



Key findings



Just under 25% responded

3,869
Audley Rural
Neighbourhood
Plan Household
Questionnaires
were issued

27
questionnaires were
undeliverable



949 people
completed the
questionnaire overall



165
people
completed the
questionnaire online

Most people
have lived in
**Audley
Rural Parish**
for a long time,
the average was
31 years



Most people
completing
the survey were
white British

About you and your home



32% of people
live in a
**semi-detached
house**



24% of people
live in a
**terraced
house**



24% of people
live in a
**detached
house**

Fewer than 10% of
people said they
wanted to move to a
bigger property

Fewer than 10% of
people said that they
wanted a **smaller
property**



Just under a third
had **more than
one generation**
living in the home

The average home
had **2 or more
people** living in it

Just over a third
had **someone
aged 60-74**
living with them

Almost half had a
**person aged
30-59** at home



Over half of people said that
**community spirit
and friendliness** were
one of the best things about
living in Audley Rural Parish

Over a third of people said that
**healthcare and the
countryside** were good
things about living here

Most people said they
like living
in Audley Rural Parish

Nearly 90% said they were
**not considering
leaving the parish**

Nearly half of people said that
parking issues were one of
the things they didn't like about
living in Audley Rural Parish

A quarter of people said
**Anti-social behaviour
or crime**

A fifth of people said
litter was a problem

Over a third of people said
**parking needs
to improve**

A quarter said that there
needs to be **more police**
and Anti-social behaviour
needs to improve

A fifth said that Audley needs
traffic calming

What is important to people about Audley Rural Parish

A heritage asset is an item that is important because of its contribution to Audley's community and culture







A third of people said that **St James Church, Audley** was an important heritage asset



A fifth of people said that the **Wedgwood Monument** was important

Green Spaces

Most people said that green spaces were very important

 <p>Half of people said Bateswood was important in Audley Rural Parish</p>	 <p>Nearly a fifth of people said Marion Platt Way was important in the parish</p>	 <p>Over 10% of people said Apedale and Leddy's Field were important</p>	 <p>Almost 10% of people said Podmore was an important area</p>
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Housing

Most people said it was important to **reuse existing buildings**

84% of people said that **brownfield sites** should be reused

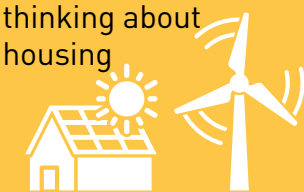
Over a third of people said it was **OK to fill in small gaps in villages**

92% of people said that **large areas of green belt should not be used for housing developments** and 72% said no to **small changes around existing villages**

Almost half of people said that there was a need for **sheltered accommodation** or a **retirement village**



Almost half of people said that **starter farms and zero-carbon energy efficient homes** were important when thinking about housing



Over half of people said that there was **no need for larger homes**



Almost half of people said that there was **no need for first homes**



Over 40% of people said there was **no need for smaller homes or houses that people build themselves**



Over half of people said that there was **no shortage of housing**



Over a fifth of people thought there was **a shortage of housing**



Environment, sustainability and quality design (Design Code)



Most people said it was important to **keep the rural character and feel** of the Neighbourhood Area

Most people said that **protecting green and open spaces** was an important statement for the Design Code for Audley Rural Parish



Nearly 90% of people said that it was **important for villages to stay separate**

Almost 90% said **parking needed to be provided**

86% would like to see more **communal parking**

Almost 90% wanted **sustainable urban drainage**

Most people did **not want over development** in the parish

Most people said that **new housing must be in keeping** with the nearby properties and area

A quarter of people have problems with **surface water flooding and flash flooding**



Leisure and wellbeing

Most people said that the things that need to be made better were

Policing



Parking



Buses



Footpaths



Over two thirds of people thought that some things in the parish were missing. The top five were

Car parking



Sports facilities



**Cycle paths and
bridleways**



Bus services



Activities for young people



Over a quarter of people wanted **off road cycling/bridleways**

A quarter of people want **tennis courts**

Over 10% of people wanted **4G football pitches**

Some people said that facilities in Audley Rural Parish like those at



Sir Thomas Boughey Academy

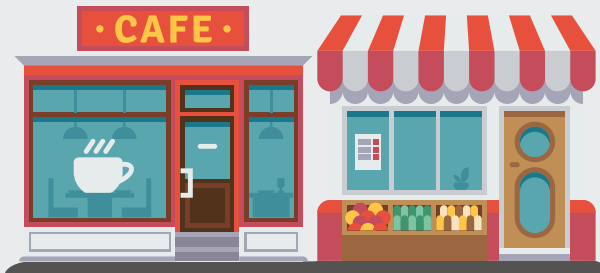
should be made available for the public

Over 84% of people said that **Healthcare (Doctor, Dentist, Pharmacy)** was one of the most important services in the parish



Over three quarters of people said that **the shopping area in Audley needs improving**

Almost a fifth of people want a wider range of shops
The top three shops people want are **Butcher Greengrocer Café / Coffee Shop**



Three quarters of people said there needs to be **guidance for shop frontage and signage**

Almost half of people want **better parking**

Almost a fifth of people want the parish to be **tidied up**

People gave ideas to improve the car parking and traffic:

A one way system

The use of the wide pavement by the dentist for a short stay car park

Tarmacking the Methodist Car Park

Better enforcement of parking regulations

Getting around

Most people use their own cars to get around. The top three ways of getting around are:

Own car



Walking



Bus or taxi



Over three quarters of people used **local footpaths often**

Over 86% of people would use a **new communal car park** instead of parking on narrow congested roads

Over three quarters of people **never use public transport around the parish**, as it is too expensive, preferring to walk or use the car



Almost three quarters of people **never use public transport to travel outside the parish**. Most people use a car as there is no direct service, or times are not what people want

A lot of people travel outside the parish for shopping and leisure. The top four places are

Newcastle Alsager Crewe Hanley



There are **not enough evening bus services**



Three quarters of people said there were no problems getting around the parish but **cars on pavements were a worry for wheelchair users and people with prams**



Home working

Almost a quarter of people **work from home**

Just under 10% **run their own business from home**

Over a quarter of people have **problems with Broadband**. A lot of people said this was a problem



Using the train

75% of people use **Crewe** railway station

Over 50% of people use **Stoke**

15% of people use **Alsager**

Almost 20% of people **never use trains**

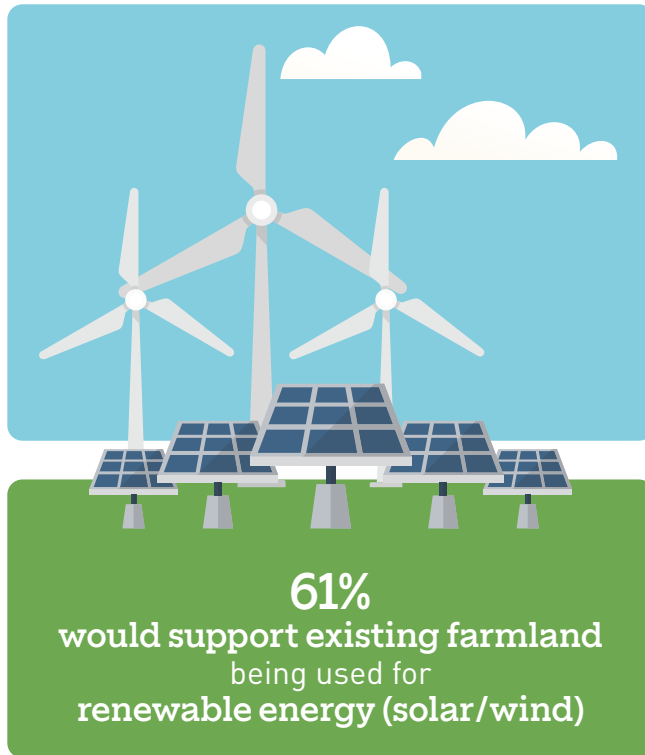


Rural enterprise and local economy

46%
felt that
starter farms
were needed

32%
felt that
smallholdings
were needed

12%
felt that
a farm shop
was needed



90%
would NOT
support existing
farmland
being used for
new employment
sites (warehouses/
offices)



81%
felt that
new employment
was NOT needed
in the parish and only

3%
felt that the
green belt should
be released

87%
felt that
existing buildings
and
72%
brownfield
sites should be
primarily used

93%
are
against the
release of green
belt for new
employment

90%
are against
the release of
green belt
around existing
villages and

83%
are against
expanding
villages to
create new
employment sites



Business survey



151
Audley Rural
Neighbourhood
Plan Business
Questionnaires
were issued

8
questionnaires were
undeliverable



26 people
completed the
questionnaire



12
people
completed the
questionnaire online

46% of the businesses
were from Audley
12% were from Alsagers Bank,
15% from Bignall End, 4% from
Halmer End and 4% from Miles Green

Businesses

Where the business
was stated:
A fifth were
restaurants,
cafes, or pubs



15% were
health and
wellbeing
businesses



Almost three
quarters had been
in business for
over 11 years
8% **between**
6-10 years
20% **1-5 years**
4% were **new**
businesses

(less than a year old)



Over half of
businesses
had no
issues affecting
their growth



Things affecting
business growth
Not enough
late transport



Not enough/lack
of parking



Not enough
affordable
homes for first
time buyers

Over a third had been
victims of crime/
anti-social
behaviour
in the last 12 months

31% of businesses
stated they
would like the
opportunity to
network with
other business
in the parish

Over three quarters
of businesses said
more parking
was important



Over three quarters
of businesses said
public transport
was important
in supporting
business



12% of businesses
said that
advice and
support to develop
their business
was important

Over half of
businesses said
development of
green belt was
not important
to business growth

Suggestions put
forward as important
to support
business were
Better police
presence



Bus service
after 6pm



Traffic calming
at the top of
Black Bank when
entering
Alsagers Bank



Customers

Most customers travelled to the business by car

Car
96%



Walking
69%



Public transport
53%



Taxi
31%



Things that had negative impacts on businesses were:

Parking

68%



Speeding in the village
46%

Traffic volume
41%



Lack of buses
41%



A quarter of **customers were local**

12% were from **outside the parish**

Over two thirds of customers were **a mixture of local people and people from outside the parish**



Almost three quarters of local businesses

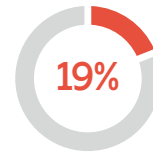
promote themselves online

Over three quarters **use broadband** adequate for their needs

Almost three quarters use a **mobile phone**



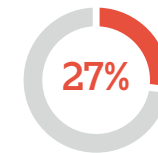
Workforce



employ **all of their staff locally**



employ **more than half of their staff locally**



employ **less than half of their staff locally**



employ **no local staff**

Staff travel to work by

Car
96%



Walking
68%



Public transport
12%



Taxi
12%



Businesses said that **parking, public transport, and a lack of taxis** were problems

Over three quarters of businesses had **no issues recruiting staff**

81% recruited **staff locally**

Not many businesses said that they could access training locally. Of these half were positive and half negative

Just over half of businesses said their current premises has the **capacity to expand** for future business growth

