

HOLME-NEXT-THE-SEA

NEIGHBOURHOOD PLAN 2016-2036

QUESTIONNAIRE SURVEY: ANALYSIS AND OVERVIEW OF FINDINGS



Evidence Base: Research Report 2

09 November 2016

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Summary

This report presents the main findings of the Questionnaire Survey carried out during May 2016. It discusses the views of the community on the future of the Parish and forms an essential component of the Evidence Building Task for the Neighbourhood Plan. The report is designed to supplement the evidence base that will guide the formulation of policies and in this respect it complements the earlier report on The Socio-Economic Profile of the Neighbourhood Area (August 2016) which relies upon published, but less recent information from government sources.

The analysis aims to explain what the community values most about Holme and to understand preferences for any future development. It also draws together the hundreds of comments and suggestions received from individual participants in an effort to identify common themes that can be incorporated into the Neighbourhood Plan, either as Policy or in the form of Action Plans.

In summary, the main findings are as follows:

- There is strong agreement on most issues between main and second homeowners.
- Amongst the things most people (c80%) value most about Holme are Peace and Tranquillity, the AONB setting and the safe and secure environment.
- 85% of people are concerned about inappropriate future development, particularly possible damage to the environment, the character of the village, traffic growth and road safety.
- Looking to the future, the majority of respondents feel it would be most appropriate for Holme to continue to depend on Hunstanton / larger settlements for jobs and services; most are receptive to the idea of promoting home working and locally based craft activities.
- More than 80% respondents feel the most appropriate or acceptable location for any new homes is fronting the existing road network, reinforcing the established linear form of development. Two-thirds of respondents find backland development unacceptable.
- Single dwelling infill is the preferred scale for new housing; the majority of people feel that groups of new houses such as cul de sacs or a small estate would be unacceptable.
- More than 70% of respondents are not concerned about the supply of new houses. Large, tall and expensive homes, along with second homes that stand empty for long periods of time, are particularly unpopular and attract a lot of criticism.
- The need for smaller and more affordable market homes suitable for younger families and down-sizers is however recognised and 85% of respondents see at least some need for semi-detached homes. The majority think there are not enough younger people in Holme.
- Most people favour traditionally designed houses constructed with local building materials.
- There are strong views about the approach to the environment and extremely strong support (80%+) for positive management of most aspects of the environment and wildlife.
- Comments highlight a need to protect more of the heritage of the Parish, including some currently undesignated assets and important views of both countryside and buildings.
- Many of the views expressed are consistent with the general approach embodied in the Local Development Framework Core Strategy (2011) and Site Allocations and Development Management Policies (SADMP, 2016-2026).

1 Introduction

1.1 Purpose of the report

This report provides an overview of the results of the questionnaire survey which was designed to establish the views of our community on the future of Holme Next-The-Sea. It forms a fundamental part of the Evidence Building Task for the Neighbourhood Plan and complements the report on The Socio-Economic Profile of the Neighbourhood Area which relies upon less recent published information from government sources, mainly the 2011 Census and other ONS datasets.

The main purpose of the report is to provide information to guide the formulation of policies that will contribute to the longer term sustainable development of the Parish and in particular:

- To help understand what the community values most about Holme, concerns about possible new developments and views on the role of the village going forward.
- To identify preferences for any future housing development and views on promoting employment activities within the Parish.
- To find out how much importance the community attaches to the promotion of the natural and cultural environment – in an area with an unusually large proportion of its land given over to sites with special planning and environmental designations.
- To report on ideas and suggestions from survey respondents and to complement the ongoing reporting and consultation activities by providing detailed feedback to all those who took time to participate in the survey.

Further results from the analysis of the questionnaire survey can be found in the reports listed in the References Appendix.

1.2 Report structure

The next section of the report outlines the survey approach and comments on the overall response and reliability of the results. Section 3 considers the degree of agreement between the two main groups of respondents and Sections 4-8 present a graphical analysis and interpretation of the main results, organised to follow the format of the questionnaire.

Section 9 provides a summary and interpretation of the very many comments that individual survey respondents offered and this is followed with some concluding comments in Section 10.

Definitions and references can be found in the appendices.

2 The survey process

2.1 The questionnaire form

The design and specification for the content of the questionnaire was one of the earliest tasks undertaken by the Neighbourhood Plan Team. After researching the approach followed in other small communities an initial draft was drawn up. This was reviewed by a professional statistician and subsequently by our contact planning officer at the Borough Council before passing to the Parish Council for comment. The resulting, revised document was piloted by five Parishioners, further modified to reflect feedback and then subjected to a further iteration of professional review.

2.2 Approach

It was agreed at the outset that regardless of voting eligibility, the survey should be inclusive and should attempt to capture the views of all those with a direct connection with Holme – residents, second and mobile homeowners, landowners/developers and the representatives of businesses and charity organisations operating within the Parish. Timing therefore was crucial and the survey was scheduled to cover a three week period beginning in mid-May 2016 and including the half term and late Spring Bank Holiday dates which are amongst the busiest periods for visits by second and mobile homeowners.

The survey was publicised in advance via the Village Information Network (the VIN) and via flyers included in “The Norfolk Link” local villages magazine. With the help of Holme’s Link team, around 500 questionnaires were then delivered throughout the Parish, where possible including secure drop-off points for the caravan sites. Help was offered with questions and form filling and completed forms were returned via three easily accessible addresses in different parts of the village or to the Parish Clerk.

2.3 Response

A total of 206 completed survey forms were returned. Given the numbers of second and mobile homes in the Parish this represents an excellent response rate of more than 40%.

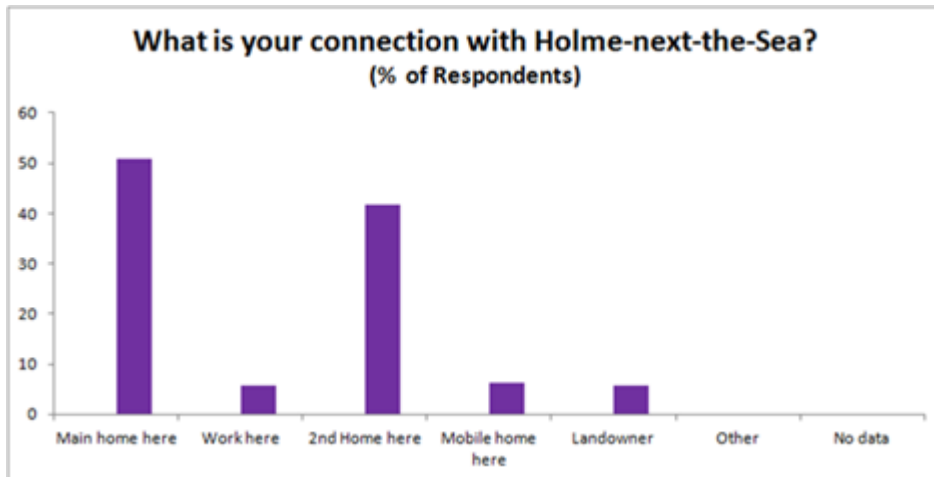
Of the total respondents, 105 (51%) indicated that their main home was in the Parish, 86 (42 %) replied that they had a second home and a further 13 (6%) said they had a mobile home.

12 respondents said that they were landowners. Of these, only one recorded no other connection with the Parish, 8 said it was their main home, two their second home and three worked in the Parish (of which two said they also had a home here).

At the time of the survey, 213 people were recorded on the Electoral Register in Holme Next-the-Sea. 113 of the survey respondents (55%) indicated that they were on the Electoral Register and therefore entitled to vote in the Parish. This includes almost all main home respondents and around 10% of second homeowners.

For the purposes of understanding any important differences in views, it was decided to first separate out the response of those who said they viewed the village as their main home, followed by those who said they had a second home (interpreted as a permanent structure). A number of

people have owned mobile homes in the Parish for many years but there is little information about the overall level of mobile home *ownership* (as opposed to the overall number of mobile homes and caravans). It is therefore difficult to gauge how representative such a small response might be and for this reason, this small group of respondents was dealt with separately. The same approach was applied to the equally small group of landowners.



2.4 Reliability

The completed questionnaires were coded by a professional data bureau that also carried out consistency and validation checks. Any missing and miscoded responses were flagged for subsequent investigation.

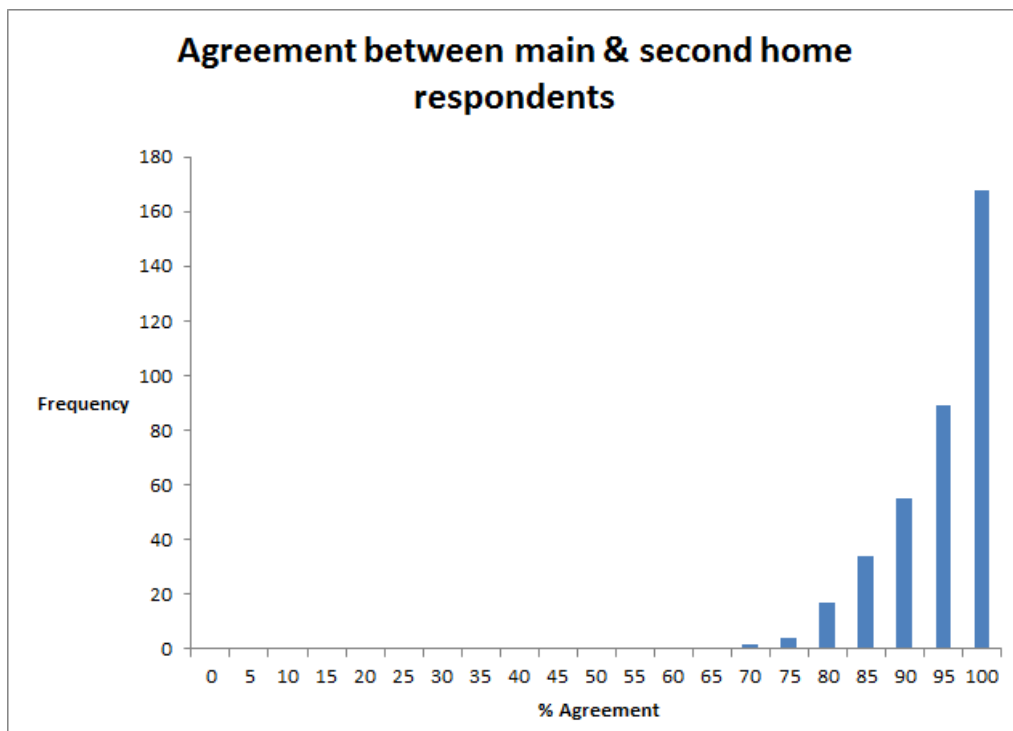
Most questions returned a good response. The consistency and validation checks showed on average less than 3.5% miscoded or missing values. The exception to this was in Questions 5.2 and 5.3 where there appears to have been some confusion regarding the use of the bus.

3 Overall response

3.1 Levels of agreement amongst respondents

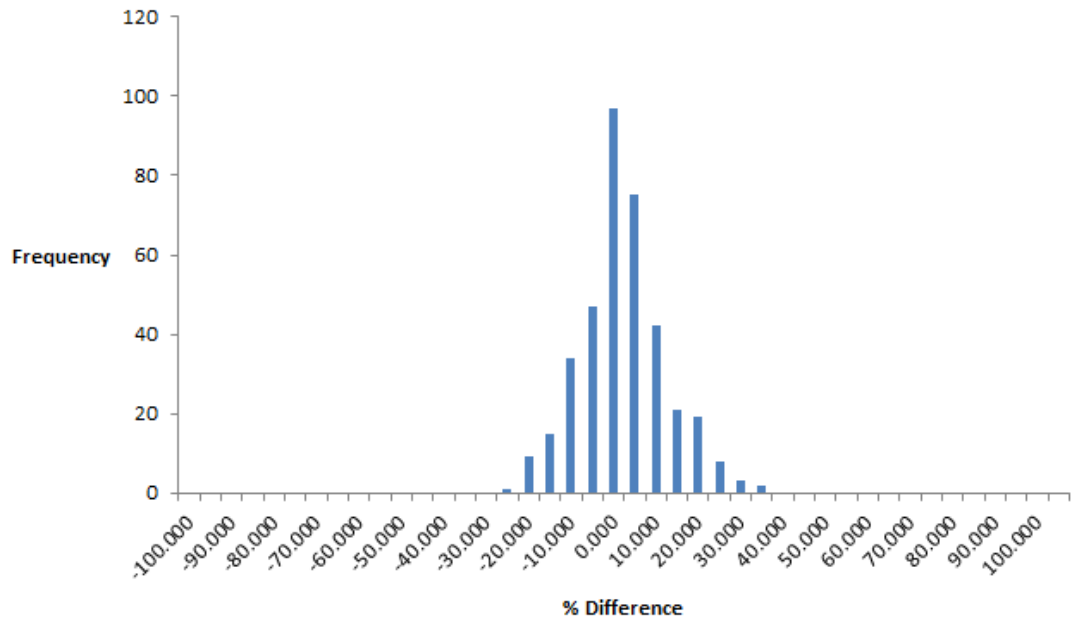
The overall pattern of results is indicative of some strongly held views and the charts indicate good levels of agreement on most issues.

The chart below presents a simplified measure of agreement for the two main groups of respondents (residents and second homeowners), for all questions which sought a view. The figure plots the absolute frequency of occurrence of similar responses (defined as $100 - (\% \text{ residents} - \% \text{ second homeowners})$) calculated for all eligible cells in the questionnaire (360), ignoring the difference in group size and direction of differences. This shows a very similar pattern of responses, with no level of agreement below c66%, and cells with the highest levels of agreement occurring most frequently.



The next chart is based on the same data, but this time plotted to show the direction of the differences ($\% \text{ residents} - \% \text{ second homeowners}$). The result is again indicative of very good levels of agreement, with the pattern of differences distributed more or less normally around the peak of +/- 0%-5%, with no differences greater than -25% / +33% (the largest positive difference was in the answer to Q2-1 which sought views on the importance of access to health and care services).

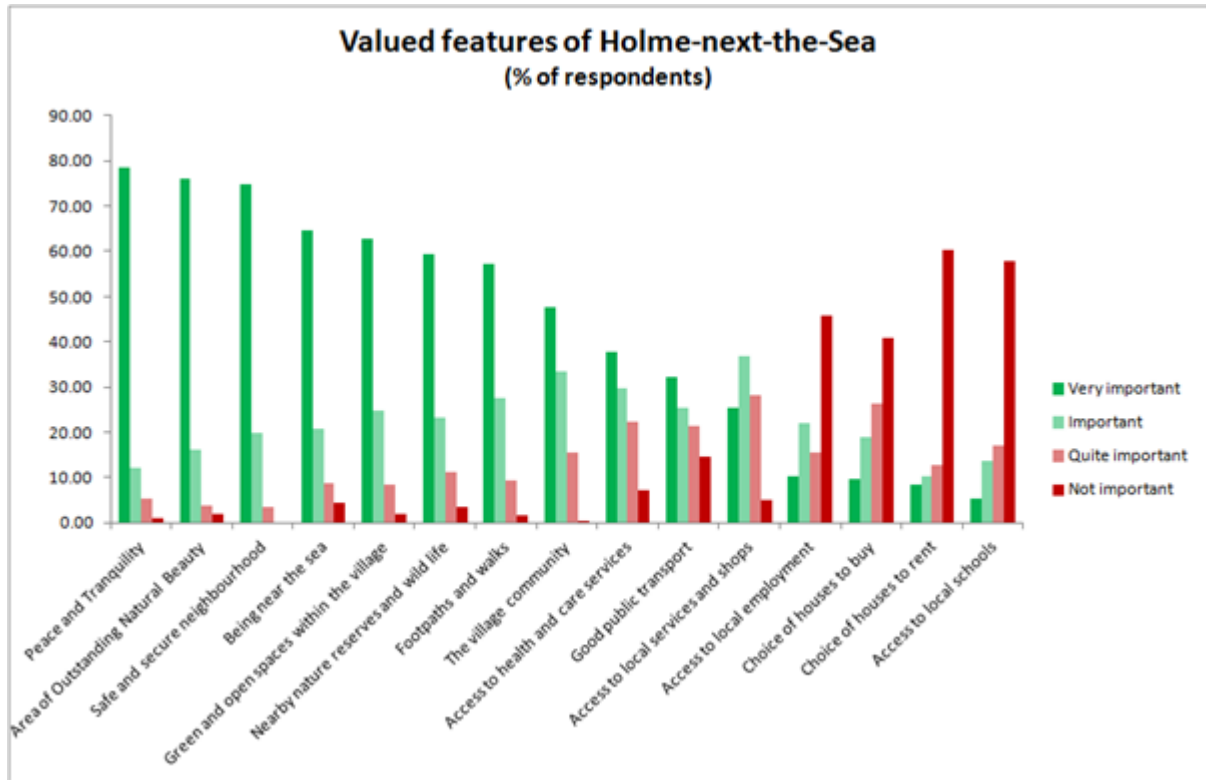
Measure of agreement between main and second home respondents showing direction of differences



4 What do people think about Holme-Next-the-Sea?

4.1 Valued features

“What do you like about Holme-next-the-Sea”

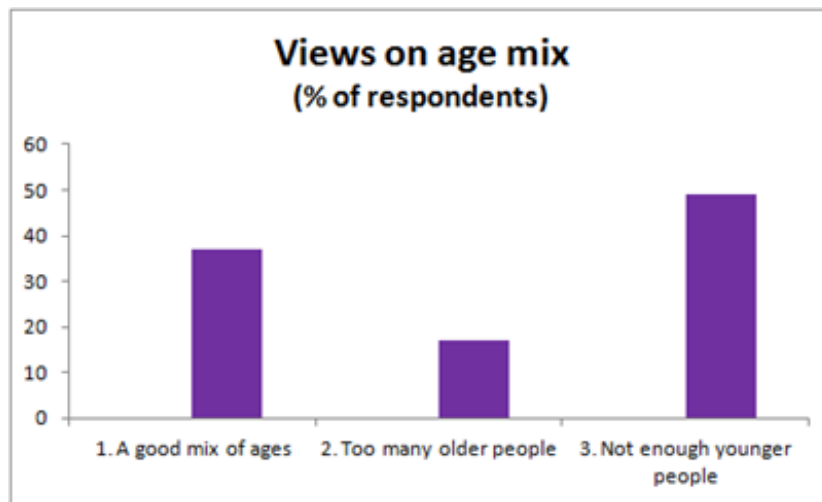


The ranking of answers to this question clearly underlines the value that the community places on the local environment.

- When asked what they liked about Holme-next-the-Sea, Peace and Tranquillity ranked as the No 1 feature with almost 80% respondents indicating that this is *very important*. This feature was very closely followed by Area of Outstanding Natural Beauty and Safe and Secure Neighbourhood. Perhaps not surprisingly given the location and special designations of the Parish, all of the other environmental features attracted a large proportion of the *very important* vote.
- Village Community and Access to Services were generally thought to be important or quite important, with residents attaching greater importance to health and care services than second homeowners.
- Choice of homes to rent or buy and access to both local schools and local employment were all viewed by a majority of respondents as *not important*. This pattern persists when separating out the main and second home respondents and clearly reflects the life-cycle characteristics of the Parish.

4.2 Age Mix

“What do you think of the age mix in Holme-next-the-Sea”

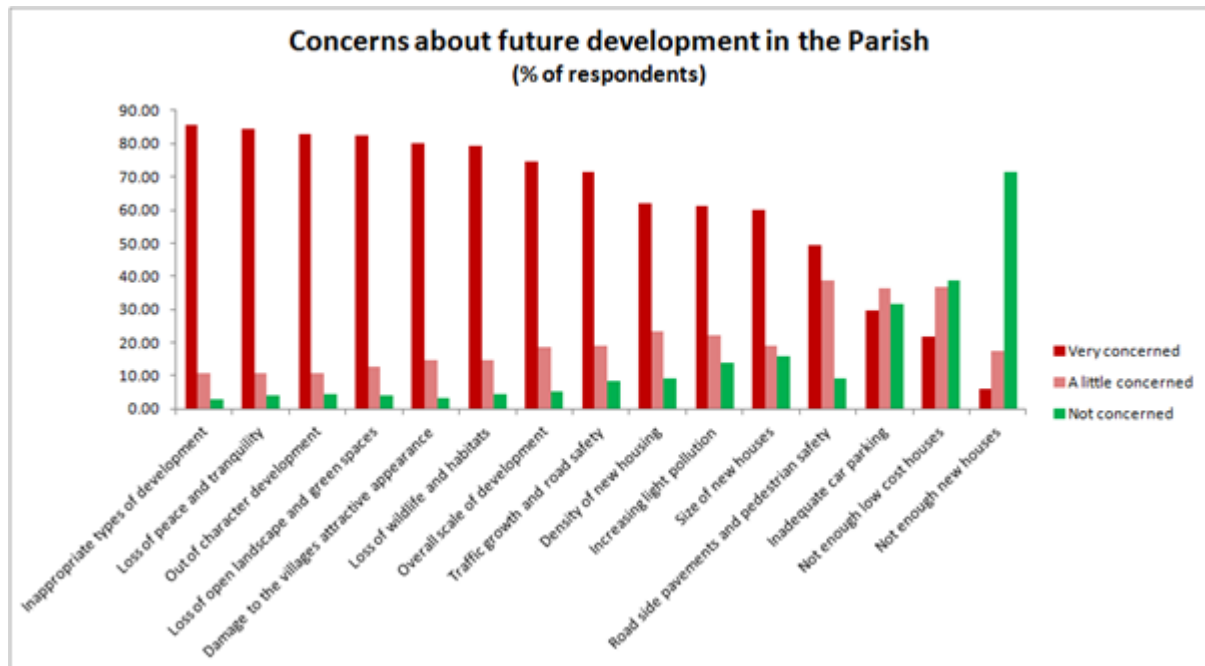


Most respondents were from the 50-69 years age group with under 25's in the minority. This clearly influenced the response to this question.

- The majority of respondents thought there were *not enough younger people in the Parish* – this view is a little more pronounced in the main home respondents.
- Those who thought there were too many older people were in the minority

4.3 Concerns about future development

What are your concerns about future developments in the Parish?

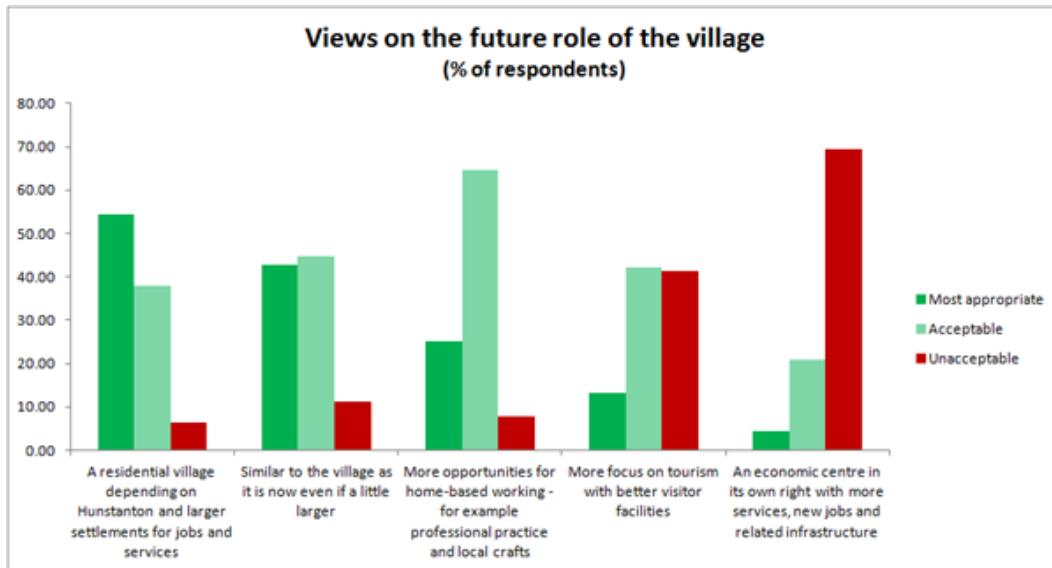


85% of people indicated that they feel *very concerned* about what they consider to be inappropriate future types of development.

- Particularly high levels of concern (80-85%) were expressed about the possible loss or damage to all of the features previously ranked as *very important*.
- In addition, the majority of people indicated that they are *very concerned* about the overall scale (75%) and density (62%) of development, traffic growth and road safety (71%).
- More than 70% of respondents were *not concerned* about the supply of new houses, though there is evidence of more concern about the availability of low cost housing.

4.4 The role of the village in the future

How do you see the role of the village in the future?



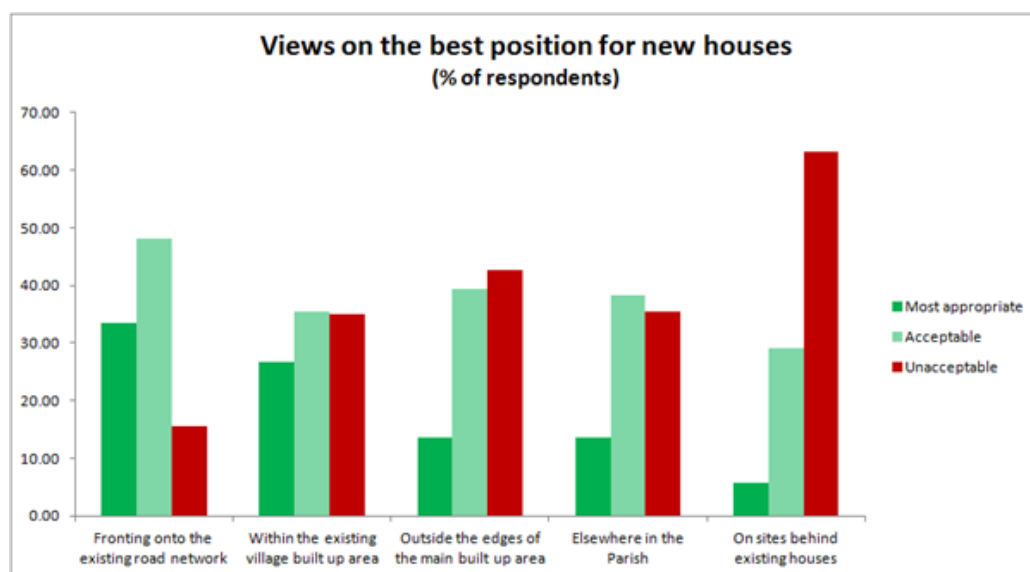
The views expressed in relation to this question are consistent with the approach embodied in the Local Development Framework settlement hierarchy (Core Strategy, 2011) and development management policies (SADMP, 2016-2026).

- Looking to the future, the majority of respondents (55%) feel it would be *most appropriate* for Holme to continue to function as a residential settlement, depending on the nearby town of Hunstanton for jobs and services.
- Despite this result, 90% of respondents indicated that more opportunities for home-working would either be *most appropriate* (25%) or *acceptable* (65%), a sustainable lifestyle choice that is already evident in the 2011 Census data analysed for the Parish.
- A clear majority (70%) felt it would be *unacceptable* for Holme to develop as an economic centre in its own right with more jobs, services and related infrastructure.

5 Views about housing

5.1 The best position for new houses

If there is a need for new housing where do you think would be the best place for it to go?

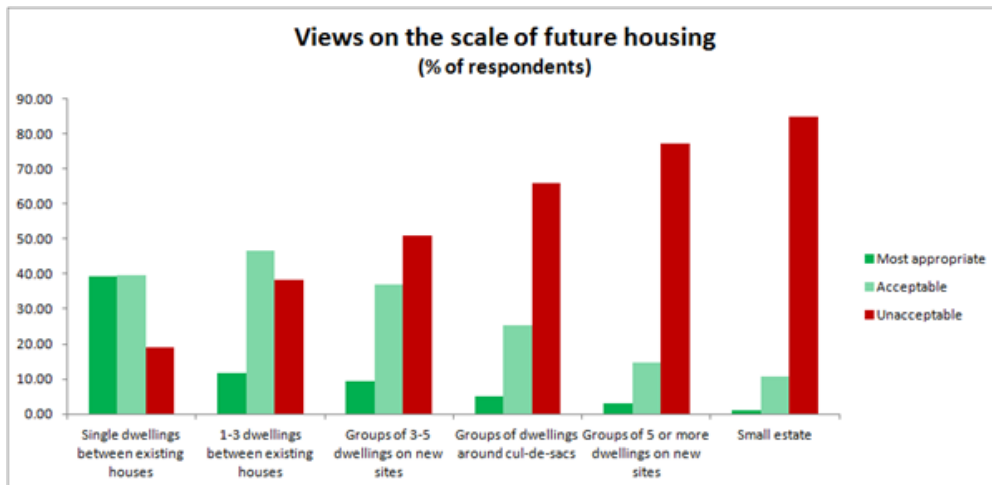


The pattern of responses to this question is generally consistent with Local Plan approach to the control of housing development in Holme in recent years and indicates a preference for maintaining the existing linear form of development across the Parish.

- More than 80% of respondents indicated that the *most appropriate* (33%) or *acceptable* (48%) position for any new housing would be fronting onto the existing road network.
- 35% felt it would be unacceptable to put new housing in the existing built-up area of the village but a majority (63%) felt that a village location would either be *acceptable* (36%) or *most appropriate* (27%).
- Opinion was more divided on building outside the edges of the main built-up areas or elsewhere in the Parish, though most respondents (43%) said they would find building outside the edges *unacceptable*.
- The idea of building on sites behind existing houses attracted the single biggest share of the vote to any question in this section with two-thirds of respondents indicating that they would find this *unacceptable*.

5.2 The scale of future housing

What do you think is the right scale for future housing development?

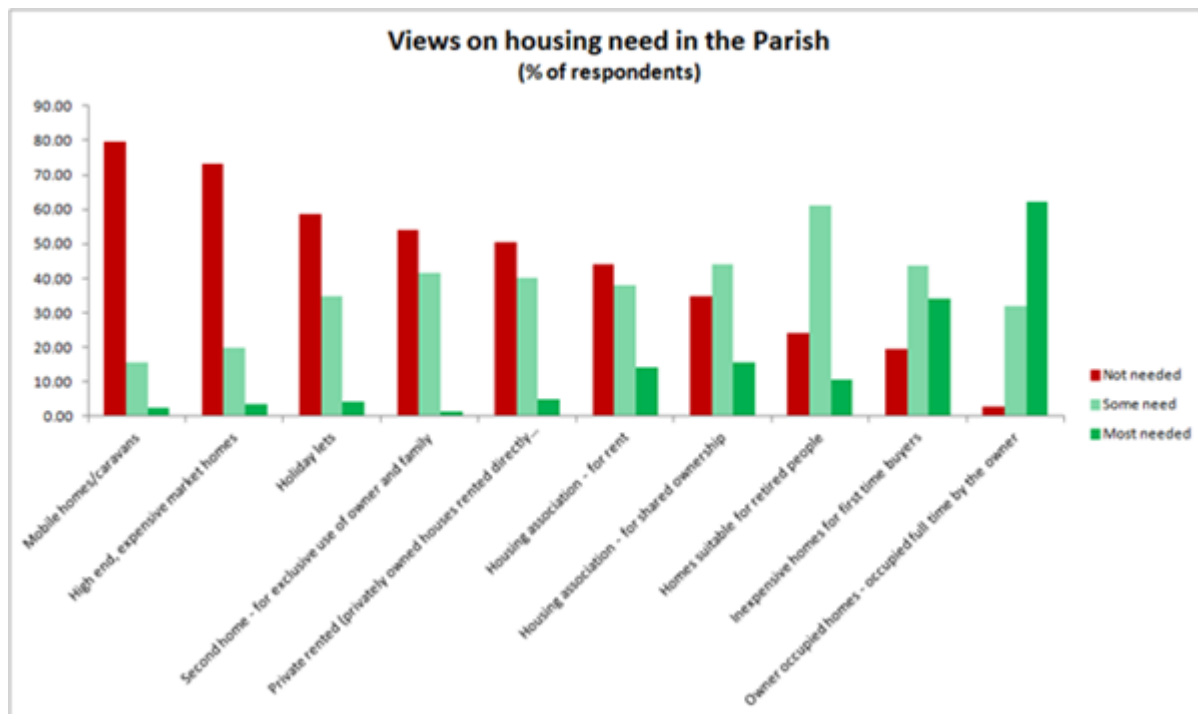


The answers to this question once again support the Local Plan (*Infill*) policy that has been pursued for Holme.

- Almost 80% of respondents indicated that single dwellings between existing houses would be the *most appropriate* (40%) or *acceptable* (40%) scale for any future housing.
- Views on 1-3 dwellings between existing houses were mixed. On the whole however, most respondents felt that *groups* of new dwellings, whether on new sites (51%), around cul-de-sacs (66%) or on a small estate would be *unacceptable* (85%).
- This result partly reflects village experience (groups of housing / cul-de-sacs can be lonely places to live where second homes are in the majority).

5.3 Views on the types of housing needed

What kind of housing do you think is needed in the future?



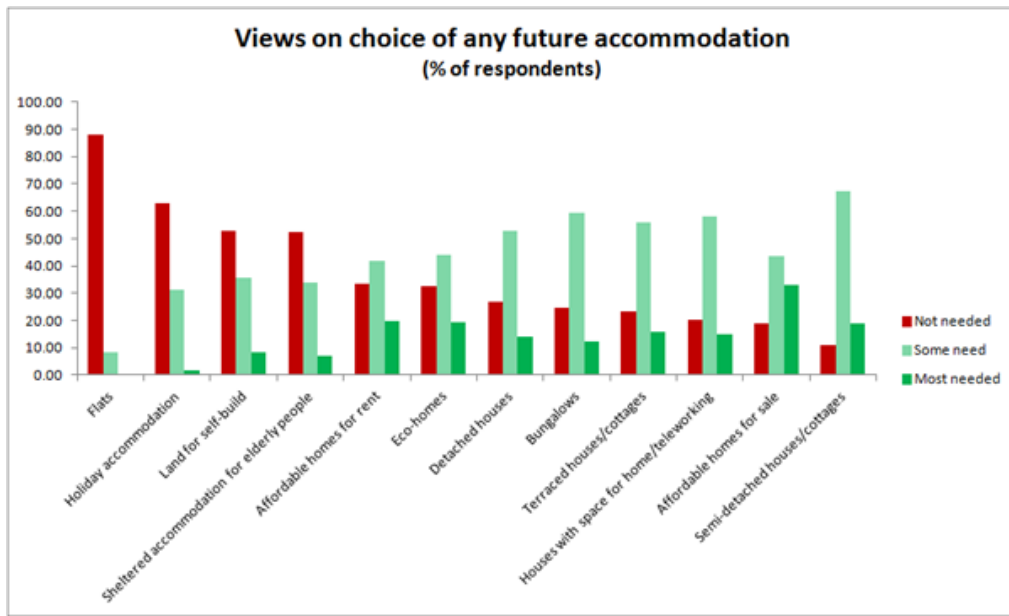
The answers to this question are clearly influenced by the fact that the resident community is now in a minority in the Parish. Interestingly however, the magnitude and direction of the 'voting' indicates that the impact of this is felt well beyond the resident community (recalling that these account for 51% respondents) and suggesting that second homeowners appreciate the associated problems.

- Mobile homes attracted the single biggest vote in this section, with 80% respondents feeling that more would *not be needed* in the future. The associated, relatively large sites can stand empty for long periods of time making them uneasy spaces in a small village. The strength of this view is therefore not unsurprising, particularly in a community in which there are more mobile homes / caravans than houses with permanent residents.
- High end market homes ranked second as *not needed* accommodation (73%). This result reflects the impact on the resident community of changes in the local housing stock over recent years, notably the growth in the higher Council Tax Bands (highlighted by the Valuation Office Agency data presented in the report on The Socio-Economic Profile of the Neighbourhood Area (August 2016). Many of these houses are second homes or investment properties that stand empty for long periods of time. Most have replaced more modest single storey dwellings placing them beyond the reach of the local community or retirees.
- Similar reasons explain the *not needed* results for holiday lets (59%) and second homes (54%).

- 94% respondents indicated that full-time, owner-occupied homes were *most needed* (62%) or that there is *some need* (32%) for this category of accommodation (62%) and 76% felt that there was *some need* (44%) or *most need* (34%) for inexpensive homes for first time buyers.
- Amongst the remaining categories opinion was more divided. Of note 61% of respondents thought there was *some need* for retirement homes and in response to questions about shared ownership and rental properties 44% and c40% respondents respectively indicated that there was *some need*.

5.4 Choice of any future accommodation

Thinking about the choice of homes in the village, what type of new houses do you think will be needed?



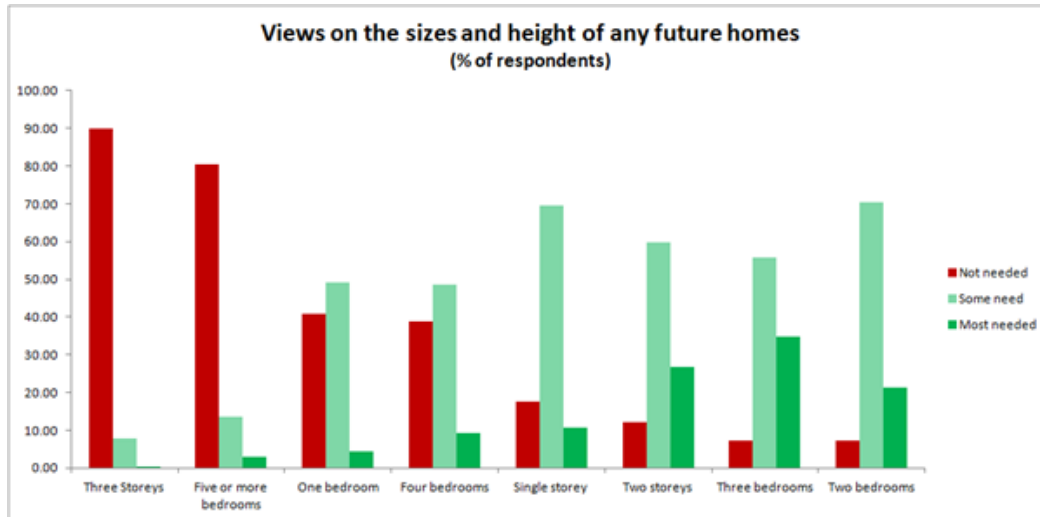
This question offered a broad range of choices and resulted in a less pronounced pattern of responses with a relatively small proportion of people selecting *most needed* for any of the categories.

Aggregating the *most needed* and *some need* responses (ie considering at least *some need*) assists the interpretation.

- A clear majority of respondents see *no need* for flats or holiday accommodation.
- Affordable homes for sale emerged as the *most needed* category (33%)
- 85% of respondents think there is at least *some need* for semi-detached houses or cottages
- In terms of *some need* most of the remaining categories scored roughly between two-thirds and three-quarters of the vote with the exception of land for self-build (43%) and sheltered accommodation for the elderly (39%).

5.5 Size and height of future houses

What do you think are the right sizes and heights for any future homes in the village?

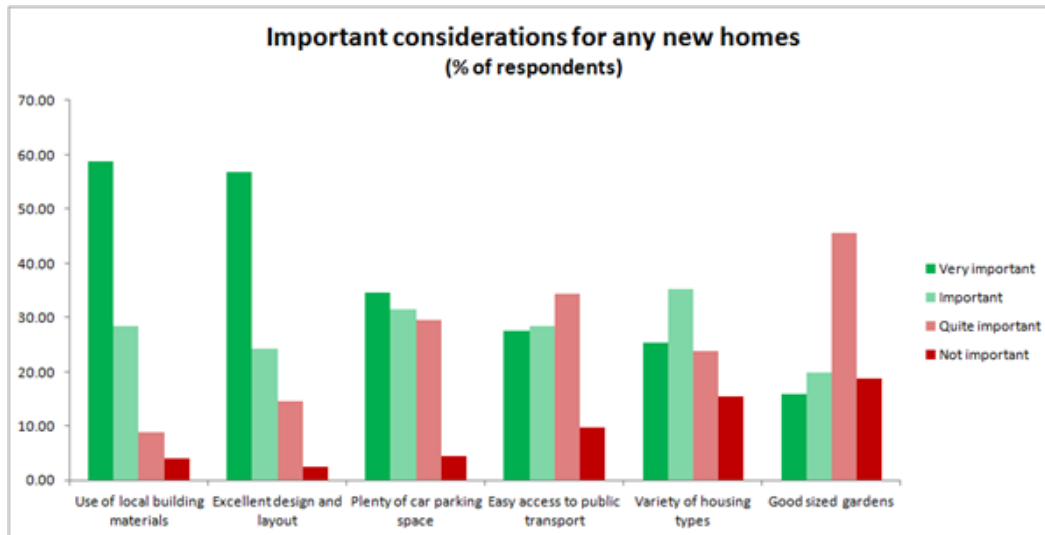


In terms of the size of any future homes in the Parish, most people think three bedrooms and two storeys are about right. Large, tall houses are clearly not the preferred way forward.

- 90% respondents see *no need* for three storey homes in the future and 81% see *no need* for houses with five or more bedrooms.
- 91% think there is *most* (35%) or *some need* (56%) for three bedrooms and a similar number for two bedrooms but with a rather different split (21% *most* / 70% *some need*).
- 87% think there is *some* (60%) or *most need* (27%) for 2 storey homes.
- Only 11 % respondents think single storey dwellings are *most needed*, although 69% indicated *some need* for these.

5.6 Important considerations for any new homes

What do you think are the important features for any new homes in the village?

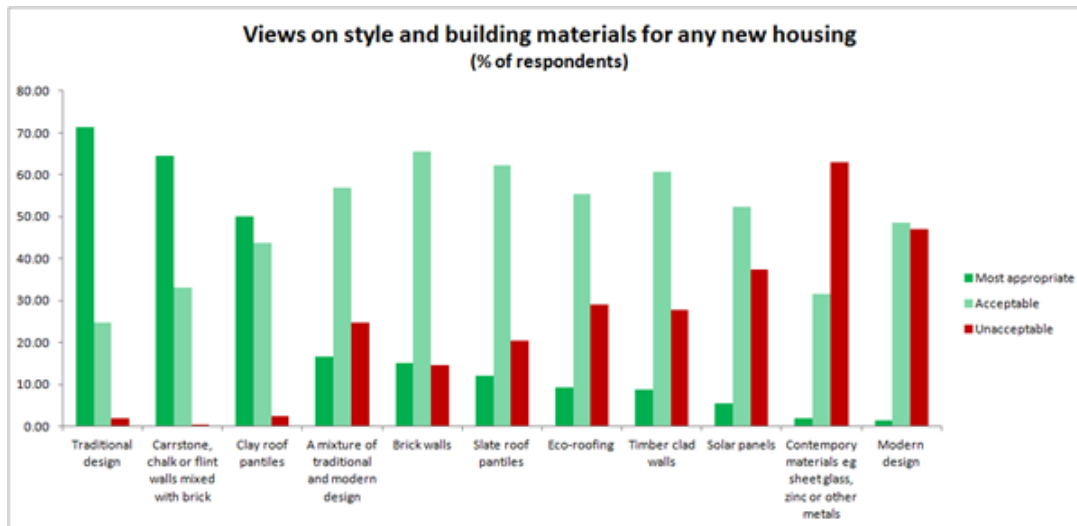


The ranking of answers to this question suggest that the visual appearance of homes and the immediate built environment is deemed to be the most important consideration for new homes.

- Almost 90% of respondents consider the use of local materials to be *very important* (59%) or *important* (29%); considerably more important than variety of housing types (this is expanded on in the next section).
- 82% think that excellent design and layout are *very important* (57%) or *important* (25%) and plenty of car parking space is thought to be more important than access to public transport.
- Good sized gardens take the bottom ranking amongst the *very important* answers – somewhat surprising for a village that attracts hundreds of visitors to its annual Open Gardens Day (although 45% of respondents think this is *quite important*)

5.7 Building styles and materials

What do you think the styles and building materials should be for any new housing in the village?



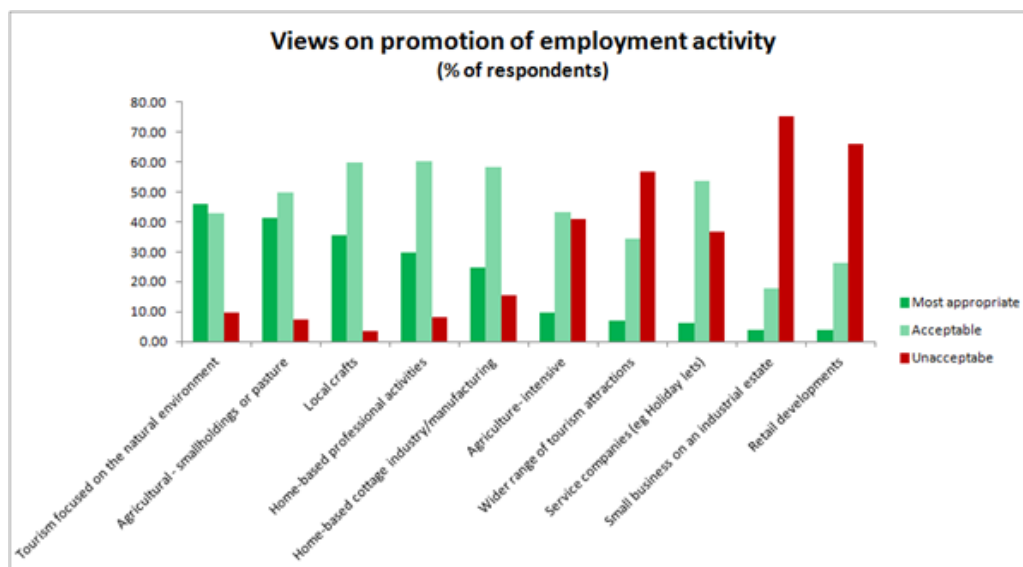
Traditional design and materials are clearly more popular amongst parishioners than the modern equivalents. It appears however that it is contemporary materials, as opposed to modern design that are most unacceptable.

- More than 70% respondents feel that buildings of traditional design are *most appropriate*, along with walls featuring locally found materials (65%) and clay roof pantiles (50%). These materials give this part of coastal Norfolk its distinctive style
- Two-thirds of respondents find the use of contemporary building materials *unacceptable*, though most find the use of sustainable materials and features such as solar panels, eco-roofing and timber clad walls (the latter also a feature of traditional single-storey homes in the village) *acceptable*.

6 Employment in the Parish

6.1 Promoting employment activity

Should the following activities be encouraged in the Parish to promote jobs?

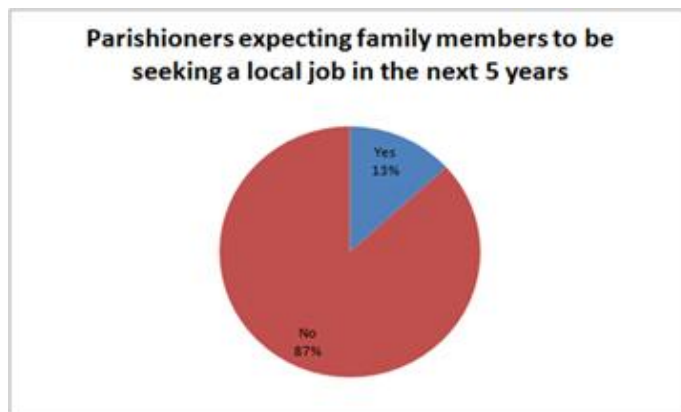


The answers to this question suggest that views are divided. The overall thrust of opinion is however consistent with views on the future role of Holme which suggested that the village should remain residential, continuing to depend on Hunstanton and larger settlements for employment.

- Most people find the idea of small businesses on an industrial estate (75%) or retail developments (66%) *unacceptable*.
- Tourism focused on the natural environment (46%) is thought to be the *most appropriate* form of activity to be encouraged. Most people (43%) would find this *acceptable* – though the suggestion of a *wider range* of tourism activities would be *unacceptable* to the majority (57%) of respondents.
- Low key and home-based activities are generally *acceptable*, notably local crafts (60%), home-based professional working (60%) and home-based cottage industries (58%).

6.2 Families seeking local work

Will anyone in your family be seeking a local job in the next 5 years?

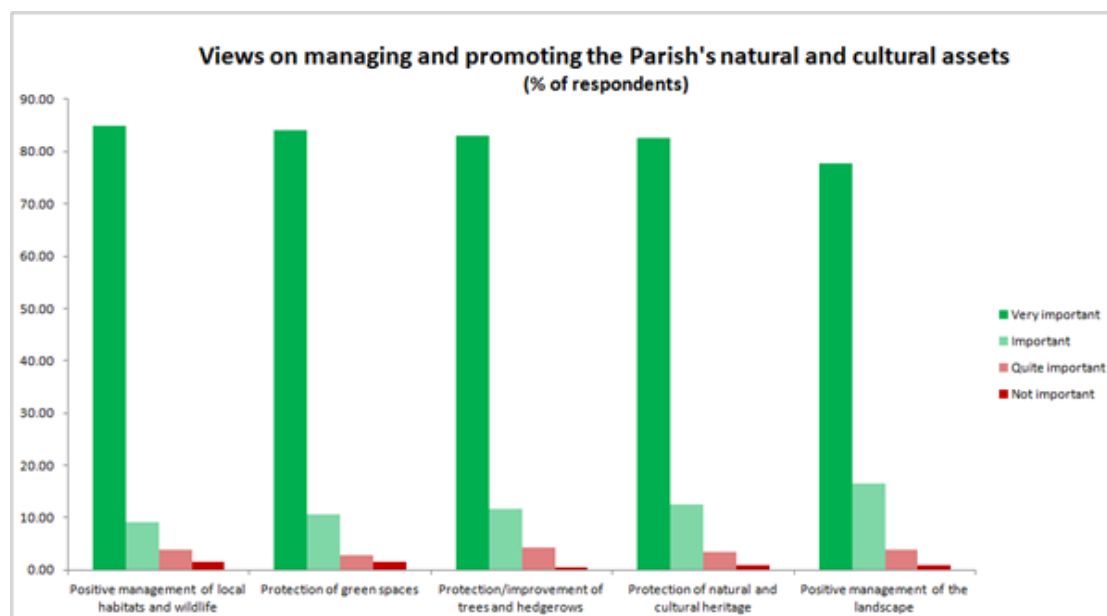


Only a small number of respondents (13%) were expecting anyone in their family to be seeking a local job in the next 5 years. This result was similar (14%) for main homeowners only.

7 Views on managing our natural and cultural assets

7.1 Managing and promoting Holme's natural and cultural assets

How important is it that the Neighbourhood Plan promotes the following?



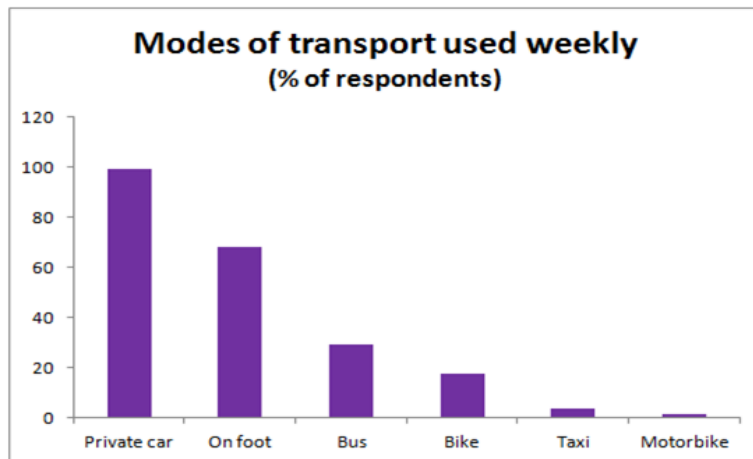
It was decided to seek respondents' views on adopting a formal approach to the management of the natural and cultural heritage of the Parish – with a view to identifying relevant policies or action plans that could be pursued via the Neighbourhood Plan.

The result was an overwhelming vote in favour, once again underlining the importance that the community places on the environment of the Parish.

- 85% of respondents consider it *very important* to adopt a positive approach to managing local habitats and wildlife.
- More than 83% consider it *very important* to protect or improve green spaces, trees and hedgerows and a similar percentage (83%) think it very important to protect our natural and cultural heritage.
- 78% consider it *very important* to adopt a positive approach to managing the landscape
- Less than 1.5% of respondents answered *not important* to any of these questions.

8 Travel

How do you get around?



Respondents were asked to tick any mode of transport that they use every week.

- The results are not significantly different for the two main groups of respondents and indicate that more than 99% respondents use a car and almost 70% walk.
- Almost 30% also indicated that they use the bus every week with smaller proportions using the other modes.

The dominance of car use is consistent with data on car ownership and travel to work found in the analysis of the 2011 Census (Socio-Economic profile of the Neighbourhood Area, *op cit*).

However the result for bus use is not consistent with answers to an additional survey question which indicated that only 6% respondents use the bus once a week (52% occasionally and 29% never).

It seems likely that this question was poorly specified and the instruction to tick any mode used every week was missed or caused confusion (given that the following question apparently asked for the same information about the use of the bus every week) with the result that bus use is overstated.

- Views of the *village* itself and the associated older *houses* and buildings around / close to the historic centre of the *Conservation Area* (including the *Village Hall*, the *White Horse pub*, the *Old Smithy and Hope Cottage*) are also much valued, as is the *Park Piece*, the protected area of public open space that lies between the Peddars Way north and *Westgate*.
- The *protected nature reserves*, *wildlife sites*, *marshes* and *meadows* all feature as important both as sites to protect and for the *open space* and views they afford.
- The uninterrupted views enjoyed from the higher land to the south of the village over *agricultural* land and eventually to the *sea*, notably from the *footpaths* along *Green Bank* and *Chalk Pit Lane* which provide favourite walks for local people and visitors alike.
- The footpaths and many trees and hedgerows throughout the village, which form part of Holme's characteristic green landscape.

There is much food for thought in the suggestions put forward by respondents. Many of the features listed already enjoy a special designation or listed status as referenced above. Others however merit further consideration for possible inclusion for protection or enhancement within the Plan. This might be achieved either through specific policy or as part of an action plan and include the following: protection of the important views of the church; views from the higher ground / Green Bank to the south of the village, down to the village and sea beyond; improvement of trees, hedgerows and footpaths and formal identification of important unlisted buildings and their setting which contribute to the character of the village.

- A number of respondents suggested *improved use of Park Piece and the Village Hall* and this was combined elsewhere with suggestions for *adult exercise equipment* and facilities for children including a *playground* on Park Piece (*presumably for visitors given the age structure of the population*), an *archaeology group* in the village hall and *summer classes* to support interests such as painting.

Other suggestions included *allotments and a community garden*, improved *evening bus / affordable taxi services to Hunstanton*. There were a couple of suggestions for ambitious (though possibly achievable) projects including a *new village hall* and a *heritage centre combined with community and visitor facilities*.

Many of these ideas could be supported through the Neighbourhood Plan, possibly in the form of community action plans. The more ambitious investment projects are something that might be explored further – and possibly combined into a single project involving a partnership between the Parish Council and other relevant local and national organisations.

The answers fell broadly into four main groups: concerns, specific issues to be considered for inclusion in the Neighbourhood Plan (either as Policy or as an Action Plan), suggestions on sites that might be suitable for development and general / other comments.

Concerns

- Traffic growth and road safety – especially A149 and Broadwater Road
- No pavements
- A149 is a barrier to social interaction / splits the village
- Flooding from the Sea / the River Hun
- Non-adherence to planning conditions / enforcement
- Too many expensive new houses
- Too many second homes and too many empty homes
- Occupancy conditions on new homes
- Residential spaces disguised as garages / outbuildings
- Growth needed to sustain the village
- Too many caravans and too many holiday homes = too many empty spaces
- Speculative development / investment = empty spaces
- Short term gain = long term pain (variety of comments)
- The Parish Council isn't up to the job of the Neighbourhood Plan
- The Borough Council doesn't listen to local views
- Poor broadband and mobile communications are hindering home-based working

Specific issues for consideration in the Neighbourhood Plan

- Establish a development envelope / clear boundary for the village
- Maintain the open countryside around Holme
- No more back-land development
- Buildings out of character with surrounds
- Too many large houses, over-development of plots
- No more three-storey homes
- Replacement of modest / affordable homes and bungalows by larger, expensive homes
- Not enough homes for younger families and down-sizers
- Any affordable homes should only be for people with a direct link to Holme
- Limit the size of extensions
- Extend the Conservation Area
- Lack of control over biodiversity impacts in local planning policy
- Protect agricultural and traditional grazing land
- Dark skies initiative to mitigate against light pollution
- Buffer zones to be demarcated and controlled
- Improvements to The Hun and associated habitats
- Green Corridors

Suggestions on development / sites that might be suitable for development

- Sites off Main Road to the east of the village
- Off Chalkpit Lane
- Former sports / cricket pitch (several suggestions)
- Land owned by the parish Council proposed for new homes
- Large green fields in the centre of the village
- Site (s) for c6 self-build houses 1200 to 1700 sq ft with discounted land price scheme and penalties for early sale plus 6-8 affordable 2/3 bedroom homes for rent / shared ownership
- Holme needs a scheme like the Blakeney Neighbourhood Housing Society
- PC could partner housing charity to provide new homes on Parish land

General comments and ideas

- Create a village nucleus
- Exploit the environment through ecosystem services
- Promote small-scale self-build opportunities
- Better car parking for beach visitors
- A day pass for those who don't use public transport / slow modes (traffic-free zone?)
- Traffic calming on Beach Road
- Provide a footpath to Drove Orchards
- Provide a footpath / cycleway along the main road to Old Hunstanton
- Access to the pub for wheelchair users
- Provide units for hire – tea rooms, crafts, art gallery, maps etc to help tourists / walkers

10 Concluding comments

This report has provided an overview of the results obtained from the Neighbourhood Plan Questionnaire Survey carried out during May 2016.

There was a good response to the survey (40%) and separate examination of the views of the two main groups (main home vs second home residents) has shown good levels of agreement on most of the topics covered. Many of the views expressed are consistent with the general approach to Smaller Villages and Hamlets such as Holme embodied in the Local Development Framework Core Strategy (2011) and Development Management Policies (SADMP, 2016-2026).

One of the most striking features of the results is the overwhelming value that the community attaches to the natural and cultural environment of the Parish. Along with its high quality agricultural land, the environment is Holme's single biggest asset and the concern that our environmental capital will be damaged by inappropriate development in the future is widely shared – for not only does the natural environment underpin our local economy, a common love and respect for habitats, wildlife, our nature reserves and all things green explains the unusual degree of social cohesion found in this small community.

The importance of the natural and cultural environment is nowhere more evident than in the comments received from those who participated in the survey and explained the value they attach to the wonderful views across the local landscape and the places at the centre of local community life, most particularly St Mary's Church, the Village Hall, the White Horse and the Park Piece.

Going forward, the community has strong views about development. There is widespread concern about the growing dominance of second homes in the village and the fact that younger families and downsizers cannot live or remain in a place where new homes are no longer affordable and modest dwellings are being replaced by very large and expensive houses that often remain empty for long periods of time. The results show that many are sceptical about the need (as opposed to the demand) for more homes and these may not therefore be the solution to this problem. If Holme is to move forward however and to take its "fair share" of the new dwellings that are to be absorbed by the Borough's Smaller Villages and Hamlets, there are strong views about the sorts of places that these should go, the way in which they are fitted in with the existing housing stock, the size, style and building materials that should be used in their construction. Many of these views are influenced by recent experience – something which stands out very clearly in the free text comments recorded by individuals who participated in the survey.

Most survey respondents view the future role of the village as residential, depending on Hunstanton and larger settlements for jobs and services – but many would like to see a small shop operating in the village once again. Whilst adopting a positive approach to the management of habitats and wildlife, most also appreciate that the natural environment will continue to be a focus for low key tourism and also recognise opportunities to encourage home-based working and craft or cottage industries. Home-based employment not only offers a sustainable approach to working in the twenty first century but important diversity away from the current over-dependence on retail employment revealed in our analysis of the 2011 Census data.

The questionnaire prompted literally hundreds of comments and ideas – many of which form common themes. Along with the wider results from the analysis of the survey and the analysis of socio-economic data from ONS sources, these will now be taken forward to be considered for inclusion in the Neighbourhood Plan – either as Policy or as Community Action Plans.

Appendix 1 Definitions

Word Cloud: Word Clouds are commonly used by social scientists and those in the teaching profession for communicating the content of large volumes of raw, text-based data which would not otherwise be amenable to analysis by conventional analytical techniques. A word cloud relies upon visualisation to convey its message by extracting data from a text file, eliminating 'noise' (such as prepositions, conjunctions or commonly used words specified by the user) and then calculating the frequency of occurrence of the remaining words in the text. The more frequently a particular word occurs, the greater prominence it is given in the analysis by making it bigger, bolder and more colourful.

Word Clouds are therefore an ideal medium for processing and presenting the sort of free text responses provided in public consultation exercises. They provide an effective means of summarising lots of words, a useful channel for supplying feedback to participants and a basis for further communication and dialogue.

Appendix 2 References

Socio-Economic Profile of the Neighbourhood Area: Evidence Base: Research Report 1 (August 2016)

QUESTIONNAIRE SURVEY RESULTS:

ALL RESPONDENTS Evidence Base: Questionnaire Results Report 1 (August 2016)

MAIN HOME RESPONDENTS Evidence Base: Questionnaire Results Report 2 (October 2016)

SECOND HOME RESPONDENTS Evidence Base: Questionnaire Results Report 3 (October 2016)

POINTS OF VIEW Evidence Base: Questionnaire Results Report 4 (November 2016 - Christina)