

# Headley Appraisal

The results of a survey which took place in 1999



*Aqueduct across the River Wey at Headley Wood*

## Contents

### Introduction

Initiative by Government/County Council  
Objective to find out about the characteristics of Parish residents and their aspirations in terms of service delivery and quality of life  
Development of computer-based package, tailored to parish priorities  
Support from HCC, EHDC, HPC  
Formation of committee representing local organisations  
Relevance of 1980 Appraisal

### Characteristics of Population

Numbers of households and people — response to questionnaire  
Distribution by age, sex and area  
Origins, reasons for moving, length of residence.  
Changes since 1980

### Service Delivery

Planning system. Housing types, needs  
Employment, workplace, barriers, information  
Transport  
Road safety and danger spots

Education  
Health & Policing  
Neighbourhood watch  
Post, telephone, TV  
Street cleaning, litter bins, dog bins, cleaning and refuse collection  
Shops and services  
Information

### Leisure Activities

Provision by age group  
Social organisations  
Sport  
Pet ownership, walking & riding  
Voluntary work

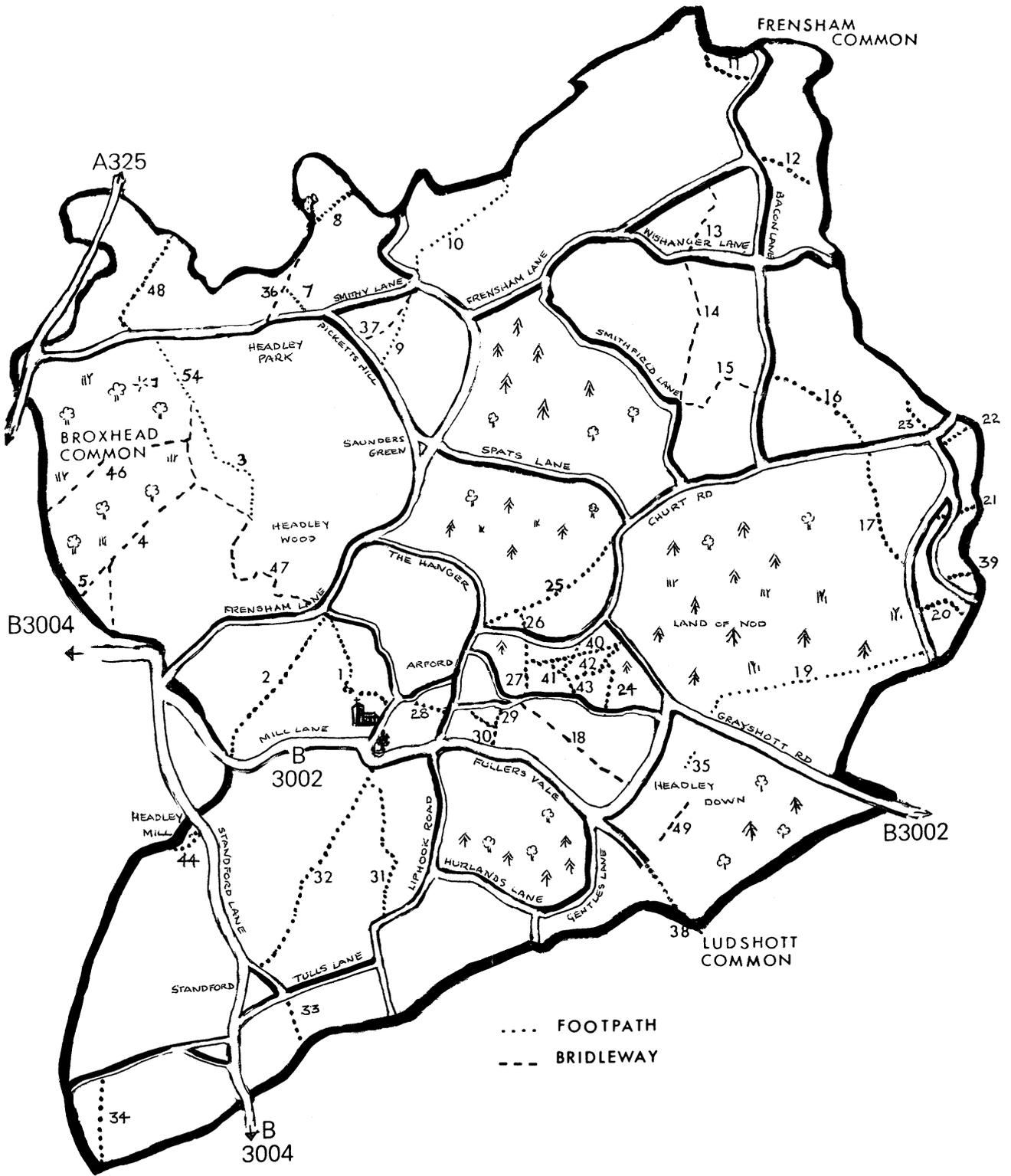
### General

Missing questions  
Funding

### Recommendations

List of suggested recommendations addressed to various organisations

# The Civil Parish of Headley



## Introduction

What sort of Parish is Headley? Who lives here and why? What do they need and want? The 1980 Headley Appraisal attempted to answer these questions, and the Millennium seemed a good time to repeat the exercise. Once again we have gathered information on service provision, leisure activities, recent developments and the state of the environment in order to produce a list of improvements which residents of the Parish would like to see. In the process we have attempted to assess local feelings and to help to bring the community together.

The development of Village Appraisals is a national initiative, supported by county and district councils. Headley Parish Council decided to promote an Appraisal on 11 May 1998, much encouraged by the success of the 1980 Appraisal. After two open meetings chaired by the Parish Council, a Committee was set up comprised mainly of representatives of village organisations.

The Committee used a statistical package designed by consultants. Sixty questions were selected (with some modifications) from a menu of 300. A questionnaire was printed, distributed to all households in the Parish and collected after a short interval. The numerical and coded responses were analysed by computer, and the handwritten comments were analysed separately.

The Committee were grateful for outside help, notably from Keith Chadwick of East Hampshire District Council, Jo Dixon from the Rural Action unit in Hampshire County Council, Pete Gripton from the Greatham Appraisal team and most of all from the volunteers who distributed and collected the questionnaires (many of whom distribute the

annual Headley Report). EHDC and the Parish Council each kindly offered grant of up to £1,150 towards printing and other costs.

The Committee comprised Robin Smeeton (Parochial Church Council, chairman), Nicky and Bob Wilson (Headley Society), Audrey Little (Standford, Passfield & Hollywater Community Association), Lee Yates (Voluntary Care), Sue Allden (womens' organisations), Jo Smith (local historian), Carole Burns and Jim Grevatt (Parish Council); and for part of the time Lindsey Hall (youth), Mike Templeton and Paul Burns (Headley Residents Association). Others who made major contributions to the analysis of responses were Alison Kemp, Sandy Clarke, Alan Horsfield, Flo Woods and Cindy Gallagher.

It is intended that soon after publication it will be possible to discuss the Appraisal at a public meeting. Copies of the analyses of both the coded and handwritten comments are available from the Parish Office and the Headley Society — anyone interested in progressing any of our recommendations is strongly advised to make use of them. Copies of the 1980 Appraisal are still available and readers will find a comparison with the current exercise most instructive.

The Committee intends to remain in being and to review progress against recommendations at appropriate intervals.

*Note: Percentages shown within this report relate to the number of people answering a question, and not necessarily to the total number of questionnaires returned.*



### **PICTURES OF HEADLEY 2001**

*(clockwise from above)  
High Street; Heatherlands;  
Whittles Stores, Headley Down;  
Church Centre; Beech Hill Road;  
Village Hall; Arford;  
Robin Hood, Standford.*



# Characteristics of Population

**Population Distribution** Around 2,200 questionnaires were delivered to households within the parish and about 1,150 were completed—a response rate of around 52%.

Dividing the population entered on the returns by the number of households, results in an average number of people per household of 2.5. This is a little lower than the figure estimated by Hampshire County Council Planning Department for Headley (2.7), but the same as their estimate for Hampshire as a whole. It compares with a mean of 3 people per household in the previous appraisal of the village carried out in 1980/81.

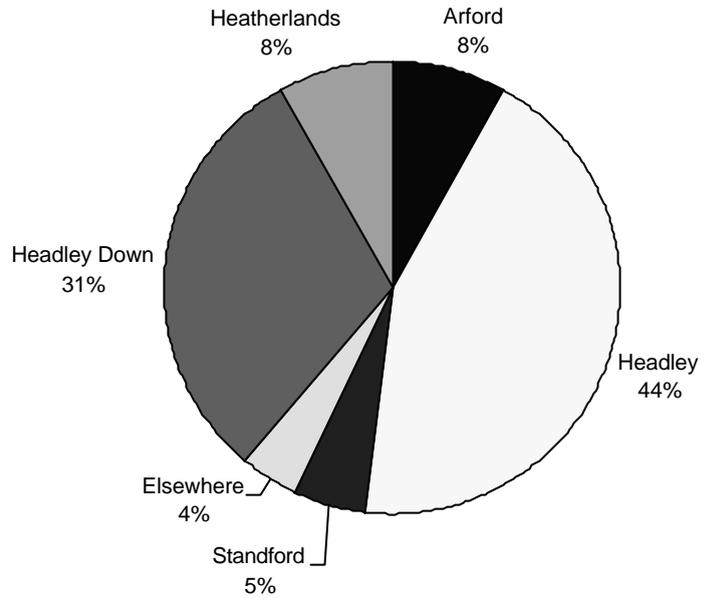
Population distribution throughout the parish shows that 91% of those who completed the returns live in the areas defined in the survey as Headley, Headley Down, Arford and Heatherlands with population thinly scattered in the areas of Stanford and Elsewhere. This appears to be broadly in line with the results of the 1980/81 survey which showed that 22% of the area (defined as Headley Village, Arford, Hilland, Heatherlands and Headley Down) contained 88% of the population, and indicates that the parish is maintaining its rural character.

**Age & Sex** Distribution of the sexes is 48% males and 52% females, with the higher number of females compared to males spread over most age groups. As might be expected the higher proportion of females to males is most significant in the 84+ age group where females outnumber males by more than 2 to 1.

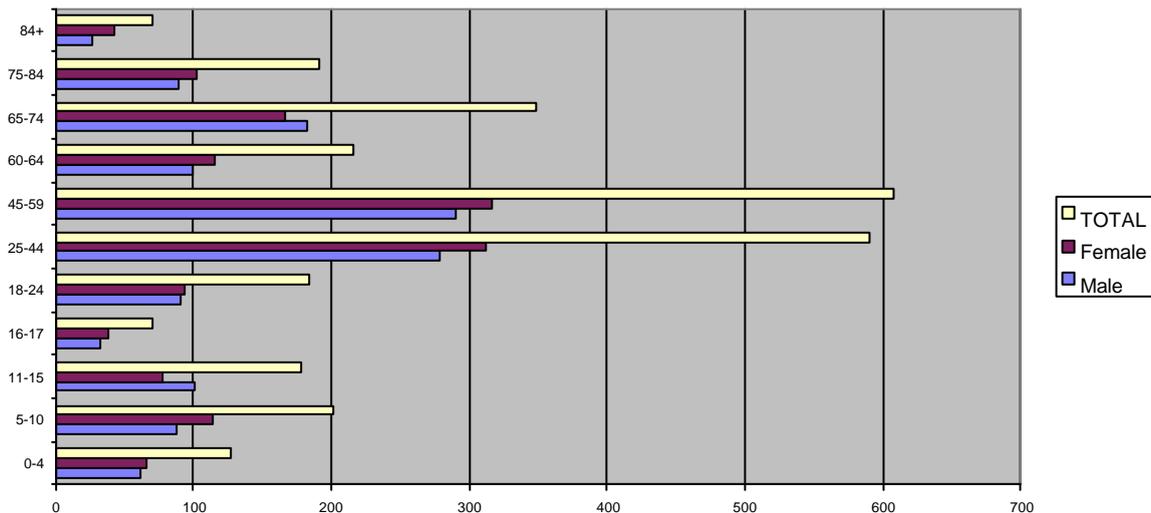
Amalgamation of the age groups into three categories shows total population figures from the returns as just over 20% for children up to 18 (of which 5% are under 5); almost 50% for adults under 60; and 30% for the over 60s.

This latter figure appears high when compared with the estimate for England of around 21%, and may be the result of a higher response rate to the survey from those over 60. The Headley 1980/81 appraisal showed a figure of only 17% in this over-60s age group, and one would expect a higher figure in a survey carried out two decades later if Headley is following the national trend.

**Population Distribution**



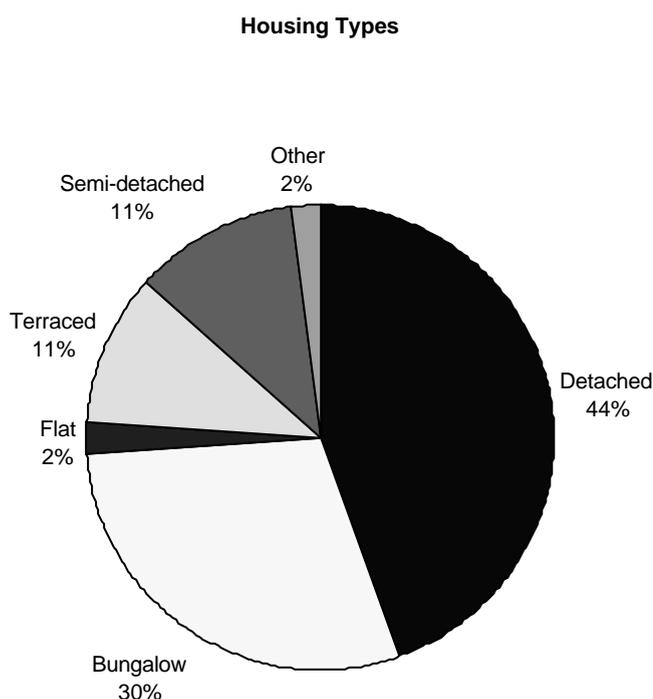
**Age & Sex**



**Dynamics** Results of the survey indicate that the population of the parish is reasonably stable, with only about a quarter having lived here for less than 6 years. Over half have been in the parish for between 6 and 25 years and the remaining quarter for over 25 years. Within the latter group, 6% have spent more than 50 years in the parish. The fact that three-quarters of respondents have remained in the parish for 6 years or more, suggests that many respondents find it a pleasant place to live.

When asked where they had moved from, the largest number of respondents (38%) said they had moved over 30 miles from within the UK, followed by 27% who had moved less than 10 miles, and 20% between 11–30 miles. Around 11% of respondents had spent their whole lives in the parish. Moves from abroad accounted for only 4%.

Those who had moved into the parish were attracted for a number of reasons. Categories with the highest response rate of between 10–15% were love of the area and a family move, followed by work, availability of housing and retirement. Other reasons were all less than 10%.



## Service Delivery

**Planning System** Only a quarter of households thought that sufficient publicity is given to planning applications. Half thought otherwise and the remaining quarter had no opinion. Again, only a quarter were satisfied with the way in which the planning system is implemented; a third were dissatisfied and the remainder had no opinion.

**Housing types** The majority of the parish housing is either detached houses (40%) or bungalows (30%) followed by terraced and semi-detached. There was a small percentage of flats and sheltered housing.

**Housing needs** Over half of respondents considered that there was no need for any new housing at all in the parish. For those who did feel there was a need, the perception of the type of housing required was for young people, small family houses and homes for single people and the disabled, though the numbers supporting such developments were very low.

On the question of other forms of developments such as tourist attractions, small office, retail development, or small scale industrial workshops, very few were in favour.

**Employment, workplace, barriers** The majority of respondents (50%) were employed or self employed, with the retired a close second and a small percentage of housewife/househusband, and students.

- 66% of workers travelled less than 15 miles to work
- 15% travelled between 15 and 30 miles
- 20% travelled over 30 miles
- 9% worked at home

The pattern of commuting had not changed much since 1980

The percentage of those seeking work (3% to 4%) was compared with the figures from East Hampshire District Council of 1.4%. The figures in our questionnaire may differ because many of those who consider themselves unemployed and who are actively seeking work may for a variety of reasons not be registered as unemployed.

Few of those seeking work thought that there were particular barriers to taking up work, such as disability, lack of transport or no suitable vacancy. Over 40% of those not working were not actively seeking work.

A small number of people thought that job information could be improved, 17% wanted a job centre and a smaller number better notice boards and a web site.

**Transport** Over 80% of respondents had use of a car and said that it was their major means of transport. Some 8% used buses, 4% trains and 1% in each category relied on coach, taxis, motor cycle or bicycle.

Despite the majority ownership of private transport, 26% said they often experienced travel difficulties in getting to other places, 38% occasionally had difficulties and a third never did.

It seems that 92% of correspondents used their car at least once a week, 13% a bicycle and 13% the buses. About 11% used the train, and a small minority used commercial hired buses and taxis.

The idea of a voluntary transport sharing service was severely rejected by 88% of the people responding to the questionnaire.

Suggested improvements to the bus service to encourage more people to use it scored as follows:—

- 40% different routes
- 29% better timetables
- 28% better connections
- 56% more frequent
- 40% reliability
- 40% cost was a factor

(This was a multiple choice question)

Surprisingly disabled access was mentioned by only 5%.

It is important to note that this questionnaire was completed before the storms and consequent rail chaos of November & December 2000.

**Road safety & Danger spots** 70% of respondents thought that there were danger spots in the parish, but 12% thought that there were none

The danger spots mentioned were almost all related to the through routes:—

B3002 (Hollybush, Fuller's Vale, corner at Honeysuckle Lane, Grayshott Road) the Churt Road (with Longcross Hill & Barley Mow Hill), Liphook Road (Headley), and the B3004 through Standford. The surrounds of the Holme School were also mentioned.

Other areas were mentioned throughout the parish, but by a small number of people.

Support for the introduction of speed limits, or enforcement of speed limits was strong, especially from residents in Heatherlands, as were traffic calming measures, children at play signs and more road warnings.

**Education** Over half the households with school-aged children had children at play group, nursery school or primary school, a third had them at secondary school, and 10% at 6<sup>th</sup> form colleges. 10% went to other schools, which were assumed to be private schools.

The primary school figures have changed little since 1980, though the numbers attending play school and nursery school have increased from 38% in 1980 to around 54% in this survey.

On being asked if any children were unable to attend after-school activities because of various impediments such as distance, lack of transport, etc., the response was small—which would suggest that there was not a major problem.

**Health & Policing** The highest number of respondents to the questions on the standard of hospital and police services (more than half) had no strong opinion as to whether any of the services listed were good or bad, possibly because they had not had the need to use them.

For each of the four questions (about hospital emergency and 'other', and police emergency and 'other') the numbers who indicated the services were either 'excellent or good' outnumbered the 'needs improvement or bad' response, with the police providing a better service than the hospital.

**Neighbourhood watch** About 40% would like to join a scheme, 32% would not, and 27% had no opinion. Therefore it appears that there could be support for more schemes to be set up.

**Post, telephones, TV** A large percentage of people complained of reception difficulties with mobile phones. However, there have been more masts erected since the questionnaire was taken and we wonder if this would still be the case if the survey was carried out today.

20% of respondents had difficulty with TV reception, and 10% with radio reception.

Telephone box siting was given a modest approval with only 25% thinking that this was poor, but we did not know the locations of the respondents precisely enough to judge if this is was a local issue.

There was general satisfaction in the location of post boxes, the number of them, deliveries and collections, with most respondents thinking the service was good and very few saying it was poor.

**Street cleaning, litter bins, dog bins, cleaning and refuse collection** On the general appearance of the parish, over 60% thought that it was 'good' or 'very good' and 30% thought that it was reasonable.

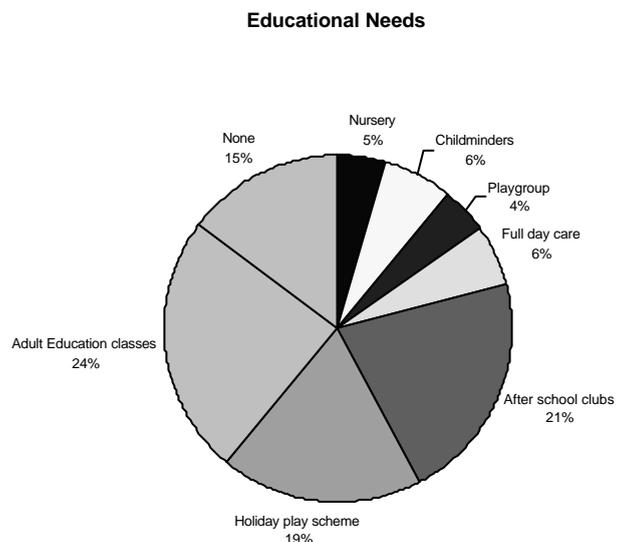
Over 40% thought that the number and positioning of litter bins was poor, but the same number thought that it was reasonable or good. We suspect that this may be another case of regional differences within the parish.

Road sweeping scored in excess of 40% as being good or excellent, as did litter collection.

Responses on Recycling facilities were evenly spread between 'good' and 'more needed'.

Refuse collection was on the whole given a 'good' or better endorsement.

Dog mess bins were thought to be a good thing, with more with 200 households in Headley wanting them, 250 in Headley Down, 151 in Heatherlands, 42 in Standford and 84 in Arford. There were 14 households who remarked that a bin was needed at Dunelm carpark on National Trust land.



**Shops and services** The great majority of respondents used local shops almost daily or weekly, with a smaller percentage (10%) using them monthly or less frequently.

Local pubs were used regularly by around 40% of respondents, but a quarter never used them. Local garages fared better with almost 50% of households using them monthly or more frequently.

The biggest need was the local post offices, with 70% of respondents using them daily or weekly. Mobile libraries, however, featured in very few peoples' lives.

For those shopping in Headley, the reason most quoted was that they liked to support local shops. Also it saved on time and transport costs and was useful for last minute items.

**Information about local government** Publicity for the decisions and activities of the District Council was thought by more than half the respondents to be done well. The Parish Council achieved a similar response, though around the same number also felt they would like more information about their activities.

On the question of elected representatives' awareness of local concerns, the Parish Council again achieved a positive response from more than half, though figures for the District Council and County Council were lower.

Asked whether they had difficulty in getting to a Citizens Advice Bureaux, over 50 % said 'no', fewer than 10% said they did, and a large percentage gave no opinion at all.

## Leisure Activities

**Provision by Age Group** Of the households who expressed views on local social facilities, more thought that facilities for over-60s were 'good' than 'reasonable' or 'poor'. That view was reversed in respect of the 26-60 group, and more strongly reversed in respect of children and young people. The old expression 'deadly Headley' still has some force among young people!

About 40% of households expressed no opinion or did not answer the question, and it is possible that those who expressed views were including service delivery as well as leisure activities. It is disappointing that over 60% of responding households belonged to no local sporting or social organisation at all, and this figure could well be higher among non-respondents.

**Social organisations** A large number (51) of local social organisations were reported. The most popular among parish residents seemed to be the Headley Society, Horticultural Society, Churches, Women's Institutes and Wives Group, Community Care, Royal British Legion, and Scouts & Guides. Some respondents may not have thought it appropriate to record churchgoing as a social activity.

Some thriving organisations, such as the Theatre Club, did not score highly because many of their members appear to reside in adjoining parishes.

The local team-sports facilities (football, cricket, bowls, tennis) are well patronised, although the numbers recorded for cricket and tennis are suspiciously high. There was very little demand for table tennis, which is disappointing as the pavilion is equipped but the club has recently folded.

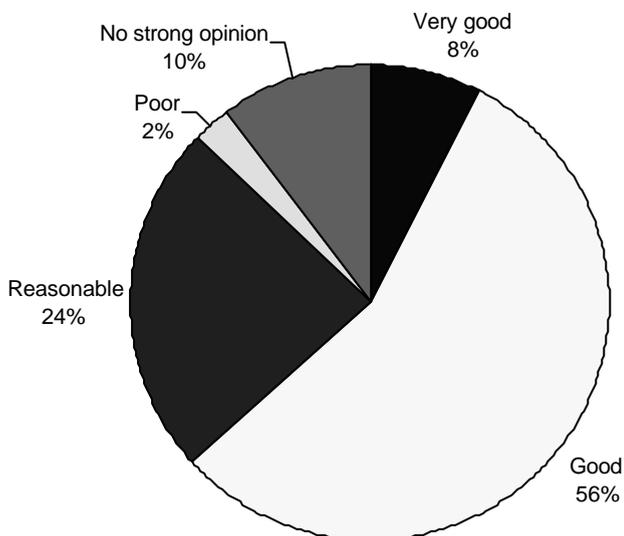
There was considerable demand for a rambling club, a creative arts group and a music society to be set up, and some support for whist and a band. There were no other suggestions for new sports or activities supported by more than two households.

**Sport** A significant number of people prefer to play football, cricket, bowls and tennis outside the Parish. This does not necessarily imply that home facilities are substandard, indeed many members of our clubs come from other parishes.

More striking are the numbers active in swimming, gymnastics, fitness training or other unspecified activities at sports centres—recorded by 274 households—far higher than participation in ball games or indeed all other sports. Mill Chase is the nearest sports centre, but Bohunt, Haslemere, Farnham and Alton are also visited; parish residents obviously have a major interest in the quality of facilities provided.

Golf, badminton and squash are the next most popular sports not available in the parish, but there is little to suggest that more sports facilities are required or could be provided economically within the parish. However, there would appear to be scope for more aerobics, fitness or line dancing classes, assuming that they can operate in a medium-sized hall without special equipment.

Parish Appearance



**Community Halls** Awareness of activities provided at the two main halls (The Village Hall and The Church Centre) is high, and at the other halls quite high considering that they cater only to a limited area, or for sport players or young children.

**Information sources** Almost all households said they get information on events from the usual sources—Parish Magazine, Headley Report, local newspapers (paid and free) and notice boards; 24 households even used the Internet.

Over half of all households thought the amount of information provided to be reasonable, but only a sixth thought it good. A small number of households called for facilities to be provided which already exist, which suggests that information dissemination could be improved.

**Pets** The ownership of 614 dogs and 132 horses was reported, so the total population in the Parish could well be twice that. Compared with the 1980 appraisal, after adjusting for response rate and other factors, it would appear that dog ownership has stayed about the same but horse ownership has doubled!

**Footpaths & Bridleways** Since dog owners are normally keen users of footpaths, and horse riders of bridleways, it is not surprising that most respondents knew where the local paths were, and pleasing to know that they could be used without difficulty. There may be scope for improving signposting, however, as only 488 out of 795 responding households thought that paths were well signposted.

Since maps of footpaths and leaflets on walks are already available, it was very surprising to find that respectively 759 and 581 households were apparently unaware of their existence. The support for guided walks of the area (266 households) seems to be in line with the call for a rambling club.

**Voluntary Work** There was considerable interest in doing voluntary countryside conservation work. Protecting habitats, clearing ponds, surveying trees and maintaining footpaths were supported by 301 households. Several projects of this type were mentioned. Other sorts of community project suggested included annual celebrations such as a carnival or bonfire night.

**General** We asked respondents to tell us what questions we may have missed in compiling the questionnaire. There were 41 suggestions, but only woodland maintenance, road surface maintenance and noise nuisance were supported by more than 2 households.

Very few responses were received to the 'Other—give details' category included with some of the questions, which suggests that the questionnaire has done quite well in covering the main points of interest to parish residents.

**Funding** For suggestions requiring money, the most popular source was 'user contributions' closely followed by 'fundraising', followed at some distance by 'sponsorship' then 'moderate council tax increases'. Voluntary effort, supported by sponsorship and grant aid, is therefore likely to be the most acceptable way to improve facilities.

## Recommendations

As an exercise of this kind cannot obtain detailed information, it is suggested that in some cases existing organisations should start by holding well publicised open meetings:—

- The Headley Society could hold an open meeting to explore the interest in a rambling group and guided walks, also whether existing maps and leaflets could be improved or better publicised. [They have a speaker from the Liphook Ramblers booked for 6th September]
- Qualified fitness instructors in the area might consider running sessions in one of the halls.
- An expert organisation such as Liphook Arts & Crafts Society could be asked to lead an open meeting to explore interest in creative arts (and perhaps music).
- The Bridge Club should hold an open meeting to explore the interest in whist.
- The Parish Council and National Trust (Ludshott) should note the interest in voluntary conservation work, when looking for tree wardens and footpath walkers.
- The National Trust should be made aware of the need for dog bins at Dunelm Carpark.
- The Parish Council and other organisations should be prepared to support the Village Hall Trustees with events such as fetes and carnivals.
- Adult Education needs to be explored in local village halls.
- The Parish Council should look at ways of releasing more information on its activities, and have an open meeting to discuss the planning system which is perceived not to be satisfactory.
- Additional Neighbourhood watch schemes should be investigated by the police.
- All Councils should take account in their plans on the reliance on local shops, pubs, garages and post offices.
- The District Council should provide more recycling facilities.
- Speed limits on B3004 through Standford should be considered by the County Council together with greater speed enforcement by the police.
- The District Council should be aware of the wishes of the population on future development.
- All Councils should address the feeling that they are seen to be talking but not listening—that they publish decisions well, but are unaware of local concerns.