

AUDLEY RURAL

Neighbourhood Plan

Household and Business Survey Outcomes 2022 Infographics



**Audley Rural
Parish Council**



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Infographics of the survey results from the Household and Business consultation which was carried out in March 2022, as referred to in Section 2.3 of the Audley Rural Neighbourhood Plan.

The infographics have been produced to allow easy reference. The full report of the survey outcomes can be seen within the Analysis of Feedback from the Household and Business Survey Report (May 2022).

Key findings



Just under
25% responded

3,869
Audley Rural
Neighbourhood
Plan Household
Questionnaires
were issued

27
questionnaires were
undeliverable



949 people
completed the
questionnaire overall



165
people
completed the
questionnaire online

Most people have
lived in **Audley
Rural Parish**
for a long time,
the average was
31 years



Most people
completing
the survey were
white British

About you and your home



32% of people
live in a
**semi-detached
house**



24% of people
live in a
**terraced
house**



24% of people
live in a
**detached
house**

Fewer than 10% of
people said they
wanted to move to a
bigger property

Fewer than 10%
of people said that
they wanted a
smaller property



Just under a third
had **more than one
generation**
living in the home

The average home
had **2 or more people**
living in it

Just over a third
had **someone aged
60-74**
living with them

Almost half had a
**person aged
30-59**
at home



Over half of people said that
**community spirit
and friendliness**
were one of the
best things about living in
Audley Rural Parish

Over a third of people said that
healthcare and the countryside
were good
things about living here

Most people said they
like living
in Audley Rural Parish

Nearly 90% said they were
**not considering
leaving the parish**

Nearly half of people said that
parking issues were one of
the things they didn't like about
living in Audley Rural Parish

A quarter of people said
**Anti-social behaviour
or crime**

A fifth of people said
litter was a problem

Over a third of people said
parking needs to improve

A quarter said that there
needs to be **more police**
and Anti-social behaviour
needs to improve

A fifth said that Audley needs
traffic calming measures.

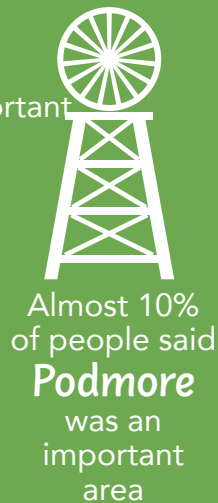
What is important to people about Audley Rural Parish

A heritage asset is an item that is important because of its contribution to Audley's community and culture



Green Spaces

Most people said that green spaces were very important



Housing

Most people said it was important to **reuse existing buildings**

84% of people said that **brownfield sites** should be reused

Over a third of people said it was **OK to fill in small gaps in villages**

92% of people said that **large areas of green belt should not be used for housing developments** and 72% said no to **small changes around existing villages**

Almost half of people said that there was a need for **sheltered accommodation** or a **retirement village**



Almost half of people said that **starter farms and zero-carbon energy efficient homes** were important when thinking about housing



Over half of people said that there was **no need for larger homes**



Almost half of people said that there was **no need for first homes**



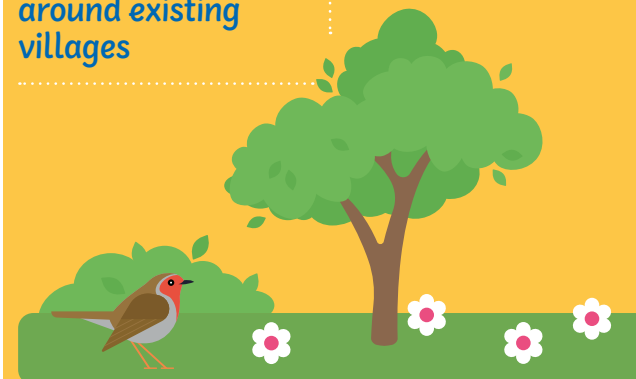
Over 40% of people said there was **no need for smaller homes or houses that people build themselves**



Over half of people said that there was **no shortage of housing**



Over a fifth of people thought there was **a shortage of housing**



Environment, sustainability and quality design (Design Code)



Most people said it was important to **keep the rural character and feel** of the Neighbourhood Area

Most people said that **protecting green and open spaces** was an important statement for the Design Code for Audley Rural Parish



Nearly 90% of people said that it was **important for villages to stay separate**

Almost 90% said **parking needed to be provided**

86% would like to see more **communal parking**

Almost 90% wanted **sustainable urban drainage**

Most people did **not want over development** in the parish

Most people said that **new housing must be in keeping** with the nearby properties and area

A quarter of people have problems with **surface water flooding and flash flooding**

Leisure and wellbeing

Most people said that the things that need to be made better were

Policing



Parking



Buses



Footpaths



Over two thirds of people thought that some things in the parish were missing. The top five were

Car parking



Sports facilities



Cycle paths and
bridleways



Bus services



Activities for young people



Over a quarter of people wanted **off road cycling/bridleways**

A quarter of people want **tennis courts**

Over 10% of people wanted **4G football pitches**

Some people said that facilities in Audley Rural Parish like those at **Sir Thomas Boughey Academy** should be made available for the public

Over 84% of people said that **Healthcare (Doctor, Dentist, Pharmacy)** was one of the most important services in the parish

Over three quarters of people said that
**the shopping area
in Audley needs improving**

Almost a fifth of people
want a wider range of shops

The top three shops people want are

**Butcher Greengrocer
Café / Coffee Shop**



Three quarters of people said there needs to be
guidance for shop frontage and signage

Almost half of people want
better parking

Almost a fifth of people want the parish to be
tidied up

People gave ideas to improve the car parking and traffic:

A one way system

The use of the wide pavement by the dentist for a short stay car park

Tarmacking the Methodist Car Park

Better enforcement of parking regulations

Getting around

Most people use their own cars to get around. The top three ways of getting around are:

Own car



Walking



Bus or taxi



Over three quarters of people used
local footpaths often

Over 86% of people would use a
new communal car park instead of parking on narrow congested roads

Over three quarters of people **never use public transport around the parish**, as it is too expensive, preferring to walk or use the car



Almost three quarters of people **never use public transport to travel outside the parish**.

Most people use a car as there is no direct service, or times are not what people want

A lot of people travel outside the parish for shopping and leisure. The top four places are

Newcastle Alsager Crewe Hanley

There are **not enough evening bus services**



Three quarters of people said there were no problems getting around the parish but

cars on pavements were a worry for wheelchair users and people with prams



Home working

Almost a quarter of people
work from home

Just under 10% **run their own business from home**

Over a quarter of people have **problems with Broadband**. A lot of people said this was a problem



Using the train

75% of people use **Crewe** railway station

Over 50% of people use **Stoke**

15% of people use **Alsager**

Almost 20% of people **never use trains**

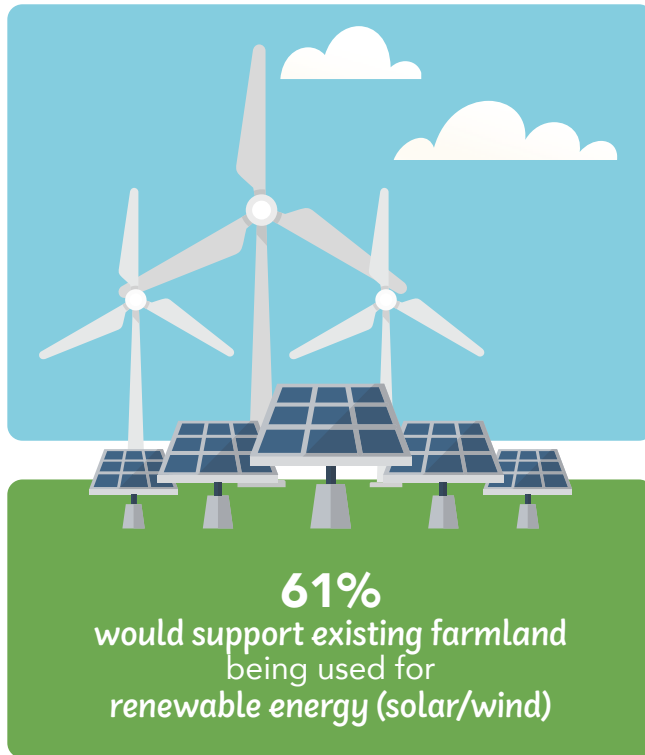


Rural enterprise and local economy

46%
felt that
starter farms
were needed

32%
felt that
smallholdings
were needed

12%
felt that
a farm shop
was needed



90%
would NOT support
existing farmland
being used for
new employment
sites (warehouses/
offices)



81%
felt that
new employment
was NOT needed
in the parish and
only

3%
felt that the
green belt should be
released

87%
felt that
existing buildings
and
72%
brownfield
sites should be
primarily used

93%
are
against the release
of green belt for new
employment

90%
are against
the release of
green belt
around existing
villages and

83%
are against
expanding villages to
create new
employment sites



Business survey



151
Audley Rural
Neighbourhood
Plan Business
Questionnaires
were issued

8
questionnaires were
undeliverable



26 people
completed the
questionnaire



12
people
completed the
questionnaire online

46% of the businesses
were from Audley
12% were from Alsagers Bank,
15% from Bignall End, 4% from
Halmer End and 4% from Miles Green

Businesses

Where the business
was stated:
A fifth were
restaurants,
cafes, or pubs



15% were
health and wellbeing
businesses



Almost three
quarters had been
in business for
over 11 years
8% **between**
6-10 years
20% **1-5 years**
4% were **new**
businesses
(less than a year old)



Over half of
businesses
had no
issues affecting
their growth



Things affecting
business growth
Not enough
late transport



Not enough/lack of
parking



Not enough
affordable
homes for first time
buyers

Over a third had
been
victims of crime/
anti-social behaviour
in the last 12 months

31% of businesses
stated they
would like the
opportunity to
network with
other business
in the parish

Over three quarters
of businesses said
more parking
was important



Over three quarters
of businesses said
public transport
was important
in supporting
business



12% of businesses
said that
advice and support
to develop their
business
was important

Over half of
businesses said
development of
green belt was
not important
to business
growth

Suggestions put
forward as important
to support
business were
Better police
presence



Bus service
after 6pm



Traffic calming at
the top of Black Bank
when entering
Alsagers Bank



Customers

Most customers travelled to the business by car

Car
96%



Walking
69%



Public
transport
53%



Taxi
31%



Things that had
negative impacts on
businesses were:

Parking



68%



Speeding
in the village
46%

Traffic volume
41%



Lack of buses
41%



A quarter of
customers
were local

12% were from
outside the
parish

Over two thirds of
customers were
a mixture of
local people and
people from outside
the parish



Almost three
quarters of local
businesses

**promote
themselves online**

Over three quarters
use broadband
adequate for
their needs

Almost
three
quarters
use a
**mobile
phone**



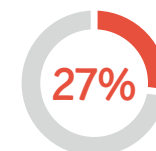
Workforce



employ
all of their
staff
locally



employ
more than half
of their staff
locally



employ
less than half
of their staff
locally



employ
no local
staff

Staff travel to work by

1st - Car
96%



2nd -
Walking
68%



3rd - Public
transport
12%



4th - Taxi
12%



Businesses said that
**parking, public
transport, and
a lack of taxis**
were problems

Over three quarters
of businesses had
**no issues
recruiting staff**

81% recruited
staff locally

Not many businesses
said that they could
access training
locally. Of these half
were positive and
half negative

Just over half of
businesses said their
current premises
has the **capacity to
expand** for future
business growth

79% did not think
that there would be
**suitable premises
in the area**
if they wished to
move and expand



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