



Girton Parish Survey

Key findings

20 November 2024



Photocourtesy of Wikimedia user Cuccone, 2008



Girton Parish Survey overview

Background

- SWOT (strengths, weaknesses, opportunities and threats) survey conducted by Girton Parish Council in July 2023
- Findings from SWOT survey used to inform Girton Parish Survey
- Aim of Girton Parish Survey was to help shape the Neighbourhood Plan 2041

Methodology

- Open survey live 1 April to 31 May 2024
- Online survey hosted and designed by Girton Parish Council
- Paper copies of questionnaire distributed to all households and businesses
- Survey promoted via Girton Parish News, social media, online and posters across the village
- Non-resident landowners invited to take part

Survey response

- 593 responses received to Girton Parish Survey
- 21 non-residential responses
- 13% response rate

Analysis & reporting

- Enventure Research commissioned to carry out independent analysis and reporting
- Survey data provided
- Analysis undertaken, including coding of free text responses to two open-ended questions
- Full report provided to Girton Parish Council



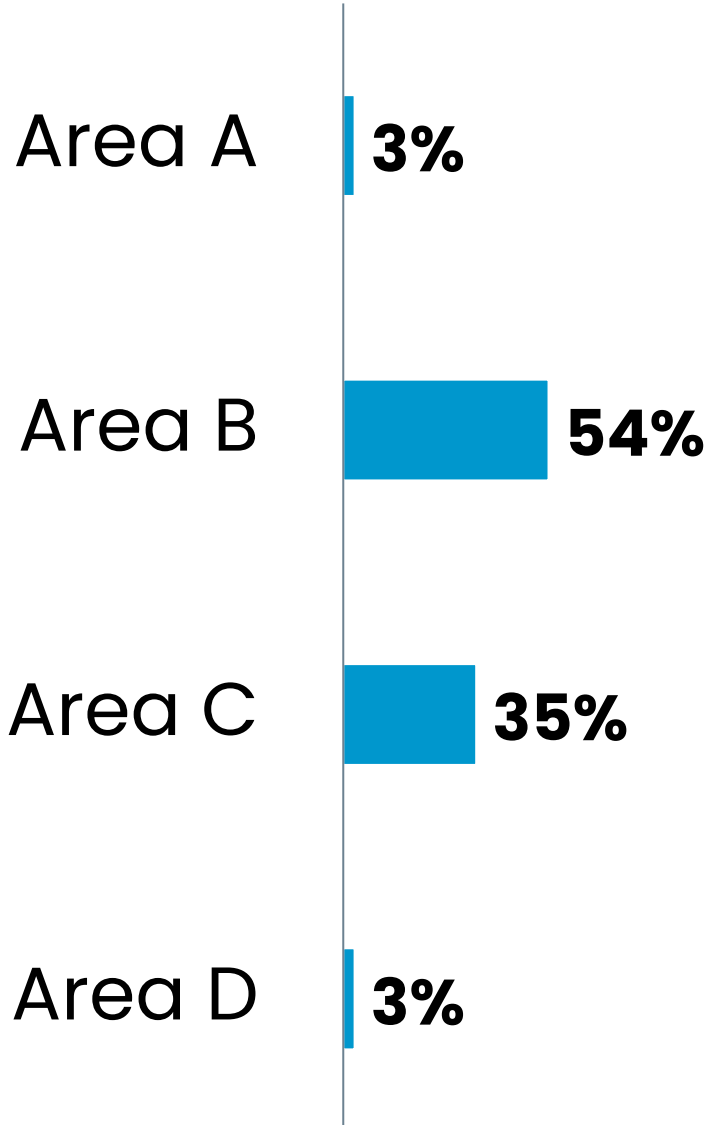
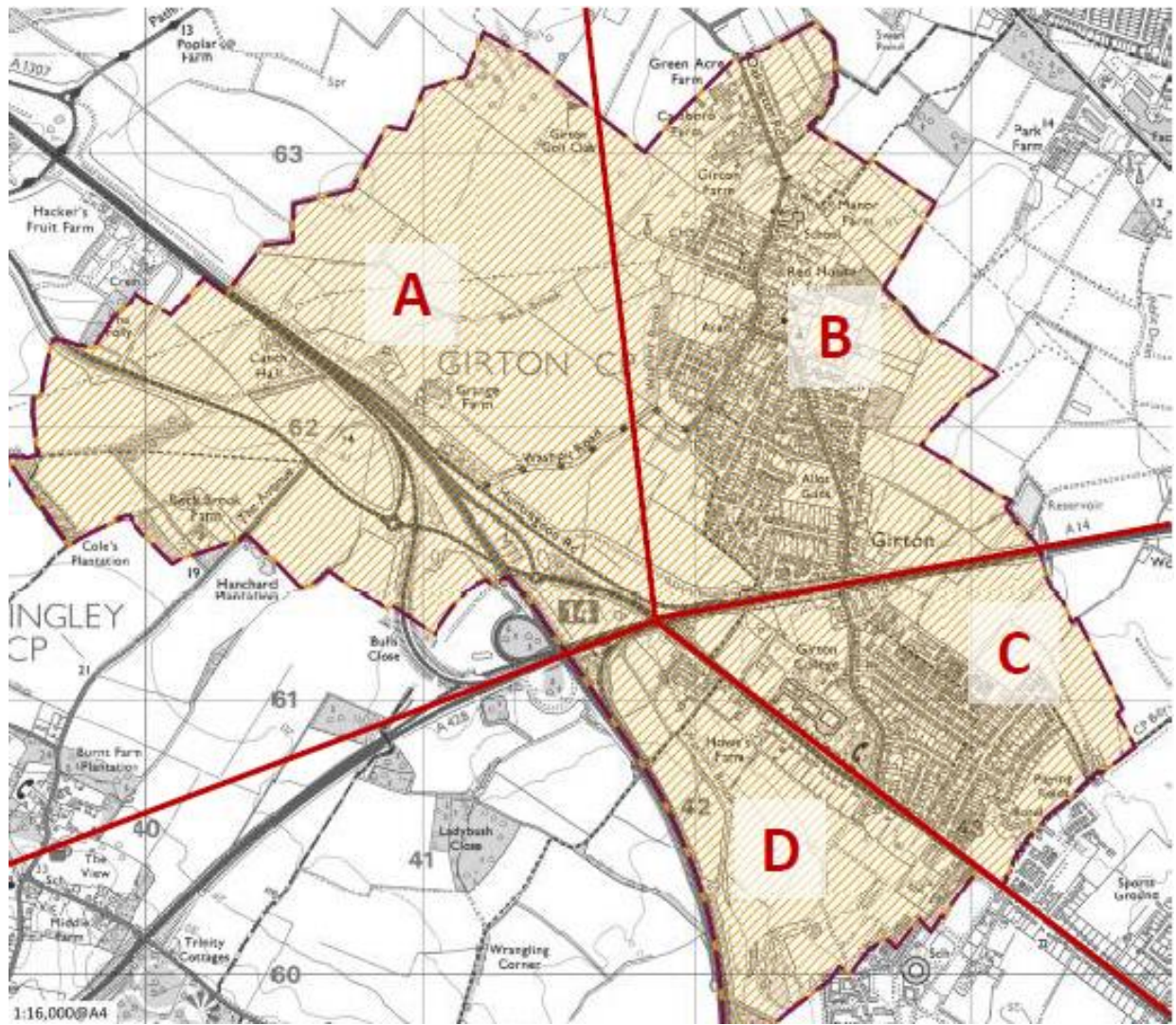
Interpreting the data

- Self-selecting methodology adopted like most NP consultations
- Caution is advised when interpreting findings due to self-selecting methodology
- Some charts in presentation may not add up to 100% for various reasons
- Some charts show overall level, e.g. 'total agree'
- Base size varies
- Thematic coding undertaken for free-text responses to two open-ended questions



Respondent profile

Using the numbered areas in the map, where do you live?

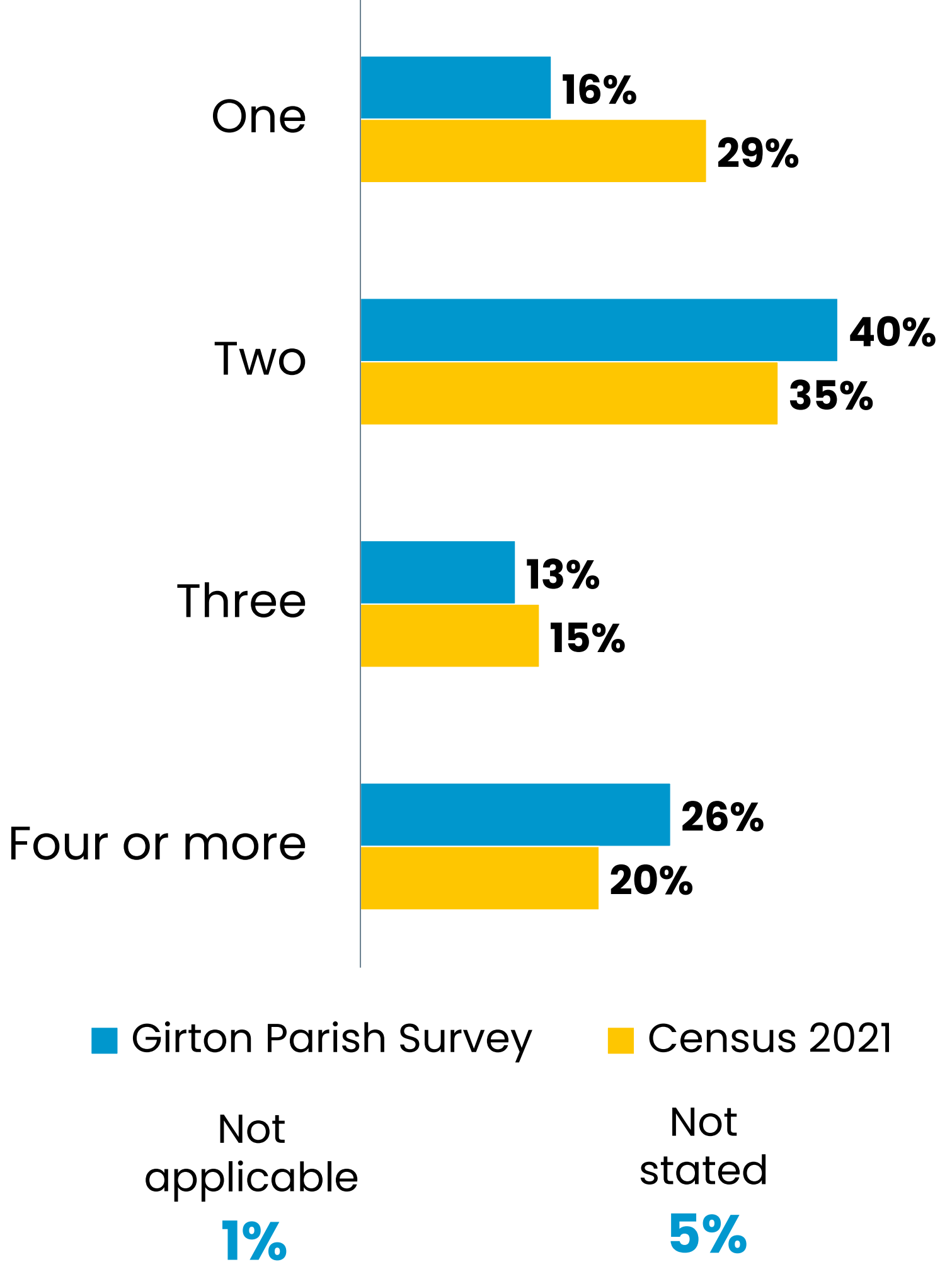


Associated with Girton (live elsewhere)
2%

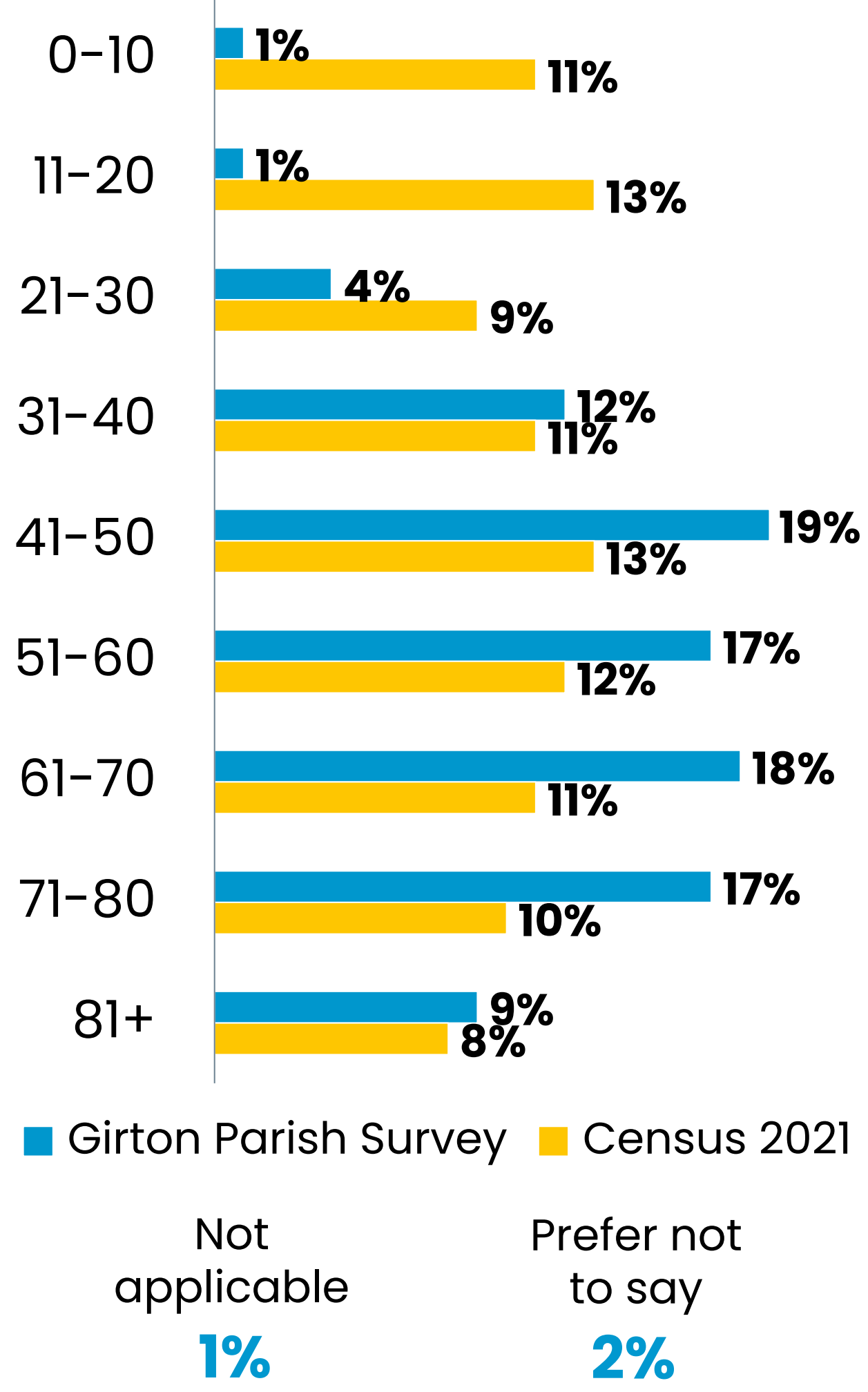
Darwin Green or Eddington
0%

Prefer not to say
4%

If you are a householder, how many people live in your household?



What is your age category?

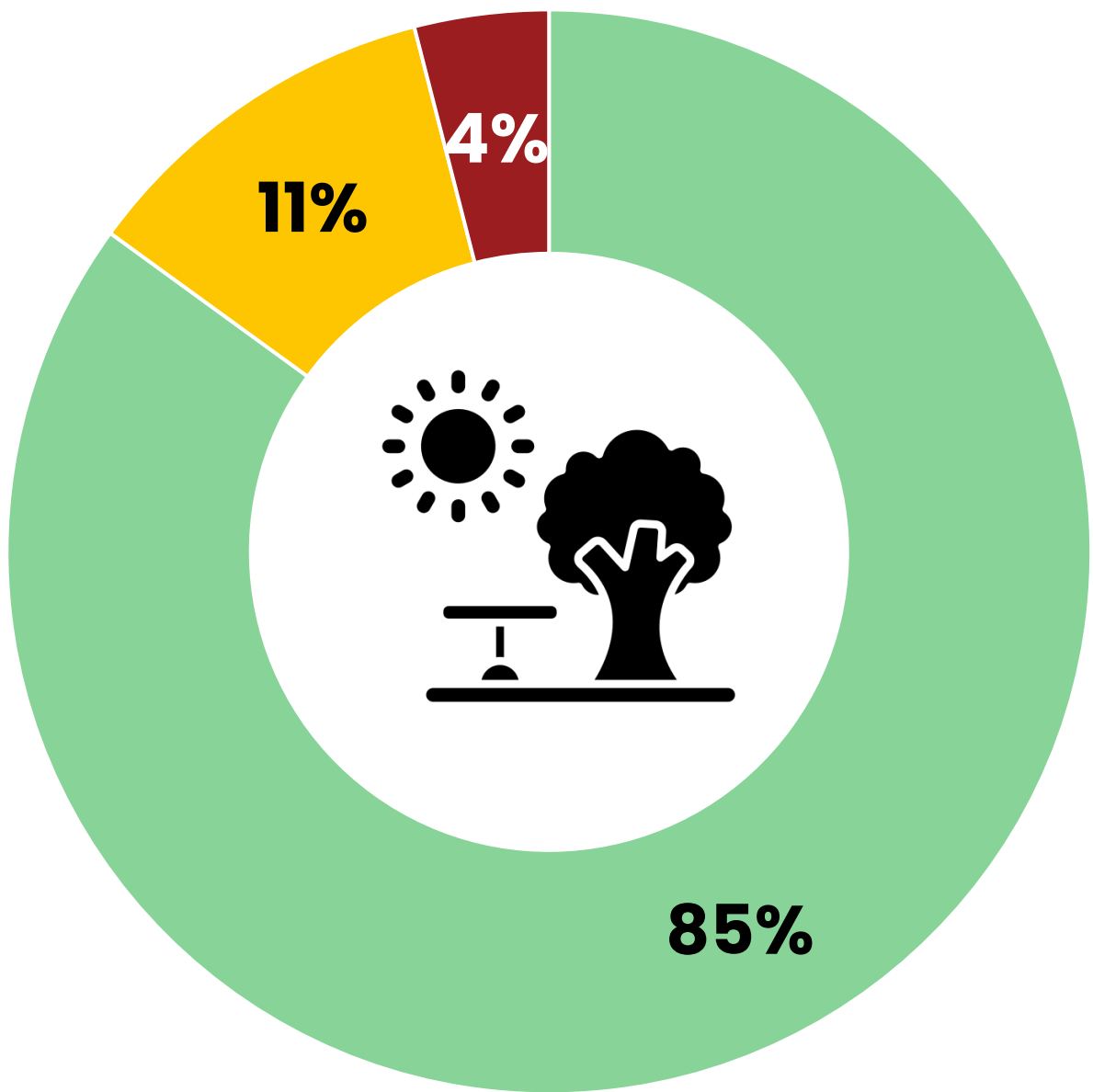


Base: All respondents (593)



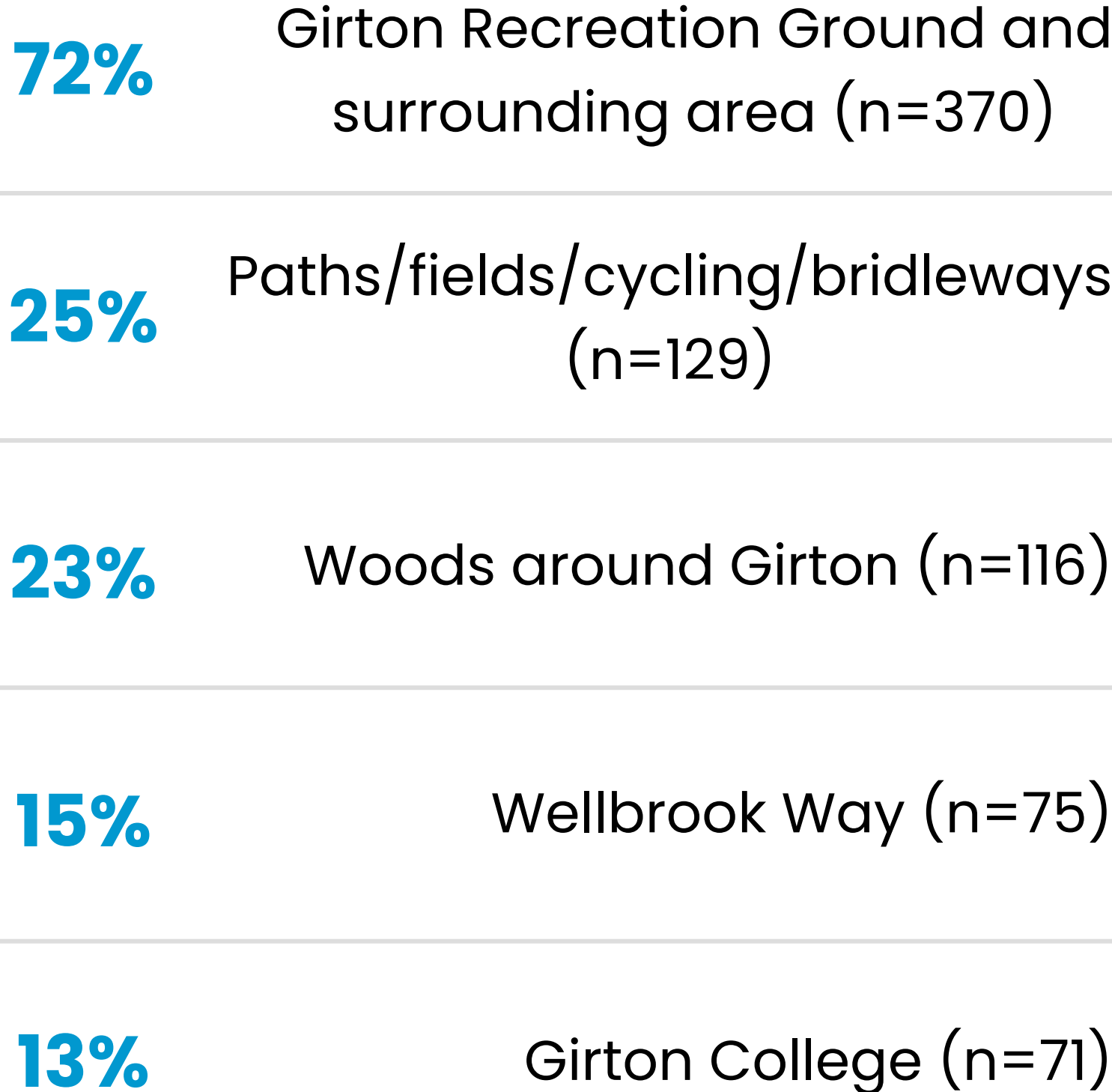
Local green spaces

Do you agree that all areas within Girton that meet the relevant planning criteria should be designated as Local Green Spaces?

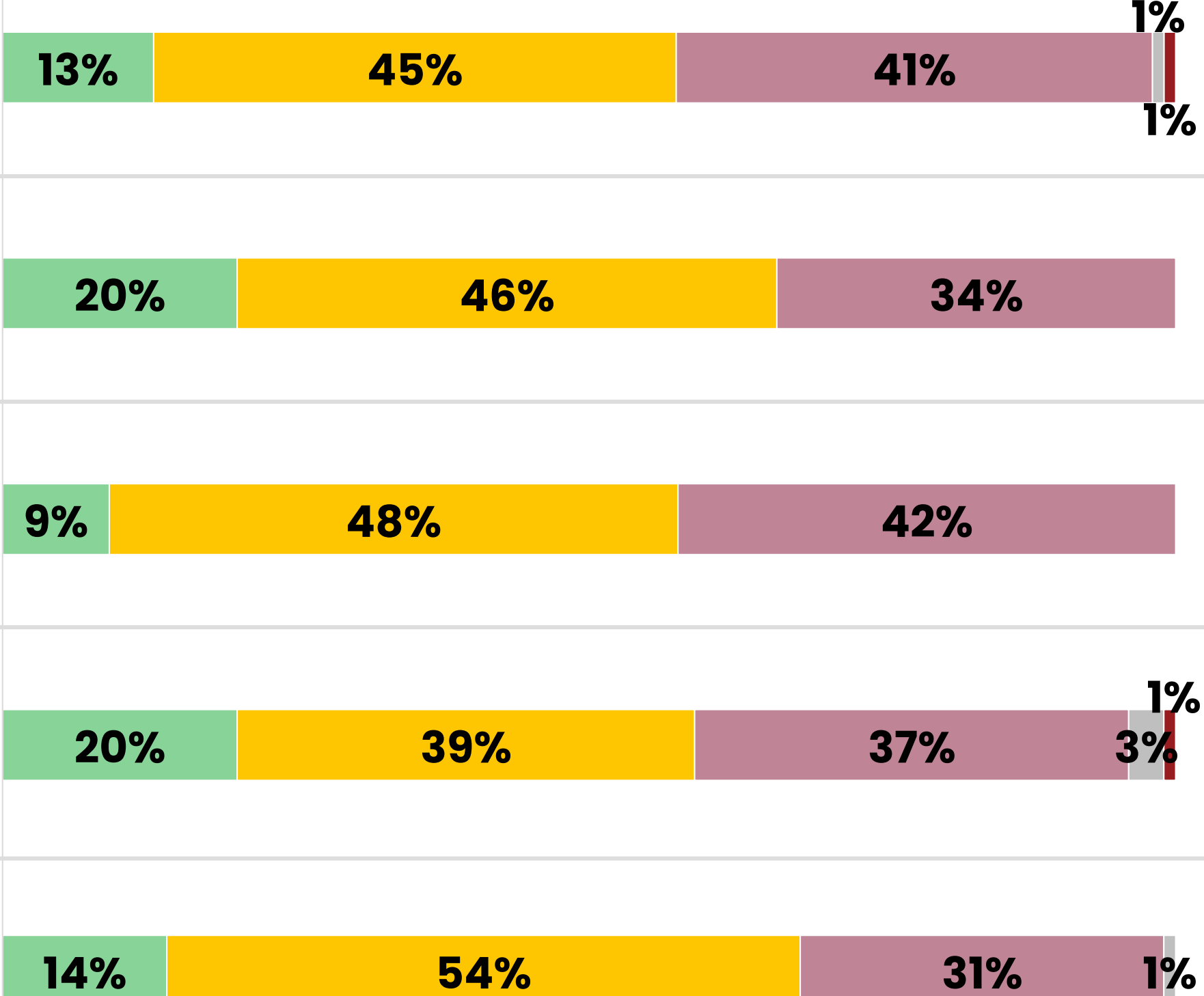


■ Total agree ■ Neither ■ Total disagree

Which of Girton's green/open spaces do you use? (top 5)



How often do you make use of Girton's green/open spaces?



■ Daily ■ At least once a week ■ Once or twice a month
 ■ Never - through choice ■ I am unable to get to any

Base: Which of Girton's green/open spaces do you use? Those who provided a response (516); How often do you make use of Girton's green/open spaces? (shown in chart)



Base: All respondents (593)

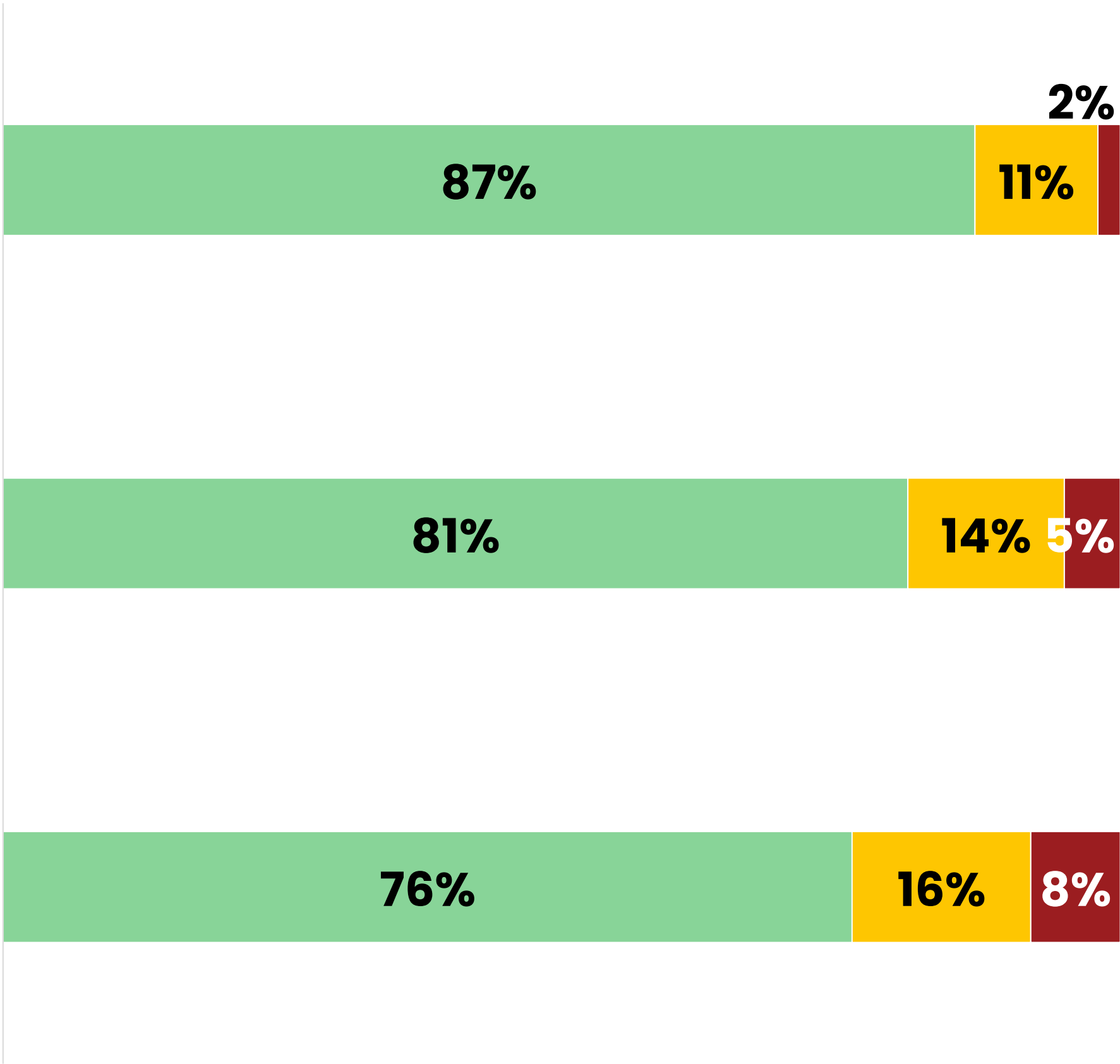
Active travel and rights of way

Do you agree that...?

...Girton would benefit by linking existing routes, improving surfaces, removing barriers and gaps and by improving safety and usability overall?

...Girton would be improved by creating new routes both within the village and linking to surrounding villages and urban areas?

...active travel is improved by keeping routes clear as far as reasonably practical?



■ Total agree

■ Neither agree nor disagree

■ Total disagree

If existing active travel routes were improved and new ones introduced, would you use active travel more and cars/buses less? (% yes)



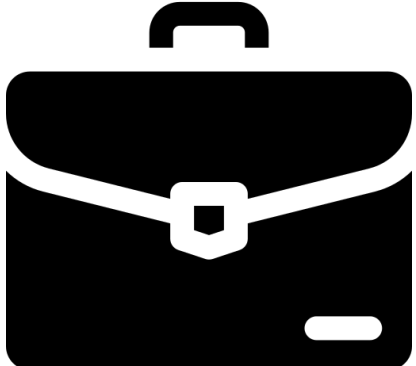
Leisure
59%



Exercise
58%



Retail
33%



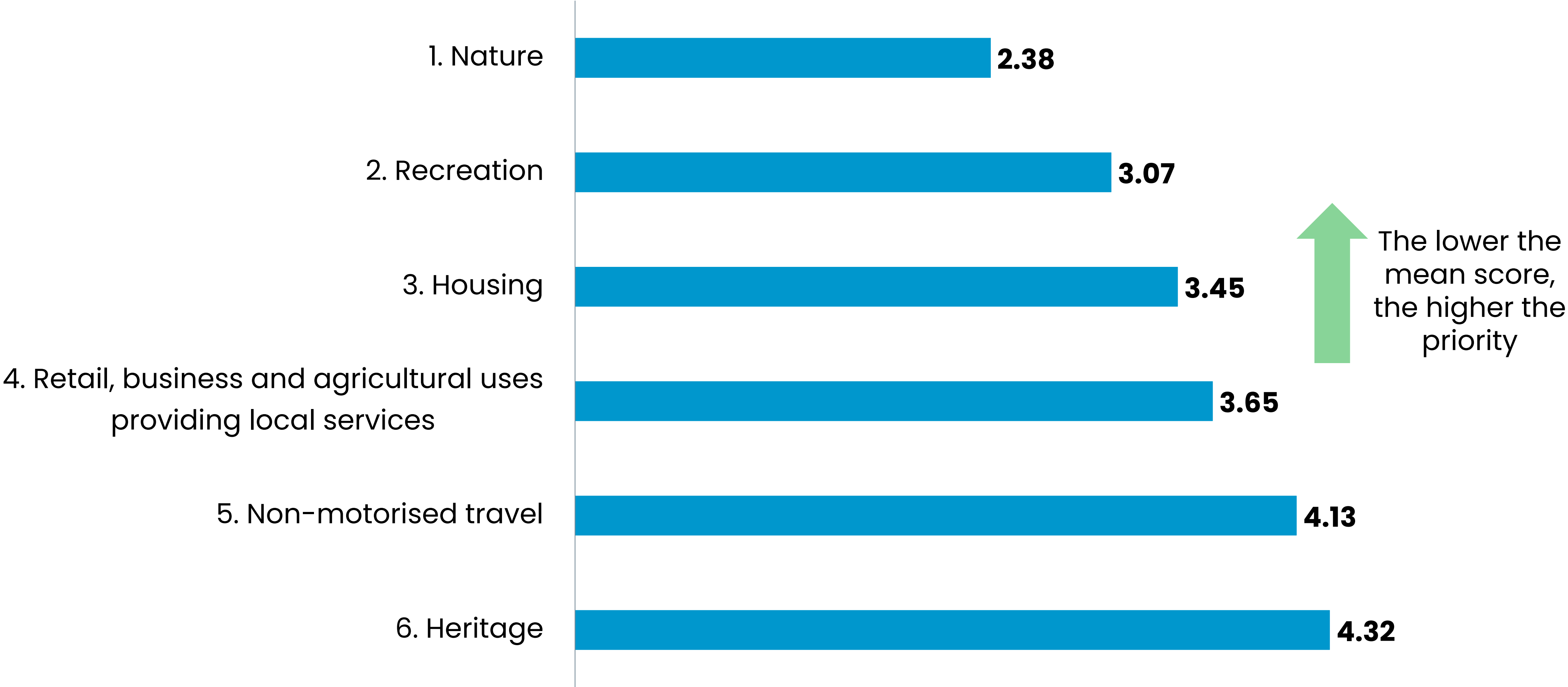
Work
28%

Base: All respondents (593)



Land use

When vacant land or existing buildings are (re)developed, how should these land uses be prioritised? Please rank in your priority order 1 to 6 (Priority mean scores)



Base: Those who provided a responses (573)



Location, housing types and other development

Do you agree that...?

...any new development should address climate change issues and exceed Building Regulations requirements through low energy use, flood avoidance and environmentally sustainable construction?



...any appropriate development on Green Belt must be sustainable and add to either recreation, sustainable travel or nature?



...excluding Eddington, new housing should preferentially occur within the existing built-up area and not in areas currently designated as Green Belt?



...any non-housing development, excluding extensions to agricultural premises, should preferentially be within or adjoining the existing built-up area?



...new housing development should prioritise 2- and 3-bedroom homes?



■ Total agree

■ Neither agree nor disagree

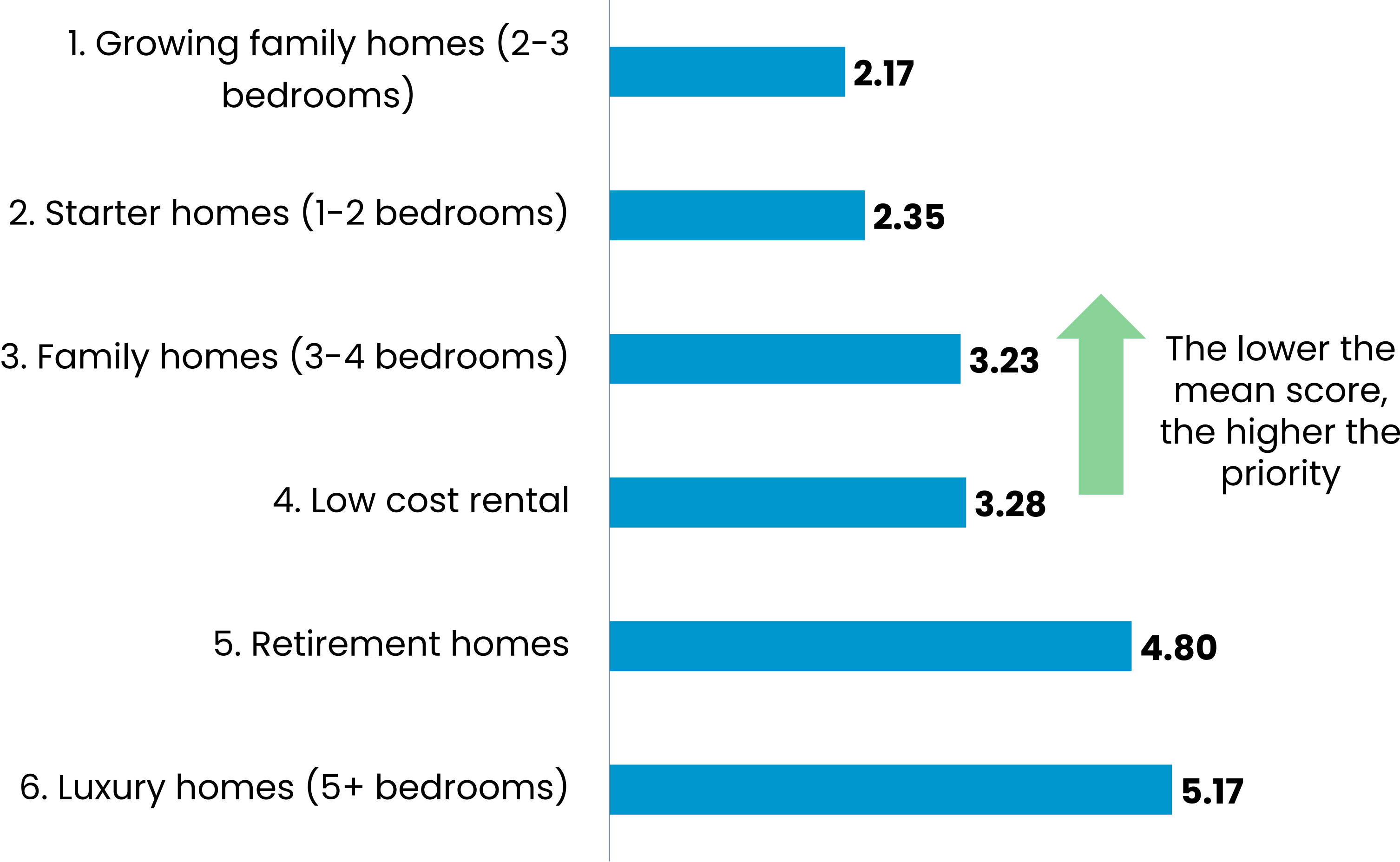
■ Total disagree



Base: All respondents (593)

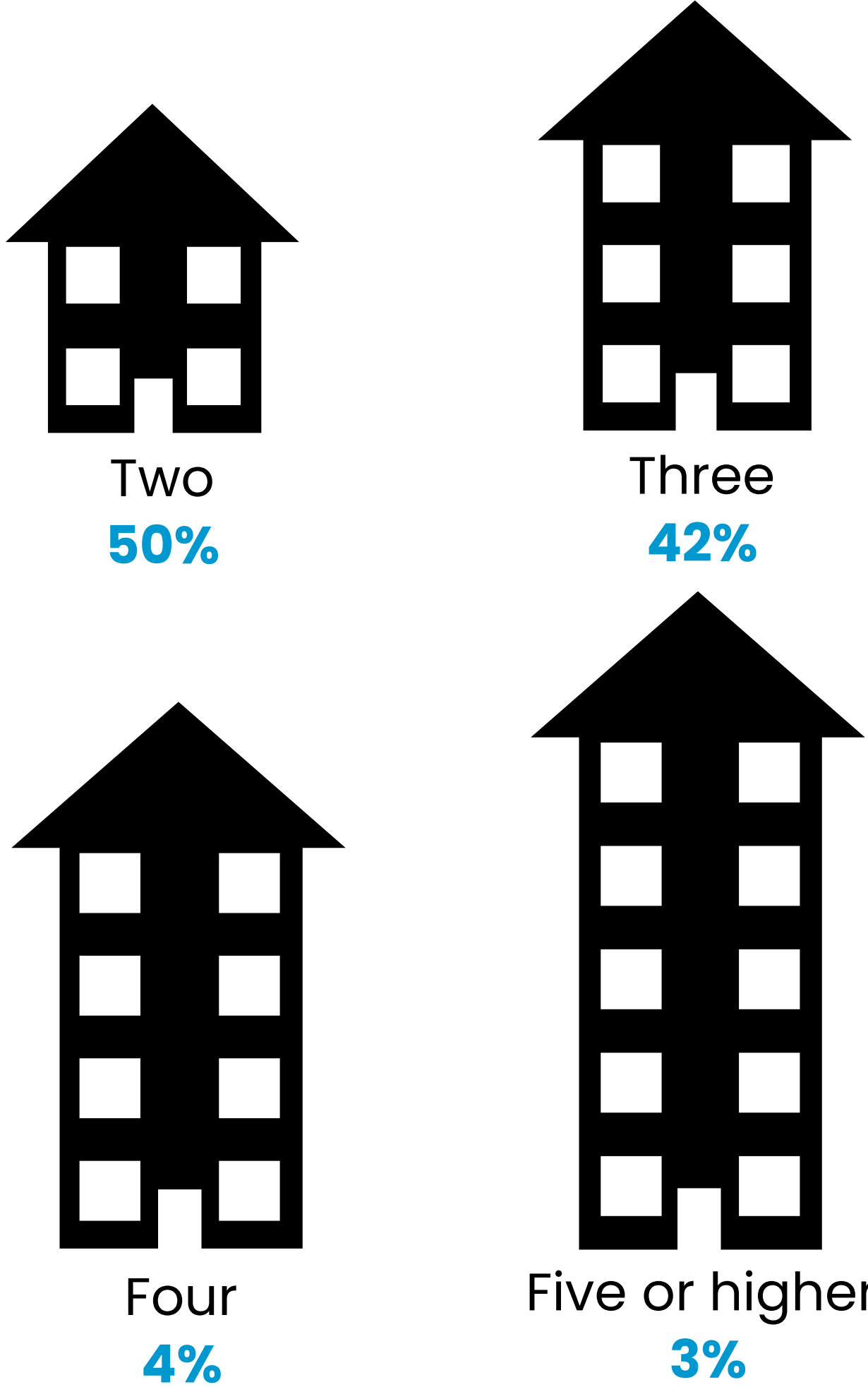
Location, housing types and other development

How should new housing in Girton be prioritised? Please rank in your priority order 1 to 6 (Priority mean scores)



Base: Those who provided a response (566)

Except for the Eddington development, what should be the maximum number of storeys for new housing?



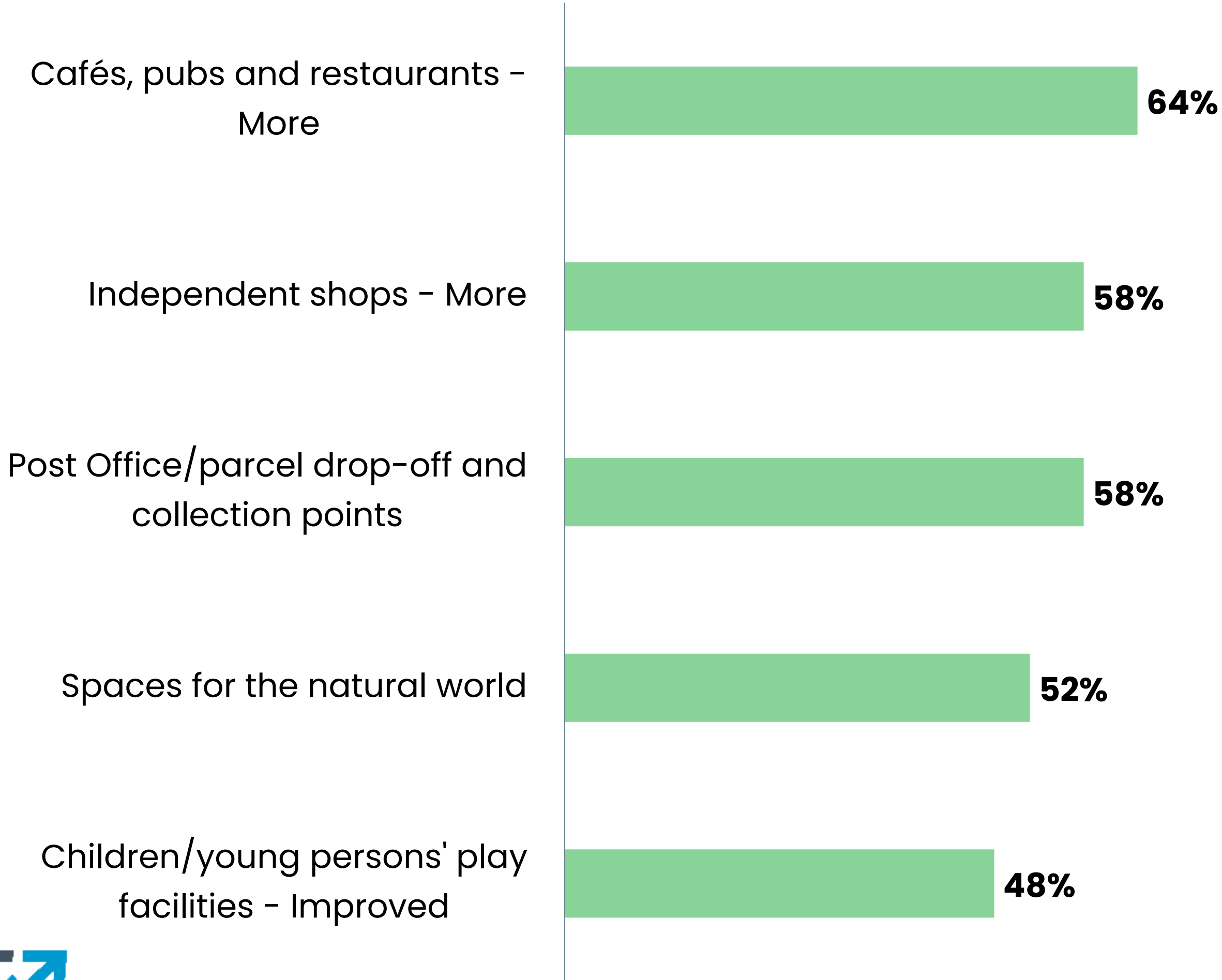
Base: All respondents (593)



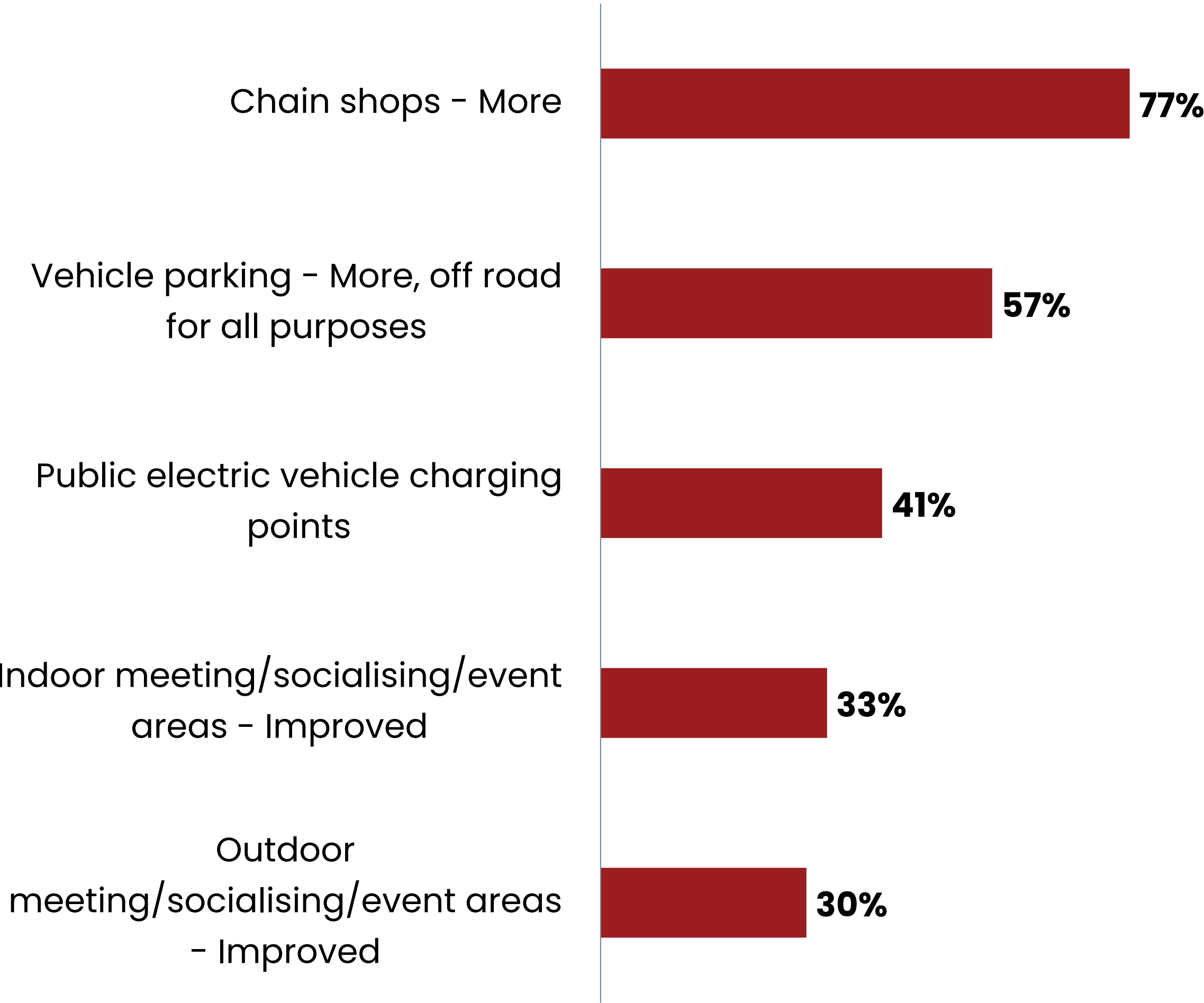
Facilities and amenities

Which local amenities would most enhance and encourage a vibrant local community?

Top 5 most important



Top 5 least important

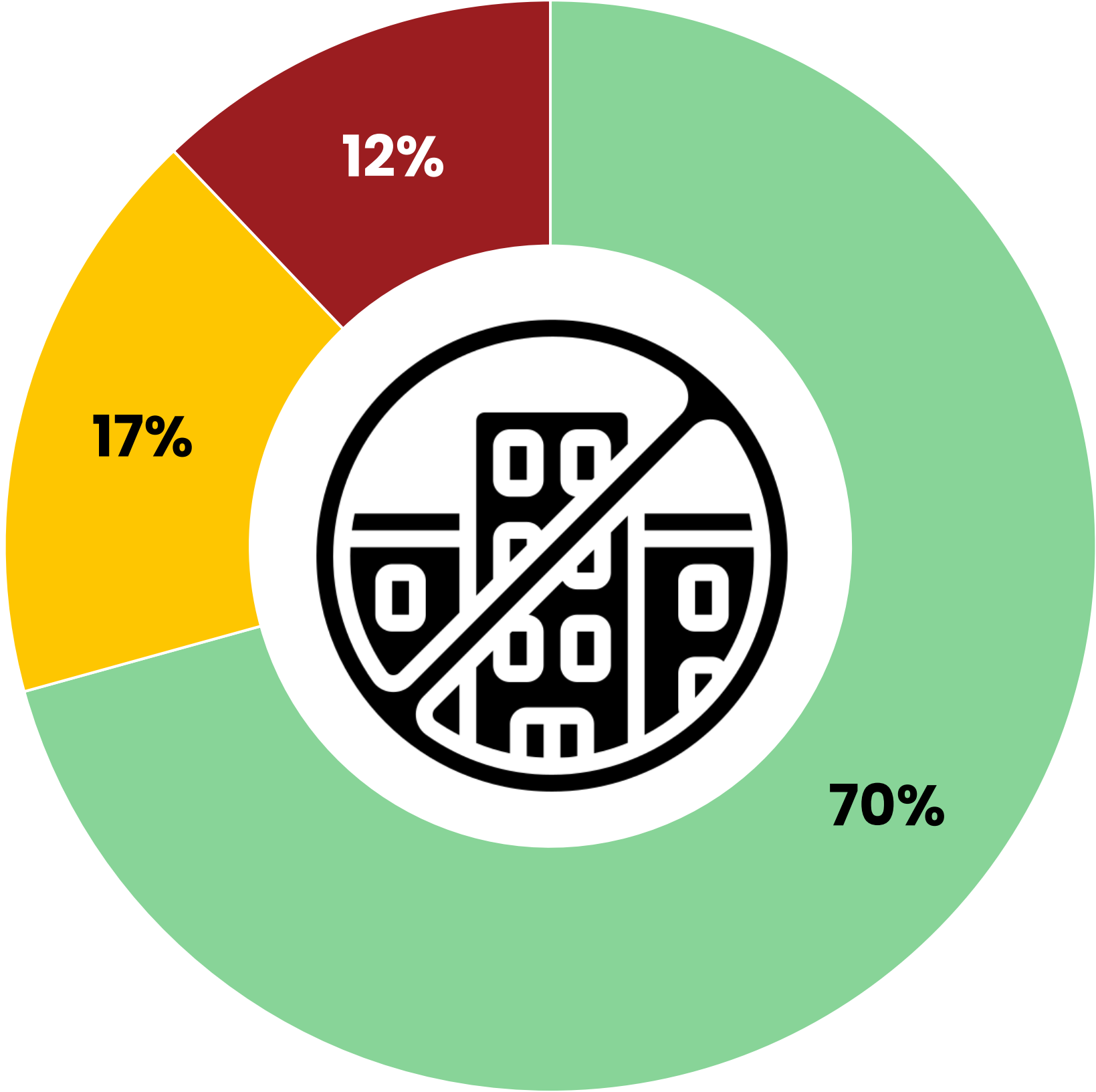


Base: All respondents (593)



The 'Girton Gap'

Unless there are clear and explicit benefits to Girton, do you agree that it is important to keep the Girton Gap undeveloped to separate the built-up parts of Girton and Cambridge?



■ Total agree ■ Neither ■ Total disagree

Base: All respondents (593)



PVAAs, Important Countryside Frontages and non-designated heritage assets

Do you agree that...?

...all areas within Girton that meet the necessary criteria should be designated Protected Village Amenity Areas?



...all areas within Girton that meet the necessary criteria should be designated as Important Countryside Frontages?



...all heritage assets within Girton that have no formal national designation should be identified as non-designated heritage assets?



■ Total agree

■ Neither agree nor disagree

■ Total disagree



Base: All respondents (593)

Local economy

Do you agree that Girton should encourage the development of...?

...new employment opportunities only within the current built-up area?



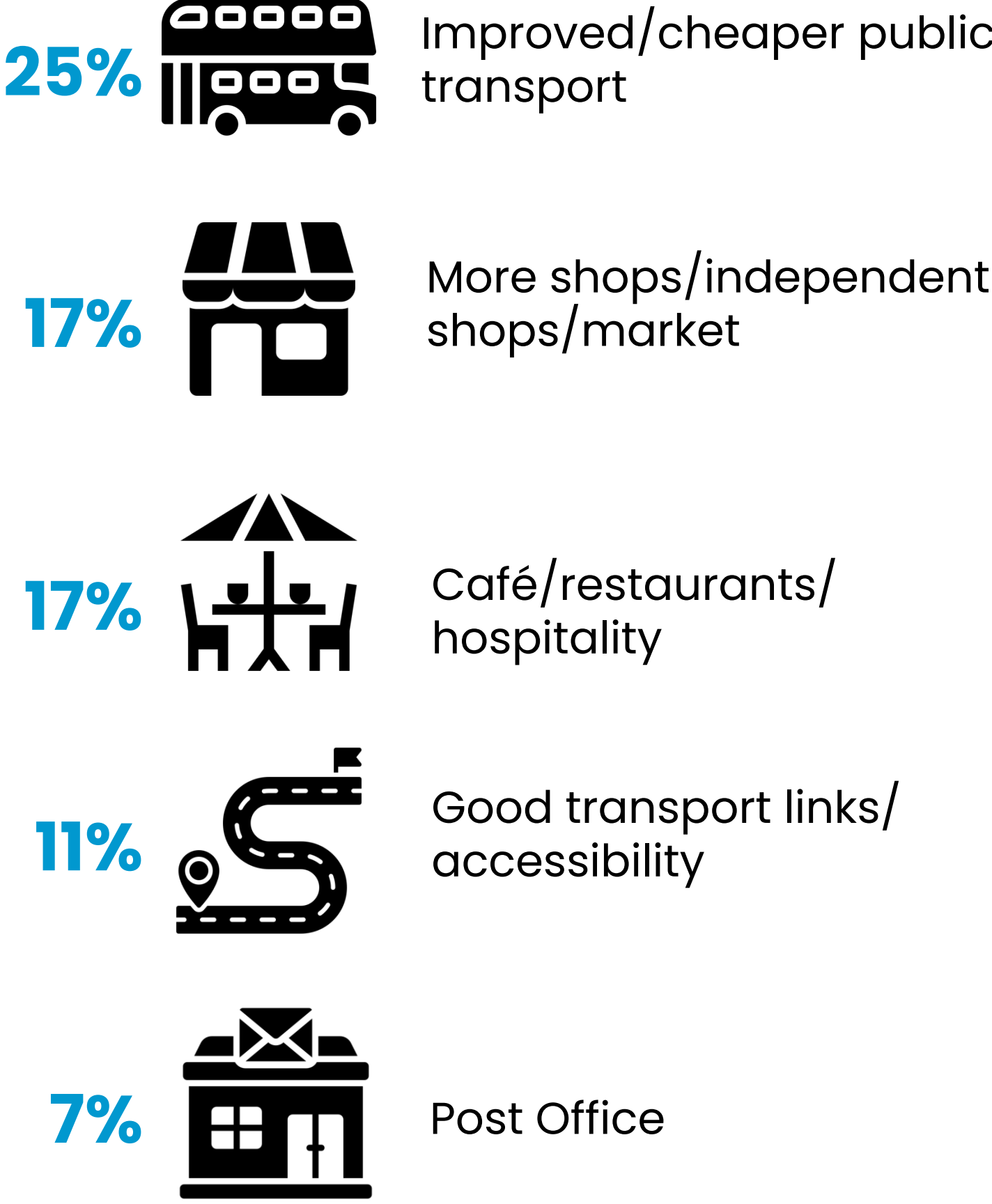
...new, 'appropriate' employment opportunities either within or immediately adjoining the current built-up area?



■ Total agree
 ■ Neither agree nor disagree
 ■ Total disagree

Base: All respondents (593)

What key factor or facility would most help to sustain employment locally in Girton? (Top 5)





Base: Those who provided a response (162)




Quality of life in Girton

Thinking about the Neighbourhood Plan's timeframe to the year 2041, what single change to Girton would most improve the life of all our residents? (Top 10)

20%  Improved/reliable/more regular/cheaper public transport

18%  Café/restaurants/pubs


13%  More/safer active travel routes/more cycle paths

12%  More/better shops/independent shops

10%  More transport links/better connections

10%  Village centre/hub/social meeting place

8%  Improve condition of roads/footpaths/fix potholes

6%  Post Office

6%  Protect/maintain/greater access to green space

5%  Improved sense of community/cohesion



Base: Those who provided a response (448)

Key findings

The 13% response rate shows there is a good level of engagement with the topic, and there are high levels of agreement with the Parish Council's proposals.

However, non-motorised travel is a low priority in terms of land use.

There is a desire for more places to eat and drink, more independent shops, and a Post Office in Girton, which could also improve the life of Girton residents.

Girton Recreation Ground and surrounding area is the most used green space, and there is agreement that all relevant areas should be designated as Local Green Spaces.

Nature and recreation are the top priorities for developing existing land.

Opinions varied regarding the local economy and employment.

Improving travel and public transport, including active travel, is important.

There is appetite for growing family homes and starter homes, providing this is in the existing built-up area, is separate to the Girton Gap, and is sustainable.

There was agreement that areas within Girton that meet the necessary criteria should be identified as PVAAs, Important Countryside Frontages and non-designated heritage assets.





Presentation slides prepared by:

Katie Osborne

katie@enventure.co.uk

Andrew Cameron

andrew@enventure.co.uk

Enventure Research

Thornhill Brigg Mill, Thornhill Beck Lane, Brighouse

HD6 4AH

T: 01484 404797

W: www.enventure.co.uk

E: info@enventure.co.uk

Reg no: 4693096

VAT no: 816927894

