

APPENDIX 1

COMMITTEE MEMBERS

Chairperson	Vince Whelan
Secretary	Lorraine Whelan
Parish Council Representatives	Denise Grannum, Gill Rogers
Research Consultant	David Cheek
Publications	Paul Carpenter
Youth Representative	Sophie Wood
Publicity	Geoff Giles
Members	Jack Elliot Barbara Blackburn

APPENDIX 2

Timeplan

APPENDIX 3

Viewpoint Bembridge Questionnaire

APPENDIX 4

Viewpoint Bembridge Qualitative Questionnaire

APPENDIX 5

Results of Qualitative Questionnaire

The full results from the Qualitative Questionnaire are available on a CD from the Library or the Clerk to the Parish Council. Alternatively, this information can be accessed on the www.bembridge.com website.

APPENDIX 6

Village Design Statement (VDS)

Considerable research and consultation was undertaken over three-years to produce the Village Design Statement. It reflects the views of the people of Bembridge on the appearance and development of the village in which they and future generations wish to live and as such, has been accepted by IWCC planners as supplementary guidance on planning matters.

The VDS stated that 'houses of character' within the village should not be demolished and replaced by housing estates. This has been reinforced by responses to the Viewpoint Bembridge questionnaire, in which 90% of respondents stated that they did not want anymore in-fill development on the few remaining green spaces in Bembridge. The village envelope should be retained but in the two areas left within this space, housing for young families and first-time buyers should be a priority rather than social housing. Any houses built should conform in character as stated in the VDS.

With the increasing population over the years and larger numbers of visitors, the problem of parking concerned 59% of respondents. This is a real problem because there is now no useable land and the demolition of

any part of the village centre is not a viable option.

It is important to balance the needs of the high percentage of retired people in Bembridge with the needs and interests of young residents and to become more responsive to an increasingly diverse cultural base.

At the centre of the village is the Village Hall. Built on church land by public subscription in 1910 when the population was only around 2,000, it is in the process of being enlarged and modernised with the aid of grants and public funding. The hall is used for bazaars, exhibitions, drama and many other local events.

Plans are in hand to enhance access to a wider range of cultural and sporting activities for the children and young people of Bembridge. Improvements to the existing Youth and Community Centre in Steyne Park, the playing fields and play areas are envisaged for the near future to bring them into line with the requirements of health and safety guidelines and to provide activities and facilities for all ages. This is in response to concern expressed by 50% of respondents to the Viewpoint questionnaire and to consultations over several years with the young people and the Parish Council.

The use of Bembridge harbour and its beaches as a centre for yachting and windsurfing activities is vital to the area's economy and therefore planning for its future development is essential. Under private ownership, its appearance, particularly the issues of the houseboats and cleanliness, is of great concern to very many village residents. They feel that consultation with the owners, the IWC, the Parish Council and houseboat owners would be beneficial in future planning and use by villagers, yachtsmen and visitors.

Outside the village envelope, the rural hinterland stretches as far as the town of Brading. Contained within this area are farms some dating back to Saxon times and mentioned in the Domesday book. Their historic buildings and sites are fundamental to the diversity and attractiveness of the area and are as important to the character of the countryside as the field patterns and the boundaries associated with them. In one area at Yaverland, the field pattern reveals the site of an Iron Age Fort and Saxon settlement, the preservation of which is paramount.

Any future development of the whole area should take into account not only the historic importance of the farm buildings but also their possible wildlife value as a home for bats and owls.



Viewpoint Bembridge

Bembridge Village Research Results

Presented by David Cheek & Associates
June 2004

Agenda

- Research methodology
- Response levels
- Bembridge environment
- Traffic & transport
- Emergency services, IOW & Parish Council
- Shops, facilities, schools & healthcare
- Development in the Village

Research process

- Qualitative stage to understand key issues
 - Discussion groups in schools
 - Cameras given to groups & individuals
 - Street questionnaires
 - Focus group with BBA members
- Questionnaire designed to quantify the issues
 - Questionnaire derived from qualitative feedback

Questionnaire response

- March 2004
- 2133 questionnaires delivered to all homes
- 394 collected following day
- 348 put into collection boxes
- Total response 742 = 34.8%

Individuals represented by age group

- ☼ Response by household not individual
- ☼ Not every response filled in age groups
- ☼ But suggests responses have been received
 - ☼ from homes where under 25s are present
 - ☼ but 75+ under-represented
- ☼ NB only 4 under-24s Not living with parents

16+	%		%
16-19	4.3	17-24	6.5
20-29	6.3	25-40	9.6
30-59	42.0	41-54	17.0
60-74	26.0	55-65	26.5
75+	21.0	65-75	22.9
		75+	17.6

Car ownership & parking

Cars & Parking					
Questions 41 & 42					
How many cars do you have		Where do you park			
		%	%		
Q 41	None	22	Q42	Garage	79
	One	50		On road	13
	Two	23		Off road	5
	Three	3		Other	3
	Four	1			

- 78% have at least one car
- Usually parked in own drive – only 13% park on the road

Agenda

- ✓ Research methodology
- ✓ Response levels
- Bembridge environment
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What do you most like about Bembridge?

What do you most like about Bembridge							
Question	% of total	Answers	Total%	25-54	55-74	75+	
1 Most like	96.4	716		%	%	%	
1.1 Community		502	78	59	69	76	
1.2 Country		560	78	75	79	78	
1.3 Harbour		476	67	68	74	63	
1.4 Beaches		559	78	87	81	68	
1.5 Shops		423	59	49	61	68	
1.6 Situation		389	54	57	57	45	
1.7 Other		71					

- ☼ High level of answers
- ☼ Beaches, countryside & community most important overall
- ☼ Issues vary by age group

Importance of local environment

Q 3 Importance of local enviro	% of total	Answers	% Very	Ranking	% Slightly
3.1 Access road from StHelens	88	651	75	4=	17
3.2 Access road by the airport	85	632	69		18
3.3 Beaches	89	659	83	1	13
3.4 Coastal walks	88	652	75	4=	21
3.5 The harbour	85	631	72		21
3.6 Open countryside	87	642	82	2	14
3.7 Open footpaths/bridleways	83	614	76	4=	20
3.8 Balance of village life & tourists	88	655	80	3	15

- ✿ 89% answering
- ✿ High level of concerns – less than 8% 'not concerned'
- ✿ Beaches & countryside most important overall
- ✿ Followed by balance of village life & tourists

Importance of local environment - by age group

Q 3	Very important to the environment	25-54	55-74	75+
		%	%	%
3.1	Access road from StHelens	71	79	74
3.2	Access road by the airport	67	73	63
3.3	Beaches	86	84	82
3.4	Coastal walks	79	77	68
3.5	The harbour	73	74	72
3.6	Open countryside	83	85	78
3.7	Open footpaths/bridleways	76	80	68
3.8	Balance of village life & tourists	79	79	82

- 25-74s most concerned about beaches & countryside
- 75+ most concerned about beaches & balance in the village

Concern for local environment

Concern for the local environment		Answers	% Very	Rank	% Slightly
Q 4	How concerned are you about water erosion around beaches/duver	693	61		31
Q5	How concerned are about				
	4.1 Coastal path collapse	672	78	4	19
	4.2 Disappearing sand from beaches	683	75		21
	4.3 Sewage in the harbour	706	90	1	8
	4.4 Harbour silting up so no boat acc	676	73		19
	4.5 Visual approach around harbour	667	73		21
	4.6 Litter on beaches	691	80	3	17
	4.7 Poor state of footpaths/bridleway	659	61		32
Q6	Concern about Embankment road	716	88	2	9
Q7	Safety of Airport road	716	57		36

☀ High levels of involvement – 96% of all responders

☀ Only 7% not concerned about ALL issues

Concern for local environment - % Very Concerned - by age

	Very concerned	25-54	55-74	75+
Q 4	How concerned are you about water erosion around beaches/duver	59	65	55
Q5	How concerned are about			
	4.1 Coastal path collapse	74	80	80
	4.2 Disappearing sand from beaches	78	76	70
	4.3 Sewage in the harbour	90	89	94
	4.4 Harbour silting up so no boat access	73	73	74
	4.5 Visual approach around harbour	71	75	73
	4.6 Litter on beaches	85	81	78
	4.7 Poor state of footpaths/bridleways	57	63	59
Q6	Concern about Embankment road	85	90	84
Q7	Safety of Airport road	52	56	61

✿ Sewage in harbour everyone's main concern

✿ Followed by embankment road erosion & beach litter

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What needs improving?

What needs improving to Bembridge life

Question	% of total	Answers	Total%	25-54	55-74	75+
2 Improve at	88.6	658		%	%	%
2.1 Traffic		328	50	45	53	48
2.2 Parking		312	46	37	48	50
2.3 Roads		287	43	37	45	43
2.4 Pavements		289	43	26	46	53
2.5 Amenities		89	13	19	9	11
2.6 Transport		221	33	29	31	36
2.7 Other		103				

- 88% answering
- Traffic, parking, roads & pavements main issues
- Traffic main issue for under 74s - Pavements for 75+

Transport- how easy is it to get to...

Transport: how easy is it to get to places						No Car	
Question 10	Answers	Total%	Difficult	Easy	N/A	Difficult	
10.1 Shops	673	91	15	83	2	18	
10.2 Village cer	669	90	15	83	2	17	
10.3 School	554	75	3	54	43	1	
10.4 Church	614	83	7	73	20	11	
10.5 Doctors	637	86	40	60	0	47	
10.6 Hospital	687	93	56	40	4	63	
10.7 Supermark	562	76	32	64	4	33	
10.8 Other town	640	86	34	63	4	45	

- ☼ Transport appears not to be a major problem
- ☼ Except for the Doctor's and St Mary's Hospital

Transport- by age

Transport: how easy/difficult is it to get to places					
Question 10	Answers	25-54	55-74	75+	
10.1	Shops	Easy	82	86	86
10.2	Village cer	Easy	81	84	84
10.3	School	Easy	56		
10.4	Church	Easy	73	76	70
10.5	Doctors	Difficult	42	37	33
10.6	Hospital	Difficult	59	55	59
10.7	Supermark	Easy	65	70	68
10.8	Other towr	Easy	62	63	62

- ✿ Transport still appears not to be a major problem
- ✿ Except for the Doctor's for the 25-54s
- ✿ and St Mary's Hospital for everyone

Improving Parking

To improve parking how acceptable is a 2 hour waiting limit				
Question 11	Answers	%	Total	Own a car
	707	95 %		%
Really good			52	54
Quite good			23	24
Not/really bad			17	17
N/A			7	5

• 75% of responders and 78% of car drivers think that a 2 hour waiting limit in the Village Centre is a good idea

To improve traffic flow

To reduce traffic jams, more double yellow lines?					
Question 12.1	Answers	%	Total	Own a car	
	691	93 %		%	
Really good			40	39	
Quite good			26	24	
Not/really bad			30	33	
N/A			4	3	

To reduce traffic jams, Church St 2-way?					
Question 12.2	Answers	%	Total	Own a car	
	699	94 %		%	
Really/quite good			37	37	
Not/really bad			55	57	
N/A			8	6	

- 66% think more Yellow lines are acceptable
- Village is split on 2-way Church St, the majority against it

Frequency of buses

Are frequency of buses sufficient?							
Q 13.1	Answers	%	Total	No Car	25-54	55-74	75+
	668	90 %	%				
Yes			23	28	16.8	23.9	26.2
No			35	43	38.2	33.6	37.6
N/A			43	29	45.1	42.5	36.2

✿ 35% of all responders & 43% of non-car owners want more frequent buses

✿ However it is not an issue for the majority

Ways to improve transport

To improve transport would you be interested in:				Answers	No	Yes	N/A
Q 15					%	%	
15.1	Bus stop near lifeboat			566	25	24	51
15.2	Minibus around village			590	20	45	35
15.3	Minibus to Doctor's surgery			608	13	57	30
15.4	Car share to Doctor's surgery			569	17	37	46
15.5	Car share to StMary's Hospital			594	15	45	40
15.6	Late bus service to towns			571	14	42	43

• 57% of all responders would use a minibus to the Doctor's surgery

Ways to improve transport – by age

To improve transport would you be interested in:		Yes			No car
		25-54	55-74	75+	
Q 15			%	%	
15.1	Bus stop near lifeboat	20	9	24	36
15.2	Minibus around village	46	45	45	58
15.3	Minibus to Doctor's surgery	59	57	54	69
15.4	Car share to Doctor's surgery	35	38	33	50
15.5	Car share to StMary's Hospital	42	46	43	62
15.6	Late bus service to towns	42	43	44	47

- ☼ A minibus to the Doctor's surgery crosses all groups
- ☼ 62% of those without a car would like a car share to St Mary's
- ☼ 58% of those without a car would like a minibus around the village

Improving roads & facilities

How strongly is there a need for:-						
Question 16	Answers	Total%	Good	Not good	N/A	
16.1 Fewer uneven paveme	652	88	83	3	14	
16.2 Ramps in pavements	623	84	75	3	22	
16.3 Disabled access	624	84	77	2	21	
16.4 Better street lighting	603	81	59	18	23	
16.5 Clear road directions	593	80	61	13	26	
16.6 More maps around	588	79	67	10	23	
16.7 Pedestrian crossing	618	83	57	23	19	
16.8 More roadside seats	614	83	71	9	20	
16.9 More bus shelters	592	80	48	17	34	
16.1 More public phones	585	79	39	24	37	
16.11 Cycle lanes	701	94	41	25	34	
16.12 More dog bins in villag	623	84	88	4	9	
16.13 Cleaner public toilets	620	84	80	2	18	
16.14 Toilets open in winter	625	84	81	3	16	

✿ 88% want more dog bins in the village

✿ 80+% want better pavements & open, clean toilets

Improving roads & facilities – by age

How strongly is there a need for:- Question 16	Really/Quite Good		
	25-54	55-74	75+
16.1 Fewer uneven pavements	81	82	81
16.2 Ramps in pavements	76	74	73
16.3 Disabled access	81	74	77
16.4 Better street lighting	61	57	63
16.5 Clear road directions	66	60	55
16.6 More maps around	68	68	62
16.7 Pedestrian crossing	47	55	54
16.8 More roadside seats	66	70	70
16.9 More bus shelters	48	46	50
16.1 More public phones	41	36	33
16.11 Cycle lanes	28	35	43
16.12 More dog bins in village	93	87	87
16.13 Cleaner public toilets	81	79	75
16.14 Toilets open in winter	81	78	78

☼ 25-54 want more improvements overall

☼ Over 55s also want more roadside seats

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- ✓ Research methodology
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Services in Bembridge

Satisfaction with services in the village		Answers	Very	Slightly	Not/def.no	N/A
Q33			%	%	%	%
33.1	Level of policing	694	30	42	21	7
33.2	Fire Brigade cover	678	59	24	3	15
33.3	Availability of ambulances	669	38	35	9	18
33.4	Mobile phone coverage	641	29	27	12	31
33.5	Digital TV (not Sky)	627	7	13	25	54

- 83% satisfied with Fire Brigade cover
- 72% satisfied with ambulance & policing cover
- But 21% NOT satisfied with level of police cover

Satisfaction with Police cover – by age

Satisfaction with level of Policing - by age		25-54	55-74	75+
Q33.1				
		%	%	%
33.1	Very satisfied	30	31	36
33.1	Slightly	42	43	39
33.1	Not at all	12	13	7
33.1	Definitely not	9	7	10
33	No opinion	7	6	8

✿ Views polarised across all age groups

Satisfaction with Fire Brigade cover – by age

Satisfaction with Fire brigade cover- by age		25-54	55-74	75+
Q33.2				
		%	%	%
33.2	Very satisfied	56	63	55
33.2	Slightly	29	21	25
33.2	Not at all	1	3	3
33.2	Definitely not	1	0	1
33.2	No opinion	12	13	16

- ✿ 80-85% across all age groups satisfied
- ✿ 55-74s more positive with satisfaction

Satisfaction with Ambulance cover – by age

Satisfaction with Ambulance cover- by age		25-54	55-74	75+
Q33.3		%	%	%
33.3	Very satisfied	26	39	46
33.3	Slightly	43	36	32
33.3	Not at all	8	5	2
33.3	Definitely not	5	3	2
33.3	No opinion	18	18	18

- 75%+ of over 55s are satisfied, especially older
- While 69% of 25-54 are satisfied, 13% are NOT

Concern about the Tetra mast

Concern about Tetra mast							
Q36	Answers	Total	25-54	55-74	75+		
		690	%	%	%		%
36	Very concerned		20	21	20		16
36	Slightly concerned		21	26	20		20
36	Have reservations		23	22	26		25
36	Not worried		26	24	27		23
36	No opinion		10	7	8		16

- ✱ 36% overall do not see Tetra as an issue
- ✱ But 20% are very concerned.
- ✱ Level of concern is higher among 25-54s

Satisfaction with IOW Council services

Satisfaction with IOW Council services		Answers	Very	Mostly	Occasional	Def. not	N/A
Q35			%	%	%	%	%
35.1	Refuse collection	695	71	27	1	0	1
35.2	Street cleaning	685	41	43	7	6	2
35.3	Street lighting	674	34	43	9	11	2
35.4	Road maintenance	684	7	34	22	35	2
35.5	Planning control	646	4	24	17	27	28

- ✿ 98% satisfied with Refuse Collection
- ✿ 84% satisfied with Street Cleaning, but less positive
- ✿ 57% dissatisfied with Road Maintenance and feel strongly
- ✿ Polarised views about Planning Controls

Dissatisfaction with Road Maintenance – by age

Dissatisfaction with road maintenance - by age					
Q35.4		25-54	55-74	75+	
		%	%	%	
35.4	Very satisfied	7	6	11	
35.4	Most of the time	31	32	43	
35.4	Occasionally	28	22	17	
35.4	Definitely not	33	38	28	
35.4	No opinion	1	1	2	

- ✿ 38% of 55 – 74s Definitely not satisfied
- ✿ 33% of 25-54s Definitely Not satisfied
- ✿ 75+s rather more satisfied

Dissatisfaction with IOW Planning – by age

Dissatisfaction with IOW Council planning controls - by age		25-54	55-74	75+
Q37.5		%	%	%
37.5	Very satisfied	5	3	4
37.5	Most of the time	25	24	25
37.5	Occasionally	18	17	16
37.5	Definitely not	30	30	18
37.5	No opinion	22	27	37

- ✿ 30% of 25-74s Definitely Not satisfied
- ✿ More than are satisfied most of the time
- ✿ For 75+ group, less of an issue

Satisfaction with Street Lighting – by age

Satisfaction with street lighting - by age				
Q35.3		25-54	55-74	75+
		%	%	%
35.3	Very satisfied	26	34	45
35.3	Most of the time	43	44	42
35.3	Occasionally	12	8	5
35.3	Definitely not	16	11	4
35.3	No opinion	2	3	4

- ✱ 69-87% satisfied with Street Lighting
- ✱ 45% of 75+ very satisfied
- ✱ 16% of 25-54s Definitely Not satisfied