



Kenilworth Town Council Action Plan

Analysis of Survey Data

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June
2013

Survey Structure 1

The Survey consisted of 38 similar opinion-seeking questions plus 2 qualifying questions relating to age range and postcode to enable cross-analysis.

The questions were split into 6 Sections:

- Open Space (Q1 – Q7)
- Castle Farm Sports Complex (Q8 – Q10)
- The Abbey Fields (Q11 – Q16)
- The Civic Centre (Q17 – Q19)
- Thickthorn Estate development (Q20 – Q28)
- The Town Centre (Q29 – Q38)

Survey Scoring

Each question consisted of a statement with which respondents were asked to indicate that they:

- Strongly agree 100
- Agree 50
- Disagree -50
- Strongly disagree -100

or if unsure to skip the question.

To analyse the response the answers have been weighted with the indicated scores. So if everyone strongly agreed it would score 100 and if each choice was answered equally the score would be zero. A negative score then indicates disagreement.

Questions have also been scored by age ranges to see whether views change across the generations.

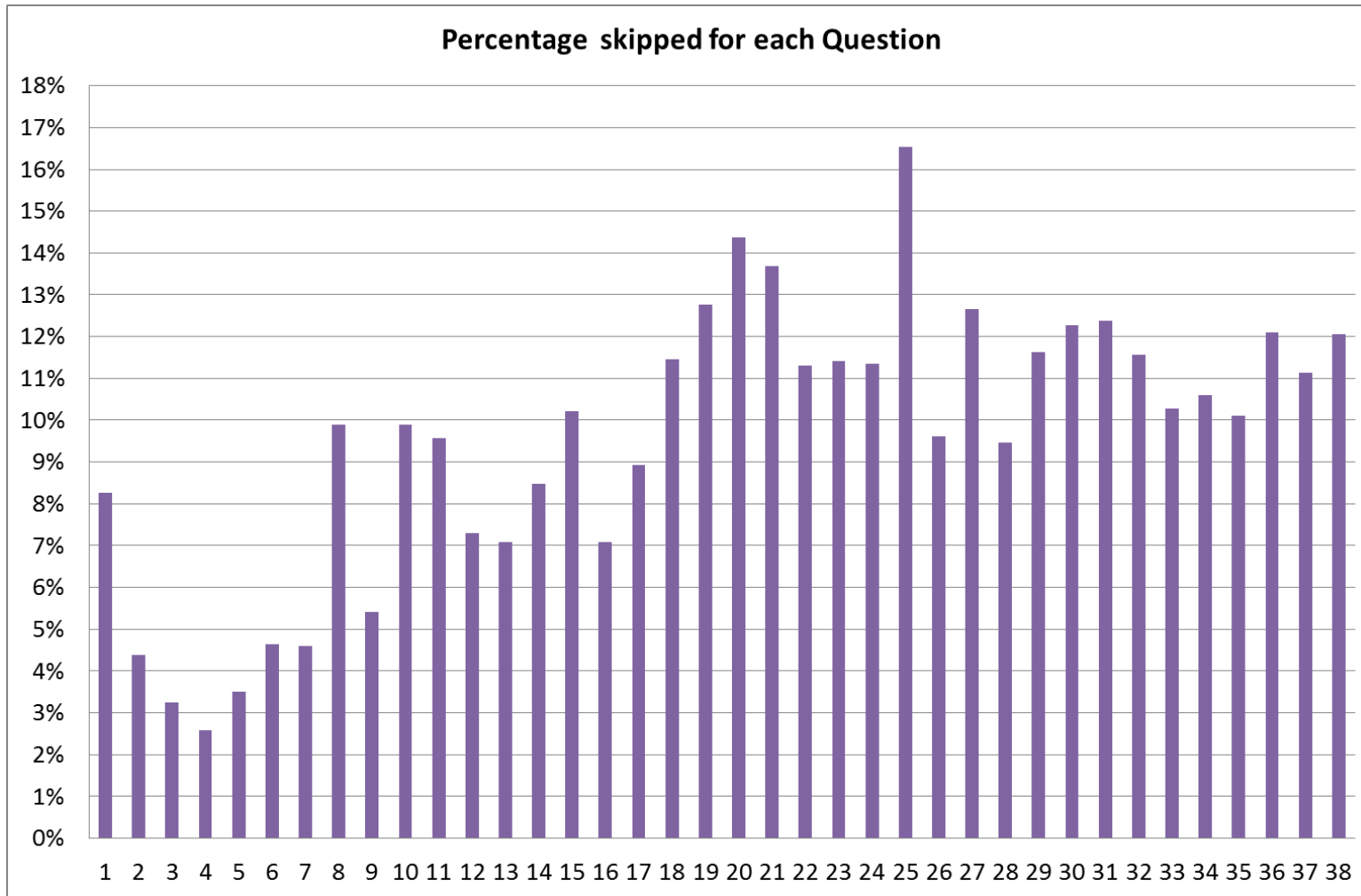
Skipped Questions 1

There was no response allowed equivalent to “Don’t know” or similar answer and indeed on the written questionnaire there was an instruction to skip any question to which you were uncertain of the answer.

Some people may be uncertain because they felt they lacked adequate information to determine their view rather than because they were undecided.

The effect of either of these situations is the same and so they are treated equally and ignored in all the interpretations of the balance.

Skipped Questions 2



Skipped Questions 3

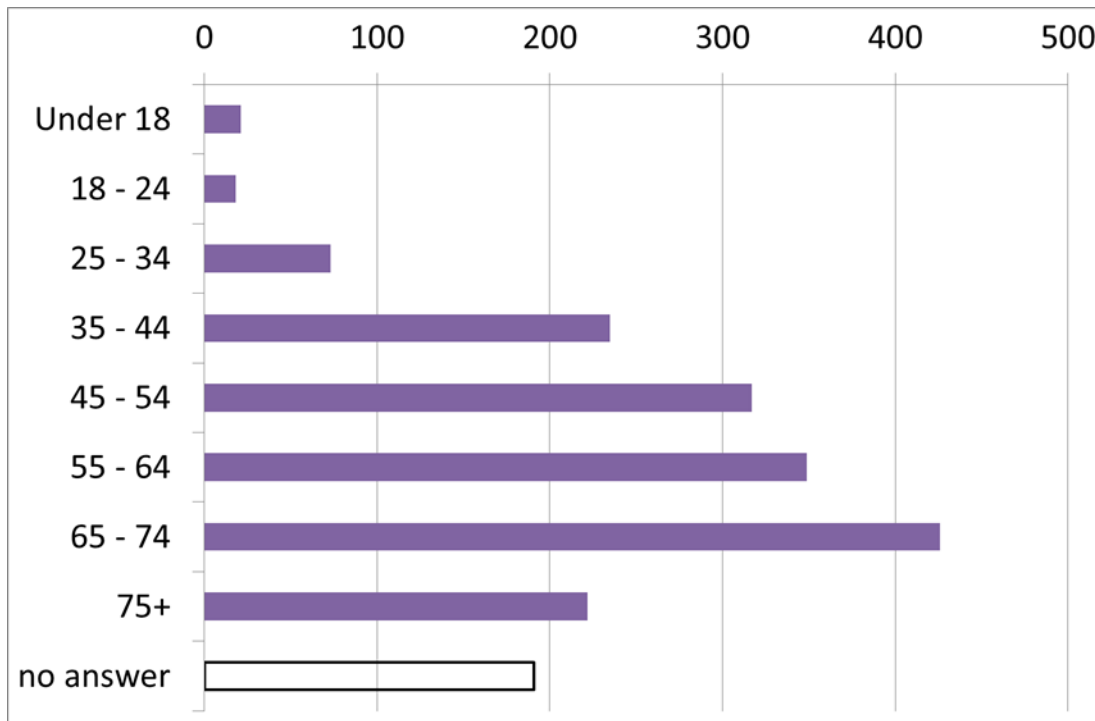
The increasing number of skipped questions up to about half-way through them presumably indicates people losing patience.

However the exceptional skipped questions must tell a story and possibly indicate unfamiliarity with the issue:

Q1, Q11	Perhaps Open Space is a given?
Q8, Q10	Unfamiliar with Castle Farm if not a user?
Q15	Not familiar with the fairground arrangements?
Q19	Combining medical services a complex new idea?
Q20	Not sure where Rocky Lane is?
Q21	Even more complicated boundaries?
Q25	Not yet familiar with the Garden Suburbs Policy?

Age Ranges of the Respondents

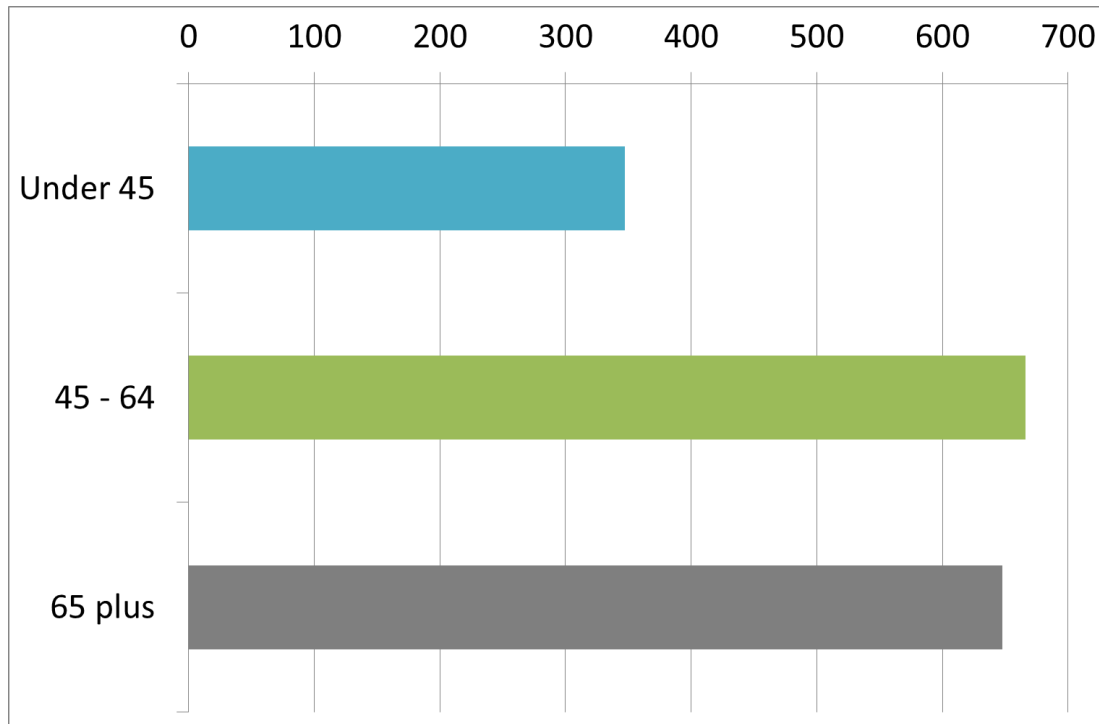
191 of the 1852 respondents did not admit their age, but 90% did, with the following result:



Clearly the younger age categories are too small to be reliable samples.

Grouping of ages

In order to provide valid statistical comparison between ages they have been grouped into the following simplified bands:

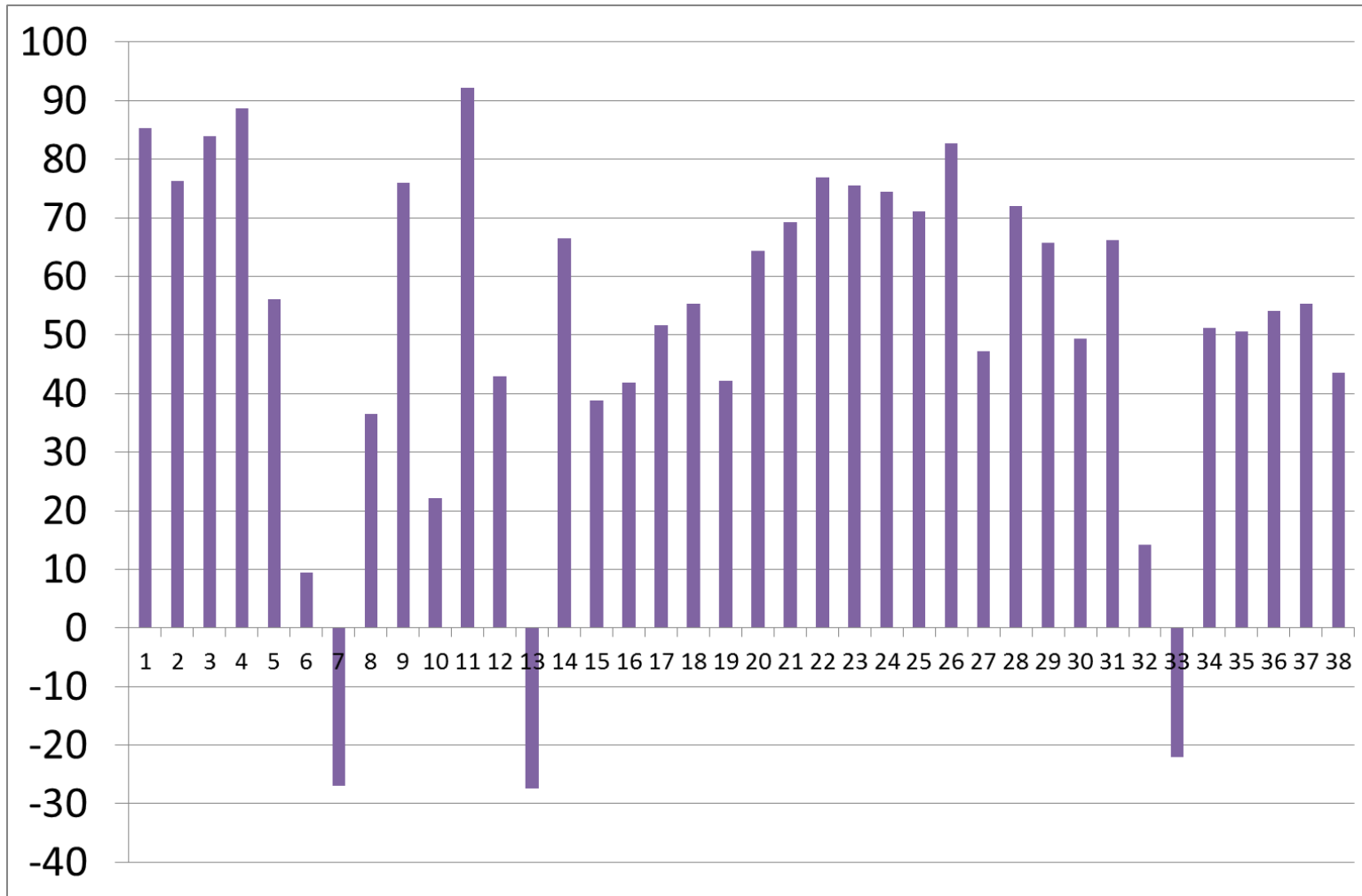


Analysis of the Data

- First analysed by all respondents by question
- Then analysed by all respondents by group of questions
- Then split by age groups for all questions

Interpretation is not included at this Numerical Stage as it requires input from the written comments.

All Respondents by Question



Very Strong Agreement Questions

There are five questions which score over 80, indicating very strong agreement:

- Q11 Score 92 The (Abbey) fields are an invaluable recreational asset to the Town and must be preserved and protected.
- Q4 Score 89 The Common This valuable asset for the Town should be preserved in its natural state.
- Q1 Score 85 Open Space In order to retain the character of the Town the amount of open space should be maintained or increased.
- Q3 Score 84 Crackley Triangle This is a sensitive area between Coventry and Kenilworth which provides open space adjacent to the Green Way and the Common. This should be given Green Belt status.
- Q26 Score 83 Great care will need to be taken with the road connections from Thickethorn island and Dalehouse Lane. No development should be allowed until these are agreed and tested.

Disagreement Questions

There were three questions where the score was negative indicating that on balance the respondents disagreed with the statement:

- Q13 Score -27 Outdoor Swimming Pool The Outdoor pool is only used for short periods in the summer. A sports hall should be built in its place, contained within the current footprint, and replacing that in Castle Farm.
- Q7 Score -27 The Mere A preliminary study carried out by Warwick University Business School suggests a financially viable option might be to include the development of a hotel consistent with a rural setting, a small holiday park and public recreational facility in the form of a nature reserve for use of walkers, cyclists and horse riders. Such would open opportunity for local employment. Warwick District Council is currently undertaking a feasibility study. Subject to very careful consideration of the more detailed study this project should proceed.
- Q33 Score -22 Warwick Road The pavements in Warwick Road are too narrow in places and whilst more restriction of A boards might help the only way that they could be widened would be to make the traffic one way. This would involve traffic being allowed only in a northerly direction from Waverley Road. This idea should be explored.

Weak Support Questions

There were three questions scoring less than 25 indicating only weak agreement:

- Q10 Score 22 To avoid the need for the two clubs to relocate to another part of the Green Belt and thus create a further encroachment into it, it would be better for them to co-locate onto an enlarged Castle Farm site.
- Q32 Score 14 Station Road/Warwick Road The earlier Town Centre plan aspired for this road to be block paved to allow for better pedestrian access and to slow the traffic. This should be pursued.
- Q6 Score 10 The Mere The reintroduction of the ancient Mere around the Castle is a project which has the potential of enhancing the setting of the Castle bringing added tourist attraction for Kenilworth, the District and the region as well as controlling flooding at the ford and further downstream. Warwick District Council is currently undertaking a feasibility study and subject to very careful consideration of this, the project should proceed.

Average Scores of the six Sections

The average score across all questions and ages is 52, right on the point between Agree and Strongly Agree, indicating good overall support for the general ideas in the plan.




The averages for the six Sections of Questions are:

- Open Space (Q1 – Q7) 53
- Castle Farm Sports Complex (Q8 – Q10) 45
- The Abbey Fields (Q11 – Q16) 42
- The Civic Centre (Q17 – Q19) 50
- Thickthorn Estate Development (Q20 – Q28) 70
- The Town Centre (Q29 – Q38) 43

Perhaps surprisingly the Thickthorn questions scored highest but Open Space was greatly reduced by the questions about the Mere.

All Questions by Age Group

The following series of pages in Question order show the analysis by the Age Groups:

-  Under 45
-  45-64
-  Over 65

Note: The overall score also includes those who did not admit their age and therefore may not be the average of the Groups.

Section 1

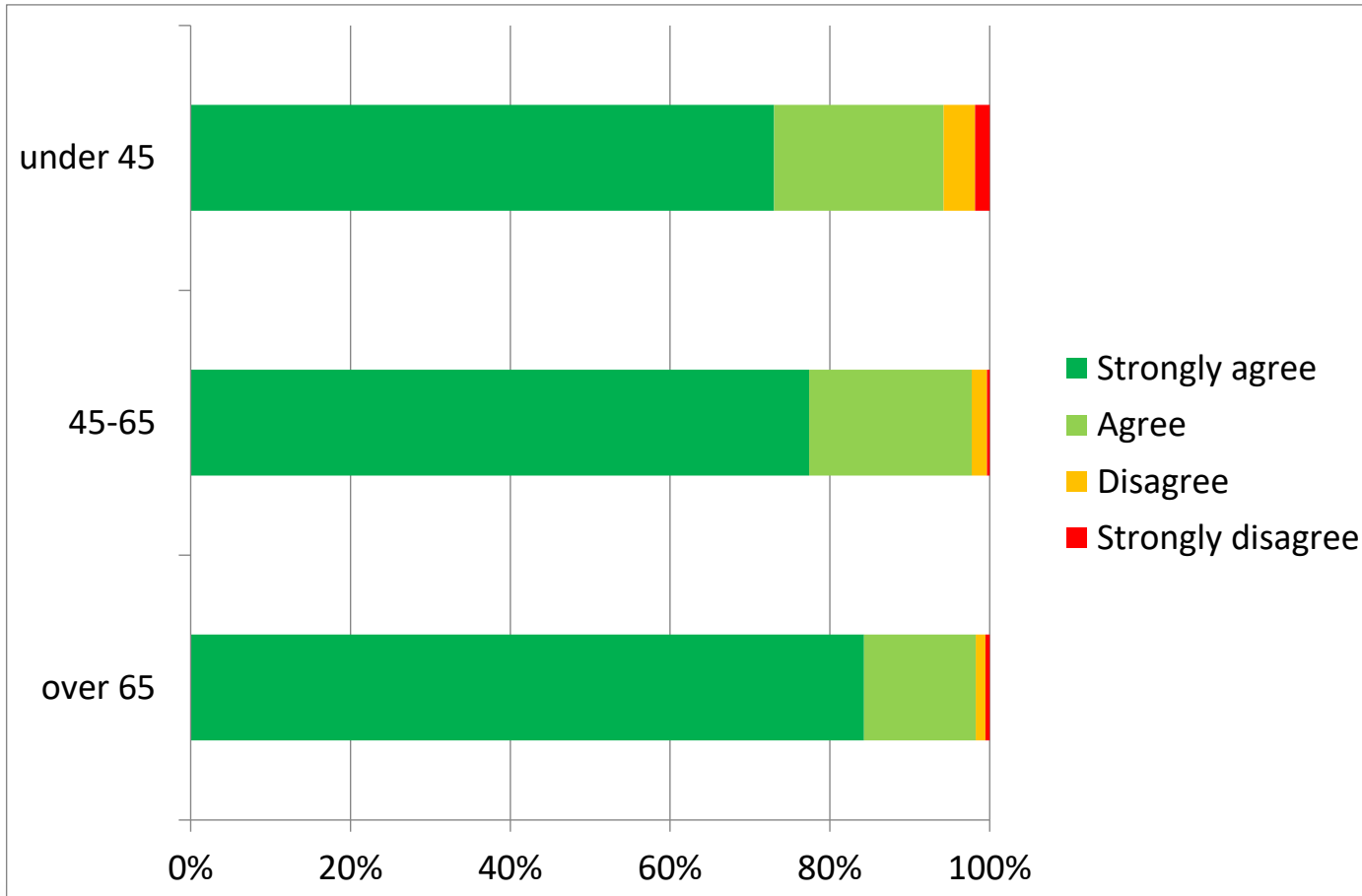
Open Space

Question 1

- Open Space. In order to retain the character of the Town the amount of open space should be maintained or increased.

Score

85



80

86

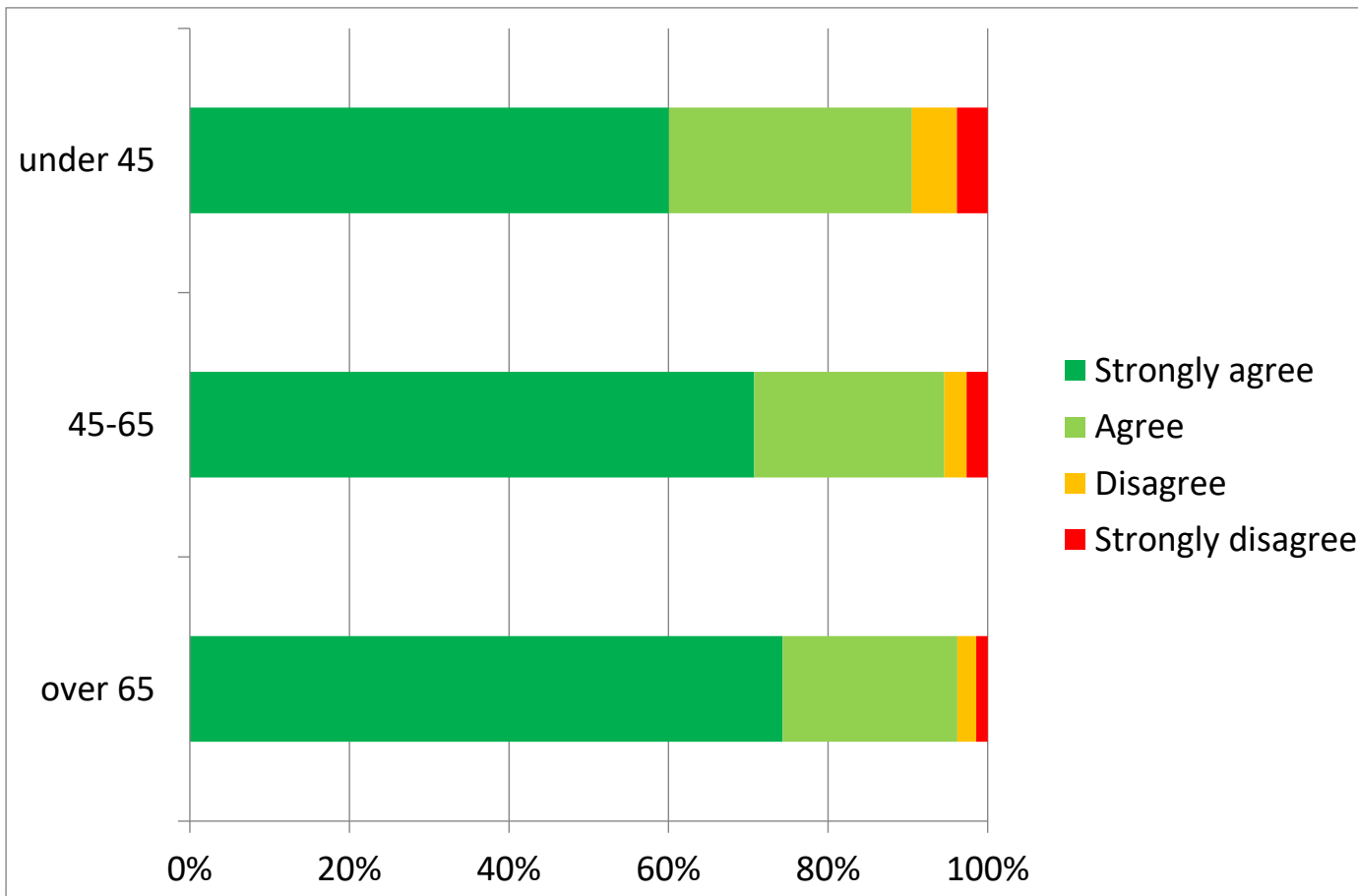
90

Question 2

- At Thickthorn the new development will be of a size that will require the provision of open space, however a safeguard should be considered to prevent further development in the Green Belt north of the current proposed site.

Score

76



67

79

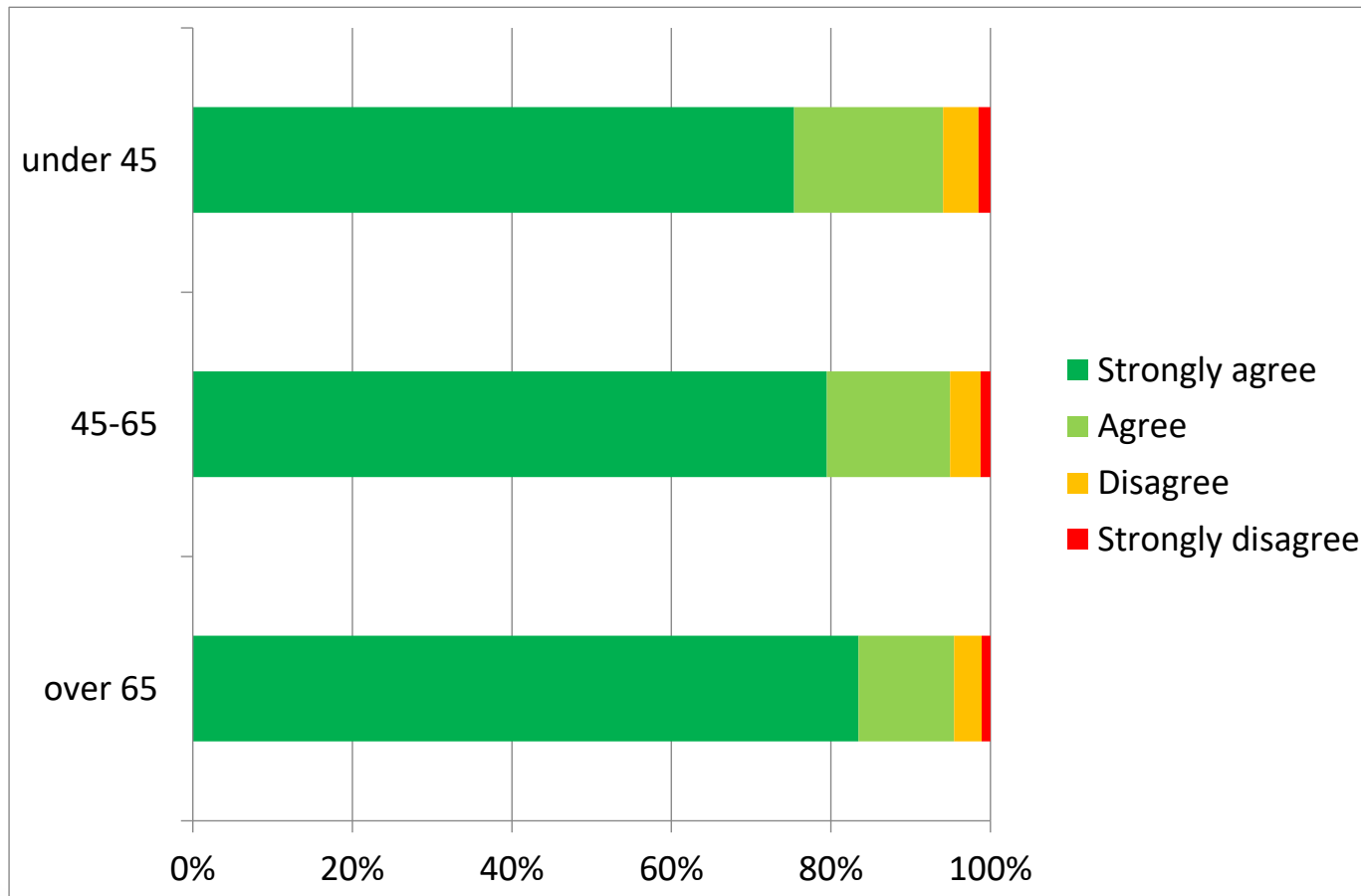
83

Question 3

- Crackley Triangle This is a sensitive area between Coventry and Kenilworth which provides open space adjacent to the Green Way and the Common. This should be given Green Belt status.

Score

84



81

84

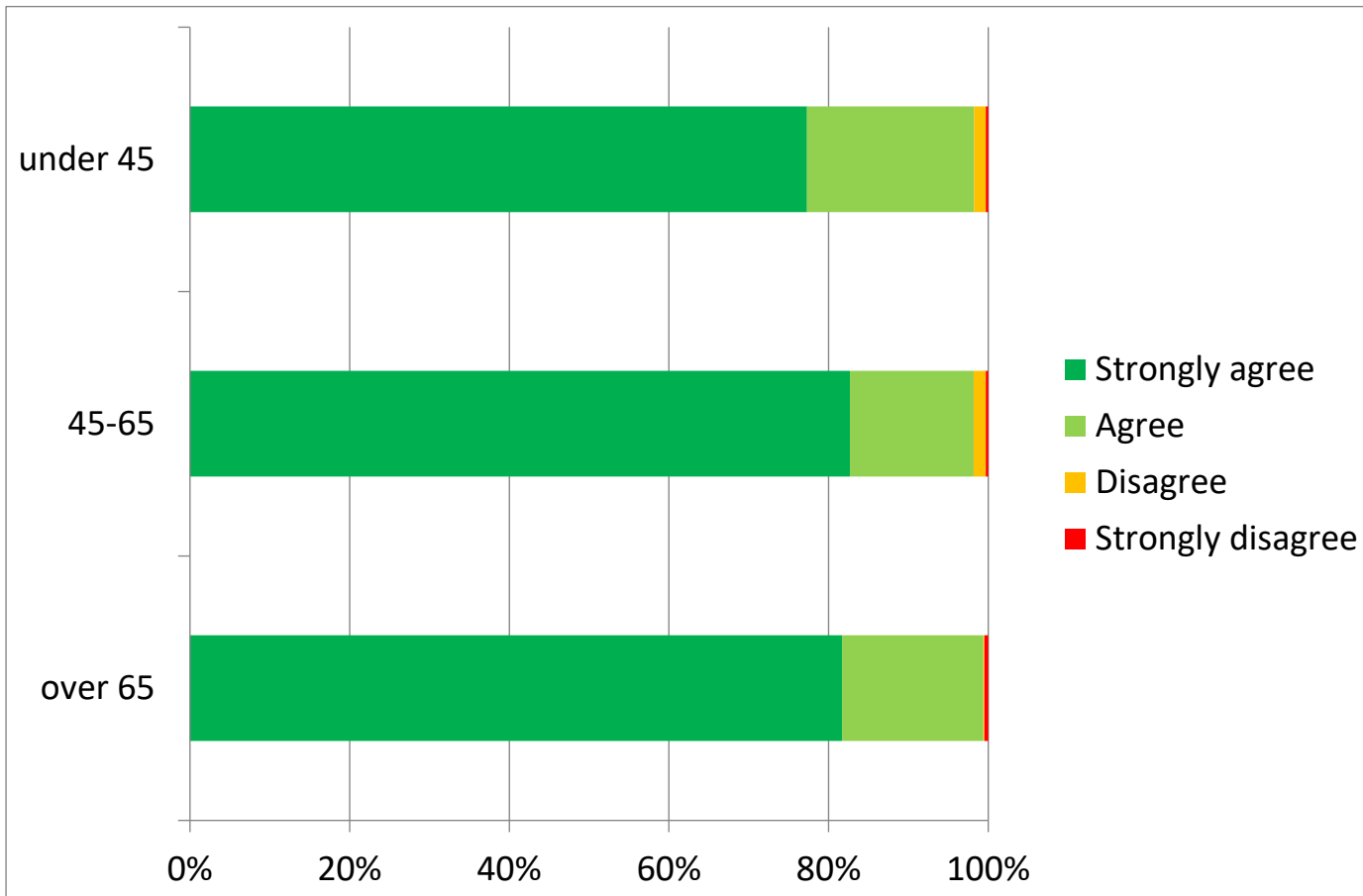
87

Question 4

- The Common. This valuable asset for the Town should be preserved in its natural state.

Score

87



87

89

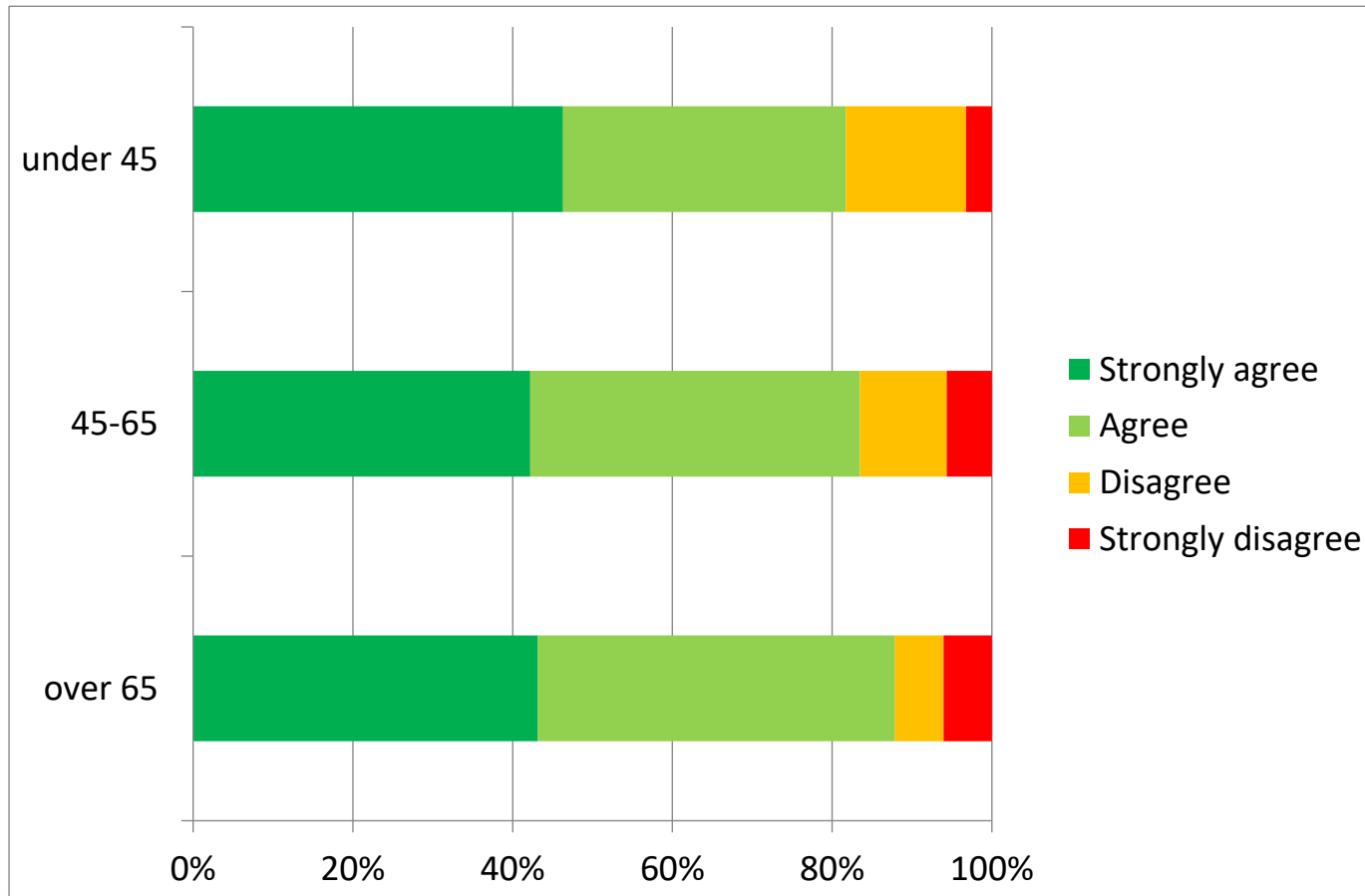
90

Question 5

- The Castle. There is lost opportunity for the Town by the lack of easy visitor access from the Castle. Consideration should be given to providing improved and safe pedestrian access from the Castle to the Abbey Fields and the Town.

Score

56



53

52

56

Question 6

- The Mere. The reintroduction of the ancient Mere around the Castle is a project which has the potential of enhancing the setting of the Castle bringing added tourist attraction for Kenilworth, the District and the region as well as controlling flooding at the ford and further downstream. Warwick District Council is currently undertaking a feasibility study and subject to very careful consideration of this, the project should proceed.

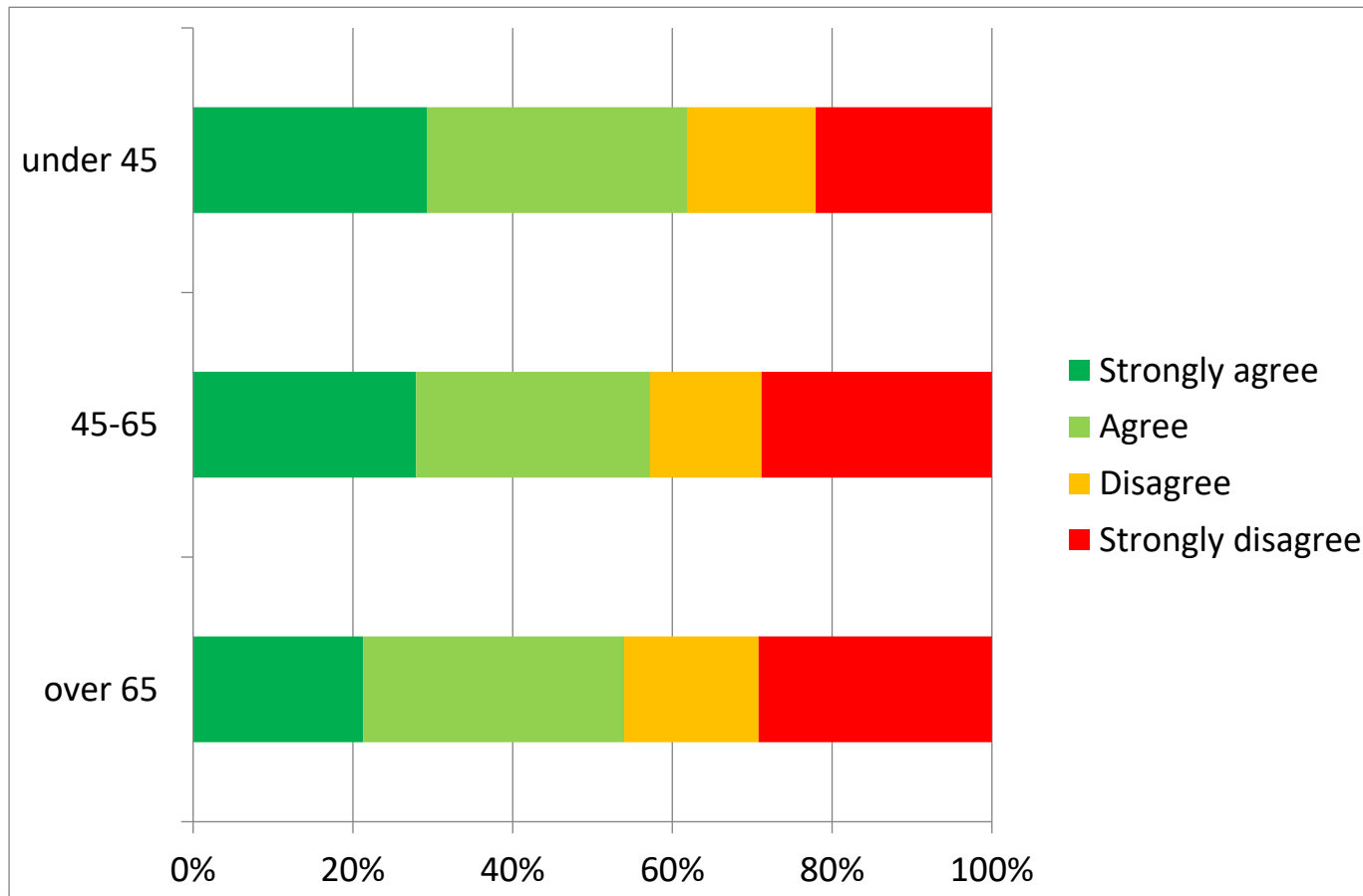
Score

10

15

6

0

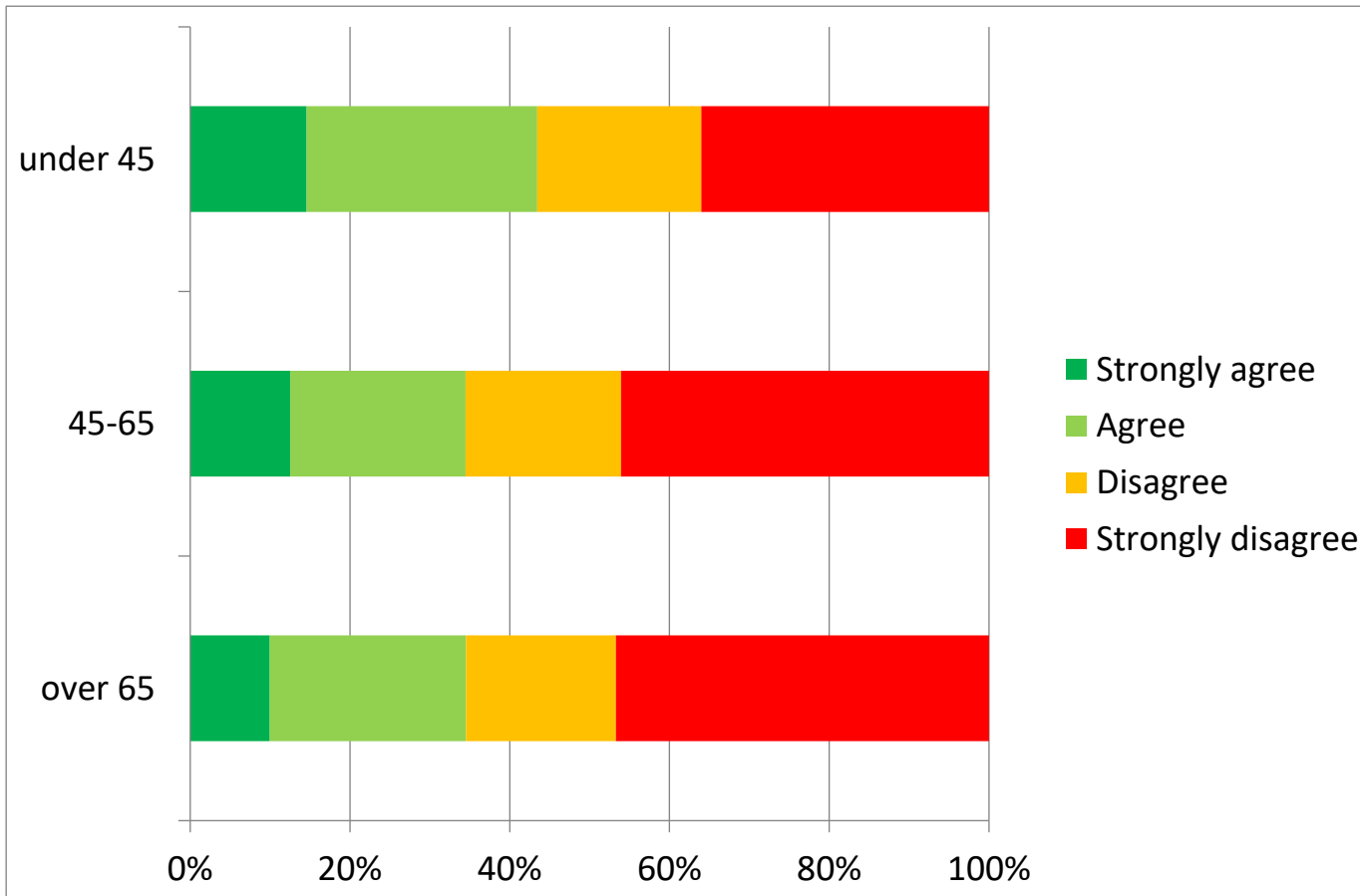


Question 7

- The Mere. A preliminary study carried out by Warwick University Business School suggests a financially viable option might be to include the development of a hotel consistent with a rural setting, a small holiday park and public recreational facility in the form of a nature reserve for use of walkers, cyclists and horse riders. Such would open opportunity for local employment. Warwick District Council is currently undertaking a feasibility study. Subject to very careful consideration of the more detailed study this project should proceed.

Score

-27



- 17

-32

-34

Section 2

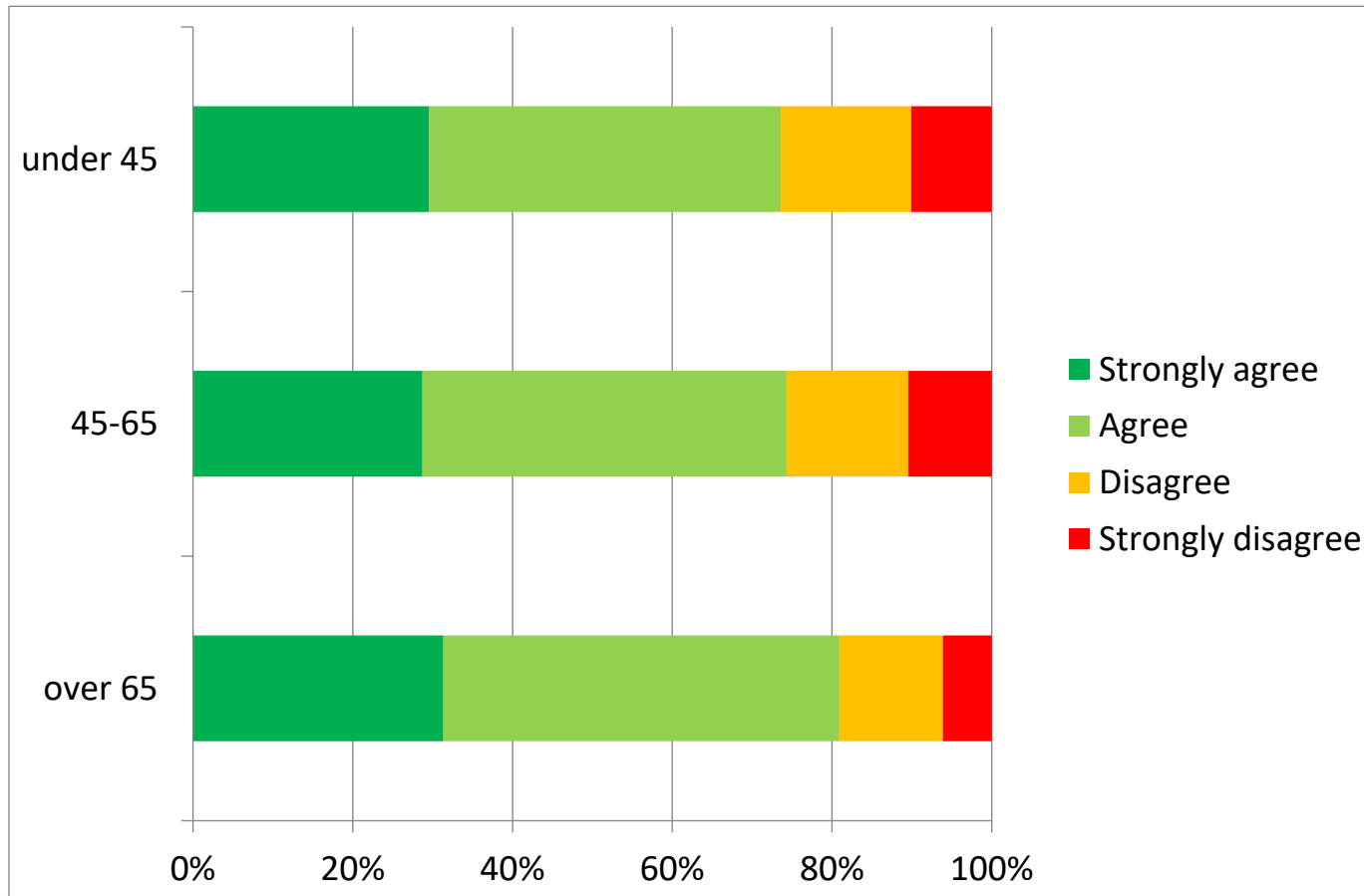
Castle Farm Sports Complex

Question 8

- Castle Farm. This complex offers a valuable facility to the Town. This offering should be enhanced and improved as part of the Town plan which will require the purchase of adjacent land.

Score

37



33

33

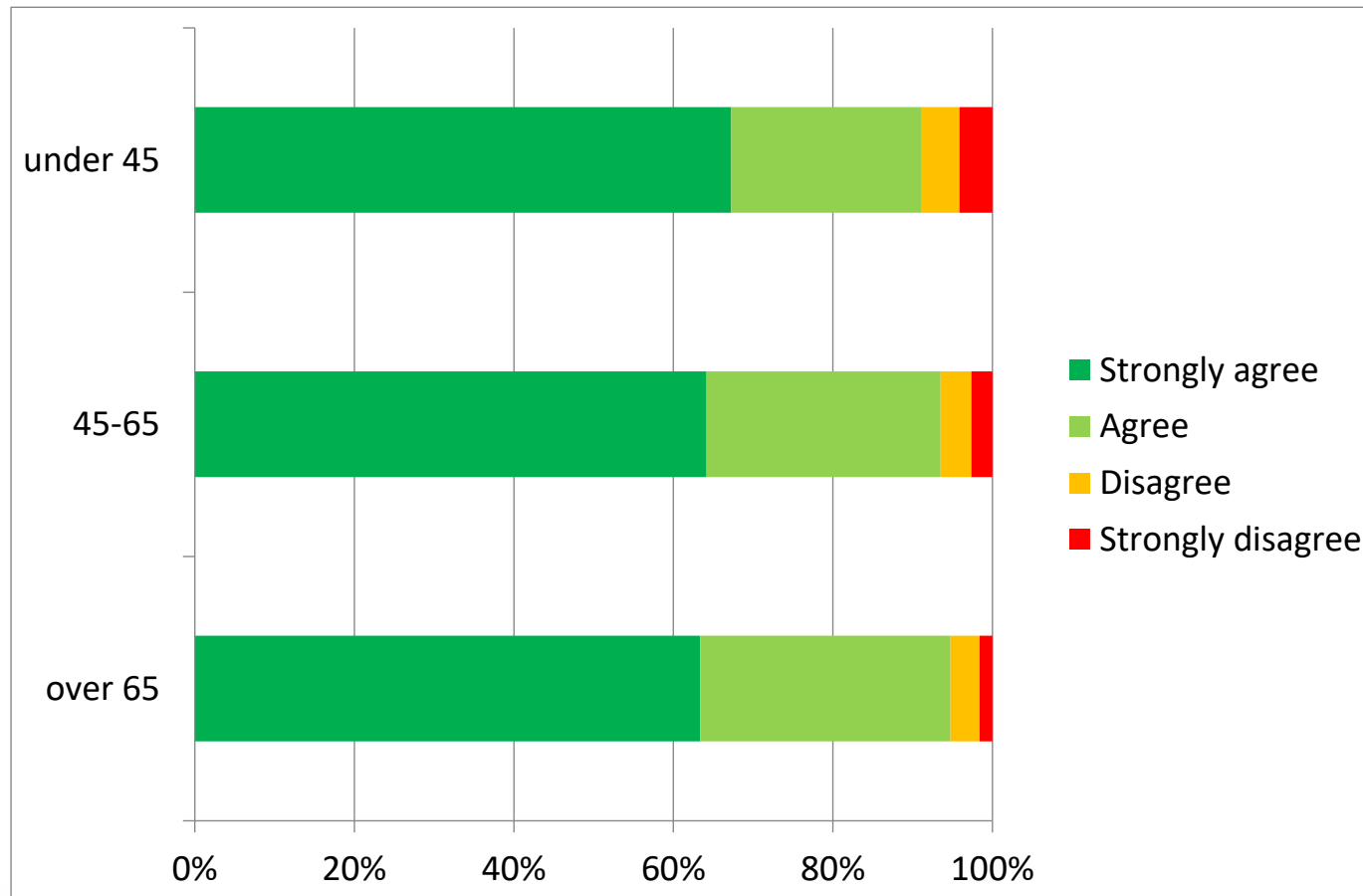
44

Question 9

- If the plans for the development of the Thickethorn site proceed the Rugby Club and possibly the Wardens Cricket Club will need to relocate. Both clubs provide an invaluable sporting experience for our young people. These clubs should be encouraged to stay within the Town.

Score

76



73

74

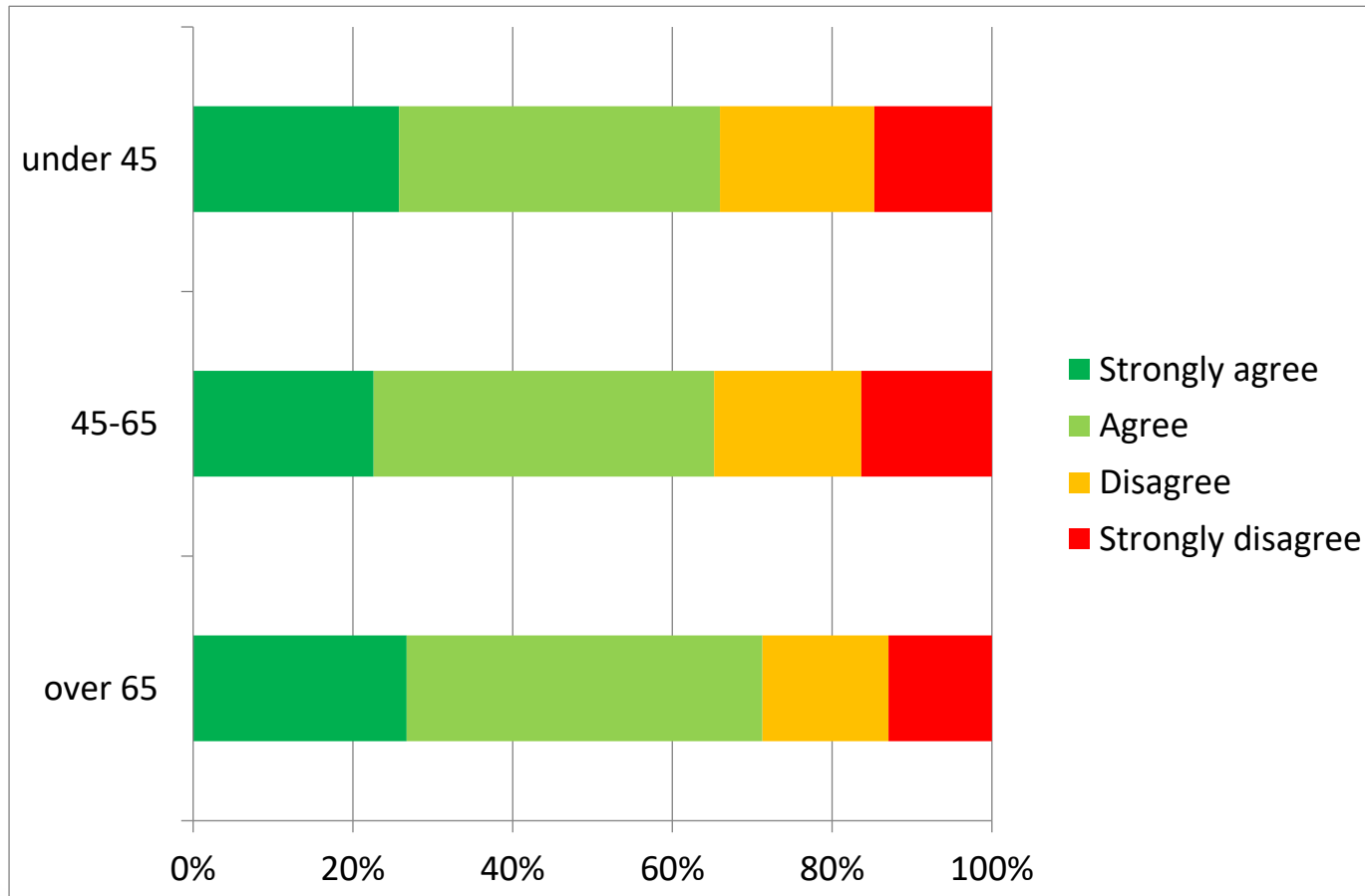
76

Question 10

- To avoid the need for the two clubs to relocate to another part of the Green Belt and thus create a further encroachment into it, it would be better for them to co-locate onto an enlarged Castle Farm site.

Score

22



21

18

28

Section 3

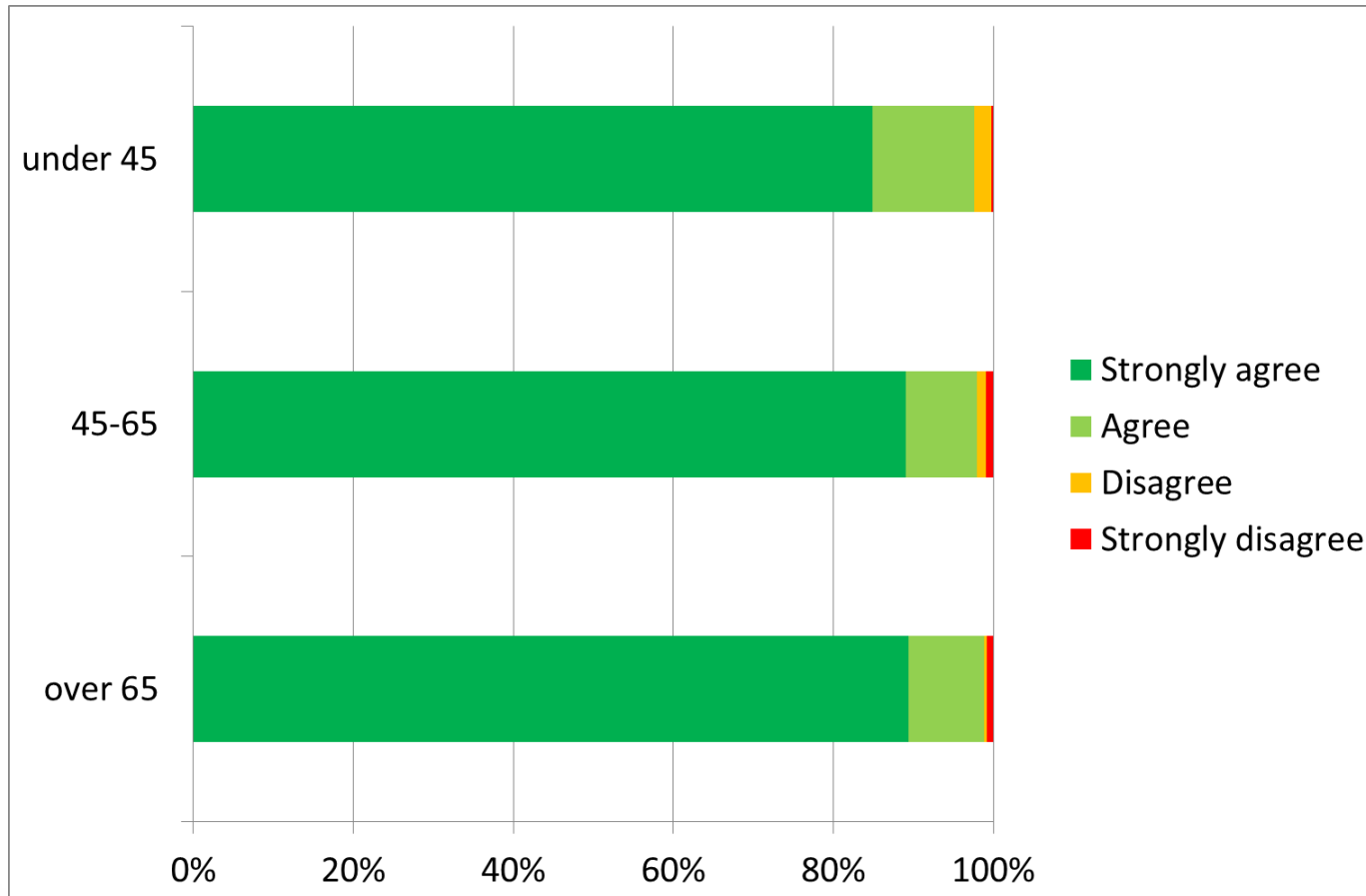
The Abbey Fields

Question 11

- The Abbey Fields are an invaluable recreational asset to the Town and must be preserved and protected.

Score

92



90

92

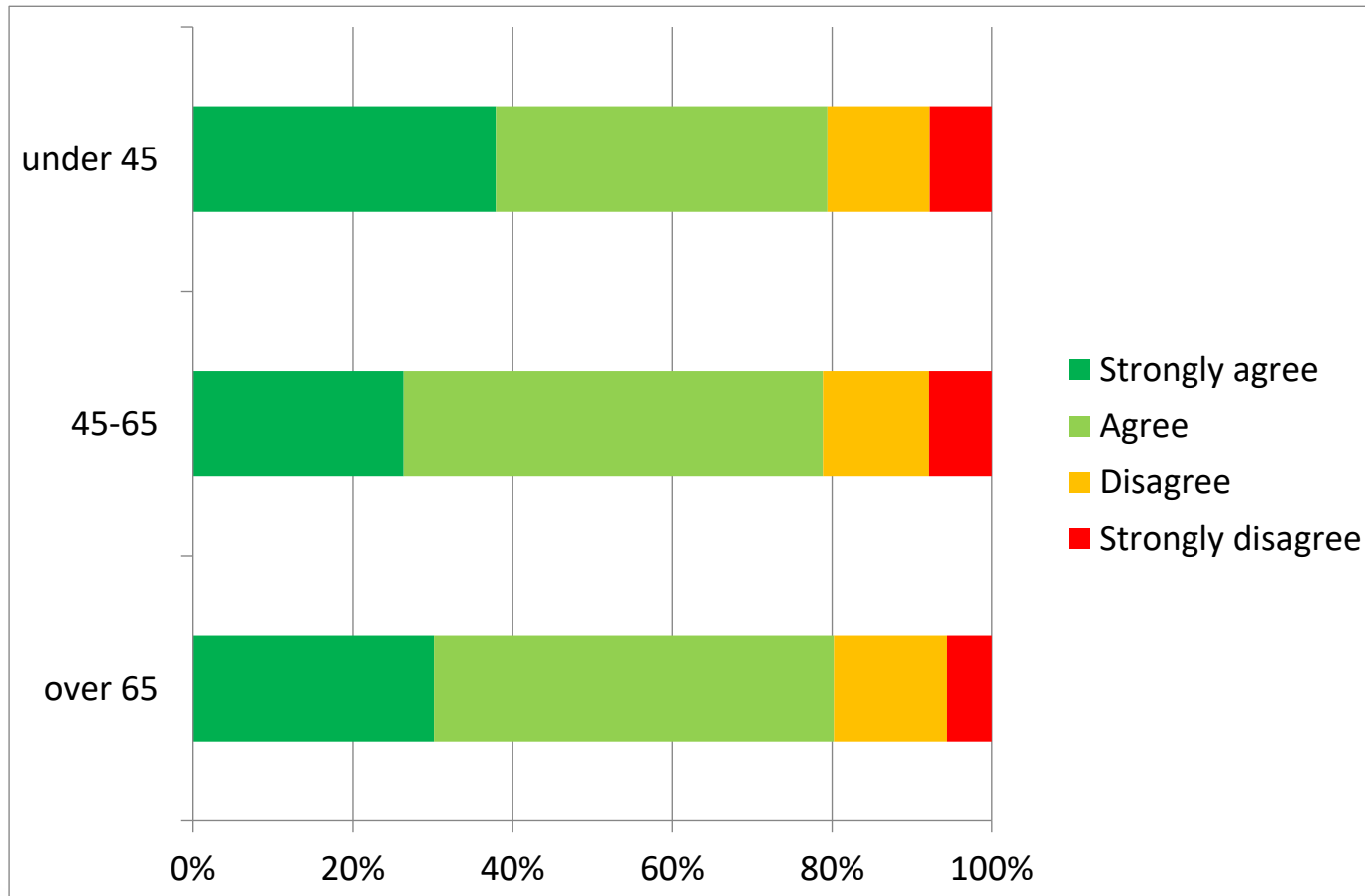
93

Question 12

- Picnic Area and Performing Arts. At our suggestion the Children's Play Area is planned for relocation on to the Bowling Green area. The area thus vacated should be used to enlarge the Picnic Area and also to provide some hard standing for Concerts and performing.

Score

43



44

38

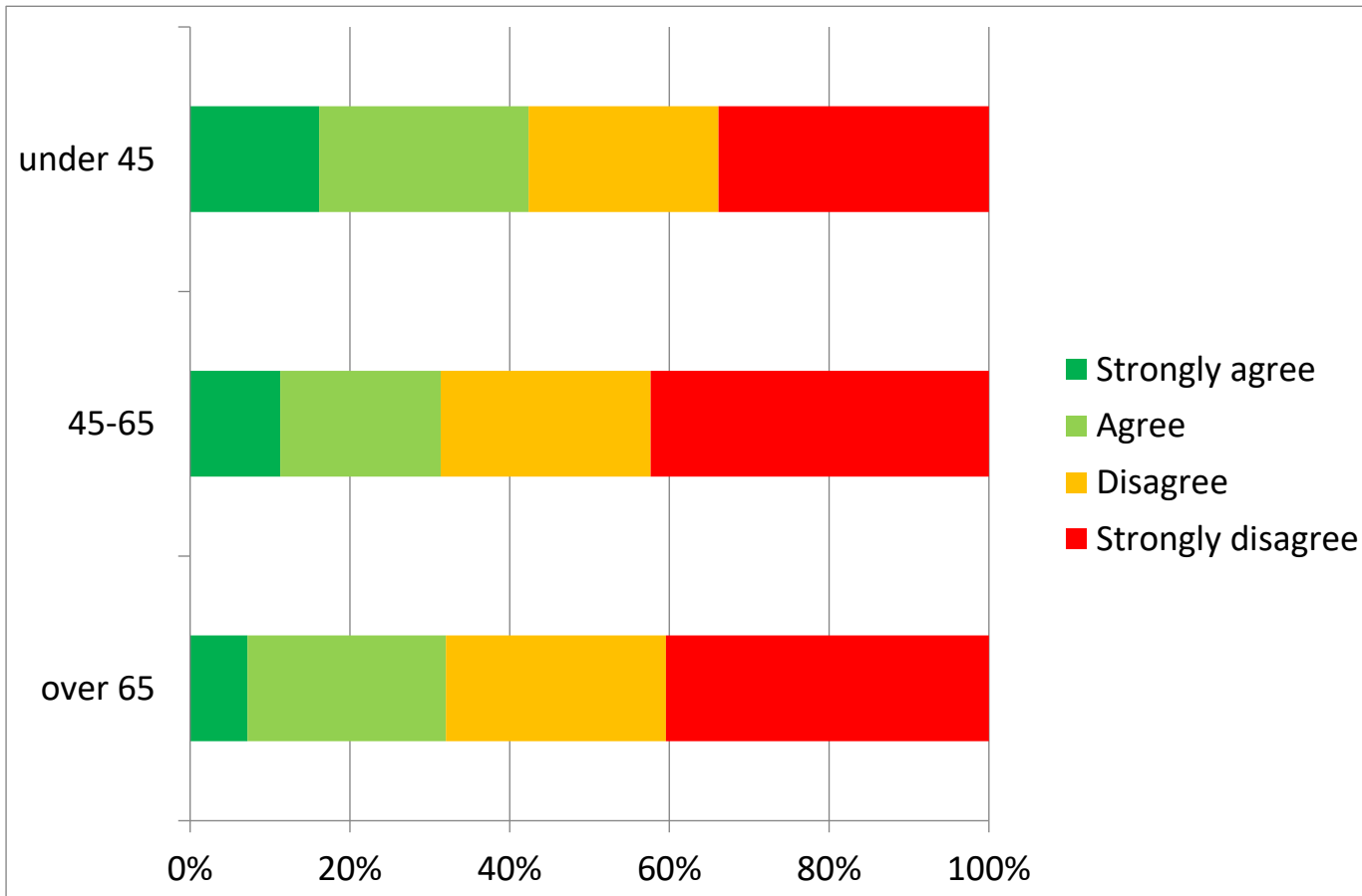
43

Question 13

- The Outdoor Swimming Pool is only used for short periods in the summer. A sports hall should be built in its place, contained within the current footprint, and replacing that in Castle Farm.

Score

-27



-16

-34

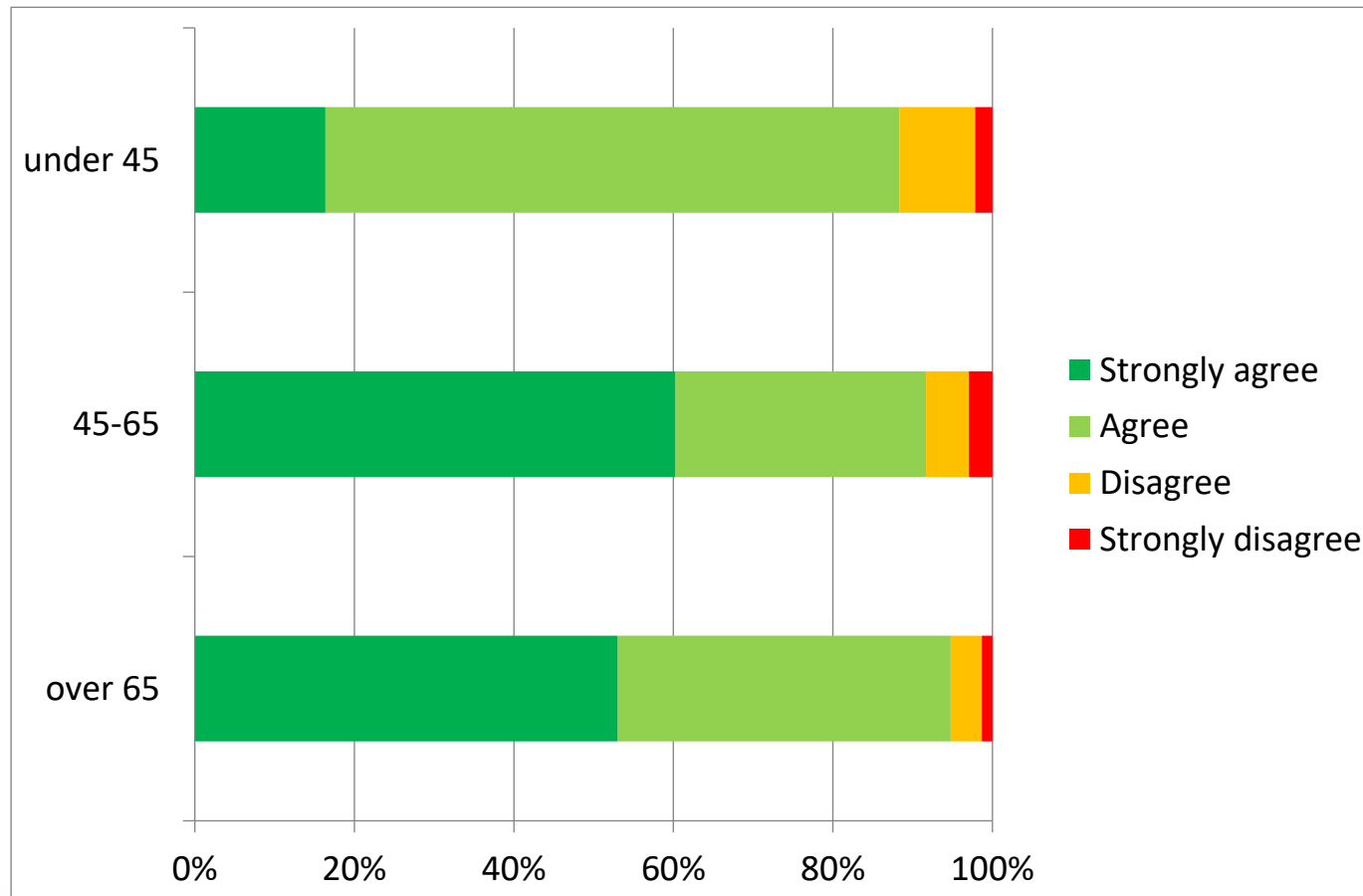
-35

Question 14

- The Lime Walk. The works to the car park will benefit the trees in the lime avenue which were being damaged by compaction. This important feature should be maintained for the future by essential replacement of damaged trees.

Score

66



45

70

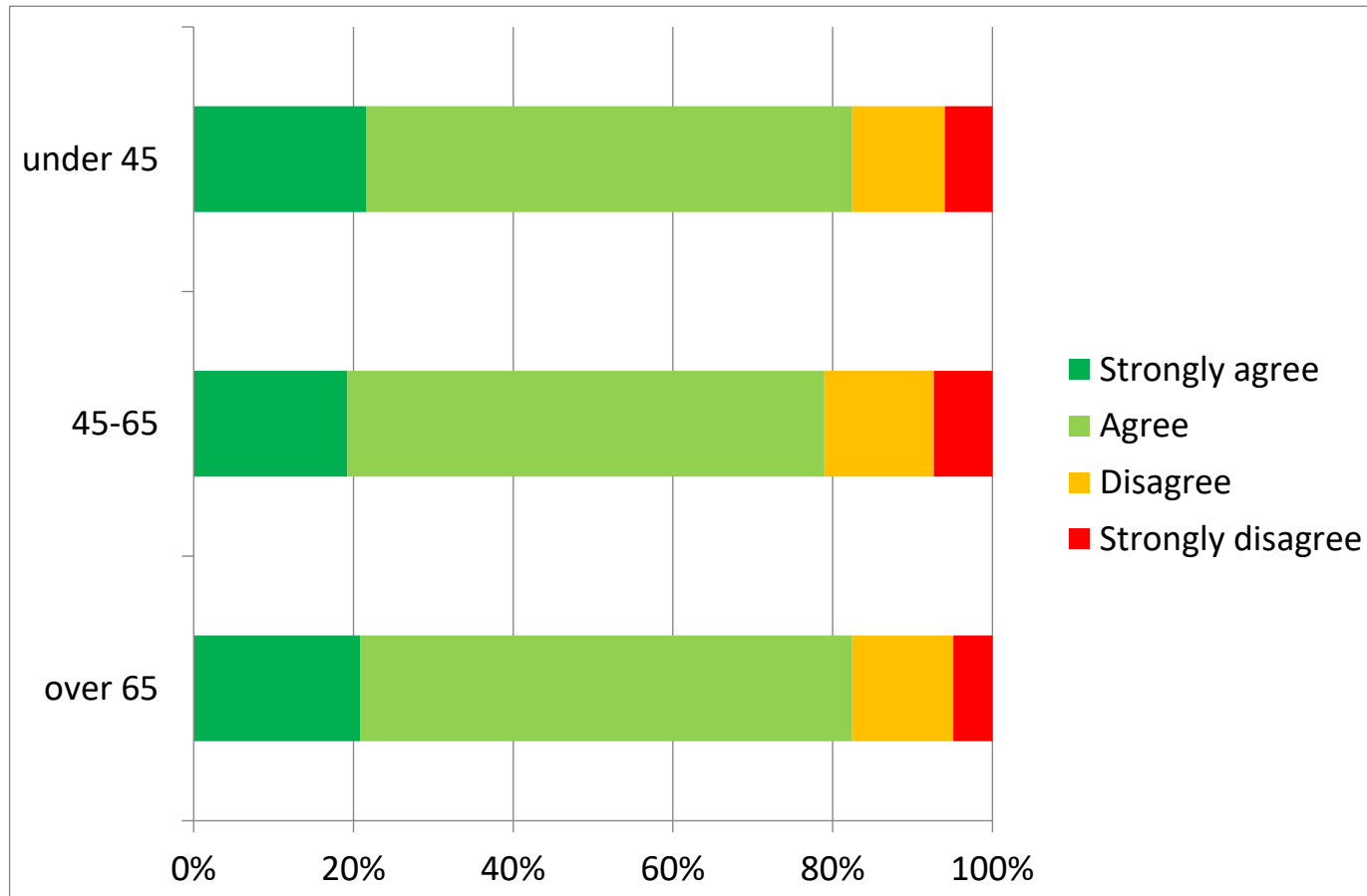
71

Question 15

- Annual Fair. The current fairground site of Bridge Street meadow is prone to flooding. The annual fair and other similar events should be re-sited to the fields adjacent to Forrest Road and Borrowell Lane which are better drained.

Score

39



40

35

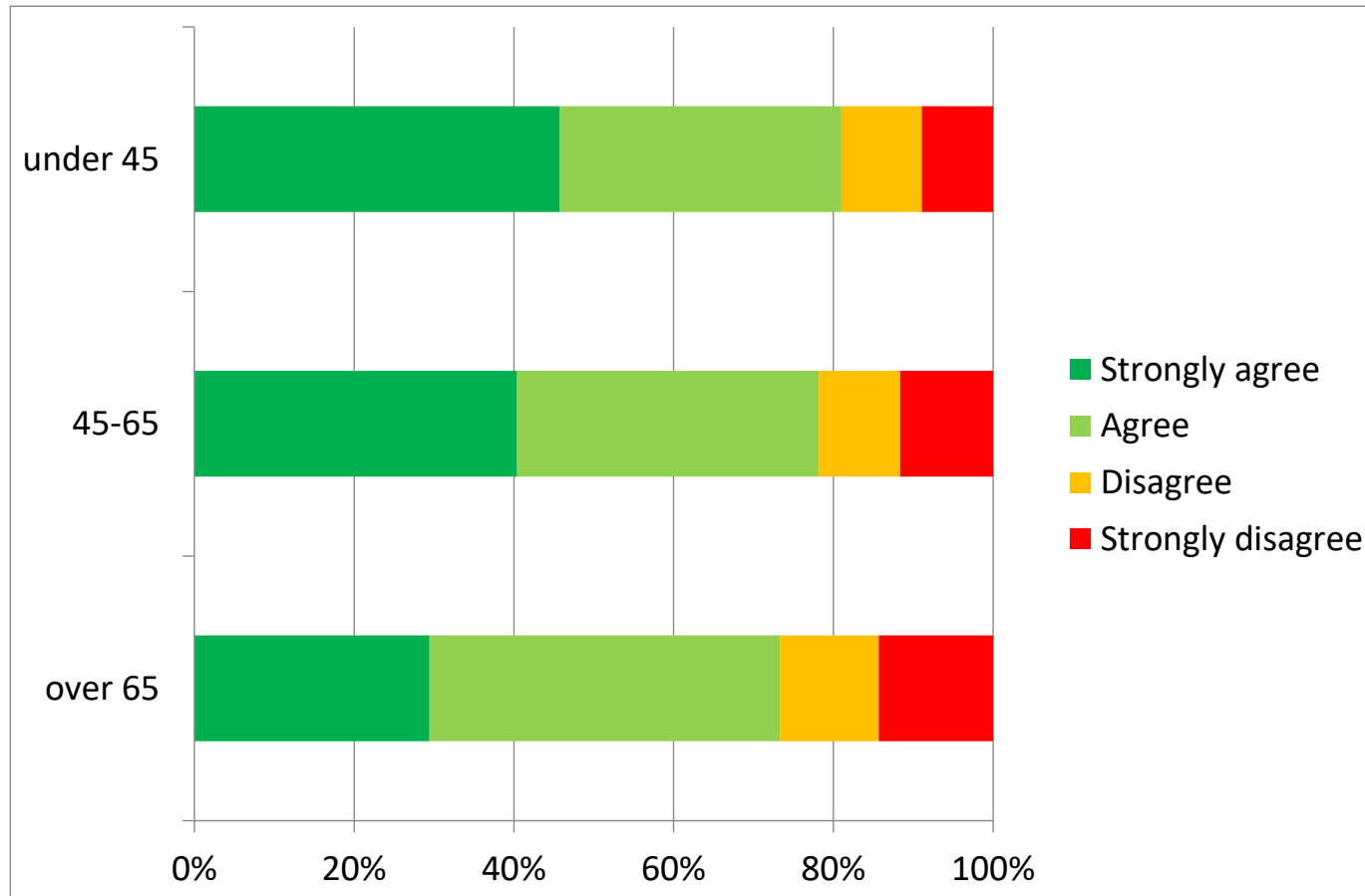
40

Question 16

- Cycle Access. The Town Council objects to any mixed use of the pedestrian footpaths in Abbey Fields. A dedicated cycleway should be routed on one or other side of the brook from Bridge Street to the swimming pool and then along side the footpath on the south of the brook leading on to Borrowell Lane thus enabling the opening up of cycle ways through the Town.

Score

42



49

43

31

Section 4

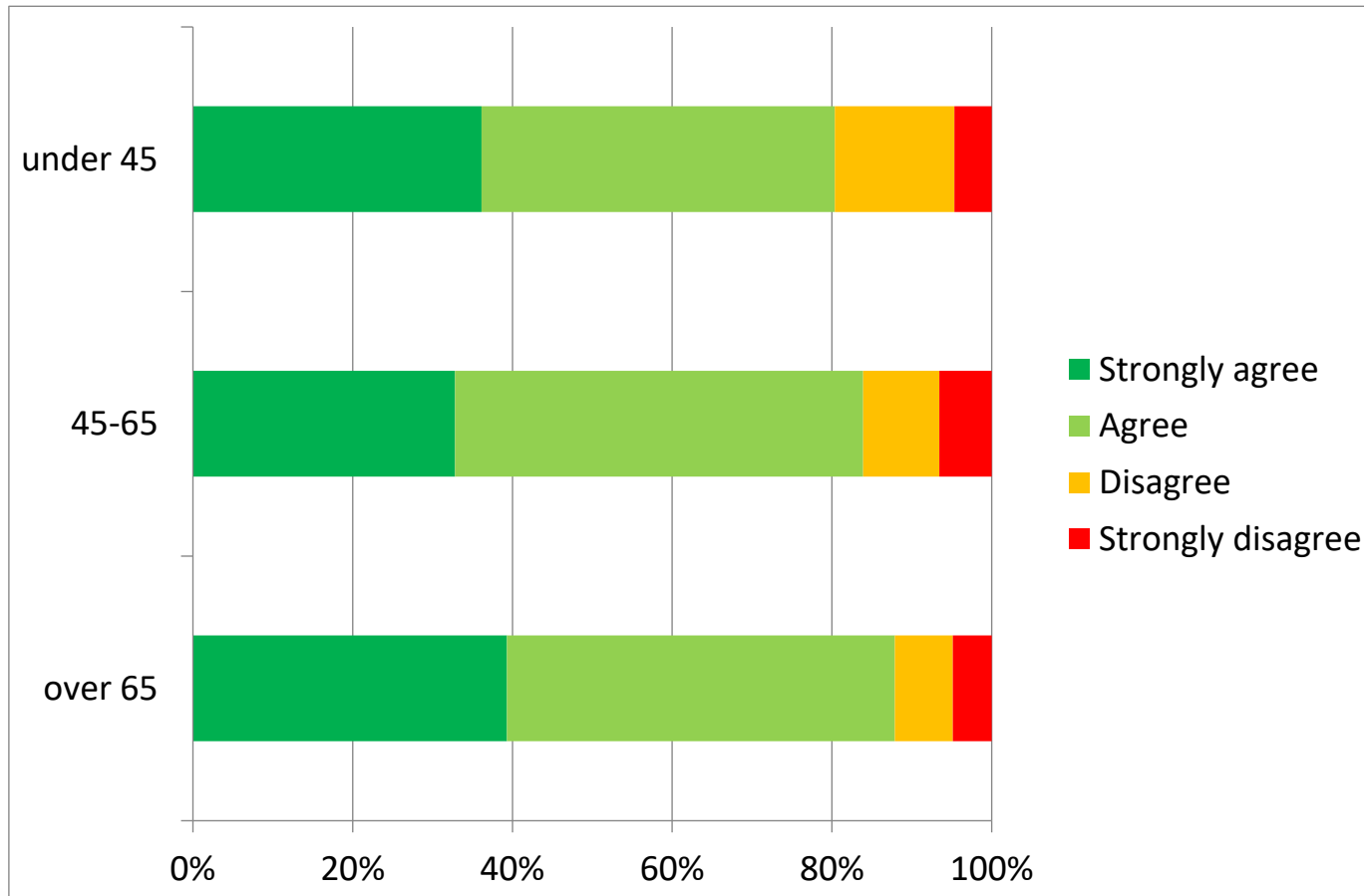
The Civic Centre

Question 17

- Theatre. The space between Jubilee House and the Library should be developed as a Theatre which could provide a new home for the Talisman Theatre Company and also as an occasional cinema, conference, meeting hall etc.

Score

52



46

47

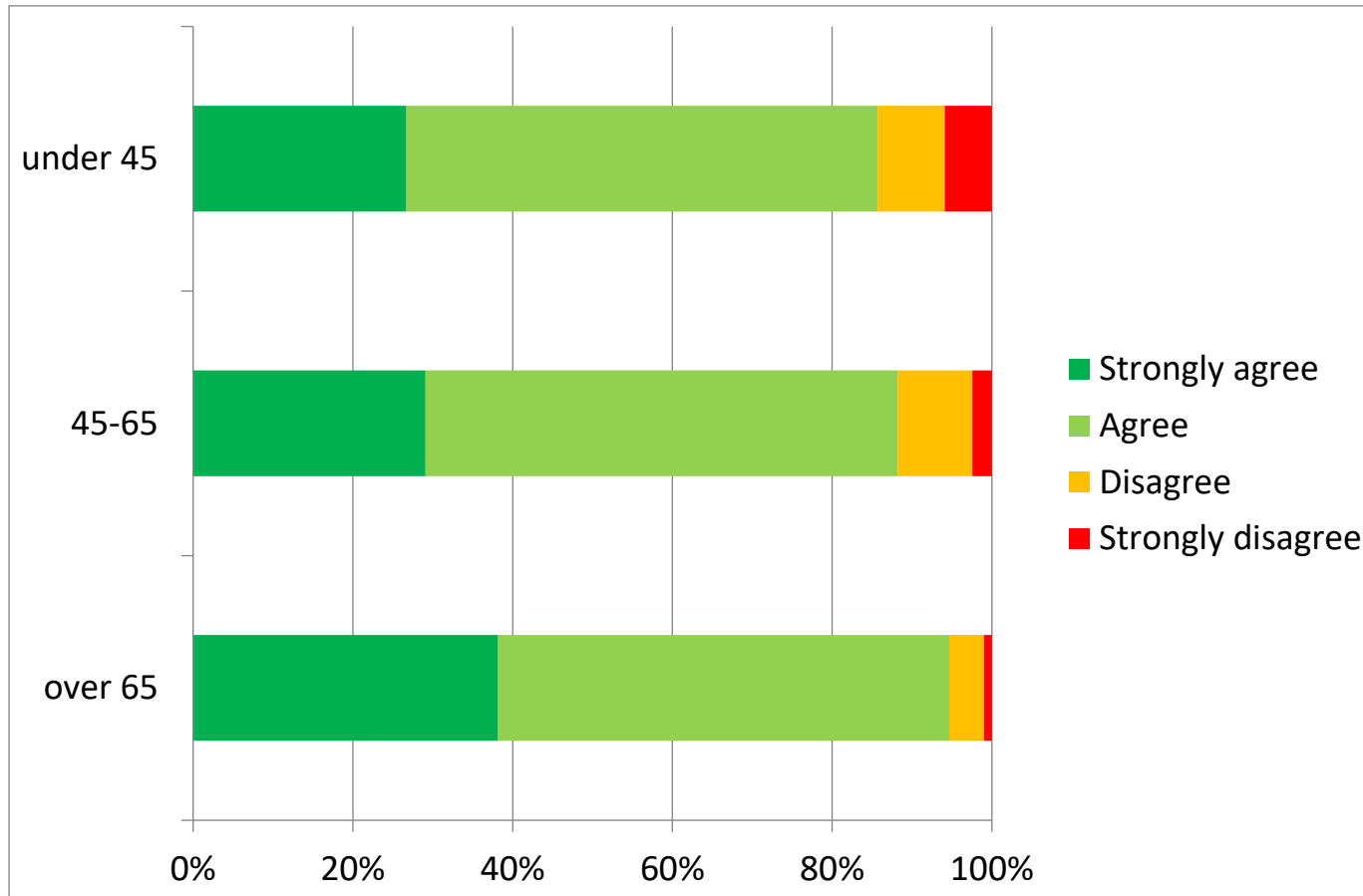
55

Question 18

- Clinic. It was the original aim when purchasing Jubilee House to re-house the Clinic there and thus provide a modern facility for both patients and the staff. This objective should continue.

Score

55



46

52

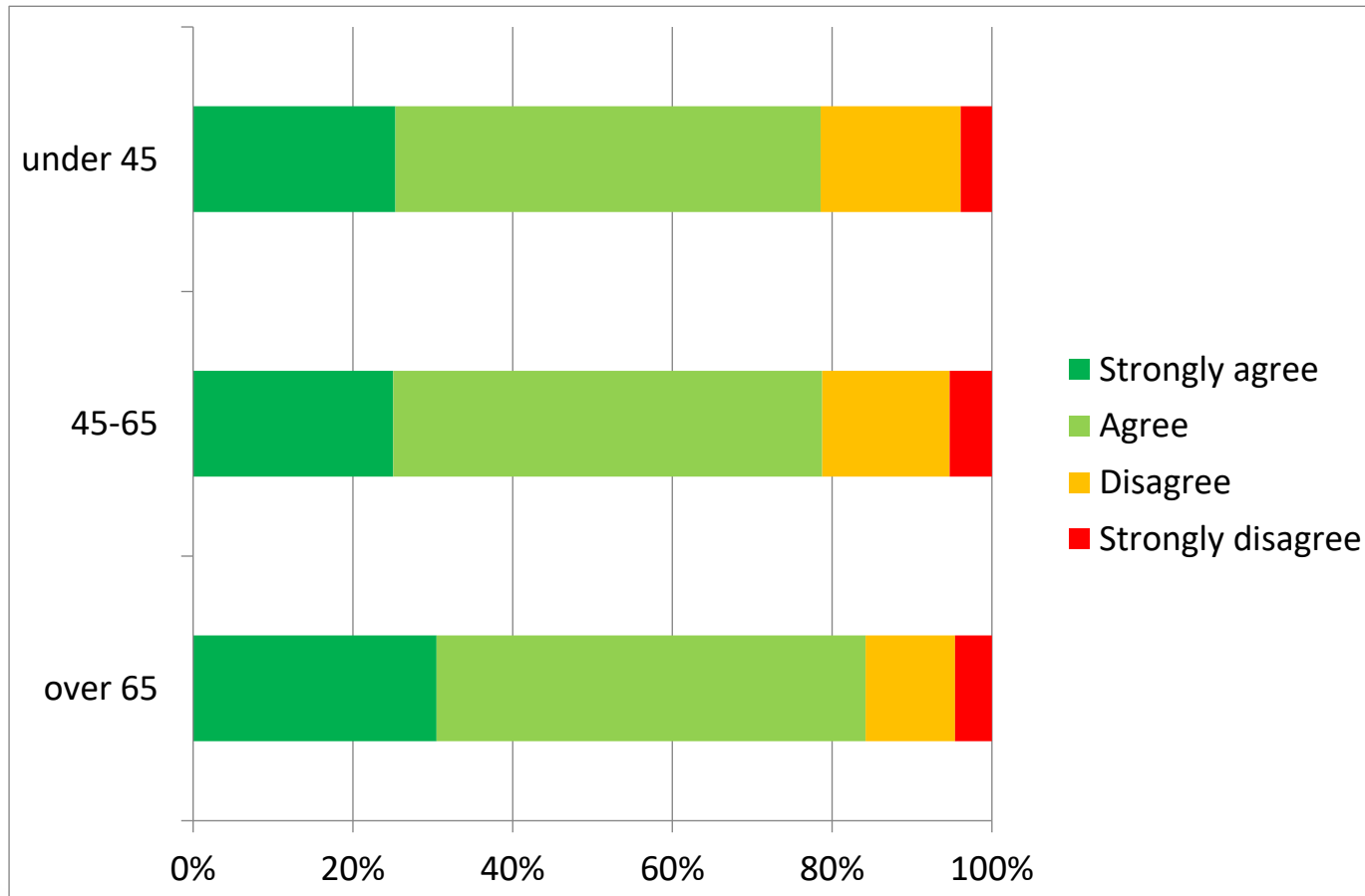
63

Question 19

- Medical services There is sufficient space to provide for other medical services on this site so that medical facilities would be available together in this central location. We should seek to achieve this.

Score

42



39

39

47

Section 5

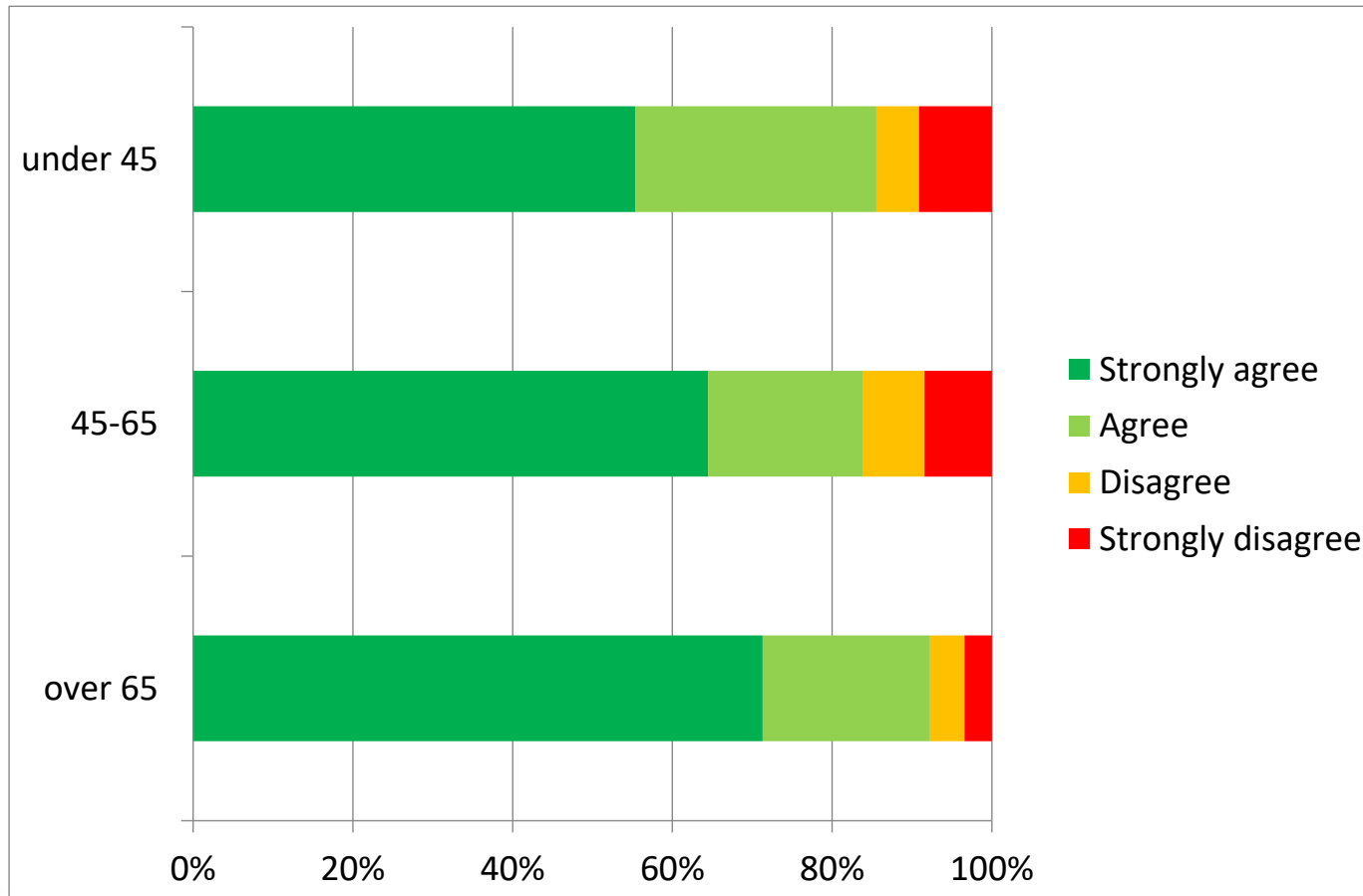
Thickthorn Estate Development

Question 20

- As this is Green Belt any development should cease at Rocky Lane in order to provide a clear and definable boundary against further incursions into the Green Belt.

Score

64



59

62

76

Question 21

- The proposals of the site owners suggest that the boundary should be at the southern edge of the Wardens cricket ground and the District Council suggests that it should be at its northern boundary. The Town Council objects to both suggestions. Should either proceed, then a Public Open Space or similar barrier should be positioned on that boundary to protect the Green Belt from further development.

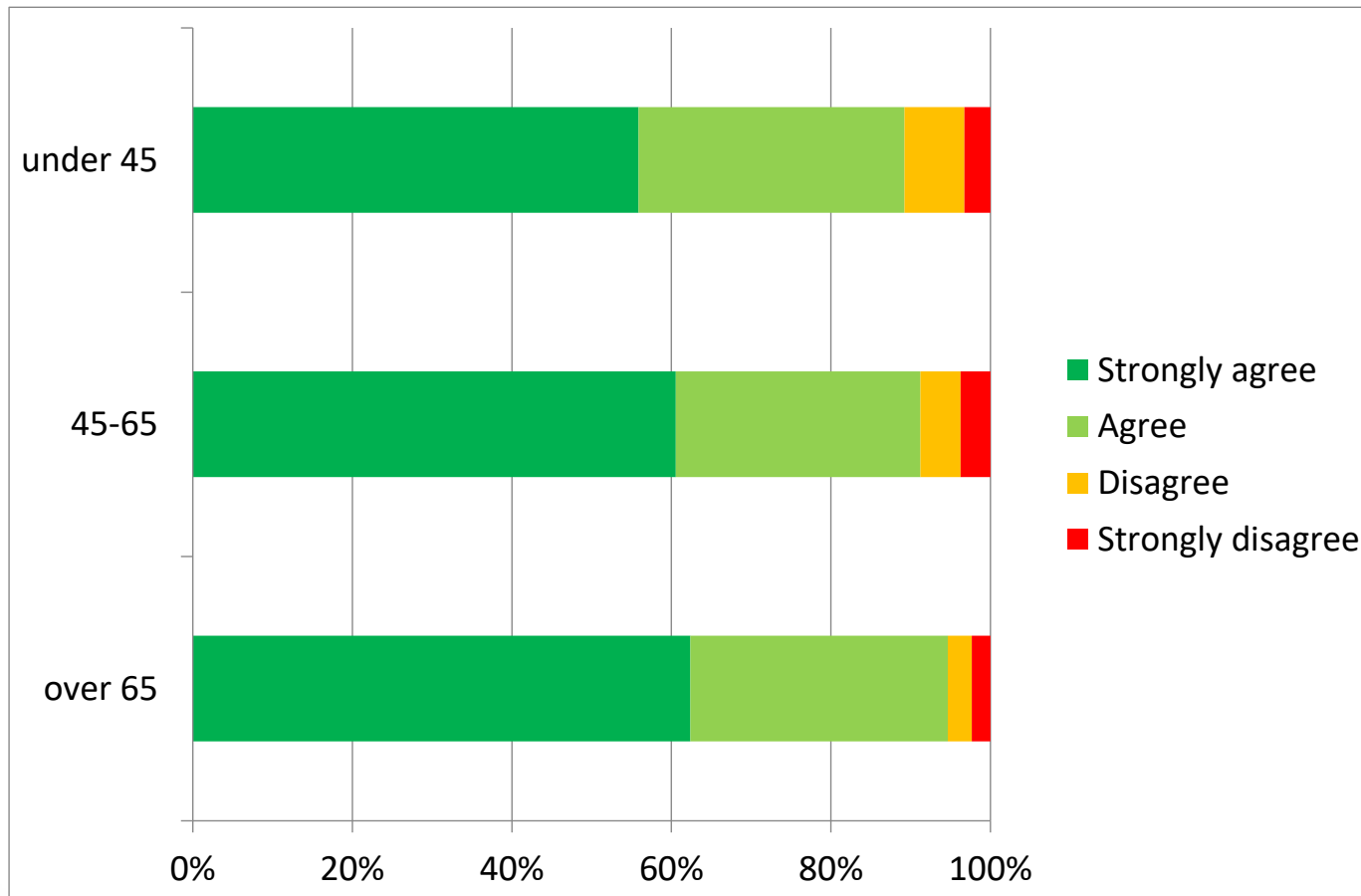
Score

69

66

70

75

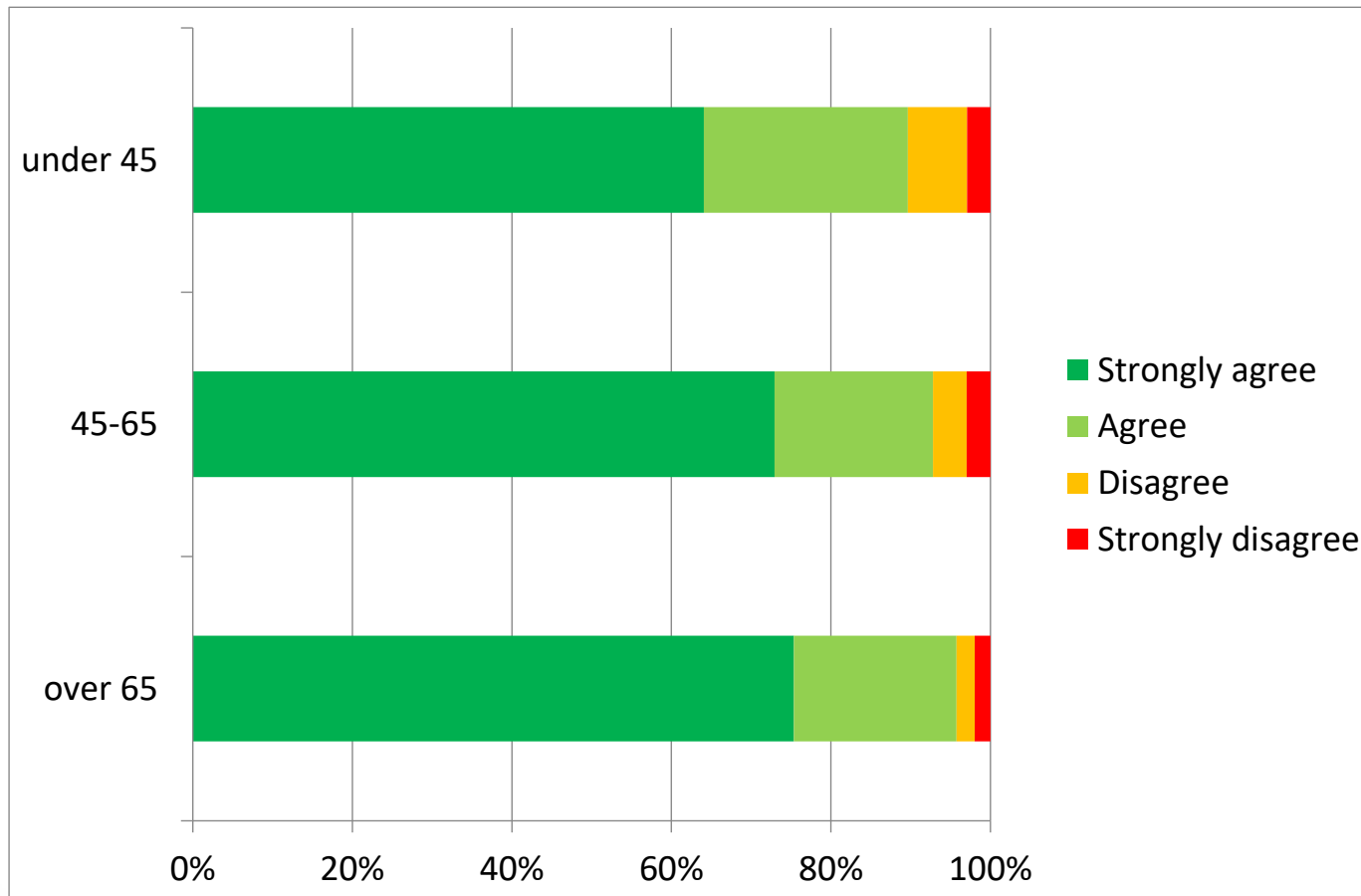


Question 22

- There are, and will be further approaches to develop to the north of the Wardens and it is the Town Council's view that these are not necessary as they are in the Green Belt and are not proposed in the Preferred Options. We should oppose them.

Score

77



70

78

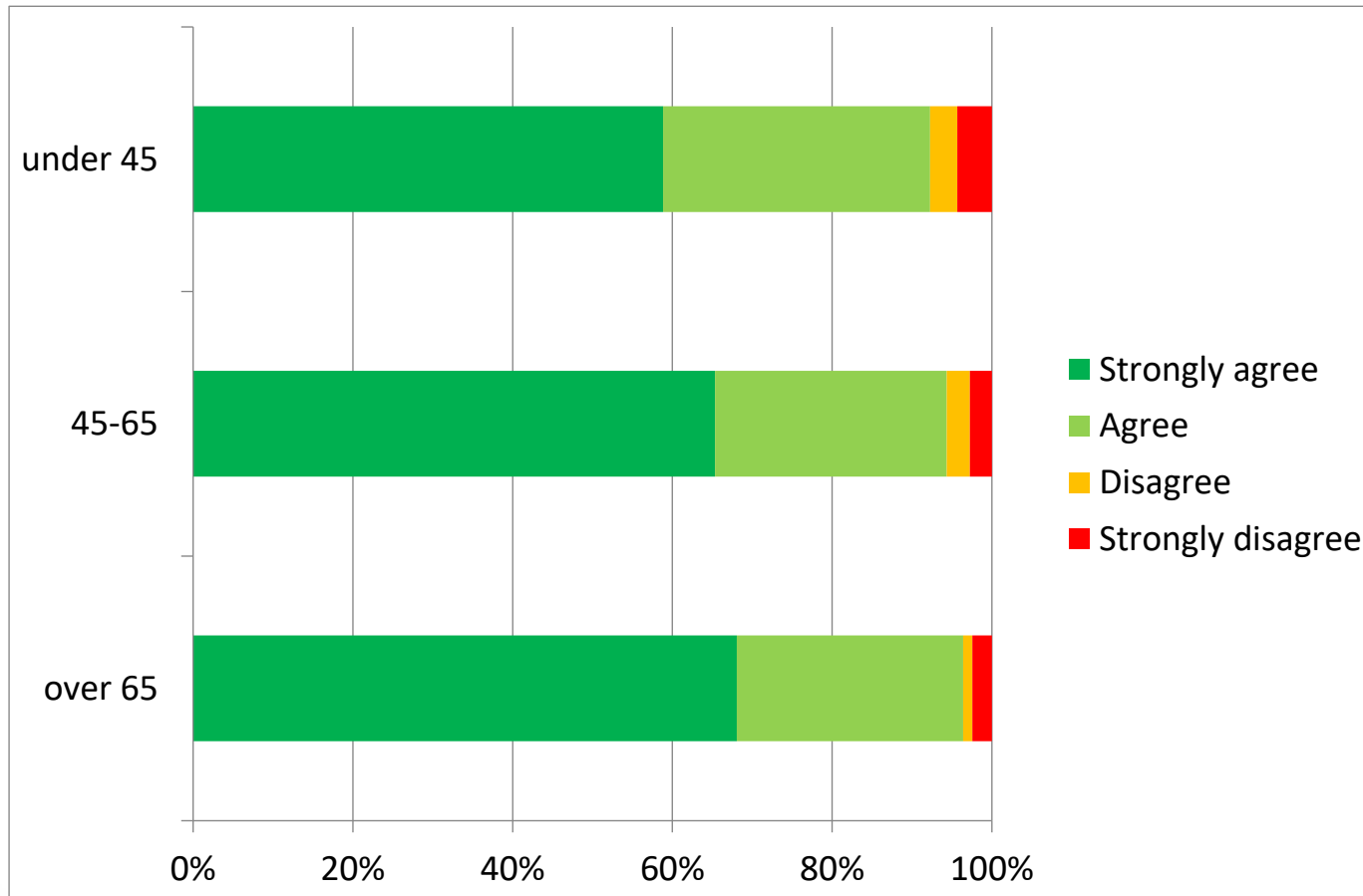
82

Question 23

- Having regard to the size of the area to be developed and its impact on the Town the Council believes there must be an approved infrastructure plan in place. This plan would include roads, drainage, open space, and the provision of a primary school for the area.

Score

76



70

76

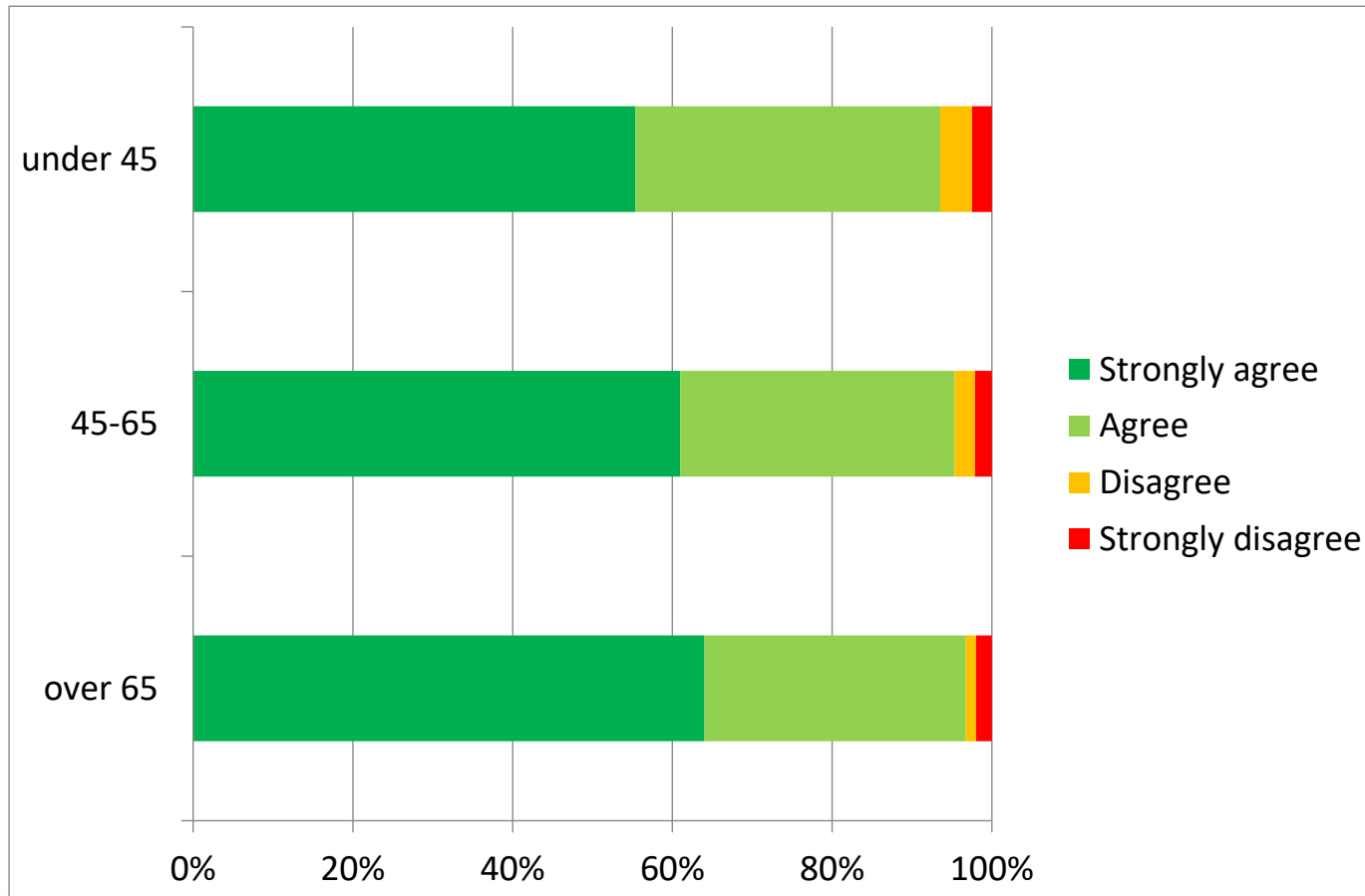
79

Question 24

- To preserve the vitality of the Town it should allow for the layout of the roads to give safe and easy access to the Town centre and its facilities.

Score

75



70

75

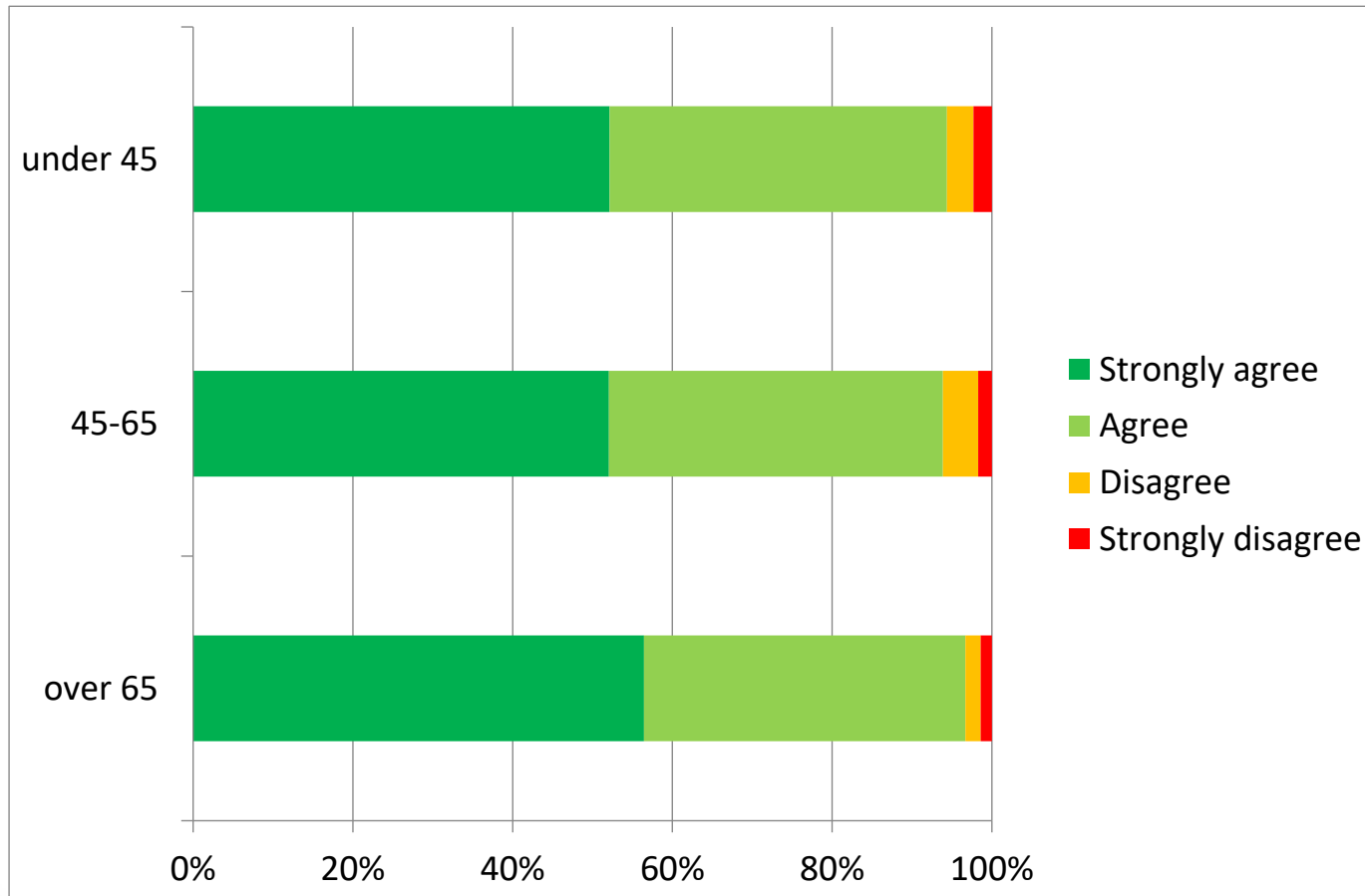
78

Question 25

- The layout of the properties should comply with the Garden Town, Villages and Suburbs policy (see www.kenilworthtowncouncil.co.uk for further details) adopted by the District Council.

Score

71



69

69

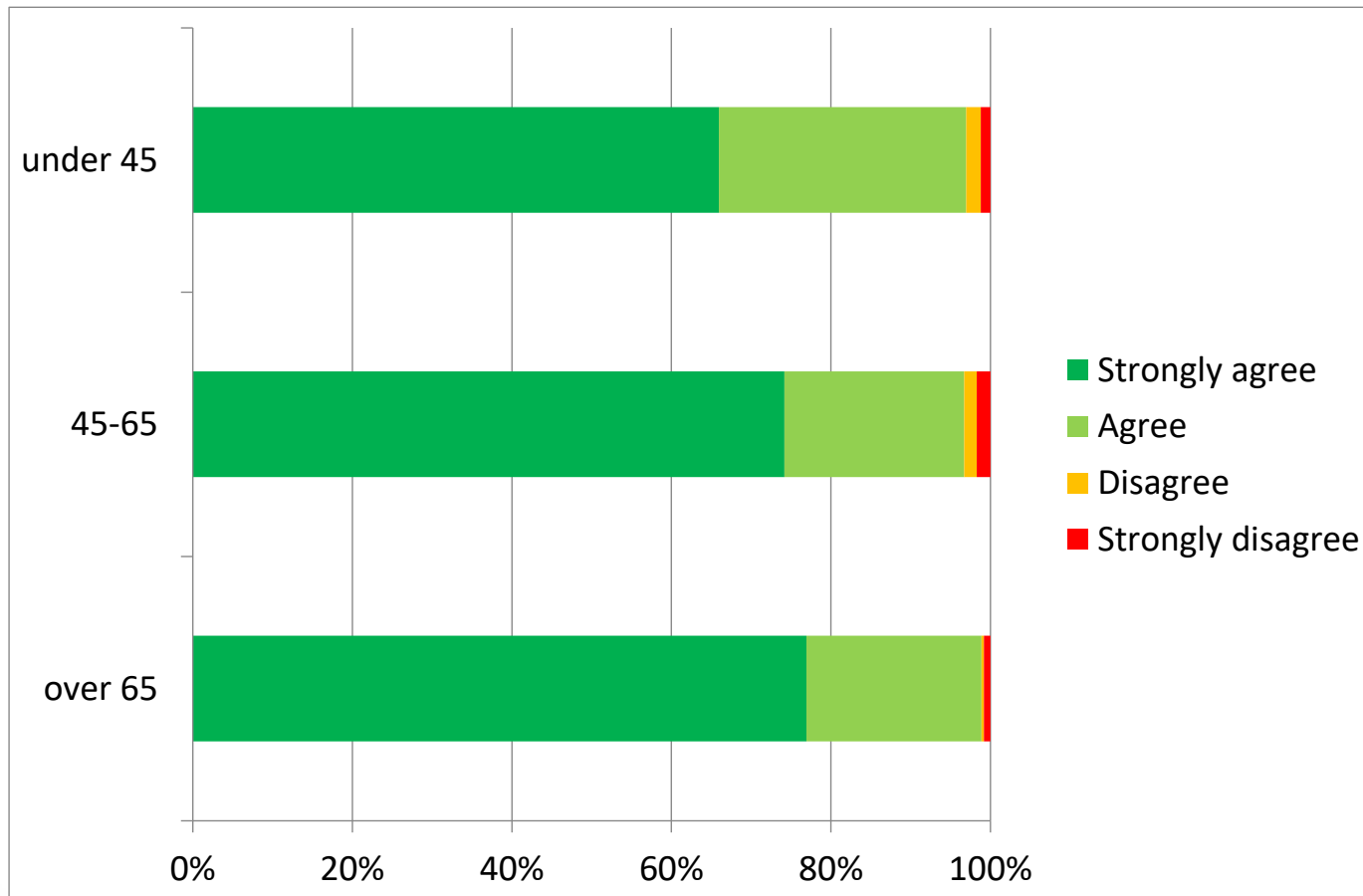
74

Question 26

- Great care will need to be taken with the road connections from Thickethorn island and Dalehouse Lane. No development should be allowed until these are agreed and tested.

Score

83



79

83

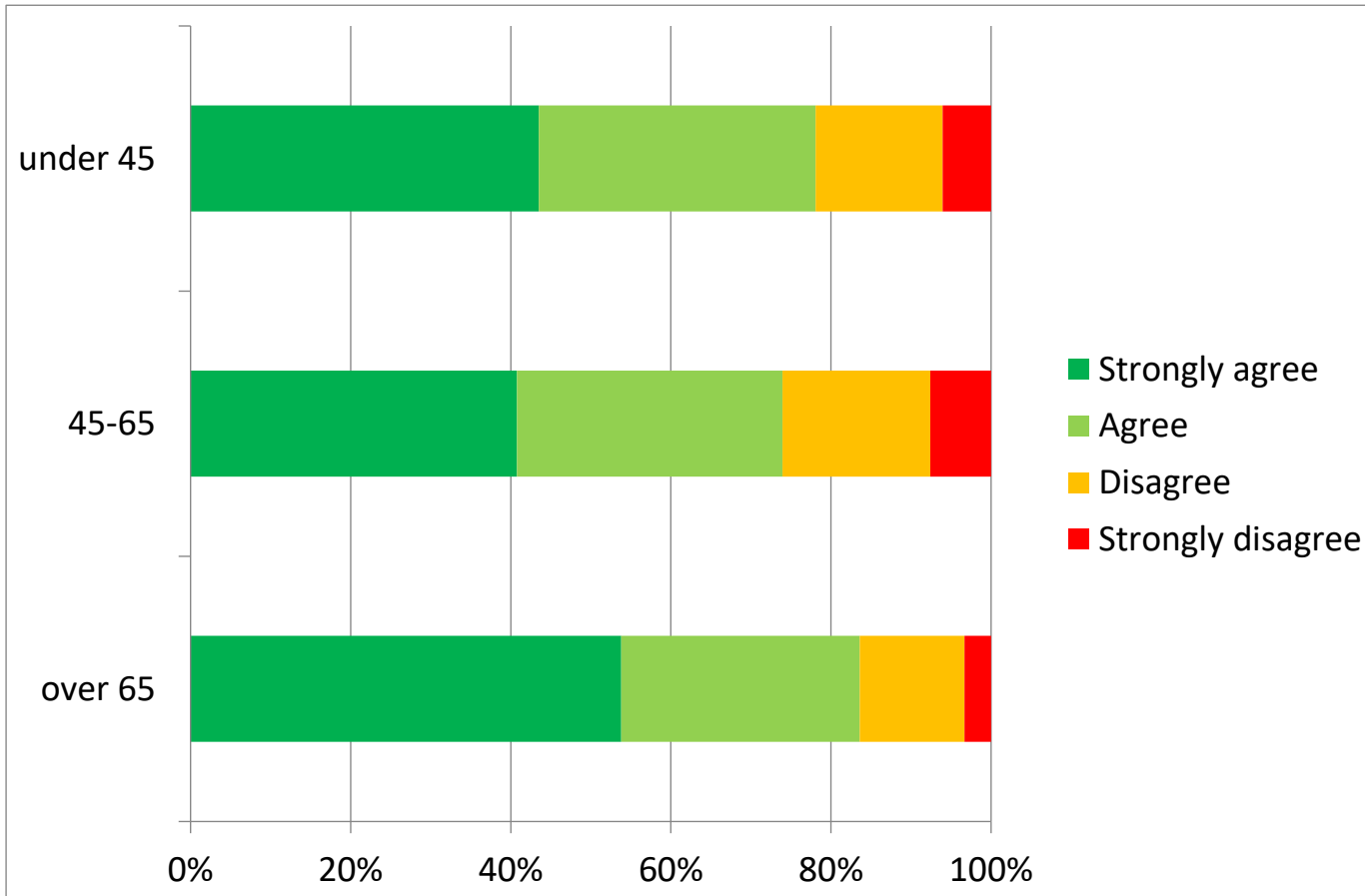
87

Question 27

- Employment land should be restricted to non-industrial type use.

Score

47



47

41

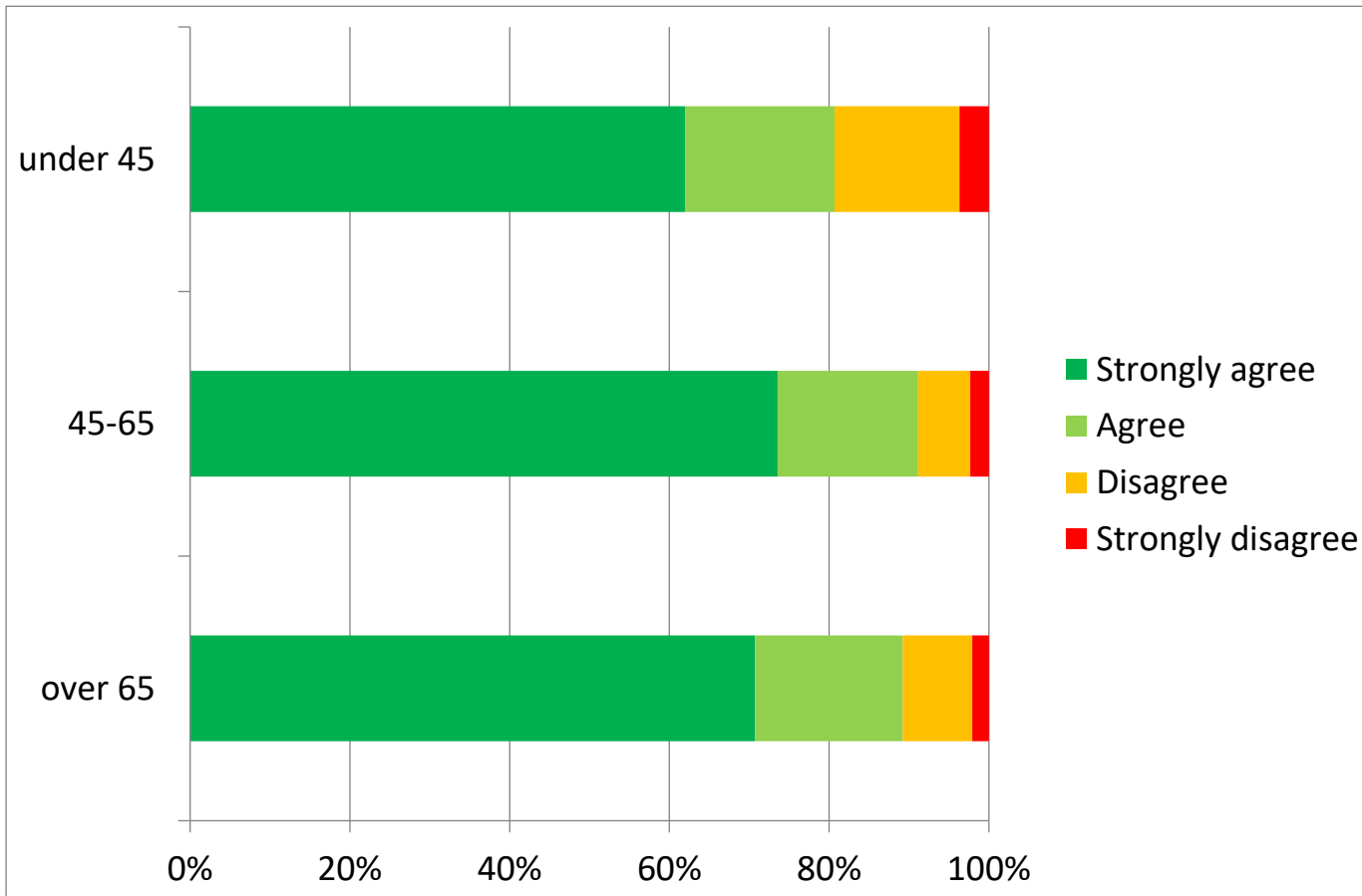
59

Question 28

- There should be NO provision for out of Town shopping.

Score

72



60

77

74

Section 6

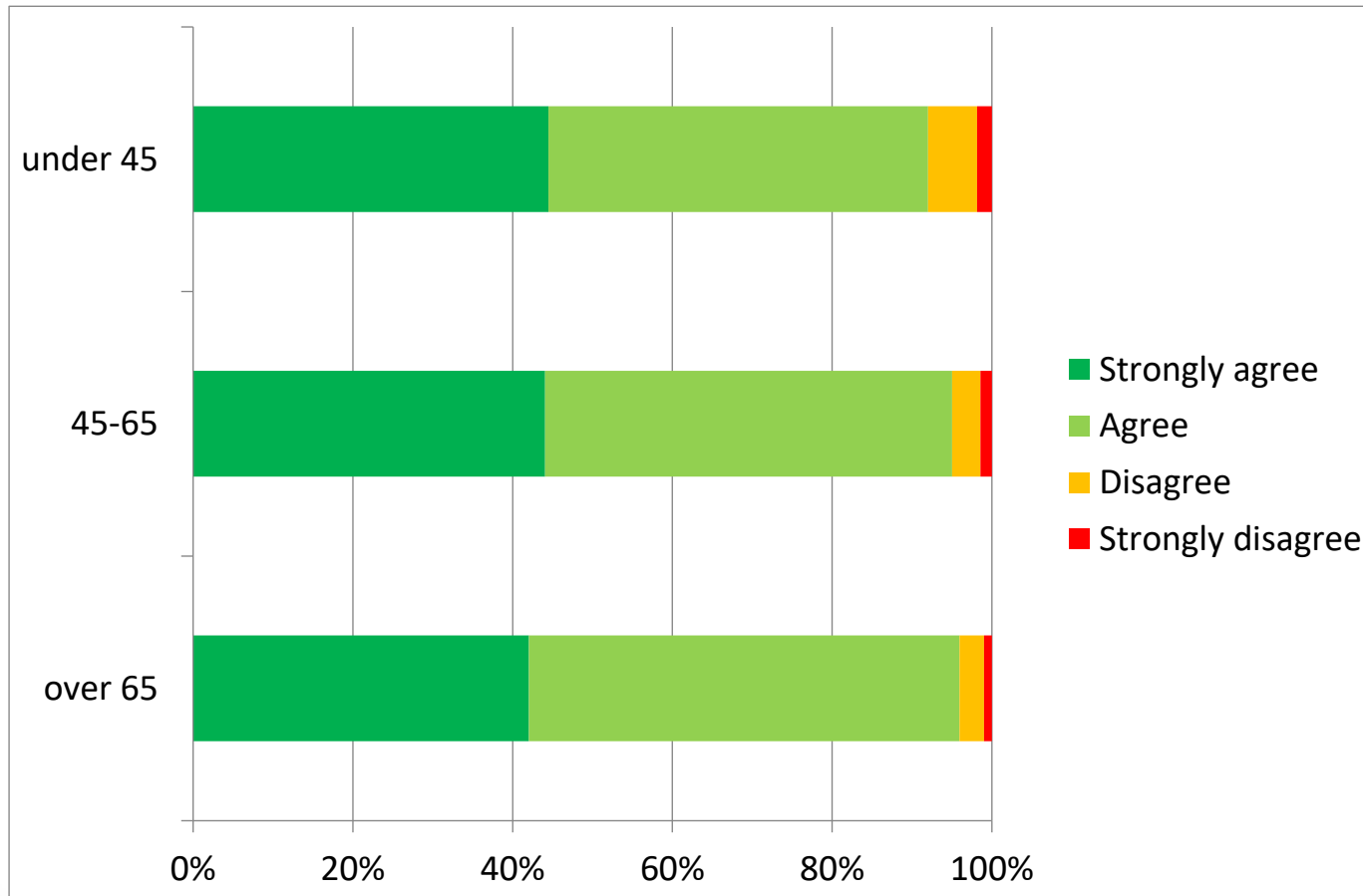
The Town Centre

Question 29

- Community Facilities. The Town has the benefit of 'the Kenilworth Centre' which has recently been taken over from the County Council and is now being run by a Charity. Adjacent is the new Senior Citizens Club which is nearing completion. This community hub should be encouraged to expand its offering to the wider community.

Score

66



63

66

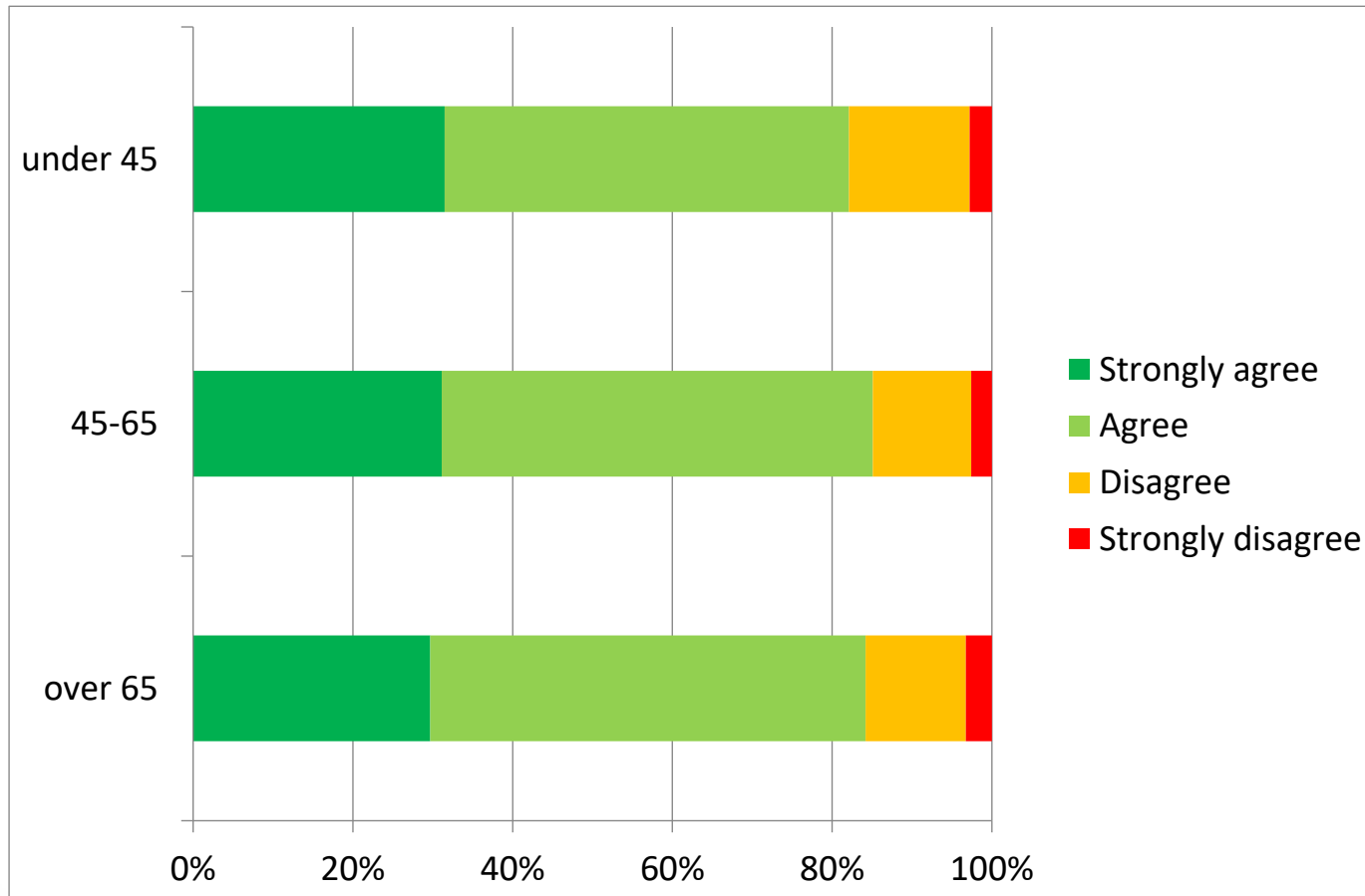
66

Question 30

- Abbey End. The plan was to allow customer access to the rear of the shops from Abbey End car park. This should be encouraged to be completed.

Score

49



46

49

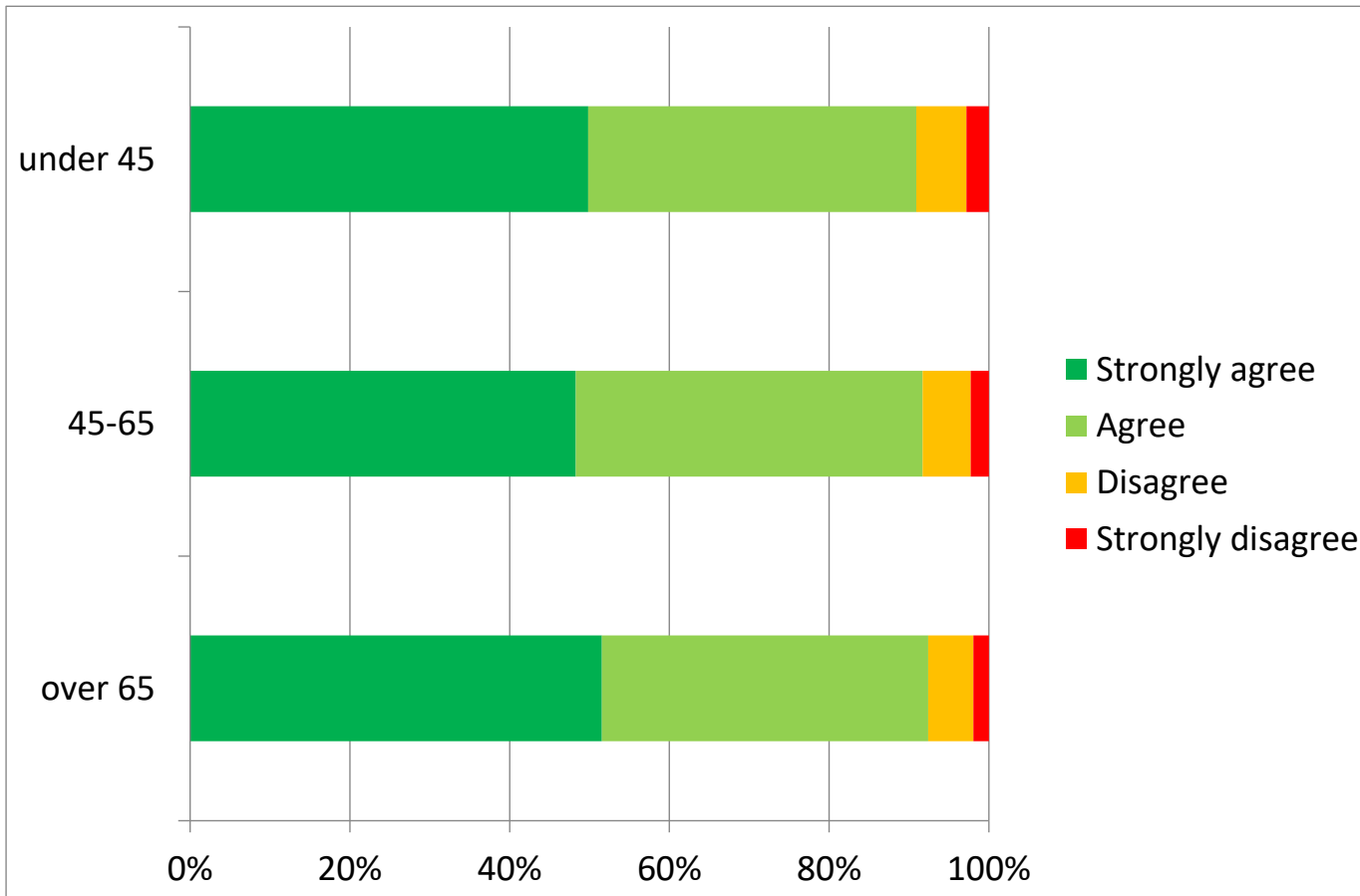
47

Question 31

- Talisman Square. The plan for shops in Talisman Square should be completed in accordance with the original consultation.

Score

66



64

65

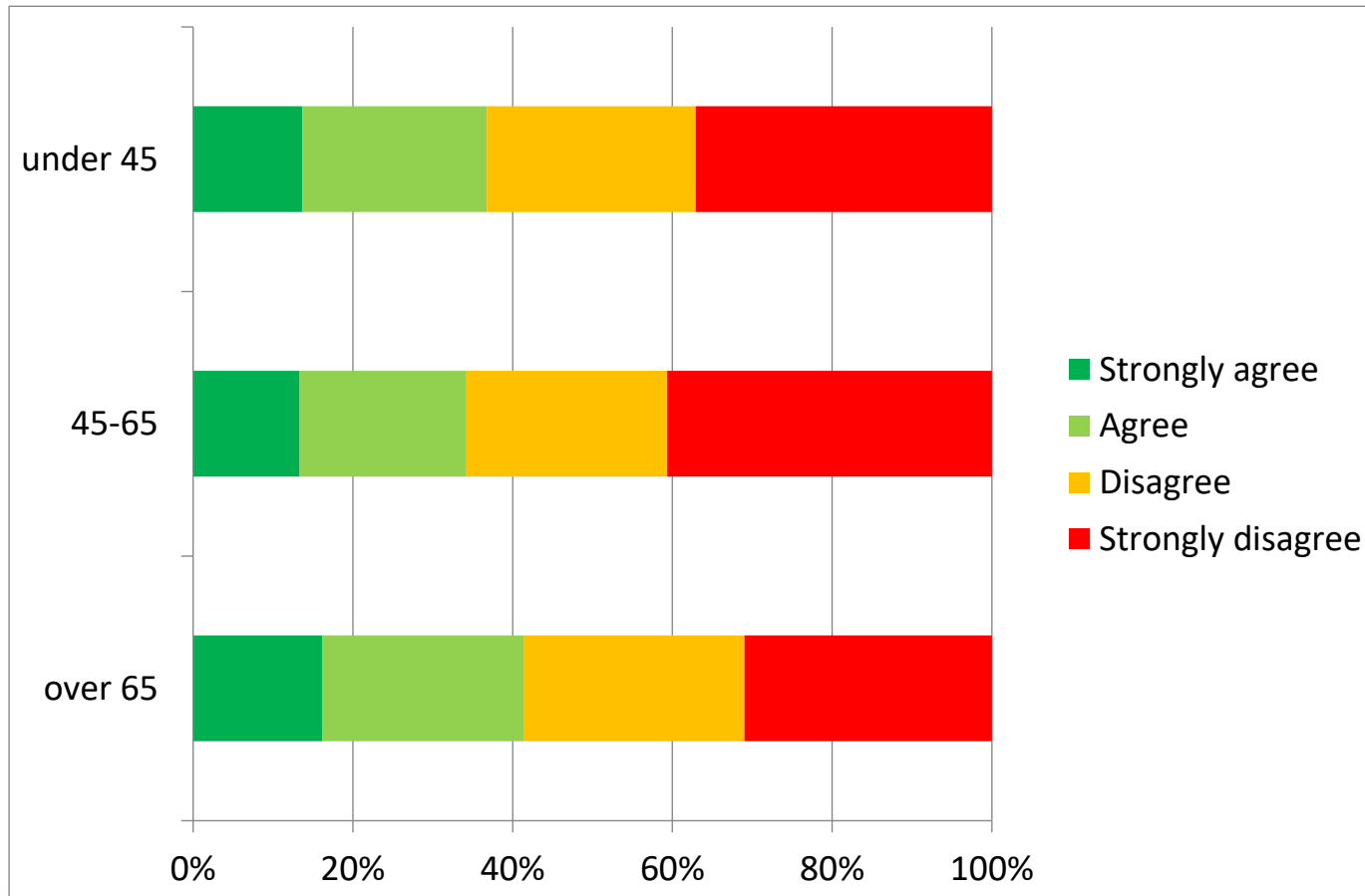
67

Question 32

- Station Road/Warwick Road. The earlier Town Centre plan aspired for this road to be block paved to allow for better pedestrian access and to slow the traffic. This should be pursued.

Score

14



17

10

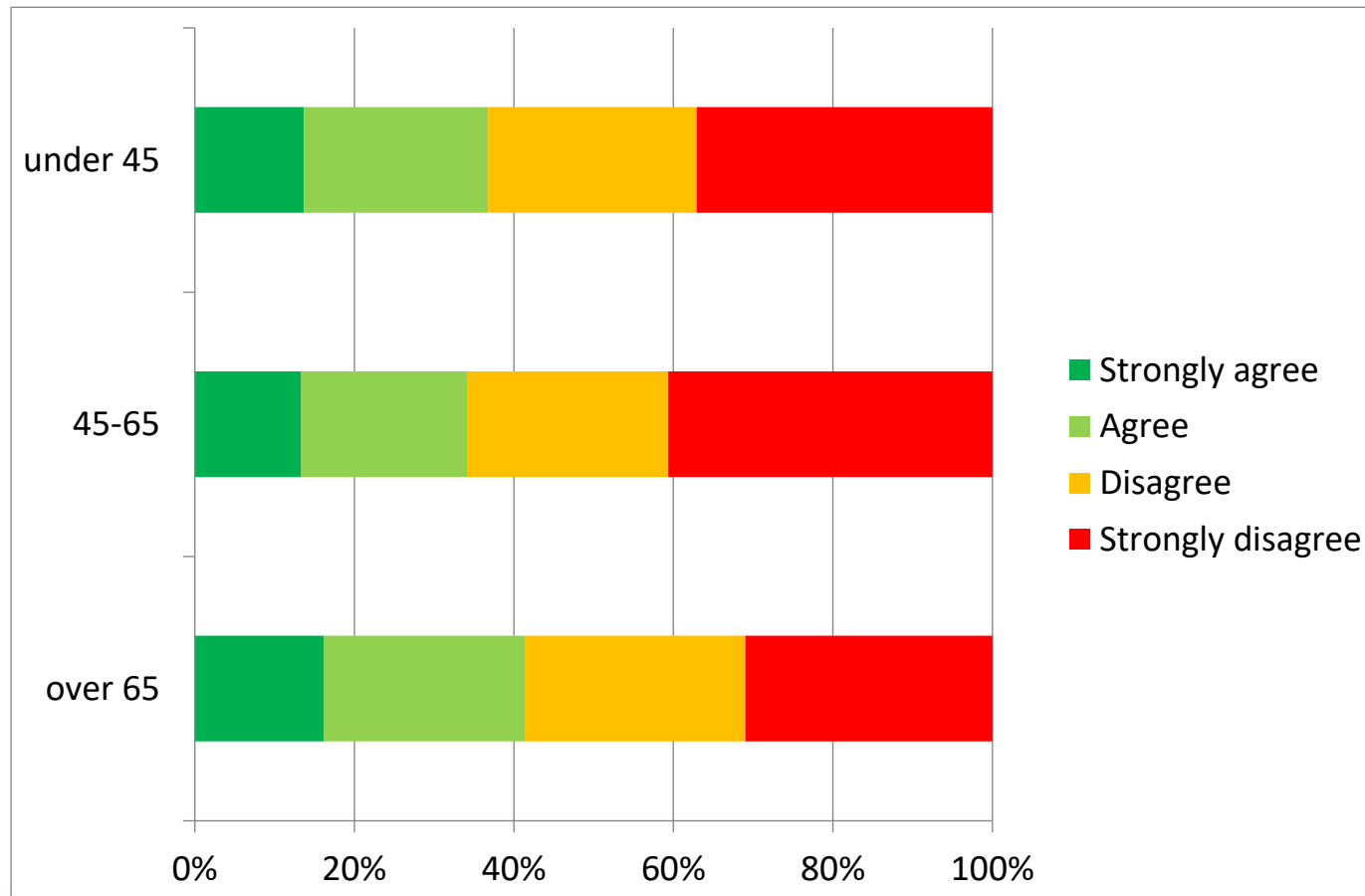
14

Question 33

- Warwick Road. The pavements in Warwick Road are too narrow in places and whilst more restriction of A boards might help the only way that they could be widened would be to make the traffic one way. This would involve traffic being allowed only in a northerly direction from Waverley Road. This idea should be explored.

Score

-22



-25

-29

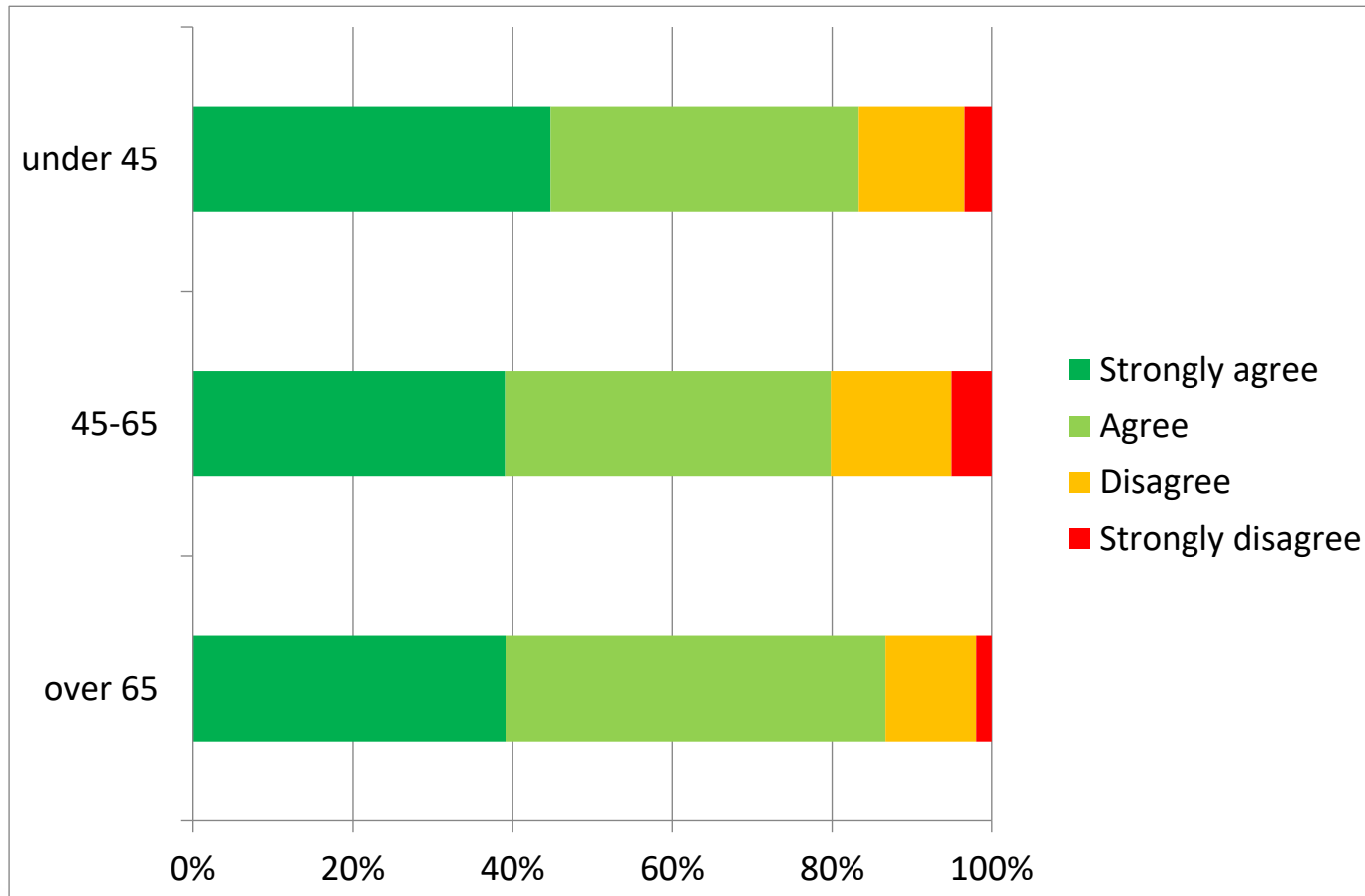
-16

Question 34

- Town Centre Shop Fronts. There is concern about the visual impact of retail frontages on Warwick Road. The Town Council would like to see clear enforceable guidance put into the Plan to improve the street scene.

Score

51



54

47

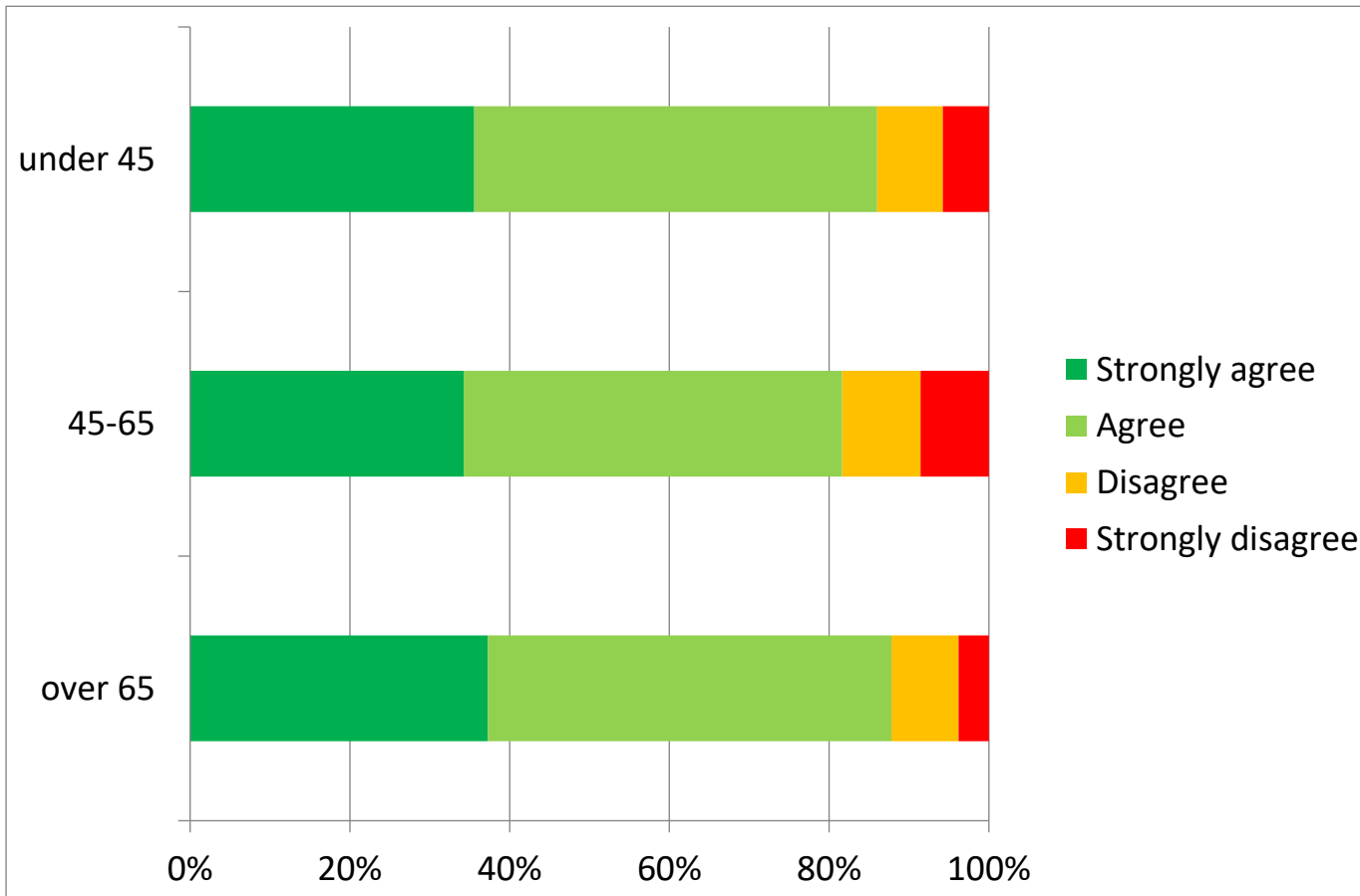
55

Question 35

- Car Parking in Town Centre. The Town car parks are already very well used and the additional housing expected from the plan means that additional space will be needed. If we are to increase capacity, we suggest using a system similar to that used in the Waitrose car park by sinking the first floor so that the second floor was not much above ground level. This should be considered.

Score

51



51

44

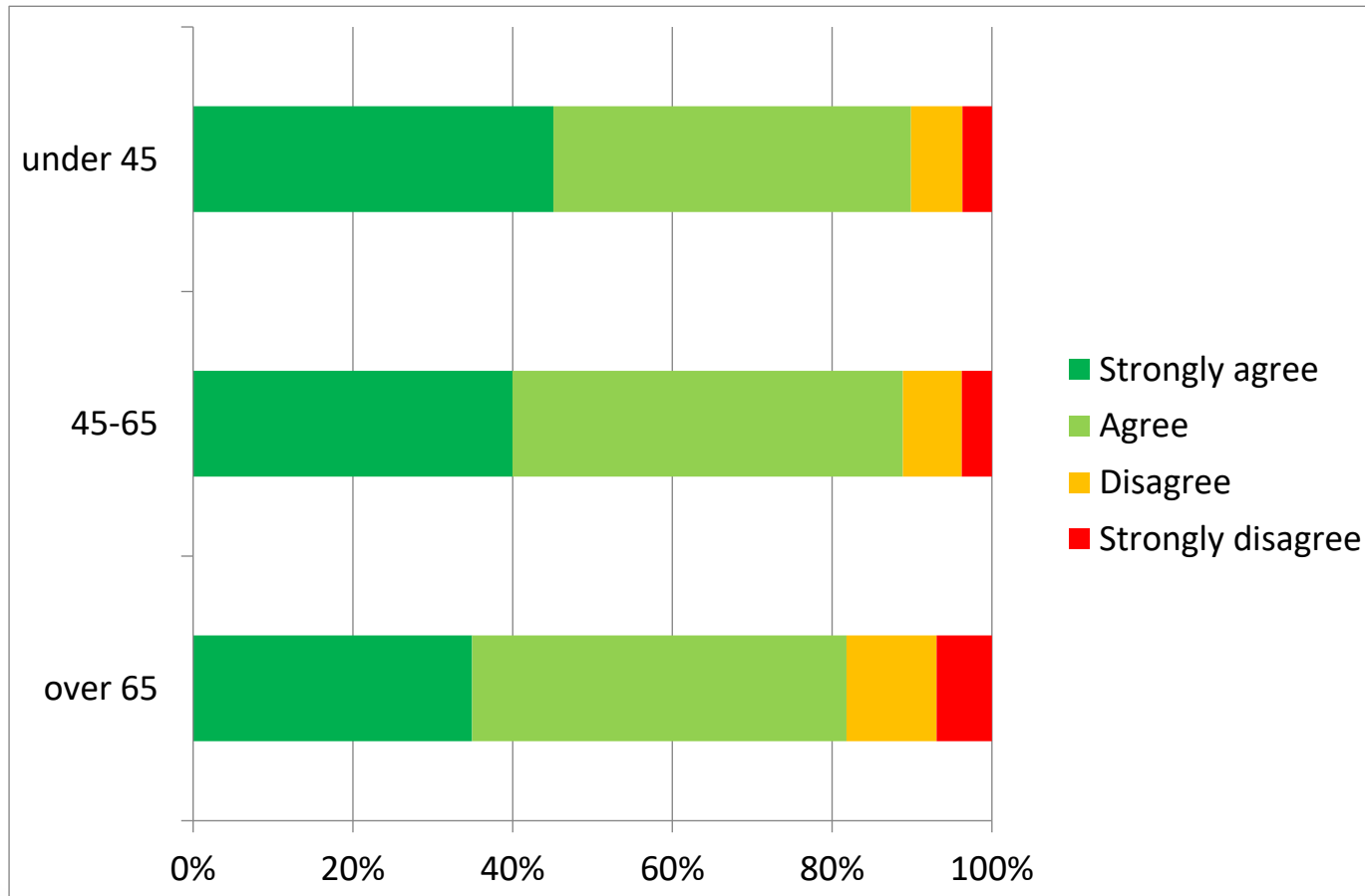
55

Question 36

- The Rail Station. The establishment of the Station on its original site at the junction of Priory Road and Waverley Road has been a desire of the Council for many years but it will have an effect on traffic flows. Buses should be routed via the station.

Score

54



61

57

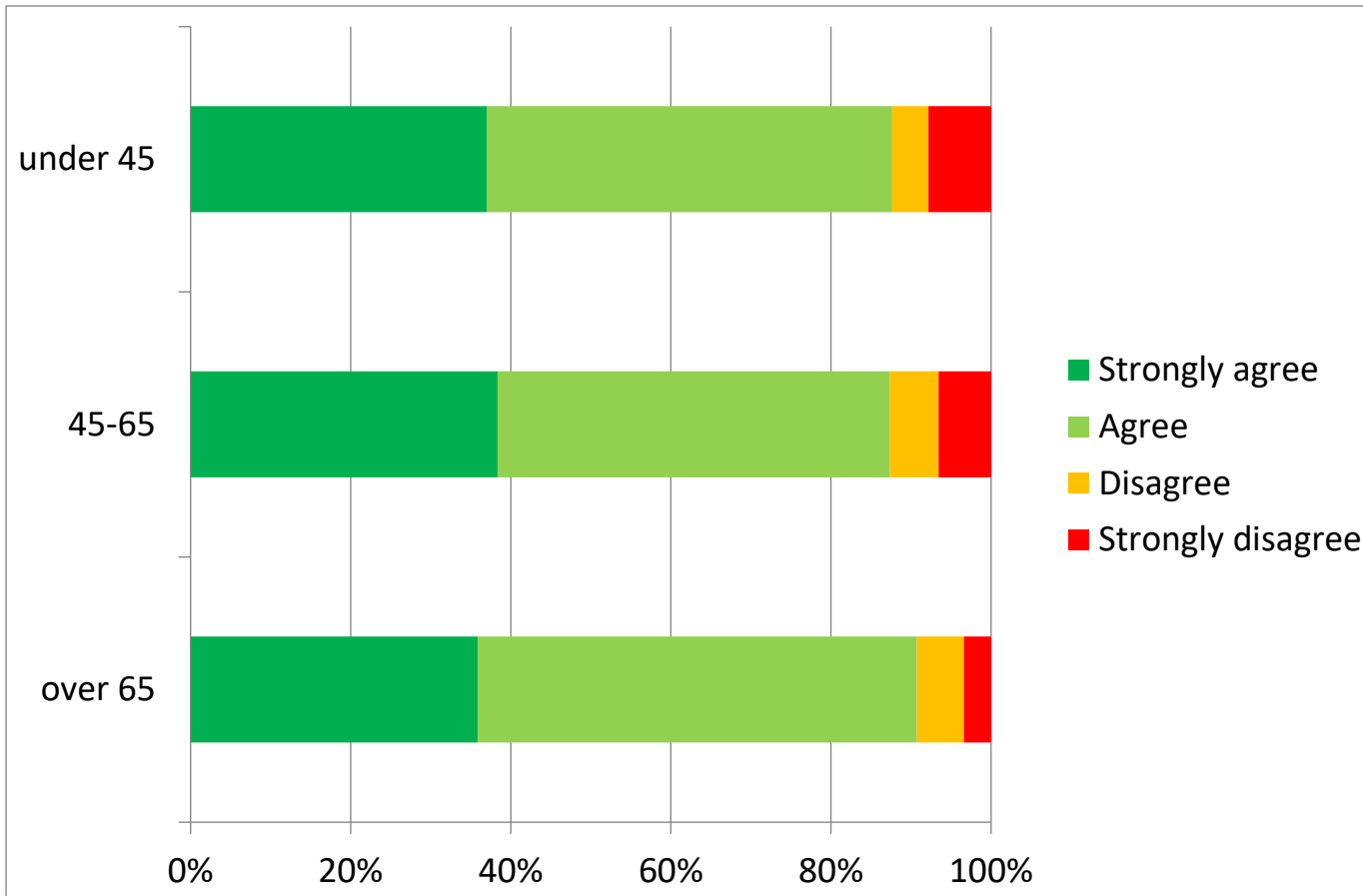
46

Question 37

- The Fire Station. Allocation of employment land at Thickthorn provides an option for establishing a re-sited full time Fire Station near the junction to the by-pass (freeing up the existing site for housing) thereby providing easy connection to Leamington, Warwick and other proposed developments. This should be considered.

Score

55



52

53

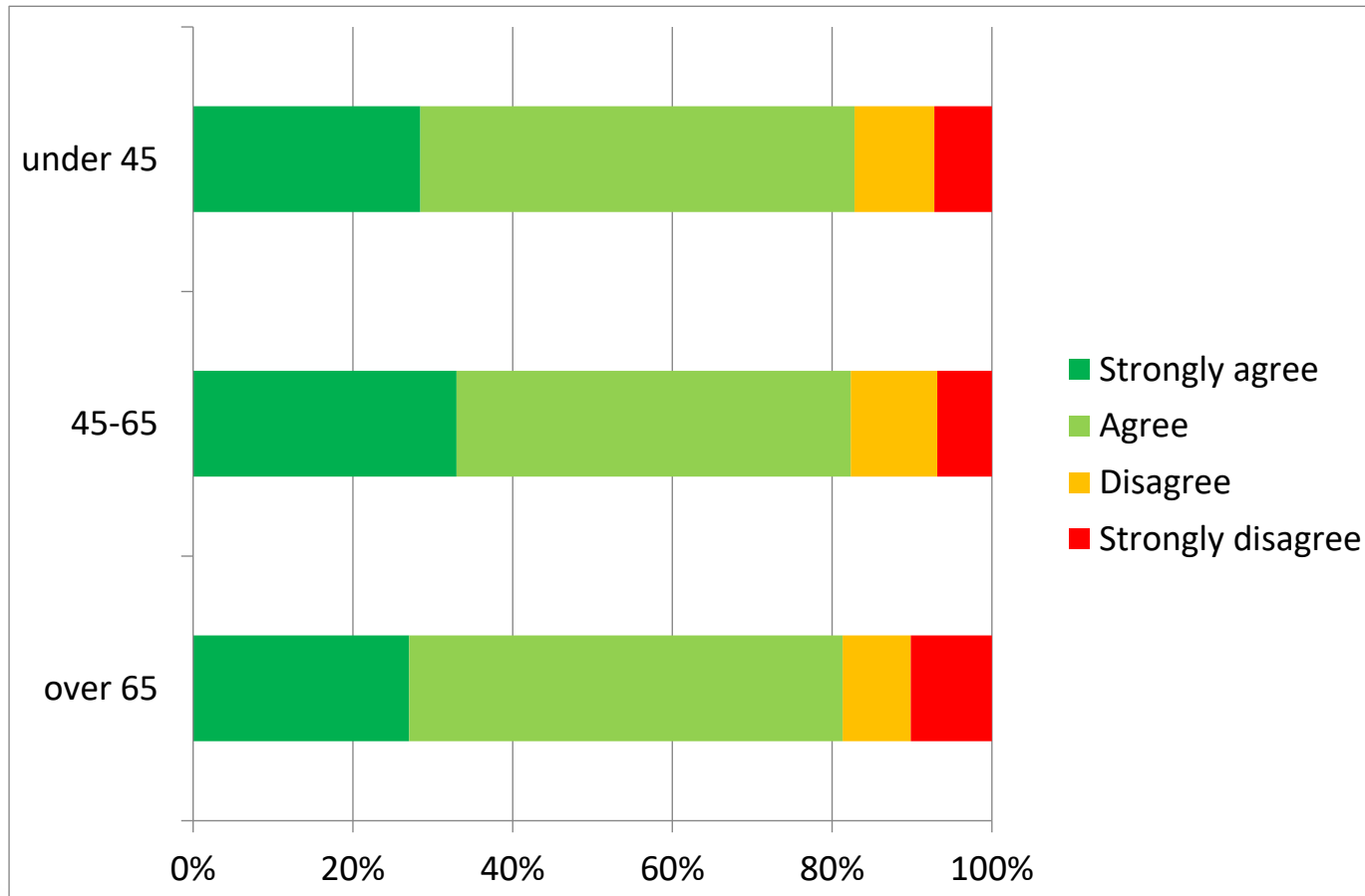
57

Question 38

- Allotments - Beehive Hill. There are insufficient sites to cover demand and there are currently some 150/200 applicants on the waiting list. The current area in Beehive Hill should be doubled

Score

44



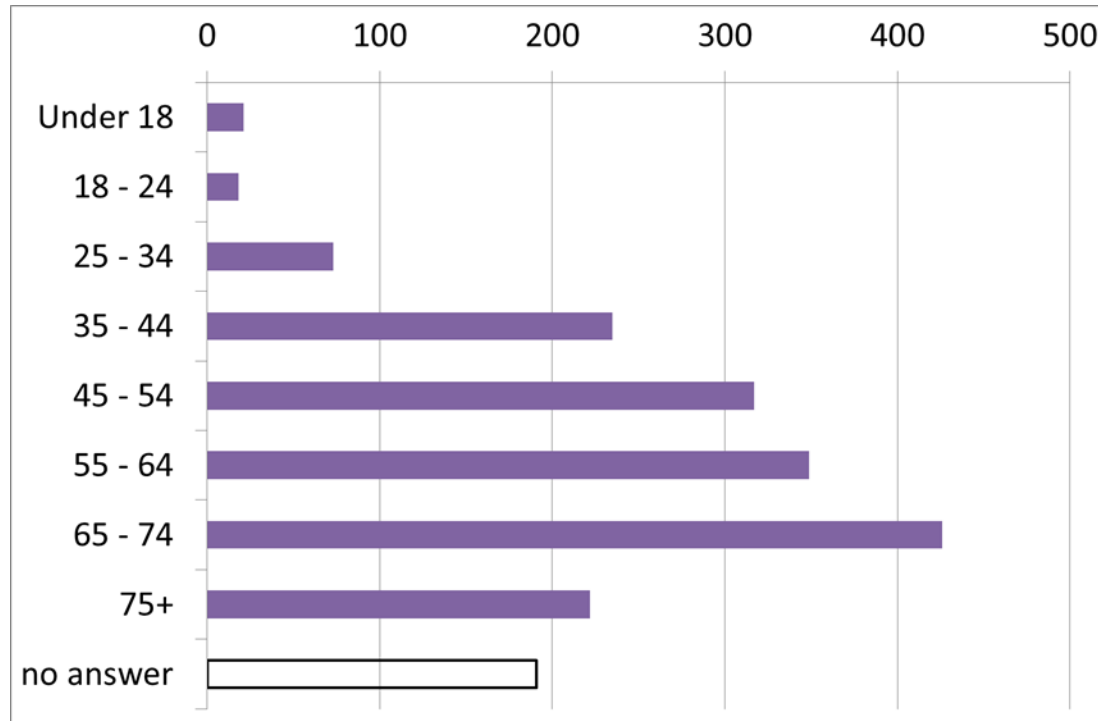
43

45

40

Question 39

- Please tick the age range box that you are in



Question 40

- ... and finally please use this box for any further comments or ideas.

449 Respondents provided additional comments here

These are in addition to the comments relating directly to questions.