

Analysis of Newton Housing Survey, December 2014

Response

- 110 responses were received
- Most respondents completed all questions
- Most respondents added free text comments

Overall outcome

- **59 (54%)** people support low cost housing in Newton, 51 do not (46%)
- **41 (37%)** people supported private housing as part of the development, 60 (54%) did not and 9 gave no response to that question.
- Unsurprisingly there was a marked difference in responses to the private housing question depending on whether or not the participant supported the scheme as a whole. As the table below shows, the majority of those supporting the scheme also supported some private housing.

Support for the scheme		No	Yes	All
Support for private housing	No	50	10	60
	No Response	1	8	9
	Yes		41	41
	All	51	59	110

Response by site - analysis

People were asked for their opinion of the impact of development on each of 6 sites. Responses were on a 3 point scale, no impact, some impact and severe impact. By allocating a numerical value (1,2 and 3 respectively) to each response and averaging those responses it is possible to score and rank the sites. If all responses for a site had been 1, no impact, the site would score 1. At the other extreme, if every participant rated a site as having severe impact the average score would be 3. Null responses are ignored. Some sites might attract a numerically higher score simply because there are more people living close by. The results by site are listed below, the highest score having the greatest perceived impact. The final column ranks sites in order, 1 is seen as having the least impact and by inference the one that people see as the preferred site.

	Impact Score	Impact Ranking
Site 1: Town Street	2.26	3
Site 2: Harston Road	2.10	2
Site 3: Cambridge Road	1.87	1
Site 4: New Farm Rd - Cambridge Road	2.27	4
Site 5: New Farm Rd - Kidmans Close	2.47	6
Site 6: Cockle Close- Whittlesford Road	2.29	5

Response by site – analysis by whether or not people support the scheme

As the table below shows, there is a marked difference in the perceived impact depending on whether people answered question 1 “do you support the scheme” as yes (59 people) or no (51 people).

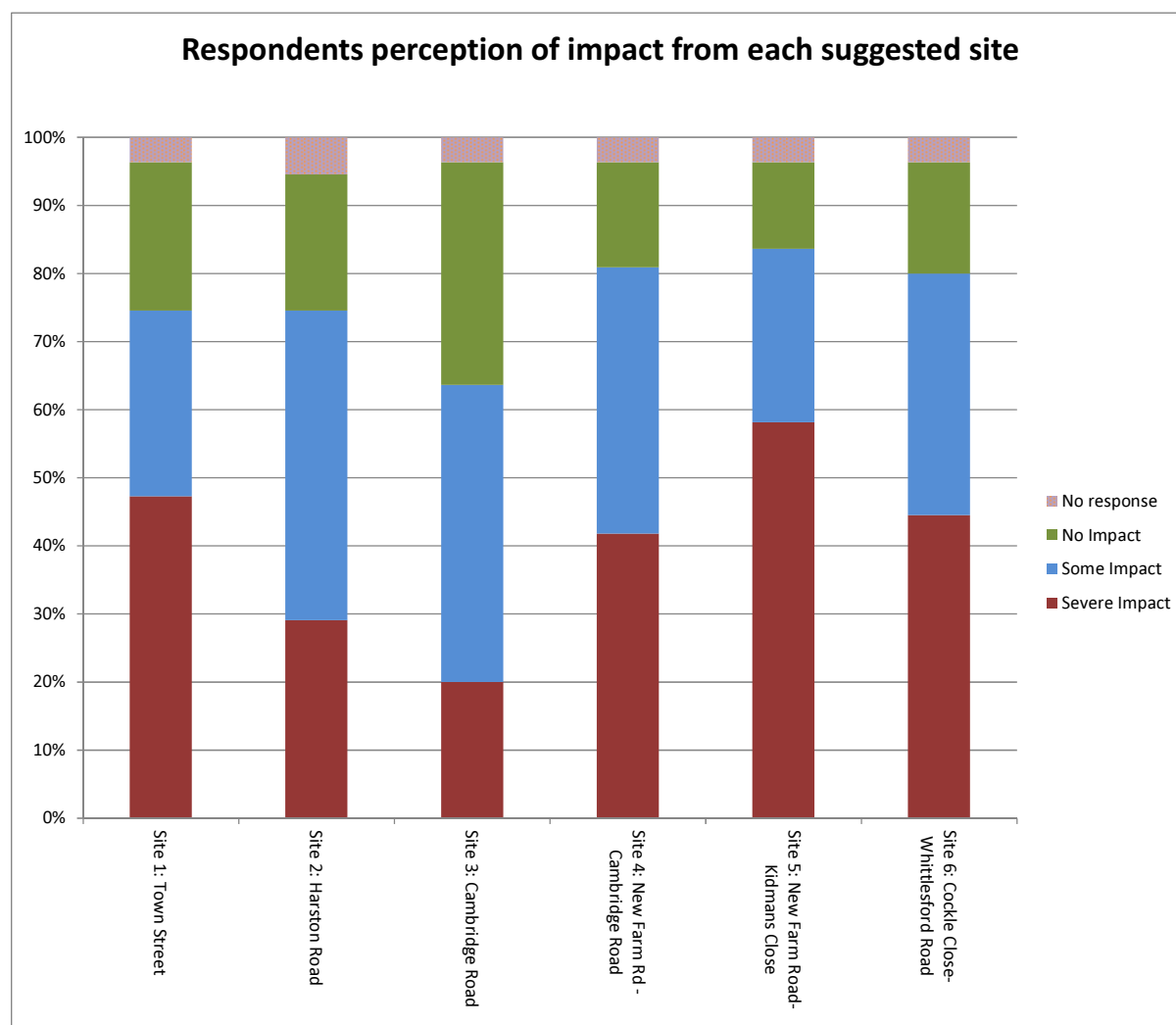
Answer to question 1:	YES		No	
	Impact Score	Impact Ranking	Impact Score	Impact Ranking
Site 1: Town Street	2.18	5	2.36	2
Site 2: Harston Road	1.81	2	2.40	3
Site 3: Cambridge Road	1.61	1	2.16	1
Site 4: New Farm Rd - Cambridge Road	1.98	4	2.60	4
Site 5: New Farm Rd - Kidmans Close	2.21	6	2.76	6
Site 6: Cockle Close- Whittlesford Road	1.95	3	2.68	5

Response by site – ranking summary

Answer to Question 1	YES	NO	ALL
<i>Impact ranking: 1 = lowest perceived impact, 6 = highest</i>	Impact Ranking	Impact Ranking	Impact Ranking
Site 1: Town Street	5	2	3
Site 2: Harston Road	2	3	2
Site 3: Cambridge Road	1	1	1
Site 4: New Farm Rd - Cambridge Road	4	4	4
Site 5: New Farm Rd - Kidmans Close	6	6	6
Site 6: Cockle Close- Whittlesford Road	3	5	5

Response by site – charts

The chart below shows the percentage of all responses of each type by site and adds more detail to the impact score set out in the previous paragraph.



Comments

Most participants made free text comments. Some were supportive, others made detailed comments or expressed reservations about specific matters such as traffic and noise, others were critical. Comments are set out in full in an appendix. Of the 110 responses, the number of comments received regarding each topic was:

	Comments
Site 1: Town Street	77
Site 2: Harston Road	63
Site 3: Cambridge Road	66
Site 4: New Farm Rd - Cambridge Road	62
Site 5: New Farm Rd - Kidmans Close	62
Site 6: Cockle Close- Whittlesford Road	63
Other comments	69