



Survey Oct – Dec 2013

Response Analysis



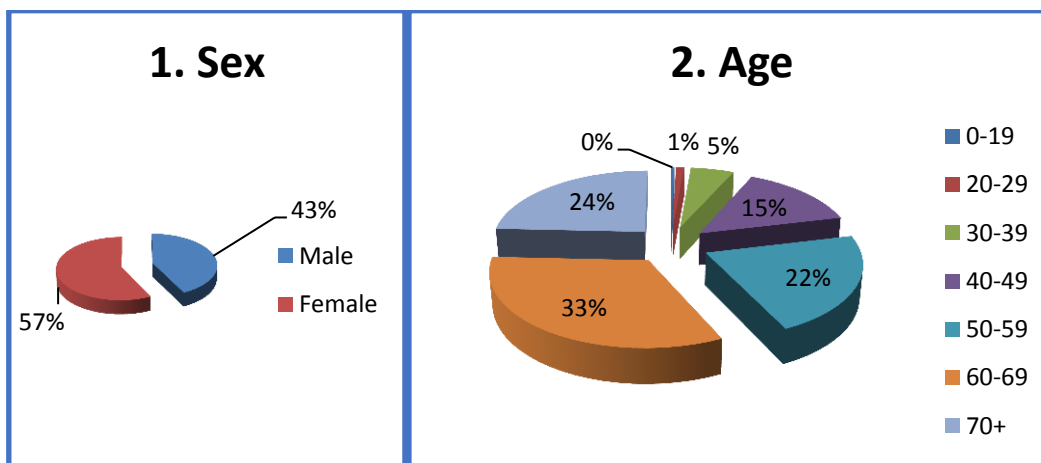
In October 2013, a detailed survey was sent to every household and business address in St Ives parish, 7000 addresses in total. The survey was wide in its scope of topics, reflecting the early ambitions of the St Ives Area Neighbourhood Development Plan (NDP). The topics included were – transport, housing, built environment, open spaces, economic development, amenities and facilities and culture and heritage.

A total of 1041 were returned, a 15% response rate. The responses formed a major part of the evidence used by topic groups to draw up draft preferred policy options.

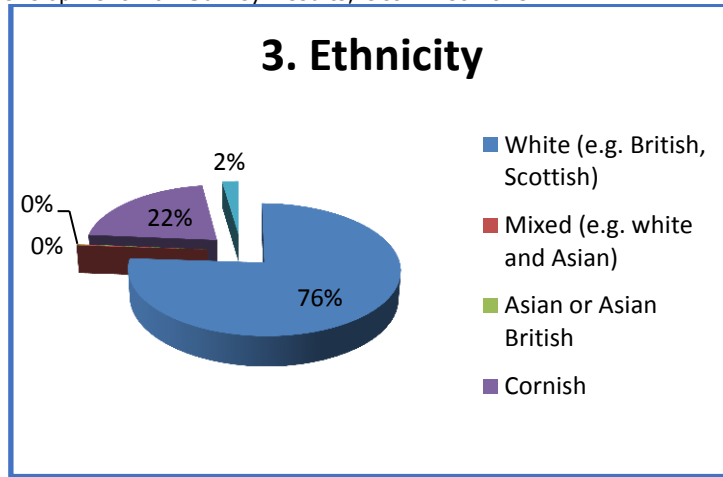
The following is the analysis of the data based questions, i.e. questions that required a tick box answer and a brief summary of the written responses¹. Links to more detailed reports of each sector are given throughout the document.

Personal Information: Profile of Respondents

The age, sex and ethnicity of survey respondents are broadly representative of the general demographic of the area. The 2011 Census data shows over 21% of residents of St Ives parish are over 65 (22.6% in Cornwall as a whole); although 13% residents of St Ives parish claimed Cornish national identity as compared to 22% in our survey. Our survey used different age groupings, but the 33% over 60 can be roughly compared to the older demographic picked up in the Census (chart 2). However, we still need to make more effort to reach other age groups in the parish, particularly the under 30s.



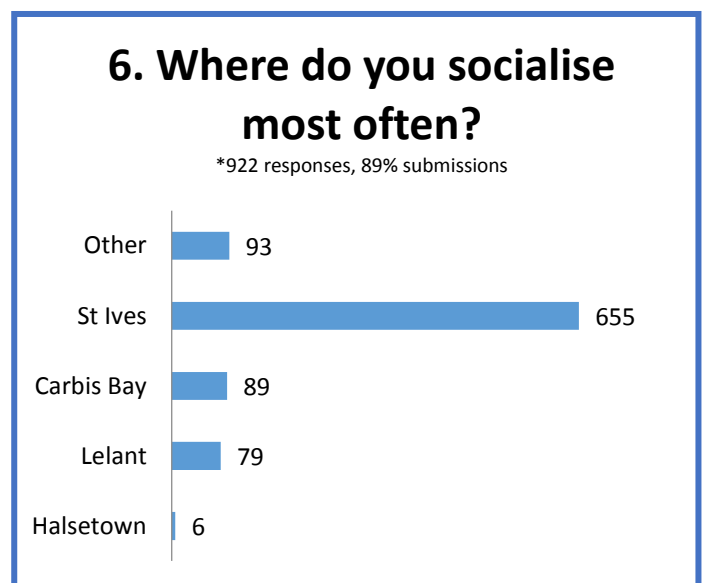
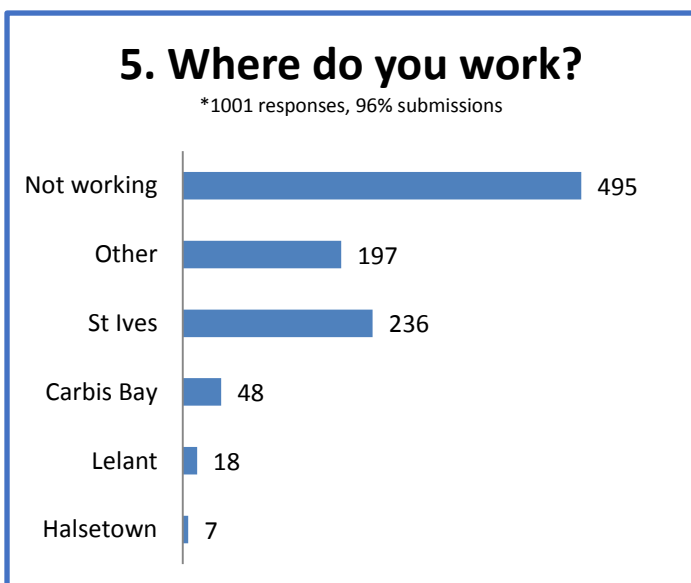
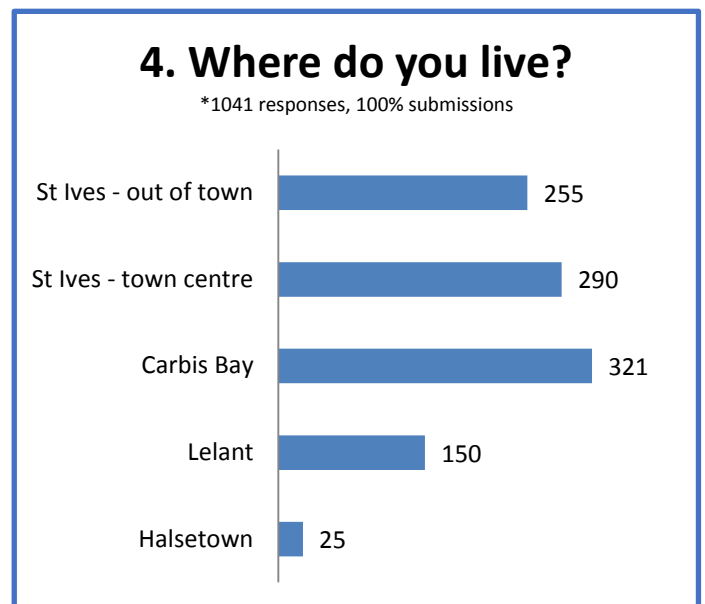
¹ This report presents the questions in the order that they were asked in the survey, with the exception of some personal information which has been collated in the first section for the purposes here. NB. However, the chart and table numbers here do not follow in exact sequence the question numbers in the survey.



More people from St Ives (town centre and out of town) responded than from other centres in the parish. But as a percentage of population density, Lelant residents provided the highest level of response (chart 4).

The employment status of survey respondents differed slightly from the area in general. The 2011 Census showed 39.4% of residents of St Ives parish as 'not in employment', i.e. retired, student or unemployed. 49.5% of our survey respondents ticked 'Not Working', which covered the same categories (chart 5).

The survey did show that the majority of respondents in work, work within the parish, with just under 20% ticking 'Other', i.e. working outside of the parish. A similar trend

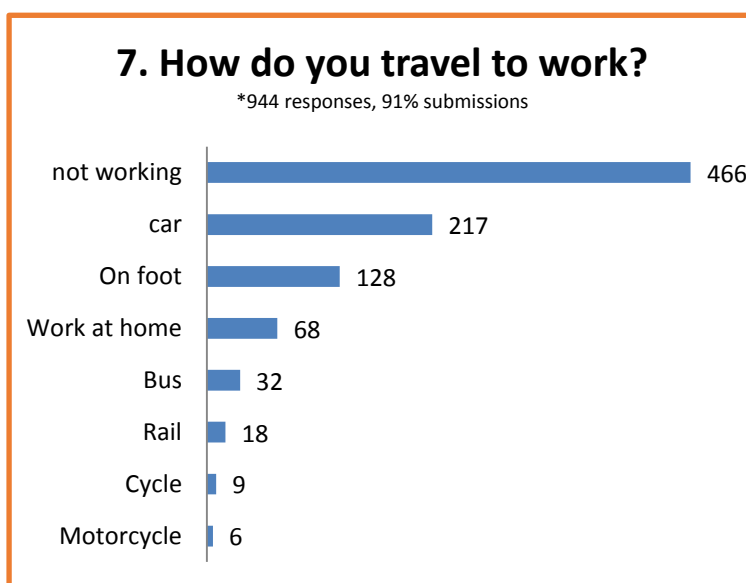


was picked up in where respondents spend leisure and social time, with 90% socialising most often within the parish (chart 6).

The general trend from all these responses shows that we have a representative sample of people who live, work and socialise in the parish. There are some areas which need to be strengthened – namely representation of all age groups and more respondents from Carbis Bay. But we can be reasonably confident that the remainder of the survey is a good reflection of the views of the local community.

Transport

Transport was the first topic area respondents were asked about in the survey. When asked how they travel to work, the high number of 'Not Applicable' responses is reflective of the high number of respondents not working (chart 7). Of the people who do travel to work, car was the most common answer – 53% respondents; on foot – 31%; bus – 8%; rail – 4.5%; cycle – 2.5% and motorcycle – 1.5%.



Respondents were asked about their main concerns relating to traffic, transport and access (chart 8). The top three responses were; 1. Parking; 2. Traffic volumes; and 3. Traffic management and congestion.

Walking and pedestrian access are the main concern regarding non-motorised travel in the St Ives Area, with issues relating to cycling of concern to a small number of respondents and low ranking in importance.

Public transport is the number one concern for 1 in 10 respondents in the area, with bus services being the main concern. Concerns about rail services are of concern to only a small number. Speeding and freight/goods deliveries in large vehicles affect between 1 in 20 and 1 in 25 respondents, with park and ride facilities being the main concern for only 1 in 35. However, park and ride facilities do register as of lower ranking importance to 1 in 12 respondents.

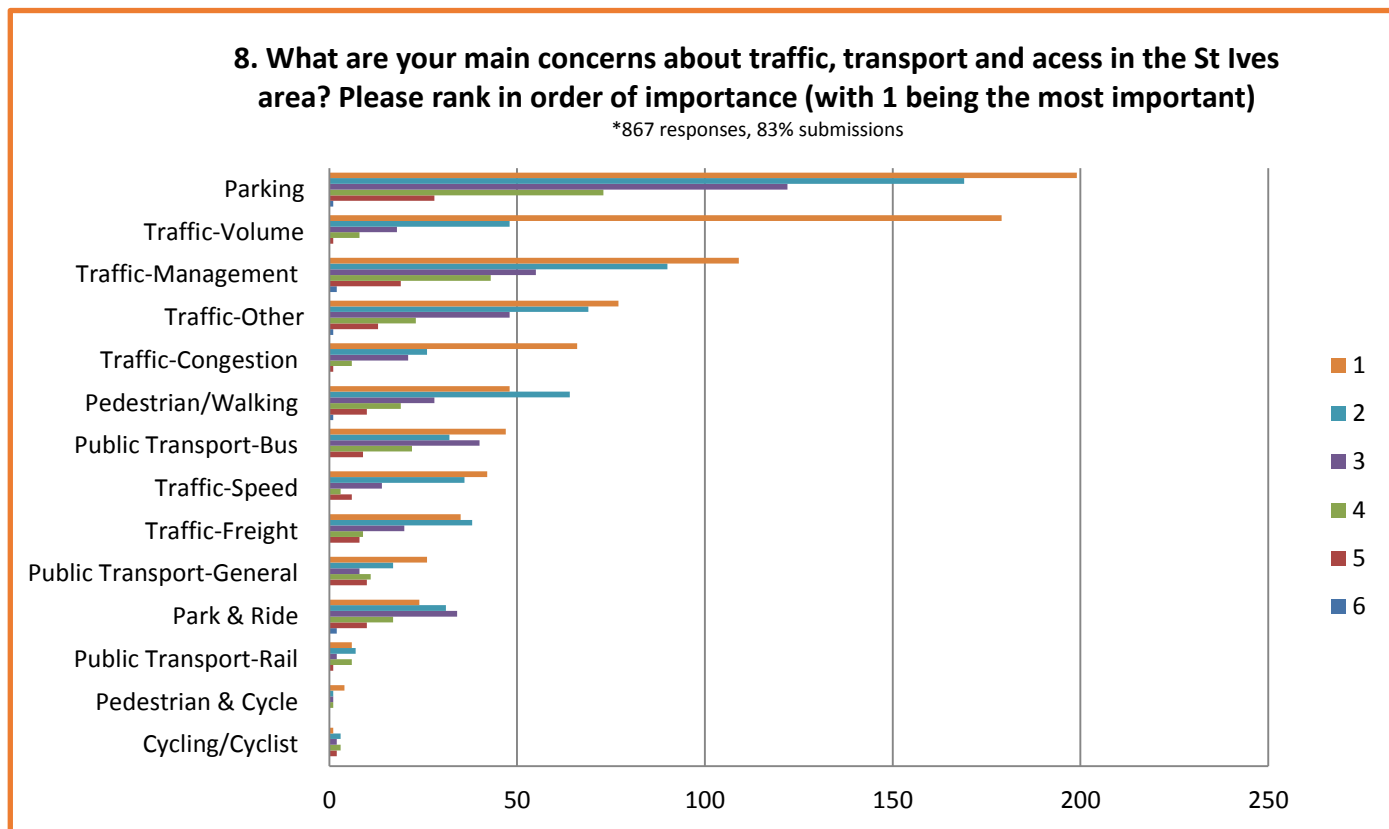
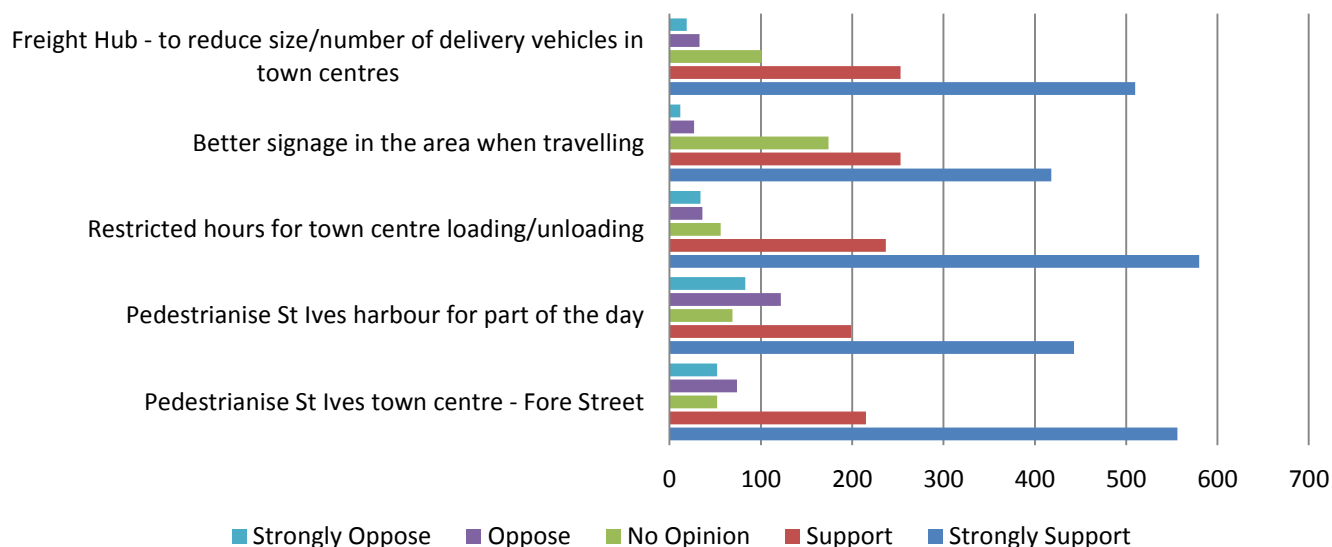


Table 1 shows how these responses differed by area.

Concern	Most Important in	Least Important in	Concern	Most Important in	Least Important in
Parking	St Ives	Lelant	Traffic - congestion	Carbis Bay	Lelant & Halsetown
Traffic - management	Halsetown	Lelant	Traffic - freight	St Ives	Lelant & Carbis Bay
Traffic - volume	Lelant	Halsetown	Park and Ride	Lelant	Halsetown
Traffic - other	Lelant	St Ives	Traffic - speed	Lelant	St Ives
Pedestrian/walking	Lelant & Halsetown	Carbis Bay	Public Transport - general	Carbis Bay	Lelant & Halsetown
Public Transport - bus	Halsetown & Carbis Bay	Lelant	Public Transport - rail	Lelant	St Ives
Cycling/Cyclist	Lelant	Halsetown	Pedestrian & Cycling	Halsetown	St Ives

9. Would you support the following ways of improving transport in the St Ives area?

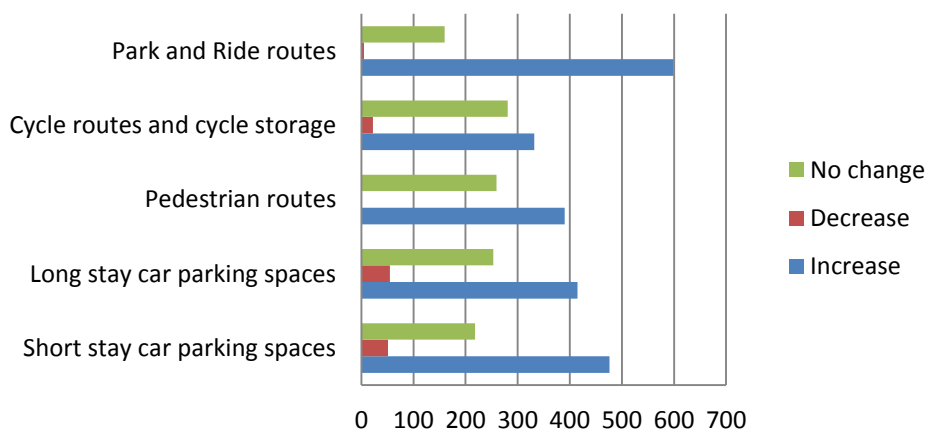
*999 responses, 96% submissions



The most popular way of improving transport in the St Ives area in chart 9 was to introduce restricted hours for town centre loading and unloading. All five suggestions put forward actually had strong support from the 999 people who responded to the question, although 205 respondents said they would oppose or strongly oppose pedestrianisation of St Ives harbour for part of the day.

10. Please comment on the following

*882 responses, 85% submissions



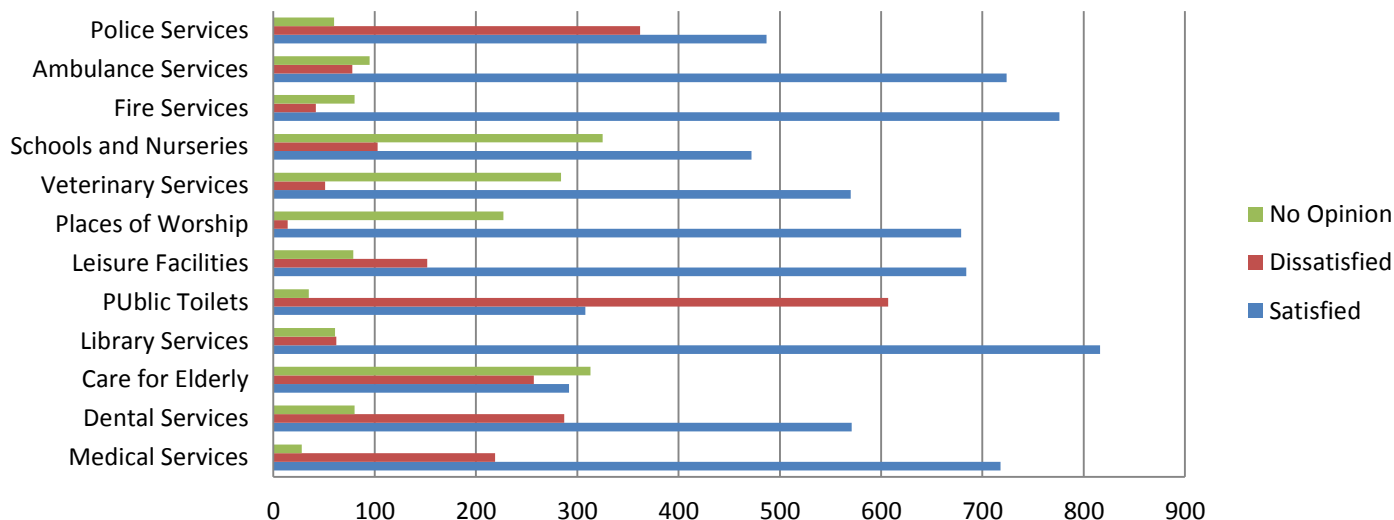
When asked to comment on the possibility of increasing, decreasing or maintaining various transport options, increasing Park and Ride routes was a popular option, despite not registering so highly in a previous question (chart 8).

See <http://stivesnplan.wordpress.com/transport/> for the full reports and analysis of the transport questions.

Amenities and Facilities

11. Are you satisfied/dissatisfied with the provision of the following in your area?

*1003 responses, 96% submissions



Overall, respondents were most satisfied with library services in the area, and least satisfied with public toilet provision. Police, dental and medical services are also cause for dissatisfaction, dental and medical services particularly in the Carbis Bay and Lelant areas.

Respondents were also asked:

Are there any additional facilities you would like to have in your area? Please specify.

The top 10 answers were:

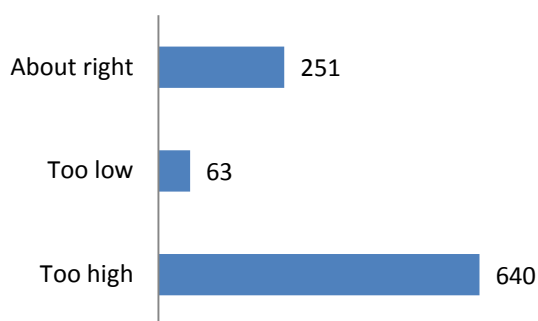
1. Chemist and/or doctors (Carbis Bay and Lelant)
2. Childrens' play areas/centre
3. Sports hall/courts/pitch
4. General shops, for local people
5. Community Centre (including youth club)
6. Car park (cheaper)
7. Petrol station
8. Parks and gardens
9. Improved bus services
10. Post Office (Lelant)

There were seventy six different facilities identified in response to this question (see <http://stivesnplan.files.wordpress.com/2014/03/amenities-and-facilities.pdf> for the full report).

Housing

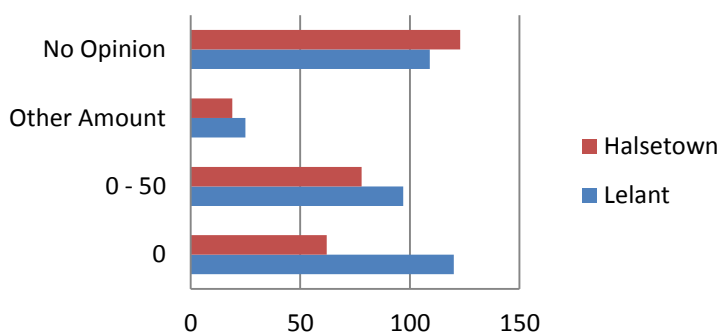
12. The government housing target for St Ives and Carbis Bay is 750 new homes by 2030. Do you think this is (please tick)

*954 responses, 92% submissions



13. There are different targets for Halsetown and Lelant. If you live in either of these villages, how many new homes do you think should be built by 2030?

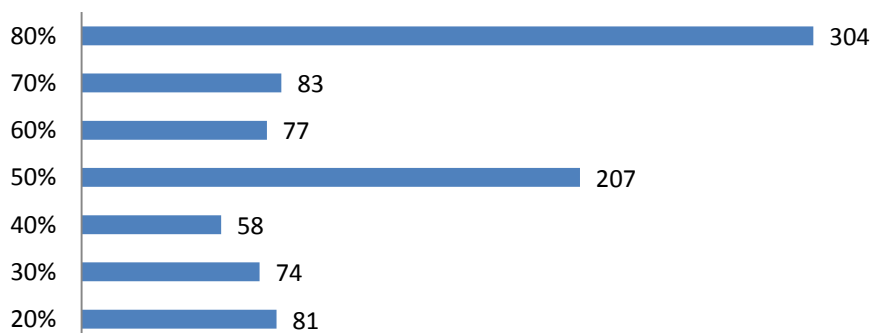
*368 responses, 35% submissions



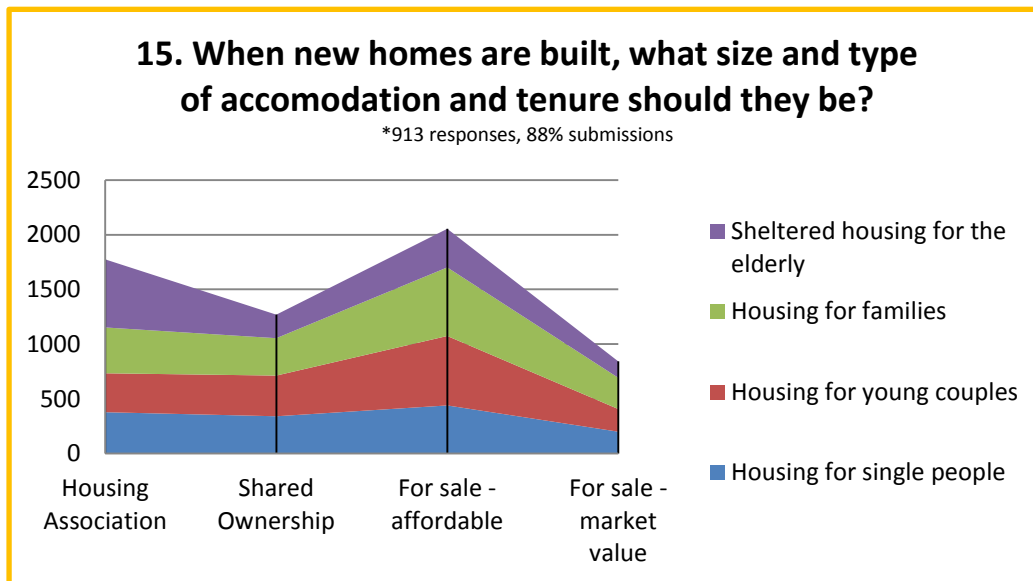
67% respondents thought that the local government housing target for St Ives and Carbis Bay of 750 new homes by 2030 was too high (chart 12). NB. This target has since been revised upwards to 1000 in the emerging Cornwall Local Plan, presenting St Ives Area NDP with a dilemma in terms of allocating sites for new housing, given that the majority of our respondents already thought 750 was too high. In Lelant, respondents thought between 0 and fifty new homes would suffice to meet needs up until 2030, similar results for Halsetown, although there were fewer opinions on this (chart 13). Of the new homes that are to be built, 34% respondents said that 80% should be affordable to local people on average incomes (chart 14).

14. What proportion of new homes do you think should be affordable to local people on average incomes?

*884 responses, 85% submissions



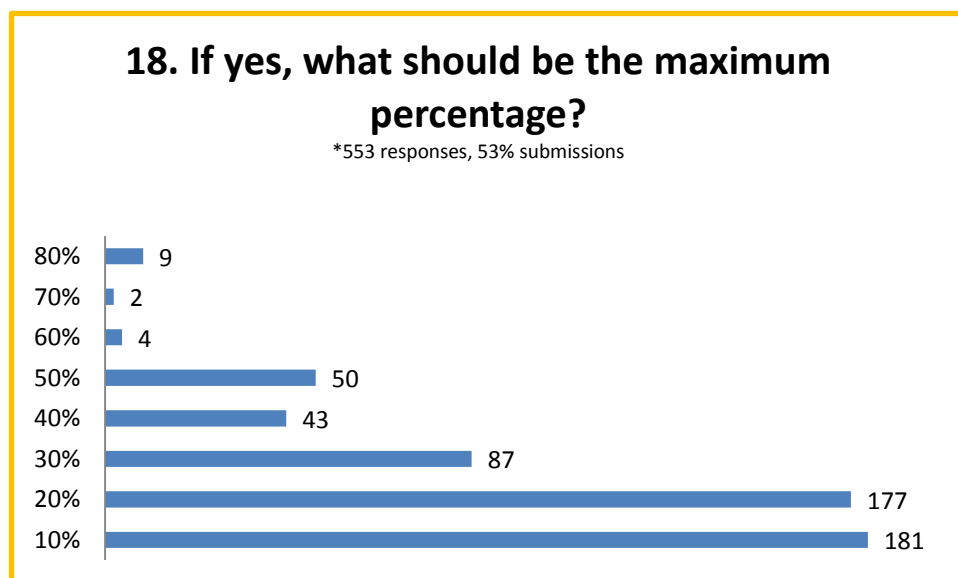
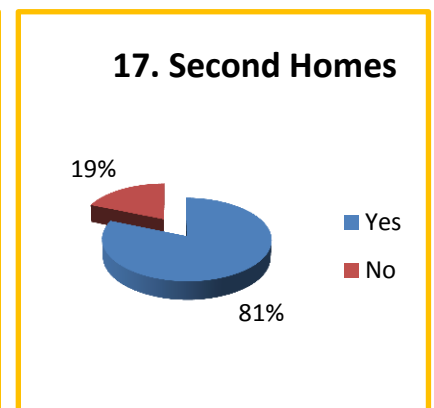
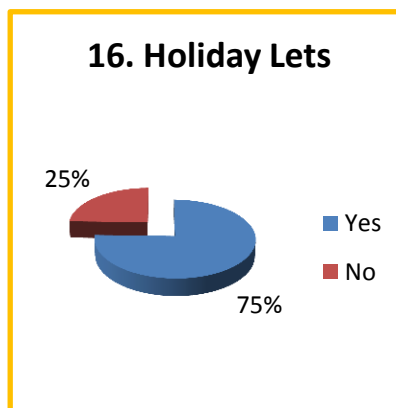
This sentiment was repeated in responses to the following question (chart 15), with affordable housing, particularly for young couples and families being the most popular answers, alongside housing association sheltered housing for the elderly.



The following question was then asked:

Do you think there should be a limit on holiday lets/second homes in the St Ives Area?

A significant majority of respondents said 'Yes', capping them to 10% or 20% of new homes built – matching the 80% affordable in previous questions.



Local Economic Development

Respondents were asked:

Where do you do most of our grocery shopping?

The top answers were:

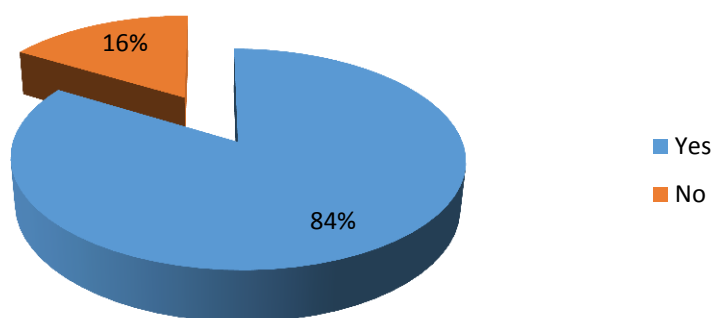
1. Tesco 60.5%
2. Local shops 21%
3. The Cooperative 13.1%

Table 2 shows the reasons people gave for not shopping locally. Where people specified lack of choice, it was very often accompanied by a comment on the predominance of food outlets, surf shops and expensive clothes shops in St Ives. "St Ives doesn't cater for locals".

Lack of choice in the town centre is by far the most popular reason for why people don't shop locally – almost half the people who answered the question gave this as a reason. What is interesting is that the shops/goods that people cite as being unavailable, usually are available in the town centre. For example, fresh fruit and veg (TRIM, Allotment Deli, The Floral Shop, Osbornes), fresh fish (TRIM, fish counter on Harbour), hardware (Colenso), butchers (Butchers on Tregenna Place, Osbornes).

19. If there were more local shops would you use them?

*934 responses, 90% submissions



84% respondents said they would use local shops if there were more of them (chart 19).

Of the 16% who said no, the reasons cited were lack of choice, cost, parking, convenience of supermarkets and a feeling that there are already sufficient shops in St Ives area.

Of the 84%, the most popular local shops that respondents would like to see more of included a general household – a 'Woolworths-type shop'; clothes and shoe shops; hardware and

electricals and a fishmongers (see <http://stivesnplan.files.wordpress.com/2014/03/survey-response-analysis.pdf> for the full report).

Respondents were also asked:

Is there are a type of employment you would like to have that you feel is no provided locally? Please give details.

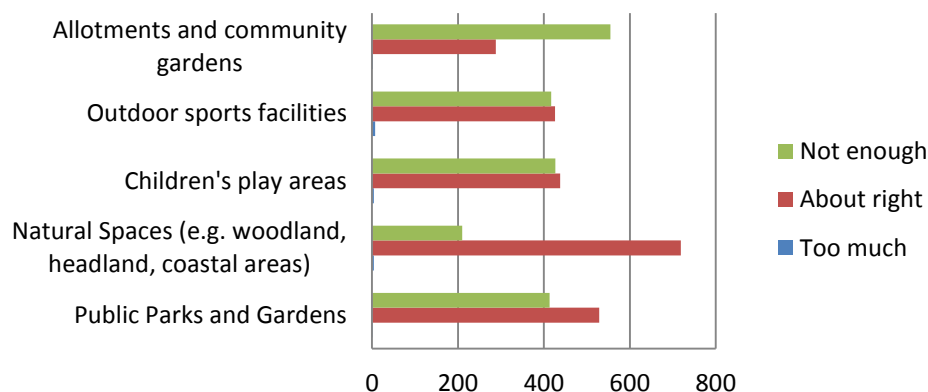
These were written responses and the summary report can be found at

<http://stivesnplan.files.wordpress.com/2014/03/summary-of-written-responses.pdf>

Open Spaces

20. What do you think about the provision of these open spaces in the St Ives Area?

*971 responses, 93% submissions

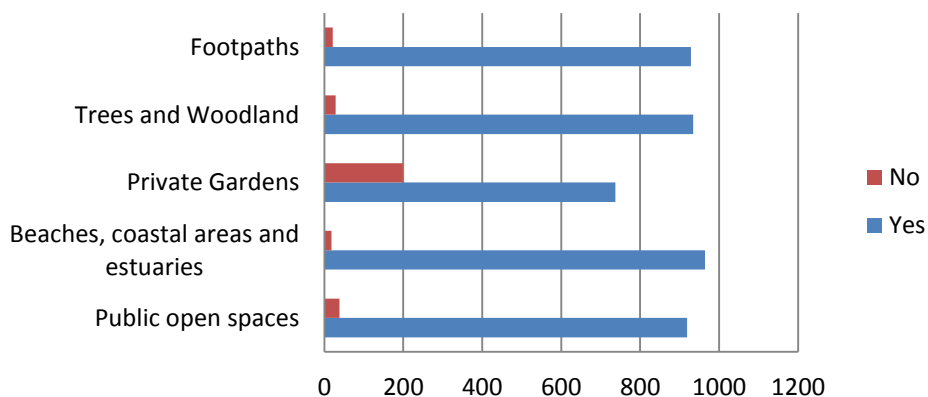


Overall, respondents felt that there were about enough outdoor sports facilities, children’s play areas, natural spaces and public parks and gardens. The one option that received more ‘not enough’ responses was allotments and community gardens (chart 20).

The majority of respondents felt that, yes, all of the areas suggested should be protected from being built on – that’s footpaths, trees and woodland, private gardens, beaches, coastal areas and estuaries and public open spaces (chart 21) . Although almost 200

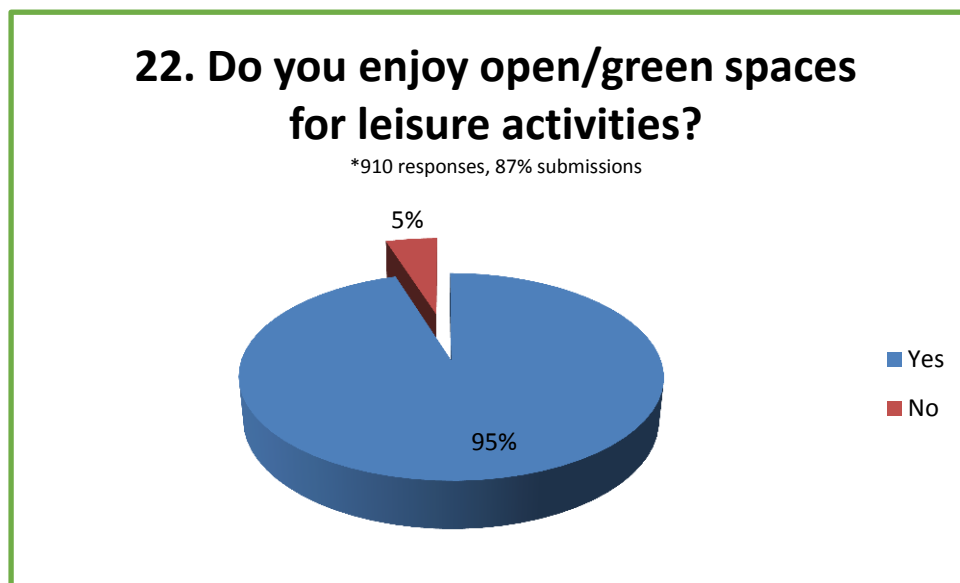
21. Should the neighbourhood plan protect the following areas from being built on?

*996 responses, 96% submissions

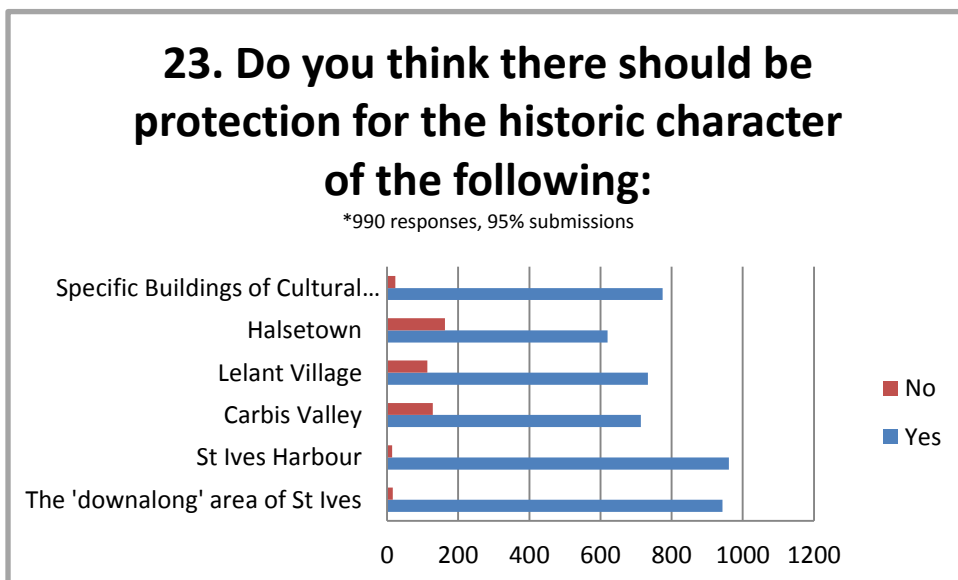


people felt that private gardens should not be protected under the St Ives Area NDP.

Again, the majority of respondents said that, yes, they did enjoy open/green spaces for leisure, tying in with their desire to see them protected from development (chart 22).



Built Environment



Responses to the question of protecting the historic cores of the communities and specific cultural buildings in the parish were strongly in favour for all the suggested areas (chart 23). The lowest 'yes' response was for Halsetown which was still 79% of respondents. With the exception of Carbis Valley and specific buildings of cultural interest, these areas are already designated Conservation Areas.

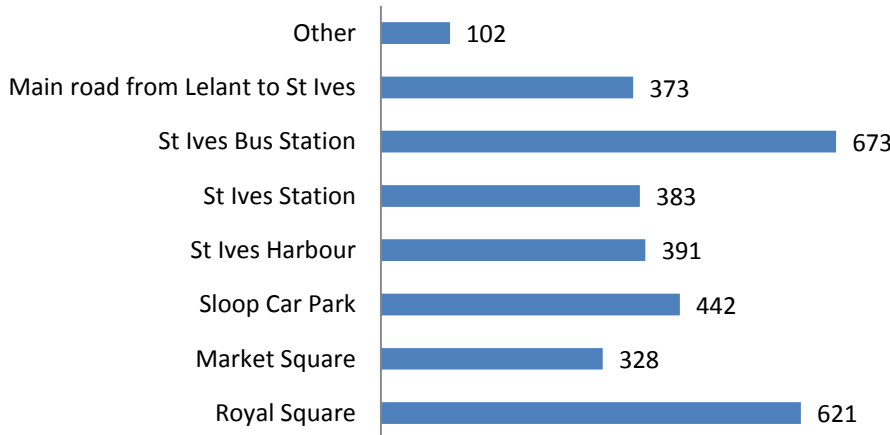
There was slightly less support for enhancing the appearance of key areas in St Ives town in particular (chart 24). The bus station came out as most popular for enhancement and the

associated restaurant was also frequently mentioned in the written responses. It could be the

case that the lower response rate to this question was due to a poor understanding of what 'improved visually' could mean or achieve.

24. Would you like to see the following improved visually?

*871 responses, 84% submissions



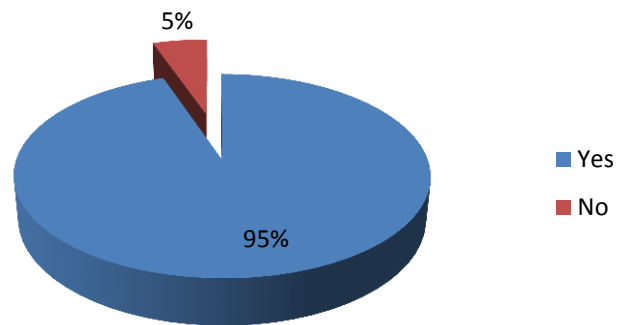
There was very clear support for the use of traditional materials in new developments (chart 25).

Whereas feelings about the appropriate balance

between conservation and development overall were mixed (chart 26). While few respondents advocated for more development, the responses for 'More Conservation' and 'Balance between the two' were evenly spread with the exception of St Ives, which 70% respondents felt should be subject to greater conservation.

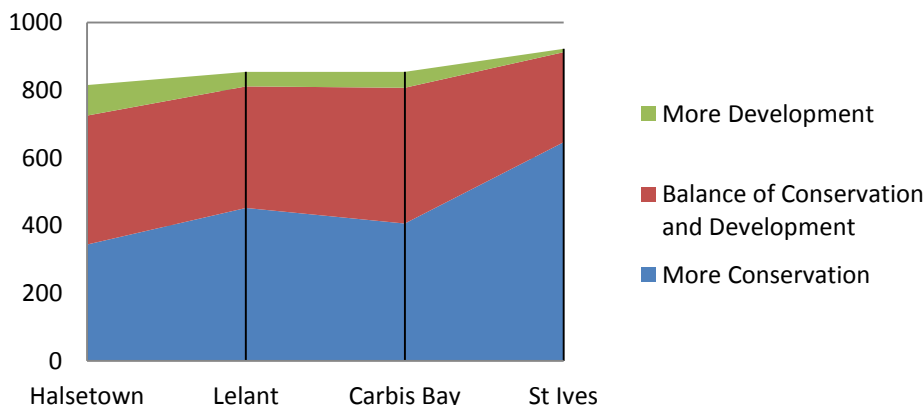
25. Do you think this use of traditional materials (granite/slate etc) is important in new developments?

*956 responses, 92% submissions



26. What do you think the balance between conservation and development should be?

*963 responses, 93% submissions



This was also reflected in the written responses, many of which referred to recent "over-development" of St Ives town.

Respondents were also asked:

Do you have any comments on recently constructed buildings in this area?

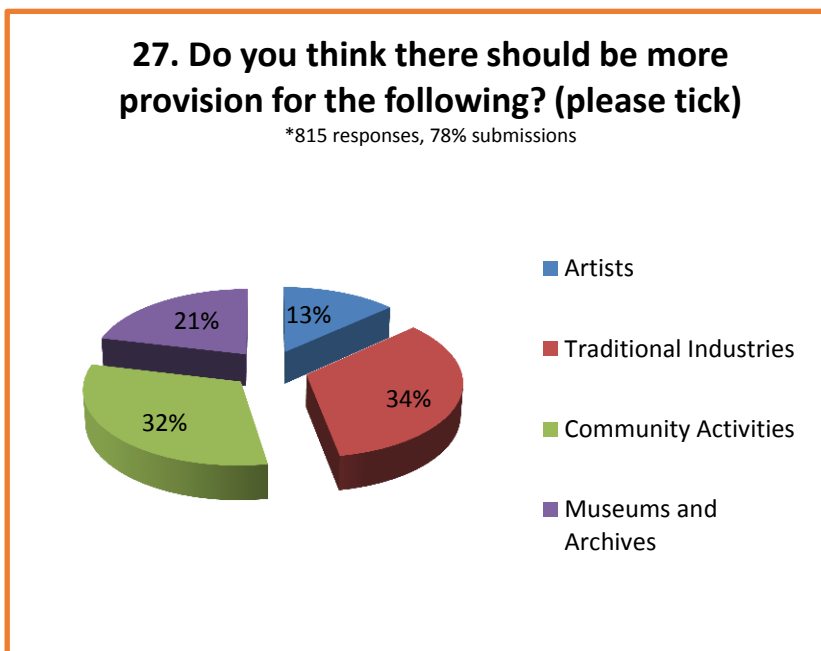
The comments were overwhelming negative. Particular developments that were referred to frequently were:

- Porthminster/Harbour Hotel
- Saltings Reach - Lelant Saltings
- Morwenstow House
- Roach's Garage Site
- Restaurant at St Ives Bus Station

The site (including infill), size (particularly height), density of buildings, materials and design were all criticised. There is a desire to see developments that are in-keeping with their surroundings and that use traditional materials but this does not preclude good contemporary design. See <http://stivesnplan.files.wordpress.com/2014/03/built-environment-survey-results-analysis.pdf> for the detailed analysis report.

Culture and Heritage

Chart 27 shows the proportions of respondents who selected each option for provision. Greatest support was shown for traditional industries and community activities, 701 and 651 people respectively selecting these options, with artists receiving the lowest number – 276. Written comments accompanying the tick-box answers referred to the already relatively high provision for artists in the town of St Ives specifically.



Respondents were also asked:

Which historic and/or community buildings do you think are most important to the St Ives area?

Table 3 shows the top ten buildings/areas that were identified by the 657 people who answered this question.

Table 3	No. of Responses
Guildhall	229
Museum	188
Churches	174
Library	160
Downlong cottages	93
Tate	69
St Ives Theatre	60
Porthmeor Studios	59
Harbour front	56
Fishermens' Lodges	53

In total, seventy four buildings/areas were put forward as important to the St Ives area, reflecting written comments on the “unique character of St Ives” and an overall desire to protect it.

Final Question and Additional Comments

The final question in the survey was as follows:

What would be your top priority project for the St Ives area for the next 15 years?

The back page of the survey was also blank and respondents were invited to write any additional comments about planning and/or the St Ives Area NDP.

These two sections attracted a huge number of written responses and comments that were divided and analysed by sector – transport, amenities and facilities, housing, local economic development, open spaces, built environment and culture and heritage. Analysis can be found in the detailed reports referred to throughout this document. There were too many to analyse together. Indeed, one of our main learnings from producing and running this survey has been the need to limit the number of open-text written responses in order to facilitate analysis. It has taken many people many hours to condense the information into the form presented here. Huge thanks are due to the community volunteers who have undertaken this task.

And, by dividing the written responses to the final questions by sector, we have ensured that every comment has been read and considered by the topic groups. All of this information has informed the production of draft proposed policy options which will go on to become the policies in St Ives Area NDP. The intention of the Oct – Dec 2013 survey was to make our NDP policies as community-led as possible. And we are on our way to achieving that goal.

To view the complete survey online go to <http://stivesnplan.wordpress.com/evidence-and-policy/> and click on the link.