

**DOCUMENT TITLE**

# Residential Survey Analysis Report

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## HISTORY

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## REFERENCED DOCUMENTS / RELATED INFORMATION

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## 1 PURPOSE

This report draws together the results of the residential survey conducted in August 2013 from a cross section of local residents.

Approximately 500 survey forms were distributed to homes in the vicinity of the proposed area being developed.

## 2 BACKGROUND

In June 2013 the NAAG's action group was formed to voice local opinion on the proposed development of an area known as Land East of Hermitage Lane site SS1b in the Local Plan. It was very quickly realised that there was an abundance of local opinion and a requirement to capture those opinions was sought in the means of a residential survey. The Developer (Croudace Homes) submitted an Outline Planning Permission on 11/10/2013.

## 3 SCOPE

The survey was designed to capture the true feelings of residents either as objectors or supporters of the proposal. The survey also gathered purposeful statistical personal information from each responder which is used to aid us in knowing more background information to the forming of their responses – e.g. time living at address, age group etc etc

Copies of each survey form are available if required to substantiate the findings under scrutiny, however data protection rules apply.

The Following questions were asked: -

1. Family name
2. Address
3. Postcode
4. Tel Number
5. Email address
6. Age Range (25-45, 45-65, 65+)
7. Children at home
8. How long have you lived in Allington / Heath Ward
9. Do you Agree that Croudace owned land East of Hermitage Lane site SS1b in Local Plan is an Acceptable site for housing development?
10. Please list your concerns about the proposed Croudace development in order of priority.
11. Have you written to Maidstone Council re concerns and fears of this proposed development. If so what response have you had from them to date, how, when?
12. If you haven't written to the Council would you be prepared to do so?
13. How many houses would you agree to on the original Croudace owned site?
14. Would you personally welcome a new orbital bus-route through the site via Hermitage Lane and Howard Drive at the top of Maxwell Drive as currently proposed?
15. Do you have any suggestions for improvement of the proposal to make it acceptable to you and your immediate family? If so, tell us briefly what they are?
16. Has Croudace or their agents contacted you for the purpose of gaining access to the development site by buying your house or some of your land?
17. Any other relevant information you may want to give us?

## 4 RESULTS

The results of the survey are detailed in this section.

### 1. Family name

A total of 212 responses were obtained from the survey. Each responder gave their surname. Responses have been given on an individual basis and on a family basis without us knowing how many family members are representing their views. It can be concluded that the total responses of individual peoples views may therefore be considerably higher than 212 and could be almost double. (it can be clarified further if necessary)

### 2. Address

Each of the 212 responders entered their postal address.

The below map (fig 1) shows the locations of the roads where responses were obtained. The area marked X is the proposed development area.

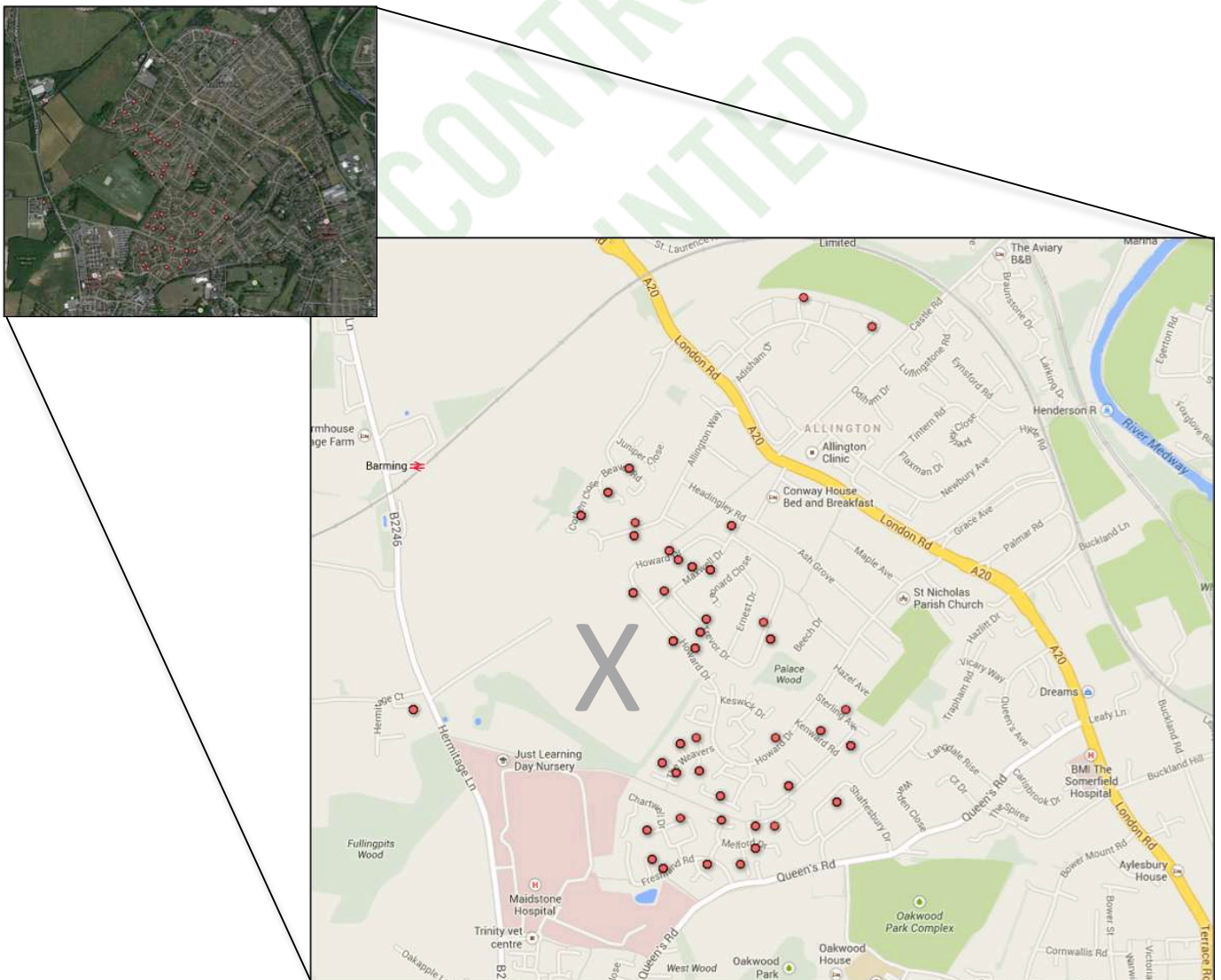


Fig 1.

### 3. Postcode

Each of the 212 responders entered gave their postcode

### 4. Tel Number

The vast majority gave their telephone number. In some cases both a landline and mobile number were given and in a handful of cases the input was that the number is ex directory. Only 16 did not provide a number at all.

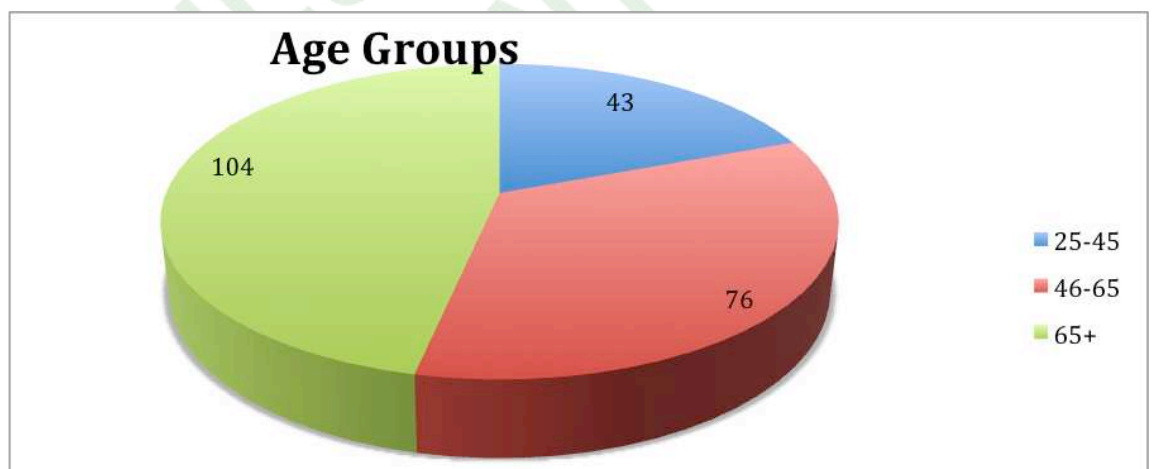
### 5. Email address

Email addresses were collected for around 50% of the residents. It is assumed at present that those who did not provide an email address were mainly because they were in age category 65+ years of age and do not own a computer.

### 6. Age Range (25-45, 45-65, 65+)

Fig 2. Chart shows:-

43 (19%) of Responders were aged 25 – 45  
76 (34%) of Responders were aged 46 – 65  
104 (47%) of Responders were aged 65+



**Fig 2.**

7. **Children living at home**

Fig 3. Shows that 65 (31%) of residents in the survey have children still living at home.

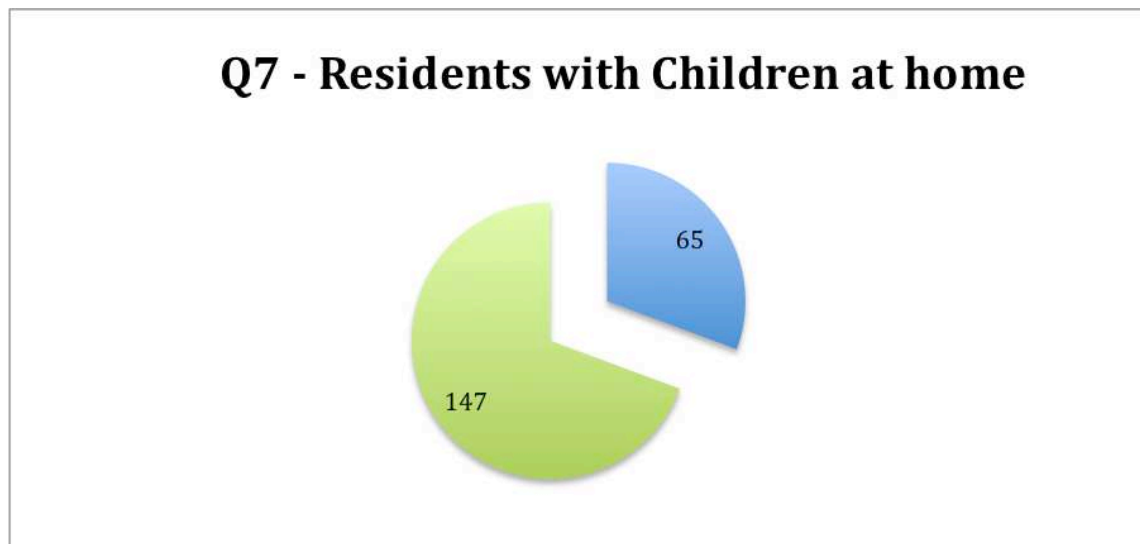


Fig 3.

8. **How long have you lived in Allington / Heath Ward?**

Survey results showed us that the range of time living in Allington was from a few months to 56 years with an average of around 17 years.

9. **Do you Agree that Croudace owned land East of Hermitage Lane site SS1b in Local Plan is an Acceptable site for housing development?**

Fig 4. Shows that an overwhelming majority of 86% of those surveyed DO NOT think that it is an acceptable site for the development and DO NOT support the development.

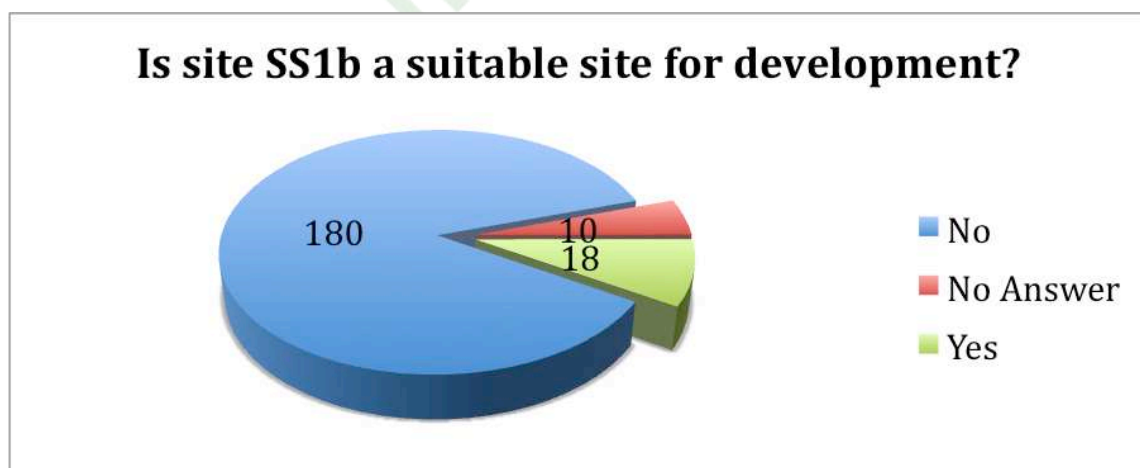


Fig 4.

**10. Please list your concerns about the proposed Croudace development in order of priority.**

In order to graphically present the responses regarding the concerns shown by the residents their responses were categorised into 17 categories.

Data correlation into categories was carried out by an independent party.

**CATEGORIES A to Q**

- A. Concerns over development too big / too many houses
- B. Concerns over green area
- C. Concerns over wildlife habitat
- D. Concerns with local traffic (within existing estate)
- E. Concerns with inadequate transports (e.g. buses)
- F. Concerns with environment issues (e.g. noise)
- G. Concerns with location (e.g. build elsewhere, plentiful Brownfield left)
- H. Concerns with surrounding traffic (non estate)
- I. Concerns with negative impact on Hermitage Lane
- J. Concerns with impact on local amenities (e.g. GP, dentist etc)
- K. Concerns with impact on Hospital access and missed appointment times
- L. Concerns with impact on utilities (water, Gas)
- M. Protecting the Ancient Bluebell wood
- N. Requirement for infrastructure review (roads, schools, fire service, police)
- O. No access to South Field
- P. Concerns with Safety and crime
- Q. Concerns with inclusion of social housing

**Outcome of Analysis in order of concern**

The results show that there are many residents who all share the same concerns with regards to the proposed development. Fig 5. Displays a graph of this analysis

Priority	Count	Category
1	176	Concerns with local traffic (within existing estate)
2	134	Requirement for infrastructure review (roads, schools, fire service, police)
3	133	Concerns with surrounding traffic (non estate)
4	110	Concerns over wildlife habitat
5	110	Concerns with negative impact on Hermitage Lane
6	99	Concerns over development too big / too many houses
7	99	Concerns over green area
8	85	Concerns with environment issues (e.g. noise)
9	76	Protecting the Ancient Bluebell wood
10	63	Concerns with impact on local amenities (e.g. GP, dentist etc)
11	28	Concerns with impact on utilities (water, Gas)
12	18	Concerns with impact on Hospital access and missed appointment times
13	12	No access to South Field
14	11	Concerns with Safety and crime
15	10	Concerns with inclusion of social housing
16	3	Concerns with inadequate transport (e.g. buses)
17	2	Concerns with location (e.g. build elsewhere, plentiful Brownfield left)



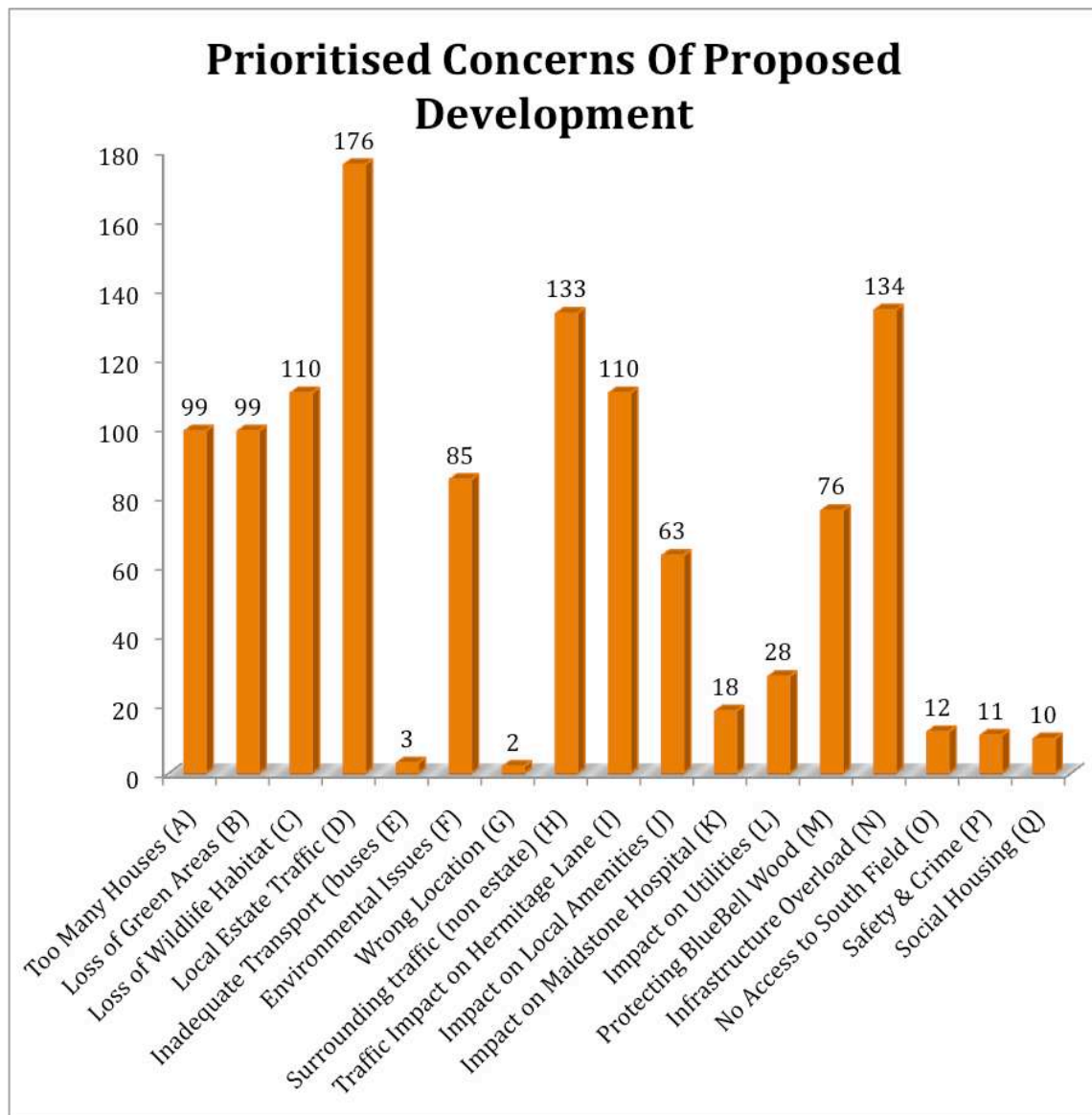


Fig 5.



11. Have you written to Maidstone Council re concerns and fears of this proposed development. If so what response have you had from them to date, how, when?

Fig 6. Shows 29 people (14%) in the survey have indicated that they have written in the past to the Council regarding this matter. It was noted that a significant number of people in this category have not received a reply.



Fig 6.

12. If you haven't written to the Council would you be prepared to do so?

NAAG are advised that >400 letters of objection have been received by Maidstone Borough Council since the application was published. The chart in Fig 7. shows that Allington residents are without doubt prepared to voice their opinions. 138 (65%) agreed they were prepared to write to the Councils.

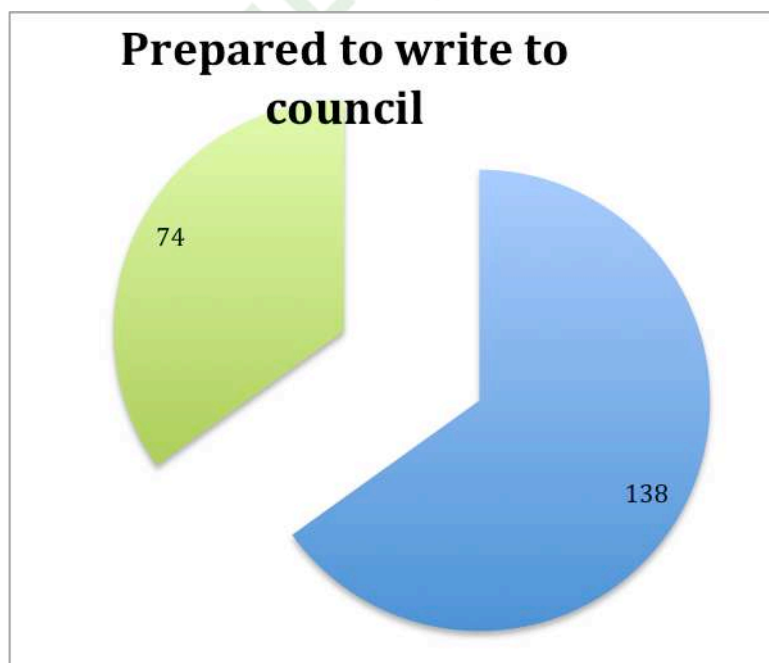
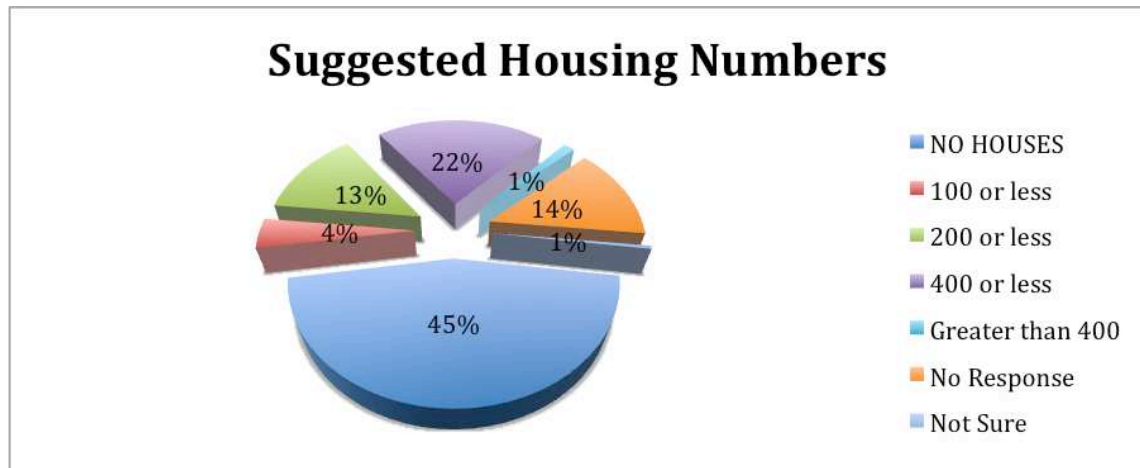


Fig 7.

**13. How many houses would you agree to on the original Croudace owned site?**

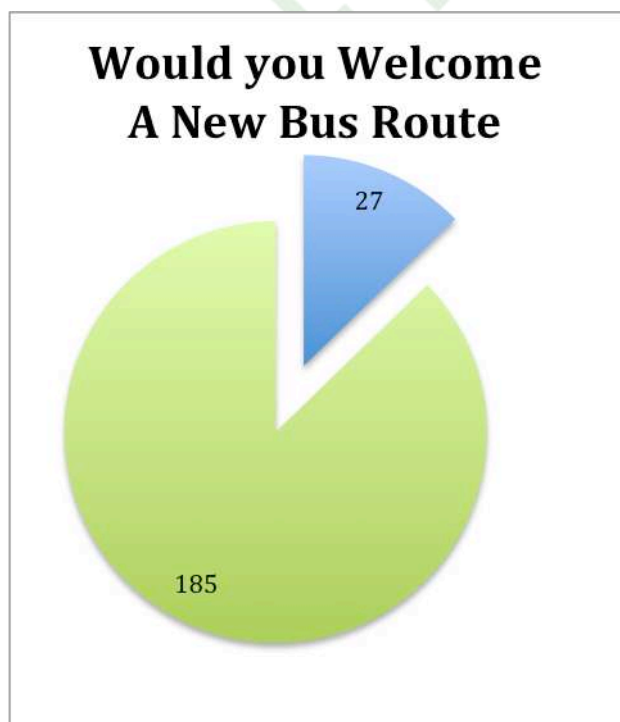
The "Concerns" survey results in question 10 made it very clear that housing numbers were of major concern to residents. Fig 8. chart shows that 62% (45%+4%+13%) of residents would like fewer than 200 houses on the site and of these 62%, 45% said no to any houses altogether. 1% would like to see more than 400 houses, 22% between 200 and 400 and a further 15% were either not sure or gave no response.



**Fig 8.**

**14. Would you personally welcome a new orbital bus-route through the site via Hermitage Lane and Howard Drive at the top of Maxwell Drive as currently proposed?**

Fig 9. Shows 185 (87%) of residents OPPOSE having a new bus route through the development. Q.10 Concerns graph also indicates that only 3 responders raised issues with inadequate public transport services in the area. Q.15 Improvement graph shows adding a bus route is 6<sup>th</sup> from bottom. There were also many examples of residents concerns regarding the access into Howard Drive. The majority say a New Bus Route would NOT be welcome as they already have a bus route that services the area adequately.



**Fig 9.**

**15. Do you have any suggestions for improvement of the proposal to make it acceptable to you and your immediate family? If so, tell us briefly what they are?**

The results of this question have used a similar matrix as that of question 10 as the similar themes for ways to improve the proposal were detailed in the survey question. In order to graphically present the responses regarding the improvement suggestions shown by the residents their responses were categorised into 17 categories.

Data correlation into categories was carried out by an independent party.

**CATEGORIES**

- A. Less/No Houses wanted on the development
- B. Retain Green Areas
- C. Don't Touch Wildlife Habitat
- D. Do Not Add to Existing Loading on Local Estate Traffic
- E. Improve Transport (buses)
- F. Environmental Issues
- G. Different Location
- H. Surrounding traffic (non estate)
- I. Improve Traffic Management on Hermitage Lane
- J. Impact on Local Amenities
- K. Impact on Maidstone Hospital
- L. Impact on Utilities
- M. Protecting BlueBell Wood
- N. Infrastructure Improvements
- O. No Access to South Field
- P. Safety & Crime
- Q. Social Housing

**Outcome of Analysis in order of concern**

The results show that there are many residents who all share the same suggestions for improvement with regards to the proposed development. Fig 10. Displays a graph of this analysis

Priority	Count	Category
1	71	Less/No Houses wanted on the development
2	62	Do Not Add to Existing Loading on Local Estate Traffic
3	44	Retain Green Areas
4	43	Don't Touch Wildlife Habitat
5	40	Infrastructure Improvements
6	38	Protecting BlueBell Wood
7	34	Do Not Add To Existing Loading On Surrounding traffic (non estate)
8	26	Improve Traffic Management on Hermitage Lane
9	21	No Access to South Field
10	16	Impact on Local Amenities
11	12	Environmental Issues
12	10	Improve Transport (buses)
13	9	Impact on Utilities
14	8	Different Location
15	5	Social Housing
16	1	Safety & Crime
17	0	No Access to South Field

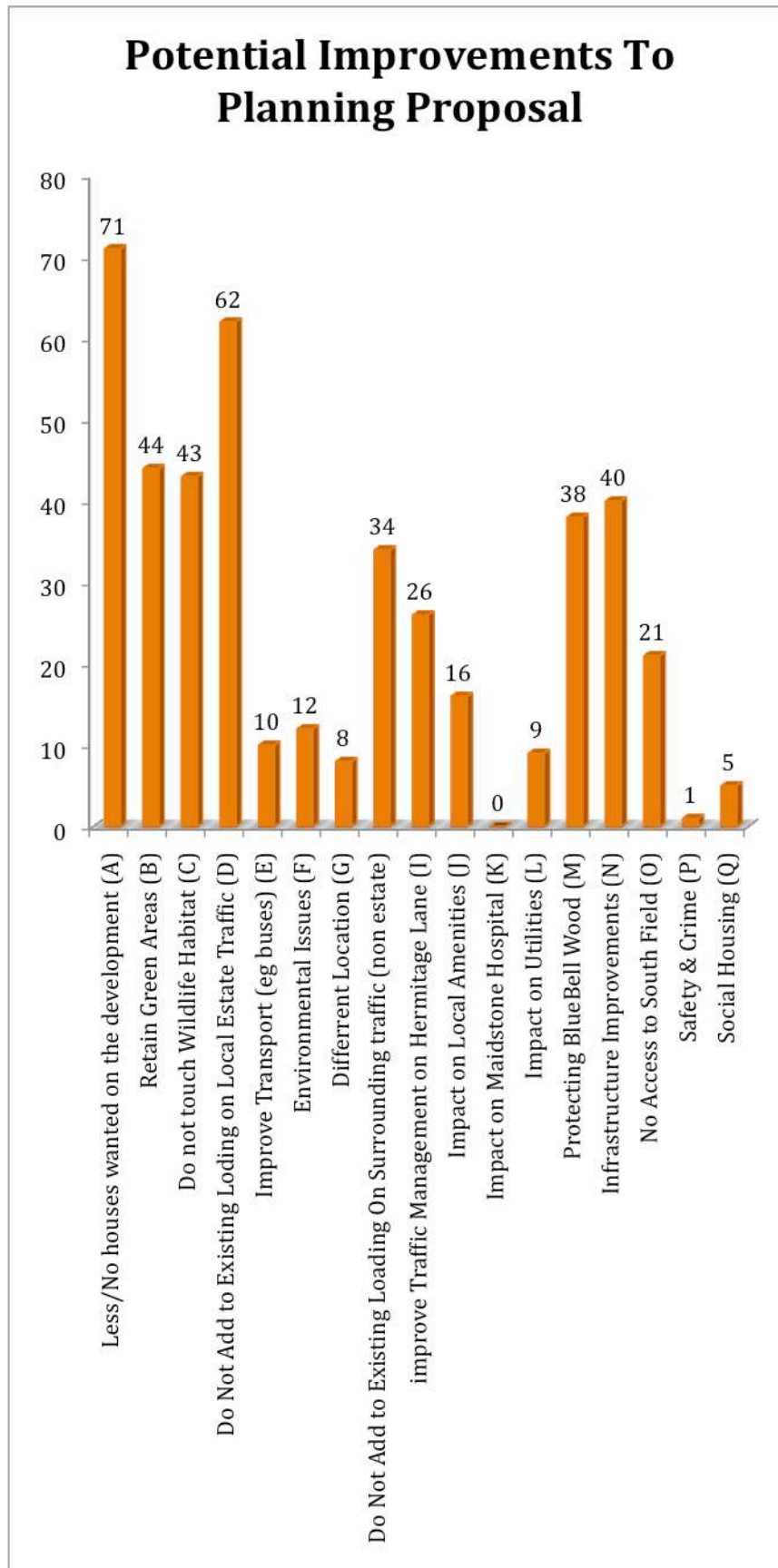


Fig 10.

**16. Has Croudace or their agents contacted you for the purpose of gaining access to the development site by buying your house or some of your land?**

One responder has indicated that an agent has been in contact with them to seek the purchase of their house. This property is located at the top (furthest South) of Allington Way.

**17. Any other relevant information you may want to give us?**

Below are extracts of personal comments and information the residents have shared with us.

We have been walking in the wood and fields for 25 years we need to keep the open spaces there are not many of them left.	make access to new homes from hermitage lane only. Not demolish houses in Howard drive. Leave small area of woodland for walkers and use as a cushion for noise control.	Spoiling the area forever Maxwell drive will be a main road instead of a residential one.	Reduce it to 415 houses and original year 2000 proposals	We moved here a year ago as we were attracted to the peaceful area and surrounding green land. We are therefore very concerned this will have a negative effect on the area. This is a lovely place to live please keep it that way and don't destroy it for profit.
We always believed that the bluebell wood was a protected site for recreational use. E.g. walking and dog walking. It was originally proposed that the site would remain public foot paths were guaranteed to remain.	Development should concentrate on 1 and 2 beds properties for first time buyers. Although it is probably not politically correct I would also suggest such housing should be for people who are local or work local.	when residence in Maxwell drive leave there cars in the road and have visitors or ? The bus often blows their horn in order to get by. What happens if the overflow of cars from the new development go to work the roads are not wide enough.	I am totally against the whole proposed development.	Invest in vacant houses around the area and develop them.

Traffic and services are at breaking point now any development should take this into account.	vast increase of traffic will make this area so busy along with the vast increase of "L" driving schools popping up all the time making this area a racing track and then a snail track. The wildlife corridor behind Howard drive will be greatly diminished with a road entering from Maxwell drive this should be for emergency services only.	build the houses else where	this area already heavily congested this will only make situation worse. There will be no greenbelt left inside Maidstone boundary it this scheme along with all other proposals adopted.	happy to support naag where possible.
I have moved into a quiet area and would not like to see it destroyed.	lower the amount of houses and make exit and entry in hermitage lane only Howard drive and Maxwell drive were not designed to take that amount of traffic it will be used as a cut through to hermitage lane	wrote when the application first went in with a basic letter on return computer generated. What about extra police on the estate that is when it is built to protect the good conditions we already live in Allington	proposal exceeds land allocated in ss1b. There should also be a buffer of 30 m in plan which they have suggested reducing to 15 m around the ancient wood.	suggest croudace provide more parking at the hospital using part of land owned by them a wild idea but croudace might see it as a sweetener.
we moved to this area as it is a quiet residential area. All the extra traffic would ruin this also we walk through the bluebell wood every day.	this woodland must not be destroyed. Stand in there any day and see the amount of people using the footpath. Exercise is very important where will all the people walk.	any councillor to give a yes vote is not worthy of a yes vote.	we did know when we bought our house that croudace may develop the proposed land in 10 years from that date. But did not realise at the time it would be to the level now proposed.	nothing would make this acceptable

## New Allington Action Group (NAAG's)

croudace think that they can do whatever they like need to go for the conservation ideas after so many years using manmade paths through woodland don't they have to remain by law? Have you asked forestry commision/rspca about the damage etc	alley way in the weavers seems to get busy every year concerned about my children's safety	stop new housing development in Maidstone	T&M council strategic gap policy. Do they still not allow building on their boundary? Push for 9-hole gold course application to come to fruition. Form consortium to buy the pear orchard land and beyond	prevent a sort of development, council to offer croudace alternative site. Preserve reservoir for future generations and have land surveys to prevent development.
we moved here out of the city to have quiet and rest in our retirement also because of our health. If croudace go ahead with these plans I as a football fan would like to know where they plan to site the Allington city football stadium	I have been told in the past by a chest physician for whom I worked at the hospital that our area had a high proportion of asthma and bronchitis. It must be a lot worse now.	why has this got to happen	not to have traffic come through to Howard drive keep it as it is a no through road	I know we need more homes but I believe the project is too large for roads as they are. Don't understand why bus route is needed as we have buses that come up Poplar Grove and go round and back down.
not wanting to sound defeat is I am afraid the council may go ahead anyway with the development as the government want more houses built in the borough and there is not enough land. I hope I am wrong but short of them finding the land unsafe for building we have an uphill struggle dissuading them.	we have just moved here and love how peaceful and quiet it is. Previously we have lived in barming heath and have seen the impact that poorly considered housing development can have on an area.	we have concern regarding the woodland as it may be difficult to justify as ancient being largely coppiced chestnut. If or when the development goes ahead will croudace maintain this woodland? Will it be coppiced immediately or regularly? If so there could be an almost total clearance this way enhance the bluebells but will do nothing for screening.	turn empty properties e.g. library pubs into flats. Find land that is not going to ruin woodland.	when we brought our property we had to pay an extra £100 for backing onto a field which we have enjoyed and would like to keep it.



please no to houses moved here for peace and quiet.	ancient woodland should be protected local wildlife should be protected species seen woodpeckers, jays, nightingales, badgers, hedgehogs, foxes rabbits etc.	don't do it. We moved from London where they built on every piece of land. Please don't let that happened to Maidstone	preservation and respect for archaeology on site especially around the old hermitage site is part of our heritage that should be protected and retained under local authority management control.	the problems caused by croudace should be resolved and paid for by croudace no croudace no problems.
new to area renting but in process of buying home in Allington way	over the past 20 years or so hermitage lane has changed dramatically causing traffic congestion and filling any open spaces with housing. E.g the old hospital grounds barning estate with further plans considered opposite hospital development Preston hall etc etc	Brownfield sites should be the first option to fulfil the governments housing targets but if Greenfield sites have to be used the housing should not be so dense as at present being built. Also enough parking provided for each property.	wrote to them in 2011 re the core strategy which included this possible development and have had some up dates since but not written recently. Designated footpaths in area can these have a bearing on what can be done by croudace. Do croudace have permission for demolition of three dwellings to carry out plans.	put all traffic from site to exit onto hermitage lane
check date that croudace purchased site. Check date that croudace put up fence around site. Was it more than 13 years?	our family has always been against any building on this Greenfield agricultural and bluebell woodland. Our compromise would be small residential retirement homes or open land use such as riding stables no roads through woods should ever be allowed.	would like to study planned proposals before commenting.	look elsewhere	if houses have to be built then would prefer no access at all via Howard or Maxwell would also like to see more trees left intact than destroyed.

bitterly disappointed how we felt lied to with the original plans changing e.g. access no longer for emergencies social housing number of houses ruin of woodland just for greed o the developers.	water table cannot cope with the build, blue bell woods is protected. Dog walkers have walked here for multiple decades, hermitage land hospital will be difficult for ambulances on emergencies barning station is not frequent stopping service.	needs to be more delicate and not so intrusive.	don't build at all, reduce number and only quality housing not mixed housing. Increase distance between proposed houses and alley at back of our house.	leave it green belt
use brown field sites instead	I accept building is the future and whilst I cannot stand in the way of progress I do believe the proposal would better serve Howard drive if it the plan to only provide access to buses were adopted. If the proposal to open as a public road it will not just be the traffic from 600 houses in no time at all the general pubic will catch on and turn the route into a rat run.	query viability of routing traffic through st Andrews road. Why was area in woodland added not on council plans. What archaeological studies have been carried out. Traffic log jam already.	Brownfield sites should be used, refurbish empty dwellings and convert office buildings.	as there are only two exits with lights and one without from this estate to the A20 it can cause traffic jams. I suggest that any road should exit the croudace site via the road up past the park and ride this could bring it out nearer the m20 roundabout.
just leave this land as it is use the brown field sites first.	as above	Management of woodland required require s106 agreement to improve local road network and reduce scale of development to 380 dwellings as in approved ldf.	use Ashford or brown sites instead	we were contacted by an agent last year who wanted to buy no 109,111 and 107 we do not know who he was acting for. An increased purchase price was offered but was dependent upon all 3 properties being purchased we declined as did 111.

## New Allington Action Group (NAAG's)

quite apart from the traffic chaos and loss of greenspace that are vital flaws in the croudace plan my family have ashes scattered in those woods it is an awful thought that they will be built on.	make all traffic use hermitage lane and not come into Maxwell and Howard drive at all.	trying to get out of Allington either 8am or around 5pm is horrendous with all the extra traffic such a large housing estate would produce it would become gridlocked in either direction we would be prisoners on this estate during peak times.	the main priority is to keep the belt of trees between Howard drive and the new development so as to avoid wall to wall housing. The main problem is that England and in particular the south east of England is getting over crowded the population needs to be stabilized by people having fewer children and immigration to be reduced	original permission given to the reservoir site was not acceptable to local residents but not listened to local government not listening to the people they are elected to represent. Now croudace want to double the site and destroy the whole area.
comments were noted on form given at Oakwood house meeting but I have had no feedback to date	I think there are brown sites more suited this is a natural beauty spot and should be preserved	the noise and pollution caused to residents over a number of years is unacceptable especially Howard drive.	why not leave it for locals and visitors to enjoy why does every open space have to be built on. Or have a commercial use. The only ones who benefit from that are the developers purely for financial gain.	do not believe any houses should be built, with the loss of fields in which crops grow and orchards growing fruit this country will soon not be able to feed itself or trade goods.
this land was considered green belt. Has this now become a meaningless phrase.	if the land cannot be kept for growing crops it should be made into parkland or recreational ground. open space to allow us all to breath fresh air if we can as we do have that incinerator blasting out goodness knows what. Note farmer ploughs across ways to help with drainage concerned about flooding	area has suffered serious subsidence problems in the past. Full investigations to be carried out re this full geological surveys required. think other sites should be built on first.	croudace need to consider the amount of elderly people in this area which they haven't at all and take into consideration the effect it would have on them.	we must push for funded archaeological investigation and eco investigation and gain full reports. Form a consortium to buy the orchard and other land.

whilst I understand the need for more homes it should not be at the expense of so many a modest development with limited access to Maxwell drive would be better

## 5 CONCLUSION

The simple conclusion depicted from the survey is that residents are against the development. However during many one-to-one doorstep conversations a high number of people surveyed would object but considered the land being built on was already a "done deal".