

1201

Odd Rode Parish Council Neighbourhood Development Plan



Household Questionnaire

This is your chance to influence Planning Policy
in the local area over the next ten years

Household Questionnaire 2017

If you don't give us your opinions, developments may
be made on you against your wishes

Draft Report and Analysis

Mount Pleasant ward

PARISH COUNCIL

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Executive Summary

Chapter1:

The response to the residents' survey confirms what is also apparent from the 2011 Census that within Odd Rode Parish there are proportionately more people aged 46 and over than within the local authority of which Odd Rode is a part.

The average household size (no of persons per household) is smaller within the parish than within the local authority and is particularly small within the Scholar Green area.

It is also apparent that the response to the survey is greater within the older age groups than within the younger age groups.

The average length of residence of respondents' to the survey is just over 25 years with the longest being in Scholar Green and the shortest in Rode Heath.

Question 1.3 and 1.4 asked what residents liked and disliked respectively about **a) the physical environment and b)** – what we may call - **the civic environment**. In the first category we include:

- Countryside
- Nearness of the canal
- Peace & quiet
- Housing development
- Loss of trees & hedgerows
- Traffic increase
- Increase in noise

In the second category we include:

- Sense of community
- Loss of facilities
- Crime & ASB

There is no doubt that the respondents across all parts of the Parish appreciate the nearness of the countryside and the canal network and the ease by which it is possible to withdraw to the peace and tranquillity which is found here.

With this goes a concern that future housing development, especially on a large scale, and mass producing farming methods of the future will destroy this countryside and the plant life and wildlife habitats, such as hedgerows, it contains. The fear is manifested in a fear that traffic and noise levels will increase and a concern that this may affect the safety and health of future residents.

Respondents seem to deplore the loss of facilities especially shops and a deteriorating public transport service. These are parts of a well-functioning community and as they decline so does the sense of community.

It is noted that the sense of community is felt most strongly in Rode Heath, and it is also in this part of the parish that more respondents than elsewhere express a fear of losing facilities.

Chapter 2:

The second section of the questionnaire concerned itself with two aspects of planned movement to new accommodation a) the movement of the whole family with all members

staying together as one unit while the second aspect is b) that of one or more members moving away from the unit and in effect forming a new separate household or family.

In that context it was asked whether people wanted to stay within the parish or intended to move away for whatever reason and whether they have had problems finding suitable alternative to their present accommodation.

A big majority of responding households (over 80%) from all three parts of the parish and the parish as a whole have no plans to move within the next 5 years. However, there are in absolute terms and proportionately (40 ~ 18%) more households planning to move within the Mt Pleasant-Mow Cop area than in other parts of the parish. By contrast there are proportionately fewer households (11%) with such plans in Rode Heath.

Approximately 60% (68 of 115) of the respondents, who plan to move within the next 5 years, wish to stay within the parish while 40% have no wish to stay. It is also apparent that of the 68 who wish to stay within the parish, 48 state that their present house is either too big or too small.

It is worth noting that in Rode Heath the issue seems to be that the present accommodation is too small while in Scholar Green the opposite is the case: the present accommodation is too big.

The reader may recall that in Scholar Green we found an average household size of 2.00 persons per household compared to 2.27 in Rode Heath.

The respondents were requested to list the problems they had encountered. Most were very voluminous, but reference were made to three issues which rendered moving difficult if not impossible.

Among all respondents those who considered their present house too big, the issues were: economic/financial (3), location/availability of transport (3), quantity of smaller houses available (7).

The respondents who considered their present house too small referred to the same issues: economic/financial (10), location/availability of transport (none), quantity of bigger houses available (10).

It may be surmised that people living in a bigger house, possibly middle-aged, possibly retired, consider that they have enough financial resources to buy a smaller house, **if any were available**. By contrast those living in a smaller house, maybe younger with a family, may not yet have been able to accumulate enough such resources to buy a larger house; so for them **affordability is a major issue** together with the number of bigger houses available.

The vast majority of households, more than 70%, did not include individual members who wished to move; more so in Scholar Green than in the other parts of the parish and slightly less in Rode Heath. Conversely more responding households in Rode Heath included such a member and fewer in Scholar Green all of which relates back to the structure of households as previously described.

We have found that of the respondents who were planning to move as a complete

household or family units most were not envisaging problems in finding alternative accommodation. As we are now considering individual members of the family who wish to move, a majority of respondents, 44 of 93, do envisage problems.

A total of 43 of all respondents have listed the type of problems they envisage from an individual member wishing to move out of the family unit. Of these 35 refer to affordability and pricing of houses while 17 refer to the quantity of housing available. There does not appear to be any notable differences between the three sub-areas in this regard.

Chapter 3:

The response to this section indicate that a majority of respondents are opposed to development within the Green Belt, but some may accept such development if part of it is reserved for affordable houses.

If development in the Green Belt is necessary, respondents will prefer development to be in the form of extension to existing settlements.

Respondents prefer small scale developments of less than 20 houses and consisting mainly of medium sized 3B family homes.

They would like to see such developments to be scheduled mainly for sale or rent on the open market, but interspersed with homes of other tenures.

The respondents are opposed to any development of existing open spaces whether it is the designated Green Belt, gardens or other open spaces within the villages.

Chapter 4:

Chapter 5:

Chapter 6:

Chapter 7:

Chapter 8:

'Owners or managers' of businesses within Odd Rode appear to be very few comprising less than 6% of the respondents and only a few of these wished to see a business report.

The response to question 8.3 -

Q 8.3 For those in your household who work, please let us know where and how they go to work

- was combined with the question on age in chapter 1 in order to ascertain the economic activity rate of the parish as a whole and of each of the constituent parts. The outcome is shown in table 9.3 and summarised on page 31.

It shows Rode Heath to have the highest economic activity rate and Mt Pleasant/ Mow Cop the lowest.

The economically active residents of Odd Rode works cover a very wide geographical area, some travelling large swathes of UK and even countries abroad. However, the answer to where people go to work makes it clear that the bulk of workplaces are found within

Cheshire East (especially Macclesfield) and North Staffordshire (Stoke-on-Trent, Newcastle-under-Lyme and Staffordshire Moorlands).

It will not come as a surprise that by far the most commonly used mode is driving – presumably by personal car. However, it is noted that, although the numbers are small, walking and cycling becomes a possibility for those working within the parish and in nearby towns (Alsager, Sandbach, Crewe) while trains may be used for those working further afield.

Considering different transport modes within different parts of the parish, it is noticeable that more people from the Mt Pleasant-Mow Cop Area are cycling and using public transport than from the other areas. This may be a reflection of the relative differences in income and wealth between the areas.

A big majority of responses indicated no transport problems (76% of the 458 households with working members, table 7.3), but a total of 108 (24%) indicated that they do experience problems. These can broadly be divided into two main groups: **A.** Problems caused by the paucity or unreliability of public transport whether buses or trains and **B.** Problems experienced by drivers concerned with the sheer volume on roads and streets within the parish as well as the surrounding main routes, the M6, A34 and A50.

Since most people drive to work, the largest number of reported problems stems from these people, but it may surprise some that proportionately the largest number of 'complaints re public transport and buses originate from respondents from Scholar Green.

45% of the respondents would like to see more employment opportunities within the parish and there is little difference between the sub-areas. However, 36% of the respondents answer 'No' to the question and a further 20% do not state their preference or do not have a preference. It appears that among these there is a fear of urbanisation; they wish to keep the parish as rural as possible.

The three specified categories most preferred appear to be leisure, high technology and retail. However, it is clear that there is a concern that more opportunities for young people could be or should be offered locally.

It is also clear that among the respondents there is concern that any enterprise should be in keeping with the local natural and built-up environment in scale and design. Thus the word 'small' is a prefix to 30 separate suggestions. This mirrors the concern referred to above that the parish could inadvertently become urbanised and thereby negate the character of the area that initially attracted new-comers.

Respondents give a preference to the use of vacant employment premises for housing with 291 respondents state that their priority is 'housing' and say 'Yes' to the use of such premises for housing. However, 155 respondents say 'No' to the future use as housing and give preference to a business use.

Overall 406 respondents state that such premises should be used for housing while 443 respondents feel this should be given priority. At the same time a considerable body of respondents of 302 feel the future use should be business and 243 feel that should be given priority.

While it is clear that for many respondents housing is the preferred option, there is also a sizeable body of opinion that would prefer such premises to stay in economic use. They would like to see efforts made to keep them in economic use, but if that is not successful,

then housing would be an acceptable alternative. (This is in fact established practice when considering planning applications.)

The residents' survey which is analysed in this report was carried out during August and early September of 2017. The response was fed into a database in MS Access. The analysis builds on extracts (socalled 'queries') from this database and some of these were further analysed in MS Excel.

One questionnaire was hand delivered to each household, ca 2,300 in total. 825 questionnaires were returned which adds up to a response rate of 35%. This is considered very good and may reflect a considerable interest in the future of the Parish.

1.1 Age and household size

The first question in the survey was concerned with the age and number of people in each household and went as follows:

Q 1.1 How many people in your household are in the following age groups?

0-5 yrs	<input type="text"/>	6-10 yrs	<input type="text"/>	11-17 yrs	<input type="text"/>	18-25 yrs	<input type="text"/>
26-35 yrs	<input type="text"/>	36-45 yrs	<input type="text"/>	46-55 yrs	<input type="text"/>	56-65 yrs	<input type="text"/>
66-79yrs	<input type="text"/>	80 + yrs	<input type="text"/>				

Please put number(s) in the appropriate boxes

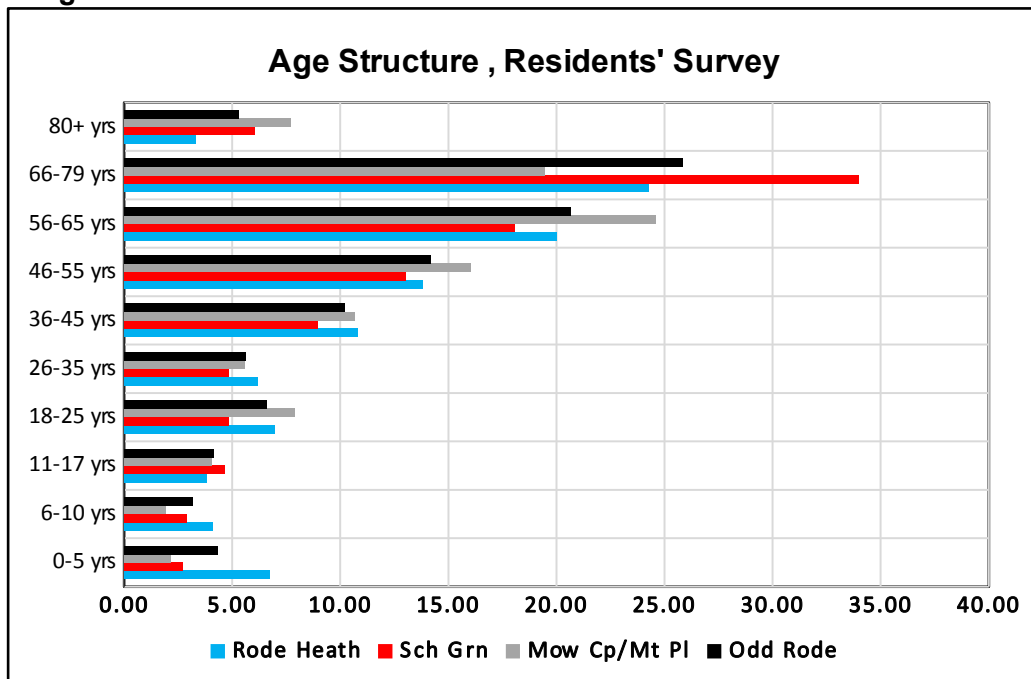
A summary of the response is shown in table 1 and as expected there has been a proportionately bigger response from people in the age groups 36 and above than from younger residents. A similar experience is had from other similar surveys in other areas, but it is also known from the past Census in 2011 that Odd Rode has a higher proportion of people in these age groups than wider areas. A particularly large group is the people aged 66-79 in Scholar Green which amounts to over 30% of the people in responding households from this area.

Table 1: Age Structure, Residents' Survey

Area\Age		0-5	6-10	11-17	18-25	26-35	36-45	46-55	56-65	66-79	80+	Total
Rode Heath	N	51	31	29	53	47	82	105	152	184	25	759
	%	6.72	4.08	3.82	6.98	6.19	10.80	13.83	20.03	24.24	3.29	100
Scholar Green	N	14	15	24	25	25	46	67	93	175	31	515
	%	2.72	2.91	4.66	4.85	4.85	8.93	13.01	18.06	33.98	6.02	100
Mow Cop/Mt Pleasant	N	10	9	19	37	26	50	75	115	91	36	468
	%	2.14	1.92	4.06	7.91	5.56	10.68	16.03	24.57	19.44	7.69	100
Odd Rode Survey	N	75	55	72	115	98	178	247	360	450	92	1742
	%	4.31	3.16	4.13	6.60	5.63	10.22	14.18	20.67	25.83	5.28	100

Other facts that stand out from this table is that the Mow Cop/Mt Pleasant area has the highest proportion of people aged 80 and above (7.69%) among the responding households and that corresponds to having the smallest group of young people aged 17 and younger (8.12%). Conversely Rode Heath has the smallest group of people aged 80 and over among the responding households (3.29%) while having the largest group of young people (14.62%).

A graphical comparison is shown below in diagram 1.

Diagram 1

We are now making a comparison between the age structure which has emerged from the survey and that which emerged from the 2011 Census. In doing so we are assuming that at least within the relatively small area of Odd Rode there has not being any significant change in the intervening six years.

Table 2: Age Structure, Residents' Survey & 2011 Census.

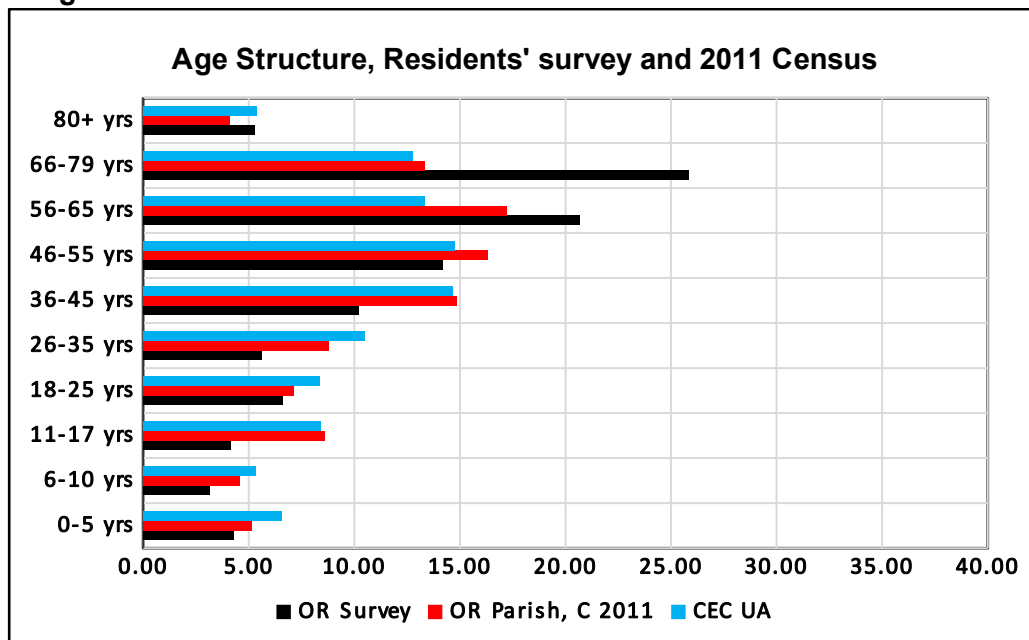
Area\Age		0-5	6-10	11-17	18-25	26-35	36-45	46-55	56-65	66-79	80+	Total
Odd Rode Survey	N	75	55	72	115	98	178	247	360	450	169	1,819
	%	4.12	3.02	3.96	6.32	5.39	9.79	13.58	19.79	24.74	9.29	100
Odd Rode Parish	N	279	249	467	389	478	807	887	936	726	224	5,442
	%	5.13	4.58	8.58	7.15	8.78	14.83	16.30	17.20	13.34	4.12	100
Cheshire East UA	N	24,26	19,67	31,05	30,87	38,90	54,31	54,62	49,31	47,16	19,93	370,12
	%	6.56	5.32	8.39	8.34	10.51	14.67	14.76	13.32	12.74	5.39	100

What emerges from table 2 is firstly that Odd Rode Parish in 2011 had proportionately more people in the age groups 46-80 years of age and over than the local authority of which Odd Rode is a part. Secondly we can also deduct from this table that older age groups are much better represented in the survey than younger age groups. Unless there has been a significant shift in the population, people aged 66 and over who have responded may include as many as 65% of the actual population. The equivalent figure for the age group 18-35 may be only 25%.

A graphical representation of table 2 is shown below.

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Diagram 2



From the information analysed above we can also derive some important information about the size of households and the findings are set out in table 3, page 4 overleaf.

It is noted that the household size (no of persons per household) at the time of the census was lower within Odd Rode than within the local authority, Cheshire East UA, as a whole, 2.29 persons per household compared to 2.32. It is also noted that among the survey respondents the household size was smaller still at only 2.14 person per household.

The number of 1 person households, as a proportion of all households in an area, is an important indicator of social wellbeing. It is considered that wellbeing and no of 1 person households in an area is inversely related; so it is considered that a high proportion of such households means less wellbeing.

It was slightly lower within Odd Rode than within the local authority at the time of the census and found to be lower still among the respondents to the survey. However, within Odd Rode the respondents to the survey indicate that the proportion of 1 person households is highest within Scholar Green which might be related to the high number of elderly people found in this area as shown in table 1. The proportion is lowest within the Mow Cop/Mt Pleasant area.

No respondent indicate more than 6 persons in any one household eg 2 parents with 4 children. In the last column of table 3 the number of such households is added to the number of 5 person households. It is then found that the largest number of 5-6 person households is found in Rode Heath no doubt related to the higher proportion of young people found in that area as also shown in table 1.

Table 3: Household Size.

		Hhlds	Not stated	Net Hhlds	Persons	Average size	1 pers hhlds	5-6 pers hhlds
Rode Heath	No	343	8	335	759	2.27	76	13
	%	-	-	100	-	-	22.69	3.88
Scholar Green	No	259	2	257	515	2.00	62	3
	%	-	-	100	-	-	24.12	1.17
Mt Pl/Mow Cop	No	223	2	221	468	2.12	48	3
	%	-	-	100	-	-	21.72	1.36
Odd Rode Survey	No	825	12	813	1742	2.14	186	19
	%	-	-	100	-	-	22.88	2.34
Odd Rode C2011	No	2374	N/A	2374	5442	2.29	617	N/A
	%	-	-	100	-	-	25.99	-
Cheshire East UA	No	159.4	N/A	159.4	370.1	2.32	47.3	N/A
	%	-	-	100	-	-	29.67	-

The second question on household characteristics was about length of residency in years:

Q 1.2 How long has your household lived in Odd Rode?

Length of residency in years

Please use the person with the longest residency in Odd Rode

Table 4: Length of Residence.

		Not stated	Total	Net	= & < 5yrs	= & >40 yrs	Max	Average
		<----- No of households----->					<--- Years --->	
Rode Heath	No	13	343	330	57	83	86	24.88
	%	-	-	100	17.27	25.15	-	-
Scholar Green	No	9	259	250	51	73	91	26.36
	%	-	-	100	20.40	29.20	-	-
Mt Pl/Mow Cop	No	10	223	213	46	64	87	25.81
	%	-	-	100	21.60	30.05	-	-
Odd Rode Survey	No	32	825	793	154	220	91	25.59
	%	-	-	100	19.42	27.74	-	-

No easy conclusion springs to mind from the response to this question. Rode Heath has the lowest average length of residency at just under 25 years and to that extent may be regarded as the 'youngest' area. Mow Cop-Mt Pleasant area has the highest percentage of

people with a length of residency of 40 years or more at just over 30%, but also the highest percentage of people with a residency of 5 years or less, 21.6%, which may lead to the conclusion that that area is having a bit of a revival.

1.2 Likes and Dislikes

The next two questions of the questionnaire proved to be somewhat controversial.

Early on after a majority of the questionnaires had been distributed some potential respondents drew to our attention that our scoring instructions went against the convention

Q 1.3 What does your household like about living in this area?

Countryside	1	2	3	4	5	6	7	8	9	10	
Nearby canal	1	2	3	4	5	6	7	8	9	10	<i>Please circle each feature with a score from 1 to 10: 1 = like most 10 = like least You can use the same number more than once</i>
Peace and quiet, including lack of light pollution	1	2	3	4	5	6	7	8	9	10	
Sense of community	1	2	3	4	5	6	7	8	9	10	
Local facilities	1	2	3	4	5	6	7	8	9	10	
Other (please specify)	1	2	3	4	5	6	7	8	9	10	

Q 1.4 What does your household consider to be the main concerns about this area?

Housing development	1	2	3	4	5	6	7	
Increases in traffic	1	2	3	4	5	6	7	
Loss of trees and hedges	1	2	3	4	5	6	7	
Increase in noise or light pollution	1	2	3	4	5	6	7	
Loss of local facilities	1	2	3	4	5	6	7	
Crime and antisocial behaviour	1	2	3	4	5	6	7	
Other (please specify)	1	2	3	4	5	6	7	

*Please rank order how important to your household from 1 to 7 each of these features:
1 = most important
10 = least important
Circle each number only once*

in that the respondents were instructed to give the 'like **least**' and '**least** important' the highest score whereas convention will have it that such descriptions should have the lowest score.

It appears that the instructions have confused many respondents and we now find that most have used the *intended* method of giving 'like **most**' and '**most** important' the lowest score and 'like **least**' and '**least** important' the highest score. However a significant minority have followed convention and done the *reverse* and given '**most**' a high score. How do we know or why do we suspect that that is so?

Responses with a large number of '10's circled in answer to question 1.3 were compared with replies to questions in section 3 and section 6. It then became incomprehensible and nonsensical that a person who liked the local countryside **least** would favour such measures as restricting development in the Green Belt (question 3.1), restricting the size of development (question 3.3) or would value wildlife and support protection of trees and hedgerows (section 6).

The question then arises as to how to deal with the two sets of responses in an equitable manner. The methodology, that has been followed, has been described in details in a separate report. Suffice it to say at this stage that this methodology involved a verbal reclassification based on detailed analysis of the scoring in each response. It was felt that this way of dealing with the issue would be preferable to having to redesign the database and possibly having to make a subjective judgment of each response.

Likes

The new classification is as follows:

Scoring	Very much	Likes	A little	Not much	Not at all
Intended	1-2	3-4	5-6	7-8	9-10
Reverse	9-10	7-8	5-6	3-4	1-2

Having achieved the reclassification for the parish as a whole and for each sub-area we arrive at an analysis as follows:

Table 5: What does your household like about Odd Rode?

<u>n=825</u>	Not scored	Very much	Likes	A little	Not much	Not at all
		Percentage				
		----->				
Countryside	1.45	89.09	4.61	1.45	0.85	2.55
Nearby canal	6.06	62.79	16.36	8.97	2.67	3.15
Peace & quiet	4.24	73.82	11.27	4.85	2.30	3.52
Community	6.42	43.39	25.70	15.76	5.70	3.03
Facilities	9.33	25.09	21.33	20.24	12.97	11.03

What a large majority of the residents like is the countryside (89%), the presence of 'Peace quiet and lack of light pollution (74%) and to a lesser extent the nearby canal network (63%). However a small minority (<4%) do not seem to appreciate these amenities at all.

A majority (43%+ 26%) likes the sense of community.

Nearly 10% of respondents have not scored 'Local facilities' which may mean that they are not worth considering and 24% (13%+11%) do not seem to appreciate them at all.

Table 6: What does your household like about Odd Rode? (Rode Heath)

<u>n=343</u>	Not scored	Very much	Likes	A little	Not much	Not at all
	Percentage					
	<-----					----->
Countryside	1.46	87.17	5.25	2.04	1.46	2.62
Nearby canal	2.92	70.26	15.45	5.83	3.50	2.04
Peace & quiet	2.62	72.59	12.83	5.83	2.62	3.50
Community	3.79	51.02	29.45	11.08	2.04	2.62
Facilities	6.12	29.74	26.53	21.28	10.50	5.83

The response from Rode Heath broadly reflects that of the Parish as a whole. However, it is worth noting that there seem to be a better sense of community and better appreciation of the facilities available.

The response from Scholar Green is also similar to the response from the whole Parish as well as Rode Heath and the Mt Pleasant - Mow Cop area (see table 8, below page 8), but there are some notable differences.

Firstly the canal seem to be having a less prominent role in the popular assessment of the area, hidden as it is either in a deep ravine or on a high embankment as it traverses this area. Secondly the sense of community is less prominent compared to the Parish as a whole or Rode Heath which again may be related to a high number of elderly 1 person households. Thirdly the assessment of facilities is even more negative than for these other areas, although not as negative as for the Mt Pleasant - Mow Cop area (see table 8, below page 8).

Table 7: What does your household like about Odd Rode? (Scholar Green)

<u>n=259</u>	Not scored	Very much	Likes	A little	Not much	Not at all
	Percentage					
	<-----					----->
Countryside	1.54	91.89	3.86	1.54	0.00	1.16
Nearby canal	5.41	68.34	15.83	8.49	0.39	1.54
Peace & quiet	6.56	72.20	11.20	5.41	2.32	2.32
Community	7.72	39.00	19.69	20.85	10.04	2.70
Facilities	9.65	27.80	22.01	14.29	11.58	14.67

The final analysis for the Mt Pleasant - Mow Cop area is shown over-leaf, table8, page 8, and as before it follows broadly the same structure, but there are some notable differences between this area and the rest of the parish.

Table 8: What does your household like about Odd Rode? (Mt Pleasant-Mow Cop)

<u>n=223</u>	Not scored	Very much	Likes	A little	Not much	Not at all
		Percentage <div style="text-align: center;"> <----- -----> </div>				
Countryside	1.35	88.79	4.48	0.45	0.90	4.04
Nearby canal	11.66	44.84	18.39	14.35	4.04	6.73
Peace & quiet	4.04	77.58	8.97	2.69	1.79	4.93
Community	8.97	36.77	26.91	17.04	6.28	4.04
Facilities	13.90	14.80	12.56	25.56	18.39	14.80

Firstly, the canals are appreciated even less than in the rest of the parish. They are situated ½ mile to one mile down the hill side and are not a significant part of the village landscape as they are especially in Rode Heath. Secondly, the sense of community is even less evident here than in the rest of the parish. Thirdly, whatever facilities, there are, are judged even more negatively (or less positively) than in the rest of the parish.

The way the respondents have dealt with the question of liking the local facilities may be influenced by a combination of the number and types of services/facilities available and their geographical distribution. Rode Heath is a relatively compact area with fairly short walking distances between the facilities – pubs, shops, take-away, school – compared to both Scholar Green and Mt Pleasant - Mow Cop.

Dislikes

An inspection of the responses to question 1.4 seems to indicate that a majority of responders have followed the same methodology in answering this question as they followed in answer to question 1.3. However, admittedly the issues are here more complicated in that the people were asked to submit a ranking, but this seems to be ignored for most if not all the response received. Added to this complication is the fact that the guidance suggested a scoring from 1 to 10, but the question only allow for a ranking of 1 to 7.

In any case the methodology in analysing question 1.4 is the same as were followed above in analysing question 1.3.

The classification that has been followed here is:

Scoring	Most important	Important	Sort of Important	Not important	No concern
Intended	1	2	3-4	5-6	7
Reverse	7	5-6	3-4	2	1

With this classification the final outcome of the analysis of all results for the Parish as a whole is set out in table 9, page 9 overleaf.

It appears that the dominant concern is with 'Housing Development' and the 'Traffic Increase' that will result from this as well as the general increase in traffic of all kinds with over 50% of respondents indicate those as most important concerns.

Other aspects seem to be of less concern and 'Crime and Antisocial behaviour' seems to generate the least concern with 19% believe it to be 'Not important'.

Table 9: The main concerns about Odd Rode Parish

<u>n=825</u>	Not scored	Most important	Important	Sort of Important	Not important	No concern
		Percentage				
		----->				
Hsg Development	5.94	52.73	12.61	15.03	6.79	6.91
Traffic Increase	4.24	55.03	17.45	13.21	4.97	5.09
Loss of trees etc.	10.55	36.48	17.21	22.67	9.09	4.00
Increase in noise etc.	9.82	36.36	17.33	24.85	8.00	3.64
Loss of facilities	8.61	37.70	14.06	20.61	13.82	5.21
Crime & ASB	10.42	28.97	12.36	23.88	18.79	5.58

The response from Rode Heath indicate that fewer households here are concerned with 'Housing Development' and 'Traffic Increase' than in the wider Parish, 49% compared to 53% and 53% compared to 55% in the wider area.

By contrast more people are concerned about 'Loss of facilities' (41%) than in other parts of the parish and the parish as a whole (38%). This aspect may be foremost in peoples' minds due to the pending closure of a doctors' surgery in this area.

For some - at least to the writer of this report! – unknown reason people in Rode Heath also indicate more concern relating to 'Crime and Anti-Social Behaviour' (31%) than people in the Parish as a whole (29%).

Table 10: The main concerns about Odd Rode Parish (Rode Heath)

<u>n=343</u>	Not scored	Most important	Important	Sort of Important	Not important	No concern
		Percentage				
		----->				
Hsg Development	4.66	48.69	15.74	17.20	7.87	5.83
Traffic Increase	3.21	53.06	18.66	16.03	4.96	4.08

Loss of trees etc.	10.50	32.07	20.12	24.49	9.91	2.92
Increase in noise etc.	8.45	31.78	19.24	27.99	9.04	3.50
Loss of facilities	7.29	41.11	16.03	19.24	13.12	3.21
Crime & ASB	9.33	30.90	16.03	22.74	16.62	4.37

The analysis of the concerns indicated by the respondents from Scholar Green, see table 11, page 10, overleaf) show that area to be the most concerned with 'Housing Development' (56% compared to 53%) which may be understandable in view of the continuing interest in development off Portland Drive and elsewhere. That this is the area where people show most concern relating to 'Loss of trees' (40% compared to 36%) may be a corollary to the concern for the continued growth in housing. Concern for 'Traffic Increase' is only slightly greater than within the wider area.

Table 11: The main concerns about Odd Rode Parish (Scholar Green)

<u>n=259</u>	Not scored	Most important	Important	Sort of Important	Not important	No concern
		Percentage				
Hsg Development	5.41	56.37	10.04	12.74	6.56	8.88
Traffic Increase	3.86	55.21	18.15	11.97	4.63	6.18
Loss of trees etc.	10.42	40.15	16.99	19.31	7.72	5.41
Increase in noise etc.	9.65	39.77	16.99	22.78	7.34	3.47
Loss of facilities	10.04	36.68	10.42	22.78	13.51	6.56
Crime & ASB	10.42	27.03	8.11	26.64	21.62	6.18

Another noteworthy difference between Scholar Green and the rest of the parish appears to be the limited concern regarding 'Crime and Anti-Social Behaviour'. 28% of the respondents, the highest of the three areas, find it 'Not important' or of 'No concern' compared to 24% for the parish as a whole.

The main differences between the Mt Pleasant – Mow Cop area and the rest of Odd Rode parish appear to be that the respondents who find concern about 'Traffic Increase' more important than elsewhere, nearly 58% compared to 55% for the parish as a whole. The 'Loss of facilities appear to be of less concern here than elsewhere with 34% finding it 'Most important' compared to 38% for the parish as a whole.

Table 12: The main concerns about Odd Rode Parish (Mt Pleasant-Mow Cop)

<u>n=223</u>	Not scored	Most important	Important	Sort of Important	Not important	No concern
	Percentage					
Hsg Development	8.52	54.71	10.76	14.35	5.38	6.28
Traffic Increase	6.28	57.85	14.80	10.31	5.38	5.38
Loss of trees etc.	10.76	39.01	13.00	23.77	9.42	4.04
Increase in noise etc.	12.11	39.46	14.80	22.42	7.17	4.04
Loss of facilities	8.97	33.63	15.25	20.18	15.25	6.73
Crime & ASB	12.11	28.25	11.66	22.42	18.83	6.73

Summary

The response to the residents' survey confirms what is also apparent from the 2011 Census that within Odd Rode Parish there are proportionately more people aged 46 and over than within the local authority of which Odd Rode is a part.

The average household size (no of persons per household) is smaller within the parish than within the local authority and is particularly small within the Scholar Green area.

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It is also apparent that the response to the survey is greater within the older age groups than within the younger age groups.

The average length of residence of respondents' to the survey is just over 25 years with the longest being in Scholar Green and the shortest in Rode Heath.

Question 1.3 and 1.4 asked what residents liked and disliked respectively about **a) the physical environment and b)** – what we may call - **the civic environment**. In the first category we include:

- Countryside
- Nearness of the canal
- Peace & quiet
- Housing development
- Loss of trees & hedgerows
- Traffic increase
- Increase in noise

In the second category we include:

- Sense of community
- Loss of facilities
- Crime & ASB

There is no doubt that the respondents across all parts of the Parish appreciate the nearness of the countryside and the canal network and the ease by which it is possible to withdraw to the peace and tranquillity which is found here.

With this goes a concern that future housing development, especially on a large scale, and mass producing farming methods of the future will destroy this countryside and the plant life and wildlife habitats, such as hedgerows, it contains. The fear is manifested in a fear that traffic and noise levels will increase and a concern that this may affect the safety and health of future residents.

Respondents seem to deplore the loss of facilities especially shops and a deteriorating public transport service. These are parts of a well-functioning community and as they decline so does the sense of community.

It is noted that the sense of community is felt most strongly in Rode Heath, and it is also in this part of the parish that more respondents than elsewhere express a fear of losing facilities.

2.0 Your Housing Needs

This section of the questionnaire concerned itself with two aspects of planned movement to new accommodation a) the movement of the whole family with all members staying together as one unit while the second aspect is b) that of one or more members moving away from the unit and in effect forming a new separate household or family.

In that context it was asked whether people wanted to stay within the parish or intended to move away for whatever reason and whether they have had problems finding suitable alternative to their present accommodation.

2.1 Whole family or household moving

The first aspect was the basis for the following question:

Q 2.1 Does your household plan to move house within the next 5 years?

Yes ☐ No ☐

For the parish as a whole this generated the response shown in table 13 below:

Table 13: No of households planning to move in next 5 yrs.

	Yes	No	Not stated	Total
--	-----	----	------------	-------

Rode Heath	38	285	20	343
%	11.08	83.09	5.83	100
Scholar Green	37	214	8	259
%	14.29	82.63	3.09	100
Mt Pleasant-Mow Cop	40	180	4	224
%	17.86	80.36	1.79	100
Odd Rode	115	679	32	826
%	13.92	82.20	3.87	100

It is seen that a big majority of responding households (over 80%) from all three parts of the parish and the parish as a whole have no plans to move within the next 5 years. However, there are in absolute terms and proportionately (40 ~ 18%) more households planning to move within the Mt Pleasant-Mow Cop area than in other parts of the parish. By contrast there are proportionately fewer households (11%) with such plans in Rode Heath.

In order to understand the reasons for planning to move the questions was asked whether people wish to stay within Odd Rode and why people wished to move. (The precise formulation is shown overleaf on page 13.) The response for the whole of the parish is shown in table 14 overleaf, page 13 .

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Table 14: Wish to stay within Odd Rode.

<u>Odd Rode</u>	Total	Stay < Odd Rode			Envisage problems		
		Yes	No	Not stated	Yes	No	Not stated
House too big	30	23	7	0	11	18	1
House too small	29	25	4	0	19	10	0
Health, mobility	15	5	9	1	5	6	4
Other	40	14	24	2	8	28	4
Not stated	1	1	0	0	1	0	0
Total	115	68	44	3	44	62	9

It is seen that approximately 60% (68 of 115) of the respondents who plan to move within the next 5 years wish to stay within the parish while 40% have no wish to stay. It is also apparent that of the 68 who wish to stay within the parish, 48 state that their present house is either too big or too small. Furthermore it appears that 54% (62 of 115) envisage no problems in finding alternative accommodation, but among those who do (44) 68% (11+19) are those who consider their present accommodation to be of the wrong size.

Q 2.2 If yes, do you plan to stay within the parish of Odd Rode?

Yes ☐ No ☐

Q 2.3 Why do you plan to move?

- a) Present house is too small ☐
- b) Present house is too big ☐
- c) Present house is too expensive to run ☐
- d) Need to release capital*) ☐
- e) Need to move to more suitable accommodation due to ill health, mobility problems, etc. ☐
- f) Other (please specify) ☐

Please tick all the boxes that apply

*)Very few responded to this part of the question so for analytical purposes it has been included as 'other'.

Q 2.4 Have you had problems finding suitable accommodation within the Parish?

Yes ☐ No ☐

The response from within Rode Heath and Scholar Green is shown in table 15 and 16 respectively.

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Table 15: Wish to stay within Odd Rode, Rode Heath.

<u>Rode Heath</u>	Total	Stay < Odd Rode			Envisage problems		
		Yes	No	Not stated	Yes	No	Not stated
House too big	7	5	2		1	5	1
House too small	16	13	3		10	6	
Health, mobility	4	2	1	1	2	2	
Other	10	3	6	1	3	6	1
Not stated	1	1			1		
Total	38	24	12	2	17	19	2

It is worth noting that in Rode Heath the issue seems to be that the present accommodation is too small while in Scholar Green the opposite is the case: the present accommodation is too big.

The reader may recall that in Scholar Green we found an average household size of 2.00 persons per household compared to 2.27 in Rode Heath (see table 3 above).

Table 16: Wish to stay within Odd Rode, Scholar Green

<u>Scholar Green</u>	Total	Stay < Odd Rode			Envisage problems		
		Yes	No	Not stated	Yes	No	Not stated
House too big	11	10	1		4	7	
House too small	6	5	1		5	1	
Health, mobility	6	1	5		2	3	1
Other	14	2	11	1	2	10	2
Not stated							
Total	37	18	18	1	13	21	3

For the parish as a whole and within the two areas depicted in table 15 and 16 a majority does not seem to envisage problems in finding alternative accommodation. However, within that framework it does appear that the respondents who now find their present accommodation too small are the people who envisage to have problems in finding alternative accommodation such as in Rode Heath.

Table 17: Wish to stay within Odd Rode, Mt Pleasant-Mow Cop

<u>Mt Pleasant-Mow Cop</u>	Total	Stay < Odd Rode			Envisage problems		
		Yes	No	Not stated	Yes	No	Not stated
House too big	12	8	4		6	6	
House too small	7	7	0		4	3	
Health, mobility	5	2	3		1	1	3
Other	16	9	7		3	12	1
Not stated							
Total	40	26	14	0	14	22	4

The respondents from the Mt Pleasant-Mow Cop area correspond to the general picture that have emerged from this survey. A majority of respondents wish to stay in the area, but there is no clear picture as to why they want to move to alternative accommodation or whether they envisage any problems in doing so.

The respondents were further requested to list the problems they had encountered. Most were too voluminous to be repeated here but referred in particular to three issues which rendered moving difficult if not impossible.

Among all respondents those who considered their present house too big, the issues were (number of referrals in brackets): economic/financial (3), location/availability of transport (3), quantity of smaller houses available (7).

The respondents who considered their present house too small referred to the same issues in different numbers: economic/financial (10), location/availability of transport (none), quantity of bigger houses available (10).

It may be surmised that people living in a bigger house, possibly middle-aged, possibly retired, consider that they have enough financial resources to buy a smaller house, if any were available. By contrast those living in a smaller house, maybe younger with a family,

may not yet have been able to accumulate enough such resources to buy a larger house; so for them affordability is a major issue together with the number of bigger houses available.

2.2 Individual family members moving

The second aspect investigated in section 2 of the questionnaire was that of one or more members moving out from the family unit and in effect forming a new separate household or family.

The questions that were asked here were:

Q 2.6 Do any members of your household, within the next 5 years, wish to form a new household for which they will need their own accommodation?

Yes ☐ No ☐

*With other members
of the household
remaining at the*

Q 2.7 If yes, do they wish to stay within the parish of Odd Rode?

Yes ☐ No ☐

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Q 2.8 Why do they plan to move?

a) Relationship breakdown

☐

b) Bereavement

☐

c) Leaving parental home

☐

d) Other (please specify)

☐

Table 18 below firstly explore how many households or family units included members who had plans to move out within the next 5 years

Table 18: Any member moving out of family unit.

		Yes	No	Not stated	Total
Rode Heath	No	49	239	55	343
	%	14.29	69.68	16.03	100
Scholar Green	No	20	203	36	259
	%	7.72	78.38	13.90	100
Mt Pleasant/Mow Cop	No	24	162	38	224
	%	10.71	72.32	16.96	100
Odd Rode	No	93	604	129	826
	%	11.26	73.12	15.62	100

It is noted that the vast majority of households, more than 70%, did not include such members and more so in Scholar Green than in the other parts of the parish and slightly less in Rode Heath. Conversely more responding households in Rode Heath included such a member and fewer in Scholar Green all of which relates back to the structure of households as previously described.

Table 19: Reasons for moving out & wishing to stay in Odd Rode

<u>Odd Rode Parish</u>	Total	Wish to Stay			Envisage problems		
		Yes	No	Not stated	Yes	No	Not stated
Bereavement	2	1	1	0	2	0	0
Leaving home	78	45	29	4	33	34	10
Relationship breakup	3	2	1	0	2	0	1
Other	8	6	2	0	6	2	0
Not stated	2	0	0	2	0	0	2
Total	93	54	33	6	44	36	13

Table 19 above, page 16, show that of the 93 members who have plans to move out of their present household a majority, 74 (45 + 29), are simply leaving home and are most likely to be children who have reached the relevant stage of their lives. Of these in turn a majority wish to stay within the parish.

Before we found that of the respondents who were planning to move as complete household or family units a majority were not envisaging any problems in finding alternative accommodation. By contrast as we are now considering individual members of the family who wish to move, a majority of respondents, 44 of 93, do envisage problems.

The next table, table 20, page 16 overleaf, shows the response from Rode Heath which broadly reflects the situation as described above.

Similar applies to Scholar Green as shown in table 21 although in that case it appears

Table 20: Reasons for moving out & wishing to stay in Odd Rode, Rode Heath

<u>Rode Heath</u>	Total	Wish to Stay			Envisage problems		
		Yes	No	Not stated	Yes	No	Not stated
Bereavement	0	-	-	-	-	-	-

Leaving home	43	26	15	2	20	16	7
Relationship breakup	1	1	-	-	1	-	-
Other	5	3	2	-	4	1	-
Not stated	0	-	-	-	-	-	-
Total	49	30	17	2	25	17	7

Table 21: Reasons for moving out & wishing to stay in Odd Rode, Scholar Green

<u>Scholar Green</u>	Total	Wish to Stay			Envisage problems		
		Yes	No	Not stated	Yes	No	Not stated
Bereavement	0	-	-	-	-	-	-
Leaving home	16	10	6	-	5	9	1
Relationship breakup	1	-	1	-	-	-	1
Other	2	2	-	-	1	1	-
Not stated	1	-	-	1	-	-	1
Total	20	12	7	1	7	10	3

that there are fewer people who envisage problems in moving than there are people who do not.

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Table 22: Reasons for moving out & wishing to stay in Odd Rode, Mt Pleasant – Mow Cop

<u>Mt Pleasant - Mow Cop</u>	Total	Wish to Stay			Envisage problems		
		Yes	No	Not stated	Yes	No	Not stated
Bereavement	2	1	1	-	2	-	-
Leaving home	19	9	8	2	8	9	2
Relationship breakup	1	1	-	-	1	-	-
Other	1	1	-	-	1	-	-
Not stated	1	-	-	1	-	-	1
Total	24	12	9	3	12	9	3

The response from Mow Cop, table 21, is similar to that from Rode Heath and the parish as a whole.

A total of 43 of all respondents have listed the type of problems they envisage from an individual member wishing to move out of the family unit. Of these 35 refer to affordability

and pricing of houses while 17 refer to the quantity of housing available. There does not appear to be any notable differences between the three sub-areas in this regard.

Summary

The second section of the questionnaire concerned itself with two aspects of planned movement to new accommodation a) the movement of the whole family with all members staying together as one unit while the second aspect is b) that of one or more members moving away from the unit and in effect forming a new separate household or family.

In that context it was asked whether people wanted to stay within the parish or intended to move away for whatever reason and whether they have had problems finding suitable alternative to their present accommodation.

A big majority of responding households (over 80%) from all three parts of the parish and the parish as a whole have no plans to move within the next 5 years. However, there are in absolute terms and proportionately (40 ~ 18%) more households planning to move within the Mt Pleasant-Mow Cop area than in other parts of the parish. By contrast there are proportionately fewer households (11%) with such plans in Rode Heath.

Approximately 60% (68 of 115) of the respondents, who plan to move within the next 5 years, wish to stay within the parish while 40% have no wish to stay. It is also apparent that of the 68 who wish to stay within the parish, 48 state that their present house is either too big or too small.

It is worth noting that in Rode Heath the issue seems to be that the present accommodation is too small while in Scholar Green the opposite is the case: the present accommodation is too big.

The reader may recall that in Scholar Green we found an average household size of 2.00 persons per household compared to 2.27 in Rode Heath.

27

The respondents were requested to list the problems they had encountered. Most were very voluminous, but reference were made to three issues which rendered moving difficult if not impossible.

Among all respondents those who considered their present house too big, the issues were: economic/financial (3), location/availability of transport (3), quantity of smaller houses available (7).

The respondents who considered their present house too small referred to the same issues: economic/financial (10), location/availability of transport (none), quantity of bigger houses available (10).

It may be surmised that people living in a bigger house, possibly middle-aged, possibly retired, consider that they have enough financial resources to buy a smaller house, **if any were available**. By contrast those living in a smaller house, maybe younger with a family, may not yet have been able to accumulate enough such resources to buy a larger house; so for them **affordability is a major issue** together with the number of bigger houses available.

The vast majority of households, more than 70%, did not include individual members who wished to move; more so in Scholar Green than in the other parts of the parish and slightly less in Rode Heath. Conversely more responding households in Rode Heath included such

a member and fewer in Scholar Green all of which relates back to the structure of households as previously described.

We have found that of the respondents who were planning to move as a complete household or family units most were not envisaging problems in finding alternative accommodation. As we are now considering individual members of the family who wish to move, a majority of respondents, 44 of 93, do envisage problems.

A total of 43 of all respondents have listed the type of problems they envisage from an individual member wishing to move out of the family unit. Of these 35 refer to affordability and pricing of houses while 17 refer to the quantity of housing available. There does not appear to be any notable differences between the three sub-areas in this regard.

3.0 Future Housing Development

3.1 Development within the Green Belt

The third section, Section 3, of the questionnaire was concerned with resident's views of the most desirable form and location of future housing development.

Q 3.1 Should any new houses be built on the Green Belt?

Yes ☐ No ☐

Q 3.2 If no, would your answer change if the houses were affordable homes for local people?

Yes ☐ No ☐

The first two questions are shown above and a combination of the responses is shown in table 23.

Table 23: Any houses in the Green Belt?

If affordable -> Any hsg in Grn Belt↓	No	Yes	Not stated	Total
No	244	65	7	316
Yes	2	1	20	23
Not stated			4	4
<u>Rode Heath</u>	246	66	31	343
No	149	44	12	205
Yes		3	10	13
Not stated		1	6	7
<u>Mt Pleasant/Mow Cop</u>	149	48	28	225
No	187	38	8	233
Yes	1	1	17	19
Not stated			6	6
<u>Scholar Green</u>	188	39	31	258
No	580	147	27	754
Yes	3	5	47	55
Not stated		1	16	17
<u>Odd Rode Parish</u>	583	153	90	826

From table 23 it is very clear that in answer to question 3.1 a large proportion of the respondents (754 out of 825) do not wish to see any development within the Green Belt. The proportion hovers around 91% and does not vary much between the three sub-areas. However, of these a significant proportion, 147 or 17.82% would change their opposition if the proposed housing was scheduled as 'affordable'.

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Table 24: Opposing hsg in Green Belt

If affordable -> Any devt in Grn Belt↓		Rode Heath	Mt Pleasant/ Mow Cop	Scholar Green	Odd Rode
No/No	Number	244	149	187	580
	%	71.14	66.22	72.76	70.30
No/Yes	Number	65	44	38	147
	%	18.95	19.56	14.79	17.82
Yes	Number	23	13	19	55
	%	6.71	5.78	7.39	6.67

Note: 'Not stated' exclude from table 24.

The next question, question 3.3, concerns the location of new development in case the senior council, Cheshire East Council, decides on revising the boundaries – declassifying the Green Belt. The response is summarised in table 25 and also in diagram 3 that follows.

Q 3.3 If Cheshire East insist on declassifying Green Belt land to allow development, would you prefer:

a) Extending the existing settlement boundaries
to allow new housing next to existing housing

☐

b) Creating small pockets of housing away from
existing settlements

☐

c) One new development away from the existing
settlements

☐

d) Other (please specify)

☐

By 'Settlement', we mean the existing villages of Rode Heath/Thurlwood, Scholar Green, Mount Pleasant and Mow Cop

Please tick only one box

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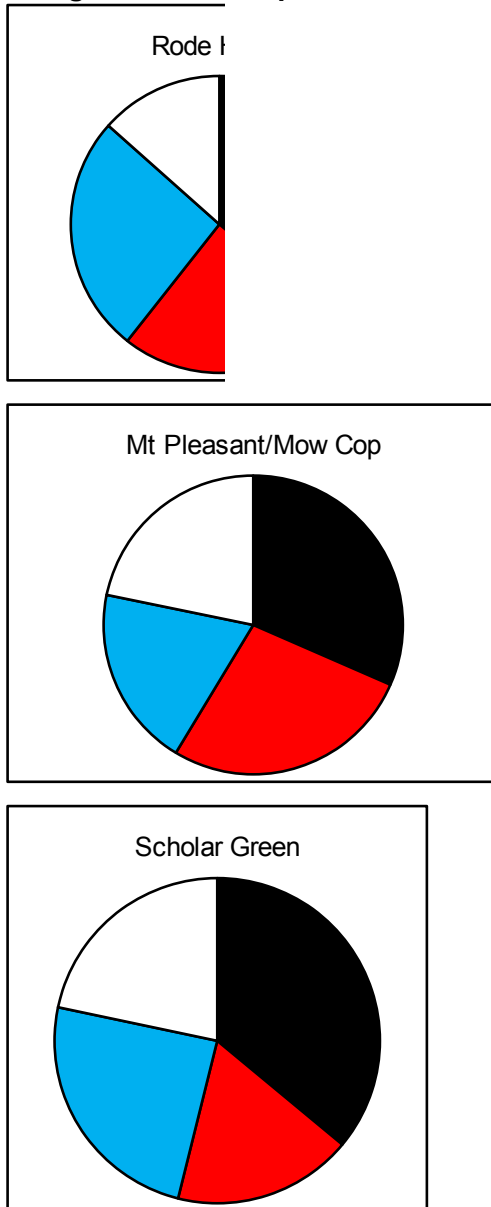
Table 25: Development preference

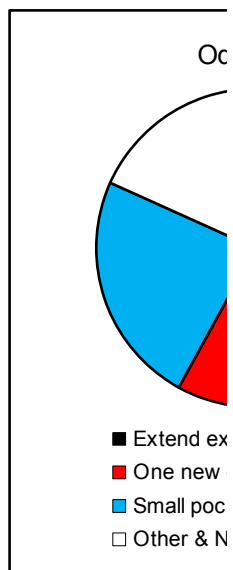
	Rode Heath		Mt Pleasant/ Mow Cop		Scholar Green		Odd Rode	
	No	%	No	%	No	%	No	%
Extend existing settlements	124	36.15	71	31.56	93	36.05	288	34.87
One new development	84	24.49	61	27.11	46	17.83	191	23.12
Small pockets	89	25.95	44	19.56	63	24.42	196	23.73
Other	22	6.41	25	11.11	26	10.08	73	8.84
Not stated	24	7.00	24	10.67	30	11.63	78	9.44
Total	343	100	225	100	258	100	826	100

Just over a third of the respondents prefer new development to be as extensions to existing developments. The appetite for developments in the form of a new development away from

existing settlements is smallest in Scholar Green, a view that may be influenced by recent developments. The idea of 'small pockets away from existing settlements' attracts the lowest support from respondents from Mt Pleasant-Mow Cop, perhaps it is difficult to see any room for such developments in their area.

Diagram 3: Development Preferences





3.2 Scale of development

Question 3.4 and 3.5 now turns to the issue of the scale of developments asking first whether there should be a maximum number of dwellings permissible and if so what should that number be?

Q 3.4 Do you think there should be a maximum number of dwellings in any new development?

Yes ☐ NO ☐

Q 3.5 If Yes, how many?

a) Less than 10

☐

Please tick only one box

b) Between 10 and 19

☐

c) Between 20 and 29

☐

d) Between 30 and 39

☐

e) Between 40 and 49

☐

Table 26: Scale of development

		< 10	10-19	20-29	30-39	40-49	Not stated	Total
Not stated		3	2	1	1		15	22
No					1	1	14	16
Yes		89	89	74	26	22	5	305
Rode Heath	N	92	91	75	28	23	34	343
	%	26.82	26.53	21.87	8.16	6.71	9.91	100
Not stated		4	1				15	20
No				1		1	15	17
Yes		87	62	23	6	8	2	188
Mt pleasant Mw Cp	N	91	63	24	6	9	32	225
	%	40.44	28.00	10.67	2.67	4.00	14.22	100
Not stated		1	2				16	19
No		1					14	15
Yes		77	67	49	14	10	7	224
Scholar Green	N	79	69	49	14	10	37	258
	%	30.62	26.74	18.99	5.43	3.88	14.34	100
Not stated		8	5	1	1	0	46	61
No		1	0	1	1	2	43	48
Yes		253	218	146	46	40	14	717
Odd Rode Parish	N	262	223	148	48	42	103	826
	%	31.72	27.00	17.92	5.81	5.08	12.47	100

It is seen from table 26 that a clear majority of about 87% (717 out of 826) wish to see a maximum permissible number of dwellings in a new development and of these a large proportion wish the scale to be less than 10 dwellings or no more than 10-19 dwellings. Between the three sub-areas it is also seen that the preference for such smaller scale developments is greatest within the Mount Pleasant-Mow Cop area. The support for larger schemes is greatest within Rode Heath with 14.87% of respondents supporting developments of up to 49 dwellings compared to 10.89% for the parish as a whole.

3.3 Tenure and size of dwellings

The two questions shown below arguably ask what kind of neighbours the respondents want. It may be that their answers are based on ill-founded beliefs such as the widely held conviction that rented houses next to owner occupied houses will reduce the value of the latter. It is therefore possible that the answers reflect desires of the existing residents rather than a perceived need or demand from potential future occupiers for dwellings in such ownership and/or tenures.

Q 3.6 If there is to be development, which type do you think it should be?

- | | | |
|--|--------------------------|---|
| a) Housing for sale or rent on the open market | <input type="checkbox"/> | <i>owned by a Housing Association etc</i> |
| b) Affordable rented housing | <input type="checkbox"/> | |
| c) Shared ownership | <input type="checkbox"/> | |
| d) Specialist care housing for the elderly | <input type="checkbox"/> | |
| e) Other (please specify) | <input type="checkbox"/> | |
-

Q 3.8 If new affordable housing is built in the Parish, do you believe priority should be given to those who already have a connection here?

Yes ☐ No ☐

e.g. Have a relative here, or work here

A summary of the answers are shown in table 27 overleaf.

	Yes	No	Not stated	Total	
				No	%
-					
Open Mkt sale or rent	120	26	4	150	43.73
Affordable rented	20	3		23	6.71
Shared ownership	19	2	1	22	6.41
Specialist hsg for OAPs	45	4		49	14.29
Other	62	14	4	80	23.32
Not stated	6	1	12	19	5.54
Rode Heath	272	50	21	343	100
Affordable homes to buy*)	7			7	
Open Mkt sale or rent	78	22	5	105	46.67
Affordable rented	35	7	3	45	20.00
Shared ownership	21	5	2	28	12.44
Specialist hsg for OAPs	12	3	1	16	7.11
Other	7	4	4	15	6.67
Not stated	8		8	16	7.11
My Pleasant/Mow Cop	161	41	23	225	100
Affordable homes to buy*)	2			2	
Open Mkt sale or rent	83	12	2	97	37.60
Affordable rented	28	2		30	11.63
Shared ownership	14	2	1	17	6.59
Specialist hsg for OAPs	46	4		50	19.38
Other	39	6	3	48	18.60
Not stated	6	1	9	16	6.20
Scholar Green	216	27	15	258	100
Affordable homes to buy*)	1			1	
Open Mkt sale or rent	281	60	11	352	42.62
Affordable rented	83	12	3	98	11.86
Shared ownership	54	9	4	67	8.11
Specialist hsg for OAPs	103	11	1	115	13.92
Other	108	24	11	143	17.31
Not stated	20	2	29	51	6.17
Odd Rode Parish	649	118	59	826	100
Affordable homes to buy*)	10			10	

*) Include in 'Other'

It is noted that the majority of respondents (42.62%) wish future housing to be for sale or rent on the open market with this wish being expressed most strongly among the Mt Pleasant-Mow Cop respondents followed by those from Rode Heath.

The second largest category is a desire for 'specialist housing for the elderly' expressed most strongly by the respondents from Scholar Green.

The categories 'Affordable rented' and 'Shared ownership' are preferences within the Mt Pleasant-Mow Cop area.

Whatever their preference for the tenure of future developments it is also clear that a large majority (78.57% ~ 649 out of 826 respondents) have answered 'Yes' to the second question on whether they believe priority should be given to people with a connection to Odd Rode when allocating 'Affordable rented' dwellings. This belief is held by a larger proportion of respondents in Scholar Green (83.72% ~ 216 out of 258) than in the other sub-areas of the parish.

A very large number of respondents seem to have expressed a wish to see a mixture of tenures. This they have done so in the space "Other please specify" by inserting letters such as "abc" presumably referring to the prefixes in question 3.6.

Table 28 below summarises the response obtained in this way and it is seen that it does not really alter the split between the preferences as described above except that it highlights a dislike for monotonous developments. A larger development dominated by 'Open Market' could be interspersed with dwellings in 'shared ownership' or other tenures.

Table 28: Tenures with added 'Other'

	Odd Rode	Rode Heath	Mt Pleasant/ Mow Cop	Scholar Green
Open Mkt sale or rent	420	195	106	119
Affordable rented	148	55	47	46
Shared ownership	102	50	29	23
Specialist hsg for OAPs	183	96	16	71

Q 3.7 What size housing do you think is most appropriate for Odd Rode?

a) Smaller dwellings (1/2 bedrooms)

☐

Please tick only one box

b) Family size dwellings (3 bedrooms)

☐

c) Large dwellings (4 bedrooms and over)

☐

often called executive homes

d) Other (please specify)

☐

Table 29: Size of dwellings

	Odd Rode	Rode Heath	Mt Pleasant - Mw Cp	Scholar Green
--	----------	------------	------------------------	---------------

	No	%	No	%	No	%	No	%
1-2 beds	216	26.15	79	23.03	67	29.78	70	27.13
3 beds	434	52.54	187	54.52	116	51.56	131	50.78
4 beds +	52	6.30	27	7.87	8	3.56	17	6.59
Other	60	7.26	30	8.75	13	5.78	17	6.59
Not stated	64	7.75	20	5.83	21	9.33	23	8.91
Total	826	100	343	100	225	100	258	100

A clear majority of over 50% of respondents have a preference of three bedroom dwellings across the parish. However, a higher proportion of respondents in Mt Pleasant-Mow Cop than in other parts of the parish have a preference for 1-2 bed room dwellings, 29.78% compared to 26.15% for the parish as a whole. In Rode Heath by contrast a higher than average proportion of residents, 7.87%, prefer large dwellings of 4 bedrooms or more compared to 6.3% for the parish as a whole.

As before a large number of respondents seem to have expressed a wish to see a mixture, now in terms of sizes. This they have done so in the space "Other please specify" by inserting letters such as "abc" presumably referring to the prefixes in question 3.7.

Table 30 below summarises the response obtained in this way and it is seen that it does not really alter the split between the preferences as described above except that it highlight a dislike for monotonous developments. A larger development dominated by 3 bedroom dwellings could be interspersed with smaller and larger dwellings.

Table 30: Size of dwellings with added 'Other'

	Odd Rode	Rode Heath	Mt Pleasant - Mw Cop	Scholar Green
1-2 beds	232	92	68	72
3 beds	441	189	118	134
4 beds +	57	30	9	18

3.4 Development as Infill

We have above considered the type of development in terms of tenures, size of dwellings and scale of developments preferred by the respondents. We also considered their preference in location viz a viz possible intrusion into the designated Green Belt and it was clear that this would be very unpopular with the respondents.

This desire to keep the parish 'green' also emerges, albeit less clear cut, in the response to the next two questions on the possibility of use large gardens or parts of large gardens as

building plots and the possibility of use other open spaces within the villages as development land.

Q 3.9 Within the villages, what do you think about development of new housing in gardens of existing houses?

a) Strongly agree

☐

b) Agree

☐

c) Neither agree nor disagree

☐

d) Disagree

☐

e) Strongly disagree

☐

Please tick only one box

Additional comments _____

Table 31: Development as garden infill

	Odd Rode		Rode Heath		Mt Pleasant – Mw Cp		Scholar Green	
	No	%	No	%	No	%	No	%
Strongly agree	38	4.60	13	3.79	13	5.78	12	4.65
Agree	88	10.65	29	8.45	29	12.89	30	11.63
Neither	251	30.39	105	30.61	66	29.33	80	31.01
Disagree	181	21.91	74	21.57	48	21.33	59	22.87
Strongly disagree	238	28.81	114	33.24	52	23.11	72	27.91
Not stated	30	3.63	8	2.33	17	7.56	5	1.94
Total	826	100	343	100	225	100	258	100

Table 31 shows just over 50% (50.72%) of respondents within the Parish as a whole either 'Disagree' or 'Strongly disagree' with using gardens as infill development; more so of the respondents from Rode Heath (54.81%), but fewer of the respondents from Mt Pleasant-Mow Cop (44.44%).

It follows that fewer of the respondents from Rode Heath (12.24%) 'Agree' or 'Strongly agree' with this proposition, while more of the respondents (18.67%) from Mt Pleasant-Mow Cop show support.

However, it is noted that almost a third of respondents from across the parish indicate no opinion either way.

Q 3.10 Within the villages, what do you think about development of new housing in existing open spaces?

a) Strongly agree

☐

b) Agree

☐

c) Neither agree nor disagree

☐

d) Disagree

☐

e) Strongly disagree

☐

By 'Open Spaces' we mean recreation fields, village greens, sports facilities or any other area not currently built on

Please tick only one box

Additional comments _____

Table 32: Development as open space infill

	Odd Rode		Rode Heath		Mt Pleasant - Mw Cp		Scholar Green	
	No	%	No	%	No	%	No	%
Strongly agree	28	3.39	9	2.62	12	5.33	7	2.71
Agree	65	7.87	24	7.00	24	10.67	17	6.59
Neither	80	9.69	32	9.33	20	8.89	28	10.85
Disagree	234	28.33	102	29.74	57	25.33	75	29.07
Strongly disagree	390	47.22	168	48.98	96	42.67	126	48.84
Not stated	29	3.51	8	2.33	16	7.11	5	1.94
Total	826	100	343	100	225	100	258	100

Table 32 shows 75.55% of the respondents to oppose development of the open spaces within the villages across the parish. The opposition is particularly strong within Rode Heath (78.72%) and less strong within Mt Pleasant-Mow Cop (68%).

However, comparison with table 24 show that in all areas of the parish the opposition to this proposition is even stronger than opposition to development in the Green Belt.

Summary:

The response to this section indicate that a majority of respondents are opposed to development within the Green Belt, but some may accept such development if part of it is reserved for affordable houses.

If development in the Green Belt is necessary, respondents will prefer development to be in the form of extension to existing settlements.

Respondents prefer small scale developments of less than 20 houses and consisting

mainly of medium sized 3B family homes.

They would like to see such developments to be scheduled mainly for sale or rent on the open market, but interspersed with homes of other tenures.

The respondents are opposed to any development of existing open spaces whether it is the designated Green Belt, gardens or other open spaces within the villages.

8.0 ECONOMIC DEVELOPMENT

The last section of the residents' survey concerned current employment and travel to work patterns and preferences for future development within the parish.

8.1 Owner, manager or employees.

Q 8.1 Do you own or run a business in the parish?

Yes ☐ No ☐

Q 8.2 If yes, would you like to receive a copy of the business survey for Odd Rode?

Yes ☐ No ☐

This will inform economic policies the final Plan

The response to the first question is summarised in table 8.1 below:

Table 8.1: Owner, manager or employees

	<u>Rode Heath</u>		<u>Scholar Green</u>		<u>Mt Pleasant/ Mow Cop</u>		<u>Odd Rode</u>	
	Number	%	Number	%	Number	%	Number	%
Owner or manger	20	5.83	15	5.81	12	5.36	47	5.70
No	311	90.67	224	86.82	185	82.59	720	87.27
Not stated	12	3.50	19	7.36	27	12.05	58	7.03
Total	343	100	258	100	224	100	825	100

As may have been expected business owners or managers are only a small percentage of the respondents at just less than 6% with the smallest percentage, 5.36%, found among the respondents from Mt Pleasant-Mow Cop. The highest percentage of respondents, 90.67%, answering 'No' to question 1 is found among the Rode Heath residents.

On the question of whether they wanted to receive a copy of the business report the response is shown in table 8.2 overleaf.

Most respondents claiming to be owners or manager as well as a significant number of respondents claiming not to be, had answered this question.

Although few in numbers more than 50% of the 'owners or managers' would like to see the business report, while the overwhelming proportion of non-'owners or managers' seem to have no interest in such a report and do not wish to receive a business report.

Table 8.2: Want to receive business report.

	Yes	No	Not stated
Owner or manger	9	9	2
No	6	49	256
Not stated	-	-	12
<u>Rode Heath</u>	15	58	270
Owner or manger	8	5	2
No	2	33	189
Not stated	-	-	19
<u>Scholar Green</u>	10	38	210
Owner or manger	6	4	2
No	3	26	156
Not stated	-	-	27
<u>Mt Pleasant</u>	9	30	185
Owner or manger	23	18	6
No	11	108	601
Not stated	-	-	58
<u>Odd Rode</u>	34	126	665

7.2 Number of working people and activity rates

The third question concerned the place of work and mean of travelling to work.

Q 8.3 For those in your household who work, please let us know where and how they go to work:

	No. who work here	Drive	Bus	Train	Cycle	Walk	Other
Work at home							
Elsewhere in the parish							
Alsager area							
Sandbach area							
Congleton area							
The Potteries							
Crewe							
Manchester							
Other							

Specify where _____

The response to this question has been combined with the response to the questions on age. In summary the outcome is as shown in table 8.3.

Table 8.3: Economic Activity.

	Households		
	Working members ¹⁾	Not working & retired ²⁾	Total
	204	139	343
	People		
People working ³⁾	381		381
Other people of working age ⁴⁾	87		87
People aged 65+ ⁵⁾		209	209
Children	82		82
Rode Heath	550	209	759
	Households		
	Working members ¹⁾	Not working & retired ²⁾	Total
	125	133	258
	People		
People working ³⁾	221		221
Other people of working age ⁴⁾	59		59
People aged 65+ ⁵⁾		206	206
Children	29		29
Scholar Green	309	206	515
	Households		
	Working members ¹⁾	Not working & retired ²⁾	Total
	129	96	
	People		
People working ³⁾	233		233
Other people of working age ⁴⁾	89		89
People aged 65+ ⁵⁾		129	129
Children	19		19
Mt Pleasant/Mow Cop	341	129	470
	Households		
	Working members ¹⁾	Not working & retired ²⁾	Total
	458	368	826
	People		
People working ³⁾	835		835
Other people of working age ⁴⁾	235		235
People aged 65+ ⁵⁾		544	544
Children	130		130
Odd Rode	1200	544	1744

¹⁾Households with some working members.

²⁾Households not working and some members retired.

³⁾Members of working age in work.

- ⁴)Other people of working age not working or seeking work.
⁵)People aged 65+ assumed retired.

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Within table 9.3 the important figures are those that add up to the number of people of working age of which the first (381 in Rode Heath) is termed “People working” and equates to what in the Censuses are called “economically active”. The second (87 in Rode Heath) is termed “Other people of working age” and equates to what in Censuses is called “economically inactive”. In total they add up to 468 in Rode Heath of which 381 make up 81.4%.

For the parish as a whole and each of the three sub-areas the rates of economically active are as follows:

Rode Heath:	381 ~ 81.4% of 468
Scholar Green:	221 ~ 78.9% of 280
Mt Pleasant/Mow Cop:	233 ~ 72.4% of 322
Odd Rode Parish	835 ~ 78.0% of 1070

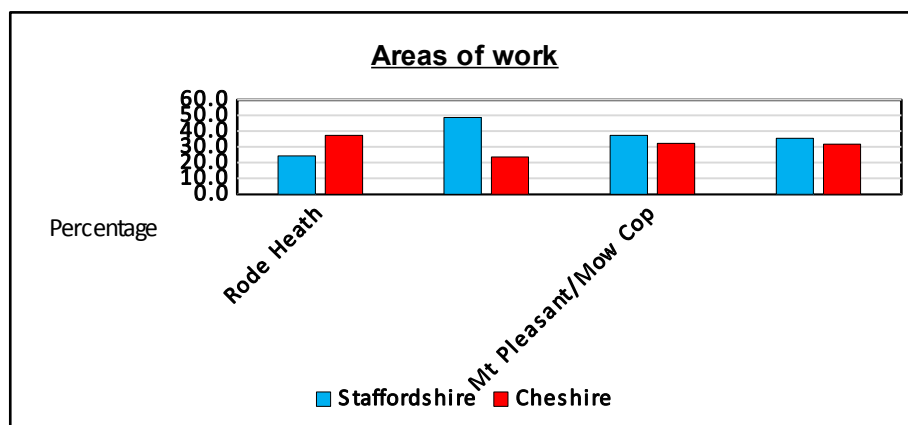
Given what we already have found from this survey in terms of age- and family structures it may not surprise the reader that Rode Heath stand out as having the highest rate of economically active residents while the Mt Pleasant-Mow Cop area has the lowest rate of such residents.

8.3 Workplace destination

The following analysis concerns only the 835 people who make up the working population of Odd Rode and the response for these is summarised in table 8.4, page 32.

With the parish of Odd Rode being on the border with Staffordshire it is to be expected that employment is found both within Cheshire and within Staffordshire. Thus, a closer analysis finds that about 35% of the working population commutes to destinations within Staffordshire including The Potteries while a similar amount (32%) finds work within Cheshire East. However, this does conceal some significant differences between the three main settlement areas as shown in Diagram 8.1.

Diagram 8.1



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From within Scholar Green 49% of the working population travel to work in Staffordshire and The Potteries while 24% go to places within Cheshire. A similar pattern is evident in the case of Mount Pleasant-Mow Cop with 37% travelling south while 32% stay within Cheshire. By contrast 24% of the Road Heath working population travel to Staffordshire while 37% finds work within Cheshire.

Table 8.4: Places of work by area of residence.

	Rode Heath		Scholar Green		Mt Pleas/Mw Cop		Odd Rode	
	Number	%	Number	%	Number	%	Number	%
Work at home	34	9.50	24	8.99	23	11.44	81	9.81
Within OR	20	5.59	13	4.87	16	7.96	49	5.93
Alsager	35	9.78	12	4.49	7	3.48	54	6.54
Sandbach	31	8.66	8	3.00	6	2.99	45	5.45
Congleton	15	4.19	18	6.74	23	11.44	56	6.78
Potteries	69	19.27	54	20.22	64	31.84	187	22.64
Crewe	34	9.50	19	7.12	14	6.97	67	8.11
Manchester & NW	35	9.78	13	4.87	11	5.47	59	7.14
Staffordshire	18	5.03	76	28.46	11	5.47	105	12.71
UK-wide	17	4.75	18	6.74	8	3.98	43	5.21
Cheshire East	19	5.31	6	2.25	15	7.46	40	4.84
Cheshire West	10	2.79	4	1.50	2	1.00	16	1.94
Other	21	5.87	2	0.75	1	0.50	24	2.91
Total	358	100	267	100	201	100	826	100

8.4 Means of transport

Table 8.5a and 8.5b, below and overleaf, describes the pattern of use of mode of transport to work.

Table 8.5a: Means of transport to work and destination, Odd Rode Parish.

	Elsewhere in OR	Alsager	Sandbach	Congleton	Potters	Crewe	Manchester	Other
Drive	27	48	39	46	155	55	28	175
Bus		1	1	1	1	4	3	4
Train					1	1	7	11
Cycle	1	2	9	1	1	2		3
Walk	14	1						1
Other	1	1	1	2	1			18
Not stated	6	1	1	6	28	5	6	40
Odd Rode	49	54	45	56	187	67	44	252

Note: Number of people working at home is not included.

Table 8.5b: Means of transport to work and destination.

	Elsewhere in OR	Alsager	Sandbach	Congleton	Potters	Crewe	Manchester	Other
Drive	9	33	27	14	67	28	17	94
Bus			1			3		2
Train						1	4	4
Cycle		1	2			2		1
Walk	9	1						
Other	1		1	1	1			7
Not stated	1				1		2	12
Rode Heath	20	35	31	15	69	34	23	120
Drive	8	11	7	14	40	15	4	42
Bus		1					3	1
Train								2
Cycle	1		7					
Walk	2							
Other								7
Not stated	2			4	14	4	3	11
Scholar Green	13	12	8	18	54	19	10	63
Drive	10	4	5	18	48	12	7	39
Bus				1	1	1		1
Train					1		3	5
Cycle		1		1	1			2
Walk	3							1
Other		1		1				4
Not stated	3	1	1	2	13	1	1	17
Mt Pleas/MwCp	16	7	6	23	64	14	11	69

Note: Number of people working at home is not included.

It will not come as a surprise that by far the most commonly used mode is driving – presumably by personal car (the questionnaire only ask whether the respondent is “driving”). However, it is noted that, although the numbers are small, walking and cycling becomes a

possibility for those working within the parish and in nearby towns (Alsager, Sandbach, Crewe) while trains may be used for those working further afield.

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The following table gives a summary of the use of different transport modes within different parts of the parish. It is noticeable that more people from the Mt Pleasant-Mow Cop Area are cycling and using public transport than from the other areas. This may be a reflection of the relative differences in income and wealth between the areas.

Table 8.6: Mode of transport by sub-area.

	Rode Heath		Scholar Green		Mt Pleas/Mw Cop		Odd Rode	
	Number	%	Number	%	Number	%	Number	%
Driving	289	75.85	141	63.80	143	61.37	573	68.62
Bus	6	1.57	2	0.90	4	1.72	12	1.44
Train	9	2.36	5	2.26	9	3.86	23	2.75
Cycle	6	1.57	2	0.90	5	2.15	13	1.56
Walk	10	2.62	2	0.90	4	1.72	16	1.92
Other	11	2.89	7	3.17	6	2.58	24	2.87
Not stated	16	4.20	38	17.19	39	16.74	93	11.14
Working at home	34	8.92	24	10.86	23	9.87	81	9.70
Total	381	100	221	100	233	100	835	100

The reasons for the negligible use of public transport becomes clearer when considering the response to the next questions.

Q 8.4 Do any of your household have problems getting to work?

Yes ☐ No ☐

Q 8.5 If so, what are the problems?

Q 8.6 Are any of your household unable to work because of transport problems?

Yes ☐ No ☐

Q 8.7 If so, what are the problems?

A big majority of responses indicated no transport problems (76% of the 458 households with working members, table 9.3), but a total of 108 (24%) indicated that they did experience

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problems. These could broadly be divided into two main groups: **1.** Problems caused by the paucity or unreliability of public transport whether buses or trains and **2.** Problems experienced by drivers concerned with the sheer volume on roads and streets within the parish as well as the surrounding main routes, the M6, A34 and A50.

Table 8.7: Reported traffic problems.

		Rode Heath	Sch Green	Mt Pleasant/ Mow Cop	Odd Rode
Buses	Number	14	15	14	43
	%	35.90	48.39	36.84	39.81
Traffic	Number	25	16	24	65
	%	64.10	51.61	63.16	60.19
Problems	Number	39	31	38	108
TTW Problems	Number	204	125	129	458
	%	19.12	24.80	29.46	23.58

Since most people drive to work, it is no surprise that the largest number of reported problems stems from these people, but it may surprise some that proportionately the largest number of 'complaints re public transport and buses originate from respondents from Scholar Green.

(Question 8.4 is different from question 8.6, but the writer of this report feels that very few if any respondents realised the significance of question 8.6. In terms of problems only a handful of respondents answered question 8.7 and all along the same lines as described above.)

8.5 Future employment and development opportunities

Q 8.8 Would you like to see more employment opportunities in the parish?

Yes ☐ No ☐

Q 8.9 If so, what type?

368 or 45% of the respondents would like to see more employment opportunities within the parish and there is little difference between the sub-areas. However, 36% of the respondents answer 'No' to the question and a further 20% do not state their preference or do not have a

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preference. It appears that among these there is a fear of urbanisation; they wish to keep the parish as rural as possible.

Table 8.8: Would you like more employment opportunities

		Total	'No'	'Yes'	Not stated
Rode Heath	Number	343	127	154	62
	%	100	37.03	44.90	18.08
Scholar Green	Number	258	87	117	54
	%	100	33.72	45.35	20.93
Mt Pleasant/ Mow Cop	Number	224	81	97	46
	%	100	36.16	43.30	20.54
Odd Rode	Number	825	295	368	162
	%	100	35.76	44.61	19.64

The respondents who would like to see more employment opportunities are invited to state which type they would like to see. The response is multi-faceted and not easy to summarise, but this has nevertheless been attempted in table 8.9.

They are not mutually exclusive and some are grouped together and together with other suggestions too numerous to mention here. Indeed some respondents indicate a preference for a mixture of industries.

The three specified categories most preferred appear to be leisure, high technology and retail.

Table 8.9: Employment opportunities you would like to see.

	Rode Heath	Scholar Green	Mt Pleasant/ Mow Cop	Odd Rode
Agriculture			2	2
Anything	24	18	15	57
Arts & Crafts Units		4	5	9
High Tech; IT	16	11	7	34
Leisure	16	22	11	49
Mixture			2	2
Office	10	15	5	30
Retail	11	11	12	34
Other			4	4
Not stated	58	38	29	125
Younger generation	7	2	4	13
Scale & design	7	11	12	30

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However, it is clear that there is a concern that more opportunities for young people could be or should be offered locally.

It is also clear that among the respondents there is concern that any enterprise should be in keeping with the local natural and built-up environment in scale and design. Thus the word 'small' is a prefix to 30 separate suggestions. This mirrors the concern referred to above that the parish could inadvertently become urbanised and thereby negate the character of the area that initially attracted new-comers.

The response to the two final questions prove somewhat difficult to interpret.

Q 8.10 Do you believe existing employment sites in the parish should be used for housing, if they become vacant?

Yes ☐ No ☐

Q 8.11 If redundant farm buildings, or other brownfield sites, become available for redevelopment, do you believe priority should be given to housing or to business?

Priority to housing ☐ Priority to business ☐

Table 8.10a: Development preference

Priority\Hsg use		Yes	No	Not stated	Total	
					Number	%
Business	Numbe	75	155	13	243	29.5

	r					3
						53.8
Housing	-	291	114	38	443	3
Both or mixture	-	9	6	3	18	2.19
Depends	-	7	1	5	13	1.58
Either	-	5			5	0.61
Community projects	-		1		1	0.12
Neither or none	-	1	9	2	12	1.46
						10.6
Not stated	-	18	16	54	88	9
Odd Rode	Number %	406 49.33	302 36.70	115 13.97	823 100	100
Business	Number	32	81	6	119	34.6
						9
						50.4
Housing	-	109	52	12	173	4
Both or mixture	-	1	3	2	6	1.75
Depends	-	1		1	2	0.58
Neither or none	-		4	2	6	1.75
						10.7
Not stated	-	9	7	21	37	9
Rode Heath	Number %	152 44.31	147 42.86	44 12.83	343 100	100

Note: In table 8.10a the rows refer to question 8.10. The columns refer to question 8.11.

Table 8.10b: Development preference

Priority\Hsg use		Yes	No	Not stated	Total	
					Number	%
Business	Number	23	48	4	75	29.18
Housing	-	88	35	12	135	52.53
Both or mixture	-	4	2	1	7	2.72
Depends	-	3		4	7	2.72
Either	-	5			5	1.95
Neither or none	-		3		3	1.17
Not stated	-	3	5	17	25	9.73
Scholar Green	Number %	126 49.03	93 36.19	38 14.79	257 100	100
Business	Number	20	26	3	49	21.97
Housing	-	94	27	14	135	60.54
Both or mixture	-	4	1		5	2.24
Depends	-	3	1		4	1.79
Community projects	-		1		1	0.45
Neither or none	-	1	2		3	1.35
Not stated	-	6	4	16	26	11.66
Mt Pleasant/ Mow Cop	Number %	128 57.40	62 27.80	33 14.80	223 100	100

Note: In table 7.10a the rows refer to question 8.10. The columns refer to question 8.11.

It is quite clear from the above table that respondents give a preference to the use of vacant employment premises for housing with 291 respondents state that their priority is 'housing' and say 'Yes' to the use of such premises for housing. However, 155 respondents say 'No' to the future use as housing and give preference to a business use.

Overall 406 respondents state that such premises should be used for housing while 443 respondent feel it should be given priority. At the same time a considerable body of respondents of 302 feel the future use should be business and 243 feel it should be given priority.

Summary:

'Owners or managers' of businesses within Odd Rode appear to be very few comprising less than 6% of the respondents and only a few of these wished to see a business report.

The response to question 8.3 -

Q 8.3 For those in your household who work, please let us know where and how they go to work

- was combined with the question on age in chapter 1 in order to ascertain the economic activity rate of the parish as a whole and of each of the constituent parts. The outcome is shown in table 9.3 and summarised on page 31.

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It shows Rode Heath to have the highest economic activity rate and Mt Pleasant/ Mow Cop the lowest.

The economically active residents of Odd Rode works cover a very wide geographical area, some travelling large swathes of UK and even countries abroad. However, the answer to where people go to work makes it clear that the bulk of workplaces are found within Cheshire East (especially Macclesfield) and North Staffordshire (Stoke-on-Trent, Newcastle-under-Lyme and Staffordshire Moorlands).

It will not come as a surprise that by far the most commonly used mode is driving – presumably by personal car. However, it is noted that, although the numbers are small, walking and cycling becomes a possibility for those working within the parish and in nearby towns (Alsager, Sandbach, Crewe) while trains may be used for those working further afield.

Considering different transport modes within different parts of the parish, it is noticeable that more people from the Mt Pleasant-Mow Cop Area are cycling and using public transport than from the other areas. This may be a reflection of the relative differences in income and wealth between the areas.

A big majority of responses indicated no transport problems (76% of the 458 households with working members, table 7.3), but a total of 108 (24%) indicated that they did experience problems. These could broadly be divided into two main groups: **A.** Problems caused by the paucity or unreliability of public transport whether buses or trains and **B.** Problems

experienced by drivers concerned with the sheer volume on roads and streets within the parish as well as the surrounding main routes, the M6, A34 and A50.

Since most people drive to work, the largest number of reported problems stems from these people, but it may surprise some that proportionately the largest number of 'complaints re public transport and buses originate from respondents from Scholar Green.

45% of the respondents would like to see more employment opportunities within the parish and there is little difference between the sub-areas. However, 36% of the respondents answer 'No' to the question and a further 20% do not state their preference or do not have a preference. It appears that among these there is a fear of urbanisation; they wish to keep the parish as rural as possible.

The three specified categories most preferred appear to be leisure, high technology and retail. However, it is clear that there is a concern that more opportunities for young people could be or should be offered locally.

It is also clear that among the respondents there is concern that any enterprise should be in keeping with the local natural and built-up environment in scale and design. Thus the word 'small' is a prefix to 30 separate suggestions. This mirrors the concern referred to above that the parish could inadvertently become urbanised and thereby negate the character of the area that initially attracted new-comers.

It is quite clear from table 9.10 that respondents give a preference to the use of vacant employment premises for housing with 291 respondents state that their priority is 'housing' and say 'Yes' to the use of such premises for housing. However, 155 respondents say 'No' to the future use as housing and give preference to a business use.

Overall 406 respondents state that such premises should be used for housing while 443 respondents feel this should be given priority. At the same time a considerable body of respondents of 302 feel the future use should be business and 243 feel that should be given priority.

While it is clear that for many respondents housing is the preferred option, there is also a sizeable body of opinion that would prefer such premises to stay in economic use. They would like to see efforts made to keep them in economic use, but if that is not successful, then housing would be an acceptable alternative. (This is in fact established practice when considering planning applications.)

