

# **Aylesham Masterplan – Survey Results**

**Final Report**

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## **EXECUTIVE SUMMARY**

### **Background**

A draft Masterplan has been drawn up for the development of Aylesham village in Kent. The Masterplan consists of eleven proposals, including the expansion of the village by up to 1,000 new homes, creation of two new neighbourhood parks, improvements to the central open space, extension to the Aylesham primary school, creation of new employment space, improvements to the Welfare Sports Ground, improvements to the market square, introduction of a new health centre, improvements to the railway station, implementation of a traffic management strategy and road improvements and traffic calming measures.

BBP Regeneration, on behalf of a consortium including English Partnerships and Dover District Council, commissioned Accent, an independent market research agency, to conduct a programme of research amongst Aylesham residents as part of a public consultation process. In addition, Accent was responsible for the analysis of a self-completion questionnaire which was distributed to all Aylesham households. The public consultation process was managed by Nick Wates Associates and Urbancanda.

### **Objectives**

The objectives of the research were as follows:

- To determine the level of support from local residents and businesses for the various proposals in the Masterplan
- To identify any issues or concerns which Aylesham residents and businesses may have in relation to the Masterplan
- To highlight residents' and businesses' suggestions for improvements to the Masterplan.

### **Methodology**

The research programme consisted of three elements:

- Postal survey
- Youth survey
- Face-to-face interviewing in residents' homes.

Across the postal and face-to-face survey a representative sample of Aylesham residents by age was achieved. A total of 348 Aylesham residents and businesses took part in either the face-to-face (162) or postal survey (186). In addition, 58 completed youth questionnaires were obtained from Aylesham children and teenagers.

## Main findings and conclusions

- The vast majority of Aylesham residents (83%) support the plans for village development overall.
- It is largely agreed that the village needs improvements and that the proposed changes are a step in the right direction.
- The main positive changes that residents expect to happen as a result of the development are:
  - New job opportunities
  - More amenities and shops
  - More facilities for young people.
- However, there is also a significant minority (8%) that opposes the proposed Masterplan. The main reasons for opposing the Masterplan are the large number of new houses, the lack of a secondary school and lack of other facilities.
- Of the eleven proposals in the Masterplan, the following are the most popular:
  - New health centre
  - Extension of the primary school
  - Improved facilities to the Welfare Sport Centre
  - Improvements to the railway station.
- Least popular are:
  - Design and layout of the new housing area
  - Improvements to the central space
  - New business spaces and work units.
- Residents' main concerns about the building of 1,000 new houses in Aylesham include:
  - Overcrowding, loss of privacy and tranquillity
  - Increase in traffic
  - Increase in crime
  - More unemployment
  - Loss of village feel
  - Loss of green areas, damage to nature and wild life
  - Lack of secondary school
  - Plans for a sewage storage facility close to residential areas.
- The following suggestions are key to residents and if included in the proposals, are likely to increase the acceptance of the Masterplan amongst the Aylesham population:
  - Open a secondary school in Aylesham
  - Attract new employers to Aylesham
  - Attract high street shops and a bank to Aylesham
  - Open a police station in Aylesham
  - Solve parking problems, perhaps by ensuring back access to properties
  - Demonstrate that traffic management plans and road improvements will be sufficient to cope with the additional volume of traffic, particularly in Spinney Lane and Ratling Road

- Ensure houses planned for the central space are in keeping with the village, ie do not exceed two storeys
  - Offer new houses to local residents first and within this offer affordable housing to local residents, particularly the young, first time buyers.
- Improving facilities for children is also seen as important and young people and their parents generally welcome the Masterplan proposals. It may be worth reviewing the creation of a play area close to the railway lines. Also, ideally a play area in the centre and close to current housing should be retained and/or created. It may also be worth considering introducing other facilities to Aylesham and/or organising more events for children. The children/teenagers taking part in the consultation have provided a long list of suggestions, many of which are likely to be too expensive or ambitious. The most popular facilities amongst children/teenagers are a swimming pool, more parks and green spaces, cinema, theme park or fun fair, a football stadium, and leisure centre.

# 1. INTRODUCTION

## 1.1 Background

A draft Masterplan has been drawn up for the development of Aylesham village in Kent. The proposals include:

- Expansion of the village by up to 1,000 new homes on the northern edge of the village
- Creation of two new neighbourhood parks with play facilities and all weather sports pitches
- Improvements to the central open space, creating a high quality park with new play areas, footpaths, planting and seating, bordered by 80-100 new homes
- Extension to the Aylesham primary school, providing new facilities and improved vehicle access and drop off
- Creating new employment space, including small offices and workshops for local people and live/work units
- Improvements to the Welfare Sports Ground, with new pitches and provision towards a new sports centre
- Improvements to the market square, creating new and improve shops with apartments above
- Introduction of a new health centre next to the market square
- Improvements to the railway station, including a new footpath/cycle link, improved parking and vehicle access and general refurbishment
- Implementation of a traffic management strategy to slow traffic and provide a safer environment
- Road improvements, specifically to the route to the A2 and traffic calming in surrounding villages.

BBP Regeneration, on behalf of a consortium including English Partnerships and Dover District Council, commissioned Accent, an independent market research agency, to conduct a programme of research amongst Aylesham residents as part of a public consultation process. In addition, Accent was responsible for the analysis of a self-completion questionnaire which was distributed to all Aylesham households. The public consultation process was managed by Nick Wates Associates and Urbancanda.

The results from the public consultation will be used to revise and finalise the Masterplan, which will then be adopted as Supplementary Planning Guidance.

## 1.2 Objectives

The objectives of the research were as follows:

- To determine the level of support from local residents and businesses for the various proposals in the Masterplan
- To identify any issues or concerns which Aylesham residents and businesses may have in relation to the Masterplan
- To highlight residents' and businesses' suggestions for improvements to the Masterplan.

## **2. METHODOLOGY**

### **2.1 Summary of Research Programme**

The research programme consisted of three elements:

- Postal survey
- Youth survey
- Face-to-face interviewing in residents' homes.

Below each part of the research programme is explained in more detail.

### **2.2 Postal Survey**

Each of the 1,520 households in Aylesham received a leaflet containing information about the proposed Masterplan together with a covering letter from Dover District Council and a copy of the full draft Masterplan in the week commencing 29<sup>th</sup> March 2004. This leaflet also included a questionnaire for residents to fill in and return to Dover District Council. A copy of the leaflet and questionnaire are appended to this report as Appendix A. The covering letter forms Appendix E.

Residents were asked to return the completed questionnaires by 10<sup>th</sup> May 2004. By the deadline a total of 186 completed questionnaires had been returned which have all been included in the analysis. Two of the self-completion questionnaires came from local businesses. Three questionnaires were returned at the staffed exhibition of the draft Masterplan proposals held at the 'The White House' on 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> April, and 16<sup>th</sup> and 17<sup>th</sup> April 2004.

### **2.3 Youth Survey**

A representative from the Council's Forward Planning Section (Adrian Fox) visited Aylesham County Primary School on 26<sup>th</sup> June 2004 to discuss with local pupils their views of the proposed village development to explore what Aylesham children like and/or dislike about the development plans and how they feel these plans once implemented will change Aylesham. A total of 49 local pupils aged between eight and 13 completed a short questionnaire. On 27<sup>th</sup> June 2004 another representative (Mike Ebbs) visited Aylesham Youth Club to consult with Aylesham teenagers. Nine further questionnaires were received from this event.

### **2.4 Face-to-Face In-Home Interviewing**

Since responses to the postal survey were not entirely representative of the Aylesham population, i.e. older residents were over and younger residents under represented, it was decided to also conduct a phase of face-to-face in-home interviewing. This boosted response rates to over 20% of households.

The face-to-face interviews were conducted between 10<sup>th</sup> May 2004 and 16<sup>th</sup> May 2004. In this period 162 interviews were achieved, 155 interviews with residents and seven

with local businesses. A copy of the face-to-face questionnaire is appended to this report as Appendix B.

## 2.5 Representative Survey Sample

Respondents taking part in the face-to-face survey were recruited to achieve a sample that closely matches the population of Aylesham by age across the postal and face-to-face surveys.

Table 1 below illustrates that the spread of respondents included in the survey is representative of the Aylesham population.

**Table 1: Profile of Aylesham adult population by age**

	Postal survey respondents %	Face-to-face respondents %	% of all survey respondents %	Aylesham population* %
Up to 20		7	3	3
20-34	17	33	24	32
35-49	27	33	30	27
50-64	30	14	22	19
65+	17	14	16	19
Not answered	9		5	-
<b>Base</b>	<b>186</b>	<b>162</b>	<b>348</b>	<b>3,885</b>

\*Source: 2001 Census

### Statistical significance

As indicated above, the respondents to the survey are only a sample of the total Aylesham population. It is not possible to be certain that the figures obtained in this study are exactly those that would be obtained if everybody in the area had been interviewed (i.e. the true values). However, the variation between the sample results and the true values can be predicted from knowledge of the size of the samples on which the results are based and the number of times that a particular answer is given.

The confidence with which this prediction can be made is usually chosen to be 95% – that is the chances are 95 in 100 that the true value will fall within a specific range. Based on a sample size of 303 interviews at the 95% confidence interval the predicted ranges are as follows:

**Table 2: Statistical significance**

Response to question	Sampling tolerance $\pm$ %
10% or 90%	3
30% or 70%	5
50%	6

For example, on a question where 50% of respondents in the sample responded with a particular answer, the chances are 95 in 100 that this result would not vary by more than 6% plus or minus from a complete coverage of the entire population using the same procedure. While the true actual result (95 times out of 100) lies anywhere between 44% and 56% it is proportionately more likely to be closer to the centre of this band – ie about 50%.



## **2.6 Analysis**

The questionnaire used for the face-to-face interviews was virtually the same as the postal survey questionnaire, except for some additional recruitment questions and one question about the overall level of support for the proposals, which were included in the face-to-face interview, but not the postal survey.

Thus, the tables in this report are largely based on the combined responses from the postal and face-to-face survey, unless it is otherwise stated.

Open-ended comments are also incorporated in this report in the form of verbatim comments and qualitative analysis.

Throughout the report comparisons are made between responses from residents and businesses. It should be noted however that the base size for businesses is very small (9 respondents) and results should be interpreted with caution.

## **2.7 Report Structure**

In Section Three more information about the respondents' profile is provided. This is followed in Section Four with detailed feedback on residents' reactions to the Masterplan overall and their level of support for each of the eleven proposals. Section Five summarises the views of Aylesham children and teenagers. In the final section of this report the main findings are summarised and conclusions provided.

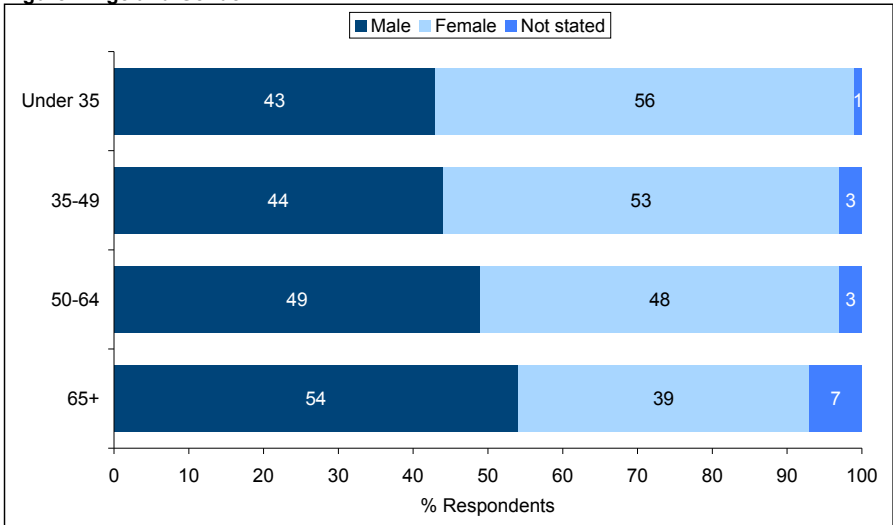
### 3. RESPONDENT PROFILE

In this section of the report feedback on respondents' profile in terms of gender, age and work status is provided. Information on why residents had not responded to the postal survey is also included in this section.

#### 3.1 Gender and Age

Overall, there was an even split between male and female respondents. Of all respondents, 47% were men, 49% women and 4% did not state their gender. However, when analysing respondents by age, younger respondents were more likely to be women, and older respondents were more likely to be men. This is illustrated in Figure 1 below:

Figure 1: Age and Gender

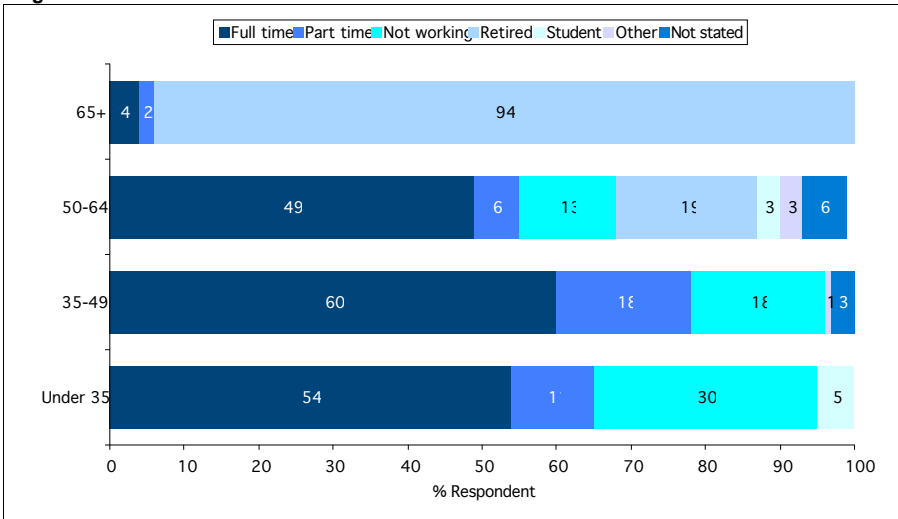


Base: Under 35 = 97, 35-49 = 104, 50-64 = 77, 65+ = 54

#### 3.2 Work Status

Over half the respondents (57%) were working either full time (46%) or part time (11%). The proportion of working respondents was higher amongst the 35 to 49 year olds, of which 60% worked full time and 18% part time. The vast majority of those aged 65 or older were retired (94%). Nearly one in five (19%) of 50-64 year olds also stated they were retired. Only a small minority of respondents (2%) were students.

**Figure 2: Work status**



Base: Under 35 = 97, 35-49 = 104, 50-64 = 77, 65+ = 54

Respondents to the postal questionnaire were also asked whether or not they work in Aylesham and one in four (25%) stated that their place of work was in Aylesham.

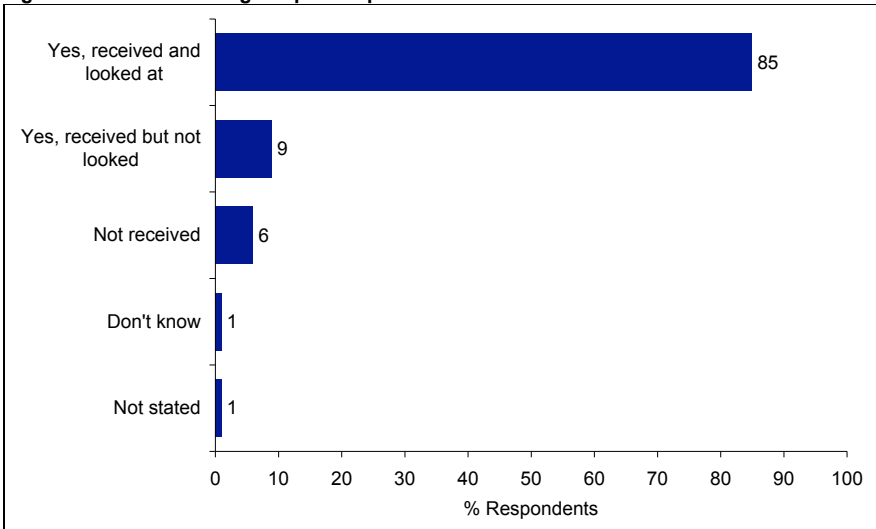
It should also be noted that 97% of responses came from private residents and 3% from local businessman/women.

### 3.3 Responding to the Postal Survey

To assist in interpreting the results and to see if there were any lessons that could be learned for future consultation activity, respondents taking part in the face-to-face interviews were asked why they had not completed and returned the postal questionnaire.

The vast majority of face-to-face respondents recalled receiving the information material and questionnaire (94%) and 85% looked at it at the time.

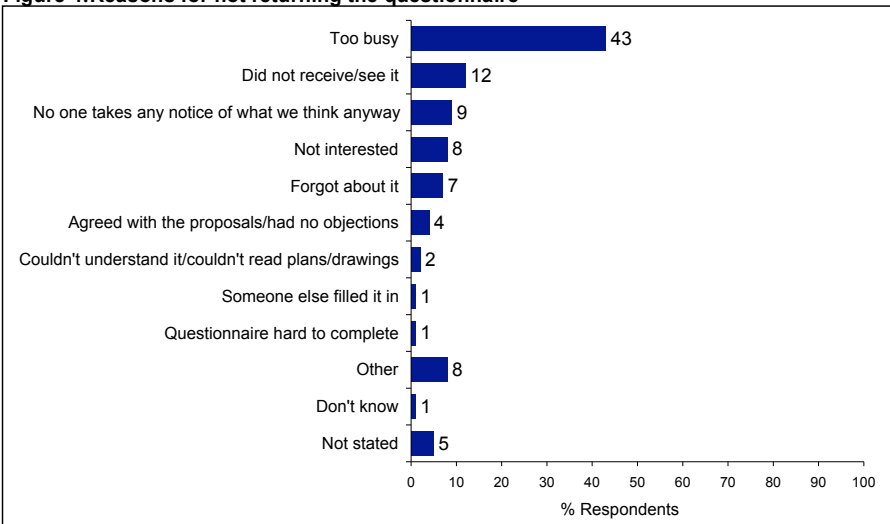
**Figure 3: Recall receiving the postal questionnaire and leaflet**



Base: All face-to-face respondents (162)

The main reason given for not returning the questionnaire was being too busy (43%). Around one in ten (12%) stated not having received the questionnaire. A similar proportion (9%) did not feel that their opinion would have any impact on the decision and thus decided not to respond.

**Figure 4: Reasons for not returning the questionnaire**



Base: All face-to-face respondents who recall receiving the postal questionnaire and have not responded (14)

## 4. ATTITUDES TOWARDS THE PROPOSALS

In this section detailed feedback on residents' attitudes towards the proposed development is provided, discussing each of the eleven proposals in detail.

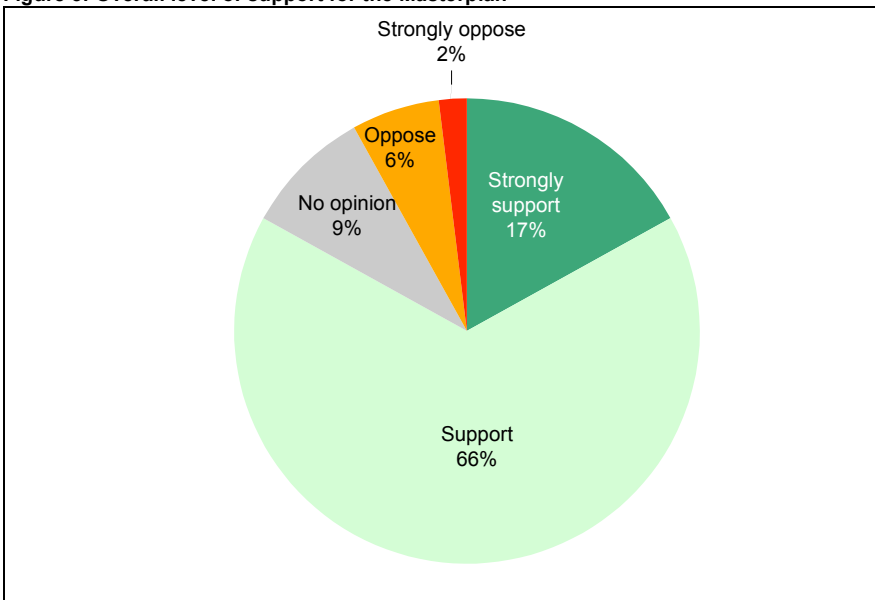
### 4.1 Overall Attitude Towards the Proposals

Respondents taking part in the face-to-face research were asked to what extent they support or oppose the proposals set out in the Masterplan, using the following five point scale:

- Strongly support (5)
- Support (4)
- No opinion (3)
- Oppose (2)
- Strongly oppose (1).

The results are very encouraging with 83% of respondents supporting the proposals, and nearly one in five (17%) stating that they strongly support the plans.

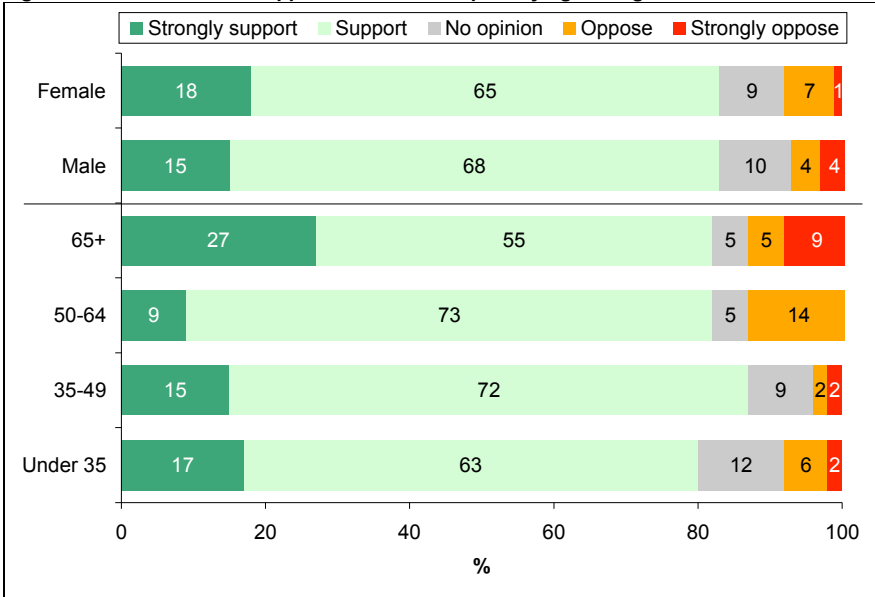
**Figure 5: Overall level of support for the Masterplan**



Base: All respondents (348)

An analysis by age shows that older and retired respondents were more likely to strongly support or strongly oppose the proposals. Also, those aged 50 to 64 were more likely to oppose the plans, compared with younger residents.

**Figure 6: Overall level of support for the Masterplan by age and gender**



Base: All face-to-face respondents, women = 82, men = 80, under 35 = 65, 35-49 = 53, 50-64 = 22, 65+ = 22

### Reasons for Supporting the Proposals

The main reasons cited for supporting the proposals were that this would be good for the village (44%), that this would create jobs (20%) and improve/increase the number of amenities (20%). The complete list of reasons for supporting the plans is provided in Table 3 below:

**Table 3: Main reasons for supporting the proposals**

	Total %
Good for the village/it's needed	44
Create jobs/work for the area	20
More amenities	20
Things for young people	14
Housing is needed, esp. for young people	7
Roads need improving	7
Good, but don't spoil the green areas	4
Adds to value of properties	4
Other	5
Not stated	3
<b>Base</b>	<b>109</b>

Below are a number of verbatim comments from residents responding to the postal survey that illustrate the overall positive endorsement of the development programme:

*'Taking these plans as a whole, my family are delighted with all that is proposed. The people of Aylesham should get behind the DDC and all those involved in bringing such an ambitious plan into being. Looking forward to the day when all these plans are in place. Good luck.'*  
Male, 65+

*'I am very pleased about the proposed expansion of Aylesham. It will be good for the future as the increase in (hopefully) affordable houses for the young will keep them among their friends and family, thus strengthening the community spirit'*  
Female, 50-64

*'I strongly believe that the improvements intended for Aylesham will dramatically improve the village and we fully support the changes.'*  
Female, 35-49

*'Would be nice to see the village improved. There are a lot of 'old' things about Aylesham, needs to be modernised.'*  
Male, 35-49

*'The plans appear to be carefully thought out, with many considerations to accessibility, aesthetics, and free-time all built in.'*  
35-49

*'The future of the village is something to look forward to.'*  
Male, 65+

*'I welcome the new developments to our area. I have long thought it a shame that Aylesham couldn't be better served, better amenities, etc.'*  
Female, 35-49

*'This will be a welcomed improvement to Aylesham and surrounding areas with improved parks and services.'*  
Male, 35-49

*'I think Aylesham deserves an uplift and I think the idea of housing surrounding parkland is a wonderful idea and would enhance our village. The market square must be made beautiful to attract home buyers ... The centre of our village is most important.'*  
Male, 65+

*'Expansion and improvement to our village has been long overdue. I think it will benefit us all and look forward to seeing the great improvements when they happen.'*  
Female, 35-49

*'What a wonderful and exciting plan for Aylesham, especially the housing on the open spaces. I strongly support the plan.'*  
Male, 35-49

## Reasons for Opposing the Proposals

Only twelve of the 162 face-to-face respondents opposed the proposals, a third of which (4) did so because they were concerned about green areas and open spaces being built on. Other reasons for opposing were that there are not enough schools, especially a secondary school, and insufficient facilities for young people (3) and/or facilities generally (1). Two respondents were concerned about the increase in traffic and a further two respondents thought that Aylesham would become a town and lose its village feel as a result of the developments.

Some of the residents responding to the postal survey expressed quite strongly their feelings against the proposed developments as the following comments illustrate:

*'I moved to Aylesham 18 years ago to a lovely rural area. As these new homes will be on my doorstep I will be selling my home to move to a more rural village, which I did years ago.'*  
Female, 35-49

*'I do not and will not support the housing development in this area.'*  
Male, 35-49

## 4.2 Level of Support/Opposition for the Eleven Proposals in the Masterplan

In the postal and face-to-face surveys respondents were asked to what extent they support or oppose a number of specific proposals or aspects of the Masterplan. Respondents used the same five-point scale to express their views:

- Strongly support (5)
- Support (4)
- No opinion (3)
- Oppose (2)
- Strongly oppose (1).

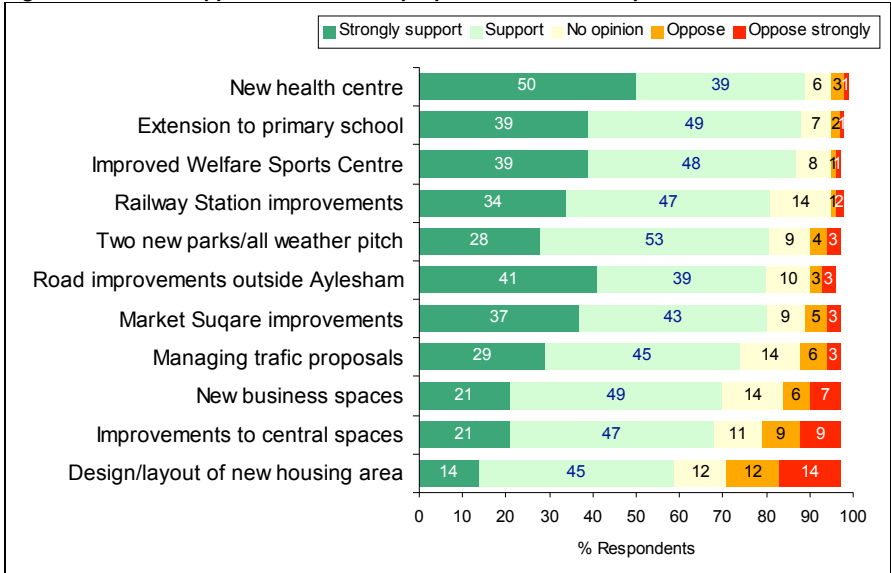
The results are illustrated in Figure 7 below. The four most popular plans were:

- The new health centre
- The extension of the primary school
- The improved facilities at the Welfare Sports Centre
- Improvements to the railway station.

In contrast, the design and layout of the new housing area, the improvements to the central spaces and the new business spaces and work units received less support.



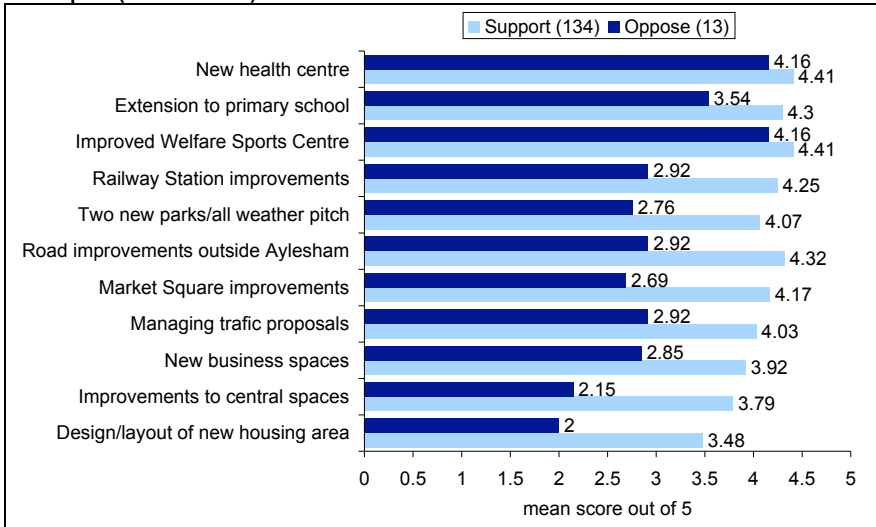
**Figure 7: Level of support for the eleven proposals of the Masterplan**



Base: All respondents (348)

Figure 8 compares the level of support for individual proposals by those who support or oppose the Masterplan overall. The chart includes the mean scores, where ‘strongly support’ equals five and ‘strongly oppose’ equals one, i.e. the higher the score out of five the stronger the support for the proposal.

**Figure 8: Level of support for each proposal by overall support/opposition for the Masterplan (mean scores)**



Base: All face-to-face respondents who support (134) or oppose (13) the overall proposals

The chart illustrates that the level of support was similar for the improved Welfare Sports Centre and the new health centre. However, those who opposed the plans overall gave particularly low ratings for the design/layout of the new housing area and the improvements to the central space. The mean scores for the two new parks and all weather pitches and the market square improvements were also considerably lower for those who oppose the plans overall compared with those who support the Masterplan.

This suggests that if residents support the new housing, the improvements to the central area, the two new parks and all weather pitches and the market square improvements they are more likely to support the Masterplan for Aylesham overall.

## Comparison of Results from the Face-to-Face and Postal Survey

Table 4 below indicates that the level of support for the proposals was similar for face-to-face and self-completion respondents. However, postal respondents were more likely to oppose the following plans:

- Improvements to central space
- Design and layout of new housing area
- New business spaces
- Managing traffic proposals
- Road improvements outside Aylesham
- New health centre.

In addition, postal survey respondents were more likely to express an opinion, either positive or negative; whereas face-to-face respondents were more likely to have 'no opinion' on proposals, particularly when asked to comment on the design and layout of the new housing area.

**Table 4: Level of support by face-to-face and postal respondents**

	Face-to-face		Postal	
	% support (score 5& 4)	% oppose (score 1&2)	% support (score 5&4)	% oppose (score 1&2)
New health centre	90	1	87	6
Extension to primary school	89	3	87	3
Improved Welfare Sports Centre	87	3	86	3
Railways station improvements	82	3	80	4
Two new parks/all weather pitches	79	6	82	8
Road improvements outside Aylesham	83	3	79	8
Market square improvements	79	8	82	8
Managing traffic proposals	75	8	73	10
New business spaces	73	8	67	18
Improvements to central spaces	65	14	70	23
Design/layout of new housing area	56	10	61	22
<b>Base</b>	<b>162</b>		<b>186</b>	

### 4.3 Introduction of a New Health Centre Next to the Market Square

Looking at the mean scores by age and gender shows that the support for a new health centre was strong across age groups. Women, under 35 year olds and 50 to 64 year olds

were slightly more likely to support the proposal for a new health centre. Residents were more likely to support the plans for a new health centre, compared with local businesses.

**Table 5: Support for the new Health Centre – subgroup analysis (mean score)**

	Mean score
Total	4.36
Under 35	4.40
35-49	4.36
50-64	4.41
65+	4.36
Men	4.30
Women	4.42
Residents	4.37
Businesses*	4.22

Base: All respondents = 348, under 35 = 97, 35-49 = 104, 50-64 = 77, 65+ = 54, men = 162, women = 171, residents = 339, businesses = 9

\*NB: small base

There were few other comments made about the new health centre. One woman suggested that a pharmacy should also be considered as part of the new health centre.

*'It would be nice to see the pharmacy attached to the Health Centre.'*

Female, 20-34

#### **4.4 Extension of the Primary School and Need for Secondary School**

The extension of the primary school was a popular plan amongst all Aylesham residents. Perhaps surprising, particularly those aged 65 years or older supported the improvements to the primary school. The extension of the primary school was more likely to receive support from residents compared with businesses.

**Table 6: Support for the extension of the primary school – subgroup analysis (mean score)**

	Mean score
Total	4.25
Under 35	4.20
35-49	4.20
50-64	4.28
65+	4.38
Men	4.28
Women	4.22
Residents	4.26
Businesses*	3.89

Base: All respondents = 348, under 35 = 97, 35-49 = 104, 50-64 = 77, 65+ = 54, men = 162, women = 171, residents = 339, businesses = 9

\*NB: small base

A number of residents responding to the postal survey were keen to point out, however, that equal consideration should be given to opening/re-opening a secondary school in Aylesham. It was argued that particularly since more primary school places are being created and more families and school children are likely to live in the area once the new housing areas are developed, there will be an urgent need for a secondary school. Also,

it was frequently reported that even now the situation for Aylesham secondary school children was unacceptable with long commute times to and from school and the lack of availability of quality secondary schooling for the local children.

*'A major consideration should be as to where all the extra children being catered for at primary level will go once reaching secondary school – bearing in mind all the current problems of children from Aylesham normally being sent to 'struggling' schools.'*  
35-49

*'Thought should also be given to secondary education as well as pre-school and primary.'*  
Female, 35-49

*'With the extra housing a new secondary school should be included in the plans.'*  
Female, 35-49

*'We are increasing the residents of the village by a massive %, yet we have no secondary schools!! Or Police!! Not an ideal recipe'*  
Male, 35-49

*'With the increase of families moving to Aylesham there must be a need for a secondary school in this area.'*  
Male, 20-34

*'If we need an extension to the primary school we obviously need a new school of excellence for our senior pupils. It would be ridiculous to send even more pupils to Sandwich and surrounding areas and consequently, even with more houses, who would buy them without a school?'*  
Female, 65+

*'I feel that the secondary educational needs of the local community are totally inadequate at present and this question needs to be addressed before any housing is erected in this area.'*  
Male, 35-49

*'Whilst it is good to have our only school enlarged, our senior children must travel a long way to school adding two hours to their days.'*  
Male, 65+

#### 4.5 Improved Facilities at Welfare Sports Ground

The support for the improvements to the Welfare Sports Ground was highest amongst residents, the 50-64 year olds, followed by those aged under 35. There was little difference by gender, with men being just slightly more likely to support the proposal compared with women. .

**Table 7 Support for the improved facilities at the Welfare Sports Ground – subgroup analysis (mean score)**

	Mean score
Total	4.25

Under 35	4.25
35-49	4.19
50-64	4.34
65+	4.21
Men	4.28
Women	4.21
Residents	4.26
Business*	4.00

Base: All respondents = 348, under 35 = 97, 35-49 = 104,  
50-64 = 77, 65+ = 54, men = 162, women = 171,  
residents = 339, business = 9  
\*NB: small base

Respondents did not make specific comments about the Welfare Sport Centre improvements. This indicates that residents liked the proposals in that no criticism or suggestions for improvements were offered.

#### 4.6 Improvements to the Railway Station and Public Transport

Residents, those younger than 35 and 50-64 years old were more likely to support the plans for the railway station. Also, women were more likely to support the improvements to the railway station, compared with men.

**Table 8: Support for the improvements to the railway station – subgroup analysis (mean score)**

	Mean score
Total	4.11
Under 35	4.20
35-49	4.04
50-64	4.21
65+	3.96
Men	4.08
Women	4.16
Residents	4.12
Business	4.00

Base: All respondents = 348, under 35 = 97, 35-49 = 104,  
50-64 = 77, 65+ = 54, men = 162, women = 171,  
residents = 339, business = 9  
\*NB: small base

Although there were no other comments specific to the station improvements, a couple of respondents made other suggestions in relation to public transport, one concerned the improvement of the bus service, and the other the introduction of a transport service for disabled people.

*'Concern over the bus service. The X90 bus at 7.45am is already full and occasionally has to leave some passengers. What will happen when there are more people living in Aylesham?'*

Female, 20-34

*'It would be nice to have some sort of transport for disabled people when taxis are not available.'*

Female, 50-64

## 4.7 Two New Neighbourhood Parks and All Weather Pitches

The younger respondents (under 35 years old) were particularly in favour of the two new proposed parks and pitches. Also, business respondents tended to be more supportive of the plans compared with residents. There was virtually no difference in attitude between men and women.

**Table 9: Support for two new neighbourhood parks and all weather pitches – subgroup analysis (mean score)**

	Mean score
Total	4.01
Under 35	4.10
35-49	3.96
50-64	4.01
65+	3.94
Men	4.00
Women	4.02
Residents	4.01
Business*	4.22

Base: All respondents = 348, under 35 = 97, 35-49 = 104, 50-64 = 77, 65+ = 54, men = 162, women = 171, residents = 339, business = 9

\*NB: small base

Respondents made additional comments about the new parks and play areas. A number complained that the proposals removed existing play areas from the local children and placed all the new playgrounds in the new housing areas:

*'Although you are providing two new parks for the children, you are removing two, which are located more conveniently and used daily. The new parks are too far away for those children who already live in Aylesham.'*

Female, 20-34

*'The two new neighbourhood parks are both in the new housing area with no parks near the existing area of housing.'*

Female, 20-34

Another respondent suggested that one playground was too closely located to the railway lines:

*'Play areas for children should not be situated near Railway lines or major roads as in your plan.'*

Male, 35-49

Other respondents raised the issue of litter, stating this was currently a major problem in Aylesham and they were concerned that the new parks and play areas may not be maintained properly and soon deteriorate in quality and safety.

*'As a mother of an 18 month old child I'm pleased to see new play spaces, but how will they be kept safe. Current one often has broken glass and dog poo all over it. New parks need to be better maintained and looked after'*

Female, 20-34

*'I am concerned that there will be enough money to upkeep all the services/improvements once finished, e.g. litter control, graffiti, vandalism. The litter is certainly a big problem at the moment'*

Female, 35-49

#### 4.8 Road Improvements Outside Aylesham and Proposals for Managing Traffic

##### Road improvements outside Aylesham

Table 10 below indicates that women, those aged 50 to 64 and business respondents were more likely to support the plans for road improvement outside Aylesham.

**Table 10: Support for the road improvements outside Aylesham – subgroup analysis (mean score)**

	Mean score
Total	4.17
Under 35	4.16
35-49	4.14
50-64	4.28
65+	4.08
Men	4.11
Women	4.22
Residents	4.16
Business	4.33

Base: All respondents = 348, under 35 = 97, 35-49 = 104, 50-64 = 77, 65+ = 54, men = 162, women = 171, residents = 339, business = 9

\*NB: small base

## Proposals for managing traffic

As with the road improvements, those aged between 50 and 64 and women, were more likely to support the plans for managing traffic in Aylesham. **Again, businesses were much more supportive of the proposals for managing traffic compared with local residents.**

**Table 11: Support for the proposals for managing traffic – subgroup analysis (mean score)**

	Mean score
Total	3.93
Under 35	3.94
35-49	3.80
50-64	4.08
65+	3.94
Men	3.88
Women	3.99
Residents	3.92
Business	4.33

Base: All respondents = 348, under 35 = 97, 35-49 = 104, 50-64 = 77, 65+ = 54, men = 162, women = 171, residents = 339, business = 9

\*NB: small base

## Other suggestions concerning roads, traffic and parking

Road improvements to Spinney Lane were seen as essential, as the following quotes highlight:

*'Priority to be given to road signs and road improvements to Spinney Lane, i.e. widening and resurfacing.'*  
Male, 50-64

*'It is essential to upgrade Spinney Road because of the expansion of the village. It would be absurd to have one main entrance to the village.'*  
35-49

A number of respondents raised concerns about the level and speed of traffic through Ratling Road and requested traffic calming measures and/or the re-routing of traffic by creating an additional access road to the new housing development.

*'Our main concern is the traffic calming on Ratling Road. There is already an excess of traffic, which also moves at too high a speed. We would like to see effective traffic calming to deter the use of Ratling Road by through traffic.'*  
Male, 50-64

*'Our main concern is the increase in traffic volume in Ratling. The road is narrow and traffic already is too quick.'*  
Female, 35-49

*'The access from Ratling need traffic calming measures or preferably another access from the new estate to the Wingham Rd. The proposed*



*measures from the B2046 Wingham Rd through Ratling are not enough. I don't think enough thought has gone into the amount of increased traffic the new housing will create.'*  
Male, 35-49

Speed reducing measures were also requested for Derwent Way, Kings Road and Cornwallis Road:

*'Speed camera needed Derwent Way and Dorman North.'*  
Male, 65+

*'With all the traffic on the roads with the new properties somebody will be seriously hurt in Kings Road...Three children have already been knocked down, thankfully nobody was seriously hurt. I feel if nothing is done about the roads it will cause a death.'*  
Female, 20-34

*'Cornwallis should have speed ramps.'*  
Male, 50-64

A number of respondents raised the issue of parking, suggesting there will be a shortage, particularly in the centre of the village. As a result, some argued that gaining or retaining back access to their houses was essential so that their cars could be parked there, thus reducing the parking problem in Aylesham.

*'I hope there will be enough parking at the shopping area.'*  
Female, 50-64

*'We are very concerned we are going to lose back access to our house.'*  
Male, 35-49

*'I feel we should have back access to our homes for parking ... You cannot get parked now, what will happen with all the new properties.'*  
Female, 20-34

*'There is a need to reduce the parking problems in some streets, Milner Crescent in particular. It seems the opportunity to provide a rear access road to both parts of Milner Crescent would be worth while.'*  
Male, 20-34

## 4.9 The Market Square Improvements

Respondents falling in the youngest and oldest age band (under 35 and 65 and older) were more likely to support the plans for the market square improvements. Men were less likely to support the plans compared with women, as were businesses compared with residents.

**Table 12: Support for the market square improvements – subgroup analysis (mean score)**

	Mean score
Total	4.10
Under 35	4.19
35-49	4.06
50-64	4.01
65+	4.14
Men	4.05
Women	4.16
Residents	4.37
Business*	3.78

Base: All respondents = 348, under 35 = 97, 35-49 = 104, 50-64 = 77, 65+ = 54, men = 162, women = 171, residents = 339, business = 9

\*NB: small base

Residents welcomed the introduction of more shopping facilities in Aylesham and made a number of additional suggestions, including a bank, a supermarket, an easily accessible post office and additional shops.

*'We need shops or a supermarket.'*

Female, 65+

*'More shops – yes, definitely, but not just refurbishment of the Co-op, a bigger store is needed.'*

Female, 35-49

*'Aylesham could really do with a supermarket.'*

Male, 20-34

*'I hope more and better shops are planned.'*

Male, 65+

*'There is no mention of banking facilities.'*

Male, 65+

*'Please could we have a post office that the people of Aylesham can access easily with no steps.'*

Male & Female, 50-64

### Support for shops in Cornwallis Avenue

A couple of shop owners in Cornwallis Avenue raised their concerns that all the proposals centred only on the market square and excluded them from development and improvement and demanded equal support for their shops.

*'As one of the few business owners in Cornwallis Avenue I feel that more shop units in the Square will detract from the shops here. We are all fighting to stay in business at the moment and could do with more help.'*  
Male, 35-49

*'There is not a word of the eight shops in Cornwallis Avenue. A tiny bit has been slipped in about more shops and loads about the market Square, but not the existing businesses who already struggle to keep heads above water... remember us in your plans.'*  
Female, 35-49

#### 4.10 New Business Spaces and Work Units

Respondents aged 65 or older were less likely to support the plans for new business spaces and work units. Women were slightly more likely to support the plans compared with men. Importantly, local businesses were likely to support the new business spaces.

**Table 13: Support for the new business spaces and work units – subgroup analysis (mean score)**

	Mean score
Total	3.72
Under 35	3.88
35-49	3.74
50-64	3.70
65+	3.57
Men	3.65
Women	3.81
Residents	3.71
Business*	4.22

Base: All respondents = 348, under 35 = 97, 35-49 = 104, 50-64 = 77, 65+ = 54, men = 162, women = 171, residents = 339, business = 9

\*NB: small base

Respondents welcomed the creation of new business units as this was seen to improve employment opportunities locally.

*'I am all for creating extra jobs in the village, as it would be ideal to work closer to home.'*  
Female, 35-49

However, a number of respondents were keen to point out that there is a risk of increased unemployment in the area if the business and work units fail to attract new businesses and remain empty. Here, respondents argued that a number of the current available business spaces have not been taken up.

*'There is very little local employment available. There are vacant industrial units already in the area. Why build new units, many of which will remain vacant? ... Hundreds of new houses will increase unemployment locally.'*  
50-64

*'We firmly believe that the building of so many houses will lead to mass unemployment in the village.'*

Female, 50-64

*'I think that consultation regarding the business units should be a priority with existing small businesses in the village to encourage more people to set up here.'*

Female, 35-49

#### 4.11 Improvements to Central Open Space

Men and those aged 50 to 64 were more likely to oppose the plans for improving the central open space. The youngest respondents (up to 35 years old) and **businesses** were most likely to support the proposals.

**Table 14: Support for the improvements to the central open space – subgroup analysis (mean score)**

	Mean score
Total	3.62
Under 35	3.71
35-49	3.63
50-64	3.50
65+	3.68
Men	3.53
Women	3.73
Residents	3.61
Business*	4.11

Base: All respondents = 348, under 35 = 97, 35-49 = 104, 50-64 = 77, 65+ = 54, men = 162, women = 171, residents = 339, business = 9

\*NB: small base

A number of residents completing the postal questionnaire demanded that the central open space to be left as it is and not to add new housing to this area.

*'I oppose to the building of extra housing encircling the central open space. The existing space should be developed/enhanced without building extra housing in the centre.'*

Female, 35-49

*'The central open space should be left exactly as it is.'*

Male, 50-64

*'Central space to be left as it is. All new housing to be kept to the village border.'*

Male

## 4.12 Design and Layout of New Housing Area

The design and layout of the new housing area was the least popular proposal and particularly 35 to 64 year olds were likely to oppose the plans. Again, men were also less likely to support the plans compared with women. Businesses were more likely to support the plans compared with local residents.

**Table 15: Support for the design and layout of the new housing area – subgroup analysis (mean score)**

	Mean score
Total	3.34
Under 35	3.54
35-49	3.18
50-64	3.27
65+	3.48
Men	3.28
Women	3.41
Residents	3.33
Business*	3.67

Base: All respondents = 348, under 35 = 97, 35-49 = 104, 50-64 = 77, 65+ = 54, men = 162, women = 171, residents = 339, business = 9

\*NB: small base

Respondents cited a number of reasons why they opposed the proposals for new housing. These included the loss of privacy, views and quietness, as the following quotes illustrate:

*'I also personally oppose the vast proposed building as I only moved here two years ago and I was not advised of any possible build. I bought my house for the quietness and the view...I feel very aggrieved.'*  
Female, 50-64

*'Our house has currently a pleasant outlook. We strongly oppose that houses will be built overlooking our garden and house. We purchased this house because of its rural feel and feel that this will be lost once these houses are built.'*  
Female, 20-34

Others were concerned that Aylesham may lose its village feel and turn into a town, which they rejected.

*'As much as I support the new proposals for Aylesham I somewhat feel that it would be turned from a close knit mining community (village) to a town.'*  
Female, 20-34

*'A build of this nature could bring big problems of overcrowding and remove the feel of village community. We want to be a village, not a town.'*  
Female, 50-64

*'The proposals will destroy the character and unity of the village and will replace it with a semi-urban housing estate.'*  
Male, 35-49

#### 4.13 Other Housing Issues and Concerns

It was strongly felt that the new housing should be made available to local residents first, especially the young in order to encourage them to stay in Aylesham. As part of this argument, respondents stressed the need for affordable housing.

*'I would like to see everything possible being done to help local young people having an opportunity to buy the new houses and not people from out of the village.'*

Male, 35-49

*'Would it be possible to put my name down/reserve a house in the new housing area? Do villagers get preference/first options on the houses? Will there be a chance to part own part rent? What is the starting price for the houses, are they affordable housing?'*

Female, 35-49

*'I am interested in the purchase of a detached village edge property.'*

Female, 35-49

*'I hope that some of the housing will be for the people of the village.'*

Female, 35-49

Some were worried about the effect the new housing would have on their property value and the question was raised as to how long the building process would take.

*'How will this development impact on those of us who intend to sell up within the next six years?'*

Female, 20-34

*'I would like a clearer idea of the length of time these improvements will take.'*

Female, 20-34

A small number of residents queried as to who would be moving into the neighbourhood.

*'My only concern is who would be the occupants of the trust houses and from where would they be sent from?'*

Male, 50-64

*'How many immigrants would be entering the area from Dover prison?'*

Male, 50-64

*'I agree we need more houses in Aylesham for families and single people, but it worries me that crime rates and other problems may increase that come with over-population, the fear of trouble families from rough and ready places moving into our village.'*

Female, 35-49

*'We have some major concerns over just how many houses will go to Housing Associations, which we believe should be minimal as the village requires professional people who work and put money in the community.'*  
Female, 20-34

#### **4.14 Other Concerns/Reasons to Oppose the Proposals**

The two main other reasons for opposing the proposals, mentioned by a number of respondents, were sewage and the need to preserve nature and the wildlife.

##### **Sewage**

The planned sewage plant was argued to be too close to Aylesham. Residents were concerned about the smell and air pollution.

*'I'm against all proposals if it means a sewage storage plant between Burgess Road and Bell Grove.'*  
Male, 50-64

*'The idea of a tank in the station field is unacceptable. The smell in warm and hot weather will be unbearable.'*  
Female

*'I'm very concerned about proposals for putting a sewage tank in this vicinity – ecological and environmental problems are an issue here.'*  
Female, 50-64

*'Under no circumstance should a storage tank be considered in the area of the central open space or anywhere in proximity to residential properties. The proposed tank will need to be ventilated as stated in the plan and inevitably cause air pollution in its immediate vicinity.'*  
Male, 65+

##### **Preserve nature**

A number of residents were anxious about the effects the new housing would have on local wildlife and countryside as the following quotes illustrate:

*'Not enough consideration has been given to the impact on wildlife. Could not part of the land that backs Cornwallis Ave and borders Ratling Road be kept as an open space?'*  
Female, 50-64

*'It would be a great shame if all fields and open spaces were to have houses or even benches, etc. put on them. Let's be proud to have a natural area of greenery!! Part of the beauty of nature is its openness – let's keep it!'*  
Female, 35-49

*'Strongly oppose to any building in what remains of the countryside...It just seems all about someone making money and to hell with nature and the countryside.'*

Male, 50-64

#### **4.15 Police Presence**

A number of Aylesham respondents wanted more police to be present in Aylesham and ideally to open the local police station. It was thought that because of the large increase in population police services would need to be improved and increased accordingly.

*'Need for more police in the village and police to be seen.'*

Male, 65+

*'Stronger police presence to match the increase of housing.'*

Female, 20-34

*'Are there any plans to re-open the police station, so that Aylesham will be 'policed' properly?'*

50-64

*'As Aylesham is growing so much isn't it about time the police station was re-instated?'*

Female, 65+



## 5. AYLESHAM CHILDREN’S AND TEENAGERS’ VIEWS

In this section of the report children’s and teenagers’ opinions on the proposals for the development of Aylesham are summarised.

### 5.1 Current Likes and Dislikes About Aylesham

Children and teenagers were asked to which places in Aylesham they would take children that had just moved into the area and which places they would tell them to avoid. The results are summarised in Table 16.

The most popular places were the parks and play areas, school, Co-op and market square. Teenagers were more likely to mention the youth club.

Places children thought best to avoid were the train station, Spinney Woods and the skate park. Children stated that they would avoid the station, because it is dangerous to play near the railway, but there were also reports that drug addicts and drunks caused problems, not only at the station, but also the skate park and Welfare Centre. Some younger children were also uncomfortable near older teenagers. The main reasons mentioned for avoiding Spinney Wood were broken glass and a tramp living there.

**Table 16: Place to visit and places to avoid**

Places to visit	n	Places to avoid	n
Park/play area	23	Train station/train station field	23
School	10	Spinney woods (at night)	9
Co-op/shops	9	Skate park	8
Market square	8	Woods/woods at night	3
Youth club	7	Nowhere	3
Welfare Sport Ground	5	Welfare Centre	3
Out and about	4	Industrial estate	2
Library	3	Everywhere at night	2
Countryside/woods	2	Youth club	2
Skate park	2	Ratling park because of rail track	1
Fish and chip shop	2	Kebab van	1
‘The Dog’	1	New park – graffiti /untidy	1
Aylesham community project	1		
Community project	1		
The pit	1		

Base: All children/teenagers = 58

### 5.2 Likes and Dislikes About the Proposed Plans for Aylesham

Children and teenagers welcomed the new leisure facilities, parks and Welfare Centre improvements. Those who liked the idea of new housing often argued that this will bring more children to the area, so that they will have more friends to play with.

Their main concern was the large number of new housing and building on fields. A small number of Aylesham children and teenagers included in the research rejected change and proposals.

**Table 17: Likes and dislikes about the new plans**

<b>Likes</b>	<b>n</b>	<b>Dislikes</b>	<b>n</b>
More parks/play areas	21	Nothing I don't like/no	12
Nothing/don't want any change	7	Too many houses	10
New housing	7	All plans/proposals	6
Sports facilities/football pitches	5	Building/houses on the fields	5
More amenities/shops	4	Park near the station	3
New Welfare Centre	3	Too crowded	2
Like all plans	3	Changes to the market square	2
Market square improvements	2	No swimming pool	1
Amphitheatre	2	No secondary school	1
The flats – affordable housing	1	Welfare Centre, football pitches only	1
Traffic calming in Spinney Road	1	Houses near King's Avenue	1
Increased population	1	Theatre	1
Improvements to station field	1	Will take a long time to complete	1
Health centre	1		
Improvements to primary school	1		

Base: All children/teenagers (58)

### 5.3 Suggestions for Further Improvements

Children and teenagers were invited to make further suggestions as to how Aylesham may be improved. They were able to identify a number of facilities and improvements that they felt would enhance life in Aylesham. Table 18 summarises the children's and teenagers' suggestions for further improvements.

Top of the list are the opening of more shops, a swimming pool and more parks and play areas being introduced. This is followed by a cinema, theme park or fun fair, additional football pitch or stadium, opening of a secondary school and leisure centre.

**Table 18: Suggestions for improvements**

	n
More shops/high street shops/shopping mall/market square improvements	21
Swimming pool	14
More parks/green spaces	14
Cinema	8
Theme park/fun fair	7
Football stadium/pitch	6
Secondary school	5
Leisure centre	5
Skate park/improve skate park	4
Petrol station	4
Zoo	4
More facilities for children	3
Better disabled facilities	3
Extend youth centre	3
A vet	3
More buses/better bus links	3
Places for teenagers to go	2
Parks for older people	2
Horse riding	2
Coffee shop	2
Improve train station field	2
More benches	2
Improve train station	2
No school	2
Small accident service at health centre	2
Places to walk dogs	2
Mountain bike park/track	1
Tennis courts	1
Cleaner, less graffiti and rubbish	1
Safer environment	1
Take aways	1
Bowling alley	1
Night club	1
No more houses	1
Improvements to school	1
Market day	1
Rugby pitch	1
Improve library	1
Motorbike track	1
Theatre	1
More play areas	1
Crazy golf	1

Base: All children/teenagers (58)

## 5.4 Images of Aylesham in the Future

Children and teenagers were invited to draw a postcard of the village in the future. Most teenagers decided to describe the postcard. Four teenagers made the point that the pit wheel should be included in the postcard to remind people of the history of the village.

A selection of the pictures and drawings is included in Appendix 3 of this report. The drawing from one teenager emphasises the concern of too many houses being built in Aylesham. The children's drawings include the parks, leisure facilities, play areas, the market square, a fountain, swimming pool, the pit wheel, the Co-op and post office.

## 6. SUMMARY AND CONCLUSIONS

- Encouragingly, the vast majority of Aylesham residents (83%) support the plans for the village development.
- It is largely agreed that the village needs improvements and that the proposed changes are a step in the right direction.
- The main positive changes that residents expect to happen as a result of the development are:
  - New job opportunities
  - More amenities and shops
  - More facilities for young people.
- However, there is also a significant minority (15%) that opposes the proposed Masterplan. The main reasons for opposing the Masterplan are the large number of new houses, the lack of a secondary school and other facilities.
- Of the eleven main proposals in the Masterplan, the following are the most popular:
  - New health centre
  - Extension of the primary school
  - Improved facilities to the Welfare Sport Centre
  - Improvements to the railway station.
- Residents are more likely to oppose the following plans:
  - Design and layout of the new housing area
  - Improvements to the central space
  - New business spaces and work units.
- Residents' main concerns about the building of 1,000 new houses in Aylesham include:
  - Overcrowding, loss of privacy and tranquillity
  - Increase in traffic
  - Increase in crime
  - More unemployment
  - Loss of village feel
  - Loss of green areas, damage to nature and wildlife
  - Lack of secondary school
  - Plans for a sewage plant close to residential areas.
- The following suggestions are key to residents and if included in the proposals, are likely to increase the acceptance of the Masterplan amongst the Aylesham population:
  - Open a secondary school in Aylesham
  - Attract new employers to Aylesham
  - Attract high street shops and a bank to Aylesham
  - Open a police station in Aylesham
  - Solve parking problems, perhaps by ensuring back access to properties
  - Demonstrate that traffic management plans and road improvements will be sufficient to cope with the additional volume of traffic, particularly in Spinney Lane and Ratling Road

- Ensure houses planned for the central space are in keeping with the village, ie do not exceed two storeys
  - Offer new houses to local residents first and within this offer affordable housing to local residents, particularly the young, first time buyers.
- Improving facilities for children is also seen as important and young people and their parents generally welcome the Masterplan proposals. It may be worth reviewing the creation of a play area close to the railway lines. Also, ideally a play area in the centre and close to current housing should be retained and/or created. It may also be worth considering introducing other facilities to Aylesham and/or organising more events for children. The children/teenagers taking part in the consultation have provided a long list of suggestions, many of which are likely to be too expensive or ambitious. The most popular facilities amongst children/teenagers are a swimming pool, more parks and green spaces, cinema, theme park or fun fair, a football stadium, and leisure centre.

# **APPENDIX A**

## **Postal questionnaire and leaflet**

# Aylesham Masterplan

## Draft Supplementary Planning Guidance

### Your views needed

Please complete the questionnaire

Send in your comments

Visit the exhibition and surgeries

#### Public Consultation

29 March to 10 May 2004

#### Exhibition and surgeries

Thursday 1 April 10.30am – 8.30pm

Friday 2 April 10.00am – 5.30pm

Saturday 3 April 10.00am – 4.00pm

Friday 16 April 10.30am – 8.30pm

Saturday 17 April 10.00am – 4.00pm

at 'The White House', Aylesham Parish Council Offices, Dorman Avenue South.

Staff from Dover District Council and consultants will respond to queries and help you complete the questionnaire.

Exhibition also open for viewing only 10.00am – 1.00pm on all other Saturdays during the consultation period. To view it at other times contact the Clerk to the Parish Council on 01304 840377 or Aylesham Community Support Officer on 01304 872246.

#### Information desk

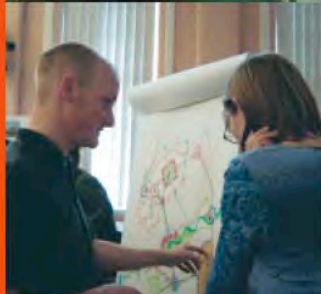
For further information contact:  
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Dover, Kent CT16 3PJ  
Tel: 01304 872472 Fax: 01304 872351  
Email: [forwardplanning@dover.gov.uk](mailto:forwardplanning@dover.gov.uk)

#### A CREATING QUALITY PLACES PROJECT

Public consultation managed by  
Nick Waters Associates with Urbananda  
Design: Graphic Ideas

Masterplan prepared by

**EDAW**





# Main features of the Masterplan More details are provided in the main report (references are in #dics)





## The central open space – a new public park

During 2003, several public events were held in the village to work up the Masterplan proposals. There was general agreement on most aspects. But one proposal that not everyone supported was building homes around the open space in the centre of the village. Your views on this would be particularly welcome.

The central open space could be a greater asset to the village. At the moment it is not very attractive and is often misused for dumping, car parking and trail-biking. This is causing a real nuisance to residents nearby. The back garden fences which surround the space can also look unattractive and there are no footpaths, which makes it difficult to walk across and get to the station. There has also been a problem with sewage overflowing after heavy rain.

Most people at the consultation events agreed that improvements are needed and that the *Creating Quality Places Project* could be the ideal opportunity to provide a missing 'heart' for the village with facilities that few other villages could match.

The drawing below shows how this might look and identifies some of the main features. The market square could be revamped and have more shops and parking. The open space could be landscaped with paths and trees. Areas could be provided for children's play, games, a wild flower meadow and open-air community events. New housing would form an attractive edge and ensure that the new parkland was overlooked and safe.

Further details are in Chapter 5 of the main report, pages 34–36.

Below: Birds-eye view showing how the centre of Aylesham could be improved



# Questionnaire

Please answer some or all of the questions below and return by **10 May** to the Freepost address (no stamp required) or hand in at the exhibition. All named entries will be entered in a prize draw for shopping vouchers worth £100. Alternatively you may write or email to the address on the cover of this leaflet. An email version of this form will be sent to you on request. Thank you for your time.

## A. How do you feel about the main proposals?

	Strongly support	Support	No opinion	Oppose	Strongly oppose
1. The design and layout of the new housing area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. The two new neighbourhood parks and all-weather pitches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The improvements to the central open space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. The extension to the primary school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. The new business space and live/work units	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Improved facilities at the Welfare Sports Ground	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. The market square improvements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. The new health centre next to the market square	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Improvements to the railway station	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. The proposals for managing the traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Road improvements outside Aylesham	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## B. Please use the space below to explain your views and make any other comments.

Please help us to analyse these responses by telling us a little bit about yourself:

Gender Male  Female  Age Under 20 yrs  20-34 yrs  35-49 yrs  50-64 yrs  65 yrs or over

Working Full time  Part time  Not working  Retired  Student  Other

Do you live in Aylesham? Yes  No  If yes, your street name \_\_\_\_\_

Do you work in Aylesham? Yes  No  If yes, your street name \_\_\_\_\_

Would you like to hear more about this project and enter the prize draw? Yes  No

IF YES please could you provide your name, address and telephone number so that we can contact you directly. Your details will be held in a confidential database and only retained and used for this project. Your details will not be passed on to a third party.

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone number \_\_\_\_\_ Email \_\_\_\_\_

Moisten here, fold and seal

Moisten here, fold and seal

Moisten here, fold and seal

## **APPENDIX B**

### **Face-to-face questionnaire**

Interviewer name:  Interviewer no:  Date:  Time:

### Recruitment

Good morning/afternoon/evening. My name is ..... from Accent Marketing & Research and I am carrying out research for Dover District Council about the Aylesham Village Masterplan. Would you be willing to take part in this survey? Anyone who participates in the survey will be eligible to enter a prize draw for shopping vouchers worth £100. The interview will take about 5 minutes. Any answer you give will be treated in confidence in accordance with the Code of Conduct of the Market Research Society.

Q1. We want to interview people who have not responded to the postal survey sent to all homes and businesses in the village or completed a questionnaire on the Masterplan at one of the public consultation meetings held in April. so first of all, can you confirm if you have already completed a questionnaire on the Masterplan?

- 1 yes, postal questionnaire **THANK AND CLOSE**
- 2 yes, at public meeting **THANK AND CLOSE**
- 3 no

Q2. We need to interview a wide range of people. Can you tell me which of the following age groups are you in? **SHOWCARD A AND CHECK QUOTAS**

- 1 Under 20 years
- 2 20-34
- 3 35-49
- 4 50-64
- 5 65+

Q3. Confirm if respondent is male or female. **CHECK QUOTAS**

- 1 Male
- 2 Female

Q4. What is your employment status? **IF SELF EMPLOYED, PROBE IF EMPLOYED FULL OR PART TIME AND CHECK QUOTAS**

- 1 Working full time (30+ hours)
- 2 Working part time (under 30 hrs)
- 3 Not working
- 4 Retired
- 5 Student
- 6 Other, (please specify) .....

Q5. Confirm street name and if appropriate business name. **CHECK QUOTAS**

Street name: ..... **GO TO Q7**

Business name: .....

Q6. If the respondent is replying on behalf of a business ask: Do you live in Aylesham? Otherwise go to Q7.

- 1 yes
- 2 no

Q7. If respondent is out of quota ask Is there another member of the household who would be available to interview?

**TAKE DETAILS OF ELIGIBLE RESPONDENT  
ASK TO SPEAK TO THEM IF THEY ARE AVAILABLE NOW OTHERWISE LEAVE A COPY OF THE  
MASTERPLAN AND ARRANGE TO CALL BACK:**

Day .....

Time .....

Q8. Do you recall receiving the copy of the Aylesham Masterplan and have you looked at it?

- 1 Yes, received and looked at **GO TO Q11**
- 2 Yes, received but not looked at **GO TO Q9**
- 3 Not received **GO TO Q10**

Q9. Why haven't you looked at it? PROBE main reason

- 1 not particularly interested
- 2 someone else in household responded to survey
- 3 too busy
- 4 agree with proposals so no point
- 5 other (specify) .....

**GO TO Q10**

Q10. Can you please read a copy now. IF NOT, arrange to call back to conduct the interview LATER.

Enter details below

Day .....

Time .....

**Section A: How do you feel about the main proposals**

Q11. How would you rate your level of support for the main proposals in the Aylesham Masterplan? Showcard B, Read out. **TICK START AND ROTATE**

	Strongly support	Support	No opinion	Oppose	Strongly oppose
01 The design and layout of the new housing area.....	1	2	3	4	5
02 The 2 new neighbourhood parks & all-weather pitches.....	1	2	3	4	5
03 The improvements to the central open space.....	1	2	3	4	5
04 The extension to the primary school .....	1	2	3	4	5
05 The new business space and live/work units .....	1	2	3	4	5
06 Improved facilities at the Welfare Sports Ground.....	1	2	3	4	5
07 The market square improvements.....	1	2	3	4	5
08 The new health centre next to the market square .....	1	2	3	4	5
09 Improvements to the railway station .....	1	2	3	4	5
10 The proposals for managing the traffic .....	1	2	3	4	5
11 Road improvements outside Aylesham.....	1	2	3	4	5

Q12. Overall, do you support or oppose the proposals?

- 1 strongly support **GO TO Q13**
- 2 support **GO TO Q13**
- 3 no opinion **GO TO Q15**
- 4 oppose **GO TO Q14**
- 5 strongly oppose **GO TO Q14**

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Q13. Please can you tell me why you support the proposals? **PROBE**

.....  
.....  
.....  
.....

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Q14. Please can you tell me why you oppose the proposals? **PROBE**

.....  
.....  
.....

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Q15. Do you have any other comments on the Masterplan? **PROBE**

.....  
.....  
.....

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Q16. Is there any reason why you did not send in the questionnaire by post? **PROBE** Main reason

- 1 Did not receive/see it
- 2 Couldn't understand it/couldn't read plans/drawings
- 3 Questionnaire hard to complete
- 4 Not interested
- 5 Too busy
- 6 Agreed with the proposals/had no objections, therefore no point
- 7 No one takes any notice of what we think anyway
- 8 Other (please specify) .....

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**Further contact**

Q17. Would you like to hear more about this project and enter the prize draw? If you would like to please could you provide your full name, address and telephone number or e-mail address so that Dover District Council can contact you directly. Your details will be held in a confidential database and only retained and used for this project. Your details will not be passed onto a third party.

- 1 would like to enter the draw
- 2 would not like to enter the draw

Name.....  
Address.....  
Phone number.....  
e-mail .....

**Thank you for your help in this research**

This research was conducted under the terms of the MRS code of conduct and is completely confidential. If you would like to confirm my credentials or those of Accent Marketing & Research please call the MRS free on 0500 396999. Please can I take a note of your name and where we can contact you for quality control purposes? Record details if not collected at Q17

Respondent name: .....

Telephone: home:..... work:.....

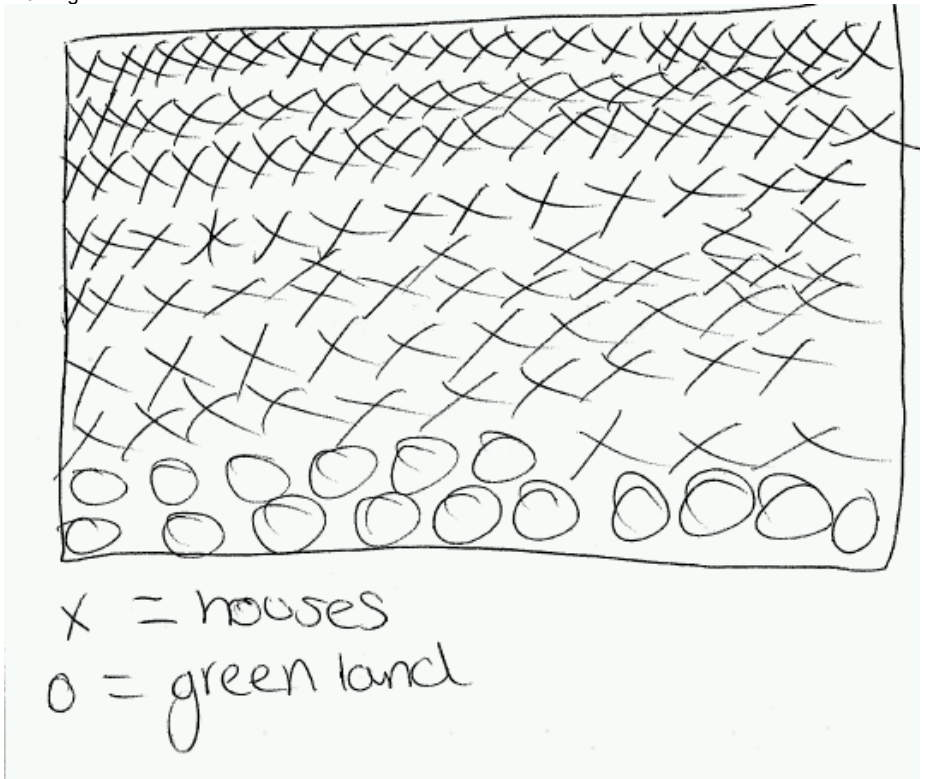
..... mobile: .....

**Thank you.** I confirm that this interview was conducted under the terms of the MRS code of conduct and is completely confidential. Interviewer's signature:.....

# **APPENDIX C**

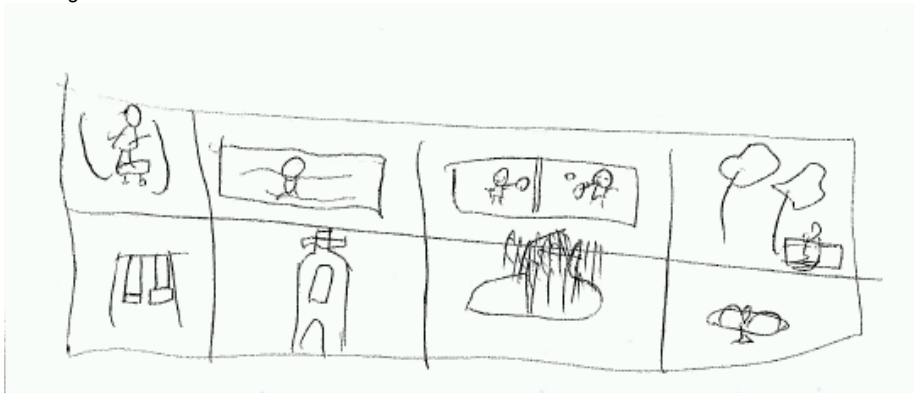
## **Children's and Teenagers' Drawings**

Drawing 1:



Teenager

Drawing 2:



Child, 8 years old

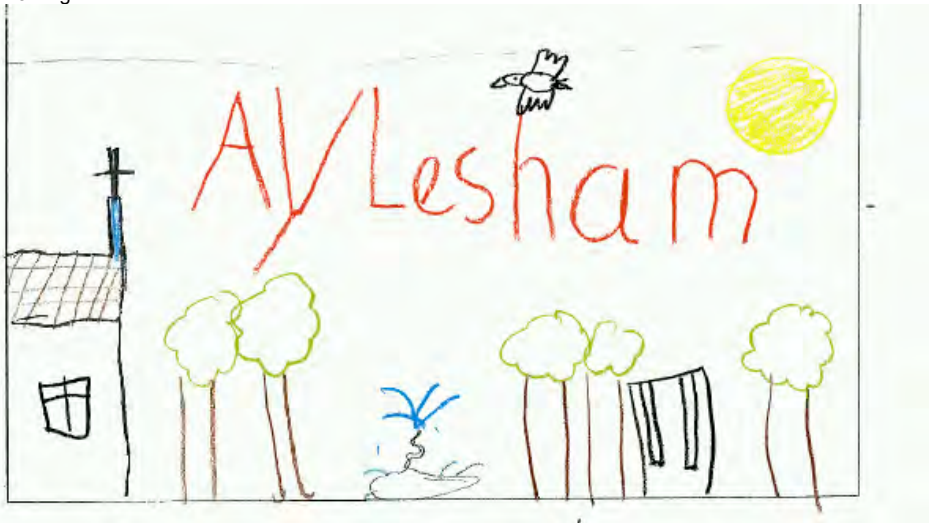


Drawing 3:



Child, 8 years old

Drawing 4:



Child, 8 years old

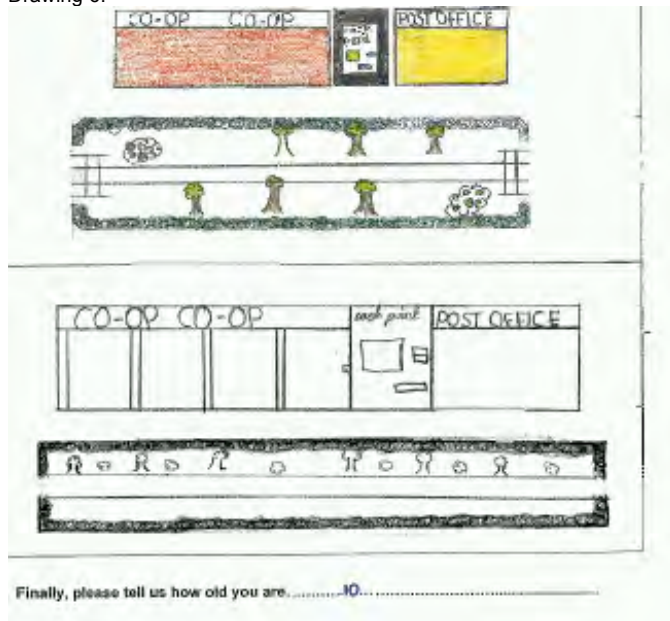
Drawing 5:



Finally, please tell us how old you are.....10 years

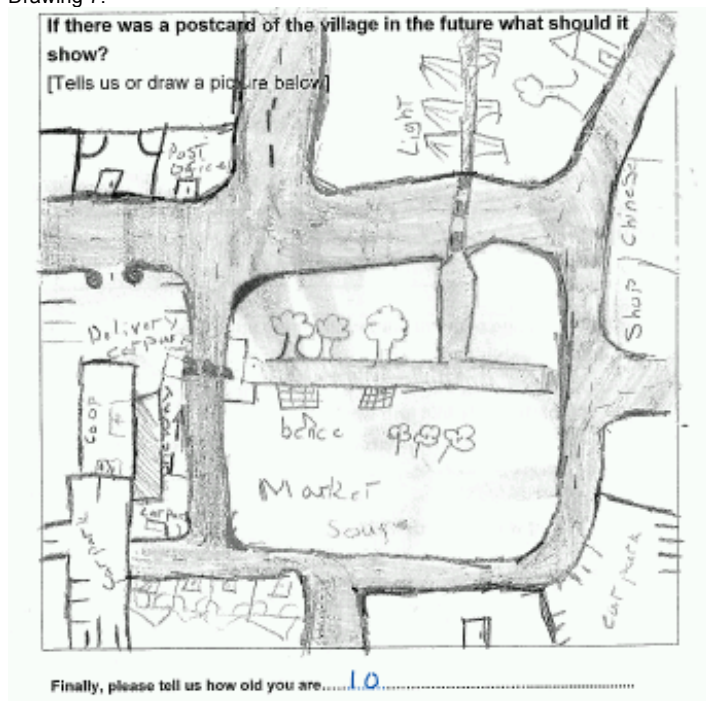
Child, 10 years old

Drawing 6:



Child, 10 years old

Drawing 7:



Child, 10 years old

Drawing 8:



Child (no age given)

Drawing 9:



Child, aged 9

**APPENDIX D**  
**Youth Questionnaire**

## WHAT'S HOT AND WHAT'S NOT? TELL US ABOUT AYLESHAM

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We would like you to tell us about Aylesham so that we can improve your village. To help us do this, we would like you to answer some questions. You can do this by yourself or with a group of friends.

**Imagine that a new family has moved in next door to you. They have kids the same age. You have been asked to take them on a tour of the village today:**

**Where would you take them and why?**

.....  
.....  
.....  
.....

**Where would you tell them to avoid and why?**

.....  
.....  
.....  
.....

**You are about to see some plans for changing your village. Take a look around the exhibition**

**What do you particularly like and why?**

.....  
.....  
.....

**Is there anything which you don't like about the plans?**

.....  
.....  
.....

**What other improvements would you like to see in the village?  
Think about the top three things which you think would change  
Aylesham for the better:**

**Gold priority for change**

.....

**Silver priority for change**

.....

**Bronze priority for change**

.....

**If there was a postcard of the village in the future what should it  
show?**

[Tells us or draw a picture below]

**Finally, please tell us how old you are .....**

## **APPENDIX E**

### **Letter to Residents from Dover District Council**





The Occupier

Contact: Mike Ebbs  
Direct line: (01304) 872472  
E-mail: [forwardplanning@dover.gov.uk](mailto:forwardplanning@dover.gov.uk)  
Our ref: FP/DA2/Aylesham  
Your ref:  
Date: 23 March 2004

Dear Occupier

**Public Consultation  
Draft Aylesham Masterplan**

I am sending you some important documents about the future of your village. In this pack you will find a summary leaflet with a questionnaire at the back, and a much larger document that explains the proposals in detail. Please take the time to look carefully at these.

The District Council is now consulting on these proposals to help it decide whether any changes should be made before they are approved. It is important that you tell the Council what you feel. All views received by the Council will be fully considered before a decision is taken.

Please complete and return the questionnaire – it is Freepost so a stamp is not needed. You are welcome to make extra comments by writing to the Council. The address is at the front of the leaflet. If you do, it would be helpful if you would say which parts of the masterplan you like or dislike, why, and what changes if any you would like to see.

If you would like to see larger drawings, or have questions to ask, before you make your comments please come to the exhibition in the village. If you are unable to get to the exhibition but would like to discuss the proposals, please contact me. Contact details are on the front page of the leaflet.

Yours faithfully

Mike Ebbs  
Forward Planning Manager

**P.S.** If you return the completed questionnaire, including your name and address, you will be entered into a prize draw for one prize of shopping vouchers of your choice worth £100.

