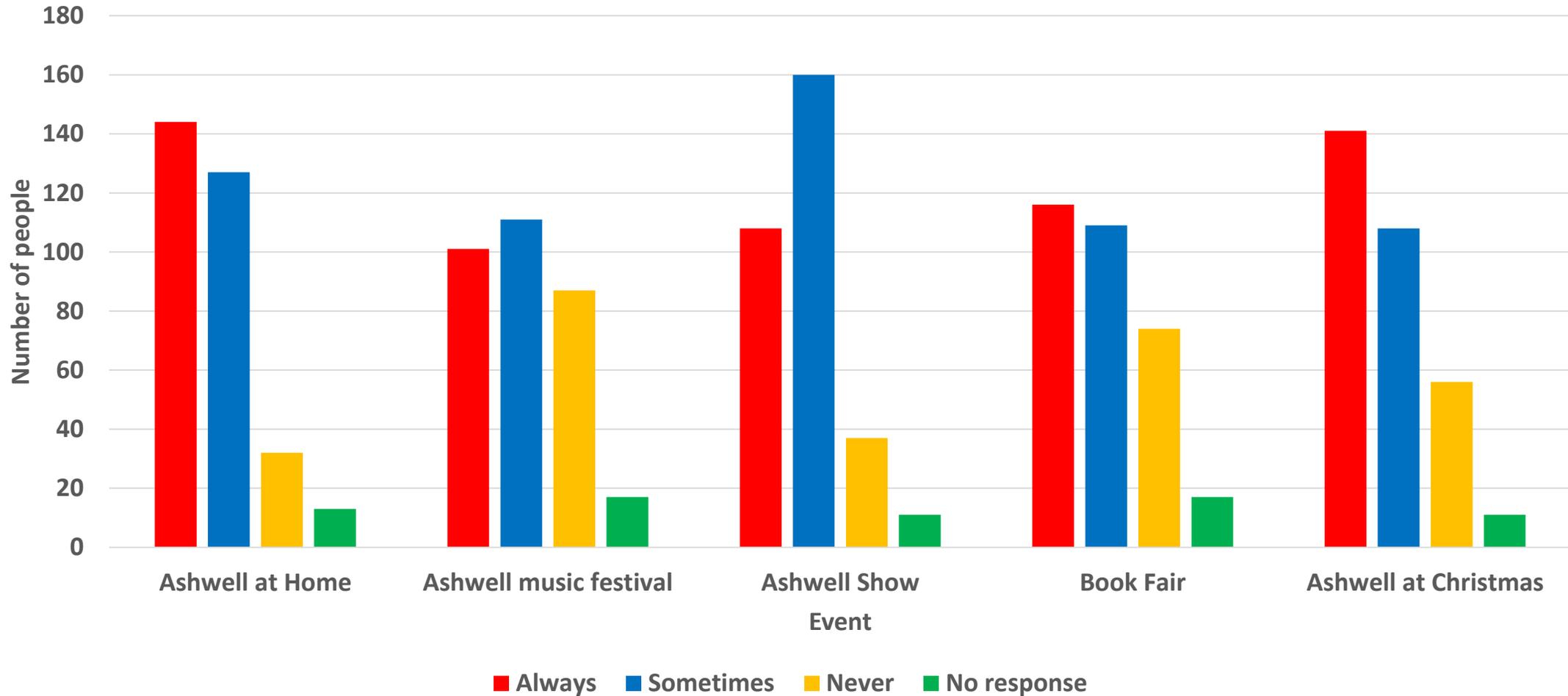
### **Most frequently cited were:**

- A post office (full time)
- Takeaways
- Bigger village store
- Library

## **Other responses:**

- Bank
- ATM
- Gym
- Cafés
- Leisure facilities
- Express sized supermarket

# Which of the following Ashwell events do you visit?



# Other events cited:

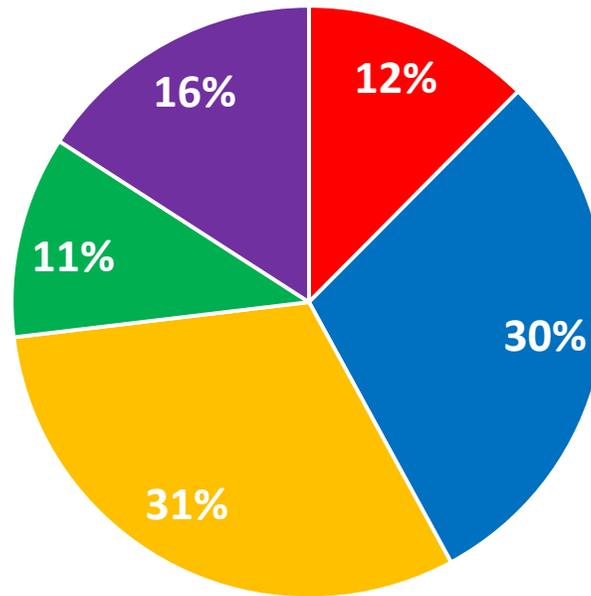
- Ashwell Theatre club productions
- Horticultural society events
- Church events
- Duck race
- Flea market
- New Years Day events
- Village sports

ASHWELL  
AVILLAGE

Education

# Education in the village

- 24% of those surveyed have a child in education.
- 76% of these are in state schools.
- 100% of parents were allocated their first choice of school for their child/children.

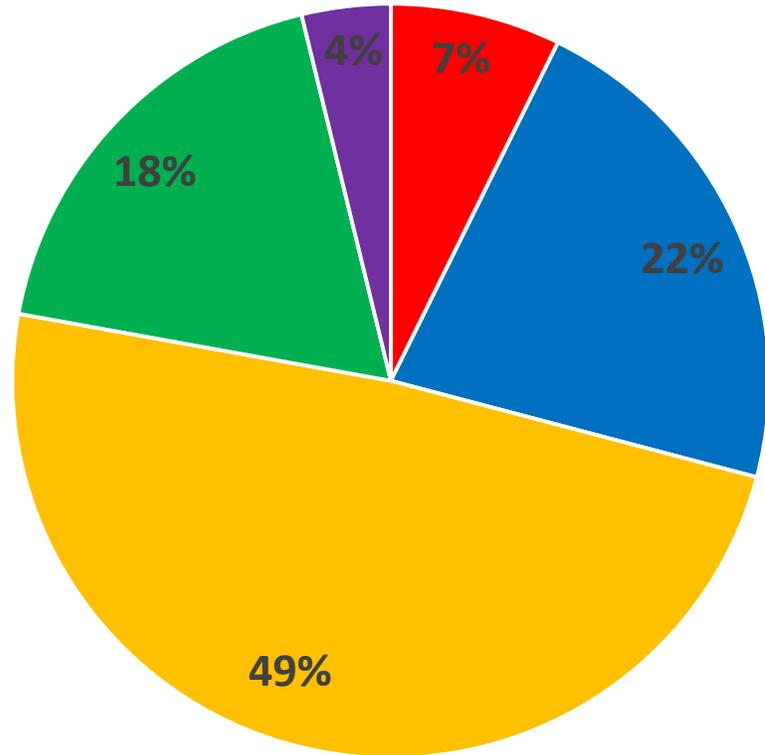


■ Pre-school ■ Primary ■ Secondary ■ Sixth form ■ University/Tertiary

ASHWELL  
AVILLAGE

Health

# How satisfied are you with your ACCESS to health and care services?



**Two thirds** were content with access to services

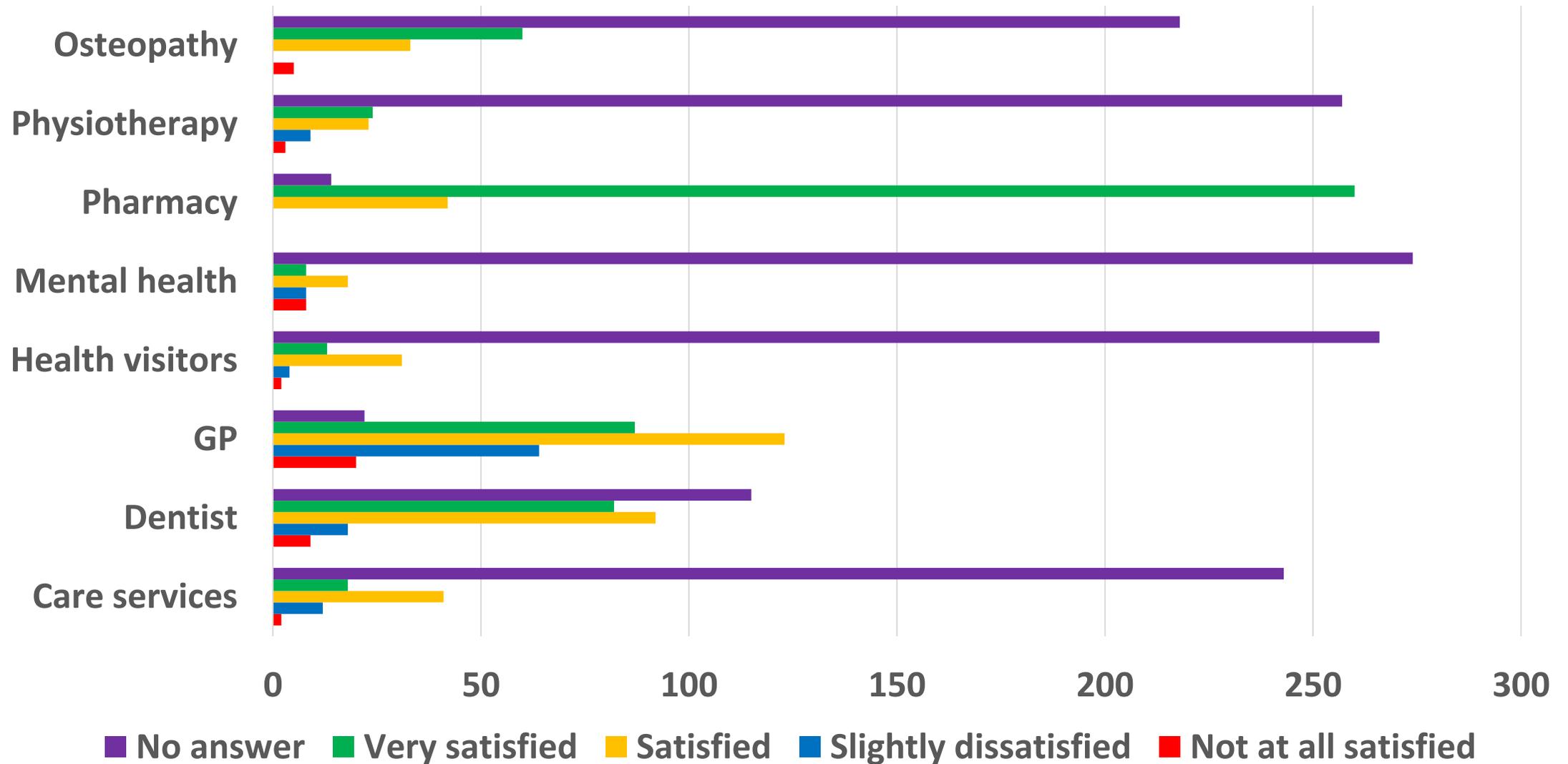
Many praised the surgery and its staff

### Concerns raised:

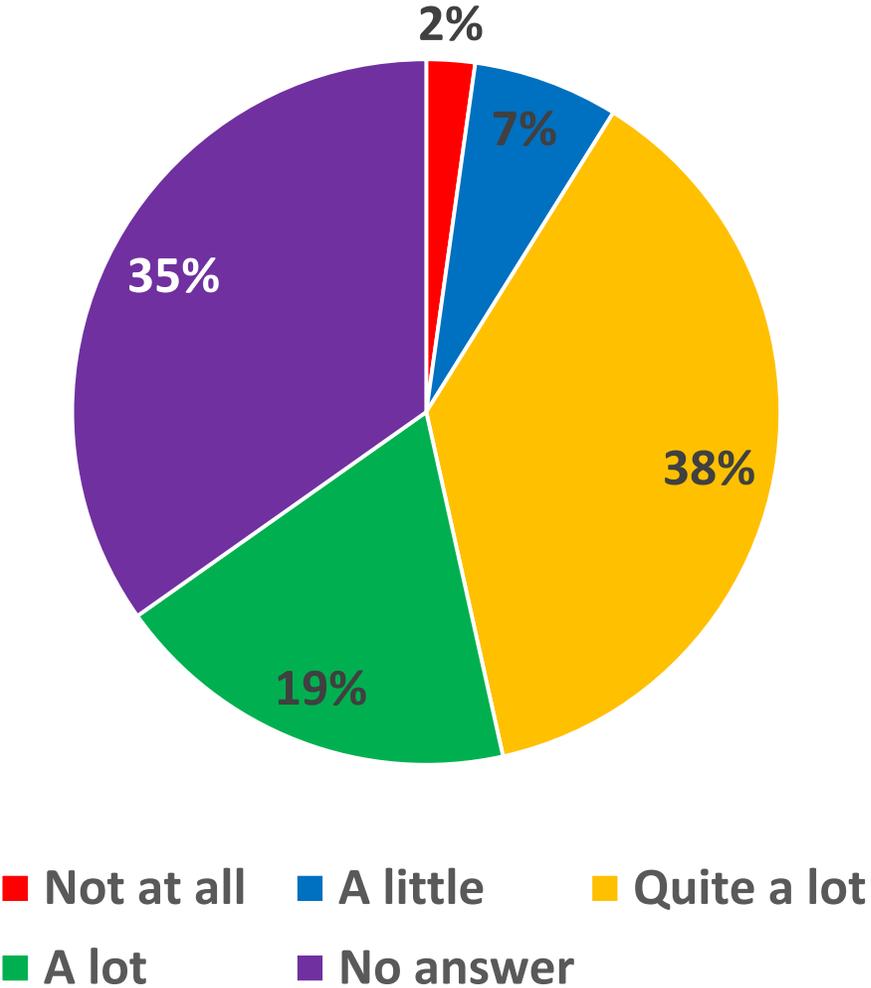
- Difficult to get an appointment quickly, particularly with a named doctor.
- Surgery could have longer opening hours.

Note, these are not just concerns for Ashwell, rather they reveal concerns mirrored across the country.

# How satisfied are you with the STANDARDS of health and care services provided to you in Ashwell?



# Do care services show respect, dignity and compassion?



**The majority of respondents did not use additional care services.**

Those who did cited AgeUK, Church Groups, Ashwell Big Sing, MIND, Garden House Hospice, The Museum Group, Colds Bourgh, Wolverley House and Organisation Supporting Cluster Headaches.

**Groups that don't exist but would be helpful:**

- Those aimed at older people – including leisure activities
- Better links between community groups, including old and young
- Specialist nursing
- Mental health groups
- Neighbourhood care
- Bereavement groups
- Loneliness groups

Should we try to protect the pharmacy?

66% ALWAYS use the pharmacy and a further 30% sometimes use it.

96% want to protect the pharmacy

ASHWELL  
AVILLAGE

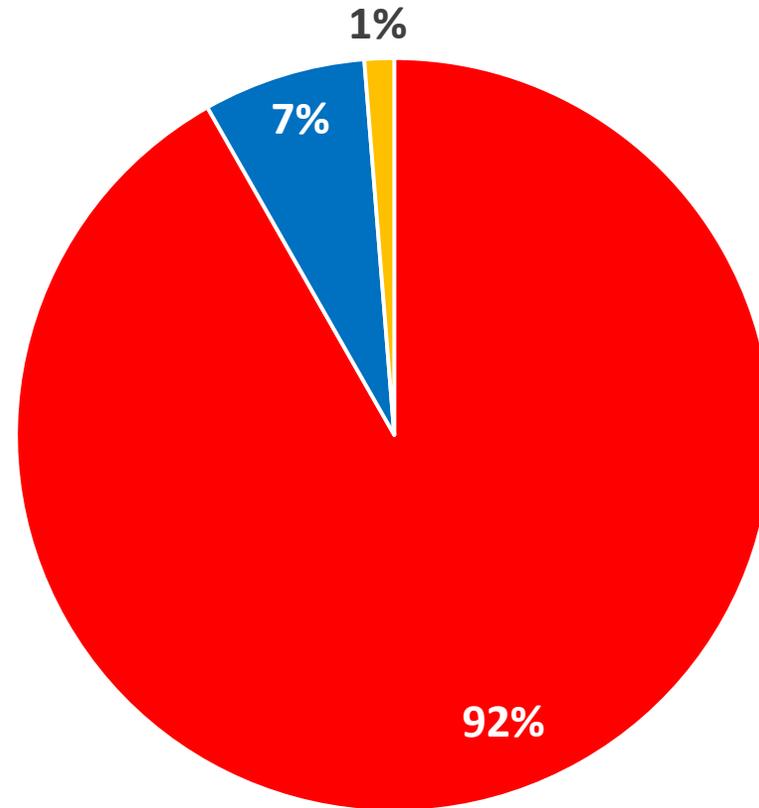
The environment

# Is the local environment in Ashwell important to you?

- **92%** feel that the natural environment is important.
- **189 comments** about what needs to be protected and how – full list provided in word.

Most commonly cited			
Green belt		Recreation Ground	
All/ as much as possible		Ashwell Springs (inc. protect water level)	
Keep Ashwell a clearly defined village		Ashwell Quarry	
Footpaths, cycleways and bridleways		Allotments	
Hedgerows, trees, woods, verges		Cottage gardens/ gardens at Hodwell	
The historic environment/ archaeology		Arbury Banks	
Donkey meadow		Open views onto the surrounding landscape	
Protect 'quietness'		Ashwell Street/ Station Road	
Replace Ash trees due to Ash dieback/ willows/ cherry		Clear litter to keep things clean	

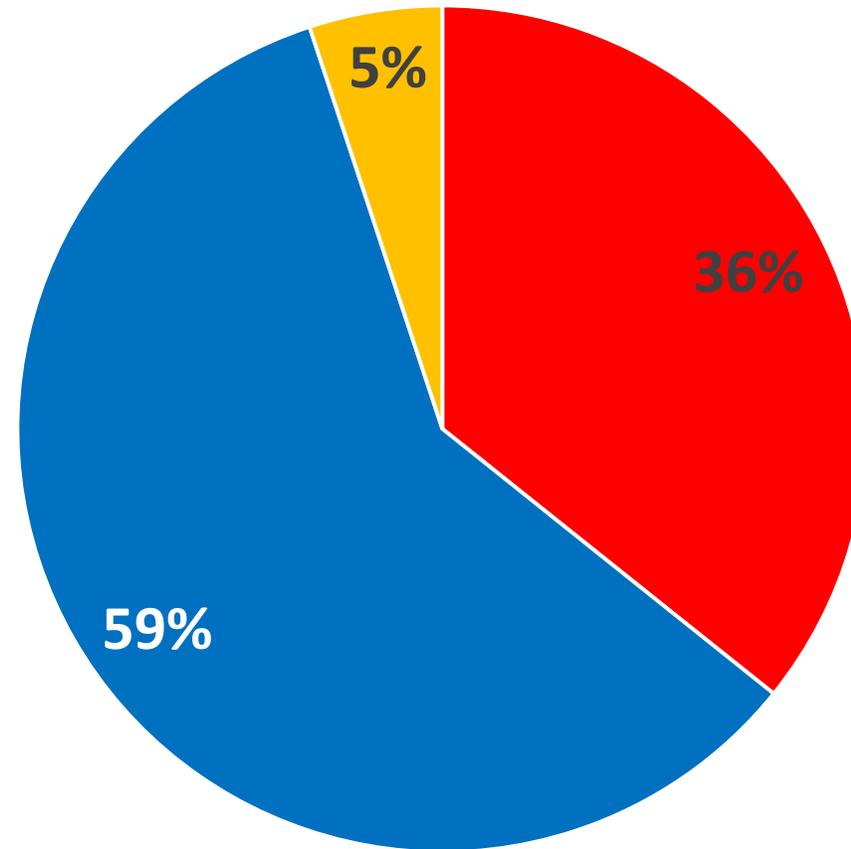
# Do you visit/use Ashwell Springs?



■ Yes ■ No ■ No answer

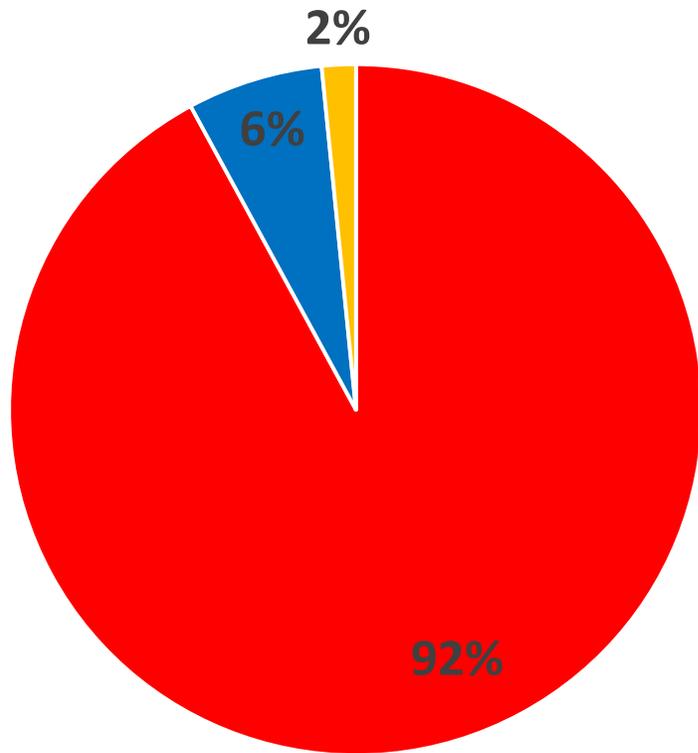
**91% know that it has rare living creatures**

# Do you visit Ashwell Quarry nature reserve?



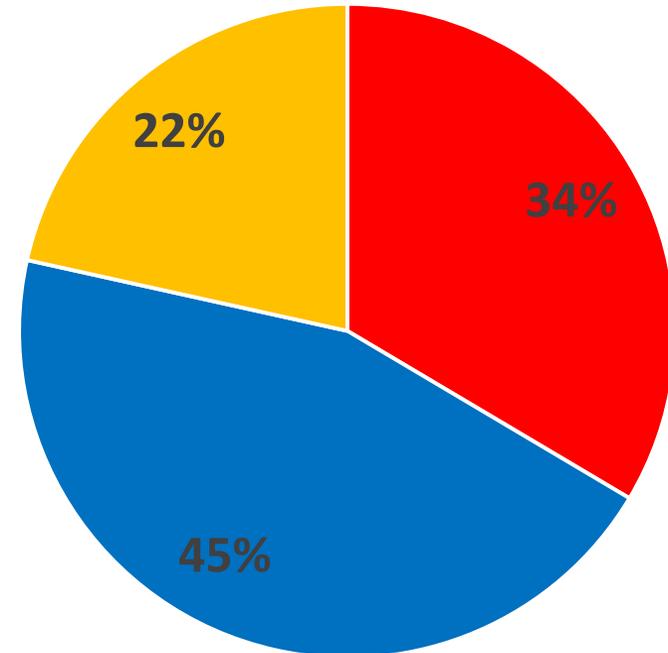
■ Yes ■ No ■ No answer

# Local footpaths in and around Ashwell



■ Yes ■ No ■ No answer

Do you use local footpaths?



■ Yes ■ No ■ No answer

Could footpaths be better connected?

# Improvements to footpaths (1)

92 comments received (free text answers provided separately)

## Ideas for path connections/ new paths

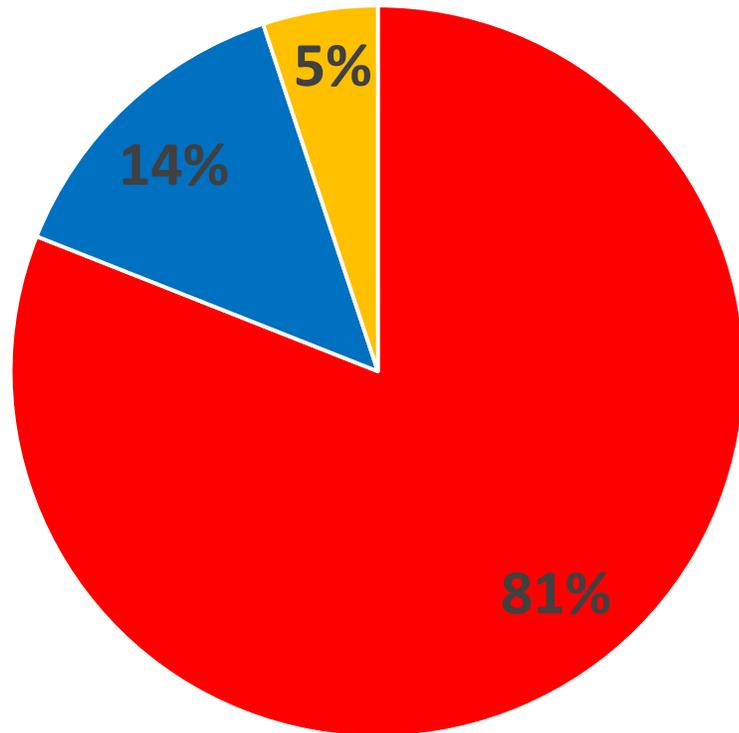
- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Improve foot access to the Quarry and around it</li> </ul>   | <ul style="list-style-type: none"> <li>• Path from Love Lane across field to back entrance of Bluegates Dairy</li> </ul>               |
| <ul style="list-style-type: none"> <li>• Path river from Springs to dairy</li> </ul>  | <ul style="list-style-type: none"> <li>• Join path at Hinxworth Rd to Newnham Way/Arbury Banks to enable round village walk</li> </ul> |
| <ul style="list-style-type: none"> <li>• Link up the Ruddery</li> </ul>   | <ul style="list-style-type: none"> <li>• Silver Street needs 3 steps removing to enable disabled access</li> </ul>                     |
| <ul style="list-style-type: none"> <li>• Extend path along (?)Catditch to make circular walk</li> </ul>   | <ul style="list-style-type: none"> <li>• Footpath from Arbury Backs to Bygrave Road</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Connections to the Station: Slipend to Station Road to allow circuit from Elbrook to Newnham Hill; new footpath to the railway station; Kingsland Rd to Station Rd; Station Rd to cemetery/ to school; Station to Ashwell</li> </ul> | <ul style="list-style-type: none"> <li>• Link Newnham Hill to Love Lane</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Create heritage pathway linking Arbury Banks and other 'finds'</li> </ul>  | <ul style="list-style-type: none"> <li>• Riverside path to Beresford Bridge</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Designated jogging route</li> </ul>  | <ul style="list-style-type: none"> <li>• Re-establish Lye land from village SE towards Pembroke Farm</li> </ul>                        |
| <ul style="list-style-type: none"> <li>• Bridleway to north of Skelding/Newnham Way</li> </ul>  | <ul style="list-style-type: none"> <li>• Link between Odsey and Kingslands Way</li> </ul>  |
| <ul style="list-style-type: none"> <li>• Bike paths especially for children</li> </ul>  | <ul style="list-style-type: none"> <li>• Northfields Road to the Mordens</li> </ul>  |
| <ul style="list-style-type: none"> <li>• Dedicated path to Sarah's farm shop</li> </ul>   |  |

# Improvements to footpaths (2)

## General comments

- More/ better signage (e.g. when dogs are allowed; information about wildlife etc.)/ way marking
- Make sure paths are maintained – inc. surfacing (gravel not mud, better for those with walking aids), clearing vegetation, filling potholes
- Footpaths ‘across’ to allow for shorter walks; circular walking routes
- Busy roads making walking less safe
- Need to be well-lit
- Provide seating at viewing points
- Include walking routes on the village map
- Lots of comments saying current footpaths are good
- Cyclists often travelling too fast on lanes (e.g. Bear Lane)

# Do you consider Ashwell's green space/recreation areas adequate?

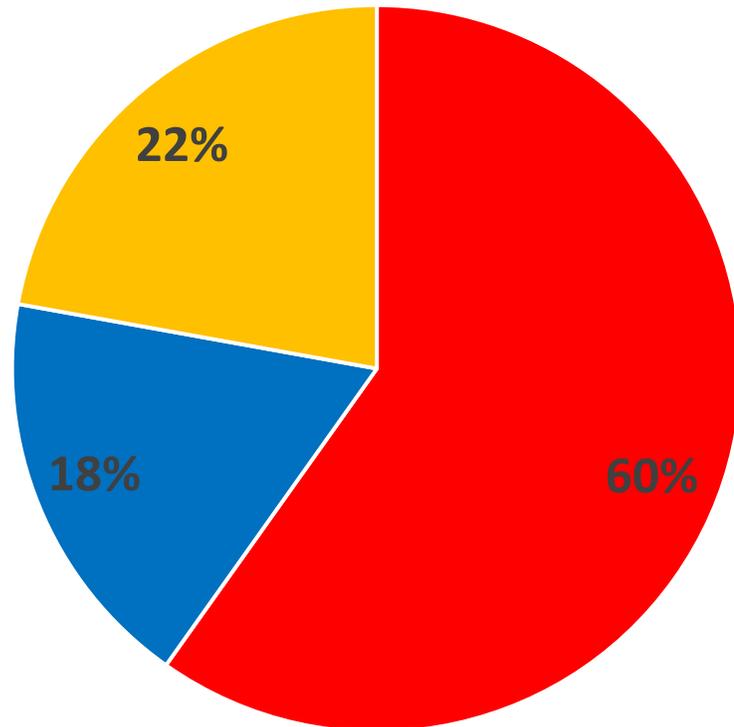


■ Yes ■ No ■ No answer

## Comments:

- Children's play facilities need updating including equipment for older children
- More land for sport called for
- The playground being next to the cricket ground can cause problems
- Can we have some dog friendly areas
- The quarry could be better used including where you are allowed to go and not
- Our green spaces need protecting
- The recreation ground is too small for a village of this size
- More cycle routes in and around the village

# Do you consider that native flora (wildflower areas) would be suitable for some areas of Ashwell?



■ Yes ■ No ■ No answer

## Where?

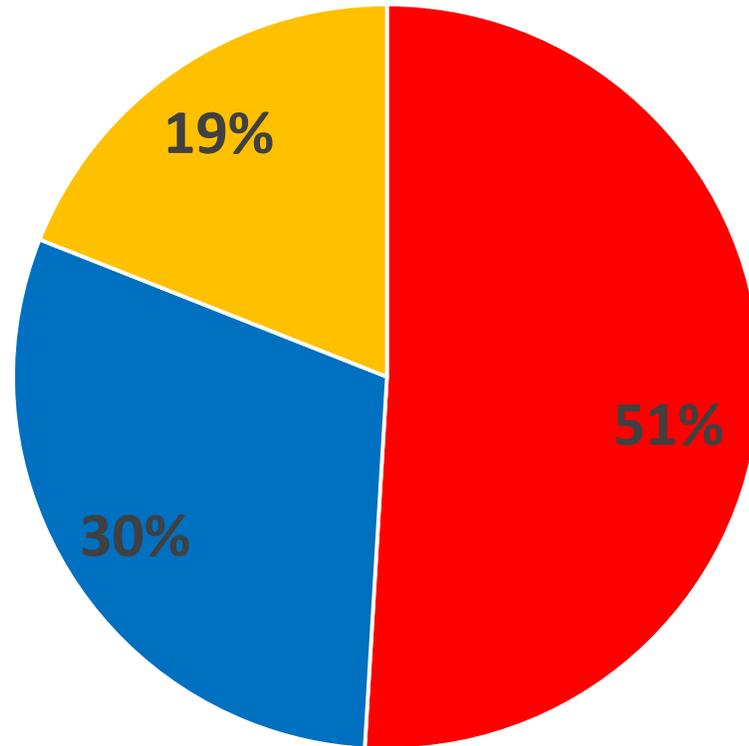
- Along the streets
- Ashbury Banks
- Along verges and springs
- Donkey meadow/ fallow fields/ brownfield sites
- Back of doctors' surgery
- Cemetery, churchyard
- The Ruddery
- Everywhere

## What?

- Snowdrops, bluebells, daffodils
- Wildflowers
- Indigenous species

Lots of comments suggesting a planting strategy is needed.

# Do you consider that more hedge/native tree planting should be considered around the village?

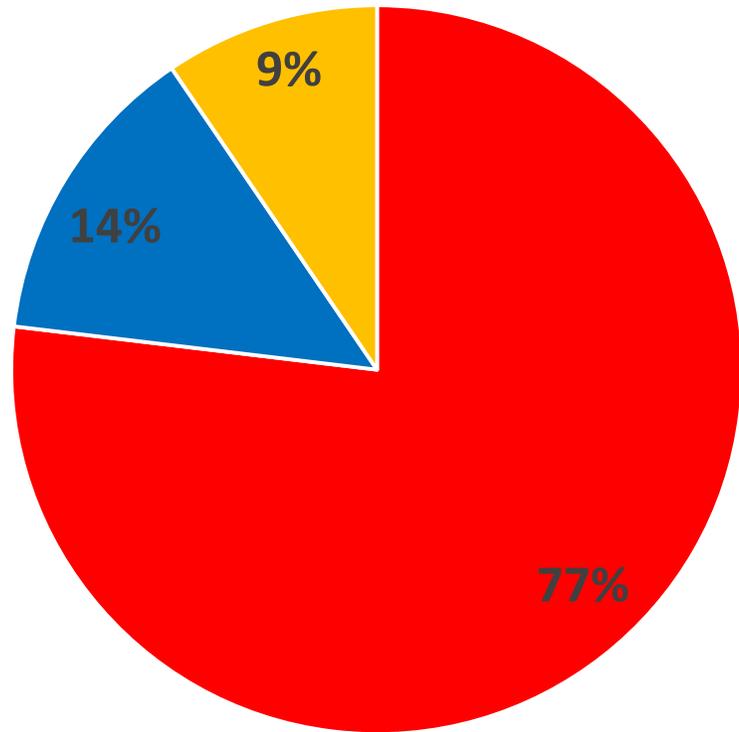


■ Yes ■ No ■ No answer

Where: lots of suggestions including:

- Alongside roads
- Field edges to promote wildlife
- Bordering the village
- Station Road
- Around the allotments
- At the donkey field
- In all gaps
- All village access roads

# Do you consider there are enough benches/seats around the parish?

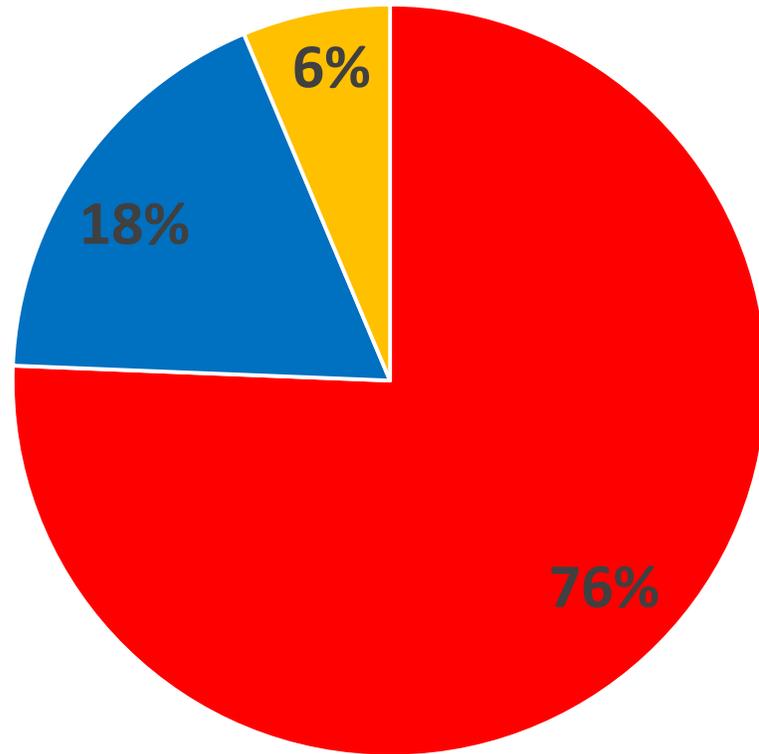


■ Yes ■ No ■ No answer

## Comments, including where to locate benches:

- In the High Street
- At the viewpoints
- Top of Elbrook footpath, looking back to the village
- Along footpaths
- Repair broken ones
- Lots of specific locations mentioned

# Do you consider there are enough litter bins?



■ Yes ■ No ■ No answer

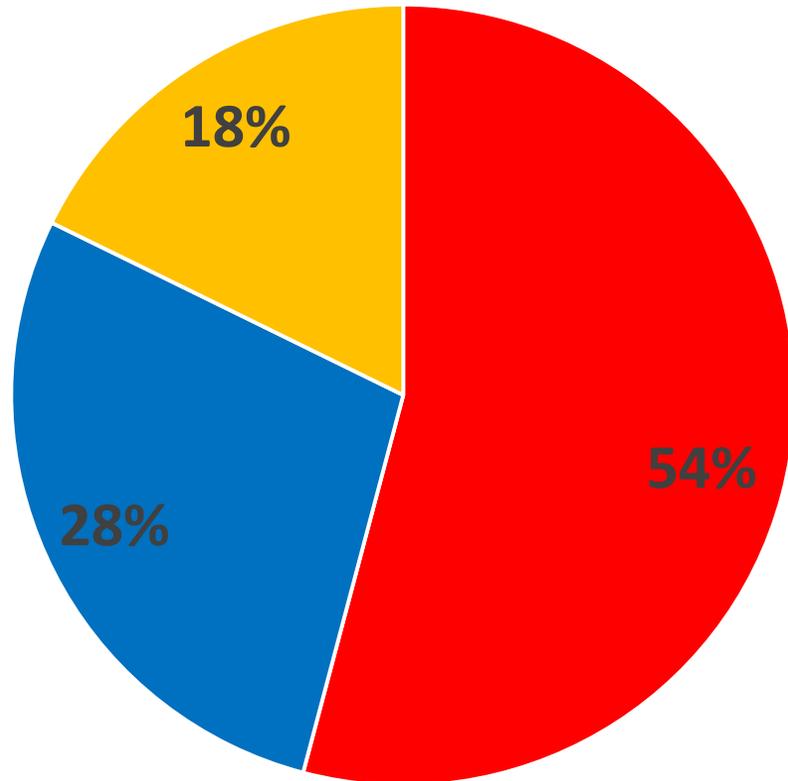
## Where could more bins go?

- In the High Street/ Station Road
- Along footpaths
- By Ashwell Stores
- Partridge Hill and Ashwell Street
- Silver Street
- Recreation Ground
- West End, near the village hall

## General comments:

- Bins need to be emptied more frequently
- More dog bins
- Encourage people to take litter home

# Do you consider there are enough dog waste bins?



■ Yes ■ No ■ No answer

## Where could more bins go?

- Ashwell Street (Partridge Hill) and allotments
- Bridleways and footpaths
- By the cemetery
- Station Road, Mill Street
- By the bus stop/ village store
- Re-site Springhead bin further down the lane
- End of village towards Odsey
- Rollys Lane corner
- Towards the Grange
- Bear Lane / near school

## General comments:

- It's a big problem
- The worst part of the village
- Need to be emptied
- Need more signage
- Dog owners need to take more responsibility

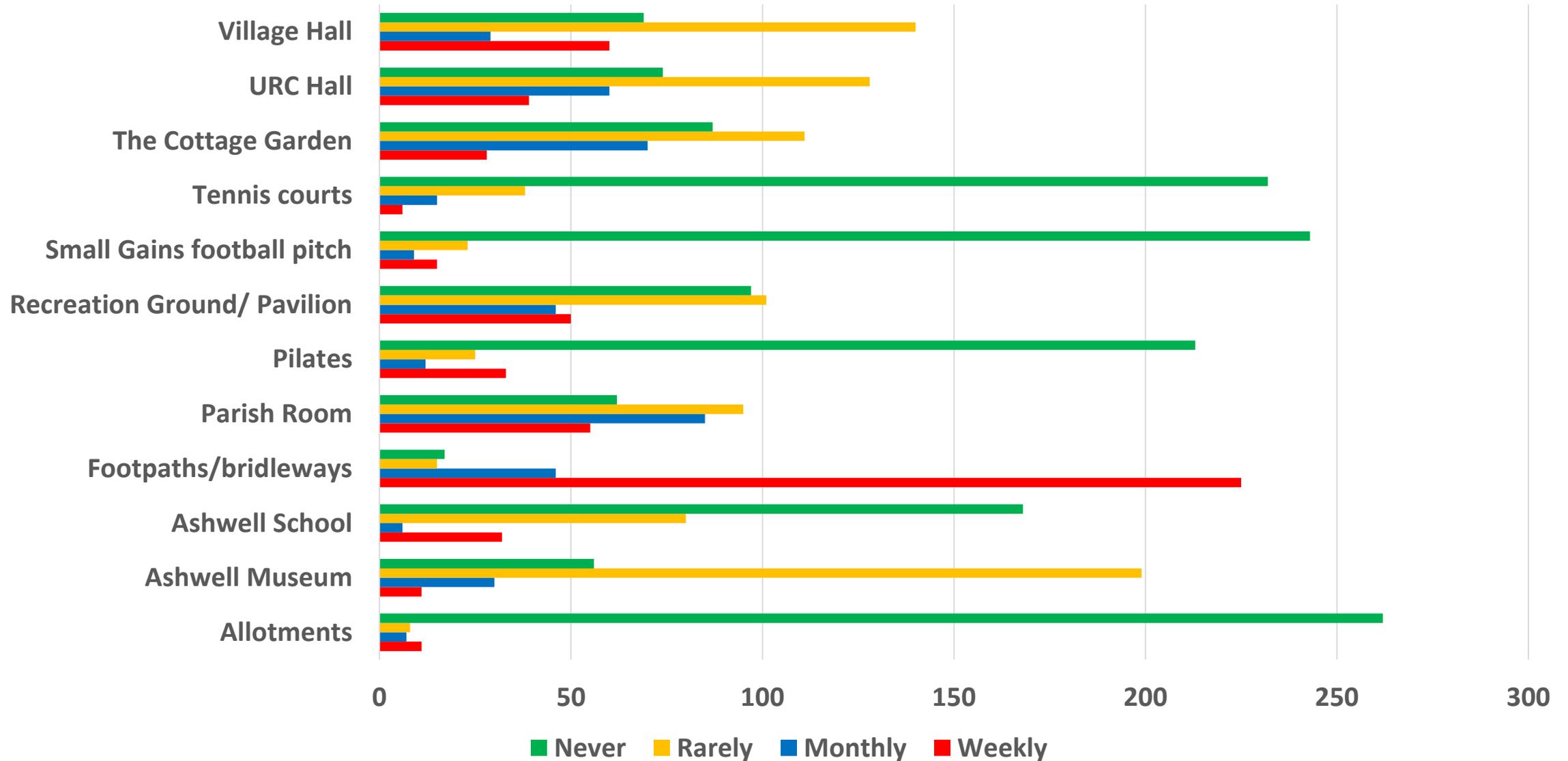
# Should the Neighbourhood Plan look at any other natural environmental Issues?

- Better drainage and tackling localised flooding and erosion
- Halting the removal of trees and hedges
- Safeguarding local biodiversity that is impacted by development
- Clear overhanging trees and vegetation
- Introduce a pond
- Protect aquifers
- Traffic emissions are rising
- More signage – village welcome signs and information signs
- Protect views across the countryside

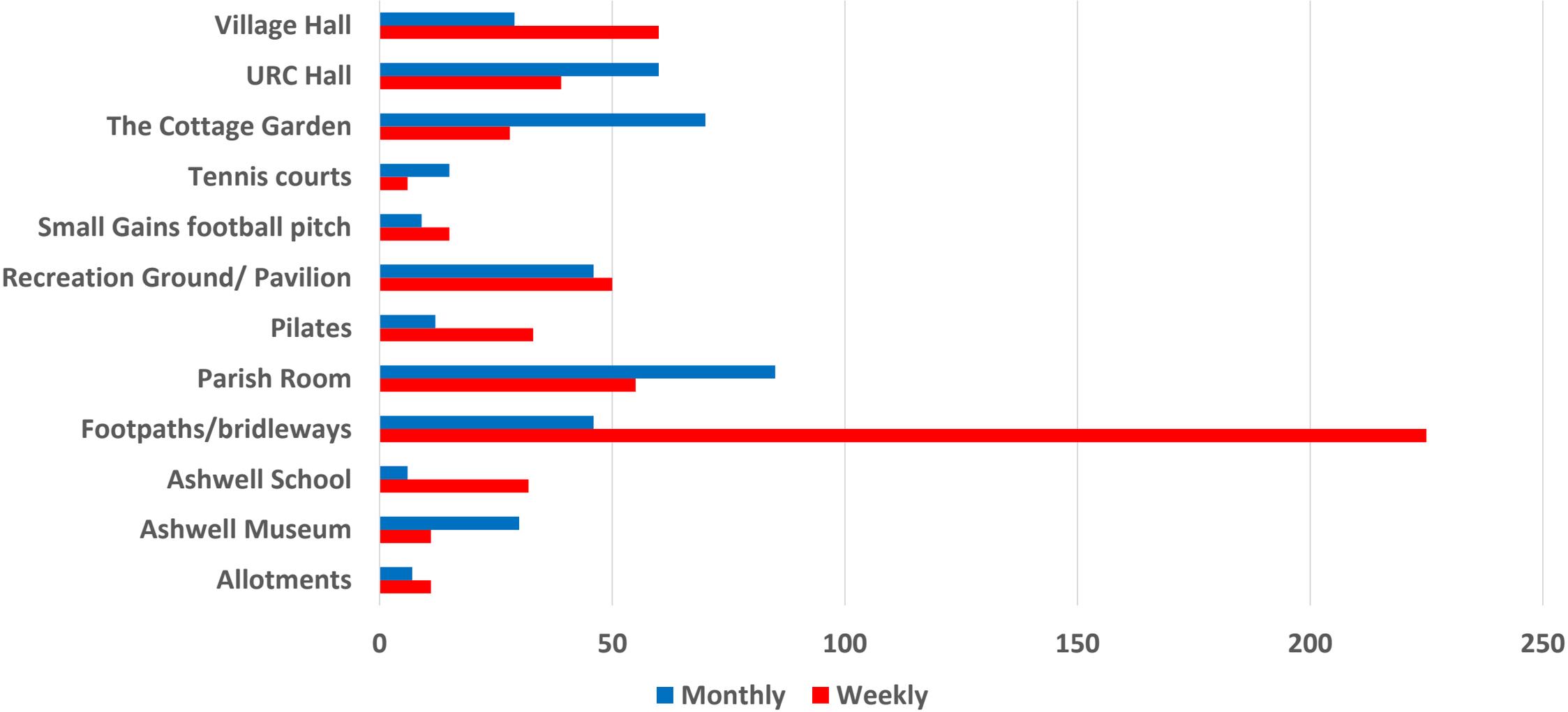
ASHWELL  
AVILLAGE

Leisure and recreation

# How often does someone in your household use the following facilities for recreation? (all data)



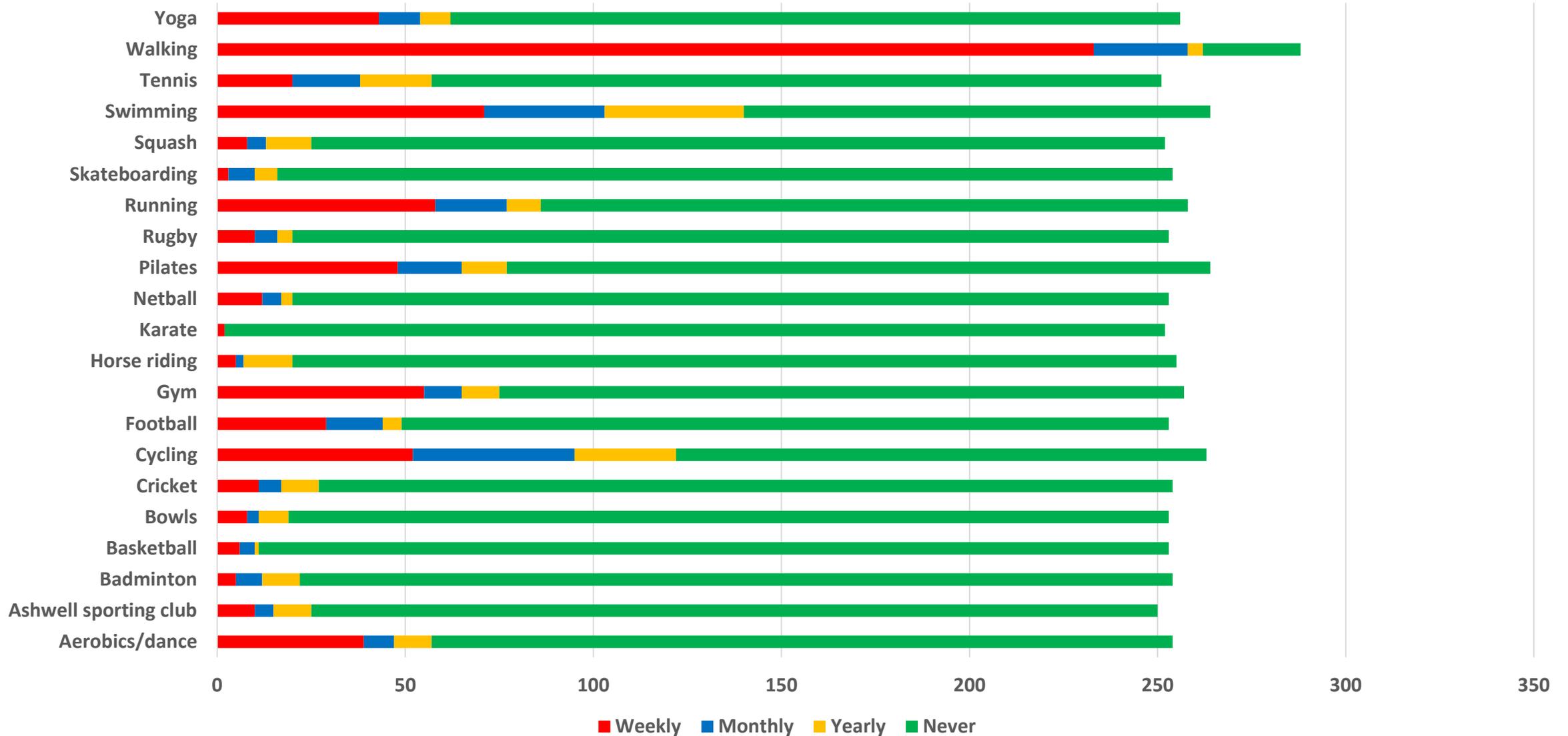
# Recreation facilities – showing just weekly and monthly



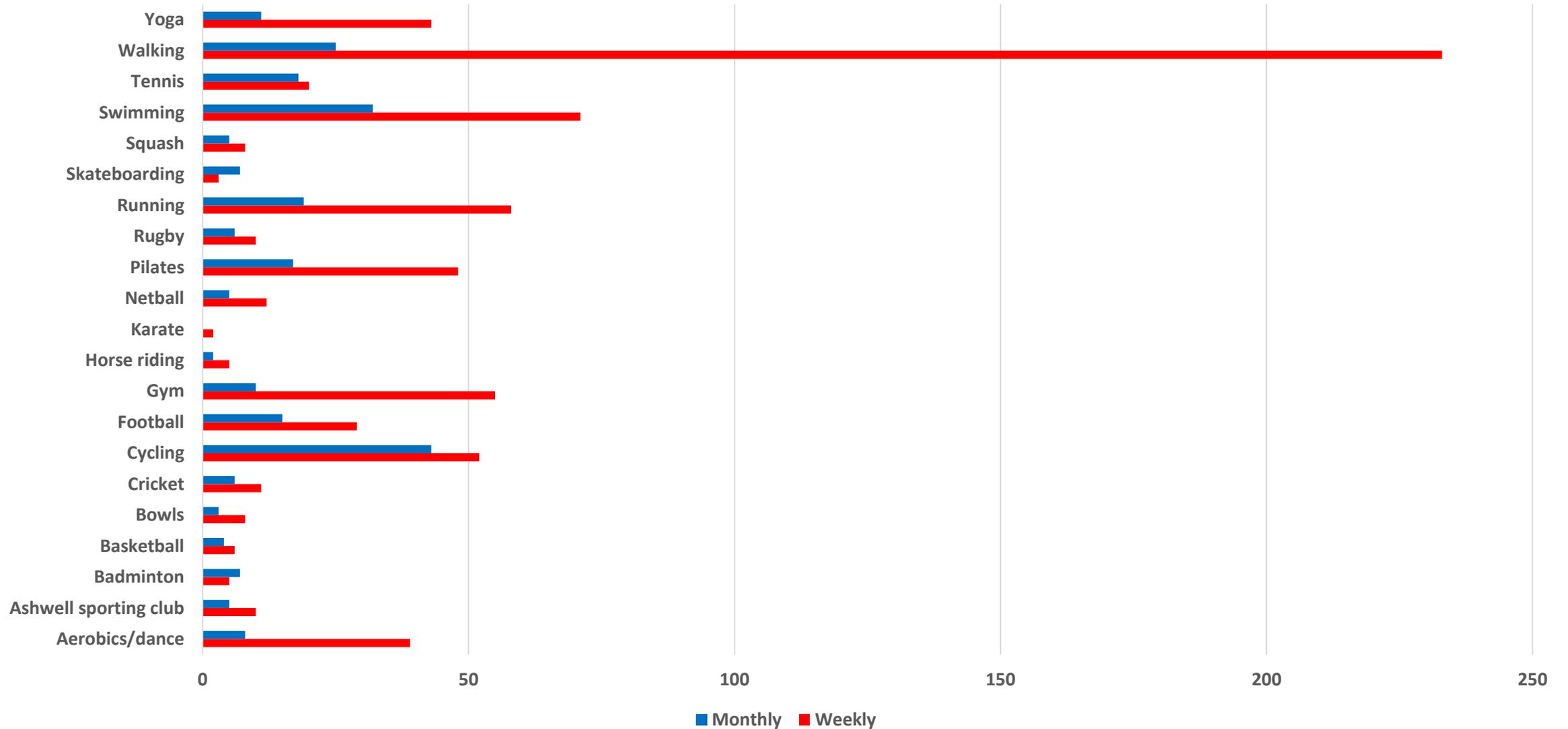
# Are there any other recreational amenities you would like in the village?

- Lots of respondents happy with the current provision
- Gym
- More sports facilities – basketball, swimming pool, astro-turf pitch, boules area, bowling green, netball, squash, tennis club house, taichi, running club, badminton, yoga, squash
- Children's' playground away from the cricket pitch
- Teenage meeting rooms
- Adult education centre
- Park for dogs
- Improvements to existing facilities – pavilion, village hall, recreation ground
- Permanent tea rooms
- Toilets for sports users/ changing facilities
- Bike friendly footpaths

# In which sporting activities does someone in your household take part and how often? (all data)



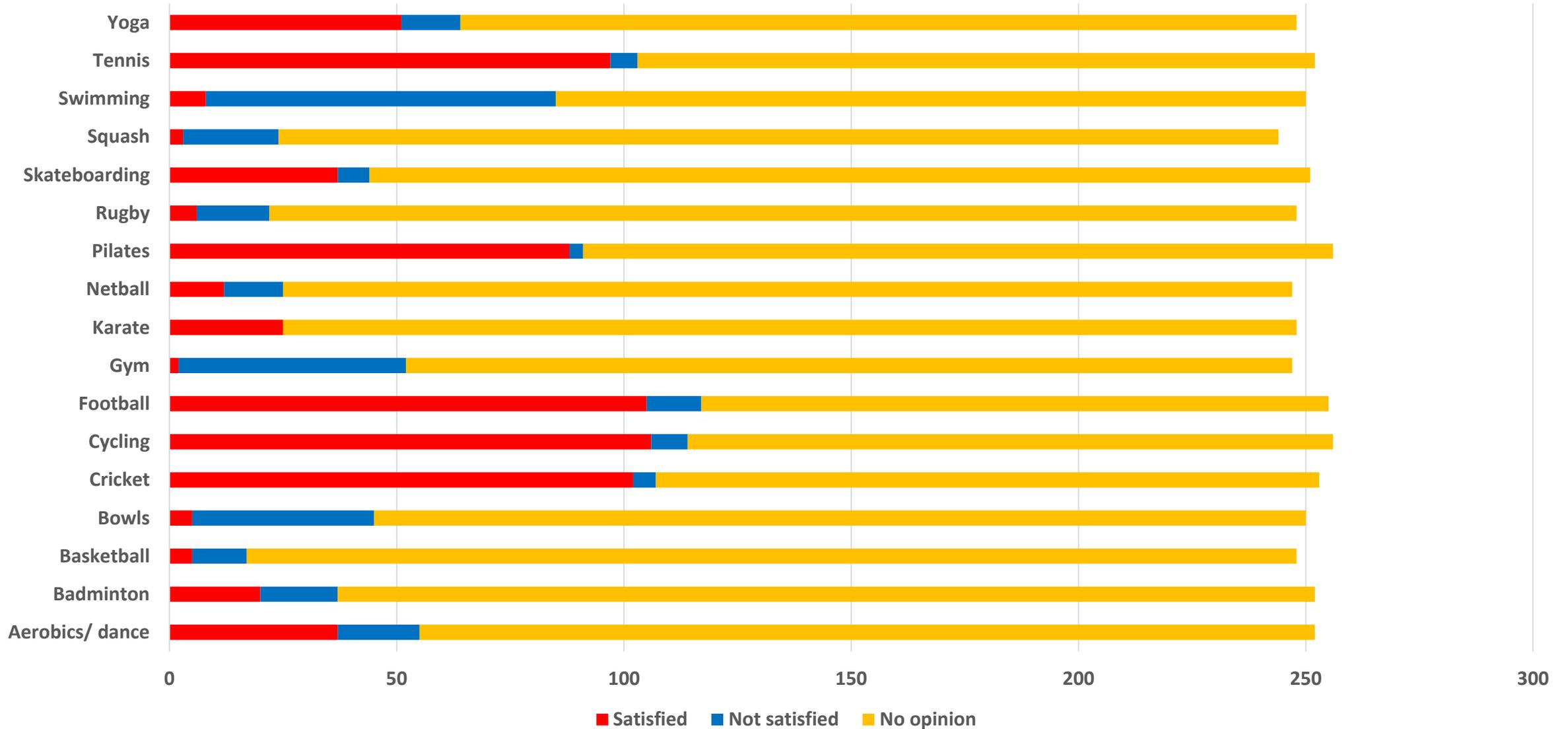
# In which sporting activities does someone in your household take part and how often? (Weekly/monthly)



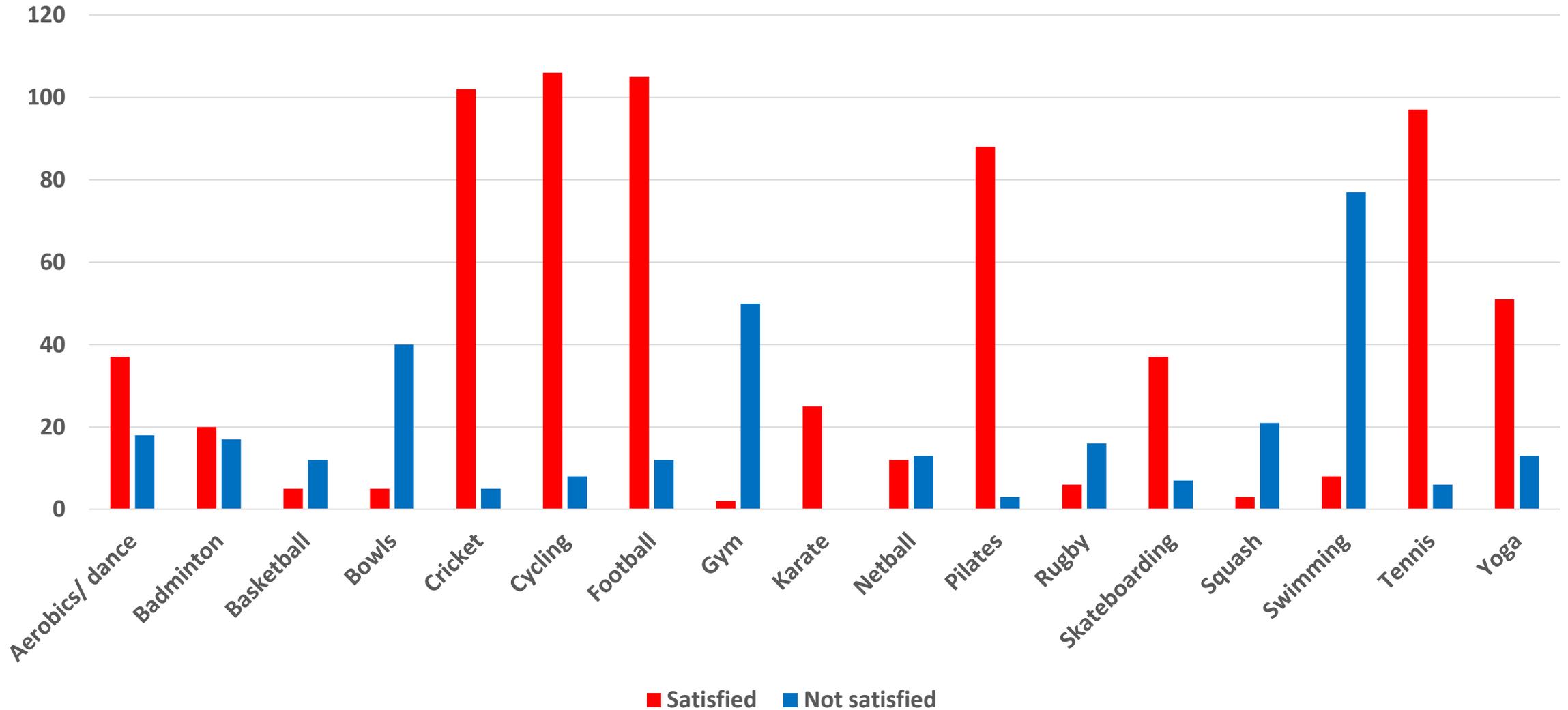
## Other sporting activities undertaken

- **Golf**
- **Gym classes/ gymnastics**
- **Zumba**
- Tai chi
- Many citing that they are elderly and don't do much sport
- Shooting
- Hockey
- Fishing
- Skiing
- Pool/snooker
- Archery
- Offshore sailing

# Sporting Activities - Does the village sufficiently cater for the following sports? (all data)



# Sporting Activities - Does the village sufficiently cater for the following sports? (excluding no opinion)



# Comments about sports and recreational amenities

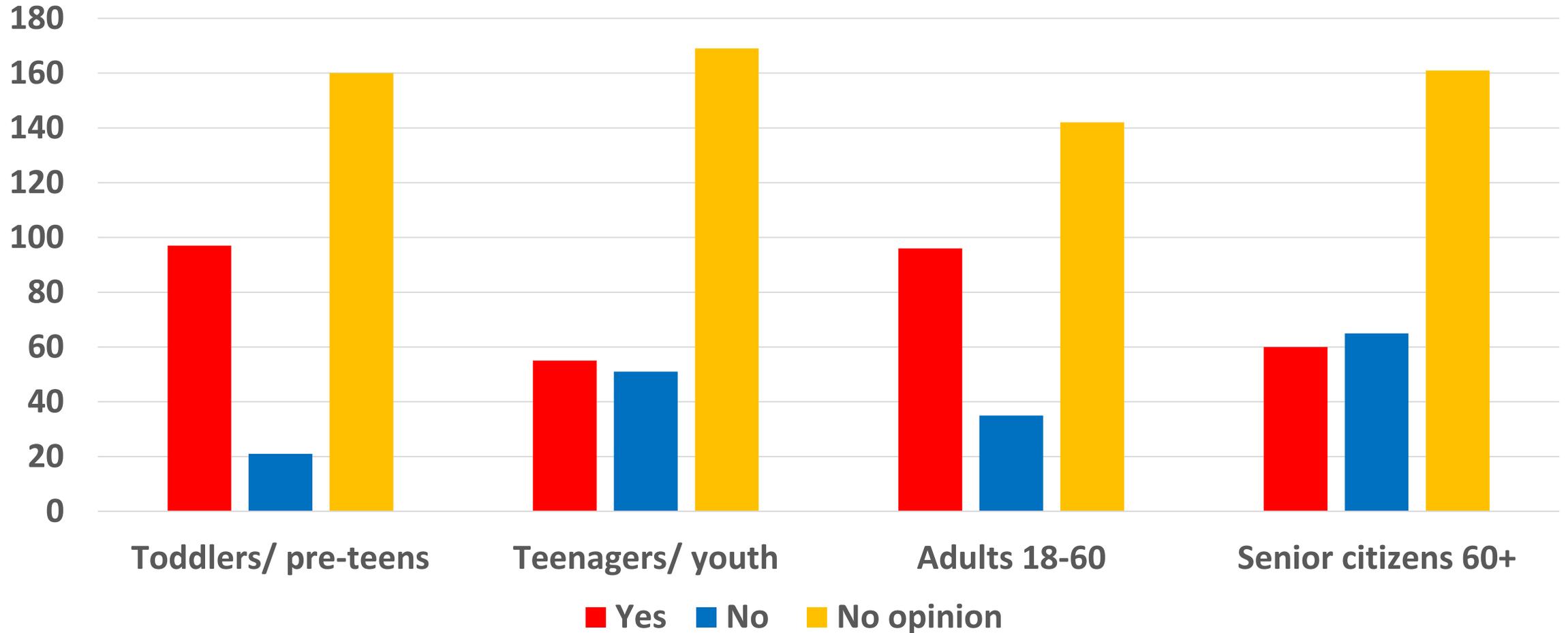
## Facilities sought:

- Bridge club
- Archery
- More for teenagers
- Improved playground facilities
- More allotments
- Swimming pool
- Table tennis
- A library
- Exercise for the elderly
- Bowling green (on the donkey meadow?)
- Improvements to the recreation ground
- Gym/ outdoor gym
- Hockey
- Astro turf pitch for multi-use
- Squash
- Table tennis

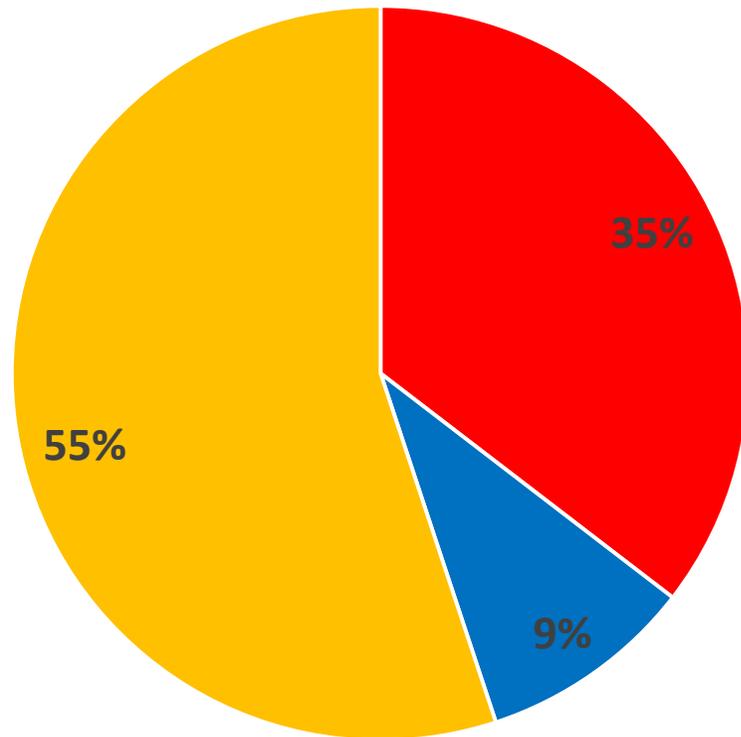
## Other comments:

- Walking is good
- Letchworth has a leisure centre for those seeking more alternatives
- Satisfied with the current provision

# Do you think the current sports and leisure activities provide adequately for the following age groups?



# Does Ashwell have a sufficient number of pitches?

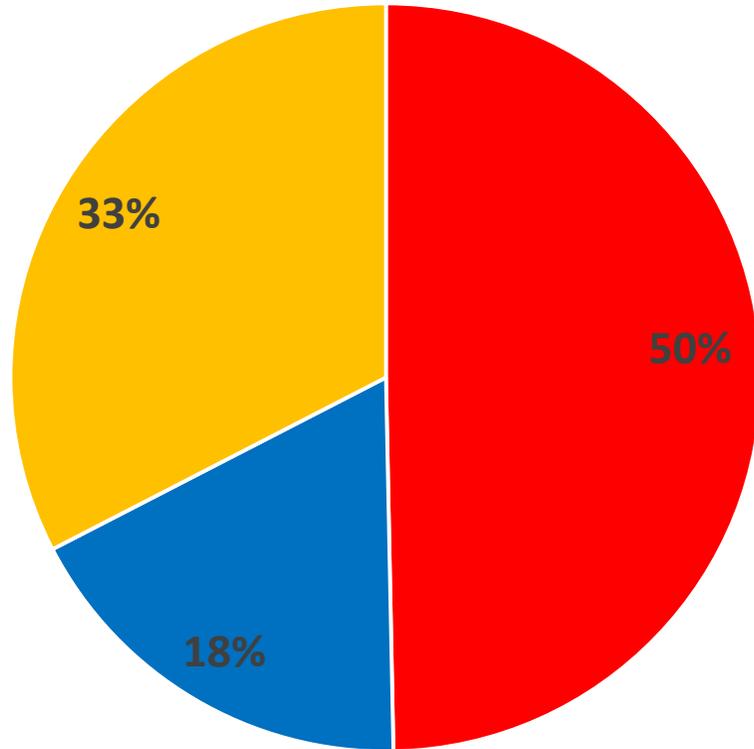


■ Yes ■ No ■ No response

## What would you like to see?

- Astroturf pitch for multi-use
- More football pitches/ larger pitches
- A hard pitch for netball or basketball
- More parking available at the current provision
- An extension to the recreation ground
- An updated pavilion

# Do you feel the current Lucas Lane Recreational Ground is fit for purpose?

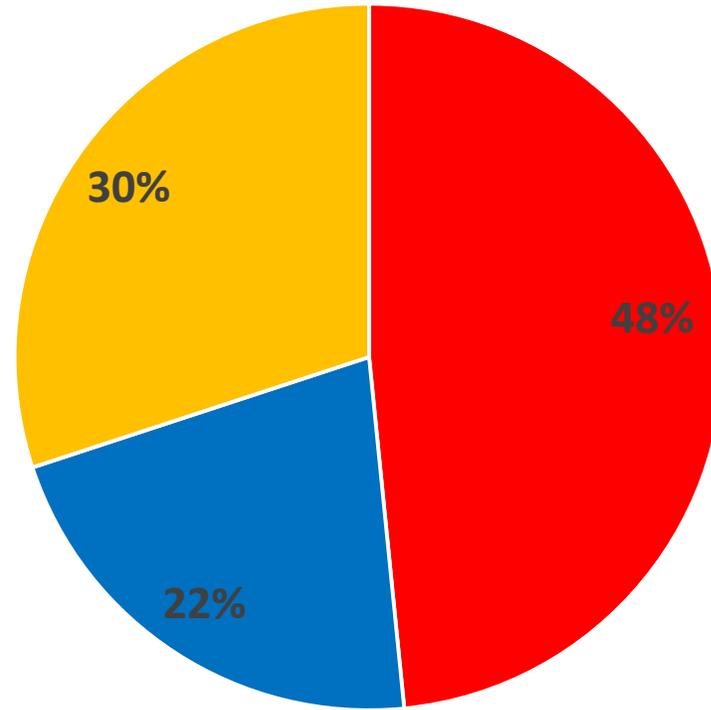


■ Yes ■ No ■ No opinion

## What could be improved?

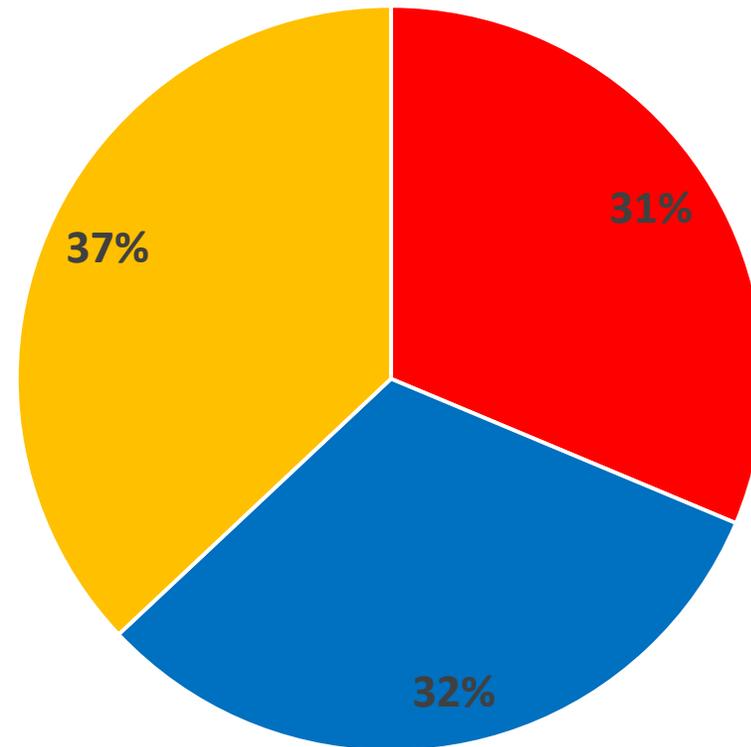
- The equipment needs updating
- More playground equipment for children
- Existing equipment is aimed at very young children
- We need more for older children and teenagers
- Could we have adult gym equipment? Or agility trail?
- There are too many cars around making it dangerous
- Over focus on protecting the cricket pitch
- Football pitch could be more winter-ready
- Area needs to be expanded
- The cricket pitch is too close to the children's playground
- We need to upgrade the pavilion
- Improved toilet facilities

Would you support the construction of a suitably designed and appropriately sized sports area and pavilion?



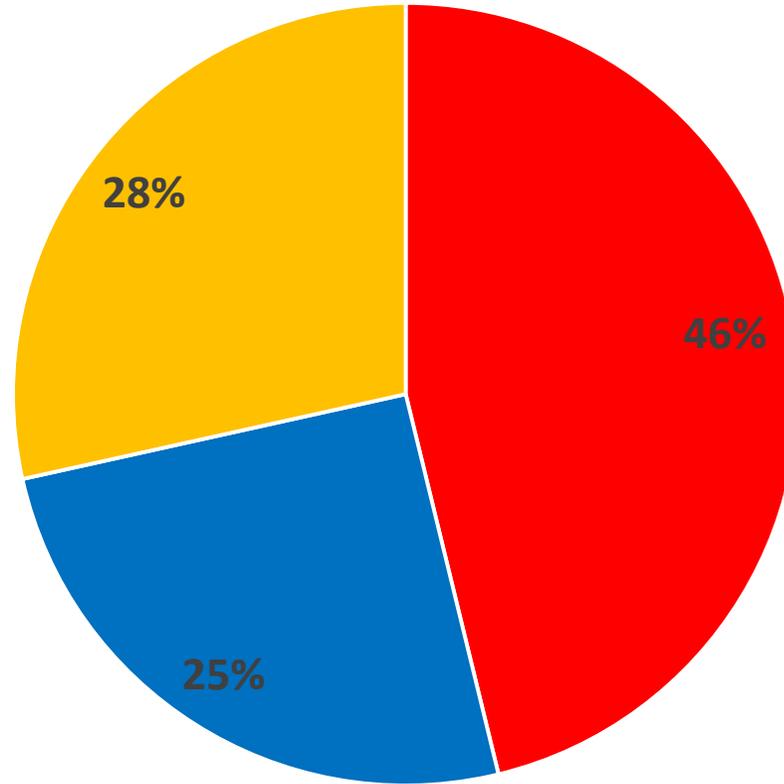
■ Yes ■ No ■ No opinion

Would you like to see an adult outdoor gym on the recreation ground?



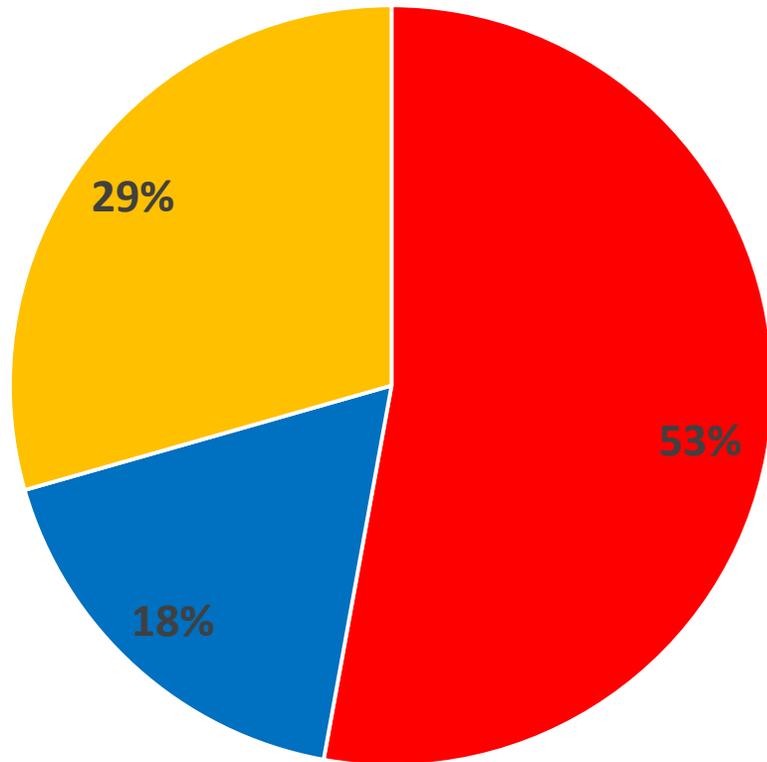
■ Yes ■ No ■ No opinion

Would you support the construction of an indoor sports facility?



■ Yes ■ No ■ No opinion

Currently there is one long established recreational area on the Recreation Ground. Do you think this is sufficient?



■ Yes ■ No ■ No opinion

### What would you like to see?

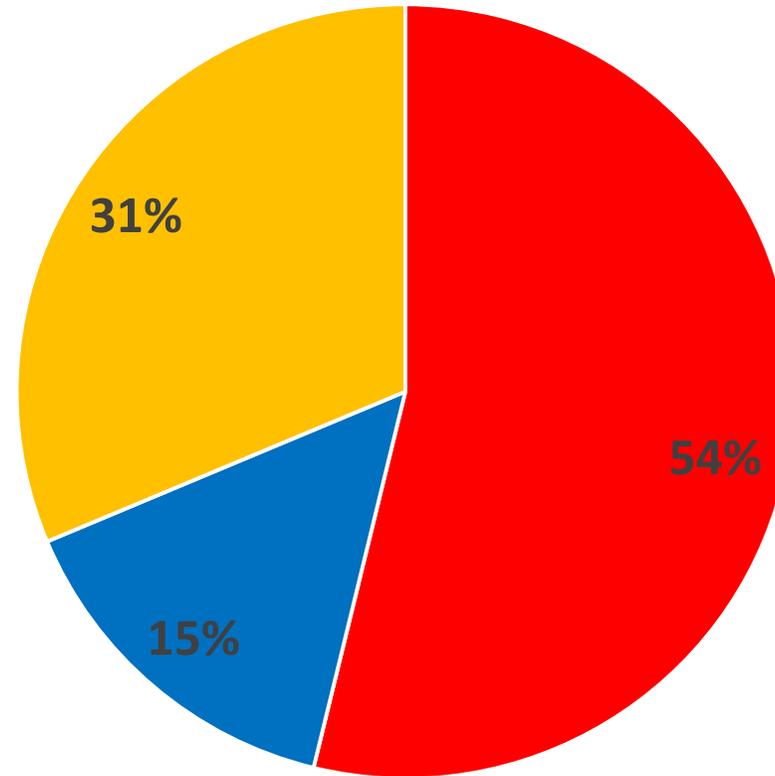
#### Better playground provision:

- More equipment serving a greater range of ages
- More challenging play equipment – rope swing, zip wire
- More for 9-12 ages. There is already lots for younger children
- More swings; climbing wall; basketball hoops
- Wall to hit balls against to stop balls entering cricket area
- A playground nearer the centre of the village
- Other areas – Steeple, Fairfield Park – have better facilities

#### Other ideas:

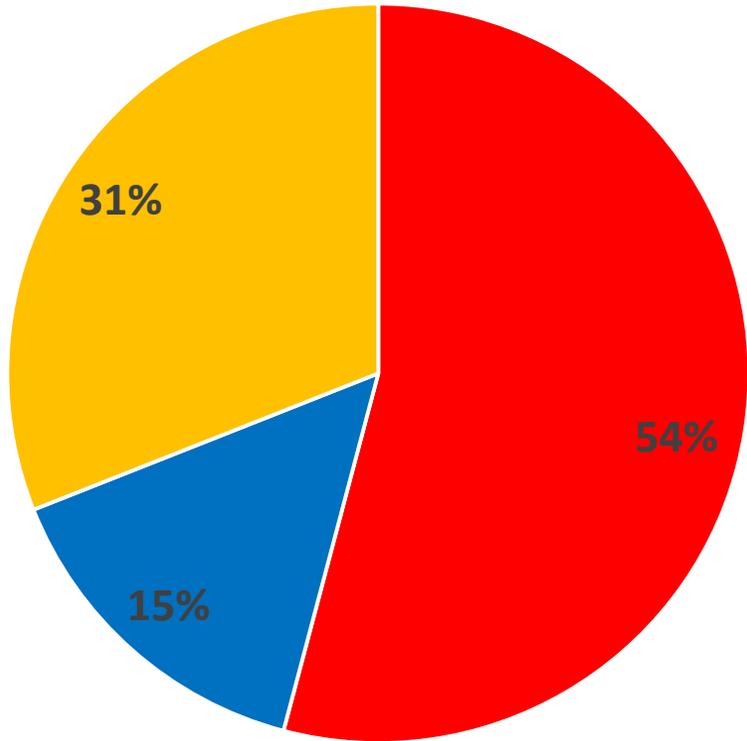
- Multi-purpose sports pitch
- Improved toilet facilities
- Dog walking area
- Make better use of the recreational facilities at the school
- Maintain the facilities better – too much litter
- Tennis courts – there are unused ones in Rolly's Lane
- Indoor facilities
- An improved pavilion

The playground is currently combined with the pavilion and sports field. Is this ideal?



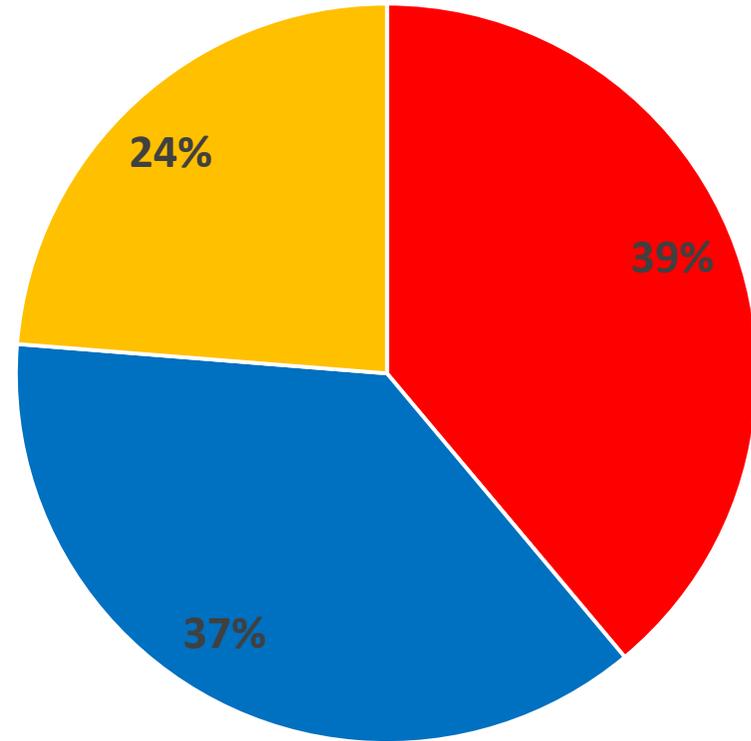
■ Yes ■ No ■ No opinion

**Would you like further funding to be made available for sports and recreation should the opportunity arise?**



■ Yes ■ No ■ No opinion

**Would you be prepared to contribute financially through an additional parish precept to fund improved sporting and leisure facilities?**

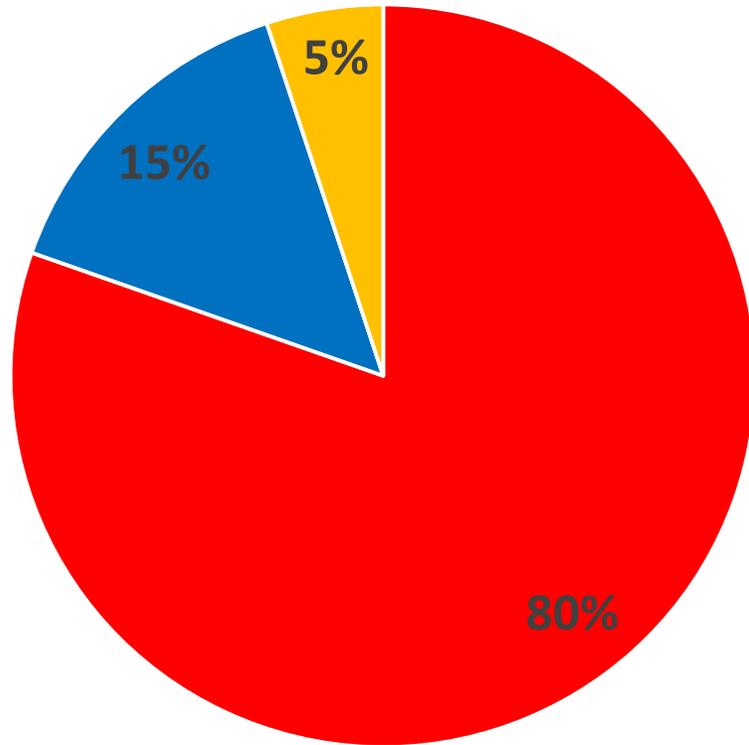


■ Yes ■ No ■ No opinion

# ASHWELL AVILLAGE

Traffic and transport

# Does Ashwell have a traffic problem?



■ Yes ■ No ■ No opinion

**64%** of respondents consider speeding traffic to be a problem

**76%** would like to see a 20mph limit across the village

# On-street parking in the village

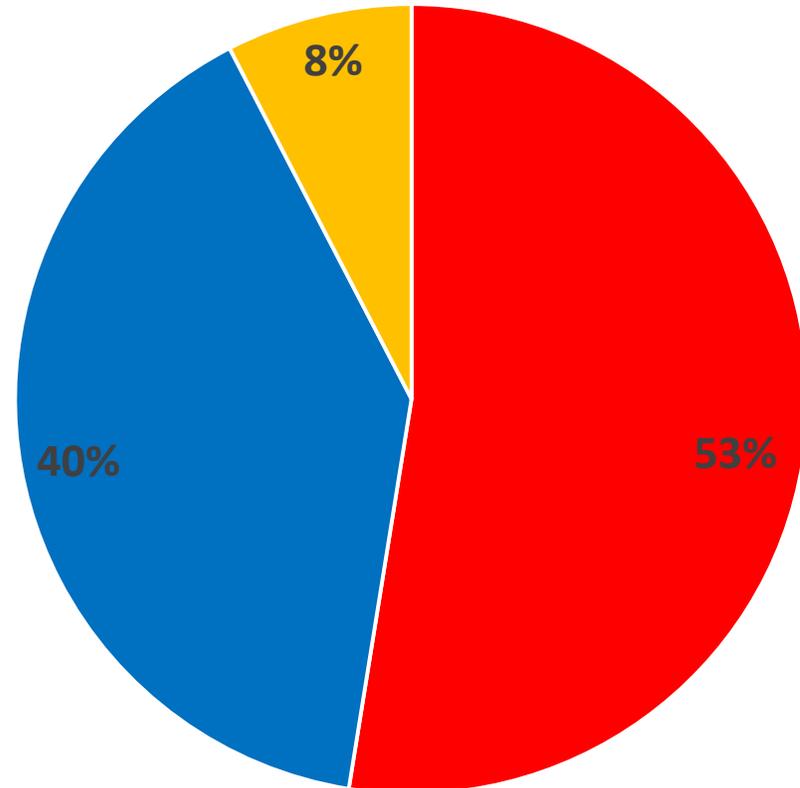
**28%** of respondents park in the street (on the road)

**61%** do not think there is enough on-street parking in the village

**187 comments** were received about how to improve the situation including:

- Reduce cars on the road - encourage people to use their garages; provide more buses; cycle routes
- Make the village less attractive as a rat-run; reduce HGV weight limit in the village
- Initiate resident's parking permits – particularly in heavily congested areas e.g. High Street
- Designate specific on-street parking areas
- Build a new car park, perhaps in the unused fields, for residents and visitors; improve Rec parking
- Undertake more research as to car volume and origins
- Ensure all new housing has 2 car parking spaces off-road
- Slow the traffic down – 20mph; speed cameras; traffic calming/ passing places along the High Street
- Regulation of poor parking; yellow lines; time limits on parking
- Stop commuters parking on the streets
- More disabled spaces

# Do you think a centrally located car park would improve street parking?



■ Yes ■ No ■ No opinion

## Most frequent locations suggested:

- Donkey meadow – if done sympathetically
- Dixies meadow
- No suitable locations/ can't think of any

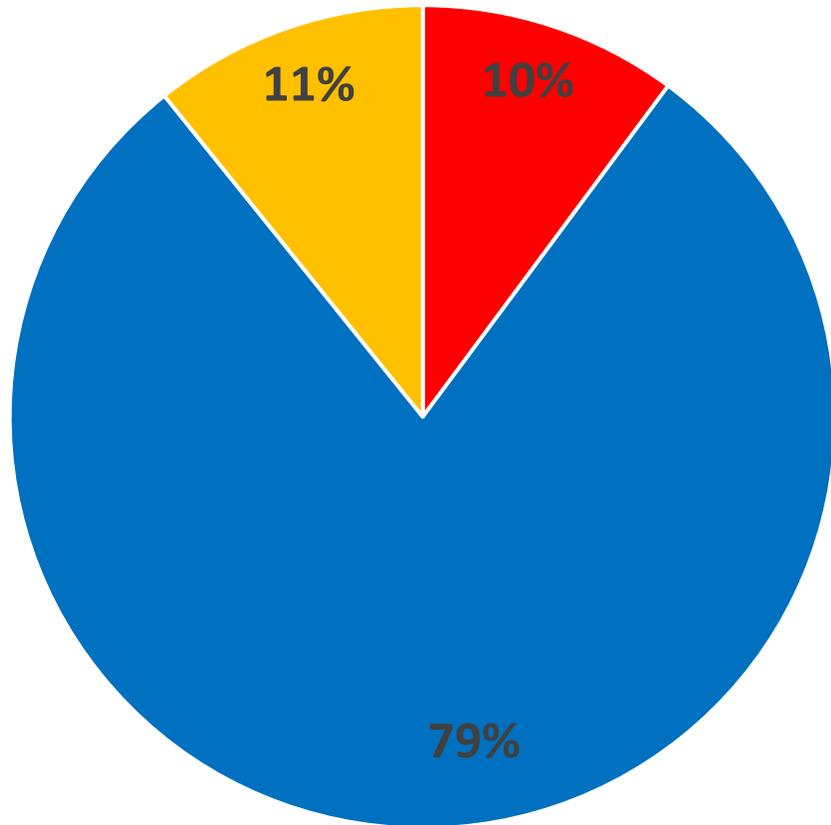
## Less frequent suggestions:

- Use the verges
- Corner of Lucas Lane
- Common land green area
- The High Street, field just past Village Store
- Expand surgery car park
- BT Telephone exchange building
- Rose and Crown car park

## Other comments:

- Would need to be developed sympathetically
- We should tackle the cause not the effect
- People should use their garages

# Do you think car parking for Ashwell and Morden station is adequate?

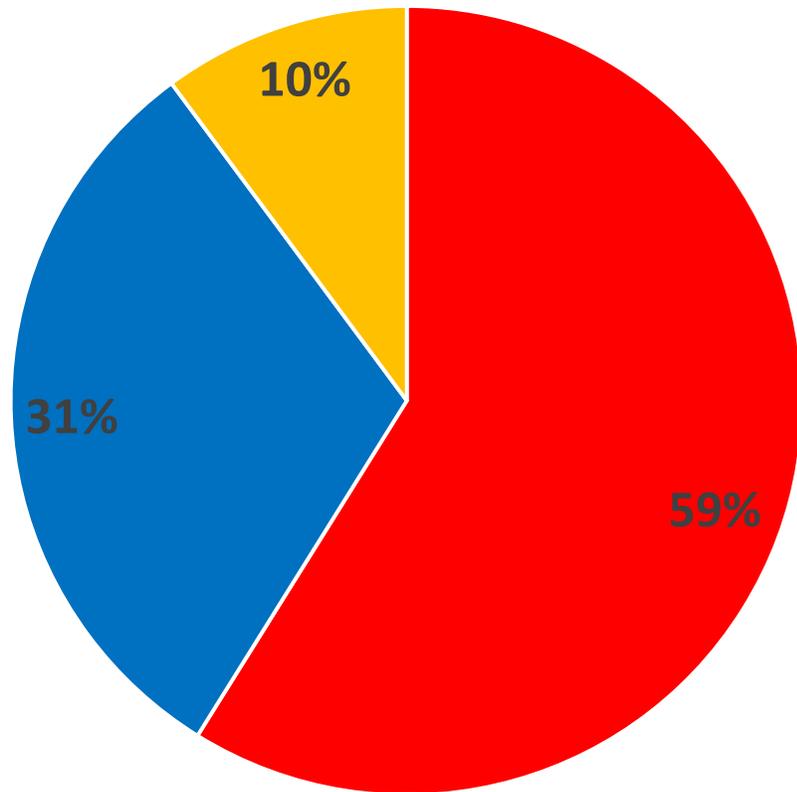


■ Yes ■ No ■ No opinion

## 190 comments on how to improve including:

- **A bigger car park including set down area**
- **Reasonably priced**
- **What happened to the previous car park that closed?**
  
- Can we acquire land nearby for a car park?
- Lobby the local authority for space/better rates
- Provide a regular bus from the village
- Encourage cycling

# Do you think car parking for Ashwell and Morden station is adequate?

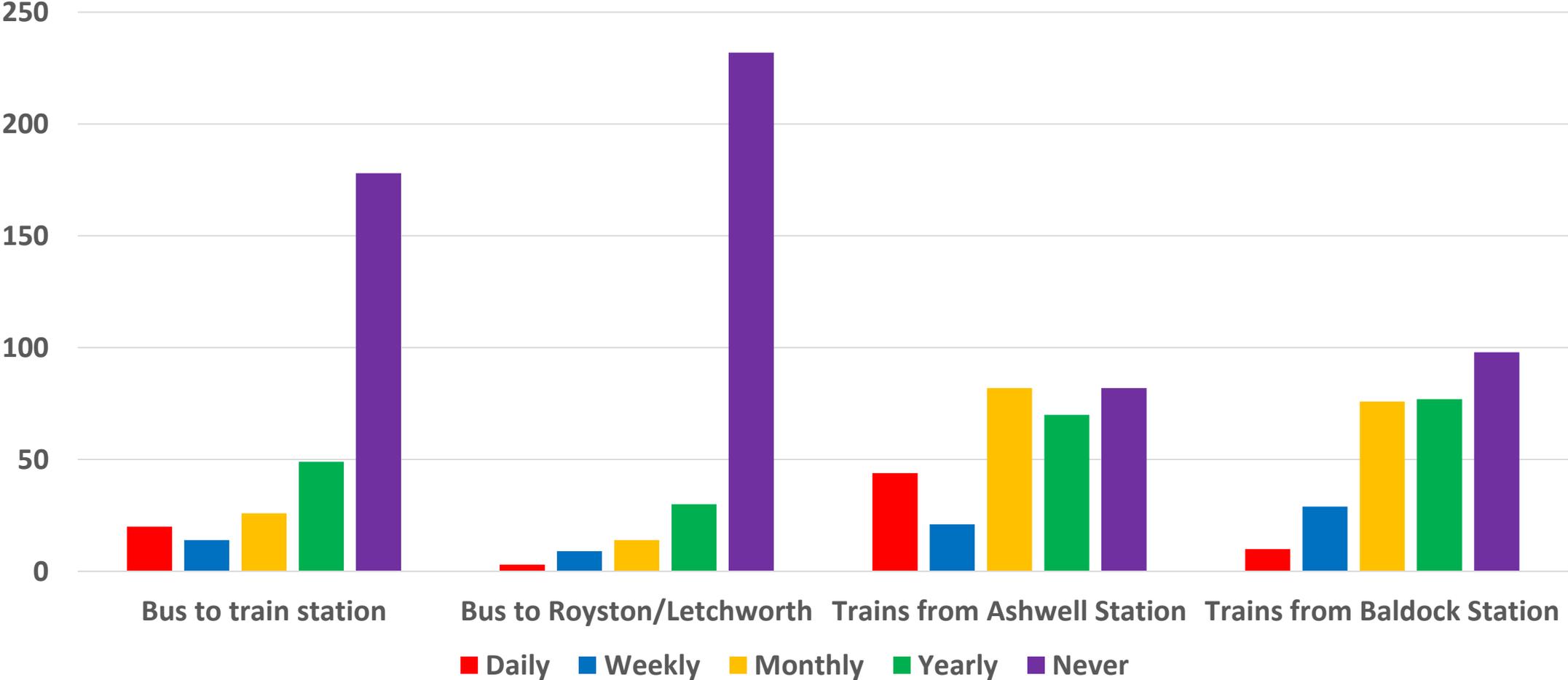


■ Yes ■ No ■ No opinion

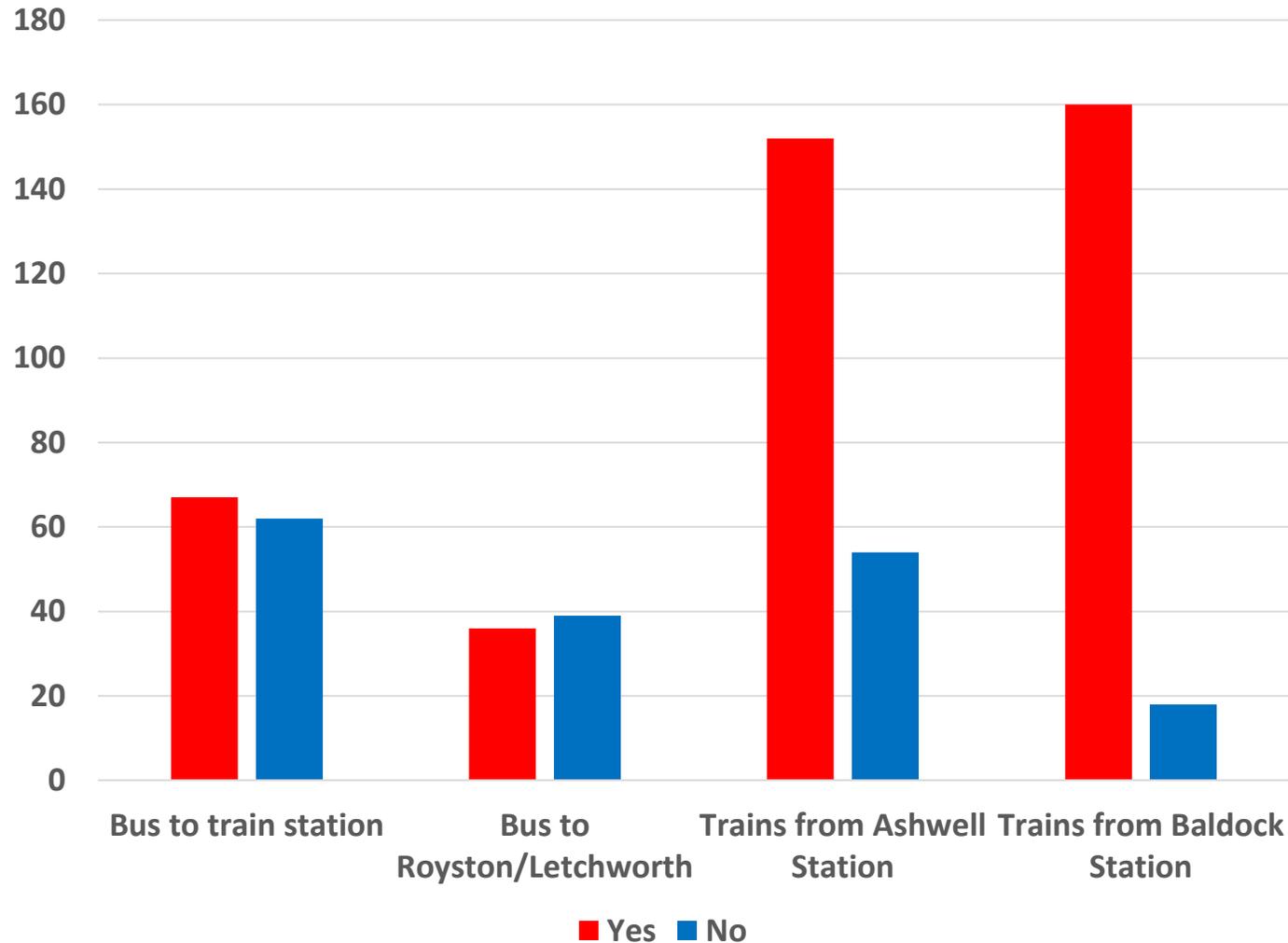
## 153 comments on how to improve including:

- 20 mph limit through the village
- Restrict heavy lorries – weight limit; improved signage
- Improve parking provision to remove cars from the street
- Consider traffic calming measures
- Child/slow down signs at the entrance points to the village
- One-way system on the High Street
- Traffic calming measures

# Do you use the following local transport facilities?



# Does the transport serve your needs adequately?



92 comments on how to improve including:

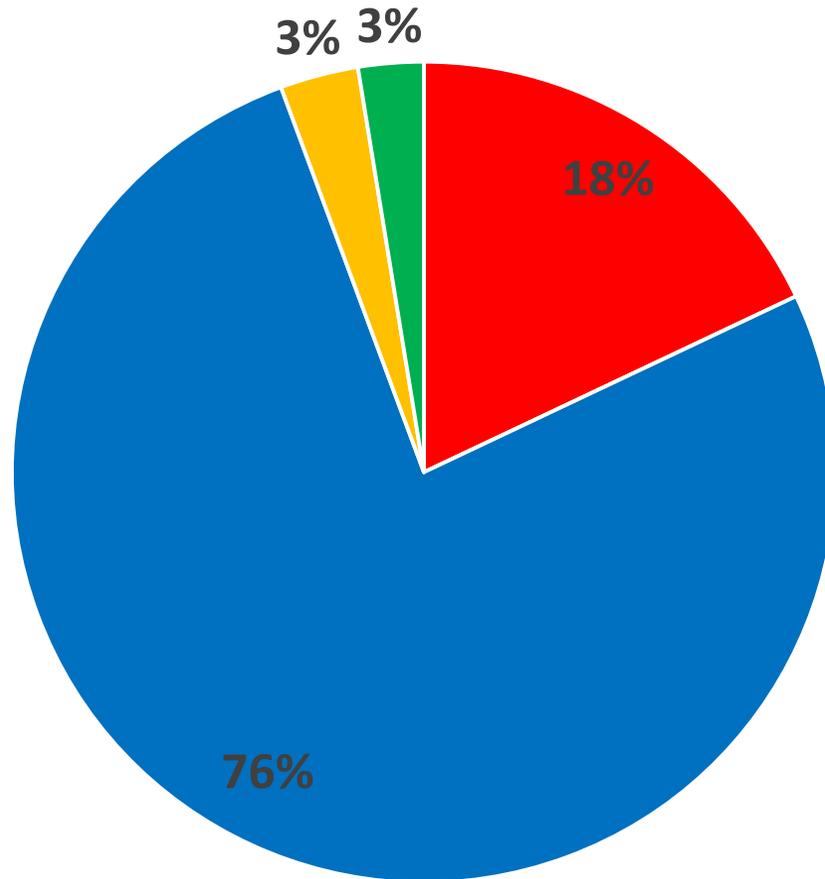
## Buses:

- More frequent
- Better co-ordinated service
- Later into the evening
- Offer dial-a-ride
- Too long a trip to main towns with waiting times
- Is there a taxi service locally?

## Trains:

- Need more parking at the station
- Worried about cuts to services
- Need more stopping trains
- More regular services to Kings Cross
- Increased seating at peak times

# If you use Ashwell station how do you get there?



■ Bus ■ Car ■ Cycle ■ Walk

**76%** travel to the station by car

**Ideas to make it easier to get to the station include:**

- A dedicated footpath/ cycleway from locations around the village
- A local taxi service
- More parking including drop-off
- Improved street lighting
- Buses later in the morning, not just for commuters
- A lift

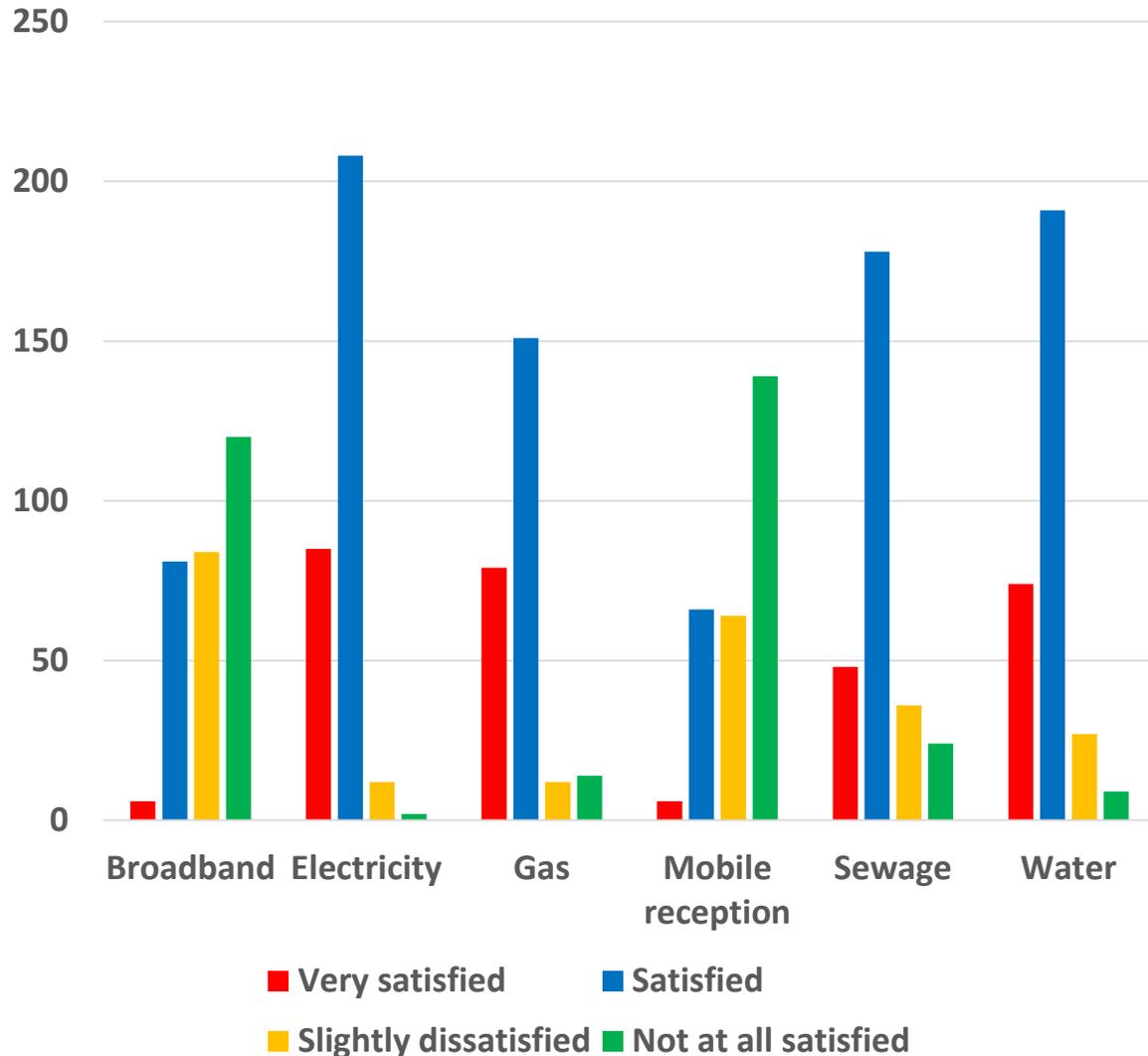
# What other transport issues should the Neighbourhood Plan address?

- Tackle speeding traffic – signage, traffic calming, 20mph limit, cameras
- Restrict HGVs – weight limit, signage
- Better cycleways and more linked-up footpaths
- More parking including for workers in the village
- Encourage safety for children
- Restrict rat-running
- Increase options for older residents to get to the hospital
- Tackle inconsiderate parking
- Address dangerous junctions – e.g. A505 Kingsland Way/Slip End
- Newnham Rd crossing sign hard to see
- Retain village feel by restricting development

# ASHWELL AVILLAGE

## Utilities

# How satisfied are you with utility services in Ashwell?



**120** comments, majority about broadband and mobile:

- Very slow internet speed
- Broadband and mobile need to be sorted urgently
- Sometimes we cannot get a mobile signal in our house
- Needed for businesses

**But also:**

- No gas to Sunnymead
- Water pressure is frequently low
- Sewers get blocked especially around Christmas
- More rural areas don't have gas/sewage

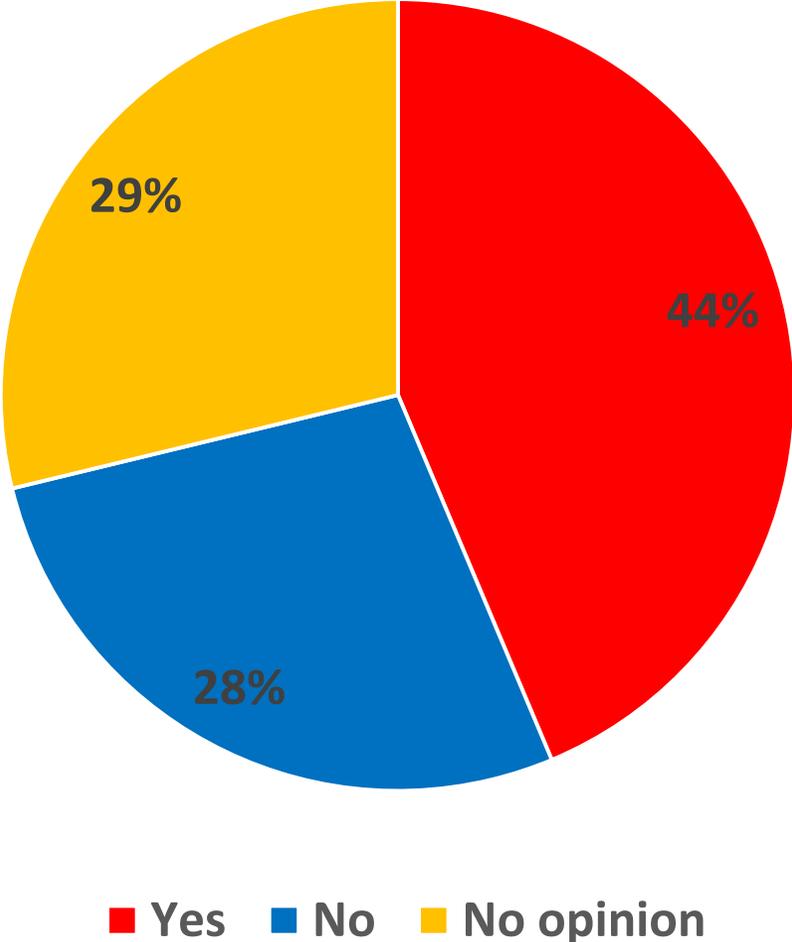
**Other services commented on:**

- More road sweeping e.g. in Autumn
- Maintenance of hedges, banks and verges for better vehicle visibility
- More cycle routes
- We need a taxi company

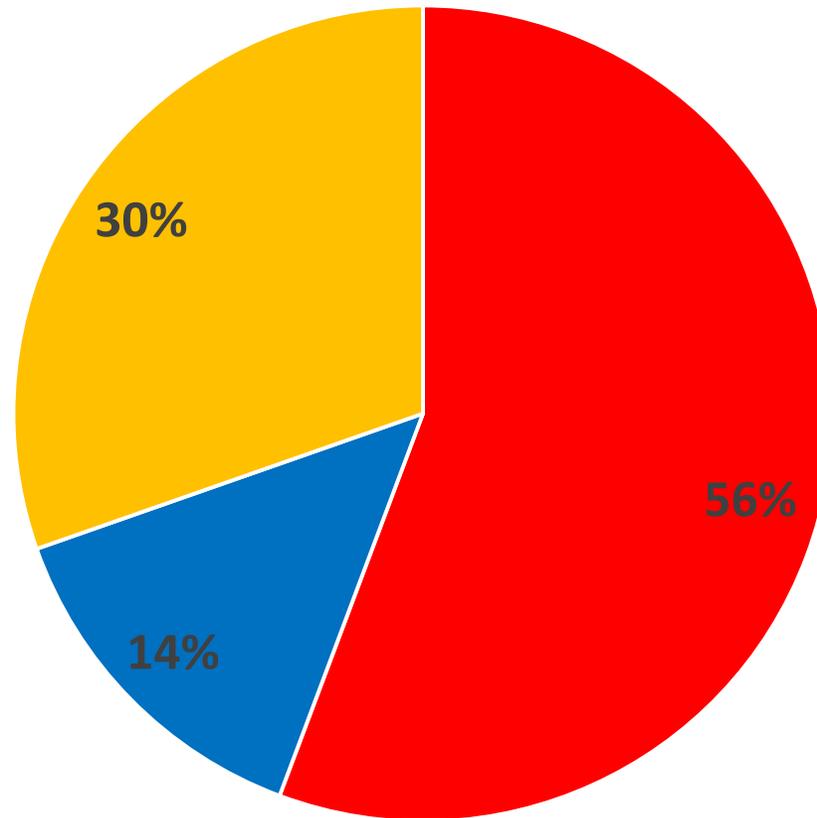
# ASHWELL VILLAGE

New build

Would you support self-build housing in Ashwell if the land could be found?



Would you see a green cemetery in Ashwell if the land could be found?



■ Yes ■ No ■ No opinion