

CAMBRIDGESHIRE HORIZONS

Agenda Item No: 15

Cambridgeshire Horizons Survey Results - 2008

To: **Cambridgeshire Horizons Board**

Date: **17th September 2008**

From: **Chairman**

Purpose: **To brief all members of the Board on the results of the 2008 Cambridgeshire Horizons survey.**

Recommendation: **The Board is asked to:**
i) note the results of the survey.

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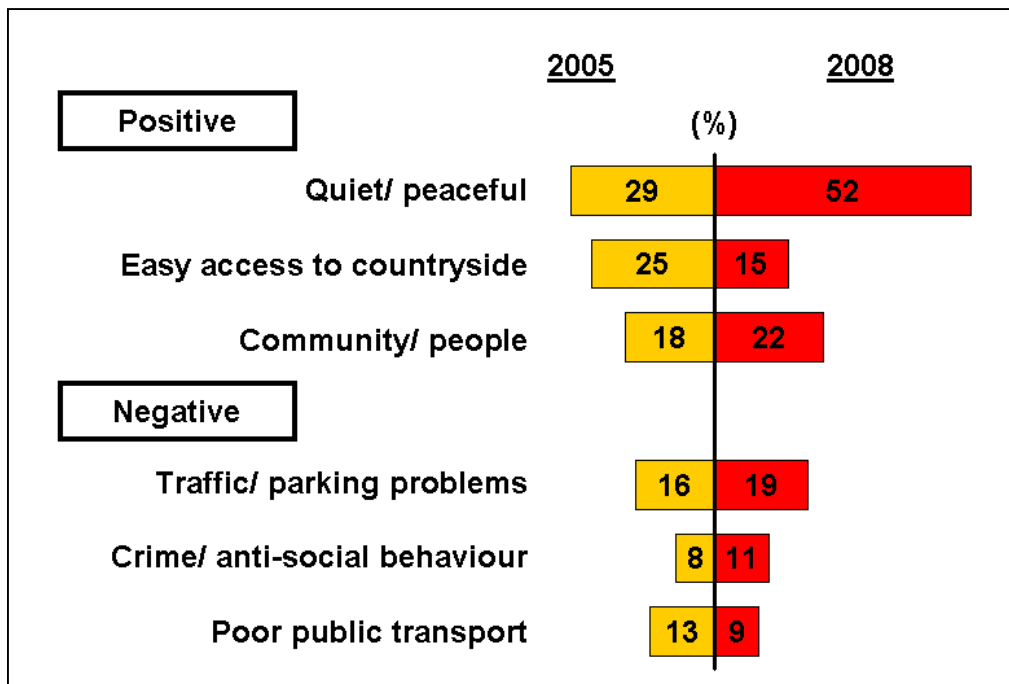
1.0 Survey background

- 1.1 Earlier this year Cambridgeshire Horizons replicated a survey it originally carried out in 2005, to gauge current public opinion of the growth agenda. The new survey consisted of 750 face-to-face interviews carried out in the Cambridge Sub-region, which were supplemented by 100 in-depth interviews in the City and South Cambridgeshire. The original survey in 2005 relied upon telephone surveys of 750 people in the Cambridge Sub-region.
- 1.2 Interviewing Services Ltd carried out the survey between 16th April and 13th May 2008.

2.0 Survey results

- 2.1 The key results showed that 59% of local residents said they knew a lot or a little about local plans for growth, with 24% saying they did not know anything. The most common way of finding out information about house building plans was via the local press, with 52% of people using a newspaper to stay up-to-date, whilst a further 13% used radio or TV – proving that local media is still the most important channel of communicating messages relating to the growth agenda.
- 2.2 To build a broader snapshot of local opinion, respondents were asked what they liked and disliked most about the local area. Over half of people (52%) said they most liked the peace and quiet of the area, with the local community (22%) and the ease of access to the countryside (15%) also receiving high ratings. On the negative side traffic/ parking problems were cited as the biggest cause of discontent by 19% of people. See the Box 1 below for comparisons to 2005 survey results:

Box 1



- 2.3 Other key findings from the study include:
- 62% of respondents believe that the local economy needs more skilled workers.
 - 90% of respondents said that our rising population is a key driver of housing growth.
 - 39% of respondents are unsure as to whether they support the growth agenda or not, showing that people have more questions about the work that needs to be done.
 - 42% of respondents think that road links must improve to achieve housing growth.
 - 38% of Huntingdonshire residents and 36% of Cambridge City residents think that the Guided Busway is a good alternative to the A14.
 - 83% of people said they would still be living in Cambridgeshire in five years time, with 69% planning to stay in the same property.

2.4 Respondents were also asked to rate local services out of ten – with ten being the highest positive score you can achieve. The results showed an increase in the positive perception of all local services as outlined below in Box 2:

Box 2

	<u>2005</u>	<u>2008</u>		<u>2005</u>	<u>2008</u>		
Fire services	7.25	7.83	↑	Childcare for under 5s	5.94	6.47	↑
Places of worship	7.02	7.44	↑	Main line train services	6.10	6.28	↑
GPs/family doctors	6.78	7.40	↑	Sports and leisure facilities	6.12	6.21	↑
Primary schools	7.05	7.28	↑	Dentists	4.77	6.01	↑
Further education colleges	6.78	7.15	↑	<hr/>			
Hospital outpatient services	6.23	7.14	↑	Road links	5.91	5.95	↑
Hospital A& E services	6.33	7.11	↑	Arts and entertainment facilities	5.45	5.70	↑
Parks and open spaces	6.74	7.06	↑	Local train services	5.42	5.68	↑
Secondary schools	6.69	6.98	↑	Community centres	5.05	5.49	↑
				Bus services	4.88	5.11	↑

2.5 When asked which three services and facilities most needed to be improved most if more houses were built in Cambridgeshire, 42% of respondents said road links – a 10% increase from 2005. GPs/ Family doctors (32% in 2008 and 2005), Bus services

(29% in 2008 and 32% in 2005) and Secondary schools provision (20% in 2008 and 2005) all featured highly on the list of required services.

2.6 To define what the public want to hear more about from Horizons, we asked respondents to rate their top three communications priorities for the team:

Box 3

	Priority		
	1 st (%)	1 st / 2 nd (%)	1 st / 2 nd / 3 rd (%)
Affordable housing schemes	39	51	61
New road plans	14	37	50
Maintaining green spaces	18	37	48
New public transport plans	5	16	35
Quality standards	4	12	27
Sustainability	7	18	26
New sports facilities	1	6	12
Arts & cultural provision	1	3	5

2.7 As you can see from Box 3 above, the three communications priorities for local people are: affordable housing schemes, transport (including new road plans and public transport) and maintaining green spaces. Therefore, we will ensure these three topics are carefully and clearly communicated via both PR and our new website.

2.8 To support the general questions relating to the growth agenda and communications priorities, respondents were asked more specific questions regarding Northstowe – if they had heard about it, if they supported or opposed the development, if they believed it was a suitable site for 9,500 new homes and if they would consider moving their. The results, broken down by district area, can be seen below in Box 4:

Box 4

	City (%)	S Cambs (%)	E Cambs (%)	Fens (%)	Hunts (%)
Heard anything about	59	76	43	5	32
Spont aware new houses	8	39	3	-	9
Prompt aware new houses	10	41	4	-	10
Support development	21	30	6	-	18
Oppose development	6	21	6	6	9
Consider moving there	-	12	11	-	6
Suitable site for 9500 houses	13	21	17	-	21

3.0 The next steps

- 3.1 The 2008 Cambridgeshire Horizons survey results have been shared with the media and published on our website. A copy of the highlights of the survey has also been distributed to the Horizons Board and the Partnership Communications Group.
- 3.2 The survey results have been used to inform elements of the Cambridgeshire Horizons Draft Strategic Communications and Community Engagement Framework. In particular, we will be focussing on the three communications priorities highlighted by the respondents, which are: affordable housing, transport and green space. The results will also be used as benchmark figures to compare our progress against in the future.
- 3.3 The results also show us that we have a great opportunity to inform the public about the growth agenda. At the moment, the majority of the population do not know much about growth plans, and have not yet formed strong opinions either way. By communicating these key issues now we can help to get the right message across about growth in the Sub-region.
- 3.4 A full copy of the data sets is available from Laura Halstead. This data includes district and ACORN group specific information.