

“We need your views”

Community Survey Results

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Secretary, Calne Our Place

Presented by:

Community Feedback Methodology

- **5000 leaflets distributed to households / businesses / community venues**
 - **Leaflet presented 2 options for consideration:-**
 - **Option 1:** Churchill Retirement Living
 - **Option 2:** Baptist Church Community Space
 - **Leaflet 'signposted' both the on-line survey & Wiltshire Planning Officer address**
- **Awareness campaign using social media**
- **On-line survey by SurveyHero.com**

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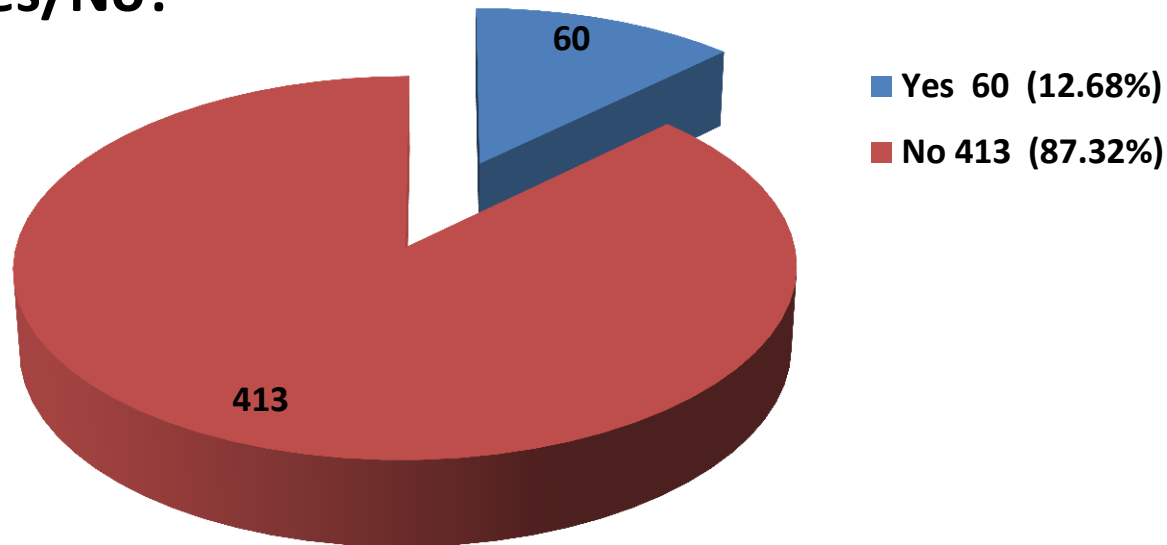
Community Feedback Analysis Summary

- **On-line (yes/no) analysis by SurveyHero.com**
 - Residents – **99.15%** / Business – **0.85%**
 - **All within SN11 postcode**
 - **Total on-line responses (yes/no):-**
 - Option 1: Churchill – **473** (9.46%)
 - Option 2: Baptist Church – **467** (9.34%)
 - **Total on-line comments:-**
 - Option 1*: Churchill – **472** (Yes – **18.8%**, No – **81.2%**)
 - Option 2: Baptist Church – **465** (Yes – **80.9%**, No – **19.1%**)
- *Themed against Key Objectives

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Churchill Application Survey Results

Option 1:- Do you support the Churchill Retirement Living planning application for 39 retirement apartments in the centre of Calne, Yes/No?



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Option 1:- Churchill Application Comments – ‘Yes’

- **Key Objective No.1 ‘Provide an exciting and vibrant centre which supports an active community’**
 - **18** comments
 - E.g. “With a retirement home at the centre of the town this could provide the older people with easy access to the shops and cafes in the area. As there are a number shops that have been empty for some considerable time there has to be a limit on how many new shops are built if they too will stand empty”.
- **Key Objective No.2 ‘Supporting the growth of retail operations in the town centre’**
 - **17** comments
 - E.g. “It would be great to provide a place for older residents to downsize and stay within Calne. This site is the ideal position because it provides easy access to green spaces and retail outlets”

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Option 1:- Churchill Application Comments - 'Yes' (2)

- **Key Objective No.3 'Supporting social and cultural activities'**
 - 14 comments
 - E.g. "There is a big demand for retirement accommodation and this should be sited as near to the town centre as possible, to allow the residents as much independence as possible".
- **Key Objective No.4 'Improving the public realm'**
 - 16 comments
 - E.g. "Providing retirement accommodation will allow older people to stay in Calne and may free up much needed properties for first time buyers and renters looking to buy".
- **Key Objective No.5 'Improving connectivity including pedestrians, cycle, public transport and vehicular links'**
 - 6 comments
 - E.g. "Local living for the elderly, meaning inclusion and accessibility for them for local services/facilities".

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Option 1:- Churchill Application Comments 'Yes' (3)

- **Key Objective No.6 'Encourage new young retail businesses via start-up/seed units and pop-up shops'**
 - 2 comments
 - E.g. "The design looks wonderful and it will hopefully provide a boost to the shops that are already trading. Hopefully the boost in residents in that part of town will provide more trade so we can fill the empty shops in town".
- **Key Objective No.7 'Provide a quality nightlife experience'**
 - Nil comments

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Option 1:- Churchill Application Comments – ‘No’ (1)

- **Key Objective No.1 ‘Provide an exciting and vibrant centre which supports an active community’**
 - **170** comments
 - E.g. “In Calne town centre, residents, visitors and tourists expect to find the usual facilities of a traditional market town, ie. more retail activity, vibrant cafe culture, opportunities to socialise, some green spaces - not a large out of scale block of predominantly residential accommodation for only one category of occupant...affluent old age pensioners”.
- **Key Objective No.2 ‘Supporting the growth of retail operations in the town centre’**
 - **48** comments
 - E.g. “Churchill development will overwhelm the centre of Calne and will make the action of the master plan impossible. This is a prime place for our town and should not be given over to housing”

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Option 1:- Churchill Application Comments - 'No' (2)

- **Key Objective No.3 'Supporting social and cultural activities'**
 - 49 comments
 - E.g. "This area is the only chance Calne has to increase and improve shopping and entertainment facilities. If the retirement development is allowed Calne will remain a mainly dormitory town and will decline as a business town"
- **Key Objective No.4 'Improving the public realm'**
 - 49 comments
 - E.g. "This is a relatively small space and the plan is for relatively high density building which would benefit relatively few people right in the centre of Calne."
- **Key Objective No.5 'Improving connectivity including pedestrians, cycle, public transport and vehicular links'**
 - 43 comments
 - E.g. "Not suitable in town centre which needs more nightlife and community. Parking is an issue already and would be far worse and the access issue. The traffic queues up considerably already"

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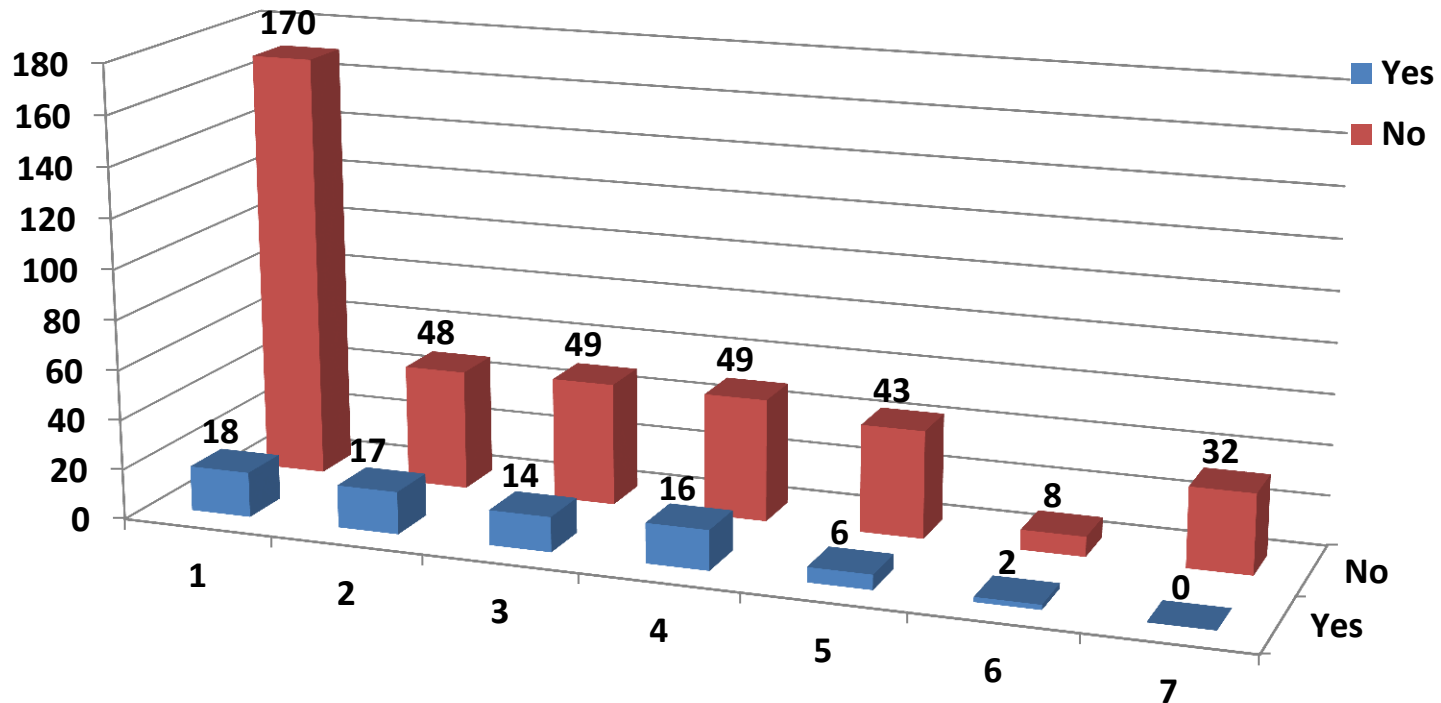
Option 1:- Churchill Application Comments 'No' (3)

- **Key Objective No.6 'Encourage new young retail businesses via start-up/seed units and pop-up shops'**
 - 8 comments
 - E.g. "Calne needs more retail opportunities in the centre of Calne - we have a lovely town with parts of the centre being beautiful but most people have to go outside of Calne for their retail needs. I am not a life-long resident of Calne - I have only lived here 37 years but the difference in the number of and variety of shops from when I first fell in love with the town to now is quite shocking".
- **Key Objective No.7 'Provide a quality nightlife experience'**
 - 32 comments
 - E.g. "Although elderly people will choose to be in the town centre for easy access, if we want to promote the nightlife, will it be too noisy for them?"

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Churchill Application Survey Results

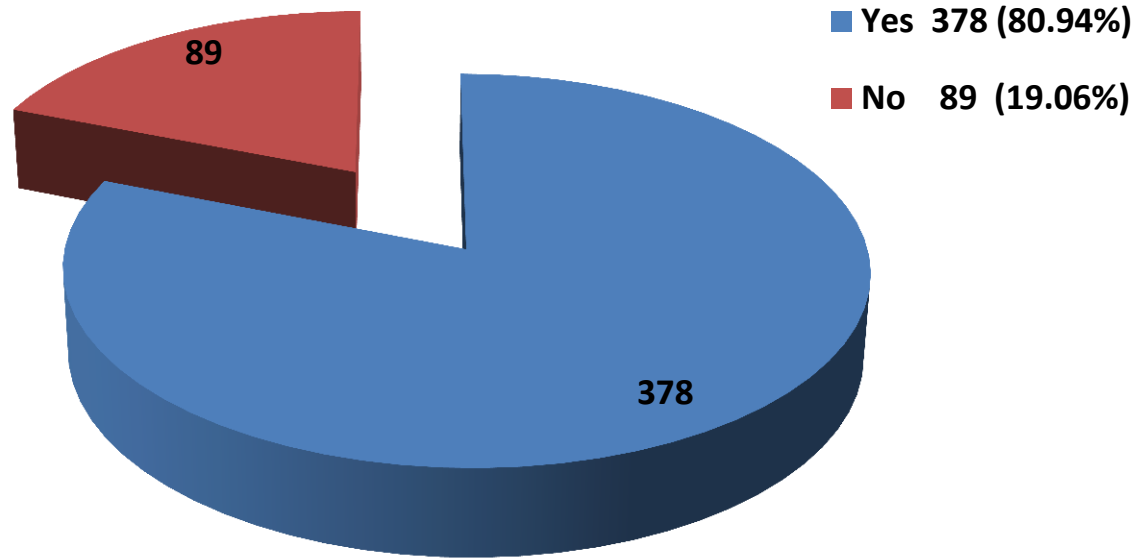
Distribution of comments against Key Objectives



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Baptist Church Proposal Survey Results

Option 2 :- Do you support the proposal put forward by the Calne Baptist Church Yes/No?



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Proposed Development in Calne Town Centre

Thank You

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