

Younger Person Survey Summary

Stow-on-the-Wold

Ashleigh & David Cox 29th September 2020

Introduction

The Neighbourhood planning group is in the process of gathering and summarising data which will in turn shape the strategic direction of the Stow and the Swells Neighbourhood Plan.

The Household Survey (2020) has provided a wealth of information regarding the wishes of the community and is information which will be used alongside additional research and analysed to form local Neighbourhood Planning Policies.

It is recognised that in order to re-balance the Stow-on-the-Wold demographic there is a need to build a future plan which will both retain the existing younger community and attract others. As parents of an independent young adult family (who are not living in Stow) and as residents who know a number of younger people in the community we had decided to obtain ad-hoc feedback from our family and some of the younger community members with regards to needs and requirements of their generation. It was acknowledged and indeed suggested at a previous NPSG meeting that we undertake a targeted additional “Younger persons” survey especially given the demographic of the Household Survey respondents.

Please find below the summary of The Younger Persons Survey

Survey Premise

Stow-on-the-Wold is an extremely popular place to live and visit. It is an Area of Outstanding Natural Beauty (AONB) and is ideally located for serving locals (shops, banks, chemist, restaurants) and for visiting the North Cotswolds.

A few facts;

Stow has a significantly higher than average age of population (**44% above 65 years old**)

The community has a desire to attract younger people to live and work here (Household Survey 2020)

There is a need to reverse the trend of younger people leaving Stow due to unaffordable rents and high house purchase prices.

Methodology

Online Survey placed on the Stow-on-the-Wold Facebook Page 26 respondents

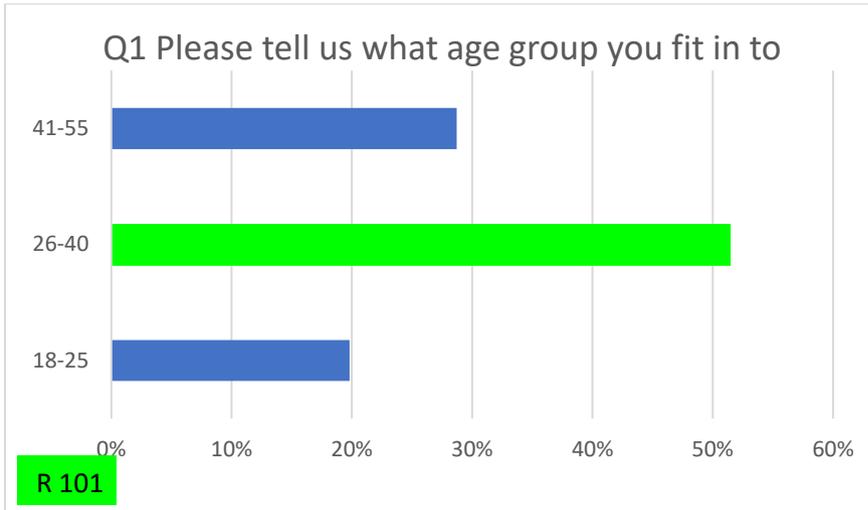
Paper Survey 75 respondents of which were in the following locations

28 School – Self filled

25 Tesco Car Park – Filled by researcher

21 Stow Businesses – Young working community – Self filled

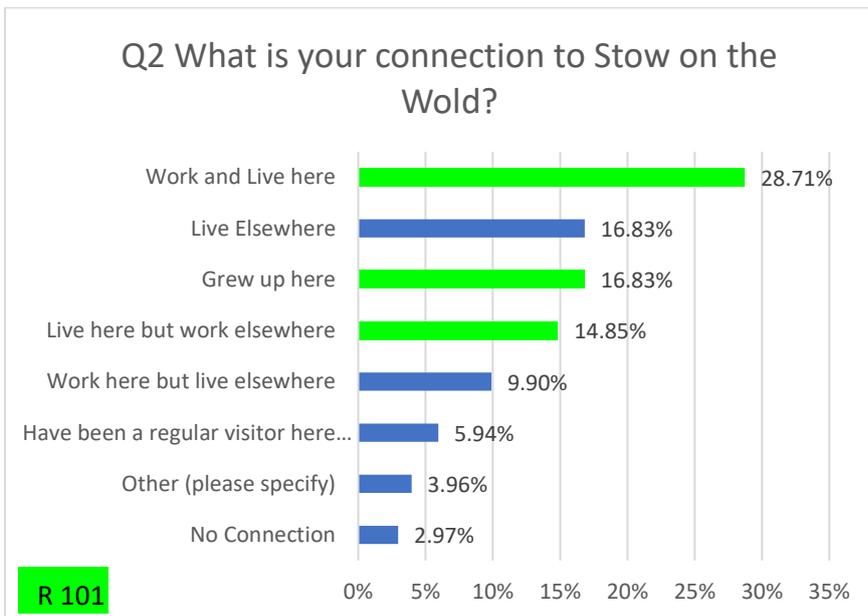
1 Cottage Guest – Self filled



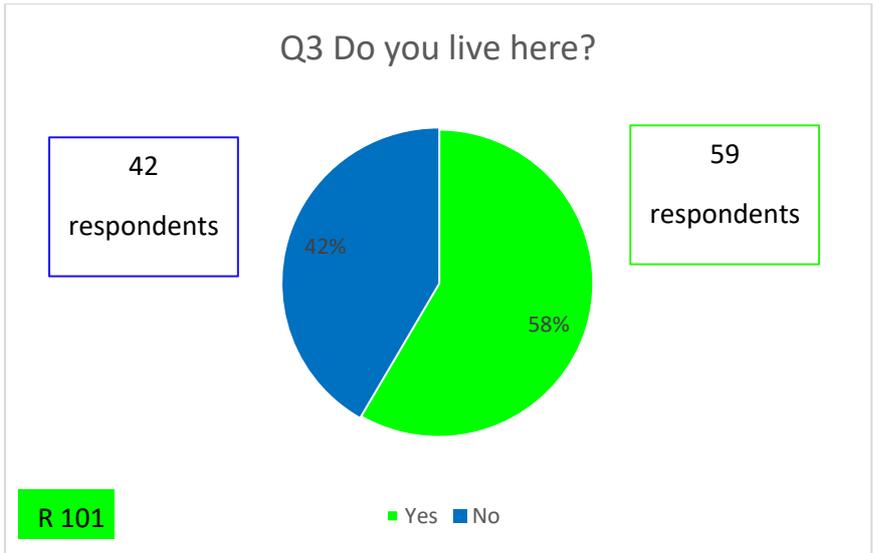
R = No. of respondents/responses for that question

51% of survey respondents (online and paper) were in the 26-40 age group

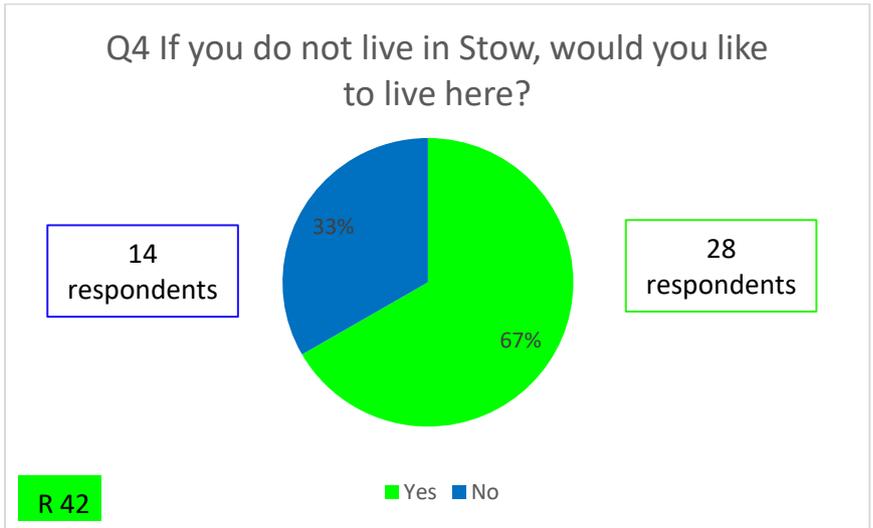
50.6% of survey respondents (paper) in the 26-40 age group live in Stow



60% of survey respondents (online and paper) grew up or live here

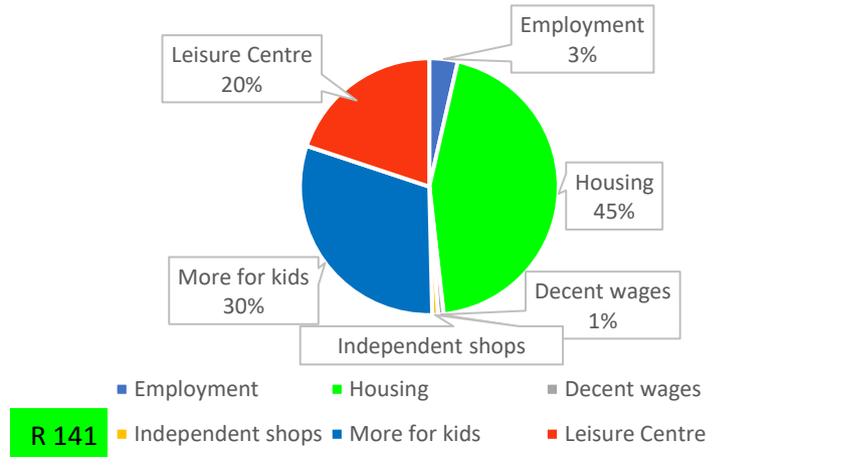


Additional question that in hindsight was not needed.



66% of survey respondents that do not live in Stow would like to live here

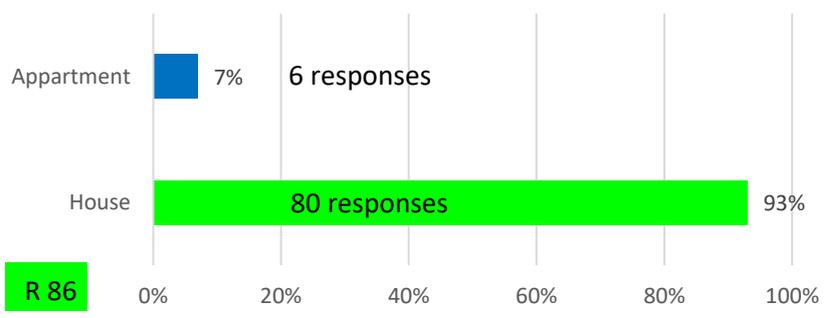
Q5 If you live or would like to live in Stow what is needed in terms of facilities



45% of respondents who live or would like to live in Stow said housing was a requirement
 30% of respondents who live or would like to live in Stow said more was needed for children
 20% of respondents who live or would like to live in Stow said a Leisure Centre or facilities were needed

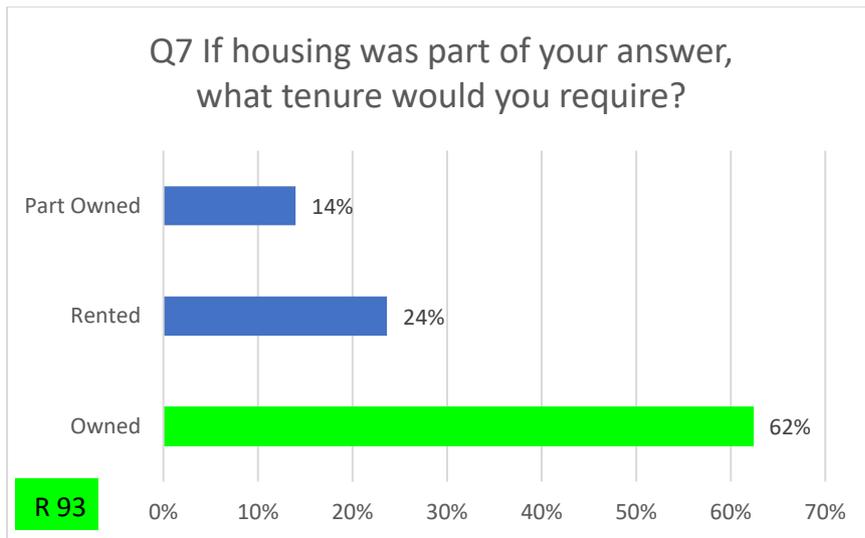
Covid-19 has changed the way the world is working, with a second spike due and who knows how many more virus' lurking.
 Stow needs to be thinking of how we can help facilitate and improve home working.
 Affordable shared office space, maybe linked to a creche, a space where home workers can differentiate home from work.
 Open spaces, more evening entertainment that is not food and pub related. Wine bar, Tapas? A gym in Stow would be great, we have to travel 20 mins to a gym!
 More facilities for younger people than ourselves (I hope a few answer the survey).
 Great idea to listen, Thank you!

Q6 If housing was part of your answer, what type of property would you require? Select all that apply

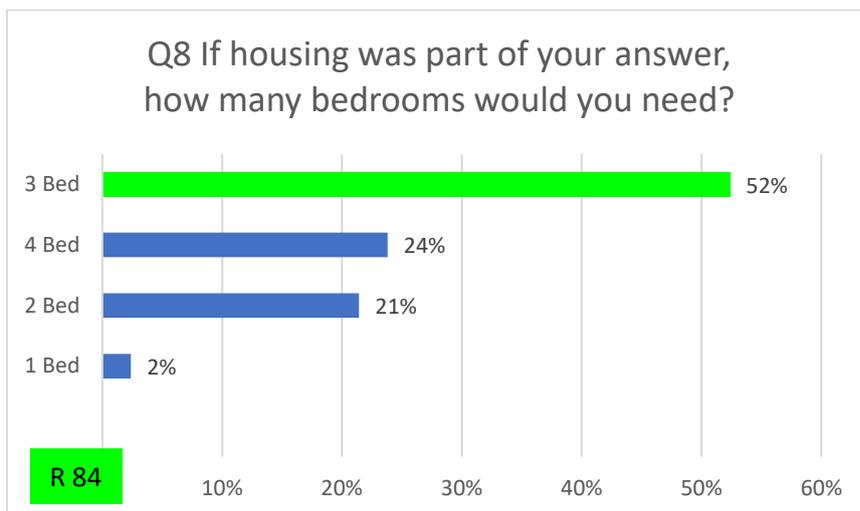


It could be assumed Covid-19 may have changed housing requirements from apartments to houses

It could be assumed that the preference of houses vs apartments is due to the respondent demographic



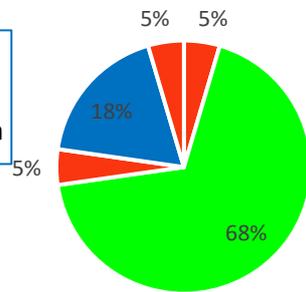
76% of respondents said they would like to Own or Part Own the properties they live in



Significant number of respondents who mentioned housing needs to improve (52%) stating 3 bedrooms as a requirement
 Other comments include
 Houses that do not look like boxes
 Houses that do not look like local authority residences
 Houses that have decent rooms sizes (like in the 50's)
 Houses with decent size gardens
 Sustainable housing
 Purchasers of affordable houses should have some connection to Stow (Family here, grew up here)
 Mix of market priced, affordable, rented, owned and part owned housing needed

Q9 If house purchasing was part of your answer, what price range would suit your needs? 3 Bed sample used

18% Outliers x 4
Could be assumed market price given



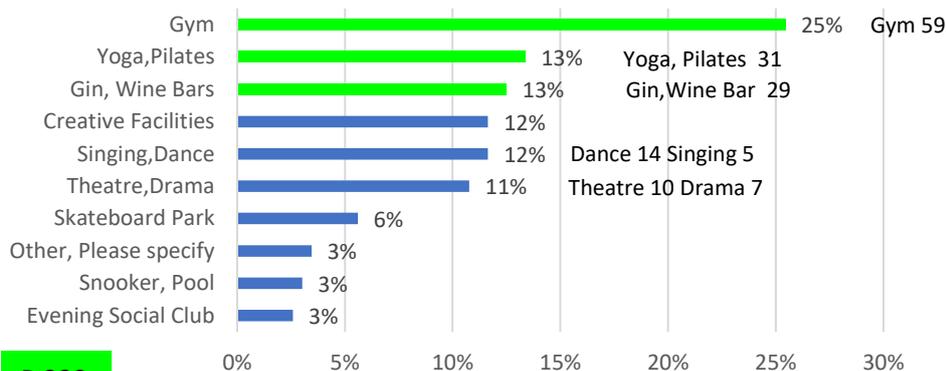
5 % Outliers x 3
1 business owner
1 low end of affordable
1 Assumed market £

R 22

£180k £200-300k £350k £400-500k £650k

Affordable price range is considered to be £200-300k for a 3 bed house
Low respondents as no online question was asked, omitted due to max no. of questions reached
Question was only asked on paper survey, responses without connections to Stow have been omitted
Question was a free answer field, i.e. not selectable 32 responses received for 3 bed houses
I have chosen to use the 3 bed price range as a baseline as free field analysis is lengthy and 3 bed properties was the largest requirement.
Shift to 3 bed accommodation could be attributed to the need of an office to Work from Home or the 28 target audience respondents being parents with children at the school

Q10 If Leisure was part of your answer, what sort of amenities would you desire?
Select all that apply.



R 232

Overwhelming response for a Gym, Yoga and Pilates facilities as well as Gin, Wine Bars
All respondents were requested to **select all that apply**

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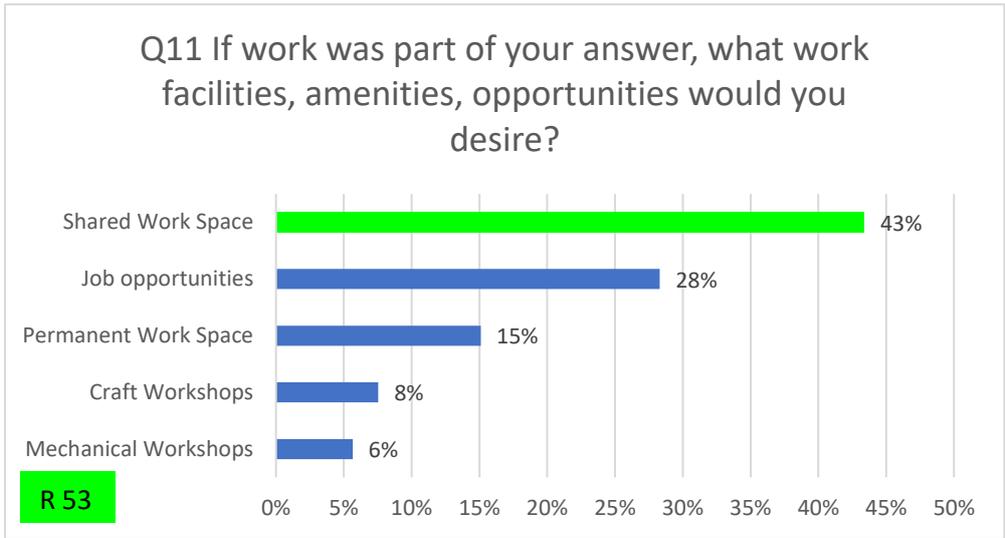
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58% of respondents who gave work as part of their answer stated that Shared and Permanent Workspace are important facilities.

Additional comments highlight the need for good Internet Connectivity, Broadband Speeds and good Transport Links to Railway Stations

Covid-19 has forced Macro Work-From-Home situation which matched with the housing trend shift from apartments to Houses will see more people working from home

Primary Feedback Leisure and Amenities

Gaps for younger children

Football clubs

Better Play Areas

We have to travel to Bourton or Moreton for afterschool clubs, so a swimming pool here or a gym with something for children and adult classes would be very welcome.

4-18 Activities

Baby Groups

Swimming Pool, After school clubs, sports

Swimming Pool, things for kids to do, football got a great field and not being used, anything the kids has gone due to people moaning, and they don't live here all year round.

Football Club

Outdoor rock climbing, paint ball zip wires

Playgroups, Sports Activities

More to do like Bourton, Music groups, Cinema indoor and outdoor,

Cycle trails

Cinema, needs cool vibe, climbing and paddle boarding

Cinema,

Soft play, Leisure

Affordable childcare

Cinema, Climbing, Cycling, Quick walks

Cinema

Cricket Club. Leisure Centre, Cocktail Bars (Look at Sucker Punch in St Albans

Sport, Cricket, somewhere funky where young people can congregate

Swimming pool, cinema, bowling, more jobs

Space for Live Music

Children's parks, Outdoor cinema in the summer

Trails!

Good Park, Bigger Library, Swimming Pool

Cinema,

Children's parks, Bigger and better

Swimming pool, pop up cinema, Better parks for kids

Football for young people

Trails and Orienteering

Cinema - Pop up?, Larger play park, See Chipping Norton Example, Multi -functional space!

Outdoor adventure playground. Nature Walk

Better parks/playparks

Park for kids, pool

Proper play park

Swing parks, slides, outdoor adventure grounds

OTHER

Clubs that are affordable and not clicky

There is nothing for young children.

Everywhere shuts because there are better facilities elsewhere i.e. Chippy & Upper Rissington (have a look at Chippy)

Nursery with coffee shop, Stow is a great place to be, need to improve facilities

Wine and Tapas

More community activities and events.

Need outside space

Gastro Pubs, Dog walking

Need more independent shops and fewer tea rooms!

The only reason we stay is because our children are settled in school. Local facilities are poor

Village Hall for community groups like Yoga or Self Defence. Sports clubs to keep younger people involved and active in the community. Internet Hub for 18-30 age group, After Uni education where you can print, have use of computers to further education and socialise.

Outdoor swimming pool

Activities for Children,

Leisure, hobbies, things for youth to do, Community Centre, Pool, Park for kids,

Swimming pool

Leisure, Music groups

Nothing to do for millennials. Need multipurpose space for groups and clubs. A place where mates can meet up that is not a pub but sells drinks and you can play pool/Snooker/Darts/Card Games

Gym/leisure facilities, workspaces/workshops for activities and learning. Martial arts, Cinema nights

Leisure facilities

Orchestra's choirs.

More community activities and events.

Primary Feedback Housing

NO More Old People Homes!, Affordable Housing,

Not Stow's astronomical prices

NO More Old People Homes!, Affordable Housing,

More affordable housing

Be incredibly careful, social housing can change towns. Need a mix and would need some connection to Stow.

I am a single 30 year old currently in staff accommodation and have been on the housing list for a year and have not heard anything. Very disappointing and AWFULLY expensive when living on your own

Lower rent opportunities

Larger family homes or the ability to sensitively extend properties to 4/5 bed,

Cheaper houses,

Affordable housing

Affordable housing,

Affordable housing,

Affordable housing,

Affordable housing

Affordable housing for young people, No more retirement homes!

Affordable housing

Affordable housing

Affordable housing

More affordable housing

Houses that do not look like boxes

Houses that do not look like local authority residences

Houses that have decent rooms sizes (like in the 50's)

Houses with decent size gardens

Affordable housing with a chance to buy the properties. I have a house in Moreton with a housing association and I'm only entitled to a 2 bed as have 2 children however the house is small and ideally a 3 bed would be better however I am not entitled to this so a way of renting a bigger affordable property with the option to buy would be helpful

The town needs much more for younger generation to do while growing up and be able to afford to stay in their hometown and bring up own family's

Houses, to buy, housing association, LA. The full mix!

Truly affordable housing wholly funded by Brio particularly, but also McCarthy and Stone. They skewed the demographic and did the damage; they need to fix it!



Stow is perfect as it is, but every time a house within our budget becomes available it is snapped up by second homeowners. So, that would be a big thing for us personally



Just stop building places for retirement wealthy people and start considering the younger ones brought up here and leave to buy houses elsewhere then struggle to bring a family up without the love and support if they were here

Primary Feedback Parking and Traffic

Taxi's

Transport - Buses

Less Traffic is Key!

Transport,

Better transport links.

More Parking

More parking spaces, staff car parking just for those that work in Stow,

Parking in the square for workers

By Pass

As a resident in well lane with only 1 parking space, we struggle to park a second car a resident pass or residents only parking would be beneficial. This also means tourists would use the pay and display car park generating more income for the town

Safer crossings

Better Parking

Parking is a challenge

Needs transport links!

Cycle trails

Nature Trails

I find Stow parking area in centre of town not very inviting and makes me not want to come with my young child as it is not pedestrian friendly. Does not make you want to browse or stay longer than required.

Transport - Buses to larger towns

Taxis

Transport, Stow bigger, better Market Square to have no cars but outdoor relaxing space

Transport to larger towns for evening entertainment needs to be good!

Reduce traffic congestion on the Fosseyway

More parking,

Taxis

Better Transportation, Bus service to Cheltenham and Witney

Rail connections - SPEED

Train and bus times need to match

Primary Feedback Work, Jobs

There is a lack of opportunity in stow, business rates are high, meaning lots of empty shops and a lack of work

Additional independent shops would create job opportunities. Maybe part time shared jobs would be great for young people with families

IT Industry Jobs

Local job opportunities

Part time opportunities or job shares

"We Work" concept

Gym's and leisure facilities bring younger jobs, swimming pool, classes =jobs

Car Mechanics

Craft workshops

Creative industries

Need more independent shops and fewer tea rooms!

Big divide between the rich business property owners and the small traders

Internet

More places to work

INTERNET

INTERNET & BROADBAND

Primary Feedback Other

Proper shops - not antiques and charity shops

I would be happy to be contacted to discuss further. My name is Tim Carter, 35 and live with my wife and young daughter in Stow. I am an architect and as such have a strong understanding of the challenges of housing etc, and the reasons why we do not and cannot easily meet the needs of providing truly affordable housing. My email address is istimcarter30@gmail.com and hope to hear from you.

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More social events.



I have lived here for three years. Married with young family. We travel to Bourton for the leisure centre and Cheltenham/Oxford/Witney for 'bigger' things like shopping. Living in Stow comes with the compromise of having to accept it's busy with tourists, affecting parking etc - but it's what makes it a thriving town. I wouldn't change anything.



We love it here but we can see it is getting "Older" every year... Thank you for trying to help the youngsters.

INTERNET & BROADBAND.

Less miserable old people,

Public sanitisers

We would love an Aldi in Stow!

Walk to school, Green Shop GOOD INTERNET - Allotments and Meadows!

Area and Stow is safe, beautiful and desirable