



Histon & Impington Neighbourhood Plan Consultation

Report

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1. Executive Summary

1.1 Introduction

Histon & Impington Parish Council works in partnership with South Cambridgeshire District Council, Cambridgeshire County Council and other organisations to develop new and improve existing facilities in the villages of Histon and Impington. Histon and Impington are Cambridgeshire villages in which around 8,000 people reside.

Histon & Impington Parish Council is leading the preparation of a Neighbourhood Plan to set out the community's vision for the Histon & Impington area over the next 15 years. The Plan will put policies in place that will help deliver that vision, determine sources of revenue, community spend, and influence planning permission for development in the area.

The Parish Council wished to engage with people who lived in, worked in, studied in and visited Histon & Impington to consult about issues, priorities and ideas, as well as evaluate likes and dislikes and satisfaction with the community. The findings from the consultation will be used to draft the initial Neighbourhood Development Plan.

With this in mind, the Parish Council commissioned Enventure Research to develop and conduct a consultation programme with Parish residents to find out what they think about the community, issues that exist and what they would like to see in the Plan in terms of development in the village over the next 15 years.

Enventure Research conducted a series of focus groups and in depth interviews with people who live in Histon & Impington and owned or managed local businesses. Following this phase of consultation, a survey was developed in partnership between the Parish Council and Enventure Research.

A copy of the paper survey was distributed by hand to every address in the community and copies were also available in shops and other establishments. Residents who wished to complete the paper survey were able to post their completed questionnaire directly to Enventure Research using a pre-paid envelope.

An online version of the survey was publicised via posters around the community and social media. The link to the survey was also provided to Impington Village College and all pupils were invited to take part.

This report details the feedback from the consultation. In total **2,167 people took part** in the survey, providing a robust sample size to draw results from and **31 people** took part in focus groups and interviews.

1.2 Key findings

Perceptions of Histon & Impington today

The majority of survey respondents (82%) said they either liked the community ‘a lot’ or ‘a fair bit’ and this was particularly high for those aged 25-44 (96%), 45-64 (95%) and 65+ (94%). However, those aged under 16 and 16-24 expressed lower levels of satisfaction (65% and 75% respectively liked the community). Positively though, only 2% of respondents said that they disliked the community.

Generally focus group and interview participants expressed positive views towards Histon & Impington and felt that it was a desirable place in which to live and work. The majority of participants described a strong, intergenerational sense of community spirit, explaining that the people who live there were friendly, engaged in local activities and welcoming. Participants also used words such as ‘diverse’, ‘affluent’, ‘comfortable’ and ‘safe’ to describe the community.

Attractive features of living and working in Histon & Impington highlighted by focus group and interview participants included its proximity to Cambridge and access to good transport links, allowing residents to commute easily to other areas for work. Participants felt that the community had a lot to offer in terms of facilities and amenities for its size. In particular, there was a suggestion that the retail offer was very good, meaning that people rarely had to travel to nearby Cambridge to access shops and other services.

A minority of focus group and interview participants, most of whom seemed to be relative newcomers to Histon & Impington, said they did not always feel included in the community and welcomed, particularly by those who had been living in the community for a long time.

Histon & Impington in the future

When asked how they would like Histon & Impington to be described in 15 years’ time, the most common word chosen by survey respondents was ‘friendly’ (64%), followed by ‘safe’ (62%), words that focus group and interview participants also used to describe the community today. More than three in ten survey respondents also want the community to be described as ‘affordable’ (34%), ‘attractive’ (32%) and ‘accessible’ (31%) in the future.

Almost six in ten (58%) survey respondents said they worried about more traffic in the future and 44% worried about pressure on medical facilities. Affordability of housing (38%) and pressure on school places (34%) were also big worries for respondents. Respondents living in a household of three or more people were most likely to worry about affordability of housing (47%) and pressure on school places (47%), whilst those who lived alone were more likely to worry about pressure on medical facilities (70%). Worries about the pressure on medical facilities and school places were echoed by focus group and interview participants, who cited current problems with not being able to get a places at local schools and difficulties in booking GP appointments. However, not all participants were pessimistic about future development. Some were optimistic about the benefits further development would bring to local businesses and the local economy.

When asked to consider what they would like Histon & Impington to be like in 15 years’ time, focus group and interview participants hoped that the community would continue to maintain its unique and independent identity. Concerns were raised about the inevitability of further development in the community and the impact this would have, with a number expressing that they did not wish for Histon & Impington to simply become a suburb of the city.

Facilities in Histon & Impington

Over half of survey respondents (54%) thought that the availability of medical services needed improving in Histon & Impington and this was felt to be important in the future by 94% of respondents. Some focus group and interview participants explained that the current medical facilities were not fit for purpose, citing accessibility issues and difficulties in making appointments. It was felt that the medical facilities would need improving, if the community continued to expand and some suggested a new medical centre should be built to meet demand.

Nine in ten survey respondents (90%) felt that the availability of school places was important in the future. However, the proportion who felt that this availability needed improving was lower (44%), although this was high amongst those who lived in households of three or more people, 53% of whom felt this required improvement. At the focus groups, participants expressed their satisfaction with the quality of local schools, but worried about the pressure future development would have on places and some cited examples of some parents already having problems finding places for their children and of schools using temporary classrooms to meet demand.

The majority of survey respondents (87%) thought that facilities for older people were important for the future, but only 35% thought that these needed improving in the community.

Nine in ten survey respondents felt that the availability of footpaths and cycle routes (89%) and the availability of informal space such as woodland and parks (87%) were important. Around half (49%) felt that the availability of footpaths and cycle routes required improvement and 38% said the same about informal open spaces. However, respondents were more favourable about the availability of formal open space. Despite 85% saying the availability of formal space was important in the future, more than half (55%) did not feel that this needed improvement. Focus group and interview participants were particularly favourable about the leisure and recreation facilities in Histon & Impington and the majority were also happy with the public spaces on offer. However, a few suggested improvements were needed to footpaths and the availability of these, as also highlighted by survey respondents. A few focus group and interview participants also suggested the provision of more routes for walkers in the open countryside.

Almost half (47%) of survey respondents felt that the availability of car parking needed improving in the community and parking in Histon & Impington was of concern for many residents and business owners who participated in the focus groups and interviews. However, in terms of importance, a quarter (24%) of survey respondents did not think it was important, indicating that for some respondents there were other more important priorities to consider for the future.

Although Histon & Impington was perceived by focus group and interview participants to have a range of facilities, some participants felt that there was an imbalance in the distribution of facilities and services in favour of Histon over Impington. They felt the Parish Council could do more to address this to ensure that everyone in the community had local access to services and facilities including those that lived in Impington.

Current and future housing

Almost six in ten (57%) survey respondents said they currently lived in a family home of three or four bedrooms, but under half (49%) said they thought they would live in this type of house in five years' time. Conversely a greater proportion thought they would live in downsize homes in five years (7%) than those that said they currently do (2%), and this was the same in relation to flats and apartments (8% in five years' time, 3% currently).

Over half (53%) of survey respondents felt that the supply of affordable homes needed improving in the community and two-thirds (66%) felt that more affordable or starter homes were needed. Six in ten (61%) also felt that more “growing family” homes of two or three bedrooms were needed, as did 54% in relation to downsize homes. However, there was less desire to see larger houses built. For example, over half (54%) thought that more large homes of five or more bedrooms were not needed.

Focus group and interview participants explained that as Histon & Impington was a desirable place to live, there was a huge demand for property in the community which has recently driven up house prices considerably so that it is unaffordable for many people. For this reason, most participants agreed that there was a need for new housing stock in Histon & Impington, as long as there was careful consideration taken in regards to the location and nature of development, and that there was a significant delivery of affordable houses of all sizes, particularly flats and smaller starter homes. Some worried that unless more affordable houses for young people and families were provided, many young people would leave the community to go and live elsewhere.

When asked about their opinions on housing development in the community, 17% of survey respondents mentioned their desire for Histon & Impington to retain its identity and to not become a suburb of Cambridge in the future.

Building on the Green Belt

Although it seems a large proportion of respondents agreed that new houses were needed in the community (particularly affordable or starter homes and “growing family” homes), more than four in ten (44%) said they did not agree with any new houses being built on Green Belt land. However, 38% said they were willing to accept some new houses being built on the Green Belt as long as there was a significant delivery of affordable housing and that appropriate infrastructure would be implemented to support the expansion of the community. Some focus group and interview participants voiced their concerns about development on the Green Belt and the threat this would have to local wildlife and the environment.

When asked about the size of developments on the Green Belt, almost six in ten (57%) agreed that small housing developments of less than 100 houses should be allowed, and 56% agreed with single housing plots. There was, however, a great deal of opposition to larger developments. Over eight in ten (83%) respondents disagreed that large developments of 250 or more houses should be allowed and 71% disagreed with medium sized developments of 100 to 250 new homes.

Location of housing developments

When asked their opinion about where new housing developments should be located, the most popular location chosen by survey respondents who lived in the community was to the north east of Histon & Impington, chosen by 23%. Focus group and interview participants were particularly concerned with preserving Green Belt land and open public spaces, but tended to support the idea of developing disused sites, with the old station site being frequently cited as a potentially suitable location.

Development for energy projects

Survey respondents who lived in the community were asked the extent to which they would feel comfortable with allowing development for energy projects, such as solar or wind farms, on Green Belt land surrounding Histon & Impington. Almost half (46%) of respondents said they would feel comfortable with this and almost three in ten (28%) said they were uncomfortable. Survey respondents who lived in households of three or more people were

more likely to feel comfortable with development for energy projects (52%) than those living on their own (37%) or in a household of two people (40%).

Expansion of light industrial site situated off Butt Lane

Six in ten (61%) survey respondents would feel conformable with expansion of the light industrial site situated off Butt Lane on the border with Milton. Respondents who were aged 25-44 (73%) and 45-64 (70%) were more likely to feel comfortable than those aged 16-24 (30%) and under 16 (33%), as were those who worked for, owned or ran a business in the community (67%), compared to those who did not (60%).

Reducing traffic and pollution, and parking in the community

Many focus group and interview participants felt that traffic was a growing problem in Histon & Impington, with some explaining that traffic could become very troublesome during traditional commuter and school travel times in certain areas of the community. They worried that with further development and expansion of the community, the problem would get worse in the future. In the survey, almost four in ten (37%) said they were in favour of changes to traffic routes to avoid sensitive areas, and a few participants from the focus groups suggested the implementation of a bypass and altering traffic light patterns to reduce the flow of through traffic through the community. When asked about the single most important change to the community, over a fifth (22%) mentioned traffic management and / or parking restrictions.

Pollution was not felt to be a particular problem by focus group and interview participants, but where there were concerns, these related mainly to air quality issues and noise pollution from nearby major roads.

Amongst survey respondents, the most popular measure to reduce traffic and pollution was to improve cycle paths in the community, chosen by 59%. This measure was particularly popular amongst respondents who lived in households of three or more people (69%). A number of focus group and interview participants were keen cyclists and were generally positive about the cycling facilities in the community, but there were a few concerns about the safety of cycling into Cambridge, particularly around the A14. Some participants felt that cycling facilities could be improved further in order to encourage more people in the community to cycle and suggestions included providing more cycle lanes and building a cycle bridge to help cyclists avoid dangerous traffic.

Parking was of particular concern to focus group and interview participants, who cited a lack of car parks in the community meaning that cars were often parked by the side of main roads, particularly near local schools, the high street and the guided bus stop. Many had the perception that parking regulations were not enforced in Histon & Impington and therefore there was no deterrence to prevent irresponsible parking in these areas. This led to some participants expressing their concerns about the effect this has on traffic. Because of Histon & Impington's close proximity to Cambridge, as parking in the city was challenging and expensive, there was a consensus that people park in the community and travel in by public transport, which also exacerbates the problem. This explains why almost half (47%) of survey respondents felt that the availability of parking needed improving in the community. Focus group and interview participants also felt that parking was an important consideration when planning the development of new houses in the community.

Although few focus group and interview participants felt that speeding was a problem, most felt positive about introducing 20 mph zones. The survey also found that a third of respondents (33%) were also in favour of introducing this measure.

Perceptions of local transport provision

Although focus group and interview participants on the whole agreed that Histon & Impington had a good public transport provision, over half (55%) of survey respondents said they were in favour of introducing direct bus services to Cambridge, indicating that there is some room for improvement. A few focus group and interview participants did identify some issues with local public transport, such as the expense and the length of time it took to travel to Cambridge. Some also suggested that sometimes buses were unreliable and infrequent and could not be relied upon for commuting. A few participants suggested that there could be better provision of public transport to neighbouring towns and villages so residents could use facilities elsewhere and proposed that this may also increase the number of visitors to Histon & Impington.

Over half (51%) of survey respondents were in favour of a new guided bus stop towards the north west of the community. This was particularly popular amongst those who worked for, owned or ran a local business, six in ten (60%) of whom were in favour.

Young people in Histon & Impington

Survey respondents were asked if they agreed with a commonly held perception that there is nothing for young people to do in Histon & Impington. The survey found that a fifth (21%) agreed with this perception and three in ten (31%) did not agree. The rest of the survey respondents said they did not know (48%). Respondents aged under 16 and 16-24 were particularly likely to agree with this perception (26% and 33% respectively). It should be noted that the link to the online survey was provided to Impington Village College and shared with all of its pupils. Many took part, resulting in 36% of the survey sample being aged under 16.

Survey respondents who agreed with this perception were asked what they thought was missing in Histon & Impington for young people to do. The most common suggestion was the introduction of a youth or social club in the community, suggested by more than a quarter (27%). A fifth (20%) suggested a need for better sports facilities and 18% felt there could be more safe meeting places for children and young people.

Businesses in Histon & Impington

As well as people who lived or went to school in the community, people who worked for, owned or ran a business in Histon & Impington were invited to take part in the survey. In the survey, one in seven (15%) respondents said they worked for, owned or ran a business in Histon & Impington and, of these, 41% said they worked at home. Businesses based on Chivers Way (14%), New Road (10%), Vision Park (8%), Station Road (5%) and High Street (5%) were also represented in the survey.

When asked about support the Parish Council could provide for their business, 20% said that their business did not need any support from the Parish Council, which was the most popular response. However, some survey respondents did provide suggestions. For example, 16% said the Parish Council could provide more parking in the community, and 13% thought the community needed better Broadband, wifi services or mobile phone coverage. A further one in ten (11%) suggested their business would benefit from improved public transport or better transport links.

A focus group and a few telephone interviews were also held with business owners and managers. These participants tended to be satisfied with working in the community, but a few did identify challenges that their businesses faced. These challenges included the rise of internet shopping leading to increased competition, the general decline of high streets, the

uncertain economic climate, the threat to businesses from the proximity of Cambridge, and finding suitable retail space with affordable rates and suitable parking.

Like in the survey, most focus group and interview participants did not have any suggestions about how the Parish Council could support local businesses. However, a few business participants suggested that the Parish Council could provide support to existing local businesses through promotion and by carefully monitoring new businesses coming into the community that may threaten existing businesses. Some also suggested that improvements to the broadband offer and mobile internet coverage should be made in order to help support local businesses and those who work from home, particularly as participants felt the number of homeworkers and home-based businesses is on the rise in the community.

Residents and business owners also mentioned the disparity between the villages of Histon and Impington in terms of the facilities, events and activities taking place and it was felt that more could be done to ensure that Impington is on a par with Histon.

Some business owners participating in the focus groups and interviews felt that a local business networking event would be useful. However, others felt that attending such an event would be of limited or no use to them personally, because of the specialist nature of their business.

A number of business owner participants described the important role social media plays in business promotion, with some providing examples of specific community websites which they used and almost all of them used social media to some extent.

Summary of conclusions

- People hold overwhelmingly positive views of Histon & Impington as a place to live, work, study and visit
- Maintaining the unique identity of Histon & Impington and ensuring that it stays a safe and friendly community are important priorities for the future
- Further housing development in Histon & Impington is expected by most, but there are anxieties about the consequential impact on local services and traffic
- There is a desire for any new development to include significant delivery of affordable houses, involve investment in infrastructure and not to have too much impact on Green Belt land
- Some people are open to the idea of development for energy projects on Green Belt land and expansion of the light industrial site off Butt Lane
- Facilities in Histon & Impington are generally well thought of, but there is scope to improve some of the facilities, particularly medical services and the availability of school places, if the community continues to expand
- Traffic and parking are problematic particularly during school times and rush hour, and people fear these will get worse with more development in the community
- There is room for improvement in the public transport provision and people are open to the idea of a new guided bus stop towards the north west of the community

- Cycling and walking in Histon & Impington are popular activities and more could be done to encourage more people to cycle and walk in the community
- Some people in the community believe there is not a lot on offer for young people to do, particularly young people themselves
- People are happy with the retail offer in Histon and Impington, and business owners and managers feel positively about working in the community
- Whilst many businesses do not require support from the Parish Council, suggestions include promotion of businesses, monitoring new businesses coming into the community, implementation of a business network and providing more events and activities in the Impington area

For more information please see Chapter 10 – Conclusions.

2. The Consultation Programme

2.1 Methodology

A mixed quantitative and qualitative approach was taken to this research in the form of a survey, focus groups and in depth telephone interviews.

Qualitative research

Between 2nd and 8th August 2016 a series of focus groups and in depth interviews with people who live in Histon & Impington and people who owned or managed local businesses was facilitated by researchers from Enventure Research, who followed a specifically designed discussion guide to allow all relevant topics to be covered. The discussion guide was designed in consultation with the Parish Council and examined important topics and local issues such as perceptions of the community, local facilities including shops and restaurants, housing development, public transport, the environment, traffic and pollution. Copies of the focus group and in depth interview discussion guides can be found in the appendices.

The focus groups and interviews conducted with residents of Histon & Impington included a mix of males and females, different age groups and people from different locations around the community. The focus group and interviews conducted with business managers and owners included people from a mix of businesses based around the community. In total 31 people took part in the focus groups and interviews.

Quantitative research

Following the qualitative research, a survey was developed in partnership between Histon & Impington Parish Council and Enventure Research to measure local people's likes and dislikes with the community, identify local issues and to understand what they would like to see based in the community in 15 years' time. The survey was open to all people who lived in, worked in, studied in and visited Histon & Impington. The survey took between 10 and 15 minutes for respondents to complete. A copy of the questionnaire can be found in the appendices.

Paper copies of the questionnaire were distributed by volunteers to every household in the community along with a pre-paid envelope so people could return the completed questionnaire directly to Enventure Research. Paper copies of the questionnaire were also available for collection at local venues such as the library, pubs and a few shops.

The survey was also hosted online. The online link was printed on the front of the paper questionnaire and publicised on posters that were displayed around Histon & Impington. The link to the online survey was also publicised on the Parish Council website and Twitter account and was sent to Impington Village College so that pupils could take part. The online survey was fully optimised for all devices connected to the internet so respondents were able to take part on their mobile smartphones and tablets, as well as using PCs and laptops.

The survey was live from 8th September to 14th October 2016. During this time a total of 2,167 survey responses were received – 58% of the responses were received online and 42% via the paper questionnaire.

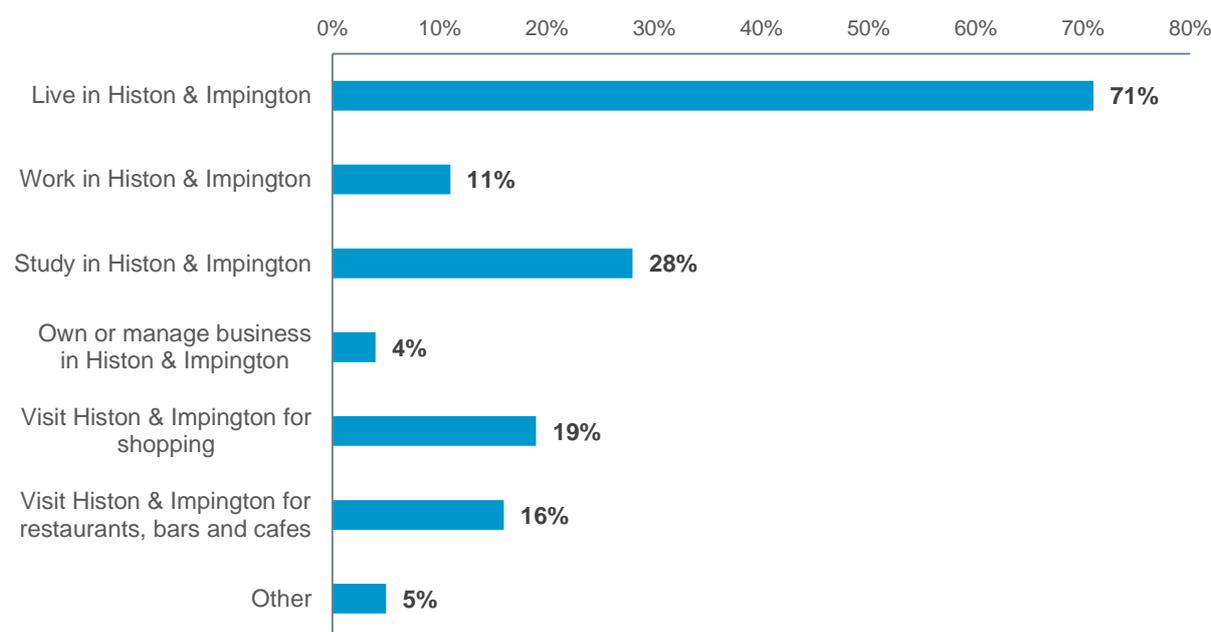
Throughout the report, those who took part in the survey are referred to as 'respondents' and those who took part in the focus groups and in depth interviews are referred to as 'participants'.

2.2 Survey respondent profile

In total **2,167 people** took part in the survey. Figures 1 to 6 present the profile of survey respondents.

Seven in ten respondents (71%) identified themselves as residents of Histon & Impington and 28% said they studied there (the majority of whom studied at Impington Village College). A tenth (11%) said they worked in the community and 4% said they owned or managed a business there.

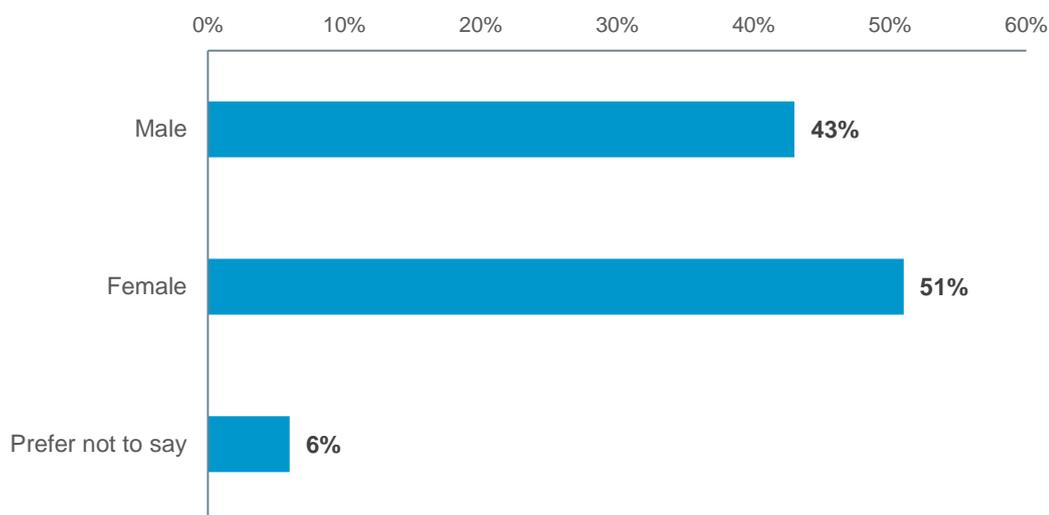
Figure 1 – Relationship to Histon & Impington
Base: All (2,167)



Those who did not live in Histon & Impington were asked where they lived. Of those that did not live in Histon & Impington and indicated where they lived (476 respondents), 23% were from Milton, 13% from Girton and 9% from Oakington. There were also respondents that lived in Cambridge (8%), Orchard Park (8%), Arbury (7%), Chesterton (5%) and Cottenham (5%). Small numbers of respondents also said they lived in Willingham (2%), Ely (1%), Waterbeach (1%), King's Hedges (1%), Landbeach (1%), Longstanton (1%), Dry Drayton (1%), Rampton (1%), and Ramsey (1%).

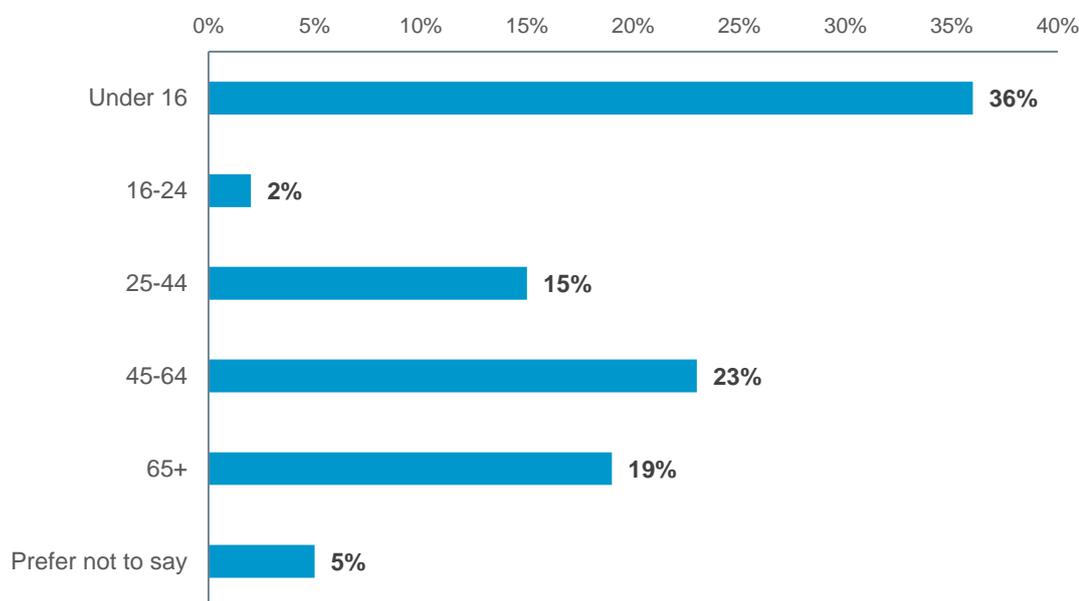
In the survey sample, there was a larger proportion of female respondents (51%) than male respondents (43%) and 6% said they preferred not to specify their gender.

Figure 2 – Gender
Base: Those who answered the question (2,140)



Just over a third of survey respondents (36%) were aged under 16 as pupils attending Impington Village College were invited to participate. A relatively small proportion of 16-24 year olds responded to the survey (2%), but there was a fairly even spread amongst other age groups.

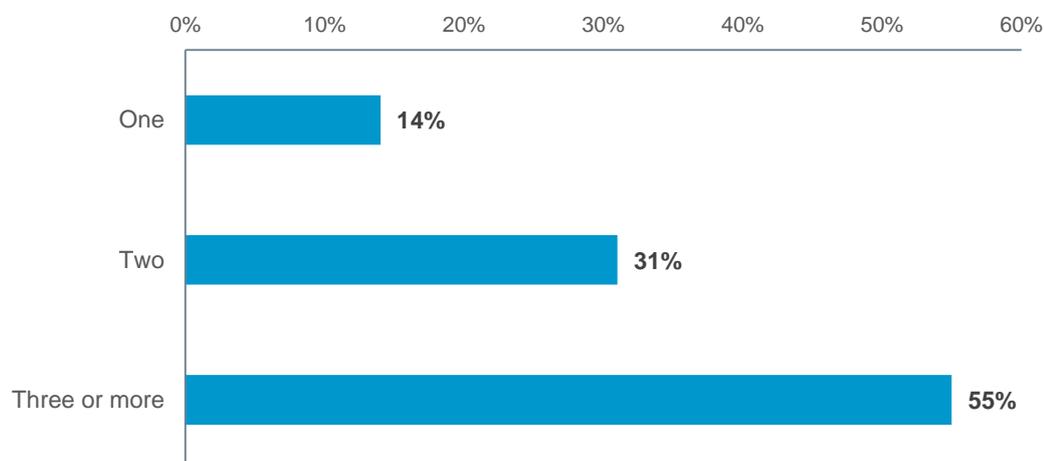
Figure 3 – Age
Base: Those who answered the question (2,150)



Over half (55%) of survey respondents said they lived in households of three or more people, three in ten (31%) lived with just one other person and one in seven (14%) lived on their own. However, it should be noted that this question was not answered by a substantial number of respondents.

Figure 4 – How many people live in your household?

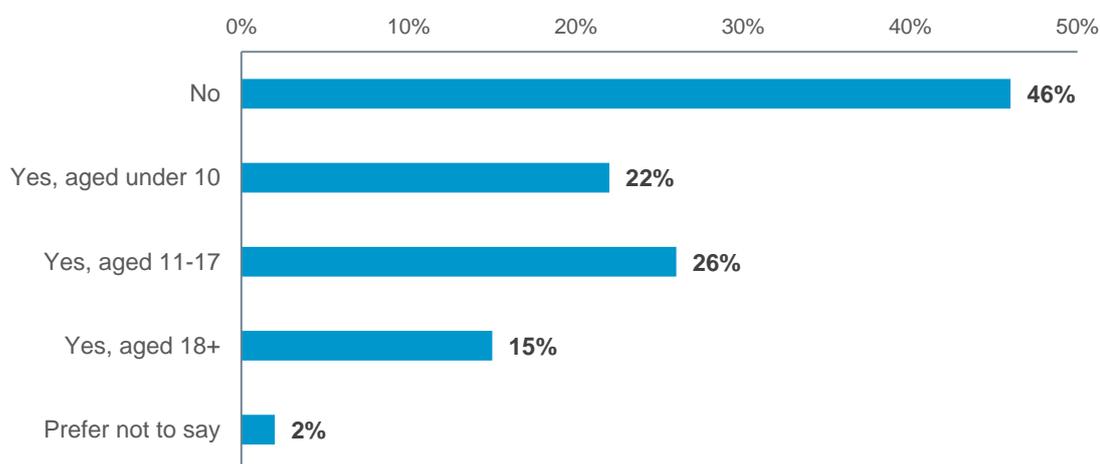
Base: Those who answered the question (1,487)



Almost half (46%) of survey respondents said that they did not have any children living in their household. Just over a fifth (22%) had children aged under 10 living with them, a quarter (26%) had children aged between 11 and 17 and 15% said they were living with young people aged 18 and above. As with the previous chart, it should be noted that a substantial number of respondents did not answer this question.

Figure 5 – Do you have any children or young adults in your household?

Base: Those who answered the question (1,500)



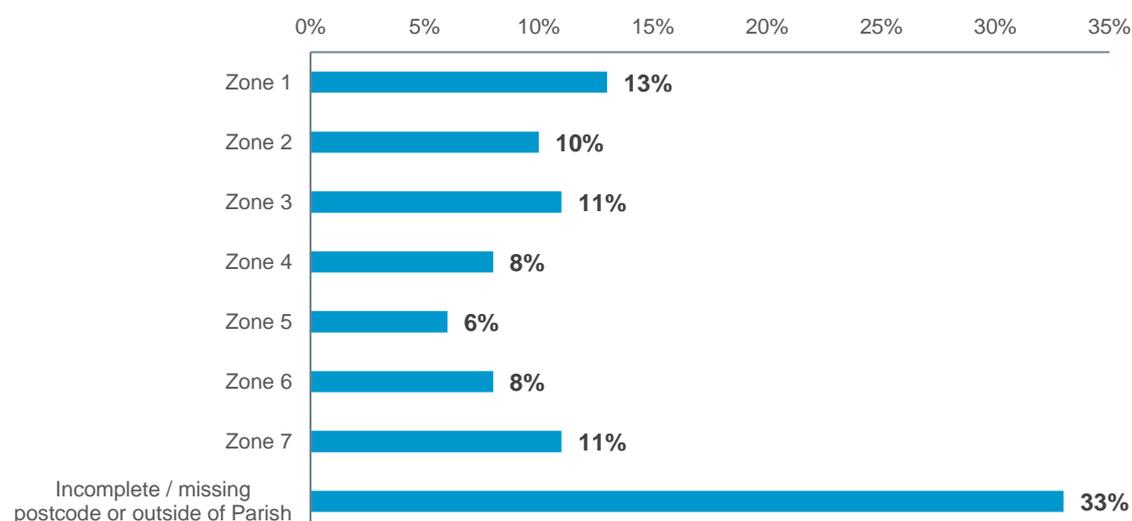
The Parish Council identified seven zones of Histon & Impington to locate where respondents lived. The zones are as follows:

1. North East: quadrant bounded by (east of) B1049 and (north of) Impington Lane
2. South East: quadrant bounded by (east of) B1049 and (south of) Impington Lane
3. South East: quadrant bounded by (west of) B1049 and (south of) the busway
4. Greenleas area: quadrant bounded by Cottenham Road, Clay Street and (west of) B1049
5. Centre: Church Hill, School Hill, Bell Hill, the Green and the roads off them (excluding Home Close)
6. Station Road and the roads off it
7. Quadrant bounded by Park Lane, the guideway and Home Close (excluding School Hill)

Respondents were asked to provide their postcode at the end of the survey. These postcodes were used to identify in which zones of Histon & Impington respondents lived. It should be noted, however, that a third (33%) of respondents did not provide a postcode, provided one that was incomplete or provided one that was not in one of the areas listed above.

The chart below shows the zones of Histon & Impington in which respondents lived based on the postcodes they provided.

Figure 6 – Area of Histon & Impington
Base: All respondents (2,167)



2.3 Focus group and interview participant profile

In total 31 people took part in the focus groups and in depth interviews. Researchers from Enventure Research spoke to 20 residents of Histon & Impington and 11 owners and managers of local businesses.

Table 1 – Demographic profile of residents who took part in the focus groups

Demographic	Count
Gender	
Male	6
Female	14
Age	
Under 44	7
45-64	10
65+	3
Total	20

Table 2 – Gender split of owners and managers of local businesses who took part in the focus group and interviews

Gender	Count
Male	6
Female	5
Total	11

2.4 Interpretation of the survey data

This report contains tables and charts. In some instances, the responses may not add up to 100%. There are several reasons why this might happen:

- The question may have allowed each respondent to give more than one answer
- Only the most common responses may be shown in the table or chart
- Individual percentages are rounded to the nearest whole number so the total may come to 99% or 101%
- A response of between 0% and 1% will be shown as 0%

As the survey was undertaken by a sample of people who live in, work in, study in and visit Histon & Impington, all results are subject to sampling tolerances. For example, when interpreting the results to a survey question which all respondents answered, where 50% responded with a particular answer, there is a 95% chance that this result would not vary by more than +/- 1.8 percentage points had the result been obtained from the entire population of Histon & Impington.

As a self-completion questionnaire was employed, not all respondents answered all questions. Therefore the base size (the number of people answering) varies for each question. Some questions were answered by a much smaller number than the overall base size. Where this is the case, such as the questions asked to respondents who own or manage their own business, the results tend to be less reliable.

Subgroup analysis has been undertaken to explore the results provided by different demographic groups of respondents, such as gender, age group, household size and area of the community. This analysis has only been carried out where the sample size is seen to be sufficient for comment. Where sample sizes were not large enough, subgroups have been combined to create a larger group.

Throughout this report, those who took part in the survey are referred to as ‘respondents’.

2.5 Interpretation of the qualitative feedback

When interpreting qualitative research feedback, which for this research has been collected via focus groups and in depth interviews, it is important to remember that these findings differ to those collected via a quantitative methodology. Qualitative findings are collected by speaking in much greater depth to a select number of participants (in this case, 31 people). These discussions were digitally recorded and notes made to draw out common themes and useful quotations.

Therefore, it should be remembered that qualitative findings are not meant to be statistically accurate, but instead are collected to provide additional insight and greater understanding based on in depth discussion and deliberation, something not possible to achieve via a quantitative survey. For example, if the majority of participants in a series of focus groups hold a certain opinion, this does not necessarily apply to the majority of the population of Histon & Impington.

Throughout this report, those who took part in qualitative research (focus groups or in depth interviews) are referred to as ‘participants’.

3. Perceptions of Histon & Impington

Key findings

- The majority of survey respondents (82%) said they either liked the community ‘a lot’ or ‘a fair bit’
- Those from younger age groups (under 16 65% and 16-24 75%) were less likely to say that they liked the community ‘a lot’ or ‘a fair bit’ than those aged 25-44 (96%), 45-64 (95%) and 65+ (94%)
- Generally focus group and interview participants expressed positive views towards the community and described it as ‘diverse’, ‘affluent’, ‘comfortable’ and ‘safe’
- Focus group and interview participants discussed the community spirit that exists in Histon & Impington and used words such as ‘friendly’ and ‘accommodating’ to describe those that lived there
- Focus group and interview participants highlighted the range of shops and facilities as an attractive feature of the community, with everything residents need in an easily accessible location
- There was a general consensus that Histon & Impington has a lot to offer people of all ages, with a number of different community groups, societies, activities, events and clubs
- The location of Histon & Impington and its close proximity to Cambridge was mentioned as a reason many people wanted to live there
- Only 2% of survey respondents felt dissatisfied with life in the community
- When asked how they would like Histon & Impington be to be described in 15 years, the most common word chosen by survey respondents was ‘friendly’ (64%), followed by ‘safe’ (62%)
- More than three in ten also want the community to be ‘affordable’ (34%), ‘attractive’ (32%) and ‘accessible’ (31%)
- The biggest worry about the future amongst survey respondents is more traffic (58%), followed by pressure on medical facilities (44%), affordability of housing (38%) and pressure on school places (34%)
- Respondents living in a household of three or more people were most likely to worry about affordability of housing (47%) and pressure on school places (47%), whilst those who lived alone were more likely to worry about pressure on medical facilities (70%)
- When asked about a single change that would most improve the community, traffic management and / or parking restrictions were mentioned in 22% of the comments provided
- Whilst most focus group and interview participants expected Histon & Impington to grow in the future, there was a desire for its village identity to be maintained, independent from Cambridge
- Although some participants were worried about the impact of further development on schools and medical facilities, others were optimistic about the benefits it would bring to local businesses
- Amongst focus group and interview participants, a minority of residents who were relative newcomers to Histon & Impington did not feel that the community was inclusive and welcoming

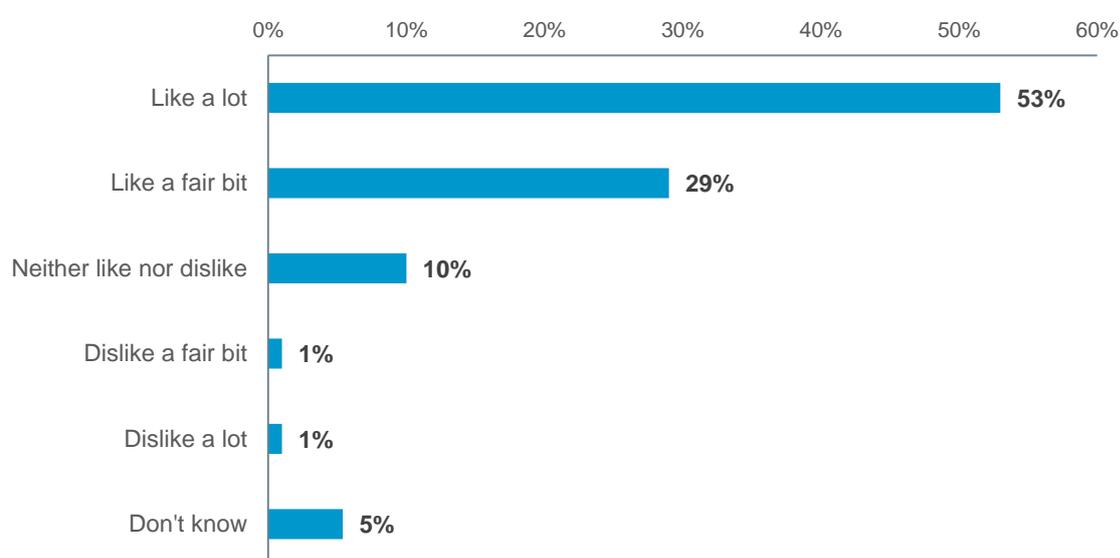
3.1 Satisfaction with the community

Understanding how people perceive the community, especially what they like most and what they see as shortcomings, provides important context to help Histon & Impington Parish Council understand attitudes and opinions on other issues such as improvements to the community.

More than eight in ten (82%) survey respondents said that they either liked the community ‘a lot’ (53%) or ‘a fair bit’ (29%). A tenth (10%) said they neither liked nor disliked the community and only 2% said they did not like the community.

Figure 7 – Overall, how much do you like or dislike the community of Histon & Impington?

Base: Those who answered the question (2,155)



Subgroup analysis

Subgroups more likely to say they **liked the community ‘a lot’ or ‘a fair bit’** (82% overall) included those who:

- Were female (86%) compared to male (82%)
- Were aged 25-44 (96%), 45-64 (95%), and 65+ (94%) compared to those aged under 16 (65%) and those aged 16-24 (75%)
- Were from households of two people (97%). In comparison 92% of those who lived on their own and 91% of those who lived in a household of three or more people were satisfied
- Worked in Histon & Impington (88%) compared to those who did not (80%)
- Lived in Zone 5 (98%). In comparison only 90% of those living in Zone 2 were satisfied

Focus group and interview findings

As also seen in the survey results, focus group and interview participants were generally satisfied with living and / or working in Histon & Impington and expressed positive views towards the community. When asked how they would describe Histon & Impington, suggestions included words such as ‘diverse’, ‘affluent’, ‘comfortable’ and ‘safe’.

Very diverse, which is a good thing in a lot of ways. Female, resident

Comfortable. I feel like I've always been here. Female, resident

Many participants explained that a key reason why many people were satisfied with life in the community was the sense of community spirit in Histon & Impington, with large numbers of residents eager to participate in community activities. This community-minded atmosphere was perceived as very important and a strong motivating factor for moving into and remaining in Histon & Impington long-term.

It's very much a community village. Female, business owner

People feel engaged with the community that they are a part of. Female, resident

Participants explained that another major contributing factor to the positive atmosphere in Histon & Impington was the attitude of those living in the community, with residents described as ‘friendly’ and ‘accommodating’. Some focus group and interview participants described how they had felt welcomed into the community after having moved in from other areas, commenting on how people stop to chat with each other in the street and how easy it was to make friendships. The term ‘friendly’ was also the most popular adjective chosen by respondents to describe Histon & Impington in the future (see the next section for more details), indicating that people would like the community to remain this way.

People say hello to each other in the street...It's a really intergenerational village.
Female, resident

There is a community spirit. You've only got to sit on the bench for five minutes and someone will come and talk to you. Male, business owner

The range of shops and facilities in Histon & Impington was also highlighted as an attractive feature of the community, with everything residents need being available in a convenient and easily accessible location. A number of participants explained that they rarely needed to travel into Cambridge as they could access almost everything they needed in Histon & Impington itself. In particular, participants were impressed with the range of shops on offer and some reflected that this range was particularly unique to Histon & Impington.

The facilities here are quite unimaginably good. There's no village within ten miles of here that has anything like the quality of the facilities that Histon has. Male, resident

I couldn't really think of anything that I would be missing. I can get what I need in the village, I don't have to go into Cambridge. Female, resident

In addition to the prevalence of shops and facilities in Histon & Impington, access to a number of different community groups, societies, activities, events and clubs was mentioned by participants as another reason for their high level of satisfaction with the community. It was felt that, for a community of its size, Histon & Impington had a lot to offer people of all ages.

If you look at the number of societies and clubs – there are probably thirty or forty – it is quite remarkable. Male, resident

It's usually about deciding what you're not going to do on the weekend as opposed to what you're going to do. There's just so much on offer. Female, resident

The location of Histon & Impington was also highlighted by a number of residents as a particularly attractive feature. Many participants explained that they wanted to live in a place with good transport links (particularly to Cambridge), but which also offered the opportunity for a 'village life'.

If you live in Histon you get the best of both worlds. You do get the rural village life, but also the amenities immediately on your doorstep. Male, business owner

I was looking for a small community but also something with good transport links, and that was one of the draws. Female, resident

In the survey, only a small proportion said they were dissatisfied with the community. Amongst focus group and interview participants, a minority of residents did not feel that the community was inclusive, which was a reason for dissatisfaction. Those holding this view, however, tended to have lived in the community for a shorter amount of time, and one suggestion was that there was a potential divide between residents who had lived in the community for a while and those who were relatively new to it.

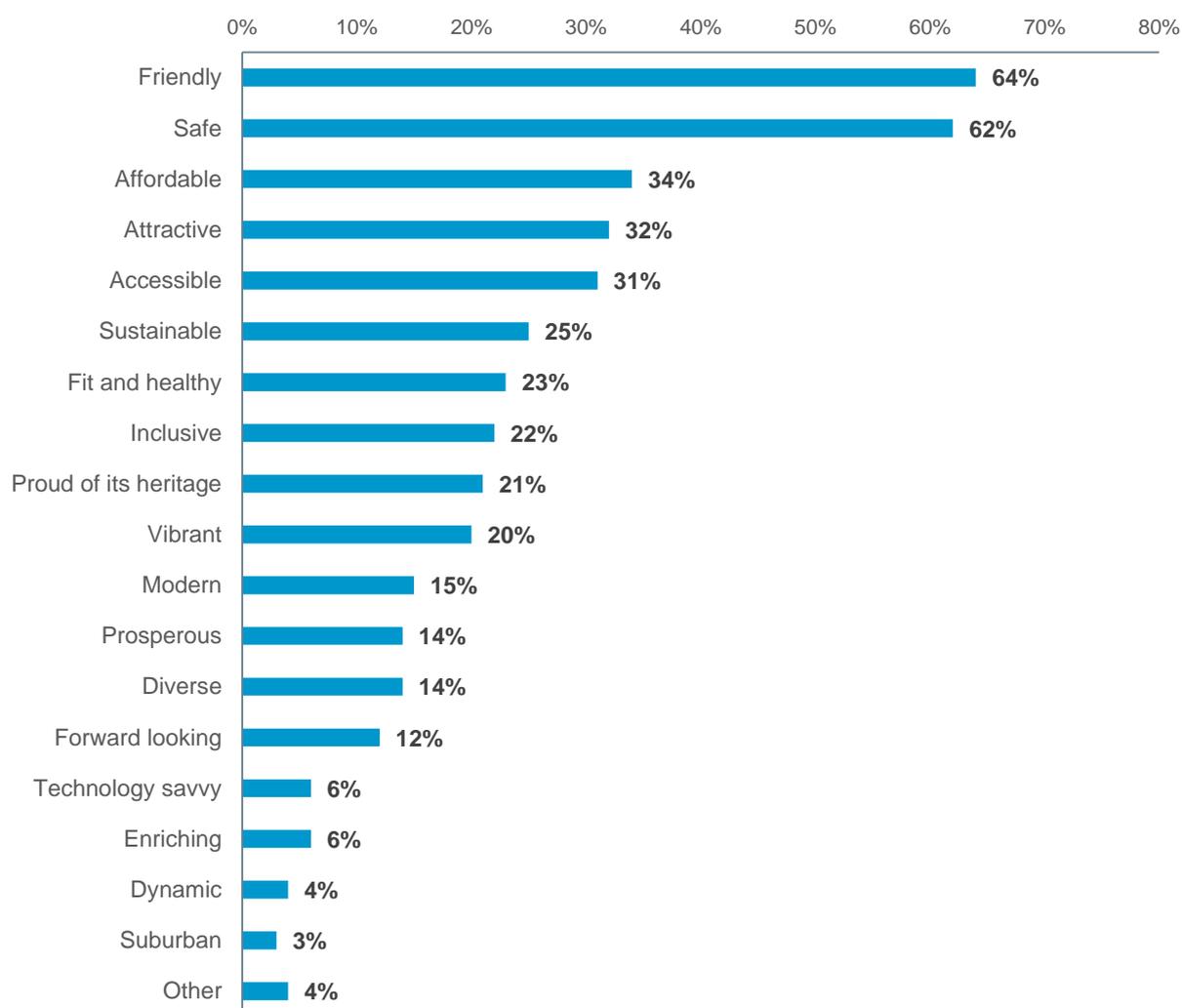
I've heard there is a bit of a split with people who have been here a very long time...it feels like there is a bit of a separation between people who are coming in here for work and those that are 'originals'. Male, resident

3.2 Histon & Impington in the future

In order to determine the vision for the community in the future to feed into the Neighbourhood Plan, the Parish Council wanted to understand what people want Histon & Impington to be like in 15 years' time.

Respondents were asked about how they would like Histon & Impington to be described in 15 years' time, choosing from a list of adjectives and phrases. The most commonly chosen word or phrase was 'friendly', with 64% of respondents choosing this response, closely followed by 'safe' (62%). The other most commonly selected words or phrases were 'affordable' (34%), 'attractive' (32%) and 'accessible' (31%). The least popular word or phrase was 'suburban', which only saw 3% chose it from the list, perhaps indicating that the majority of people do not want the community to become a suburb of Cambridge.

Figure 8 – How would you like Histon & Impington to be described in 15 years?
Base: Those who answered the question (2,071)



Four per cent of respondents chose 'other' from the list. Comments provided included words and phrases such as "village", "friendly community", "nice", "attractive", "good amenities", "quiet", "peaceful", and "close to Cambridge".

Subgroup analysis

Subgroups more likely to say they would like **Histon & Impington to be described as 'friendly'** (64% overall) included those who:

- Were female (70%) compared to male (60%)
- Were aged 25-44 (70%), 45-64 (71%), and 65+ (71%) compared to those aged under 16 (57%) and those aged 16-24 (48%)
- Lived in Zone 3 (75%). In comparison only 67% of those living in Zone 1 chose this word

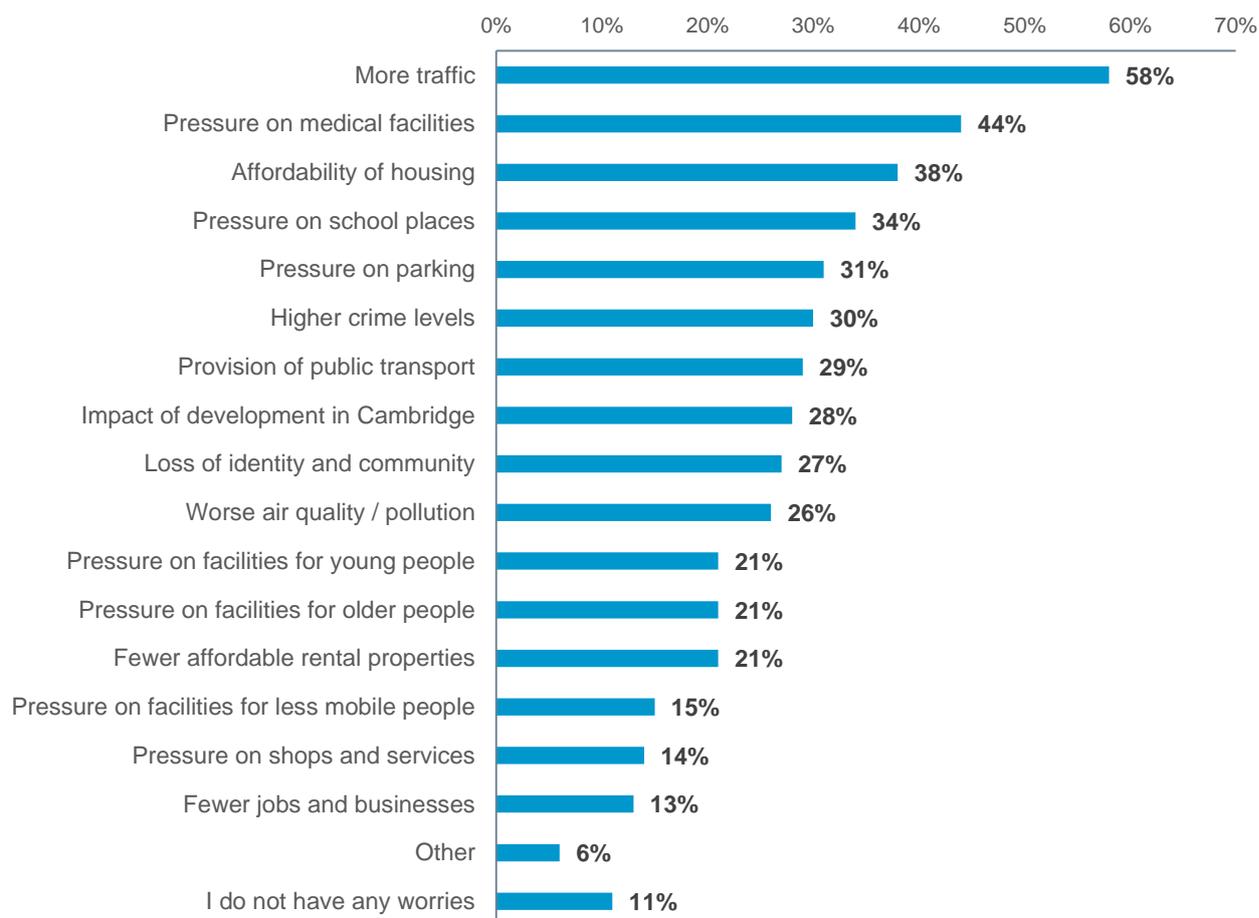
Subgroups more likely to say they would like **Histon & Impington to be described as 'safe'** (62% overall) included those who:

- Were female (65%) compared to male (59%)
- Were aged 25-44 (69%), 45-64 (70%), and 65+ (68%) compared to those aged under 16 (52%) and those aged 16-24 (50%)
- Were from households of two people (73%). In comparison 66% of those who lived on their own and 64% of those who lived in a household of three or more people chose this word

Those aged under 16 and 16-24 were more likely to choose the word 'modern' (30% and 28% respectively) than respondents from other age groups.

Respondents were asked if they had any worries about the future of Histon & Impington and were asked to choose from a list of potential worries. The most commonly chosen worry was more traffic, chosen by 58% of respondents, followed by pressure on medical facilities, chosen by four in ten respondents (44%). Just under four in ten said they were worried about the affordability of housing (38%) and a third (34%) said they worried about pressure on school places. A tenth (11%) of respondents said that they did not have any worries, indicating that the majority of respondents had at least some worries about future of the community.

**Figure 9 – What, if anything, worries you about the future of Histon & Impington?
Base: Those who answered the question (2,163)**



One in ten (11%) respondents said they had ‘other’ worries that were not listed in the question. These worries included crowding and over-development, poor planning and the lack of investment in infrastructure, speeding, noise from traffic, threats to the Green Belt and loss of green space, and the loss of community identity.

Subgroup analysis

Subgroups more likely to say they **worried about traffic in the future** (58% overall) included those who:

- Were aged 25-44 (77%), and 45-64 (77%). By comparison, only 30% of those aged under 16 were worried about this
- Were from a household of two people (78%), particularly compared to those living in households of three or more people (62%)
- Worked in Histon & Impington (71%) compared to those who did not (55%)
- Lived in Zone 5 (76%). In comparison only 64% of those living in Zone 3 said they worried about more traffic

Subgroups more likely to say they **worried about the pressure on medical facilities in the future** (44% overall) included those who:

- Were female (47%) compared to male (39%)
- Were aged 65+ (79%). By comparison only 10% of those under 16 worried about this
- Were from households of one person (70%) or two people (69%). In comparison 49% of those who lived in a household of three or more people worried about this
- Worked or owned a business in Histon & Impington (48%) compared to those who did not (41%)
- Lived in Zone 4 (66%) and Zone 5 (65%). By comparison 54% of those living in Zone 3 worried about this

Subgroups more likely to say they **worried about the affordability of housing in the future** (38% overall) included those who:

- Were female (42%) compared to male (36%)
- Were aged 25-44 (51%) and 45-64 (49%). By comparison only 26% of those aged 16 and under worried about this
- Were from households of three or more people (47%). In comparison 37% of those who lived alone worried about this
- Worked in Histon & Impington (52%) compared to those who did not (36%)
- Lived in Zone 4 (51%) and Zone 7 (51%). By comparison 40% of those living in Zone 6 worried about this

Subgroups more likely to say they **worried about pressure on school places in the future** (34% overall) included those who:

- Were female (40%) compared to male (28%)
- Were aged 25-44 (65%). By comparison only 17% of those under 16 worried about this
- Were from households of three or more people (47%). In comparison 29% of those who lived alone worried about this
- Lived in Zone 4 (47%). By comparison 37% of those living in Zone 6 worried about this

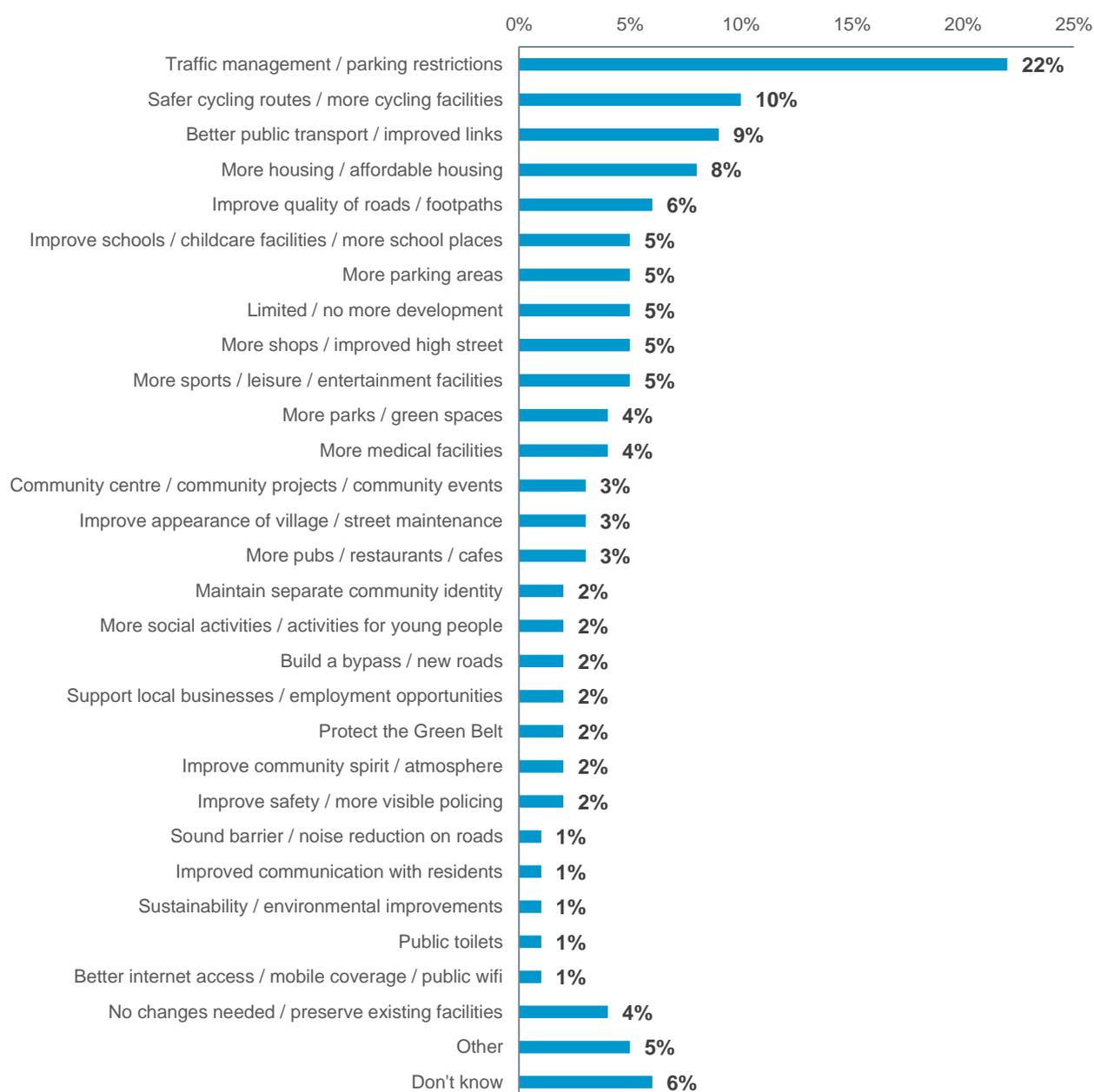
Those aged under 16 were most likely to say that they did **not have any worries** (27%) than respondents from other age groups.

At the end of the survey, respondents were asked to identify a single change that would improve the community for those who live, work, study and visit there in the form of a verbatim comment. These comments were themed and are presented below. Over a fifth of respondents (22%) said that more traffic management measures or parking restrictions should be introduced and a further tenth (10%) mentioned safer cycle routes or more cycling facilities. A further one in ten (9%) mentioned better public transport or transport links and 8% suggested more housing was needed. The full range of responses can be seen below.

Only 4% of respondents said that no changes were needed and they were happy with the way things were.

Figure 10 – In your opinion, what single change to Histon & Impington would most improve the community for those who live, work, study and visit here? (Coded responses)

Base: Those who answered the question (1,288)



Subgroup analysis

Subgroups more likely to mention **traffic management or parking controls** (22% overall) included those who:

- Were aged 25-44 (28%), 45-64 (29%) and 65+ (27%), particularly compared to those aged under 16 (9%)
- Lived in a single (30%) or two person household (28%), compared to those living in households of three or more people (22%)
- Lived in Zone 4 (30%) and Zone 6 (31%). By comparison, 20% of those living in Zone 1 and Zone 7 mentioned this

Focus group and interview findings

Many focus group and interview participants expressed the hope that Histon & Impington would continue to thrive long into the future. A common refrain from both resident and business participants was the desire to maintain the independent identity of the community. This was also reflected in the survey findings where only 3% of respondents wanted Histon & Impington to be “suburban” in the future. Whilst most focus group and interview participants expected Histon & Impington to continue to grow in size in the future, preserving its identity as a distinct and separate entity from Cambridge was viewed as important.

To try and maintain the village character, the village facilities that we've currently got...Once they start to disappear that's when your pubs start to close and you end up having a shell of a village with lots of houses but not the character it had. Male, resident

Although there will be growth and there will be changes, it would be nice if it remained a distinctive community rather than a suburb of Cambridge. Because it is a vibrant community...and it would be a shame if that were lost. Female, resident

As a consequence of its desirable location, further expansion in Histon & Impington was viewed as inevitable by almost all participants. In addition to new housing stock, it was expected that the demand for services such as medical and educational facilities would also increase. This was in line with the survey findings, which found that large proportions of respondents worried about the pressure on medical facilities and educational facilities in the future.

There will be a lot more people and we will need more facilities like doctors and dentists and pharmacists...There will definitely be a knock-on effect in Histon and other villages. There will be more people coming into Histon and Impington. Male, business owner

Some focus group and interview participants, however, were optimistic about the impact of new development on local businesses, suggesting that an increase in the number of those moving into the community would lead to increased prosperity.

Because we will have more people coming in, local businesses will prosper...the new development has already had an impact on us because there are more people coming into the village. Male, business owner

4. Facilities in Histon & Impington

Key findings

- When asked about facilities they thought were important in the future, survey respondents attached the most importance to the availability of medical services (94%), followed by the availability of school places (90%) and the availability of footpaths and cycle routes (89%)
- Survey respondents also felt that facilities for older people (87%), the availability of informal open space (87%) and the availability of formal open space (85%) were also important
- The availability of medical services was perceived to be in need of improvement by the greatest proportion of respondents (54%), followed by the supply of affordable homes (53%)
- Although 90% of respondents felt that the availability of school places was important in the future, only 44% felt this needed improving, but over half (53%) of those living in households of three or more people felt this required improvement
- Almost half (47%) of survey respondents thought that the availability of car parking needed improving, but a quarter (24%) did not believe that this was important for the future
- Histon & Impington was perceived by focus group and interview participants to have a range of facilities, offering everything people needed in an accessible location
- Although participants were happy with the quality of local schools, there was uncertainty about the pressure future development would have on places and some cited examples of parents already having problems finding places for their children and of local schools using temporary classrooms to meet demand
- Focus group and interview participants were favourable about the leisure and recreation facilities, with specific reference made to the Recreation Ground
- Although the majority of participants were happy with the public spaces in Histon & Impington, suggestions were made such as improving the footpaths and cycling facilities, and providing more routes for walkers in the surrounding countryside
- Some focus group and interview participants felt that existing medical facilities were not fit for purpose, citing accessibility issues and difficulties in making an appointment. It was felt that these would need improving if the community continued to expand
- Some participants felt that there was an imbalance in the distribution of facilities and services in favour of Histon over Impington, and felt the Parish Council could do more to address this

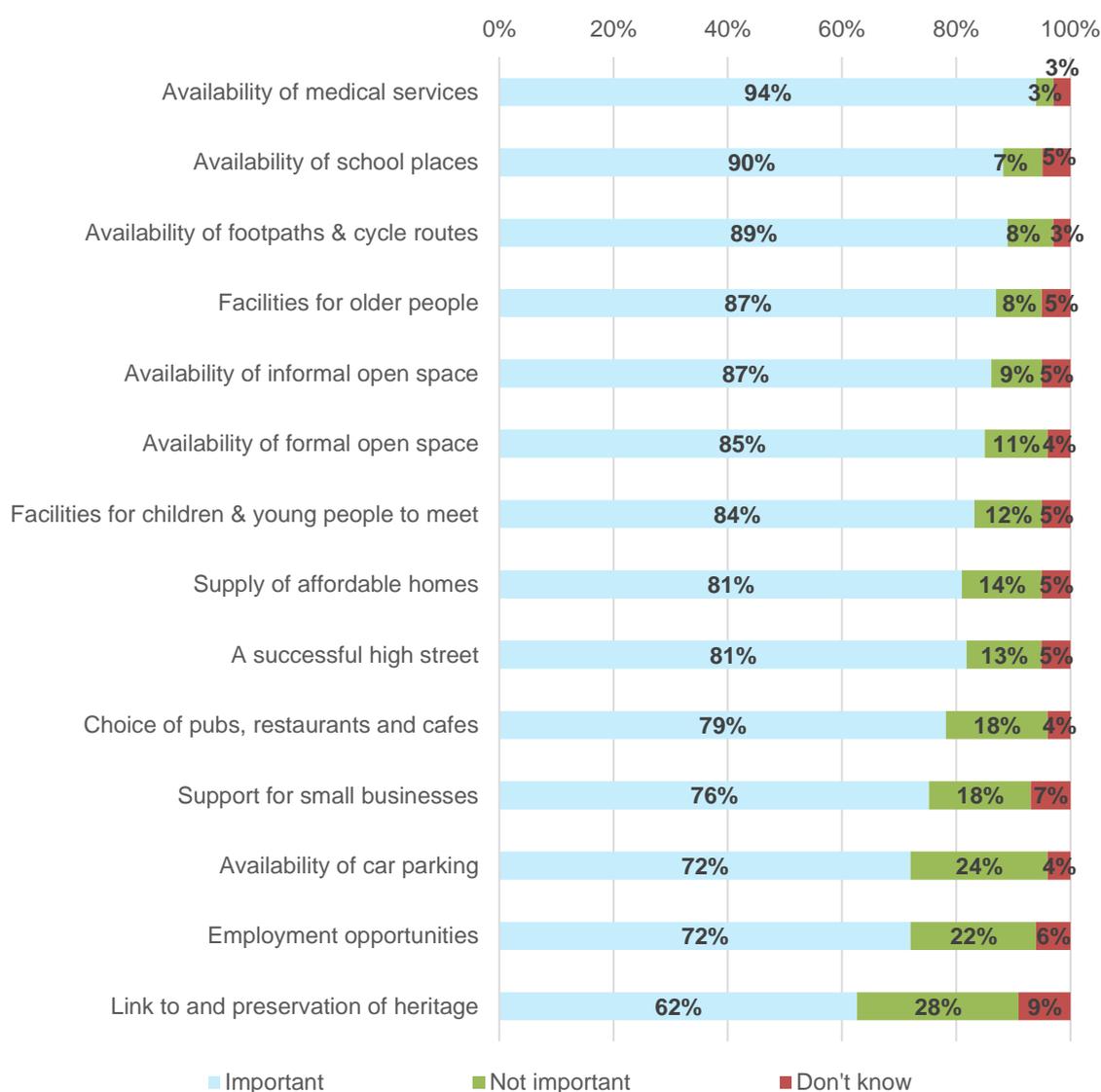
4.1 Facilities in the community

The Parish Council wanted to gauge how important certain facilities would be to people in the community and understand people’s perceptions of whether these facilities needed improving in the future.

Thinking about the future, survey respondents attached most importance to the availability of medical services, with 94% saying that this was important. This was closely followed by the availability of school places, with 90% indicating that this was important, and the availability of footpaths and cycle routes (89% important). Facilities for older people (87%), the availability of informal (87%), and formal open space (85%) were also perceived as important.

A link to and the preservation of the community’s heritage was seen as least important, with 28% saying they did not feel this was important. A quarter (24%) also said that they did not feel that car parking was important.

**Figure 11 – Thinking about our community in 10-15 years’ time, in your opinion how important are the following in Histon & Impington?
Base: Those who answered the question (From 2,074 to 2,122)**



Subgroup analysis

Subgroups more likely to say they thought the **availability of medical services was important** (94% overall) included those who:

- Were female (96%) compared to male (93%)
- Were aged 25-44 (98%), 45-64 (98%) and 65+ (98%). By comparison, 89% of those aged under 16 and 88% of those aged 16-24 thought this was important
- Lived alone (100%), particularly compared to those living in households of three or more people (96%)

Subgroups more likely to say they thought the **availability of school places was important** (90% overall) included those who:

- Were aged 25-44 (95%). By comparison, 85% of those aged 16-24 thought this was important
- Lived in a household of three or more people (94%), particularly compared to those who lived on their own (85%)

Subgroups more likely to say they thought the **availability of footpaths was important** (89% overall) included those who:

- Were female (92%) compared to male (86%)
- Were aged 25-44 (94%) and 45-64 (94%). By comparison, 74% of those aged 16-24 thought this was important

Subgroups more likely to say they thought **facilities for older people was important** (87% overall) included those who:

- Were female (91%) compared to male (83%)
- Were aged 45-64 (93%) and 65+ (95%). By comparison, 69% of those aged 16-24 thought these were important
- Lived on their own (96%) or in a household of two people (93%), compared to those living in households of three or more people (89%)

4.2 Improvements to facilities

Survey respondents were next asked to consider which facilities in Histon & Impington they felt were in need of improvement. The availability of medical services was perceived to be in need of improvement by the greatest proportion of survey respondents (54%). This was followed by the supply of affordable homes needed improving (53%) and the availability of footpaths and cycle routes (49%).

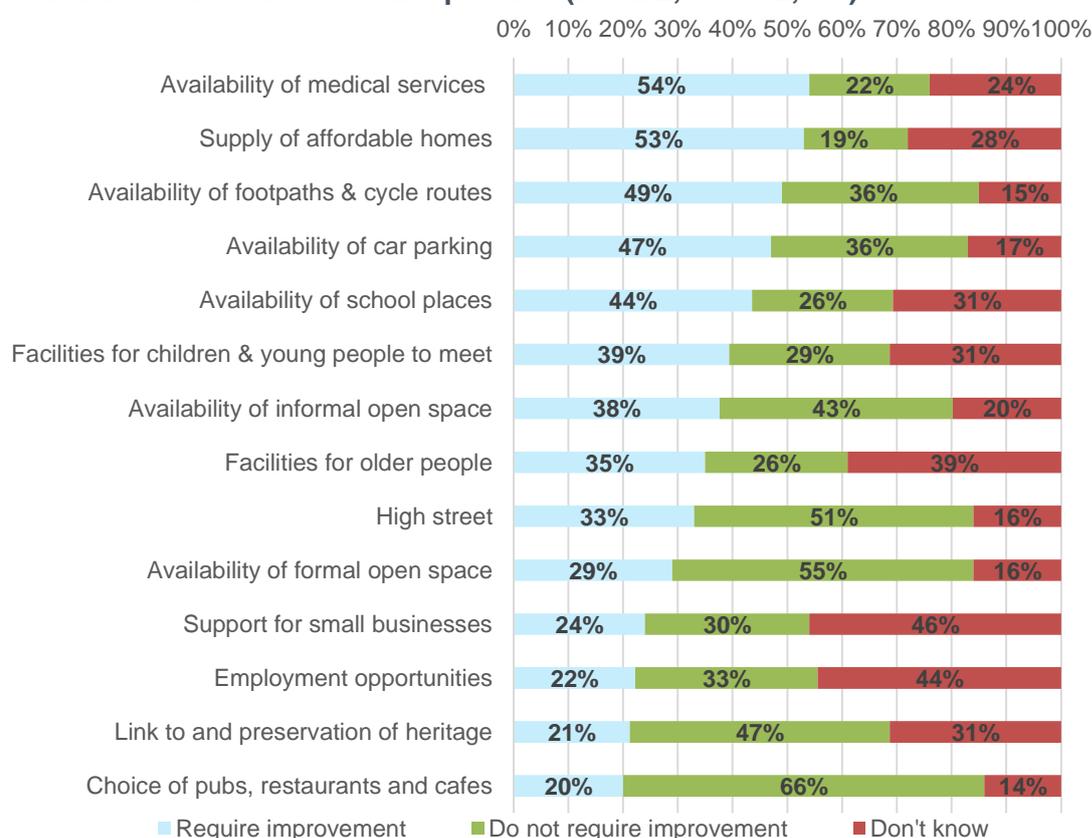
Comparing this question with the previous question about the importance of facilities, it is evident that people feel strongly that it is important that medical services and the availability of footpaths and cycle routes are improved in the community. However, although the supply of affordable homes saw the second largest proportion saying it needed improving (53%), this was further down the list in terms of the importance respondents attached to it. Conversely, nine in ten (90%) respondents in the previous question felt that the availability of school places was important, but only 44% felt that this needed improving. Almost half (47%) of respondents also felt that the availability of car parking needed improving, but a quarter (24%) said they did not think it was important in the future in the previous question.

Positively, two-thirds (66%) of respondents felt that the choice of pubs, restaurants and cafes was not in need of improvement and 55% said that the availability of formal open space did not require improvement.

Despite relatively small proportions of people saying that employment opportunities (22%) and support for small businesses (24%) needed improving, large proportions of respondents said they did not know in relation to these options (44% and 46% respectively).

Figure 12 – From the list below, please indicate which things in Histon & Impington require improvement or do not require improvement.

Base: Those who answered the question (From 2,019 to 2,065)



Subgroup analysis

Subgroups more likely to say they thought the **availability of medical services needed improving** (54% overall) included those who:

- Were female (57%) compared to male (51%)
- Were aged 65+ (74%), particularly compared to those aged under 16 (35%)
- Did not have any children (69%), particularly compared to those who had children and young people aged 11-17 in their household (56%)
- Lived in Zone 4 (73%). By comparison, 60% of those living in Zone 1 and Zone 3 thought this needed improving

Subgroups more likely to say they thought the **supply of affordable homes needed improving** (53% overall) included those who:

- Were aged 25-44 (55%), 45-64 (58%) and 65+ (60%), particularly compared to those aged under 16 (46%)
- Worked in Histon & Impington or owned or managed a business there (62%) compared to those who did not (51%)
- Lived in Zone 4 (64%). By comparison, 51% of those living in Zone 3 and Zone 6 thought this needed improving

Subgroups more likely to say they thought the **availability of footpaths and cycle routes needed improving** (49% overall) included those who:

- Were aged 25-44 (54%) and 45-64 (55%), particularly compared to those aged 16-24 (38%)
- Lived in a household of three or more people (53%). By comparison 45% of those that lived on their own thought that this needed improving
- Lived in Zone 3 (56%). By comparison, 49% of those living in Zone 2 thought this needed improving

Subgroups more likely to say they thought the **availability of car parking needed improving** (47% overall) included those who:

- Were aged 65+ (69%), particularly compared to those aged 25-44 (34%)
- Lived on their own (62%). By comparison 41% of those that lived in a household of three or more people thought that this needed improving

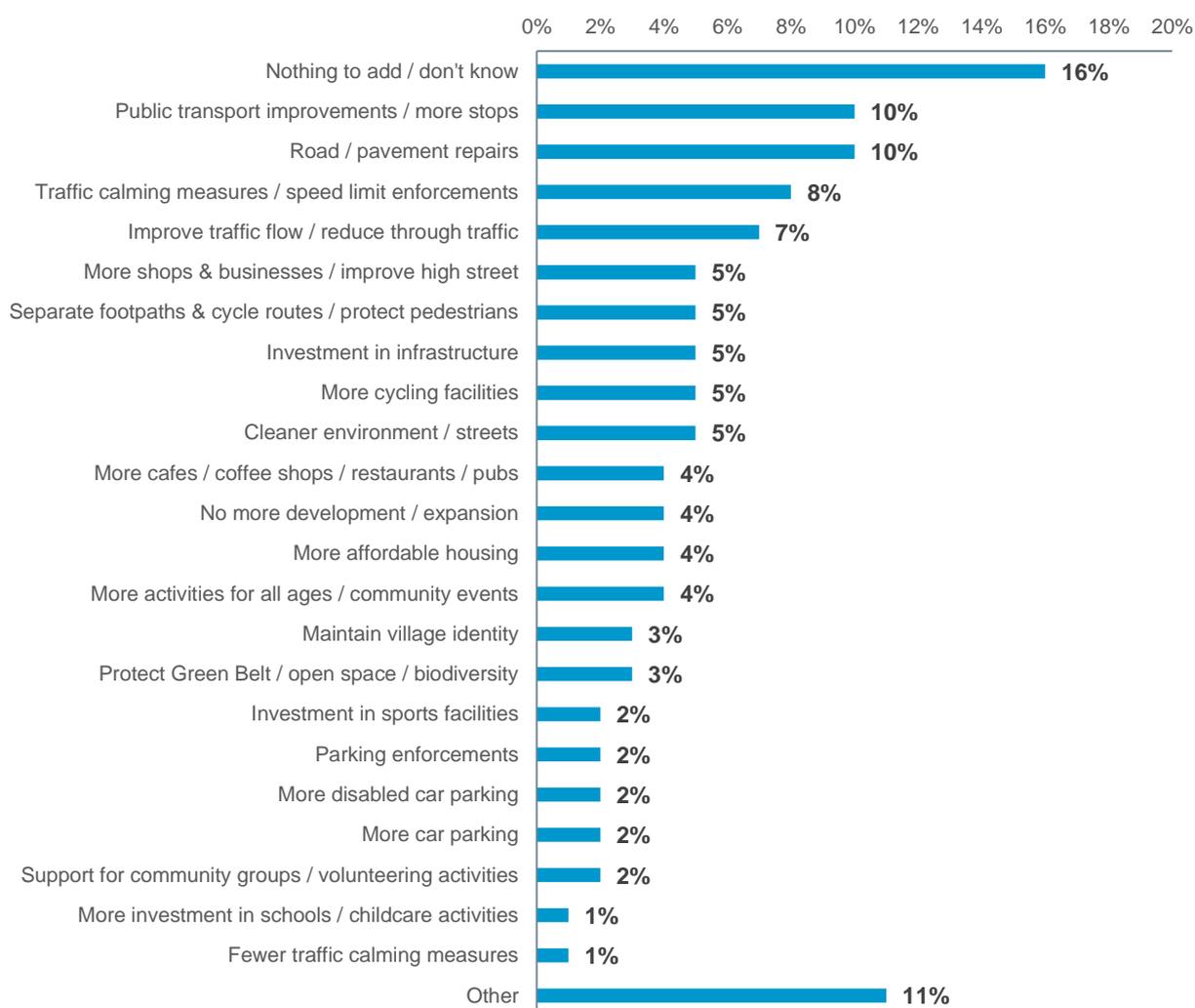
Subgroups more likely to say they thought the **availability of school places needed improving** (44% overall) included those who:

- Were female (46%) compared to male (41%)
- Were aged 25-44 (56%) and 65+ (55%), particularly compared to those aged under 16 (31%)
- Lived in a household of three or more people (53%). By comparison 39% of those that lived on their own thought that this needed improving

Respondents were also asked if they thought any facilities which were important and needed improvement in the community were missing from the list provided and were invited to provide their comments.

One in six (16%) of these comments were from people saying they had nothing else to add or they did not know. A tenth (10%), however, mentioned public transport improvements and repairs to roads and pavements. A further 8% mentioned traffic calming measures and speed limits and 7% mentioned improving the flow of traffic or reducing through traffic in the community. The full range of responses can be seen below.

**Figure 13 – If there is anything you feel we have left out please tell us.
Base: Those who answered the question (222)**



Focus group and interview findings

Histon & Impington was perceived by focus group and interview participants to have a good range of facilities, offering almost everything its residents needed in an accessible location within the community.

Everything you'd want in a market town or a city you've got in a microcosm. You've got the medical facilities, you've got a post office, you've got pubs, you've got two or three chemists, a dentist. We've still got a library, which many places don't have. Male, resident

We're an old couple and my husband has mobility difficulties but it is quite easy to get about here and access most things. Female, resident

The impression participants had of the local schools was particularly favourable, with some relatively new residents citing the educational offer as a major contributory factor in their decision to move into the community.

The schools have got a really good reputation. Female, business owner

I think the schools are a big draw for people with young children. They have a good reputation and you can put your child into a school and go all the way through the system in the village. Female, resident

Although participants were happy with the quality of teaching at local schools in Histon & Impington, there was uncertainty about future pressure on school places caused by the impact of further housing development in the community. It was suggested those moving into Histon & Impington would struggle to find places for their children at local schools.

We've built these houses and people have moved in and now they can't get into the schools. It seems to come as a shock every single time. Male, resident

I guess we'll need another junior school in the village really, unless the school is dramatically expanded. Female, business owner

A number of participants described how the growing demand for school places in Histon & Impington had already led to a situation in which the local infant school had been over-subscribed, resulting in the need to accommodate some pupils in temporary classrooms. This could explain why 44% of survey respondents felt that the availability of school places in the community needed improving. A few focus group and interview participants also cited examples of parents already having problems with getting their children into local schools. For them, the priority was in meeting existing demands rather than adding to the pressure by increasing housing stock.

Last year my grandson ended up in a mobile class in the junior school...there were too many children, they were over-subscribed. Female, resident

We need school places for the children who already live here, never mind adding in new housing stock. Female, resident

Focus group and interview participants were also very favourable towards the leisure and recreation facilities provided in Histon & Impington. This corroborates the survey finding that 55% of survey respondents felt that the availability of formal open space in the community did not need improving. In addition to specific sports clubs and activity groups mentioned, focus group and interview participants reported a general satisfaction with the availability of open

public spaces in which to pursue such activities, with specific reference to the Histon & Impington Recreation Ground.

We've got really good leisure facilities. Female, resident

We're very lucky – the 'Rec' here is fantastic. Both my boys have played football here for years and years. Male, resident

The importance of open informal public spaces was also highlighted by those who used them for relaxation purposes, and by those with young children. These were also felt to be important by 87% of survey respondents. Although the majority of participants felt satisfied with the open public spaces in Histon & Impington, minor suggestions included improving the footpaths and providing more routes for walkers wishing to explore the countryside further.

I live in a flat, so for me being able to go and sit on a bench in an open area is nice on a weekend. I can go and take a book with me. Female, resident

Most of them get really muddy, so if you've got a buggy or someone who's not really very firm on their feet, there's very few paths. Female, resident

More radial routes to get out into the countryside and things. Female, resident

Focus group and interview participants discussed the potential need for new medical facilities in the community. Some felt that existing facilities were not fit for purpose, citing accessibility issues and the difficulties in getting an appointment. This finding is corroborated by over half (54%) of survey respondents saying they thought medical facilities needed improving in the community. Some focus group and interview participants suggested providing an additional doctor's surgery or replacing the existing facilities with a new purpose-built medical centre. This was thought to be particularly important should Histon & Impington continue to expand.

It's not accessible, it's very difficult to get to. It's not particularly near a bus stop. For me, I think we need a proper health centre, with the doctors and the dentists and the pharmacies all there. Male, resident

If we are going to get all these extra houses then we actually need to get a proper health centre. The doctors are great, but I hear that people actually struggle to get appointments. Male, resident

Interestingly, whilst there was an overwhelmingly positive impression of the services and facilities on offer in Histon & Impington as a whole, some participants opined that there was something of an imbalance in the distribution of these in favour of Histon. Some residents of Impington explained that they would like to see facilities located within their area and there were also those who felt that more activities and events should take place in Impington, with the Parish Council doing more to promote this.

The balance of services sits very much in the interest of Histon...Yes we are two villages, but there's very much the 'rich' and the 'poor' as far as facilities go. Male, resident

All the stuff is at one end of the village. Female, business owner

5. Housing in Histon & Impington

Key findings

- The majority of survey respondents (57%) said they lived in a family home of three or four bedrooms and just under half (49%) thought they would do so in five years' time
- The proportion of those saying they thought they would live in downsize homes for older people in five years' time (7%) was larger than the proportion who said they currently live in this type of housing (2%)
- The proportion who think they will live in flats or apartments in the future (8%) was also larger than those that currently do (3%)
- Two-thirds of respondents (66%) said that the community needed more affordable or starter homes and six in ten (61%) felt that more "growing family" homes were needed
- Over half of respondents (54%) thought that more downsize homes for older people were needed and more low cost rental housing too (53%)
- Over half (54%) thought that more larger homes of five or bedrooms were not needed
- More than four in ten (44%) said they did not agree with any new houses being built on Green Belt land, but 38% said they were to accept some new houses, as long as there was significant delivery of affordable housing
- Almost six in ten said they agreed that small housing developments of less than 100 homes (57%) and single plots (56%) should be allowed on Green Belt land
- The majority of survey respondents disagreed that large developments of 250 or more houses (83%) and medium sized developments of 100 to 250 houses (71%) should be allowed on Green Belt land
- The most popular location chosen by respondents for new housing developments was the north east of the community, chosen by 23%
- When asked for more details about their opinions of new housing development, 17% mentioned their desire for Histon & Impington to maintain its separate identity and not become a suburb of Cambridge
- Focus group and interview participants felt that as Histon & Impington was a desirable place to live, there was a huge demand for property in the community which has driven up house prices considerably so that it is unaffordable for many people
- Most participants were generally open to the idea of new housing development in Histon & Impington, as long as there was careful consideration taken in regards to the location and nature of it and appropriate investment in infrastructure
- Some focus group and interview participants particularly objected to development on Green Belt land, citing the damage it would bring to the local environment
- Participants felt that planning for new development should encompass the need for affordable houses of all sizes, particularly flats and smaller starter homes for young professionals and young families
- Some participants worried that unless more affordable houses for young people and families were provided, many young people would leave the community to go and live elsewhere
- A commonly suggested location for new housing development offered by participants was the old station site

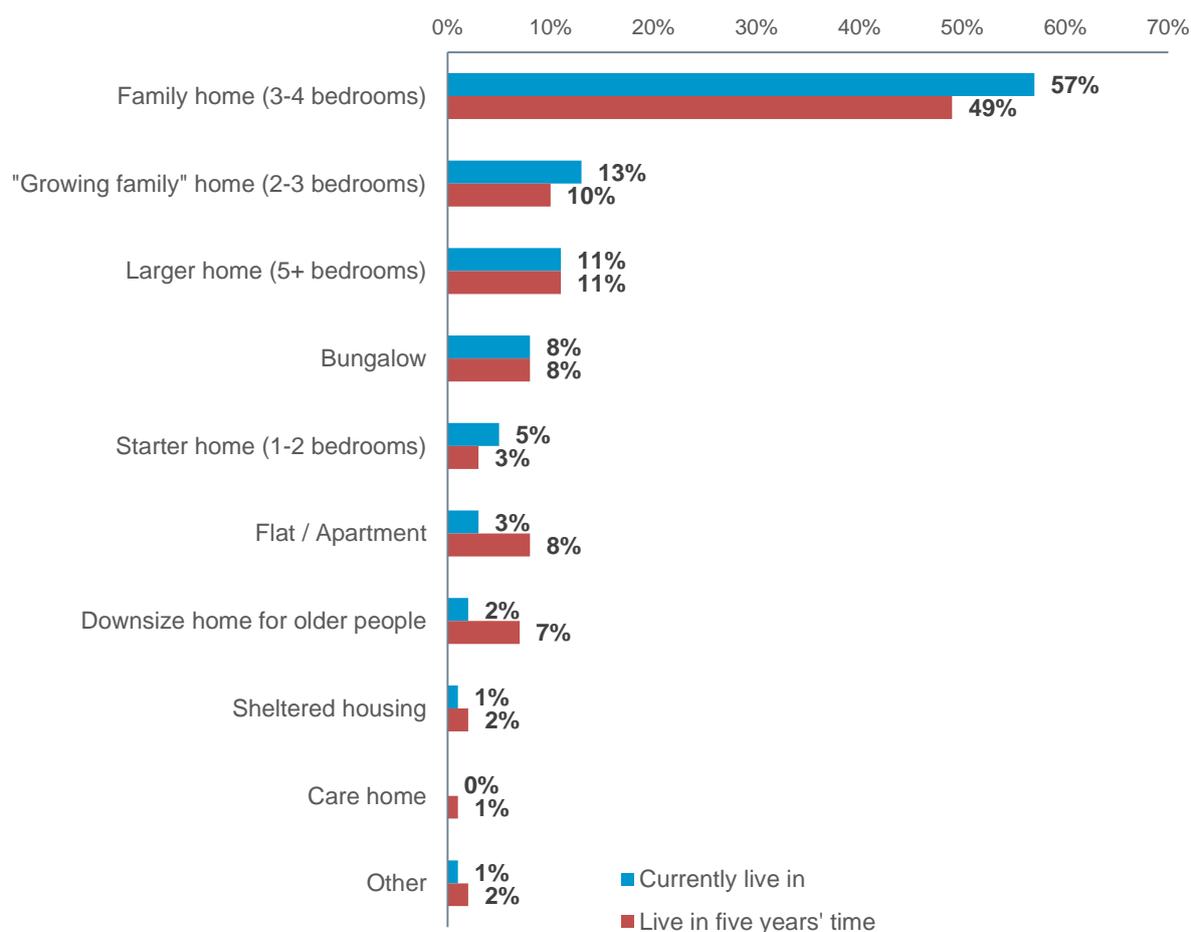
5.1 Current and future housing

The Parish Council was keen to gain an understanding of what types of housing people lived in and where they thought they would be living in five years' time so that the Council could gauge whether the current housing stock in the community was sufficient. These questions were only asked to those who said they lived in Histon & Impington.

The majority of respondents (57%) said that they currently lived in a family home of three or four bedrooms and this was followed by 13% who said they lived in a “growing family” home of two or three bedrooms. A tenth (11%) said they lived in larger homes of five or more bedrooms.

Just under half (49%) of survey respondents said they thought they would be living in a family home of three or four bedrooms in five years' time, which is a smaller proportion than those who said they were currently living in this housing type in the previous question (57%). The proportion of those saying they thought they would live in downsize homes for older people in five years' time (7%) was also larger than the proportion who said they currently live in this type of housing (2%), as was the proportion who think they will live in flats or apartments in the future (8%) compared to those that said they currently do (3%).

Figure 14 – From the list below, please indicate which type of housing you currently live in and which type of housing you think you will live in in five years' time.
Base: Those who lived in Histon & Impington and gave an answer (1,496 / 1,360)



Subgroup analysis

Subgroups more likely to say that they **lived in a family house of three or four bedrooms** (57% overall) included those who:

- Were aged 45-64 (63%), particularly compared to those aged 65+ (51%)
- Lived in a household of three or more people (64%). By comparison 35% of those that lived on their own lived in this type of housing
- Lived in Zone 7 (64%). By comparison, 45% of those living in Zone 5 lived in this type of housing

Subgroups more likely to say that they **thought they would live in a family house of three or four bedrooms in five years' time** (49% overall) included those who:

- Lived in a household of three or more people (55%). By comparison 25% of those that lived on their own thought they would live in this type of housing
- Lived in Zone 4 (55%). By comparison, 42% of those living in Zone 2 thought they would live in this type of housing

5.2 Additional housing in the community

The Parish Council was interested in understanding whether people in Histon & Impington felt that the community needed more housing, and if so, what type was needed. These questions were only asked to those who said they lived in Histon & Impington.

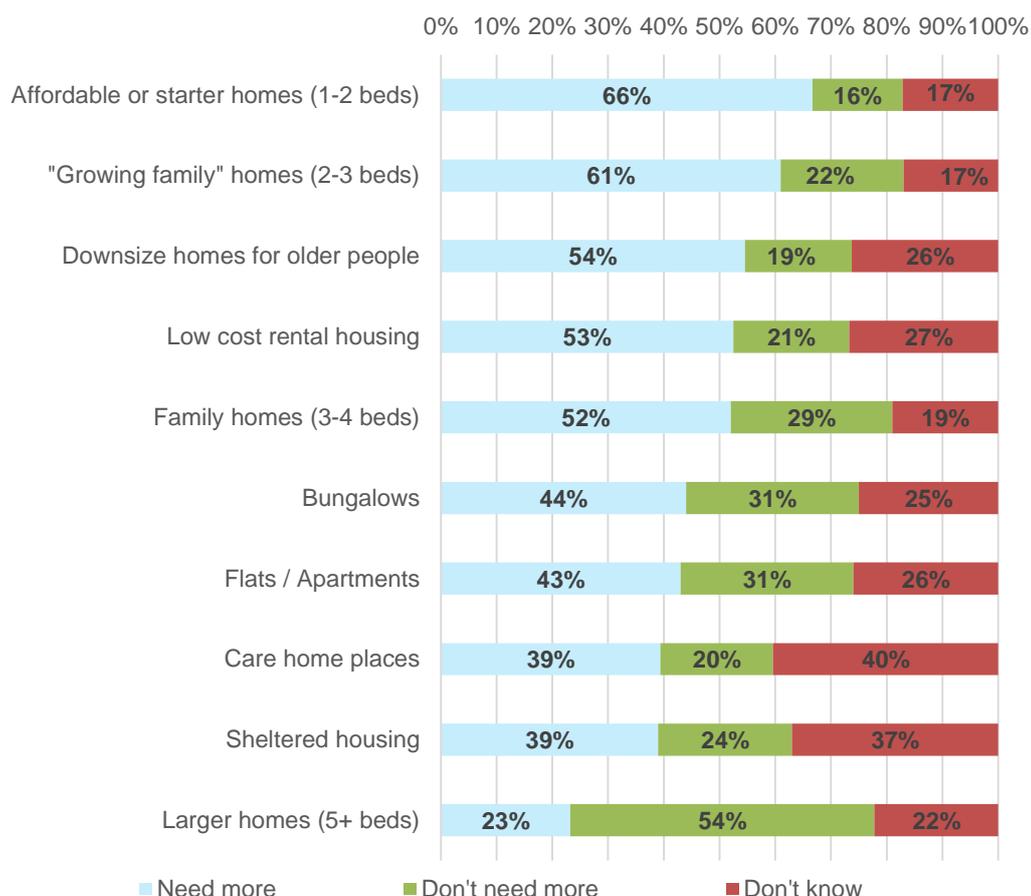
Two-thirds of respondents (66%) said that the community needed more affordable or starter homes of one or two bedrooms and a further six in ten (61%) felt that more “growing family” homes of two or three bedrooms were needed. Over half thought that more downsize homes for older people were needed (54%) and more low cost rental housing too (53%).

More than half of survey respondents (54%) felt that more larger homes of five or more bedrooms were not needed, indicating that the majority of people felt there were already sufficient numbers of this type of accommodation in the community.

Interestingly, despite family homes of three or four bedrooms being the most popular type of accommodation to live in (57%), three in ten (29%) said they did not think that more of this type of accommodation was needed in the community.

Figure 15 – Which of these types of accommodation, if any, do you think we need more of in Histon & Impington?

Base: Those who lived in Histon & Impington and gave an answer (From 1,314 to 1,401)



Subgroup analysis

Subgroups more likely to say that they **thought more affordable or starter homes of one or two bedrooms were needed in the community** (66% overall) included those who:

- Were aged 16-24 (78%), particularly compared to those aged 25-44 (58%)
- Lived in Zone 7 (75%). By comparison, 59% of those living in Zone 1 thought more of this type of housing was needed

Subgroups more likely to say that they **thought more “growing family” homes of two or three bedrooms were needed in the community** (61% overall) included those who:

- Were aged 16-24 (83%), particularly compared to those aged 25-44 (58%)
- Lived in households of two people (63%) or three or more (62%), compared to 51% of those living on their own
- Lived in Zone 2 (70%). By comparison, 55% of those living in Zone 1 thought more of this type of housing was needed

Subgroups more likely to say that they **did not think that more larger homes of five or more bedrooms were needed in the community** (54% overall) included those who:

- Were aged 45-64 (64%) and 65+ (66%), particularly compared to those aged under 16 (28%)
- Lived in households of one (61%) or two people (67%), compared to those living in households of three or more people (47%)
- Lived in Zone 5 (68%). By comparison, 50% of those living in Zone 2 did not think that more of this type of housing was needed

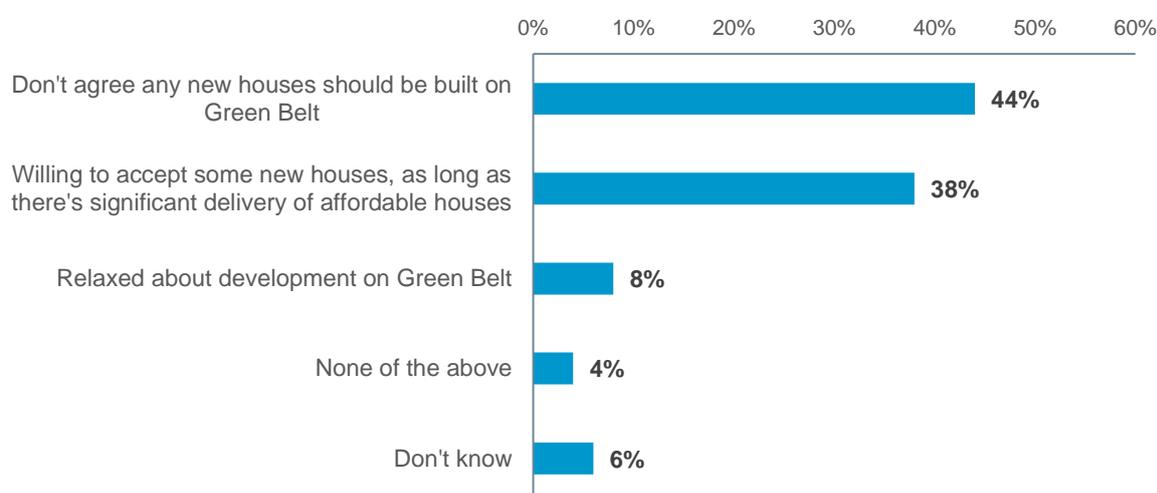
Respondents were asked what other types of accommodation were needed in Histon & Impington, other than those listed. Five per cent of survey respondents provided an answer. A fifth of comments provided (20%) were from respondents saying that they did not want to see any development at all. A further 9% of comments mentioned sheltered housing, supported housing, care homes or respite care places. Eight per cent mentioned good quality or well-designed housing and 6% said that there should be no more development without appropriate infrastructure. Other accommodation types mentioned included council housing (6%), affordable properties (6%), caravan park sites (3%), bed and breakfast and hotel accommodation (3%) and homeless shelters (2%).

5.3 Building housing on Green Belt land

Histon & Impington is surrounded by Green Belt land. If it were decided that the community required new affordable houses to be built (as 66% thought that the community required in the previous question), building on Green Belt land might have to be considered in the future. The Parish Council therefore wanted to gauge people’s attitudes towards building on Green Belt land and respondents were asked to choose which one of three statements they felt applied to them. Again, these questions were only asked to those who lived in Histon & Impington.

A slightly larger proportion (44%) said they did not want any new houses being built on Green Belt land than said that some should be allowed as long as there was a significant delivery of affordable houses (38%). Only one in twelve (8%) said they were relaxed about development on Green Belt land, indicating that the majority of respondents thought there should be at least some restrictions in relation to building on this type of land.

Figure 16 – Which of the following statements applies to you?
Base: Those who lived in Histon & Impington and gave an answer (1,481)



Subgroup analysis

Subgroups more likely to say that they **did not agree that new houses should be built on Green Belt land** (44% overall) included those who:

- Were aged 25-44 (46%), 45-64 (48%) and 65+ (46%), compared to those aged under 16 (32%) and 16-24 (26%)
- Lived on their own (51%). By comparison 41% of those that in a household of three or more people did not agree
- Lived in Zone 1 (50%). By comparison, 37% of those living in Zone 2 and Zone 6 did not agree

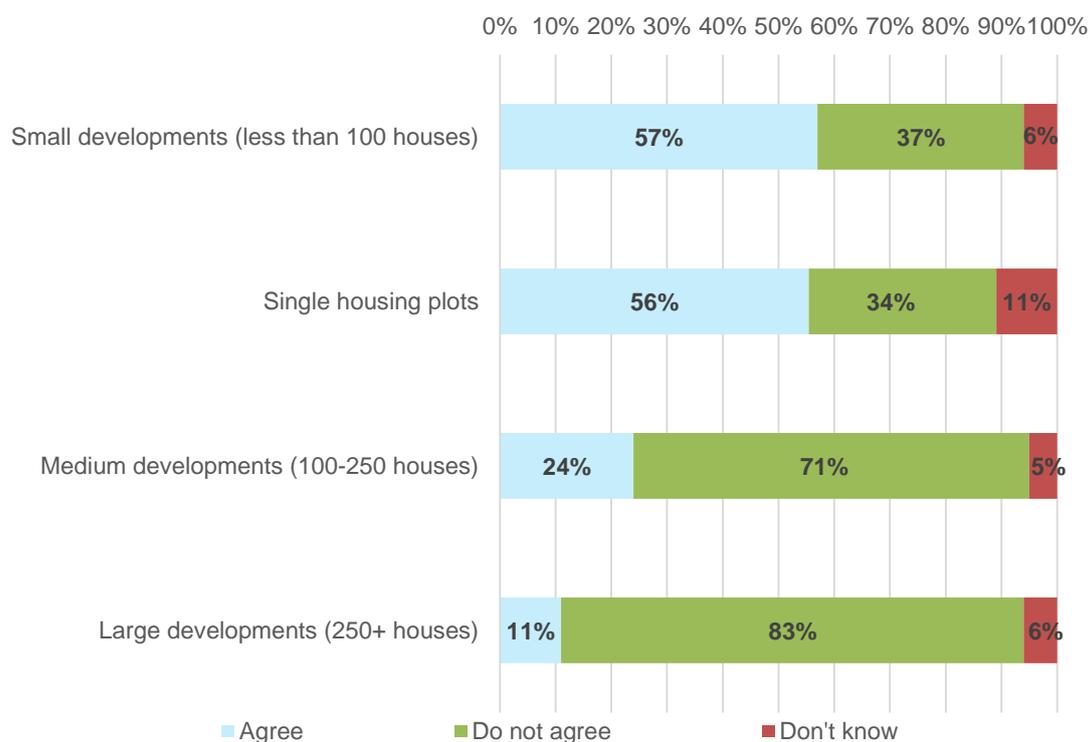
Subgroups more likely to say that they **were willing to accept some new houses being built on the Green Belt as long as it included significant delivery of affordable houses** (38% overall) included those who:

- Lived in Zone 2 (43%) and Zone 6 (43%). By comparison, 32% of those living in Zone 1 were willing to accept some development on Green Belt land

The Parish Council was also keen to understand the size and nature of development people thought should be allowed on Green Belt land. Respondents were therefore asked the extent to which they agreed with different development sizes being built.

Almost six in ten said they agreed with allowing small housing developments of less than 100 homes to be built (57%) and single housing plots (56%). However, there was much opposition to larger developments being built. Eight in ten (83%) said they disagreed that large developments of 250 or more houses should be allowed and seven in ten (71%) disagreed with medium sized developments of between 100 and 250 houses.

Figure 17 – Thinking about building additional housing in Histon & Impington on Green Belt land, do you agree or disagree that we should allow...?
Base: Those who lived in Histon & Impington and gave an answer (From 1,443 to 1,448)



Subgroup analysis

Subgroups more likely to say that they **agreed with small housing developments being built on Green Belt land** (57% overall) included those who:

- Were male (61%), compared to females (56%)
- Lived in Zone 2 (64%). By comparison, 50% of those living in Zone 1 agreed with this type of development

Subgroups more likely to say that they **agreed with single housing plots being built on Green Belt land** (56% overall) included those who:

- Worked in Histon & Impington or owned a business there (61%), compared to those who did not (54%)

Subgroups more likely to say that they **did not agree with large housing developments being built on Green Belt land** (83% overall) included those who:

- Were aged 25-44 (90%), 45-64 (92%) and 65+ (93%), particularly compared to those aged under 16 (51%)
- Lived in households of one (94%) or two people (93%), compared to those living in households of three or more (77%)
- Worked in Histon & Impington or owned a business there (90%), compared to those who did not (82%)

Subgroups more likely to say that they **did not agree with medium housing developments being built on Green Belt land** (71% overall) included those who:

- Were aged 25-44 (78%), 45-64 (80%) and 65+ (80%), particularly compared to those aged under 16 (35%)
- Lived in households of one (82%) or two people (80%), compared to those living in households of three or more (64%)
- Worked in Histon & Impington or owned a business there (76%), compared to those who did not (68%)
- Lived in Zone 5 (78%), particularly compared to those living in Zone 4 (64%) and Zone 2 (65%)

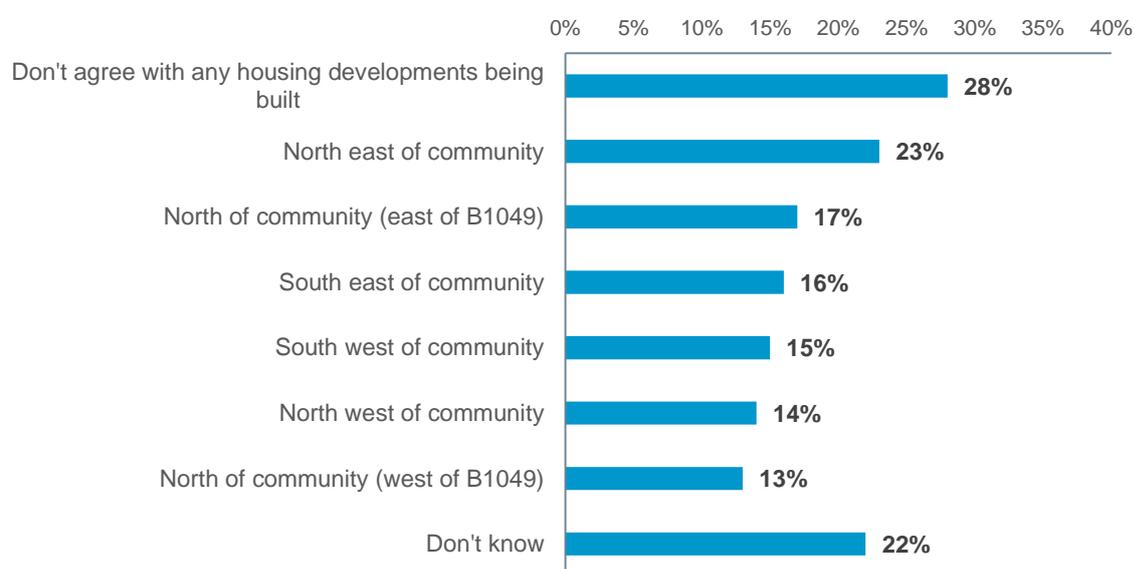
5.4 Location of housing developments

Survey respondents were shown a map of the community and were asked their opinion of where in the community new housing developments should be built.

Almost three in ten (28%) said they did not agree with any developments being built. Following this, the most popular option was north east of the community, chosen by 23%. This was followed by north of the community, but east of the B1049 road (17%), south east of the community (16%) and south west of the community (15%). It should also be noted that a large proportion (22%) said they did not know in response to this question. The range of responses can be seen below.

Figure 18 – Looking at the map, in your opinion, where should housing development be located?

Base: Those who lived in Histon & Impington and gave an answer (1,485)



Subgroup analysis

Subgroups more likely to say that they **did not agree with any housing developments being built** (28% overall) included those who:

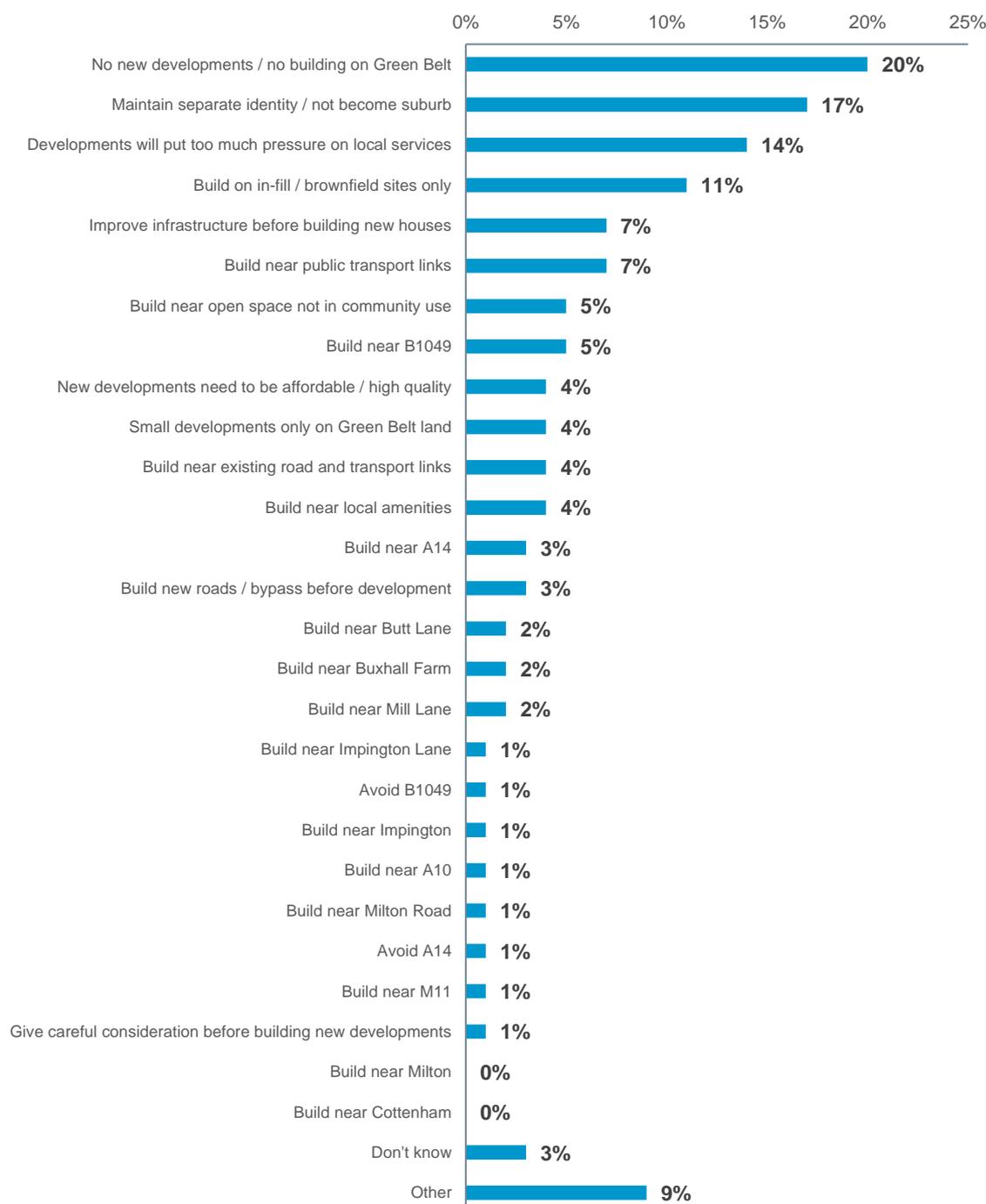
- Were aged 25-44 (33%), 45-64 (33%) and 65+ (29%), compared to those aged under 16 (11%)
- Lived on their own (31%) or in a household of two people (34%). By comparison 23% of those that lived in a household of three or more people did not agree with any new development
- Lived in Zone 1 (34%). By comparison, 21% of those living in Zone 2 and 22% of those living in Zone 6 did not agree

Subgroups more likely to say that they **thought new housing developments should be built in the north east of the community** (23% overall) included those who:

- Were aged 16-24 (43%), particularly compared to those aged 65+ (20%)
- Lived in Zone 3 (29%), Zone 6 (26%) or Zone 7 (25%). By comparison, 17% of those living in Zone 1 thought that new housing developments should be built in the north east

Survey respondents were asked to provide more detail about their answer and were invited to provide a comment. These comments were grouped together, themed and are shown below. A fifth of the comments (20%) expressed the desire that no new developments or building take place on Green Belt land, 17% were concerned with maintaining the community’s identity and not becoming a suburb of Cambridge, 14% thought new developments would put too much pressure on local services and infrastructure, and a further 11% mentioned building only on in-fill or brownfield sites. The full range of responses can be seen below.

Figure 19 – Please provide us with more detail about your answer
Base: Those who lived in Histon & Impington and gave an answer (434)



Focus group and interview findings

Participants felt that Histon & Impington was a desirable place to live considering its location, amenities and community-focused atmosphere. As such, there has been a huge demand for housing in the community and house prices appear to have dramatically increased over recent years, to the extent that it has largely become unaffordable to buy property for all but the highest earners.

When we were looking, we felt that anything half decent in Histon and Impington goes like that. And we lost two or three where we made offers but were gazumped. Male, resident

Currently it's very expensive. It's very unobtainable, I would say, to a lot of people. Female, resident

The issue of buy-to-let property was raised by some participants as a contributing factor to the lack of housing available to purchase in Histon & Impington and the high prices paid by those in privately rented accommodation. One participant described the issue of the availability of Council managed accommodation locally, citing the long waiting list.

A lot of the property in Histon is buy-to-let, and people on the lower incomes are renting...Certainly in my experience, I know of people on higher incomes who buy up streets of houses as they're built and rent them out to pay off their own mortgages. Male, resident

People who are on the Council waiting list have got possibly five years before they can get a property. In the meantime they're paying extortionate rents privately. Male, resident

Most focus group and interview participants were generally open to the idea of new housing being built in Histon & Impington. However, all felt that careful consideration needed to be put into deciding the location and nature of any new developments. Particular objection was raised with regard to the prospect of building on Green Belt land, which was also reflected by the fact that 44% of survey respondents said they did not agree with any new houses being built on the Green Belt.

It's about making sure that things are built sensibly and that there are green spaces and so on. Female, business owner

On brownfield, on some of the disused sites. On some of the derelict sites, not onto virgin Green Belt. Female, resident

Participants also felt that planning for new developments should encompass the need for affordable housing of all sizes, particularly flats and smaller houses for single professionals and those with young families. This was reflected by the survey finding that two-thirds of respondents (66%) thought more affordable or starter homes were needed and 61% thought more "growing family" homes were required. Some focus group and interview participants felt that unless more affordable houses for young people and families are provided, many young people will leave the community to live and work elsewhere.

I think there needs to be additional, properly affordable housing so people don't feel they have to move away from this community if they've grown up here and this is where they want to make their lives. Female, resident

When asked about suitable locations for new housing developments, a common suggestion offered by participants was the old station site. Some explained how the site was an ideal location for more affordable housing, such as flats.

I'd like to see the station development sorted out finally as to what they're going to do with it. Female, resident

There's a whole patch of land by the old station that is currently sitting looking an absolute mess...Potentially there's room for some flats there. Because we do need affordable homes, but it needs to be low impact on the local environment. Female, resident

6. Energy projects and light industry

Key findings

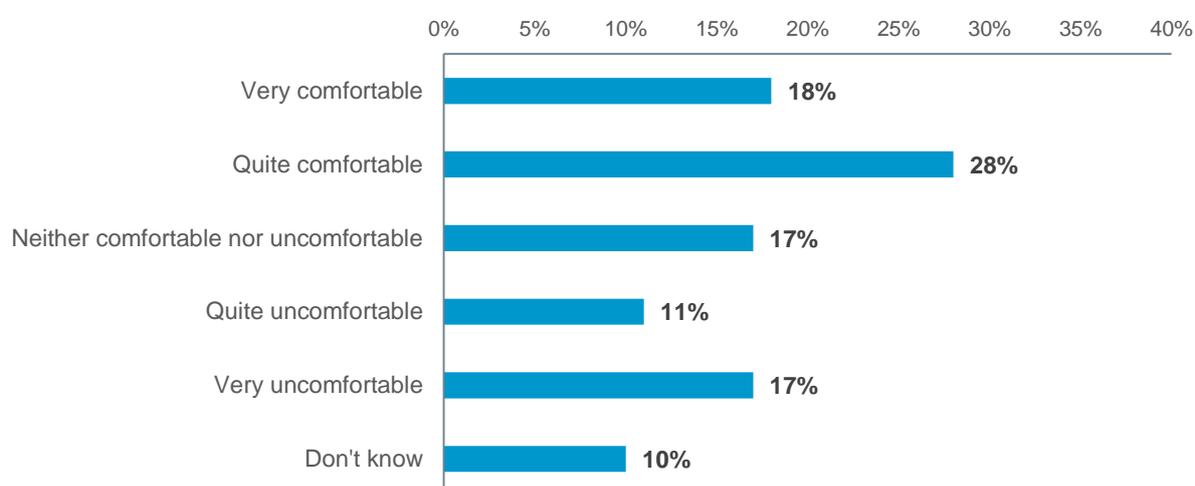
- Almost half (46%) of survey respondents said they would feel comfortable with allowing development for energy projects such as solar or wind farms on Green Belt land
- Those living in households of three or more people were more likely to be comfortable with allowing development for energy projects (52%), than those living on their own (37%) or in a household of two people (40%)
- Six in ten (61%) would feel comfortable about the light industrial site situated off Butt Lane on the border with Milton being expanded
- Respondents aged 25-44 (73%) and 45-64 (70%) were more likely to feel comfortable with the light industrial site being expanded than those aged 16-24 (30%) and under 16 (33%)
- Respondents who worked for, owned or ran a business were more likely to feel comfortable with the light industrial site being expanded (67%), compared to those who did not (60%)

6.1 Development for energy projects

The Parish Council is committed to establishing a long-term sustainable future for the community and wanted to understand the extent to which people would feel comfortable with allowing development for energy projects, such as solar or wind farms, on Green Belt land surrounding Histon & Impington.

Almost half (46%) of respondents said they would feel comfortable with allowing development for energy projects such as solar or wind farms on Green Belt land. Just under a fifth (18%) were ‘very’ comfortable and 28% were ‘quite’ comfortable. One in six (17%) said they were ‘neither comfortable nor uncomfortable’ and almost three in ten (28%) said they were either ‘quite’ uncomfortable (11%) or ‘very’ uncomfortable (17%). It should be noted that this question was only asked to those who said they live in Histon & Impington.

Figure 20 – How comfortable would you feel about allowing development for energy projects on Histon & Impington’s Green Belt land?
Base: Those who lived in Histon & Impington and gave an answer (1,517)



Subgroup analysis

Subgroups more likely to say that they **were comfortable with allowing development for energy projects on Green Belt land** (46% overall) included those who:

- Were aged 25-44 (62%), particularly compared to those aged 65+ (32%)
- Lived in a household of three or more people (52%). By comparison 37% of those that lived on their own and 40% who lived in a household of two people would feel comfortable
- Lived in Zone 7 (54%). By comparison, 39% of those living in Zone 5 would feel comfortable

Subgroups more likely to say that they **were not comfortable with allowing development for energy projects on Green Belt land** (28% overall) included those who:

- Were aged 65+ (42%), particularly compared to those aged 25-44 (18%)
- Lived on their own (38%) or in a household of two people (36%). By comparison 20% of those that lived in a household of three or more people would not feel comfortable
- Lived in Zone 5 (34%). By comparison, 24% of those living in Zone 7 would not feel comfortable

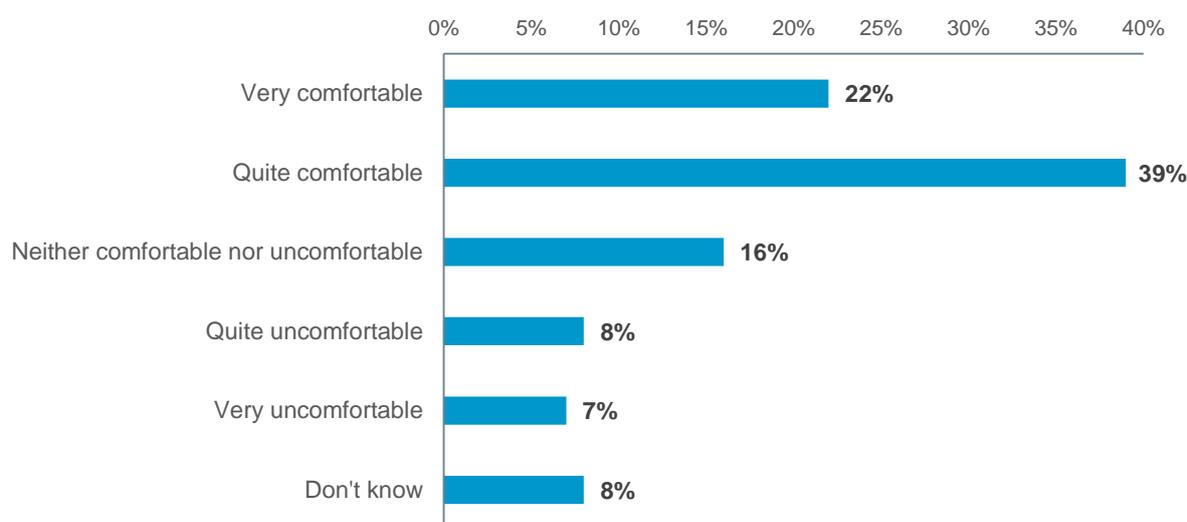
6.2 Expanding light industrial site

Survey respondents were informed that a light industrial site (i.e. for businesses that do not use heavy machinery) was situated off Butt Lane on the border with Milton. The Parish Council was keen to gauge how comfortable people would feel about this site being expanded.

A fifth (22%) said they would feel ‘very’ comfortable and 39% would feel ‘quite’ comfortable with this site being expanded (61% total). One in six (16%) would feel ‘neither comfortable nor uncomfortable’ and 15% would feel uncomfortable, either ‘quite’ (8%) or ‘very’ (7%). It should be noted that this question was only asked to those who said they live in Histon & Impington.

Figure 21 – How comfortable would you feel about this light industrial site being expanded?

Base: Those who lived in Histon & Impington and gave an answer (1,522)



Subgroup analysis

Subgroups more likely to say that they **were comfortable about the light industrial site being expanded** (61% overall) included those who:

- Were male (65%) compared to female (58%)
- Were aged 25-44 (73%) and 45-64 (70%), particularly compared to those aged under 16 (33%) and 16-24 (30%)
- Worked for, owned or ran a business in Histon & Impington (67%) compared to those who did not (60%)
- Lived in Zone 4 (70%). By comparison, 56% of those living in Zone 2 would feel comfortable

7. Traffic, pollution and public transport

Key findings

- The most popular measure to reduce traffic and pollution that survey respondents were in favour of was improved cycle paths (59%), particularly popular amongst those who lived in households of three or more people (69%)
- Over half were in favour of direct bus services to Cambridge (55%) and a guided bus stop towards the north west of the community (51%) – these were particularly popular amongst those who work for, owned or ran a business (62% direct bus services and 60% guided bus stop)
- Almost four in ten (37%) were in favour of changes to traffic routes to avoid sensitive areas
- Many focus group and interview participants felt that traffic was a growing problem in the community, particularly at rush hour and school times and they worried that if the community expanded it would only get worse
- Although few focus group and interview participants felt that speeding was a problem, most felt positive about introducing 20 mph zones, as did 33% of survey respondents
- Other suggestions from participants to reduce traffic in the community included building a bypass, implementing speed bumps, altering the flow of traffic and promoting cycling more
- Parking was of great concern to participants, who cited a lack of car parks meaning that many people parked in the street which caused problems for traffic and safety issues
- Because of Histon & Impington's close proximity to Cambridge, as parking in the city was challenging and expensive, there was a consensus that people park in the community and travel in by public transport, which exacerbates the problem
- Participants felt that parking should be an important consideration when planning for future housing development
- Pollution was not felt to be a particular problem by participants, but where concerns were raised, these related to air quality issues and noise pollution from the major roads nearby
- Participants had generally positive impressions of the cycling facilities in Histon & Impington but some did have concerns about the safety of cycling into Cambridge, worrying about the traffic on the main road leading into the city
- Some participants felt that the cycling facilities could be further improved in order to encourage more residents to cycle rather than using their cars; suggestions included providing more cycle lanes and building a cycle bridge
- Focus group and interview participants tended to agree that Histon & Impington had good transport links and good public transport provision
- However, some issues in the public transport provision were identified, such as expense, the infrequency of some services and the length of time it takes to get Cambridge
- Providing more stops or additional routes for buses was suggested by a small number of participants so that people could access other villages and towns and their facilities and this may also encourage more people to visit Histon & Impington

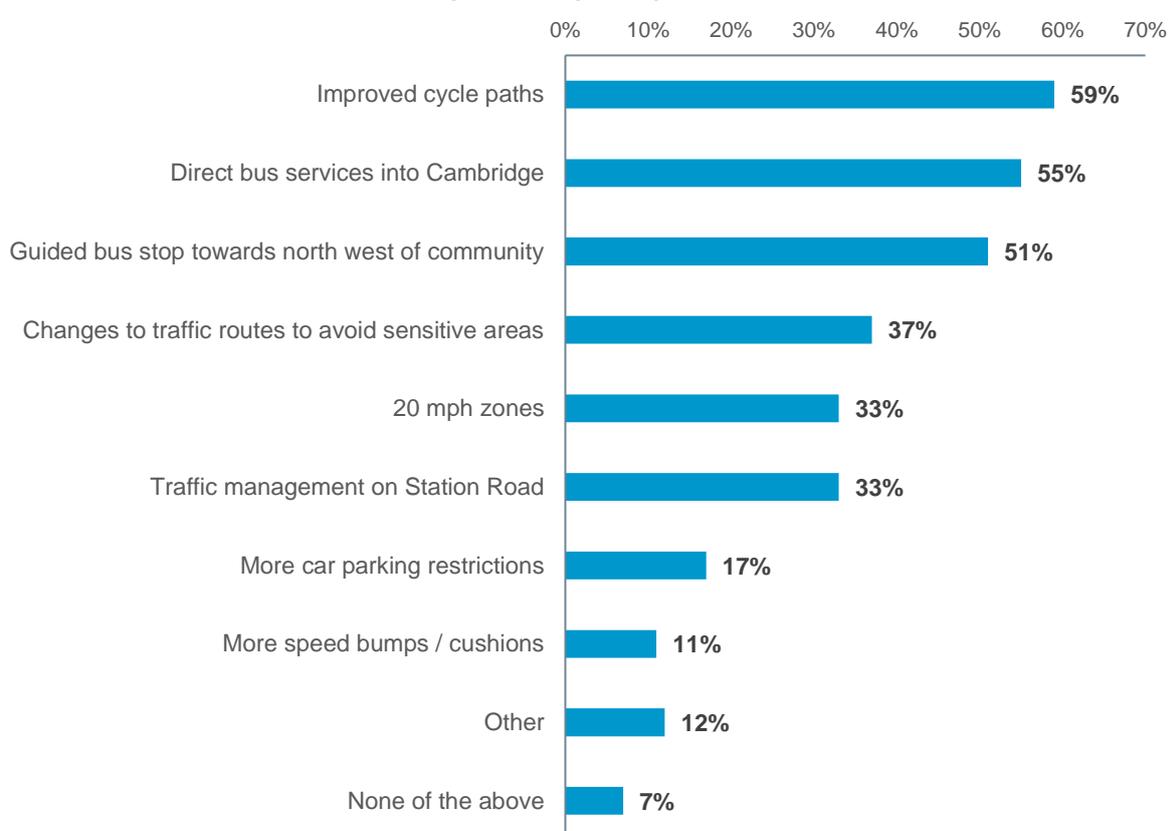
7.1 Reducing traffic and pollution in the community

The Parish Council wanted to understand people’s views and opinions in regards to traffic and pollution in the community and whether they were in favour of specific measures being introduced over the next 15 years to reduce traffic and pollution levels. Respondents were shown a list of measures and asked to select which they were in favour of.

The most popular measure was improving cycle paths in the community (59%), followed by direct bus services into Cambridge (55%) and a guided bus stop towards the north west of the community (51%). Almost four in ten (37%) said they were also in favour of changes to traffic routes to avoid sensitive areas. The full list of options can be seen below.

Figure 22 – Which of these measures, if any, would you be in favour of being introduced in the next 15 years or so?

Base: Those who answered the question (2,149)



One in eight (12%) respondents chose ‘other’ from the list and provided a comment. Other suggestions included changes to the road system and traffic management, public transport routes, more speed restrictions and other traffic calming measures, more car parking, improved public transport, more car parking restrictions, repairs to roads and footpaths, and less speed bumps.

Subgroup analysis

Subgroups more likely to say that they **were in favour of improved cycle paths** (59% overall) included those who:

- Were aged 25-44 (77%), particularly compared to those aged 65+ (44%)
- Lived in a household of three or more people (69%), particularly compared to those living on their own (41%)
- Lived in Zone 3 (66%). By comparison, 56% of those living in Zone 4 were in favour

Subgroups more likely to say that they **were in favour of direct bus services into Cambridge** (55% overall) included those who:

- Were female (58%) compared to male (52%)
- Were aged 25-44 (69%) and 45-64 (67%), particularly compared to those aged under 16 (40%)
- Worked, for owned or ran a business in Histon & Impington (62%) compared to those who did not (53%)
- Lived in Zone 5 (70%). By comparison, 57% of those living in Zone 2 and 58% from Zone 3 were in favour

Subgroups more likely to say that they **were in favour of a guided bus stop towards the north west of the community** (51% overall) included those who:

- Were female (54%) compared to male (48%)
- Were aged 25-44 (67%), 45-64 (67%) and 65+ (65%), particularly compared to those aged under 16 (28%)
- Lived on their own (64%) or in a household of two people (66%), compared to those living in a household of three or more people (55%)
- Worked, for owned or ran a business in Histon & Impington (60%) compared to those who did not (49%)
- Lived in Zone 5 (66%). By comparison, 47% of those living in Zone 2 were in favour

Focus group and interview findings

Supporting the survey finding that 37% were in favour of changing traffic routes to avoid sensitive areas, many focus group and interview participants felt that traffic was a growing problem in Histon & Impington, particularly at school times and during the busy rush hour. There was a feeling that if the community expanded in the future, the problem would get worse. Examples of areas experiencing particularly high levels of congestion were given, including Station Road (33% of survey respondents were also in favour of more traffic management here), the Green and near the post office.

In Histon the traffic situation is getting worse I think....The population has grown but the roads have remained the same, so the traffic is getting a bit crazy. Male, business owner

It's a nightmare along Station Road when the infant school turns out and when parents and their children are going to the junior school. Female, resident

Although few focus group and interview participants felt that speeding was a particular problem in Histon & Impington, most felt positive about the introduction of 20mph zones (as did 33% of survey respondents), particularly around the schools and residential areas.

Anywhere where you've got schoolchildren about I think should be 20mph zones.
Male, business owner

A very good thing, if enforced. Male, business owner

Other suggestions from focus group and interview participants for helping to slow or reduce the amount of traffic included building a bypass, so that cars could avoid having to drive through Histon & Impington, implementing speed bumps (although only 11% were in favour of these in the survey), altering the flow of traffic by changing traffic light patterns and promoting cycling more.

If you look at other villages like Milton, through traffic goes round it, whereas in this village all through traffic comes through on the main road...I think the only option here is for us to look at a bypass. Male, resident

They could change something to do with the timing on the lights...it's not letting enough people out at that time of day. Male, business owner

If you really promoted it as a cycling village and put in some more cycle lanes and stuff...and you really pushed the cycling thing, then I think you would alleviate some of that. I definitely know people who don't need to drive at all, but they never really think of cycling. Female, business owner

In addition to the increasing problems with traffic, parking in Histon & Impington was of concern to many residents and business owners who participated in the focus groups and interviews. Most agreed that parking was difficult in the community, and that problems were exacerbated by a lack of enforcement of parking regulations. Around the high street and outside local schools were cited as particularly problematic areas. Limiting parking on school roads was viewed as a sensible solution to help ease congestion and increase safety for other road users. However, it should be noted that despite most participants being in favour of more parking restrictions, only 17% of survey respondents said they were in favour.

We have a perennial problem outside the infant school in particular with some people parking grossly irresponsibly. Female, resident

Limiting the parking down New Road at secondary school pick up times...if I'm trying to cycle my children home safely then the number of parked cars makes it very difficult.
Female, resident

Whilst in many ways the proximity of Histon & Impington to Cambridge was viewed positively, focus group and interview participants felt that this could also be a contributing factor to the rise in parking difficulties in the community. Participants explained that parking in Cambridge could be challenging and expensive, encouraging those travelling into the city to seek alternative parking arrangements in nearby villages.

Basically what is going to happen is Cambridge at some point is going to ban people from parking in Cambridge, and I think the villages are going to be nose-to-tail with cars. Female, business owner

People bring their cars and park in Impington to get to the guided bus or to the ordinary bus simply to save on the fare from Cottenham. Male, resident

Examples of other areas negatively affected by a lack of parking facilities were new housing developments and around the guided bus stop. Participants felt that providing sufficient parking should be an important consideration when planning for future housing developments

and this finding was corroborated by the fact that just under half (47%) of survey respondents felt that the availability of car parking needed improving in the community.

When they build new houses they never build enough parking. Female, resident

Pollution was not perceived as a particular problem in Histon & Impington by the majority of participants. Where concerns were raised however, these tended to relate to air quality issues and noise pollution from the traffic on nearby major roads, such as the A10 and A14. This led to suggestions for air quality monitoring and the construction of sound barriers.

I don't open the office window to the front because we've got the zebra crossing outside, we've got the pelican crossing outside, and the Station traffic, the fumes from the cars...the noise level is quite high. Female, business owner

Participants had generally positive impressions of the cycling facilities in Histon & Impington. Most either regularly cycled or knew of others who did. Some parents explained how their children cycled into school or Cambridge rather than using public transport. However, some were less confident about the safety of cycling into Cambridge, worrying about the traffic on the main road leading into the city.

The cycle systems are fantastic. The bit that I don't like is cycling over the A14 because it's really dangerous. Male, resident

I never cycle into Cambridge because I'm terrified of the traffic. I take the bus. Female, resident

In line with the survey finding that 59% of respondents were in favour of improving cycle paths, some participants also felt that the cycling facilities could be further improved in order to encourage more residents to cycle rather than using their cars. Suggestions included providing more cycle lanes and building a cycle bridge so that cyclists could avoid traffic and travel more safely.

What we need is a separate cycle bridge into Cambridge. I think that is the absolute number one priority for this village...There's plenty of room between Orchard Park and where the Holiday Inn is. Male, resident

7.2 Perceptions of local public transport provision

Focus group and interview findings

The Parish Council was interested in finding out what people think about local public transport provision in the community and so focus group and interview participants were asked their opinions and views.

Participants tended to agree that Histon & Impington had good transport links in general and that the benefits of living in the community included its proximity to Cambridge and the availability of public transport.

It's got excellent transport links. Male, resident

It's pretty good in this village. I think we're pretty spoilt for choice to be honest. Female, business owner

However, some problems were identified with the current public transport provision. One common complaint from participants was that public transport in and around Histon & Impington could be very expensive, particularly if travelling with children.

I choose to drive in, because if I take the children in, it's pushing ten pounds to get there and back. Female, resident

They [my children] can get to Cambridge on their bikes. They would never use the bus because it's so expensive for them, even as children. Female, resident

Some participants felt that public transport in Histon & Impington was too infrequent and could be unreliable, whilst others criticised it for taking too long to travel to Cambridge. Another complaint was that it was difficult for young people attending sixth form in Cambridge to travel there by bus. These findings were corroborated by the fact that 55% of survey respondents were in favour of direct bus services into Cambridge.

They're supposed to be every 20 minutes but I could be waiting 40 minutes for a bus. Female, resident

For a school child, the sixth form colleges in Cambridge are really hard to get to. Female, resident

Providing more stops or additional routes for buses was suggested by a small number of participants so that people could access other villages and towns and their facilities. This may in turn encourage more people to visit Histon & Impington.

The surrounding villages that are near to us – there is no bus service to Histon, apart from Cottenham...There's Girton, there's Oakington. There's no bus service into Histon from loads of places. Male, business owner

I always have a vision in my mind that there should be something like the Circle Line around the villages. Male, business owner

Some focus group and interview participants, however, defended the public transport offer in Histon & Impington, explaining that they had personally experienced few problems with punctuality or reliability. Others pointed out that whilst the bus might seem expensive, it was even more expensive to drive into Cambridge and park a car there.

Not once has it been late, not once have we had to wait for more than the required time, and not once has it been cancelled. Male, resident

It's a lot cheaper to get a bus into town than to pay for a day's parking in Cambridge. Female, business owner

Although 51% of survey respondents said they were in favour of a new guided bus stop towards the north west of the community, only one participant mentioned that they thought there was a need for an additional guided bus stop in the community to help people to access this mode of transport.

If we could have another stop for the guided bus at the other end of the village I think that would really help. Female, resident

8. Young people in Histon & Impington

Key findings

- Over a third (36%) of the survey sample was aged under 16
- More than four in ten (42%) said that they attended Impington Village College or Histon & Impington Junior School
- A fifth of survey respondents (21%) said they agreed that there was nothing for young people to do in the community and three in ten (31%) said they did not agree; almost half said they did not know (48%)
- Those aged under 16 and 16-24 were particularly likely to agree that there was nothing for young people to do (26% and 33% respectively)
- Of those who thought there was nothing for young people to do, 27% suggested the need for a youth or social club, 20% better sports facilities and 18% safe meeting places for children and young people

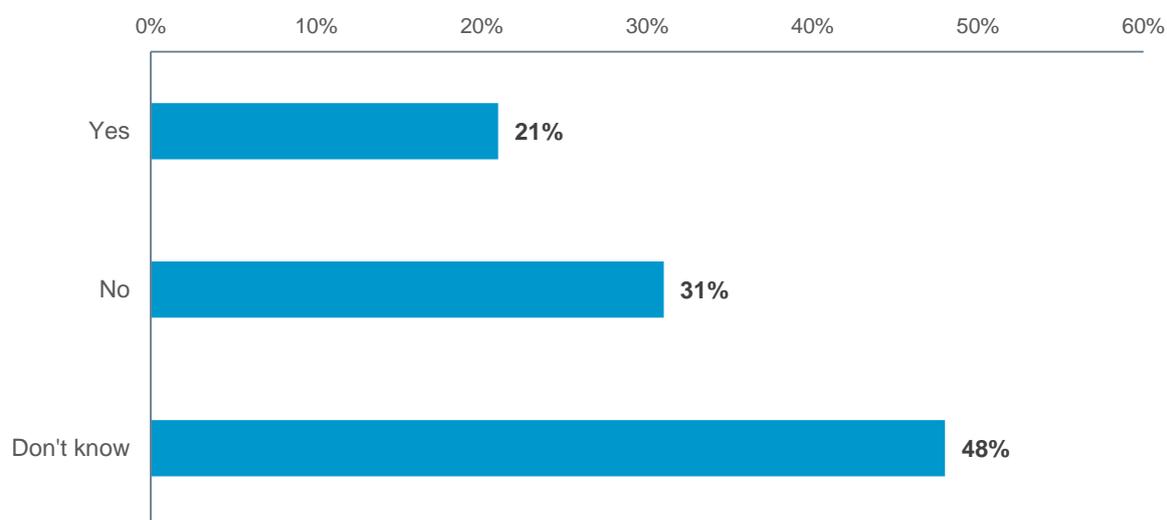
8.1 Things for young people to do

Survey respondents were informed that there is often a perception that ‘there is nothing for young people to do in Histon & Impington’ and were asked whether or not they agreed with this perception. It should be noted that 42% of survey respondents said they attended Impington Village College or Histon & Impington Junior School.

A fifth of respondents (21%) agreed that there was nothing for young people to do in the community and three in ten (31%) did not agree. Just under half (48%) said they did not know in relation to this question.

Figure 23 – There is a perception that ‘there is nothing for young people to do in Histon & Impington’. Do you agree with this?

Base: Those who answered the question (1,867)



Subgroup analysis

Subgroups more likely to say that they **agreed that there is nothing for young people to do** (21% overall) included those who:

- Were aged under 16 (26%) or 16-24 (33%), particularly compared to those aged 65+ (12%)
- Lived in a household of three or more people (25%). By comparison 10% of those that lived on their own and 11% who lived in a household of two people agreed

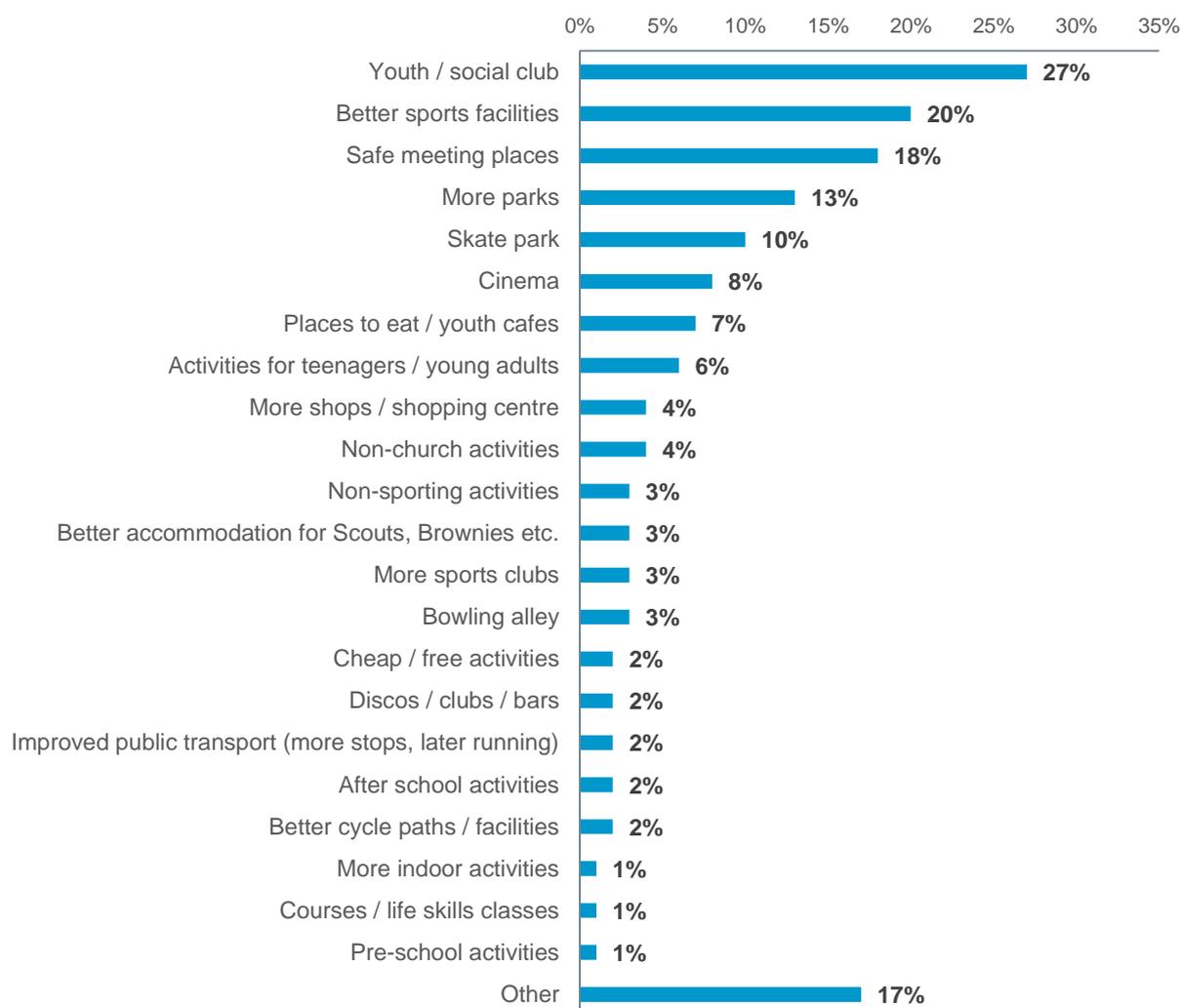
Subgroups more likely to say that they **did not agree that there was nothing for young people to do** (31% overall) included those who:

- Were aged 45-64 (35%), particularly compared to those aged 65+ (25%)
- Lived in a household of three or more people (38%). By comparison 25% of those that lived on their own and 30% of those that lived in a household of two people did not agree
- Lived in Zone 1 (40%), particularly compared to Zone 6 (29%)

Survey respondents who said they thought there was nothing for nothing for young people to do, were asked that they thought was missing. Respondents provided comments and these were categorised and themed for analysis. Over a quarter (27%) of the comments mentioned a youth or social club, a fifth (20%) related to better sports facilities and 18% mentioned safe meeting places for young people. One in eight (13%) suggested more parks were needed and 10% mentioned the need for a skate park. The full range of responses can be seen below.

Figure 24 – In your view what is missing in Histon & Impington that you would like to see provided? (Coded responses)

Base: Those who answered the question (180)



Subgroup analysis

Subgroups more likely to mention **youth or social clubs** (27% overall) included those who:

- Were aged 45-64 (40%) and 65+ (53%), particularly compared to those aged under 16 (10%)

However, those aged under 16 were more likely to say that **more parks were needed** (22%), compared to any other age group.

9. Businesses in Histon & Impington

Key findings

- One in seven (15%) respondents said they worked for, owned or ran a business in Histon & Impington
- Of those that said they worked for, owned or ran a business, 41% said they worked at home
- Businesses based on Chivers Way (14%), New Road (10%), Vision Park (8%), Station Road (5%) and High Street (5%) were also represented in the survey
- Almost six in ten (56%) of those that said they worked for, owned or ran a business said it employed less than 10 employees in Histon & Impington
- A fifth (20%) of those that worked for, owned or ran a business in Histon & Impington said that the business did not need any support from the Parish Council
- One in six (16%) of these respondents said the Parish Council could provide more parking areas
- One in eight (13%) thought the community needed better broadband, wifi services or mobile phone coverage
- One in ten (11%) suggested they would benefit from improved public transport or transport links
- Focus group and interview participants who owned or managed businesses in Histon & Impington tended to be satisfied with working in the community
- Participants held the perception that there were many people who worked at home or who owned home based businesses and the numbers were increasing
- Some business participants suggested that the Parish Council could provide support to existing local businesses through promotion and by carefully monitoring new businesses coming into the community that may threaten local businesses
- A few business participants suggested that more importance should be allocated to the retail offer in the Impington area, as often they felt more emphasis was placed by the community on retail in Histon
- A small number of participants suggested that improvements to the broadband offer and mobile internet coverage should be made in order to help support local businesses and those who work from home
- Some business owners and managers participating in the focus groups and interviews felt that a local business networking event would be useful; however others felt that attending such an event would be of limited or no use to them personally because of the specialist nature of their business
- A number of business participants focused on the challenges to their business posed by changes in societal attitudes or technological changes, including the rise of internet shopping and the move towards online correspondence
- A few business participants identified the proximity of Cambridge as a threat to businesses operating in Histon & Impington, suggesting that people sometimes were more inclined to do their shopping and seek out services in the city rather than in the community
- Other challenges faced by business owners in Histon & Impington included finding suitable retail space with affordable rates and finding a location with suitable parking
- A number of business participants described the important role social media plays in business promotion, with some providing examples of specific community websites which they used. Almost all of them used social media to some extent

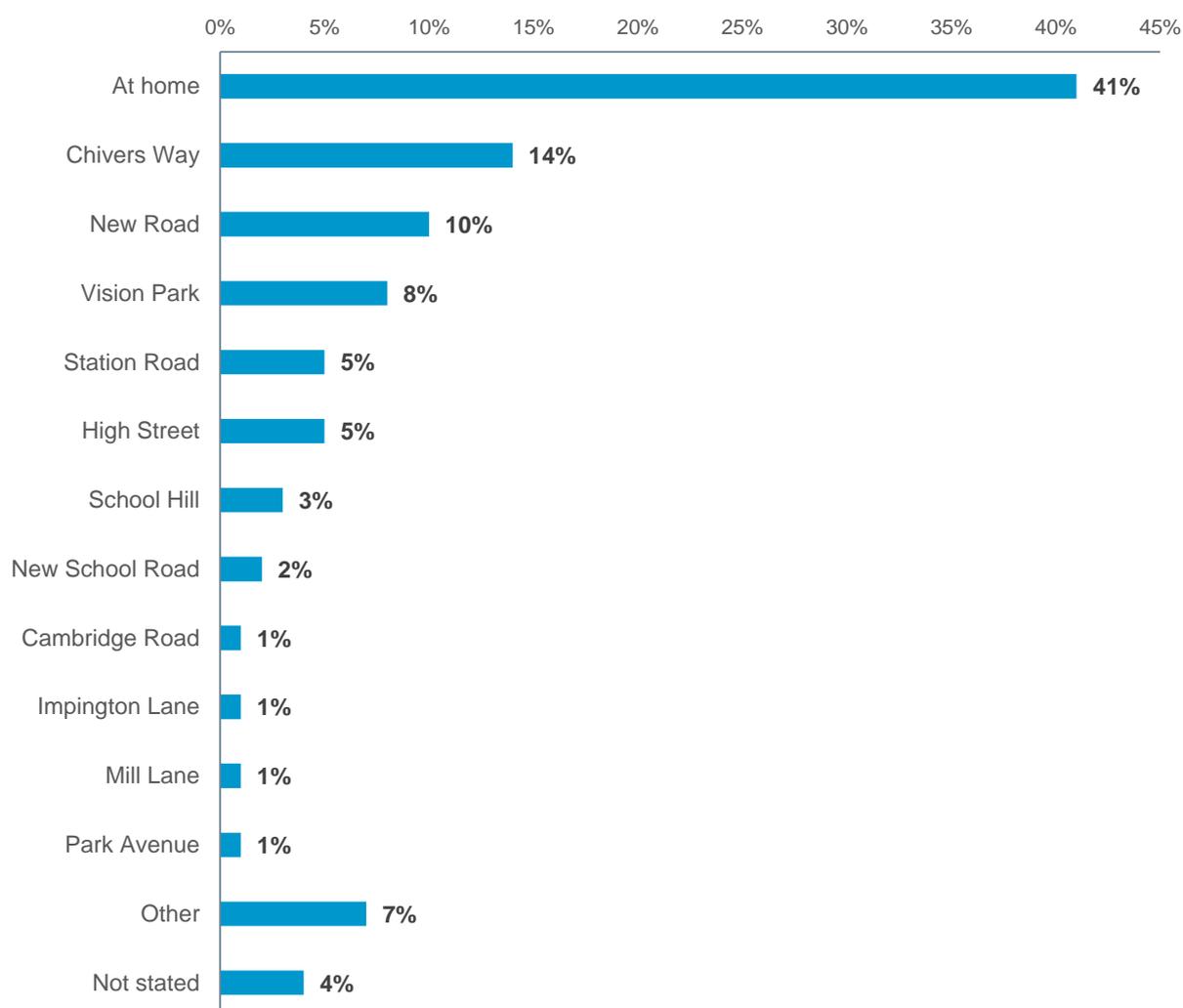
9.1 Working for, owning or running a business in Histon & Impington

Survey respondents were asked if they worked for, owned or ran a business in Histon & Impington. One in seven (15%) said that they either worked in the community, ran a business or owned one.

Of those that said they worked for, owned or ran a business, four in ten (41%) said they worked at home. A further 14% said the business or organisation was based on Chivers Way, 10% on New Road, 8% at Vision Park, 5% on Station Road and 5% on High Street. The full range of responses can be seen below.

Figure 25 – Please tell us the name of the road where your business or the business you work is located. (Coded responses)

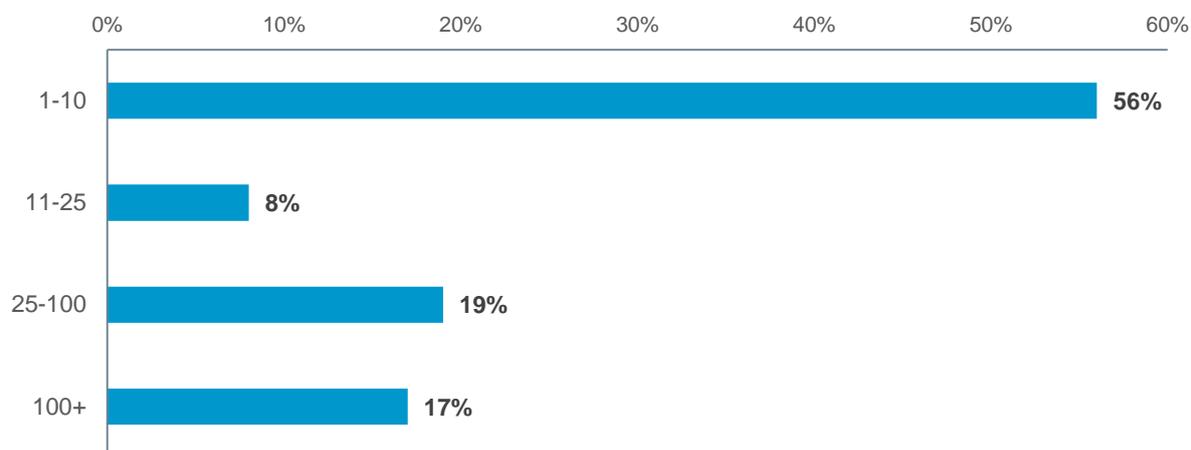
Base: Those who answered the question (293)



Almost six in ten (56%) of those that said they worked for, owned or ran a business in Histon & Impington said it was a small business that employed less than 10 employees in the community. Eight per cent said the business employed 11-25 people, a fifth (19%) said it employed 25-100 and 17% said the organisation employed more than 100.

Figure 26 – Approximately how many people are employed by your business or the business you work for in Histon & Impington?

Base: Those who worked for, owned or ran a business in Histon & Impington (259)

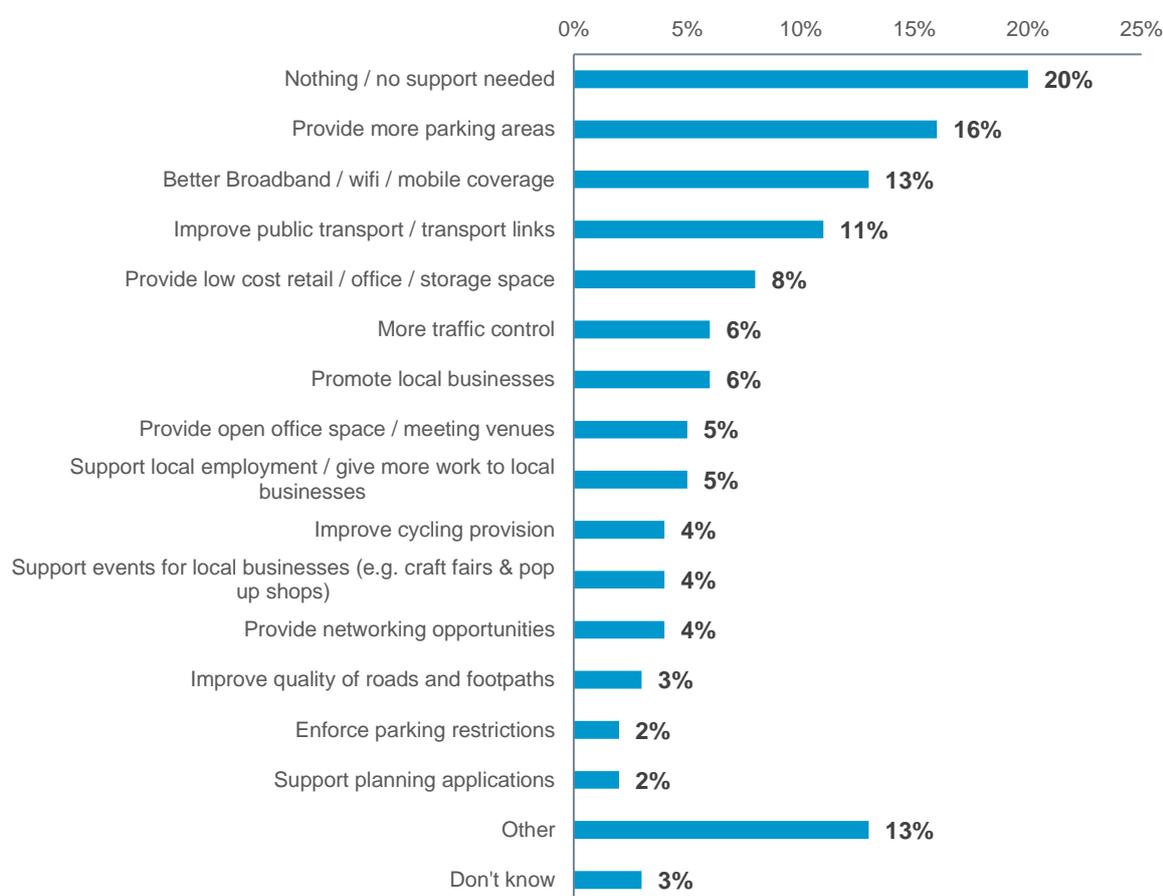


9.2 Support for businesses in the community

Survey respondents who worked for, owned or ran a business in Histon & Impington were asked what the Parish Council could do, if anything, to support their business. Survey respondents' comments were categorised and the themes are presented below.

A fifth (20%) said that they did not require any support from the Parish Council. One in six (16%) said that the Parish Council could provide more parking areas in Histon & Impington and 13% mentioned there was a requirement for better Broadband, wifi or mobile phone coverage in the area. A further one in ten (11%) mentioned that they would benefit from improved public transport or better transport links. The full range of responses is shown below.

Figure 27 – What can the Parish Council do, if anything, to support your business or the business you work for? (Coded responses)
Base: Those who answered the question (114)



Focus group and interview findings

Like those who lived in the community, focus group and interview participants who owned or managed businesses in Histon & Impington also tended to be satisfied with working in the community. Interestingly, there was a perception amongst participants that the number of people working from home and home-based businesses was increasing in Histon & Impington.

Histon is a nice place to work. Male, business owner

If you go outside of the retail side, I imagine most of the developments are home-based people, doing software, particularly, and using home offices, because it is a very opportunistic way of developing a business cheaply in this area....They're doing it online, they don't need a premise. Male, resident

When asked how the Parish Council could support local businesses, business owner participants offered a few suggestions, reflecting the survey finding that 20% of business respondents, when asked, did not think they needed any support from the Parish Council. Some participants simply suggested that the Parish Council could continue to ensure that the interests of the community were well-represented at District and County level. Others suggested that rather than focusing their efforts on encouraging new business start-ups in Histon & Impington, the Parish Council could simply provide support to existing businesses through promotion and by trying to ensure direct competition that may threaten local businesses is avoided by carefully monitoring the types of new businesses moving into the community.

The only thing they could really do is mention us every now and again. Male, business owner

I think the Council is just concerned with filling the shops up. Once they've filled the shops up, people pay their business rates, and they're not necessarily concerned with what the knock-on effect is on other businesses around. So if a Subway was to open there, potentially one of the other cafes closes down. Male, business owner

A few participants suggested that more importance should be allocated to the retail offer in the Impington area, as often they felt more emphasis was placed by the community on retail in Histon.

Sometimes businesses outside of Histon aren't included....There's a lot that Impington has to offer. Female, business owner

The shops and things are all very centred around the High Street and it would be nice to try and kind of spread that out a bit. Female, business owner

A small number of participants also suggested that improvements to the Broadband offer and mobile internet coverage should be made in order to help support local businesses and those who work from home. This was in line with the survey finding that 13% of business owners and worker respondents felt this could be improved, along with mobile phone coverage.

Broadband is absolutely appalling in certain pockets of the village...Here we are right next to Cambridge, with many, many people running their own businesses from home...you need broadband these days. Female, resident

There have always been problems with the internet. Female, business owner

When asked to consider whether they would be interested in attending a local business networking event (as suggested by 4% of business survey respondents), some business owners and managers participating in the focus groups and interviews felt that this would be useful. Some provided examples of similar existing events, demonstrating that some resources are already available to them as business owners.

‘Come and meet your local businesses’ – so that people can come and see what we’ve got...I bet a lot of people don’t know what’s there. Male, business owner

There is a business network group already in the village that meets once a month on the first Thursday of every month. Female, business owner

On the other hand, some business participants felt that attending such an event would be of limited or no use to them personally. The main reason for this was the specialist nature of their businesses, meaning that interaction with businesses operating in different sectors would be irrelevant, and that it may not also be as relevant to home-based business owners.

It would be of interest, but [our business] is so specialist that I think it would be a very limited market for us...I’m not sure if it would benefit us. Male, business owner

There is a load of stuff like that, but for our business it would be a total waste of time. Female, business owner

When asked to consider the challenges of working in Histon & Impington, a number of participants focused on those posed by changes in societal attitudes or technological changes. One participant, for example, highlighted the general trend in the decline of traditional high streets. Others centred their discussions around the rise of internet shopping and the move towards online correspondence.

People are buying things online so we’re having to spread our wings a little bit, and that’s the biggest challenge for us as a Histon business. Male, business owner

Everybody wants everything at their fingertips now, to be able to deal with it instantly. They’re not prepared to wait. Female, business owner

The proximity of Cambridge was identified as another threat to businesses operating in Histon & Impington, with some suggesting that people would be more inclined to do their shopping and seek out services in the city rather than in the community. However, this view was not held by all participants. One participant explained how he felt that Histon & Impington would be a cheaper and therefore more desirable place to run a business than Cambridge.

Well, our biggest challenge in our trade is the fact that we’re not in Cambridge. Male, business owner

Cambridge is getting so expensive, they will look at other places to have their business, like Histon, where the rates are probably more favourable. Male, business owner

Other challenges faced by business owners in Histon & Impington included finding suitable retail space with affordable rates and finding a location with suitable parking for customers.

That’s the only thing about attracting new businesses – where is the parking going to be for people to visit those businesses? Female, business owner

Histon rents and rates are very high...I’ve got a friend in London who pays three quarters of what we do. Male, business owner

A number of business participants described the important role social media plays in business promotion. Almost all participants who managed or owned businesses used social media to some extent. Some also provided examples of specific community websites which they used to find and share information about Histon & Impington businesses.

Social media is the key...that's the way forward. Male, business owner

There's a few community ones. There's Histon and Impington People, there's Histon and Impington Selling, and there's Histon and Impington Business Network, which is quite small. There's probably more...It's really good. I don't use it very much but I read it and it's good for promoting events. Female, business owner

10. Conclusions

People hold overwhelmingly positive views of Histon & Impington as a place to live, work, study and visit

The majority of survey respondents said they liked the community and all focus group and interview participants expressed positive views towards Histon & Impington, describing it as a desirable place in which to live, work, study and visit. The majority of focus group and interview participants described a strong, intergenerational sense of community spirit, explaining that the people who live there are friendly, engaged in local activities and welcoming to newcomers. Participants used words such as ‘diverse’, ‘affluent’, ‘accommodating’, ‘comfortable’ and ‘safe’ to describe the community. The survey found that those aged 25 and above were particularly satisfied with the community.

Attractive features of living, working and studying in Histon & Impington included its proximity to Cambridge and access to good transport links, allowing residents to commute easily to other areas for work. Residents felt that the community had a lot to offer in terms of facilities and amenities for its size. In particular, participants suggested that the retail offer was very good, meaning that people rarely had to travel to nearby Cambridge to access shops and other services.

Other positively rated aspects of life in Histon & Impington included the quality of teaching at local schools, the range of open green spaces for leisure and exercise and the volume of different groups and activities available to residents for participation in.

As such, people who live in, study in, work in and visit Histon & Impington have a positive view of the community. The Parish Council will want to ensure that the Neighbourhood Plan puts measures in place so that the community continues to be a desirable place for people to live, work, study and visit into the future. This is also a positive finding that the Parish Council may wish to use in future communication with residents.

Maintaining the unique identity of Histon & Impington and ensuring that it stays a safe and friendly community are important priorities for the future

When asked to consider what they would like Histon & Impington to be like in 15 years’ time, focus group and interview participants hoped that the community would continue to maintain its unique and independent identity. Concerns were raised about the impact of the community’s expansion, with a number saying that they did not want Histon & Impington to simply become a suburb of Cambridge. Participants also discussed the need for residents to remain engaged and active participants in their local community in order to support the continued independent nature of Histon & Impington. It was also seen in the survey that a fifth of respondents suggested they were keen to see Histon & Impington retain its identity and not become a suburb of Cambridge.

When asked how they would like Histon & Impington to be described in 15 years’ time, the most common words chosen by survey respondents were ‘friendly’ and ‘safe’, words that focus group and interview participants used to describe the community today.

The Parish Council, therefore, may want to consider in the Neighbourhood Plan how the community continues to be a safe and friendly place and maintains its unique identity in the future.

Further housing development in Histon & Impington is expected by most, but there are anxieties about the consequential impact on local services and traffic

When asked about their worries in the future, survey respondents reported their biggest worries were more traffic, pressure on medical facilities, affordability of housing and pressure on school places. Nearly all focus group and interview participants felt that new housing developments in Histon & Impington were inevitable due to the desirability of the community as a place to live, but they echoed the fears outlined in the survey results.

The Parish Council may wish to use the Neighbourhood Plan to put measures in place to reduce through traffic through the community, and expand the medical facilities and schools so that there is appropriate infrastructure in place for future development.

There is a desire for any new development to include significant delivery of affordable houses, involve investment in infrastructure and not to have too much impact on Green Belt land

It seems that many survey respondents were in favour of more affordable or starter homes being built in the community. Over half felt that the supply of affordable homes needed improving and more than six in ten felt more affordable, starter or “growing family” homes were needed. However, many respondents did not think large homes were needed. For example, more than half felt that more large homes of five or more bedrooms were not needed.

Most focus group and interview participants were also somewhat open to the idea of new developments providing additional housing stock in the community. However, this was on the condition that appropriate infrastructure would be implemented to support the expansion of the community and that housing developments offered a range of differently-sized properties, including a significant number of affordable flats and smaller houses. This would help combat the problem of many young people and families being ‘priced out’ of the area due to the rapid increases in house prices.

Survey respondents, however, were not on the whole keen to see housing development on Green Belt land, with more than four in ten saying they opposed this. Focus group participants were also particularly concerned with preserving Green Belt land and open public spaces to protect the local environment and wildlife. However, just under four in ten survey respondents said they were willing to accept some new houses being built on the Green Belt, as long as there was a significant delivery of affordable housing and that appropriate infrastructure would be implemented to support the expansion of the community. More than half of survey respondents were also in favour of small developments of less than 100 homes or single housing plots being built on Green Belt land. However, the majority of respondents were opposed to medium and large sized developments of 100 or more new houses being built on Green Belt land.

When asked their opinion about where new housing developments should be located, the most popular location chosen by survey respondents who lived in the community was to the north east of Histon & Impington, chosen by around a quarter. Focus group and interview participants were concerned with preserving Green Belt land and open public spaces, but tended to support the idea of developing disused sites, with the old station site being frequently cited as a potentially suitable location.

The Parish Council may therefore wish to consider through the Neighbourhood Plan ensuring that future development includes a significant delivery of affordable houses and involves investment in infrastructure. Building on in-fill and brownfield sites should also be prioritised before building on Green Built land.

Some people are open to the idea of development for energy projects on Green Belt land and expansion of the light industrial site off Butt Lane

Survey respondents who lived in the community were asked the extent to which they would feel comfortable with allowing development for energy projects, such as solar or wind farms, on Green Belt land surrounding Histon & Impington. Almost half said they would feel comfortable with this and this was particularly high amongst respondents who lived in households of three or more people. However, around a third were not comfortable.

Six in ten survey respondents would feel comfortable with the expansion of the light industrial site situated off Butt lane on the border with Milton. Respondents who were aged 25 and over were more likely to feel comfortable than those aged 24 and under, as were those who worked for, owned or ran a business in the community compared to those who did not.

The Parish Council may wish to consider outlining the proposals for development for energy projects and expansion of the light industrial site in more detail including what they will include and the impact on the local environment so that more people in the community are comfortable with the development.

Facilities in Histon & Impington are generally well thought of, but there is scope to improve some of the facilities, particularly medical services and the availability of school places, if the community continues to expand

Focus group and interview participants generally held very favourable views towards the facilities on offer in Histon & Impington, saying that the community offered everything they needed in an accessible location and there was particular praise for the Recreation Ground and its facilities. However, the survey, focus groups and interviews found that some facilities, such as schools and medical facilities will need improving in the future if the community continues to expand and that people are already reporting issues in relation to them.

The survey found that the majority of respondents felt that the availability of school places would be important in the future and over four in ten felt that this availability needed improving. This was particularly high for those living in households of three or more people, over half of whom felt this required improvement. A further third of survey respondents said that they were worried about the pressure on school places in the future. At the focus groups, participants expressed their satisfaction with the quality of local schools, but worried about the pressure future development would have on places and some cited examples of some parents already having problems finding places for their children and some schools using temporary classrooms to try to alleviate the pressure. Rather than building new houses, some felt that the priority should be to build new schools, or expand existing schools to ensure that demand for school places could be met.

Over nine in ten survey respondents felt that the availability of medical services was important in the future and more than half felt that this availability required improvement. When asked about their worries, over four in ten said they were worried about the pressure on medical facilities in the future. Some focus group and interview participants explained that the current medical facilities were not fit for purpose and expressed their frustration at not being able to get an appointment with their GP or park their car at their doctor's surgery. There was a concern that these problems would become worse with additional housing development and that consideration should be given to the development of a new, purpose-built medical centre.

The Parish Council may wish to consider upgrading and future-proofing the community's medical services and schools so that they can cope with demand future development will place on them.

Traffic and parking are problematic particularly during school times and rush hour, and people fear these will get worse with more development in the community

The survey found that six in ten respondents were worried about more traffic in the future and almost four in ten were in favour of changes to traffic routes to avoid sensitive areas in the community.

Amongst focus group and interview participants, traffic was felt to be a growing problem in Histon & Impington and they worried that with further development and expansion of the community, the problem would get worse in the future. Participants explained that the traffic could become very troublesome during traditional commuter and school travel times in certain areas of the community. The idea of developing a bypass to help reduce the volume of cars travelling through Histon & Impington at peak times and reduce congestion was discussed. Another suggestion was to alter the flow of traffic during busy periods by changing the traffic light patterns.

Parking was another issue highlighted by the consultation. Almost half of survey respondents felt that the availability of parking needed improving in the community and three in ten said they worried about this in the future. Parking was also of great concern to focus group and interview participants, who cited a lack of car parks in the community meaning that cars were often parked by the side of main roads, particularly near local schools, the high street and the guided bus stop. Many had the perception that parking regulations were not enforced in Histon & Impington and therefore there was no deterrent to prevent irresponsible parking in these areas. This led to some participants expressing their concerns about the effect this has on traffic. Because of Histon & Impington's close proximity to Cambridge, as parking in the city was challenging and expensive, there was a consensus that people park in the community and travel in by public transport, which also exacerbates the problem. Participants strongly felt that parking was also an important consideration to take into account when planning the development of new houses in the community to ensure the problem does not become worse.

Although few focus group and interview participants felt that speeding was a problem, most felt positive about introducing 20mph zones. The survey also found that a third of respondents were also in favour of introducing this measure.

The Parish Council may wish to consider altering the flow of traffic through the community with the construction of a bypass if this is feasible. Residents would mostly be open to more parking restrictions enforced in the community, along with more availability of parking provided and there is also support for 20mph zones, particularly around the schools.

There is room for improvement in the public transport provision and people are open to the idea of a new guided bus stop towards the north west of the community

Although focus group and interview participants mostly agreed that Histon & Impington had a good public transport provision, over half of survey respondents said they were in favour of direct bus services to Cambridge, indicating that there is some room for improvement in the local transport provision. A few focus group and interview participants did identify some issues with local public transport, such as the expense and the length of time it took to travel to Cambridge. Some also suggested that sometimes buses were unreliable and infrequent and could not be relied upon for commuting. A few participants also suggested that there should be better provision of public transport to neighbouring towns and villages so residents could use facilities elsewhere and proposed that this may also increase the number of visitors to Histon & Impington.

In relation to a new guided bus stop, over half of survey respondents were in favour of one being built towards the north west of the community. This was a particularly popular idea amongst those who worked for, owned or ran a local business in Histon & Impington.

The Parish Council may wish to consult with local public transport providers about the possible implementation of direct bus services to Cambridge to reduce journey times and improve frequency of services. The Council may also wish to take into account the implementation of a second guided bus stop in the community when developing the Neighbourhood Plan.

Cycling and walking in Histon & Impington are popular activities and more could be done to encourage more people to cycle and walk in the community

When asked about measures to reduce traffic and pollution in the community, the most popular response was to improve cycle paths in the community, chosen by six in ten survey respondents. Almost a half of survey respondents also said that the availability of footpaths and cycle routes required improving and nine in ten felt this would be important in the future. This indicates that cycling and walking are popular activities in the community.

A number of focus group and interview participants said they were keen cyclists and emphasised the environmental and financial benefits of choosing this mode of transport. Some described how their children cycled to school or into Cambridge on a regular basis, whilst others commuted using their bicycles and praised the cycling facilities in Histon & Impington. However, some participants felt that it could be unsafe to cycle on some of the roads in the area, particularly around the A14 travelling into Cambridge and that if this was addressed more people would take up cycling in the community. Suggested improvements to cycling facilities included providing more cycle lanes and building a cycle bridge to help cyclists avoid dangerous traffic. Some participants who were keen walkers also suggested more routes for walkers in the open countryside could be provided.

The Parish Council may want to improve local walking and cycling routes and footpaths in order to encourage more people to take up walking and cycling in the community.

Some people in the community believe there is not a lot on offer for young people to do, particularly young people themselves

The survey found that a fifth agreed with the perception that there is nothing for young people to do in Histon & Impington. Respondents aged under 16 and 16-24 were more likely to agree with this perception than other age groups.

Survey respondents who agreed with this perception were asked what they thought was missing in Histon & Impington for young people to do. The most common suggestions were the introduction of a youth or social club in the community, better sports facilities and more safe meeting places for children and young people. The Parish Council may want to take the development of more facilities for young people and their views into account when drafting the Neighbourhood Plan.

People are happy with the retail offer in Histon and Impington, and business owners and managers feel positively about working in the community

The majority of participants felt that the range of shops provided in Histon & Impington was very good, with residents explaining that they rarely needed to travel further afield to access goods and services. The high street in particular was felt to be thriving, and participants suggested that this was because many of the shops were fairly specialised and did not directly compete with each other. In the survey, most people did also not believe that the high street

required any improvement or the choice of pubs, restaurants and bars, indicating that they were happy with the current offering.

Business owners and managers who took part in the focus groups and interviews were generally positive about working in Histon & Impington. This is another positive finding that the Parish Council may wish to promote.

Whilst many businesses do not require support from the Parish Council, suggestions include promotion of businesses, monitoring new businesses coming into the community, implementation of a business network and providing more events and activities in the Impington area

When asked about that support the Parish Council could provide for their business, a fifth said that the business did not need any support from the Parish Council, which was the most popular response. However, some survey respondents did have some suggestions, which included the provision of more parking, better broadband, wifi services or mobile phone coverage, and improved public transport or transport links.

Most business owners and managers who participated in the focus groups and interviews did not have any suggestions about how the Parish Council could support local businesses more. However, a few participants suggested that the Parish Council could provide support to existing local businesses through promotion and by carefully monitoring new businesses coming into the community that may threaten existing businesses. Some also suggested that improvements to the Broadband offer and mobile internet coverage could be made in order to help support local businesses and those who work from home, particularly as participants felt the number of homeworkers and home based-businesses is on the rise.

Some business owners participating in the focus groups and interviews felt that a local business networking event would be useful. However, others felt that attending such an event would be of limited or no use to them personally, because of the specialist nature of their business.

Residents and business owners also mentioned the disparity between the villages of Histon and Impington in terms of the facilities, events and activities taking place and it was felt more could be done to ensure that Impington is on a par with Histon.

In order to support local businesses, the Council may want to consult further with business owners and managers about networking events, promotion of local businesses, safeguarding local businesses' interests, and addressing the disparity of facilities between the Histon and Impington areas.

Next steps

The findings from the consultation will be used to inform the Neighbourhood Plan which the Parish Council will develop. The Neighbourhood Plan will then be put to a local referendum in due course.

11. Acknowledgments

Enventure Research would like to express its gratitude to everyone who took part in the consultation. We would also like to thank David Jenkins, Angela Young and Denis Payne from Histon & Impington Parish Council for their help throughout the process.

12. Appendices

our
hi

our community
our future
our plan

Histon & Impington Neighbourhood Plan Consultation

What is the consultation about?

Residents have the chance to influence what Histon & Impington will be like in the next 10-15 years by contributing towards the development of a Neighbourhood Plan. Histon & Impington Parish Council is taking the lead but the views of the community in its broadest sense are the most important part of the Neighbourhood Plan. This consultation is important to find out what people would like our community to look like in the next 15 years.

Please refer to the back page of this questionnaire for more information about the Neighbourhood Plan, this consultation and what happens next.

By taking part in this consultation you will be directly helping to shape the Neighbourhood Plan. The final Neighbourhood Plan will then be voted on by the whole village before being adopted.

Who should take part in the survey?

We want to hear the views of everyone who lives in, works in, studies in, or visits (for any reason) Histon & Impington and it's not just one person per household. Please encourage other people you know in Histon & Impington to take part. Please see below for how they can go online or download another paper questionnaire to take part.

We also want to hear the views of people who own or manage a business or organisation in Histon & Impington.

What will be done with the information I provide?

All information provided will be analysed by an independent research company called Enventure Research and treated in accordance with the Data Protection Act 1998. We will only use this information to inform the consultation on the Neighbourhood Plan. If you provide your contact details, they will not be passed on to any third parties and they will also be kept separate from your questionnaire answers. You will not be identified in any way.

How can I take part?

There are different ways that you can take part in this survey:

- Fill in the questionnaire and post it back to us in the envelope provided
- Go to www.enventure.co.uk/ourhi to take part online, or to download and print the questionnaire

The deadline for replies is 14th October 2016

Questions or help?

If you have any queries about the consultation, call our helpline on **0800 0092 117** or email helpline@enventure.co.uk

To complete online go to www.enventure.co.uk/ourhi

Please use the password: ourhi

Histon & Impington today

Q1 Which of the following best describe(s) your relationship to Histon & Impington? Tick as many as apply

- I live in Histon & Impington
- I work in Histon & Impington
- I study in Histon & Impington
- I own or manage a business in Histon & Impington
- I visit Histon & Impington for shopping
- I visit Histon & Impington for its restaurants, bars and cafes
- Other *Please specify below*

If you do not live in Histon & Impington, please tell us where you live.

Q2 Overall, how much do you like or dislike the community of Histon & Impington? Tick one only

- | | |
|--|---|
| <input type="checkbox"/> Like a lot | <input type="checkbox"/> Dislike a fair bit |
| <input type="checkbox"/> Like a fair bit | <input type="checkbox"/> Dislike a lot |
| <input type="checkbox"/> Neither like or dislike | <input type="checkbox"/> Don't know |

Histon & Impington in the future

Q3 How would you like Histon & Impington to be described in 15 years? Tick up to five boxes.

- | | |
|--|--|
| <input type="checkbox"/> Accessible | <input type="checkbox"/> Sustainable |
| <input type="checkbox"/> Affordable | <input type="checkbox"/> Attractive |
| <input type="checkbox"/> Vibrant | <input type="checkbox"/> Friendly |
| <input type="checkbox"/> Proud of its heritage | <input type="checkbox"/> Suburban |
| <input type="checkbox"/> Diverse | <input type="checkbox"/> Technology savvy |
| <input type="checkbox"/> Inclusive | <input type="checkbox"/> Dynamic |
| <input type="checkbox"/> Prosperous | <input type="checkbox"/> Enriching |
| <input type="checkbox"/> Forward looking | <input type="checkbox"/> Fit and healthy |
| <input type="checkbox"/> Modern | <input type="checkbox"/> Other <i>Please specify below</i> |
| <input type="checkbox"/> Safe | <div style="border: 1px solid black; height: 20px; width: 400px;"></div> |

Q4 What, if anything, worries you about the future of Histon & Impington? Tick all that apply

- | | |
|--|--|
| <input type="checkbox"/> Pressure on medical facilities | <input type="checkbox"/> Loss of identity and community |
| <input type="checkbox"/> Pressure on facilities for young people | <input type="checkbox"/> Higher crime levels |
| <input type="checkbox"/> Fewer jobs and businesses | <input type="checkbox"/> Impact of development in Cambridge |
| <input type="checkbox"/> Fewer affordable rental properties | <input type="checkbox"/> Pressure on facilities for older people |
| <input type="checkbox"/> Provision of public transport | <input type="checkbox"/> Pressure on school places |
| <input type="checkbox"/> Affordability of housing | <input type="checkbox"/> Pressure on parking |
| <input type="checkbox"/> More traffic | <input type="checkbox"/> Pressure on shops and services |
| <input type="checkbox"/> Worse air quality / pollution | <input type="checkbox"/> I do not have any worries |
| <input type="checkbox"/> Pressure on facilities for less mobile people | <input type="checkbox"/> Other <i>Please specify below</i> |

Facilities in Histon & Impington

Q5 Thinking about our community in 10 to 15 years' time, in your opinion how important are the following in Histon & Impington?

Tick one option for each row

	Very important	Quite important	Not very important	Not at all important	Don't know
Supply of affordable homes (either to purchase or rent)	<input type="checkbox"/>				
Availability of school places	<input type="checkbox"/>				
Availability of medical services	<input type="checkbox"/>				
Employment opportunities	<input type="checkbox"/>				
Availability of formal open space: recreation and playgrounds	<input type="checkbox"/>				
A link to and preservation of our heritage	<input type="checkbox"/>				
A successful high street	<input type="checkbox"/>				
A choice of pubs, restaurants and cafes	<input type="checkbox"/>				
Availability of car parking	<input type="checkbox"/>				
Availability of footpaths and cycle routes within the community	<input type="checkbox"/>				
Facilities for children / young people to meet	<input type="checkbox"/>				
Support for small businesses	<input type="checkbox"/>				
Facilities for older people	<input type="checkbox"/>				
Availability of informal open space: parks and woodland	<input type="checkbox"/>				

Q6 From the list below, please indicate which things in Histon & Impington i) require improvement or ii) do not require improvement. Tick one option for each row

	i) Require improvement	ii) Do not require improvement	Don't know
Supply of affordable homes (either to purchase or rent)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of school places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of medical services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employment opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of formal open space: recreation and playgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A link to and preservation of our heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A successful high street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A choice of pubs, restaurants and cafes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of car parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of footpaths and cycle routes within the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilities for children / young people to meet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support for small businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilities for older people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of informal open space: parks and woodland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If there is anything that you feel we have left out of Q5 and Q6 please tell us below.

Housing in Histon & Impington

Please answer Q7 to Q13 if you live in Histon & Impington. If you do not live in Histon & Impington please go to Q14.

Q7 From the list below, please indicate which type of housing i) you currently live in and ii) you think you will live in in five years' time. Tick one option for each column

	i) Live in now	ii) Live in 5 years
Flat / Apartment	<input type="checkbox"/>	<input type="checkbox"/>
Bungalow	<input type="checkbox"/>	<input type="checkbox"/>
Starter home (1-2 bedrooms)	<input type="checkbox"/>	<input type="checkbox"/>
"Growing family" home (2-3 bedrooms)	<input type="checkbox"/>	<input type="checkbox"/>
Family home (3-4 bedrooms)	<input type="checkbox"/>	<input type="checkbox"/>
Larger home (5 or more bedrooms)	<input type="checkbox"/>	<input type="checkbox"/>
Downsize home for older people (2 or more bedrooms)	<input type="checkbox"/>	<input type="checkbox"/>
Sheltered housing	<input type="checkbox"/>	<input type="checkbox"/>
Care home	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>

Q8 Which of these types of accommodation, if any, do you think we need more of in Histon & Impington?

Tick one option for each row

	Need a lot more	Need a few more	Do not need any more	Don't know / No opinion
Flats / Apartments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bungalows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordable or starter homes (1-2 bedrooms)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
“Growing family” home (2-3 bedrooms)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Family homes (3-4 bedrooms)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Larger homes (5 or more bedrooms)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downsize homes for older people (2 or more bedrooms)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sheltered housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Care home places	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Low cost rental housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What other types of accommodation are needed? Please specify below

Histon & Impington's Green Belt

As you may be aware Histon & Impington is surrounded by Green Belt land. If it were decided that the community requires new affordable houses to be built, we might need to consider building on this land in the future. For a map showing Histon & Impington's Green Belt, please refer to the map on the back page.

Q9 Which of the following statements applies to you? Tick one only

- I do not agree with any new houses being built on the Green Belt
- I am willing to accept some new houses being built on the Green Belt, as long as there is a significant delivery of affordable housing
- I am relaxed about development on the Green Belt
- None of the above
- Don't know

Q10 Thinking about building additional housing in Histon & Impington on Green Belt land, do you agree or disagree that we should allow...?

Tick one option for each row

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Large housing developments (250+ houses)	<input type="checkbox"/>				
Medium housing developments (100-250 houses)	<input type="checkbox"/>				
Small housing developments (Less than 100 houses)	<input type="checkbox"/>				
Single housing plots	<input type="checkbox"/>				

Q11 Looking at the map on the back page again, in your opinion, where should housing developments be located?

Tick as many as apply

- | | |
|--|---|
| <input type="checkbox"/> North west of the community | <input type="checkbox"/> South east of the community |
| <input type="checkbox"/> North of the community (west of the B1049 road) | <input type="checkbox"/> South west of the community |
| <input type="checkbox"/> North of the community (east of the B1049 road) | <input type="checkbox"/> I do not agree that any new housing developments should be built |
| <input type="checkbox"/> North east of the community | <input type="checkbox"/> Don't know |

Please provide us with more detail about your answer above.

In order to be a sustainable community, we may need to allow development on Histon & Impington's Green Belt land for energy projects such as solar or wind farms.

Q12 With this in mind, how comfortable would you feel about allowing development for energy projects on Histon & Impington's Green Belt land? *Tick one only*

- | | |
|---|--|
| <input type="checkbox"/> Very comfortable | <input type="checkbox"/> Quite uncomfortable |
| <input type="checkbox"/> Quite comfortable | <input type="checkbox"/> Very uncomfortable |
| <input type="checkbox"/> Neither comfortable or uncomfortable | <input type="checkbox"/> Don't know |

Light industrial site

There is a light industrial site off Butt Lane on the border with Milton which could be expanded to allow new businesses to be based there. By light industry we mean businesses that will not use heavy machinery.

Q13 How comfortable would you feel about this light industrial site being expanded? *Tick one only*

- | | |
|---|--|
| <input type="checkbox"/> Very comfortable | <input type="checkbox"/> Quite uncomfortable |
| <input type="checkbox"/> Quite comfortable | <input type="checkbox"/> Very uncomfortable |
| <input type="checkbox"/> Neither comfortable or uncomfortable | <input type="checkbox"/> Don't know |

Traffic and pollution

Q14 Which of these measures, if any, would you be in favour of being introduced in the next 15 years or so?

Tick all that apply

- Changes to traffic routes to avoid sensitive areas
- Guided bus stop towards the north west of the community
- More speed bumps / cushions
- 20 mph zones
- Improved cycle paths
- More car parking restrictions
- Traffic management on Station Road
- Direct bus services into Cambridge
- None of the above
- Other use *Please specify*

Younger people in Histon & Impington

Q15 Do you go to school or college in Histon & Impington? *Tick one only*

- I go to the Impington Village College None of the above
- I go to the Histon & Impington Junior school
- I go to school or college elsewhere *Please tell us where*

Q16 There is a perception that 'there is nothing for young people to do in Histon & Impington'. Do you agree with this? *Tick one only*

- Yes No
- Don't know

If you answered yes, in your view what is missing in Histon & Impington that you would like to see provided? *Please write in the box below*

Working and owning / running a business in Histon & Impington

Q17 Do you work for, own or run a business in Histon & Impington? Tick as many as apply

I work here

I own a business

I work from home

None of the above *GO TO Q21*

I run a business

The next few questions are for those who work for, own or run a business in Histon & Impington. If this does not apply to you please go to Q21.

Q18 Please tell us the name of the road where your business or the business you work for is located. If you work at home, please just say 'at home'.

Q19 Approximately how many people are employed by your business or the business you work for in Histon & Impington?

Please write a number in the box

Q20 What can the Parish Council do, if anything, to support your business or the business you work for?

Please write in the box below

Changes to the community

Q21 In your opinion, what single change to Histon & Impington would most improve the community for those who live, work, study and visit here?

Please write in the box below

About you

The next few questions will help us to make sure that we hear everyone's views, whatever your background or circumstances. The information will not be held alongside your name if you have given this. Your identity and the personal information you have shared with us will remain confidential.

Please only answer Q22 to Q24 if you live in Histon & Impington. If you do not live here, please go to Q25.

Q22 If you live in Histon & Impington, please tell us your postcode e.g. CB24 9LU

--	--	--	--	--	--	--	--

Q23 How many people live in your household?

Please write a number in the box

Q24 Are there any children or young adults in your household (this might include you)? *Tick all that apply*

- No
- Yes, aged under 5
- Yes, aged 5-10
- Yes, aged 11-17
- Yes, aged 18-30
- Prefer not to say

Q25 Are you...? Tick one only

Male

Female

Prefer not to say

Q26 To which of the following age categories do you belong? Tick one only

Under 16

16-24

25-34

35-44

45-54

55-64

65-74

75+

Prefer not to say

Taking part in developing the Neighbourhood Plan

If you are interested in being part of the wider team developing the Neighbourhood Plan, please indicate your interest below and supply your contact details.

Q27 Are you interested in being part of the wider Neighbourhood Plan development team? Tick one only

Yes

No

If you have indicated you are interested in being part of the team developing the Plan, please provide us with your contact details below.

Name

Contact telephone number

Email address

Your details will be kept strictly confidential. They will be kept separate from your questionnaire answers, and not passed on to any third parties. Your details will only be used for the purposes of contacting you about how you can get involved in the development of the Neighbourhood Plan.

Thank you for taking part.

**Now please post this questionnaire back to us in the envelope provided by
14th October 2016.**

About the Neighbourhood Plan and this consultation

What is a Neighbourhood Plan?

A Neighbourhood Plan is a community-led initiative to prepare a plan that becomes part of the statutory development plan for the whole of the Histon & Impington area. The Plan directly influences what the community will look like in the future.

It is a chance for us to influence what happens here in the coming years.

How does a Neighbourhood Plan work?

We have already begun to talk to local people via focus groups and interviews. Feedback we have had from people has shaped this consultation.

This consultation will tell us, in much more detail, the areas we need to focus on to shape our community's future.

Once we have identified specific areas to work on, we will draft policies to help shape the future of Histon & Impington in terms of what the community requires and what it will look like in the future.

Our proposals will then be examined by a planning inspector to test that they are consistent with national and district planning policies.

How can you help?

You can help us in the following ways:

- By taking part in this consultation so we know what you think
- By asking other people you know to take part in the consultation
- By providing your contact details at the end of the survey if you would like to be part of the wider team developing the Plan

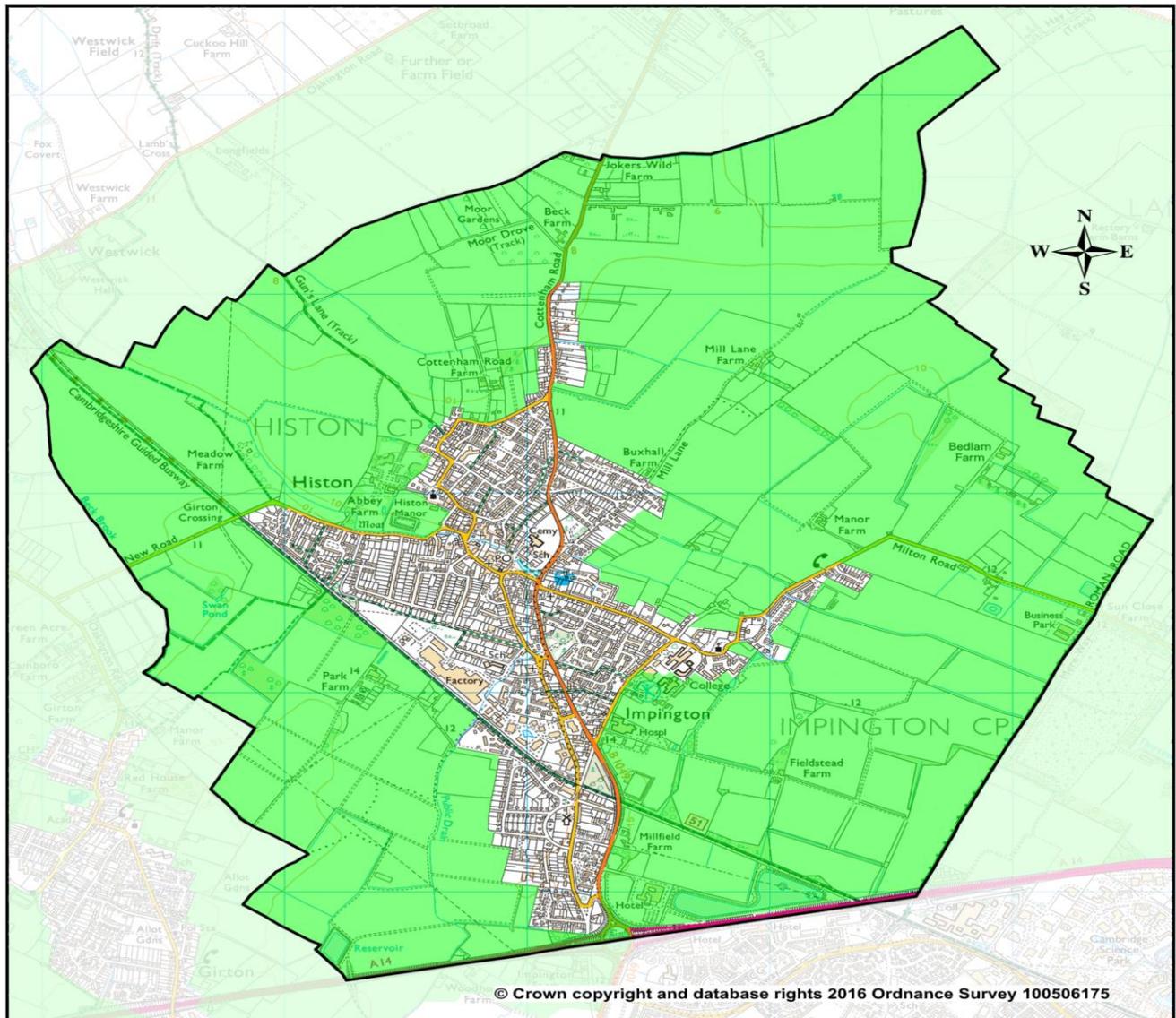
To become more involved in the Neighbourhood Plan, please contact our Clerk, Chair or any Parish Councillor or provide your contact details within this survey.

Angela Young
Parish Clerk
clerk@hisimp.net

David Jenkins
Parish Council Chair
david.jenkins@hisimp.net

Visit our website at: www.hisimp.net

Map of Histon & Impington's Green Belt



Thank you for having your say on the future of Histon & Impington.

**Please return this questionnaire back to us in the envelope provided by
14th October 2016.**

Histon & Impington Parish Council – Neighbourhood Plan

Qualitative Research Discussion Guide for residents

This guide is to be used for focus group and interview discussions. Please note this discussion guide is intended as a guide to the moderator only. Sections may be subject to change during the course of the focus groups if, for example, certain questions do not illicit useful responses.

Introduction (5 mins)

My name is.....and I work for a company called Enventure Research.

We are currently working with the Histon & Impington Parish Council to find out about peoples' experiences of living in the community and what they would like to see based here in the future. The primary role of the Parish Council is to represent local people on issues affecting the community, to District, County and Central Government. The Parish Council is developing a Neighbourhood Plan and your views will be used to develop a consultation questionnaire about the Neighbourhood Plan which will be sent to everyone in the community later this year.

IMPORTANT: Please be assured that everything you say during this session is totally confidential, so please be as open and honest as possible. There is no right or wrong answer. Enventure Research is an independent research agency, meaning that we are not part of the Parish Council and therefore will not be offended by your views. Enventure Research works to the Market Research Society Code of Conduct, which means that anything you say will be treated in the strictest confidence, and your comments will remain anonymous with nothing linked to you by name.

All views and opinions of all present are valid and your contributions will help shape the consultation. Please listen to other participants' views and try not to speak over each other.

I will be recording the session so I do not need to take notes as you are talking. However, the recording is only used to help me write my report and is deleted once it has been used.

The session will last for no more than 90 minutes. Do you have any questions before we begin?

Can you please introduce yourselves?

- First name
- Where you live in the community
- Who you live with
- What you do

Perceptions of the community (10 mins)

- Thinking about living in Histon & Impington, do you enjoy living here?
 - Why do you say that?
- What do you like about living in Histon & Impington?
 - What is it you especially like about these things?
 - How do these things make you feel?
- What are the main things you don't like about living in Histon & Impington?
 - What is it about these things you don't like?
 - How do these things make you feel?
- Who might not like living here?
 - Why do you think that?
 - What are the main things they might not like?
 - Why might they not like these things?
- What word or phrase best describes the community for you?
 - Why that particular word or phrase?
- What might prevent someone from enjoying their life here? [*Moderator to write list of responses on flipchart*]
 - *Moderator to explore:*
 - *Different areas of the community*
 - *Different issues for different demographics*
 - *Types of issues*

The community in the future (10 mins)

We would now like you to think about the community in the next 15 years.

- How would you like people to describe Histon & Impington in 15 years' time? [*Moderator to write list of responses on flipchart*]
 - What words or short phrases would you use and why?
 - Why do you say that?
- How would you not like Histon & Impington to be described in the future?
 - What words and phrases do you not want to be applicable to H&I in the future?
 - Why do you say that?
- How do you think the community will change over the next 15 years?
 - *Moderator to explore:*
 - *Reasons for the change?*
 - *Changing for the better or worse?*
 - *Effects and impacts these changes will have?*

Facilities and things to do in Histon & Impington (10 mins)

- Thinking about the facilities for residents and opportunities in Histon & Impington and nearby (for example in Cambridge), is there anything you would like to see more or less of here?
 - Why do you say that?

- What benefits would these bring to the community?
- What are the downsides?
- How would new facilities / things to do be funded?
- Are you satisfied or dissatisfied with the facilities for residents in the community?
 - *Moderator to explore:*
 - *Recreation ground facilities*
 - *Schools and nurseries*
 - *Cycle paths*
 - *State of roads and paths*
 - *Library*
 - *GP surgeries*
 - *Care homes and day centres*
 - *Parking facilities*
 - Why are you satisfied or dissatisfied with these?
 - Do any of these facilities need improving?
 - What benefits, if any, do they bring to the community?
 - What new facilities would you like to see and why?
- How would you rate things for families to do in the community?
 - Why?
 - How could they be improved?
- How would you rate things for older people to do in the community?
 - Why?
 - How could they be improved?
- How would you rate things for young people to do?
 - Why?
 - How could they be improved?

Businesses and shops in the community (10 mins)

Now we want you to think about businesses in the community. By businesses we also want you to include shops and restaurants, as well as businesses based at peoples' homes and big employers in the village.

- When you think about businesses based in the community, what springs to mind?
[Moderator to write list of responses on flipchart]
- Now just thinking about shops in Histon & Impington, what do you think about the current selection of shops on offer?
 - What would you like to see more of and why?
 - Moderator to explore:
 - Location of shop
 - What benefits it would bring to the community
 - Who would use the shop and why
 - What would you like to see less of and why?
- Now thinking about restaurants, pubs and other places to eat and drink, what do you think about the current selection in Histon & Impington?
 - What would you like to see more of and why?
 - Location

- What benefits it would bring
 - Who would use it and why
- What could the Parish Council do to attract more shops and other businesses to Histon & Impington?
 - How would your idea(s) work in practice?

Open public spaces (5 mins)

- How important is the environment to you as a resident of Histon and Impington?
- How important are informal open public spaces?
 - Why do you say that?
 - What open public spaces are you aware of in the area?
 - What open spaces in the area do you use? Which is nearest to you? What do you use it for?
 - Do other people use this space?
- What would you think if this open public space was no longer available?
 - What impact would it have on you and your friends and family?
 - What impact would it have on the local community?
- Are you aware of Histon and Impington's Green Belt?

Housing in Histon & Impington (10 mins)

- Do you think more houses need to be built in Histon & Impington?
 - *Moderator to explore:*
 - *Reasons for wanting or not wanting more housing*
 - *Locations for new housing*
 - *Types of new houses i.e. flats, bungalows, affordable houses*
 - *Large, small or single plots*
- Who in the community would benefit from there being more houses available?
- Often people use the term "affordable homes". What does this term mean to you?
 - *Moderator to explore:*
 - *Cost*
 - *Means of purchasing house i.e. shared ownership*
 - *For people on low incomes? Young families?*
- (If not already discussed) Are more affordable homes needed in Histon & Impington?
 - Who would they be for?
 - What benefits would they bring to the community?
 - Are there any disadvantages to their being more affordable homes available in the community?
 - Where could/should additional affordable housing be located?
- What is your attitude towards using Green Belt in the area to build new affordable housing?
 - What impact could this have on the area?
 - What could the benefits be?
 - What could the drawbacks be?

- Are you aware of this?
- Are you in favour of the development on this site?
 - Why / why not? If not, what else?
 - What types of new houses should be built here?
 - Who should these houses be for?
 - What benefits, if any, will the new development bring to the community?
 - What can be done to ensure that development here benefits the community?

Transport (10 mins)

- Do you use public transport in Histon & Impington?
 - *Moderator to ask for show of hands and explore:*
 - *What types of public transport do people use?*
 - *Do people use it for commuting or for pleasure?*
 - *Where do people go using public transport?*
 - *Who in the community uses public transport and why?*
- What do you think about the current public transport provision in the community?
 - *Moderator to explore*
 - *Good or bad public transport?*
 - *Access to Cambridge and London*
 - *Commuting via public transport*
 - *Frequency of buses*
 - *Guided bus*
 - *Cycle lanes*
- What could be done to improve public transport to encourage more people to use it?
 - *Moderator to explore:*
 - *Shorter journey time to Cambridge and / or London*
 - *Cheaper fares*
 - *More frequent buses*
 - *More reliable / punctual service*
 -
- What do you think about parking in the community
 - *Moderator to explore:*
 - *On and near the High Street*
 - *Residential parking*
 - *Commuter parking*

Traffic and pollution (10 mins)

- [If not explored already] What do you think about traffic in the community?
 - Is there a lot?
 - Which areas of the community are affected the most?
 - Who in the community does this impact the most?
- What could be done to improve the levels of traffic in the community?
 - *Moderator to explore:*
 - *Introduction of 20mph zones*
 - *Impact parking has on traffic*
 - *Speed bumps*
 - *Pedestrian crossings*
 - *Reduction in HGVs*

- What do you think about the pollution levels in the community?
 - Is there a lot? Not much?
 - Where is there a lot? Where is there not much?
- What could be done to improve pollution in the community?
 - *Moderator to explore:*
 - *Minimising pollution from diesel engines*
 - *Reduction in HGVs*
 - *Reduction in numbers of cars passing through the villages*
 - *Introduction of 20mph zones*

Improvements to the community (5 mins)

- What improvements could be made to the community to make it a better place?
 - Why do you say that?
 - Who would that make the community better for?
 - What benefits would the improvement(s) bring?
 - How could the improvements be funded?
- What single change to Histon & Impington would most improve your quality of life as a resident and why?
 - Who else would benefit from this change?

Thank and close (5 mins)

Moderator to thank participants for their contributions to the group.

- To help summarise what we have been talking about this evening, what do you think are the 3 most important things we have discussed?
- Any other questions/points to raise?
- Thank and close

Histon & Impington Parish Council – Neighbourhood Plan Qualitative Research Discussion Guide for workers and business owners

This guide is to be used for focus group and interview discussions. Please note this discussion guide is intended as a guide to the moderator only. Sections may be subject to change during the course of the focus groups if, for example, certain questions do not illicit useful responses.

Introduction (5 mins)

My name is.....and I work for a company called Enventure Research.

We are currently working with the Histon & Impington Parish Council to find out about peoples' experiences of (INSERT AS APPROPRIATE: owning or managing a business or other organisation here / working here) and what the Parish Council can do to best support businesses and organisations based here in the future. The primary role of the Parish Council is to represent local people on issues affecting the community, to District, County and Central Government. The Parish Council is developing a Neighbourhood Plan and your views will be used to develop a consultation questionnaire about the Neighbourhood Plan which will be sent to everyone in the community later this year.

IMPORTANT: Please be assured that everything you say during this session is totally confidential, so please be as open and honest as possible. There is no right or wrong answer. Enventure Research is an independent research agency, meaning that we are not part of the Parish Council and therefore will not be offended by your views. Enventure Research works to the Market Research Society Code of Conduct, which means that anything you say will be treated in the strictest confidence, and your comments will remain anonymous with nothing linked to you by name.

All views and opinions of all present are valid and your contributions will help shape the consultation. Please listen to other participants' views and try not to speak over each other.

I will be recording the session so I do not need to take notes as you are talking. However, the recording is only used to help me write my report and is deleted once it has been used.

The session will last for no more than 90 minutes. Do you have any questions before we begin?

Can you please introduce yourselves?

- First name
- Business / organisation name and sector
- Size of organisation / business
- Location of organisation / business in Histon & Impington

Perceptions of Histon & Impington (10 mins)

- What is it like to work in Histon & Impington?
 - Please think about the area specifically and not about the everyday nature of your job / role
 - Why do you say that?
- What word or phrase best describes Histon & Impington for you?
 - Why that particular word or phrase?
- What attracts businesses / organisations to be based here?
 - *Moderator to probe*
- What might prevent or deter businesses / organisations from being based here?
 - *Moderator to explore:*
 - *Lack of suitable premises*
 - *Recruitment issues*
 - *Transport issues*
 - *Parking issues*
- How important do you think it is that local businesses are based here?
 - What is their impact on the local economy?
 - Do they bring any benefits to the community? If so, what?

Histon & Impington in the future (5 mins)

We would now like you to think about Histon & Impington in the next 15 years.

- How would you like people to describe Histon & Impington in 15 years' time? [*Moderator to write list of responses on flipchart*]
 - What words or short phrases would you use and why?
 - Why do you say that?
- How would you not like Histon & Impington to be described in the future?
 - What words and phrases do you not want to be applicable to H&I in the future?
 - Why do you say that?
- How do you think the community will change over the next 15 years?
 - *Moderator to explore:*
 - *Reasons for the change?*
 - *Changing for the better or worse?*
- How do you think changes in the community will effect businesses and organisations based here?
- Do you think there will be more or less businesses based here in 15 years' time?

Jobs and the local economy (25 mins)

- How do you feel about the future prospects of your business / organisation?
 - Why do you say that?

- How could the Parish Council support your business / organisation to improve its prospects / operate more profitably?
- How do you feel about the local economy?
- Has the current economic climate affected the business / organisation you work for?
- How could the Parish Council better support the local economy?
- **For business owners only:** Where do you see your business / organisation in 5 years' time?
 - Are you considering taking on new staff / apprentices?
- **For business owners only:** Would a local business event help your business / organisation in terms of meeting other local businesses / organisations, being kept up to date on latest business news, opportunities for business etc.?
 - How would this help?
- **For business owners only:** What could the Parish Council do to create a better environment to enable your business / organisation to prosper?
- What could be done to create a better environment to enable new businesses and other organisations to prosper in Histon & Impington?
 - *Moderator to explore infrastructure such as:*
 - *Premises*
 - *Public transport*
 - *Broadband speeds*
 - *Roads, pathways*
- How could the high street be improved to enable new businesses and other organisations to locate there?
 - Would you like to get involved in improving the high street to encourage new businesses to re-locate there?
- How could the local area in general be improved to enable new businesses and other organisations to locate there?
 - *Moderator to explore:*
 - *New premises*
 - *Infrastructure such as transport, broadband speeds etc.*
 - Would you like to get involved in improving the local area to encourage new businesses to?
- What more could be done to encourage local people to start up new businesses in Histon & Impington?
- What types of businesses / organisations should be encouraged to locate in Histon & Impington?
 - What benefits would these bring to the community and why?

Infrastructure (15 mins)

- What do you think about the current infrastructure in Histon & Impington?
 - *Moderator to explore:*
 - *Congestion / road infrastructure*
 - *Cycle paths*

- *Public transport*
 - *Parking*
 - *Broadband speed*
 - What effects do these have on your business / organisation?
- What do you think about the current public transport provision in the community?
 - *Moderator to explore*
 - *Good or bad public transport?*
 - *Access to Cambridge and London*
 - *Commuting via public transport*
 - *Frequency of buses*
 - *Guided bus*
- What could be done to improve public transport to encourage more people to use it for commuting?
 - *Moderator to explore:*
 - *Shorter journey time to Cambridge and / or London*
 - *Cheaper fares*
 - *More frequent buses*
 - *More reliable / punctual service*

Traffic and pollution (15 mins)

- [If not explored already] What do you think about traffic in the community?
 - Is there a lot?
 - Which areas of the community are affected the most?
 - Who in the community does this impact the most?
 - What effect does the traffic have on your business / organisation?
- What could be done to improve the levels of traffic in the community?
 - *Moderator to explore:*
 - *Introduction of 20mph zones*
 - *Impact parking has on traffic*
 - *Speed bumps*
 - *Pedestrian crossings*
 - *Reduction in HGVs*
- What do you think about the pollution levels in the community?
 - Is there a lot? Not much?
 - Where is there a lot? Where is there not much?
- What could be done to improve pollution in the community?
 - *Moderator to explore:*
 - *Minimising pollution from diesel engines*
 - *Reduction in HGVs*
 - *Reduction in numbers of cars passing through the villages*
 - *Effects improvements would have on businesses and organisations*
- Do you consider your business / organisation to be environmentally friendly?
 - Why do you say that?
 - What can your business / organisation do to be more environmentally friendly?
 - How can the Parish Council support your business / organisation to be more environmentally friendly?

Improvements to the community (5 mins)

- What improvements could be made to the community to make it a better place for businesses and organisations?
 - Why do you say that?
 - What type of businesses / organisations would these improvements make the community better for?
 - What benefits would the improvement(s) bring?
 - How could the improvements be funded?
- What single change to Histon & Impington would most improve the community for businesses and organisations?

Thank and close (5 mins)

Moderator to thank participants for their contributions to the group.

- To help summarise what we have been talking about this evening, what do you think are the 3 most important things we have discussed?
- Any other questions/points to raise?
- If you would like to receive an invitation to take part in the consultation questionnaire please provide me with your name and email address before you leave.
- Thank and close