

Appendix A1
CLAYGATE: THE WAY FORWARD

2024 Claygate Village Association Survey Results

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1 Introduction

In June 2023, an announcement on Facebook by the Ward Councillor for Claygate alerted Claygate residents to Elmbridge Borough Council's plans to build a supermarket on a car park in the centre of the village. Residents voiced major concerns about this proposal, in particular the lack of any prior consultation by the Council.

A community-driven campaign co-ordinated by the Claygate Village Association (CVA) to halt the development was successful. The Council withdrew the proposal and agreed to carry out a wider consultation. A village meeting was held in November 2023, and a new campaign "Claygate: The Way Forward" was launched. Qualitative statements were gathered about what makes the village special along with residents' concerns about the future of Claygate.

Six working groups were formed, addressing the topics of *Shops & Businesses*, *Transport & Parking*, *New Development & Housing*, *Health & Wellbeing*, *Leisure & Recreation*, and *Environment*. In order to comprehensively canvas residents' priorities and visions, the CVA asked each of the working groups to contribute questions to a survey addressing various aspects of village life. Results from this survey are presented in this report.

2 Method

2.1 Survey Development

Working groups were invited to formulate questions relevant to their focus. These were collated and iteratively refined in collaboration between working groups and the survey co-ordinators. The survey was piloted to obtain initial feedback and amend phrasings and response options where necessary.

The survey relied on self-report and included both closed-ended and open-ended questions. A copy of the survey questions can be found in Appendix A.

The survey took approximately 10-20 minutes to complete, depending on the time spent on the open-ended questions. Informed consent was obtained from participants. At the end of the survey, participants could leave their email address to be entered into a draw for a £250 cash prize.

A simple maths question at the start of the survey was used to flag potential bot responses. Responses to this question and to open-ended questions and a check of the email addresses provided suggest that the survey was not picked up by bots and that responses are genuine.

2.2 Data Collection

The survey was open for data collection between 4th March 2024 and 2nd April 2024. The survey was advertised through banners and posters across the village, flyers distributed in the village centre at weekends, emails to local groups and schools, the parish council magazine, email lists and social media groups and pages, the CVA website and word of mouth.

The QR code displayed on the advertising materials directed to a landing page with information about the survey and a link to the survey. The survey was conducted online through Google Forms.

Those unable to fill in the survey online were offered the option to have a volunteer assist them with the technical aspects of completing the survey, or to request a paper copy. Assistance with the online survey was provided during advertised sessions three times a week.

Those who requested paper copies were asked to return them to a central collection point, where the copies were stored securely and then entered into the online survey by volunteers.

2.3 Analysis

Various analysis approaches were taken to collate the results for this report. They include qualitative content analysis, the consideration of descriptive statistics, and inferential tests. When the results mention that something was “significant” or “non-significant”, this refers to the outcome of an inferential test. Details about the specific tests conducted and further information about the analysis can be found in Appendix B¹ by searching it for the relevant results’ subsection number.

Where numeric results are reported for 5-point Likert (agreement) scales, these are coded from +2 (strongly agree) to -2 (strongly disagree), so that 0 represents the neutral midpoint of the scale (neither agree nor disagree).

2.3.1 A note on statistical significance

Although it can be tempting to treat statistical significance as a clear “this is the case” statement, it is important to note that a significant result is not the be all and end all.

Significance testing is concerned with investigating whether there are differences between some groups or scores. For example, we can compare differences in scores between age groups, or ask whether there is a significant difference between a neutral score on a given scale and the average score of respondents. When a result is significant, this means that the observed difference has been reliably observed, but it does not tell us about the size or meaningfulness of this difference.

The bigger the sample (i.e., the larger the number of participants), the easier it is for statistical tests to detect small differences. That does by no means make them worthless, but it emphasises the need to not just look at whether something is significant but also at what the difference is we are looking at.

As this survey has a large number of respondents (see section 3.1), even very small differences are likely to be statistically significant. It is, therefore, important to consider not only significance, but also whether an observed difference is meaningful in the given context and to consider the overall patterns.

¹ Appendix B is an html file which can be provided on request. Please email claygateresidents@gmail.com

3 Results

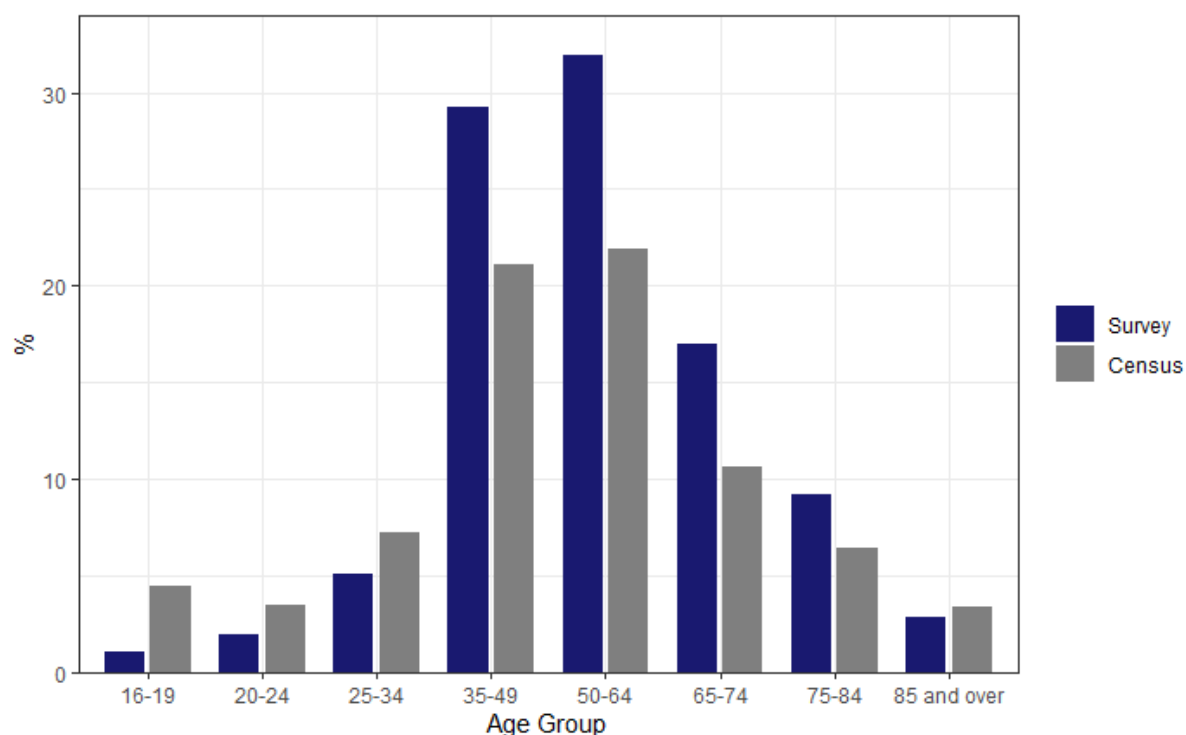
3.1 Survey Respondents

A total of 1612 valid survey responses were recorded. Of these, 84 were excluded from the analysis for this report as they indicated that they did not live in Claygate. The results in this report are based on the 1,528 respondents who confirmed that they lived in Claygate.

Figure 1 illustrates the age distribution of survey respondents in comparison to the age distribution of Claygate documented in the 2021 census. In this survey, younger respondents (< 34) were underrepresented among respondents while those aged 35 and over were overrepresented.

With 38.5% of respondents indicating they were a family with children under 18 at home, this is similar to the 35.1% of households with dependent children as per the 2021 census².

Figure 1: Respondents' age in comparison to Claygate age distribution as per 2021 census³



For the analyses reported here, age is aggregated into three approximately equal sized groups: those under 50, those aged 50-64, and those aged 65 and over. The groups sizes and the percentage of respondents within these groups that are a family with children under 18 at home can be found in Table 1.

² Note however that these were measured in slightly different ways as the survey assessed the individual respondent level and the census assessed the household level.

³ Note that the census categories also take into account ages below 16.

Table 1: Respondent characteristics by age group

Age Group	Number of respondents	% with children at home
Under 50	571	74%
50-64	488	33%
65 and over	444	1%
No age information	25	4%

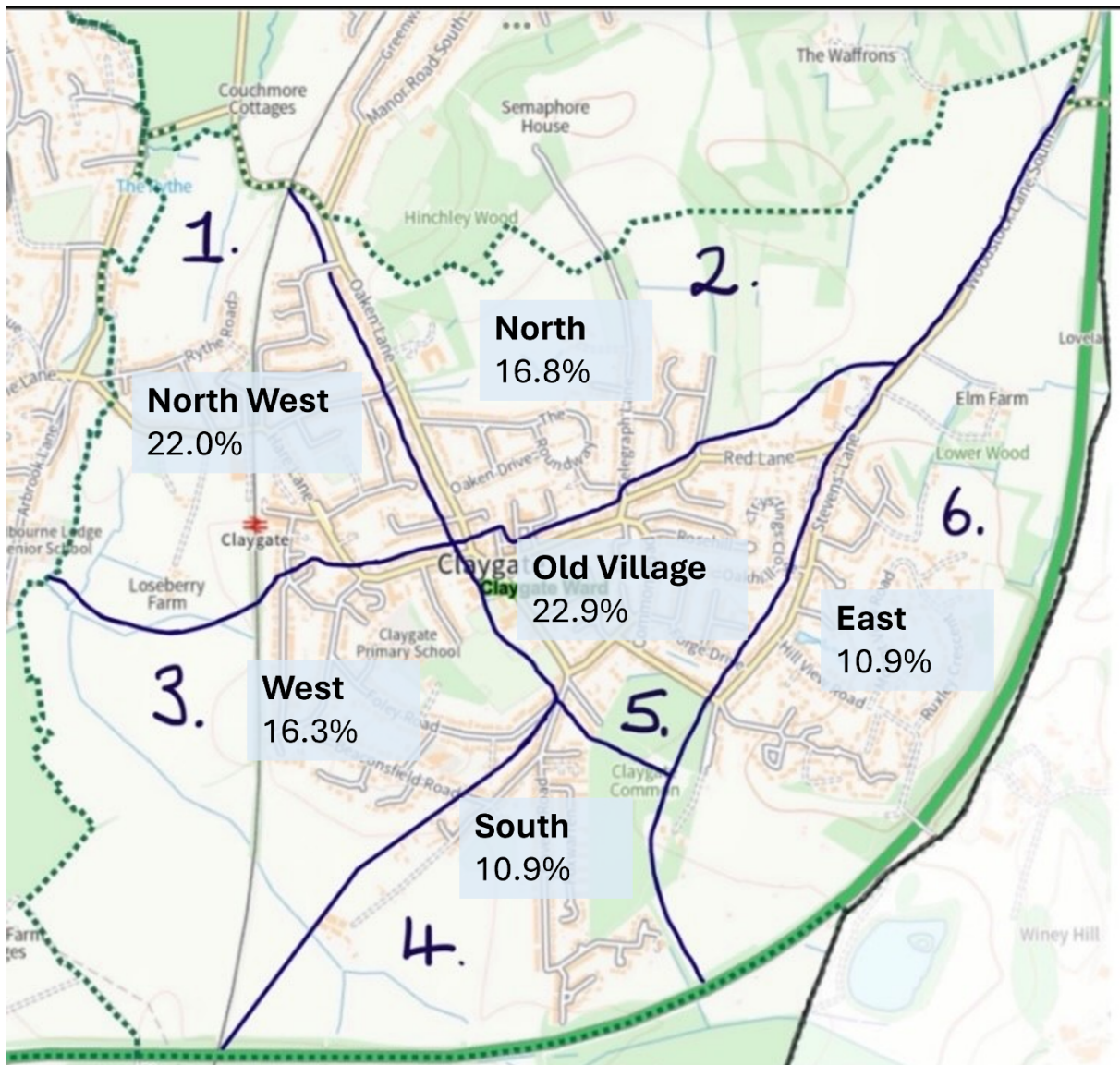
Looking at gender, 58% of respondents identified as female, 40% as male, less than 1 percent as non-binary or another gender identity, and 2% preferred not to respond.

Respondents came from all areas of Claygate. The distribution of respondents by area can be found in Table 2 and is illustrated in Figure 2. Respondents were asked to indicate the area they lived in by using the response options provided in Table 2 and the map provided in Figure 2 for reference.

Table 2: Survey respondents by area of Claygate

Area	n	%
1. North West (North of Hare Lane, The Parade development, Loseberry)	336	22.0
2. North (Oaken Lane to Woodstock Lane South above Red Lane)	257	16.8
3. West (The Foley Development, west of Church Road and Holy Trinity)	249	16.3
4. South (Coverts Road Development)	166	10.9
5. Old Village (Triangle west of Steven's Lane including Red Lane and Church Road)	350	22.9
6. East (Stevens' Lane and Ruxley)	167	10.9

Figure 2: Respondents by area with area boundaries



3.2 Shops & Businesses

3.2.1 Attitudes Towards an Additional Supermarket

Respondents were asked their agreement to the statements I would be in favour of an additional supermarket” on a 5-point scale from “strongly agree” to “strongly disagree”.

The distribution of responses to the question about an additional supermarket can be found in Figure 3. Inferential statistics indicated that the mean agreement was significantly lower than a neutral response ($V = 368757$; $p < .05$), that is respondents were overall not in favour of an additional supermarket. The effect was however only small ($r = .07$; $mdn = 0$; $m = -0.1$).

Furthermore, breaking down this response by age group, we see that there were significant differences between age groups ($F(2,1500) = 49.59$, $p < .001$). Respondents were more opposed to an additional supermarket the older they were.

Respondents in the Under 50s age group were indeed significantly in favour of a new supermarket ($V = 68859$; $p < .001$; $mdn = 1$, $m = 0.33$; $r = .22$), while this was not the case for the two older age groups (50-64s: $V = 34380$, $p < .05$, $mdn = 0$, $m = -0.18$, $r = .11$; over 65s: $V = 20141$, $p < .001$, $mdn = -1$, $m = -0.57$, $r = .37$).

The breakdown of responses by age group can be found in Figure 4. Overall, it is notable that respondents made frequent use of the extremes of the scale (“Strongly Disagree” and “Strongly Agree”).

Figure 3: Responses to “I would be in favour of an additional supermarket”

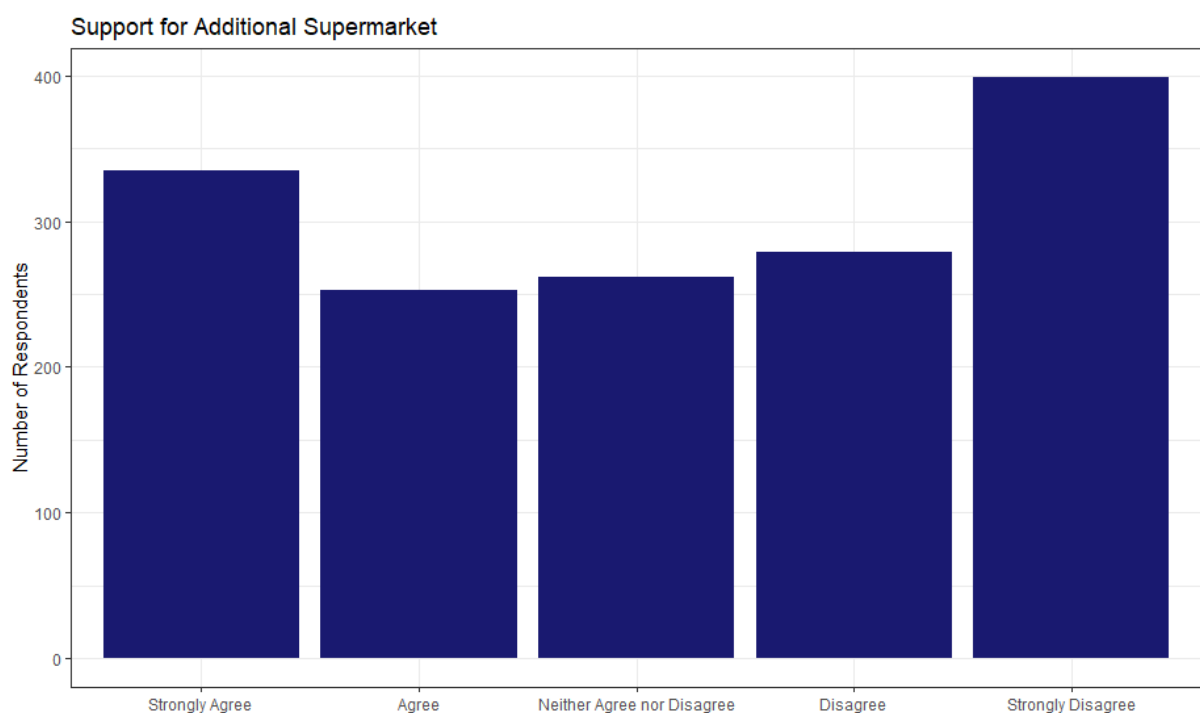
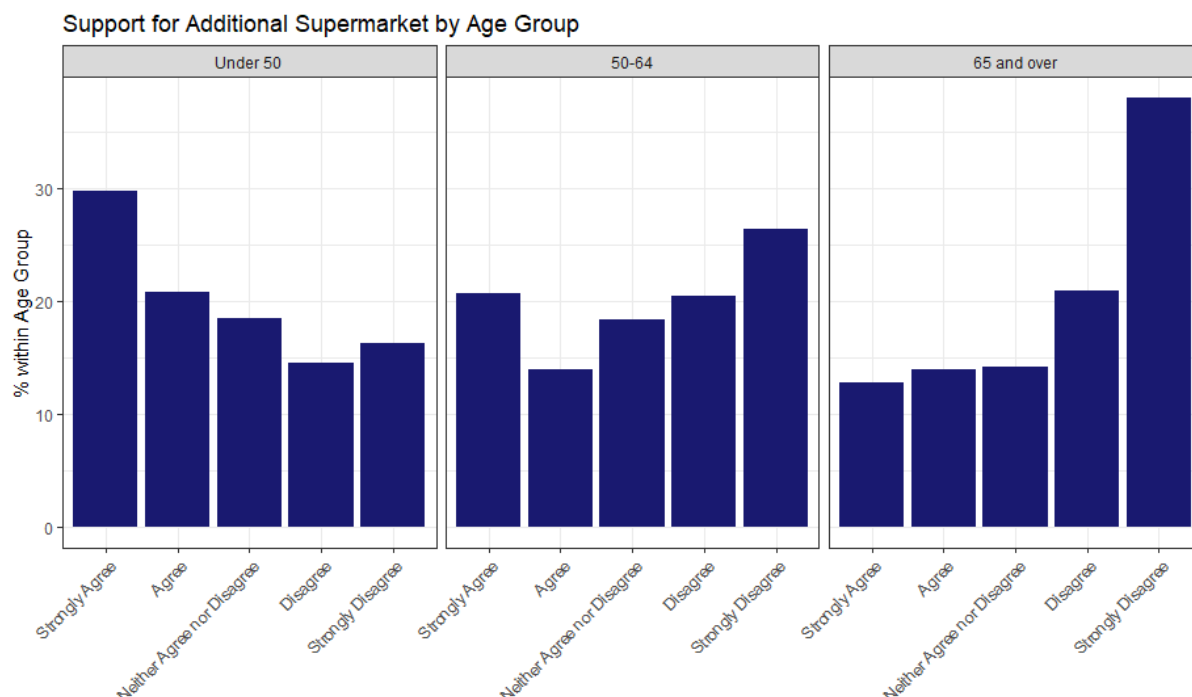


Figure 4: Responses to “I would be in favour of an additional supermarket” by age group, in percentage within age group



3.2.2 Factors Associated with Attitudes Towards Additional Supermarket

The following factors were investigated in their relationship with attitudes towards an additional supermarket:

- Concern about overdevelopment
- Concern about congestion
- Concern about road safety
- Concern about distinctive village character being spoilt
- Age group

Statistical analyses found that all of these factors were significantly associated with attitudes towards an additional supermarket, in the following directions:

- Higher concerns about overdevelopment (β (0.05) = -0.19, $p < .001$), congestion (β (0.05) = -0.13, $p < .05$), and village character being spoilt (β (0.05) = -0.35, $p < .001$) were associated with **more negative** opinions towards an additional supermarket.
- Higher concerns about road safety were associated with **more positive** opinions towards an additional supermarket (β (0.05) = 0.14, $p < .01$).
- Compared to the youngest age group, being in the middle (β (0.09) = -0.39, $p < .001$) or older (β (0.09) = -0.67, $p < .001$) age group was associated with more negative opinions towards an additional supermarket.

The strongest indicator of these was one's **age group**. Concerns about congestion and road safety were the weakest indicators of those investigated. Concerns about overdevelopment were not as strongly associated as concerns about the character of the village being spoilt.

Note that with the large number of people surveyed, we likely would have observed significant effects for most factors chosen for investigation. The most important findings here are that a)

one's age group is a stronger indicator of support than the strength of various concerns, and b) of those concerns, a concern about the village character being spoilt was the most influential.

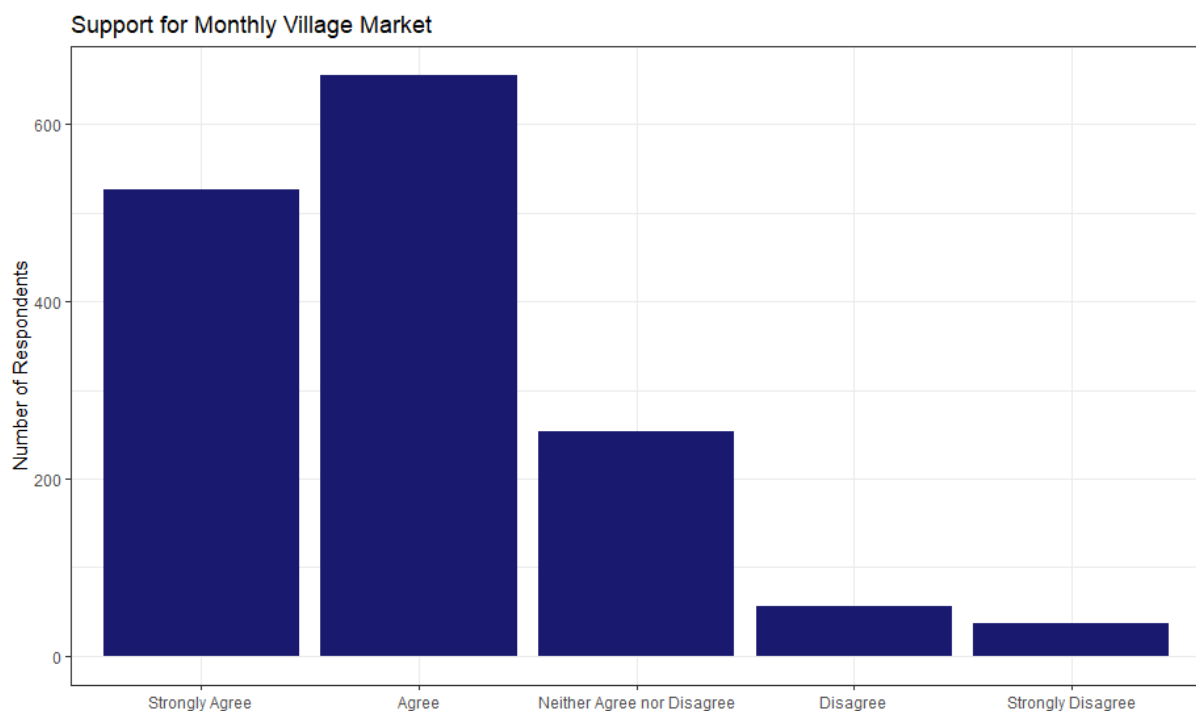
The findings tentatively point to the importance of lifestyle-related factors in residents' attitudes towards another supermarket.

3.2.3 Attitudes Towards a Village market

Following the same structure as the question about another supermarket, respondents were asked their agreement to the statements "I would be in favour of a monthly village market".

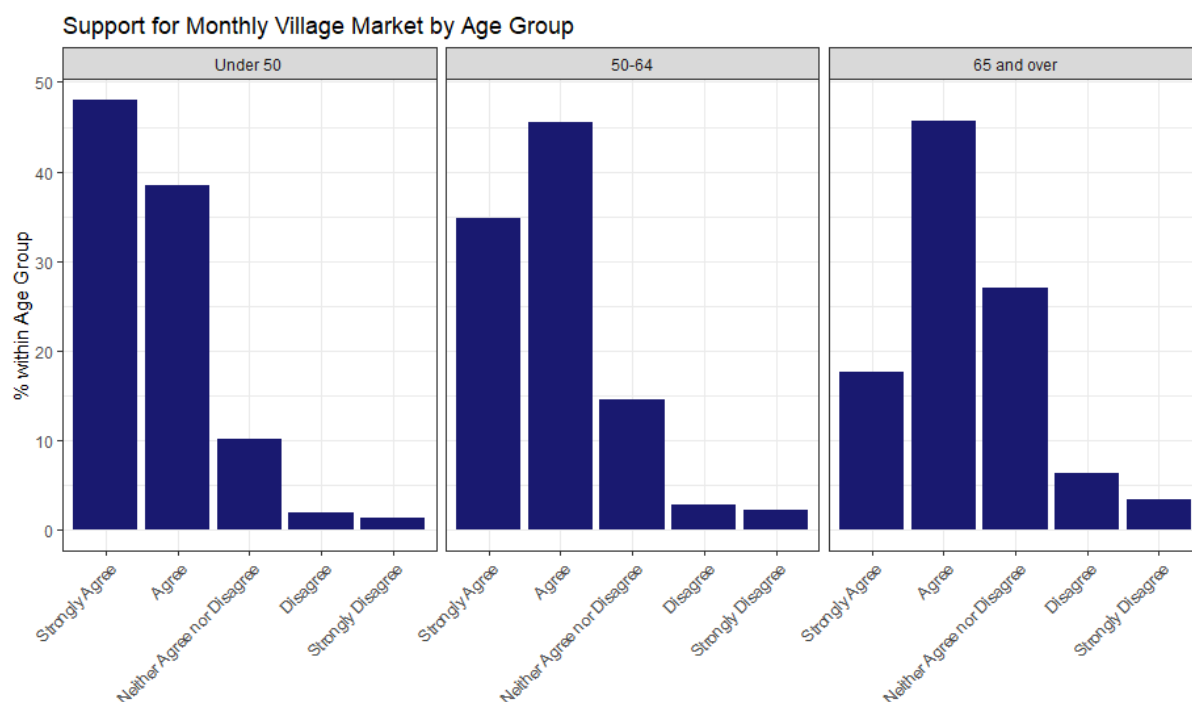
The distribution of responses to the question about a monthly village market can be found in Figure 5. Inferential statistics indicated that the mean agreement was significantly higher than a neutral response ($V = 755498$, $p < .001$), that is respondents were overall in favour of a monthly village market. The effect could be considered large ($r = .70$, $mdn = 1$, $m = 1.03$).

Figure 5: Responses to "I would be in favour of a monthly village market"



There were significant differences between age groups (under 50s, 50-64, 65 and over; $F(2,1500) = 61.05$, $p < .001$). The younger the age group, the higher the average support for a monthly village market. Even though the support was strongest for younger respondents, there was general support for the village market idea within all age groups (under 50s: $V = 127585$, $p < .001$, $mdn = 1$; $m = 1.3$, $r = .79$; 50-64s: $V = 81897$, $p < .001$, $mdn = 1$; $m = 1.08$, $r = .73$; over 65s: $V = 45232$, $p < .001$, $mdn = 1$; $m = 0.68$, $r = .56$), as is illustrated in Figure 6.

Figure 6: Responses to “I would be in favour of a monthly village market” by age group, in percentage within age group



3.2.4 Other Shops and Businesses

In response to two open-ended questions, respondents were encouraged to reflect on “What would encourage you to do more of your shopping in Claygate?” and “What other shop or business would you like in Claygate, if any?”.

Various shops and businesses were mentioned across the two questions. The word clouds presented in Figure 7 and Figure 8 illustrate the diversity of responses to this question.

To allow for a better overview, two word clouds are presented: one for the most frequent responses (ten or more mentions, Figure 7), and one for those less frequent (Figure 8).

When respondents gave a description of a shop, this was separated out from the shop type. For example, wanting a “better supermarket” is broken down into “better” and “supermarket”; an “independent shoe shop” is broken down into “independent” and “shoe shop”.

Please note that this question asked respondents to list what they *wanted*. In conjunction with the results reported in section 3.2.1 (attitudes to additional supermarket), the results suggest that the topic of an additional supermarket retains a potential for strong opinions on either side of the debate.

Figure 7: Word cloud summarising responses to the any other shops and businesses that respondents would like (responses mentioned 10 or more times)



Figure 8: Word cloud summarising responses to the any other shops and businesses that respondents would like (responses mentioned less than 10 times)



3.2.5 Community Feeling as Part of the Claygate Shopping Experience

In response to the question of what would encourage them to do more of their shopping in Claygate, some participants mentioned factors that can broadly be summarised under an umbrella of community feeling.

These related to the pedestrianisation of the Parade, including pavement cafés to create a more pleasant atmosphere. A separate question on whether respondents were in favour of pedestrianising the Parade however suggested that the overall opinion was neutral. Some respondents also indicated that feeling more welcome in shops would encourage them to shop locally more often. There were also suggestions of village-wide loyalty cards.

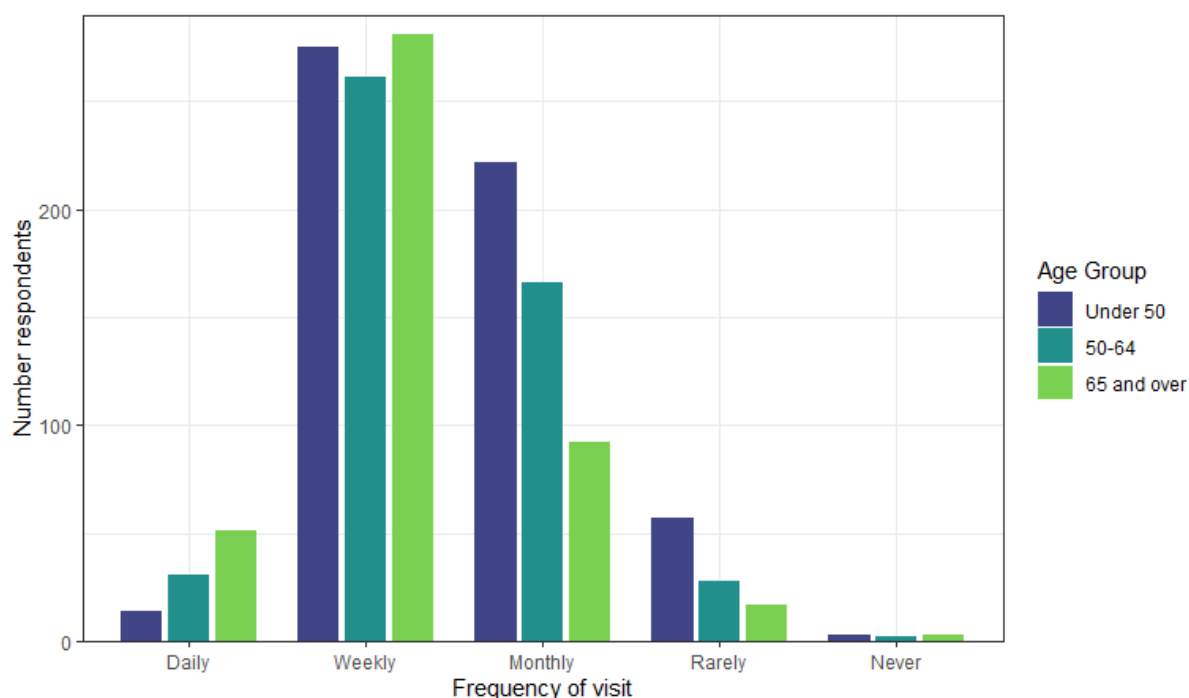
3.2.6 Use of Post Office/Newsagent

The use of the post office/newsagent, broken down by age group, can be found in Figure 9.

The working group was especially interested in the use of this facility by older residents. The survey found that 75% of respondents aged 65 and over used the post office/newsagent on a daily or weekly basis, while 60% of 50-64 year olds did so, and 51% of those under 50.

These reflected significant differences between age groups in the use of the post office/newsagent ($\chi^2 (2) = 61.40, p < .001$). The older age group showed a significantly more frequent use of the post office/newsagent than the other two groups. The post office use of the younger age group was significantly lower than that of the other two groups.

Figure 9: Frequency of post office/newsagent use by age group

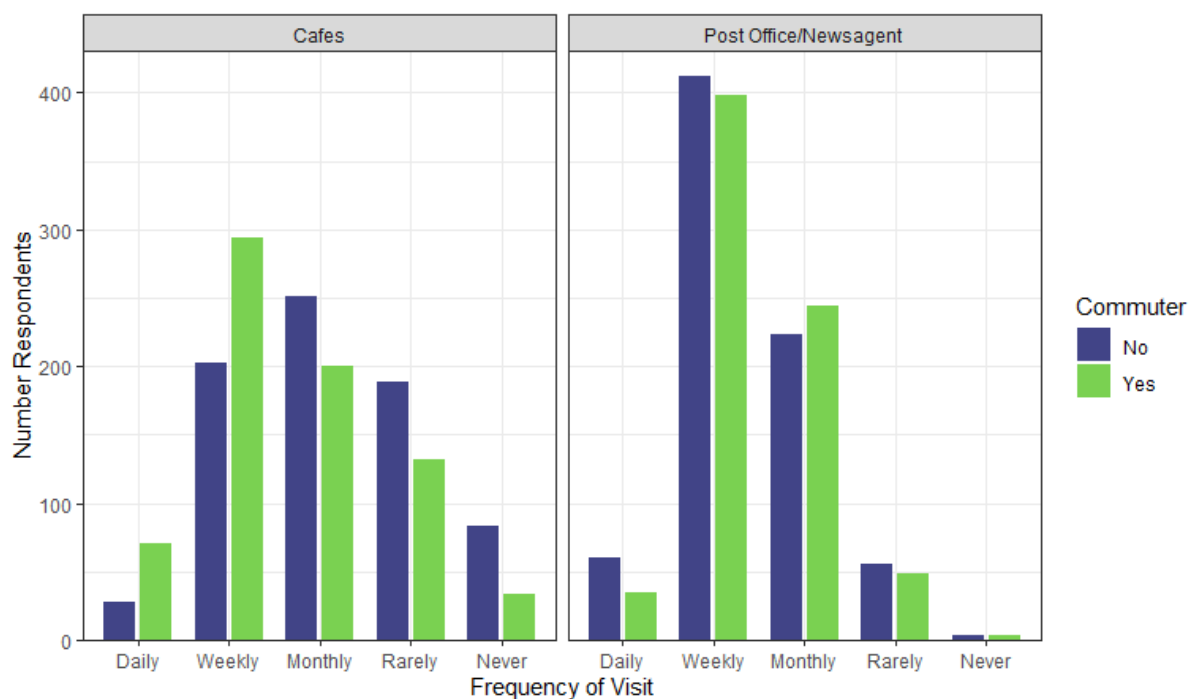


3.2.7 Association between Commuting and Footfall on Parade

To get an idea of the association between commuting and footfall on the Parade, we looked at the association between using Claygate station to commute on an at least weekly basis and visiting cafés and the newsagent in the village at least weekly.

There was a significant association between using cafés in Claygate at least weekly and commuting at least weekly. Those who commuted were 2.3 times more likely to visit cafés than those who did not ($b(0.11) = 0.81$, $p < .001$, $OR = 2.26$, $OR\ 95\% CI [1.83, 2.79]$). This association is illustrated in Figure 10. There was however no association between commuting and using the newsagents ($b(0.11) = -0.13$, $p = .206$, $OR = 0.87$, $OR\ 95\% CI [0.71, 1.08]$).

Figure 10: Association between commuting and use of cafés and newsagent



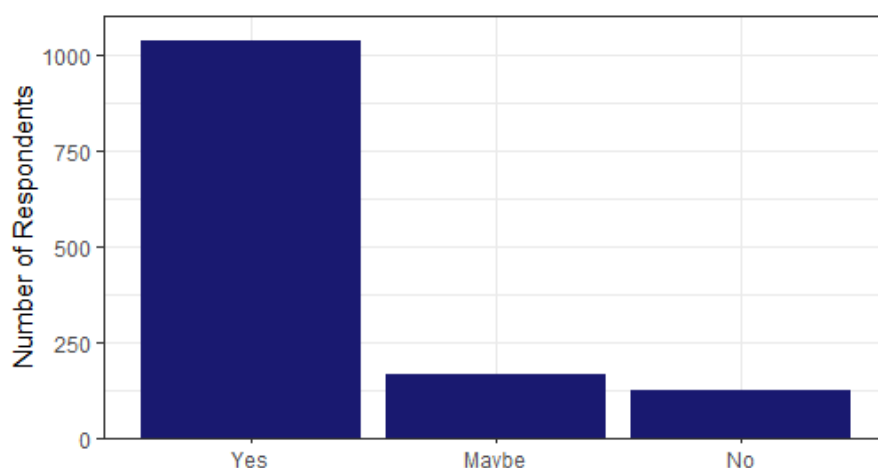
3.3 Transport & Parking

3.3.1 Free Parking

Survey participants were asked whether they would use the village car parks more if the first period was free, and how long this free period should be.

Thirteen percent of participants ($n = 201$) indicated that this question was not applicable to them. Of those that saw this question as applicable to them, 78% responded yes, 13% said maybe, and 9% said no. Figure 11 illustrates the responses to this question.

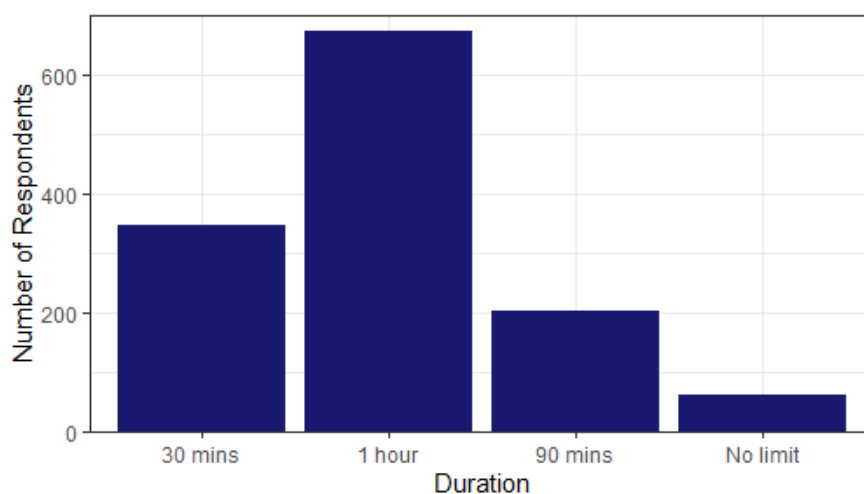
Figure 11: Responses to “Would you use the village car parks more if the first period was free?”



Respondents could choose between 30 minutes, 1 hour, 90 minutes, no limit, or indicate that this question was not applicable to them.

After excluding 240 participants who responded that this question was not applicable, the majority of respondents (52%) preferred a 1-hour free parking period, followed by 27% supporting 30 minutes, 16% who preferred 90 minutes, and 5% who wanted no time constraints on the free parking. These results are illustrated in Figure 12.

Figure 12: Preferred length of free parking period



Note. This figure does not show respondents who indicated that this question was not applicable to them.

3.3.2 *Parking Charges as Barrier to Shopping in Claygate*

Better parking, including free parking was raised as something that would encourage one to do more shopping in Claygate by 185 (12%) respondents. This was in response to an open-ended question on "What would encourage you to do more of your shopping in Claygate?".

Respondents were also asked whether they would use the village car parks more if the first period was free, to which a majority of respondents (68%) indicated that they would do so.

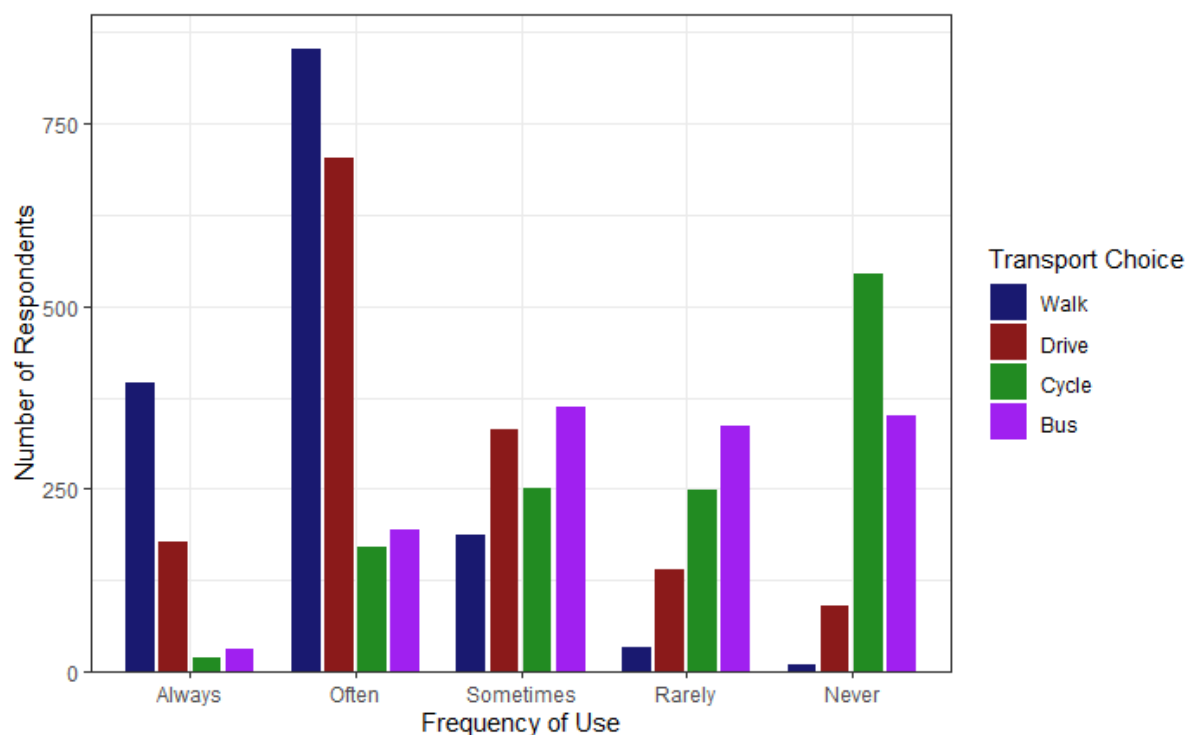
Breaking down the driving habits of those who indicated that free parking would be something to encourage them to do more shopping in the village, indicated that 75% of those respondents already used their car "Always" or "Often" to travel within the village. Similarly, breaking down the responses to "Would you use the village car parks more if the first period was free?" shows that 80% of frequent drivers would do so, while this drops to 51% of less frequent drivers.

These findings suggest that free parking is primarily advocated for by those who already drive in the village but would also encourage driving in those who do so less often. While 12% of respondents brought free parking up as something that would encourage them to do more shopping in Claygate, it is important to note that it is not possible to tell from the collected data a) whether there is indeed a direct link between free parking provision and shopping behaviour, and b) which other factors may contribute to local shopping habits beyond focussing on car use as primary mode of transport.

3.3.3 Transport choices within the Village

Looking at how respondents reported travelling within Claygate, walking, driving, and taking the bus were more all significantly more frequently used means of transport than cycling. Walking and driving were particularly frequent. The distribution of responses can be found in Figure 13

Figure 13: Transport choices for travelling within the village



Note. Transport choices from left to right: Walk, Drive, Cycle, Bus.

3.3.4 Car Use and Car Use Reduction

With 58%, more than half of respondents indicated that they “Always” or “Often” used their car or van to travel within the village. This corresponded to 65% of those under 50, 59% of those between 50 and 64, and 46% of those 65 and over.

Respondents were also asked about motivations for reducing car use in the village. They were asked for their agreement with the following statements:

- I try to reduce my car use in the village to get more exercise.
- I try to reduce my car use in the village to save money.
- I try to reduce my car use in the village to protect the environment.

Figure 14 shows the responses to these questions for those who indicated that they “Always” or “Often” used their car or van to travel within Claygate. Respondents were significantly more likely to say that they were trying to reduce their car use for exercise (72% yes) or environmental reasons (49% yes) than for saving money (32% yes; outcome “yes” to reducing car use, baseline money: b [exercise] (0.20) = 3.42, $p < .001$; b [environmental] (0.15) = 1.41, $p < .001$).

These findings suggest that facilitating active travel within the village is an important avenue for reducing car use. The same patterns are echoed when looking at less frequent drivers, i.e., those who indicated that they used their car or van “Sometimes”, “Rarely”, or “Never” to travel within the village (see Figure 15).

Figure 14: Motivations for reducing car use in the village among those who drive in the village "Always" or "Often"

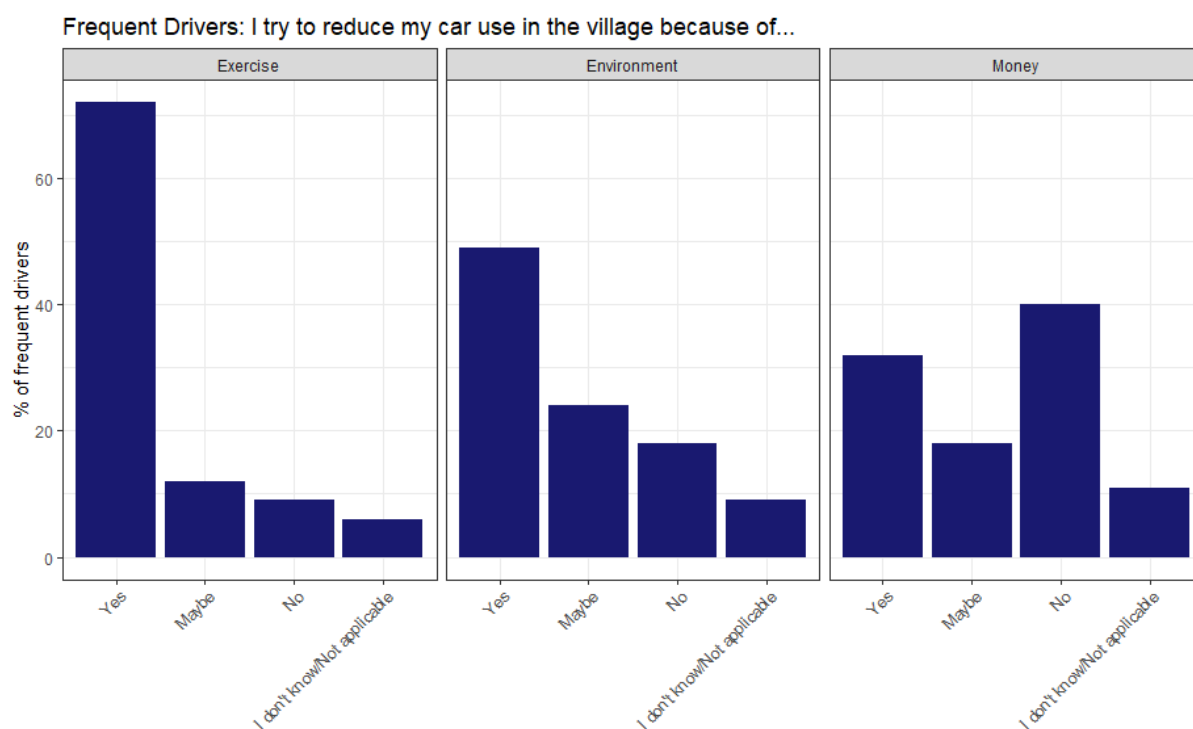
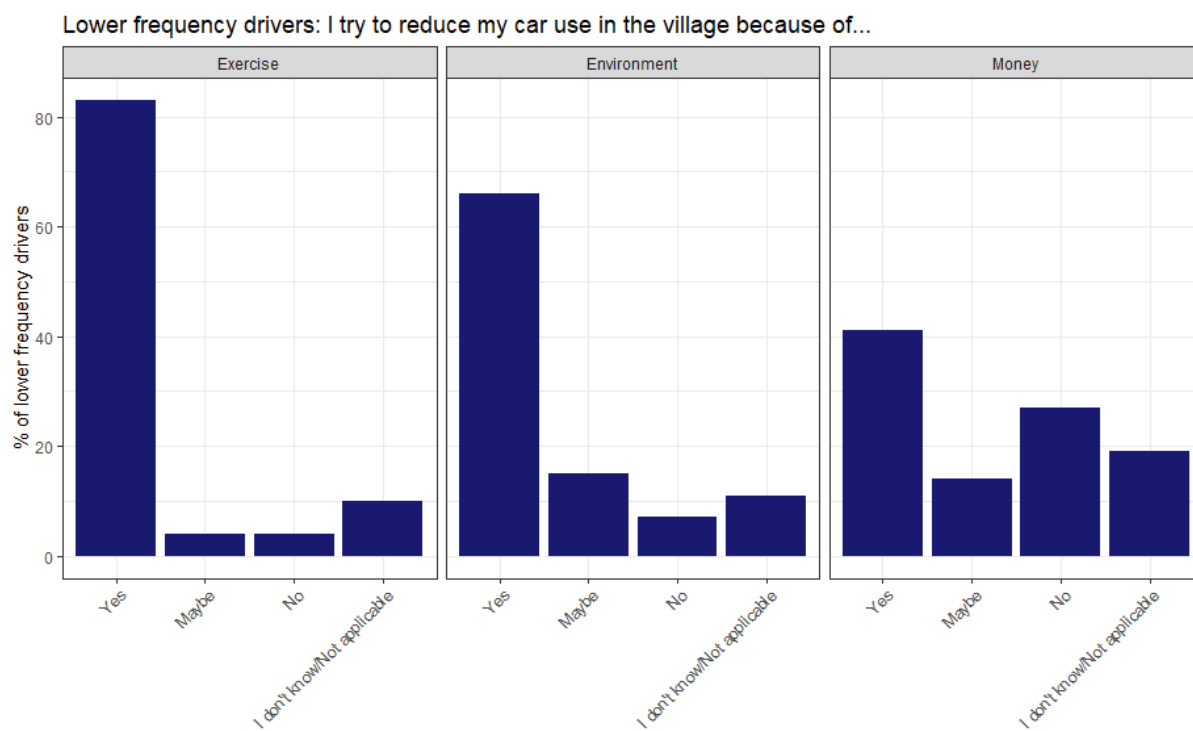


Figure 15: Motivations for reducing car use in the village among those who drive in the village "Sometimes", "Rarely", or "Never"



3.3.5 K3 Bus

The bus was used by all age groups, with 26% of respondents indicating that they used it “Always” or “Often”. The age group that most frequently reported using the bus were those aged 65 and over, with almost a quarter (23%) of this age group using the bus always or often to travel within the village.

This figure dropped to 12% of those under 50 and 10% of those aged 50-64. The frequent bus users broken down by area of the village can be found in Table 3. Table 3 suggests that most frequent bus users came from the Old Village, and the smallest proportion came from the East area of the village.

Table 3: Respondents who indicated using the bus "Always" or "Often" to travel within Claygate, by area

Area	Number of Respondents	Of those using bus frequently, what % live in a given area
1. North West (North of Hare Lane, The Parade development, Loseberry)	37	16%
2. North (Oaken Lane to Woodstock Lane South above Red Lane)	38	17%
3. West (The Foley Development, west of Church Road and Holy Trinity)	32	14%
4. South (Coverts Road Development)	24	11%
5. Old Village (Triangle west of Steven's Lane including Red Lane and Church Road)	76	34%
6. East (Stevens' Lane and Ruxley)	18	8%

The K3 bus was mentioned across responses to open-ended questions. Feedback was overwhelmingly positive. Respondents praised the service for connecting them within Claygate and to destinations outside of the village, calling it among others “wonderful”, “essential”, “very useful”, “brilliant”, “excellent” and “invaluable”.

The need for a bus service was also emphasised by responses calling for its route to be extended both within the village and to other destinations, by those calling for it to be more frequent or more reliable and pointing out that it can be crowded. Negative voices about buses were very few and tended to relate to congestion and road safety concerns more so than to service provision.

3.3.6 Barriers to Cycling in the Village

Looking at transport choices in the village (section 3.3.3 for a general overview), is notable that, while 13% of respondents said they cycled “Always” or “Often” within the village, this was roughly equally distributed between age groups. That is, 15% of Under 50s reported cycling always or often, as did 12% of 50-64 year olds and 10% of over 65 year olds.

Several barriers to cycling were reported in response to a multiple-choice question with the option for free response. The question was “If you are a cyclist, what deters you from cycling in the village?”.

Excluding those who did not see a question about cycling applicable to their transport choices (778 respondents), the importance attributed to different factors suggests that **poor cycling infrastructure** is the major barrier to cycling in Claygate.

Table 4 shows the factors indicated as barriers to cycling in Claygate as based on the response options provided. Open-ended responses asking respondents to list other factors further underlined that **safety**, as something closely related to infrastructure, was a concern.

Apart from road maintenance (as captured in the given response options) respondents mentioned a lack of safety due to driver behaviours, congestion and heavy traffic, large cars/vans, and a lack of safety for children to cycle.

Other, less common, factors included the carrying capacity of bicycles, personal factors, weather, no bicycle availability, and distances within the village being more suitable for walking.

Table 4: Barriers to cycling

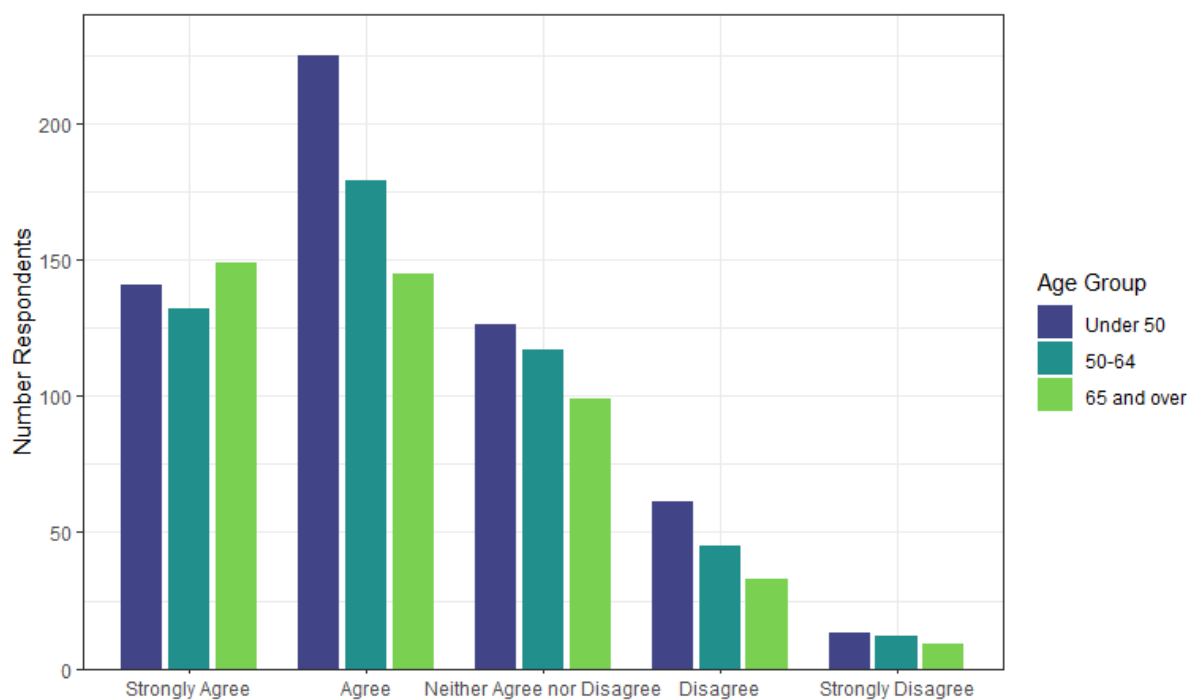
Factor	Number of respondents seeing this as an issue	As percentage of respondents who cycle
Potholes and poor road maintenance	479	64%
Traffic speed	197	26%
Limited bike parking or storage facilities	169	23%
Parked cars	165	22%
Theft or vandalism of bikes	158	21%
Lack of access to cycling routes	142	19%
Narrow roads	121	16%
Certain junctions	97	13%
Vehicle emissions	46	6%
<i>Nothing deters me from cycling</i>	131	17%

Note. Respondents could choose multiple options.

3.3.7 Concerns about Traffic Congestion

Congestion was a significant long-term concern, with the median response being to “Agree” with the statement that “I’m concerned about traffic congestion in the village” ($V = 593595$, $p < .001$). The effect can be described as large ($r = .60$) and the same pattern was seen across all age groups (see Figure 16; under 50s: $V = 83541$, $p < .001$, $r = .57$; 50-64s: $V = 59276$, $p < .001$, $r = .58$; over 65s: $V = 51345$, $p < .001$, $r = .64$).

Figure 16: Congestion as a long-term concern for the village, broken down by age group



3.3.8 Concerns about Speeding

Respondents were asked whether they thought that speeding was an issue in Claygate. To this question, 43% of respondents said that speeding was an issue, 23% said maybe, 30% said that speeding was not an issue and 4% responded that they did not know. These responses are illustrated in Figure 17. Breaking down the responses by whether respondents drove frequently within the village or not suggested that those who drove frequently within the village tended to see speeding less as a problem than those who did not drive frequently (see Figure 18).

Figure 17: Responses to “Do you think that speeding is an issue in Claygate?”?

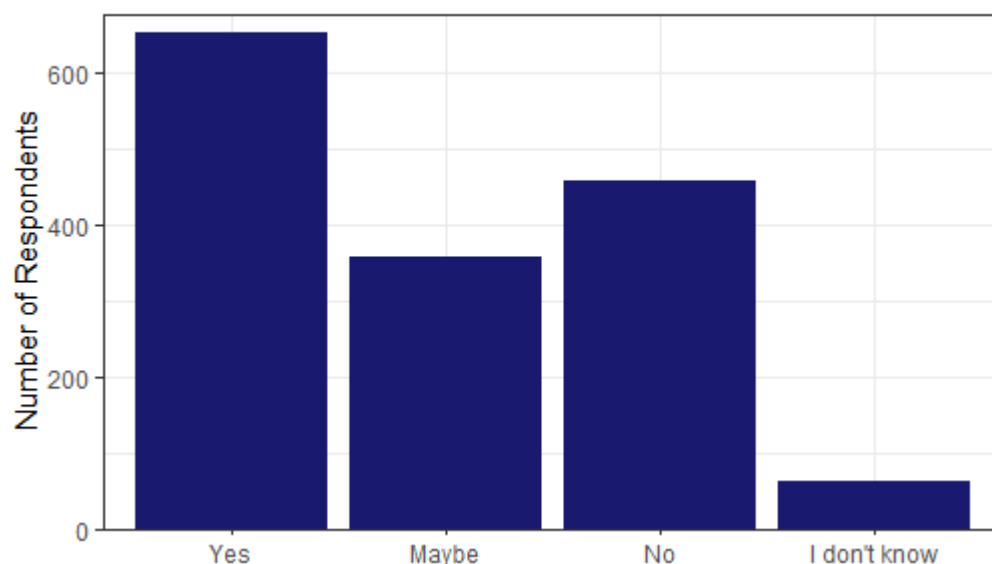
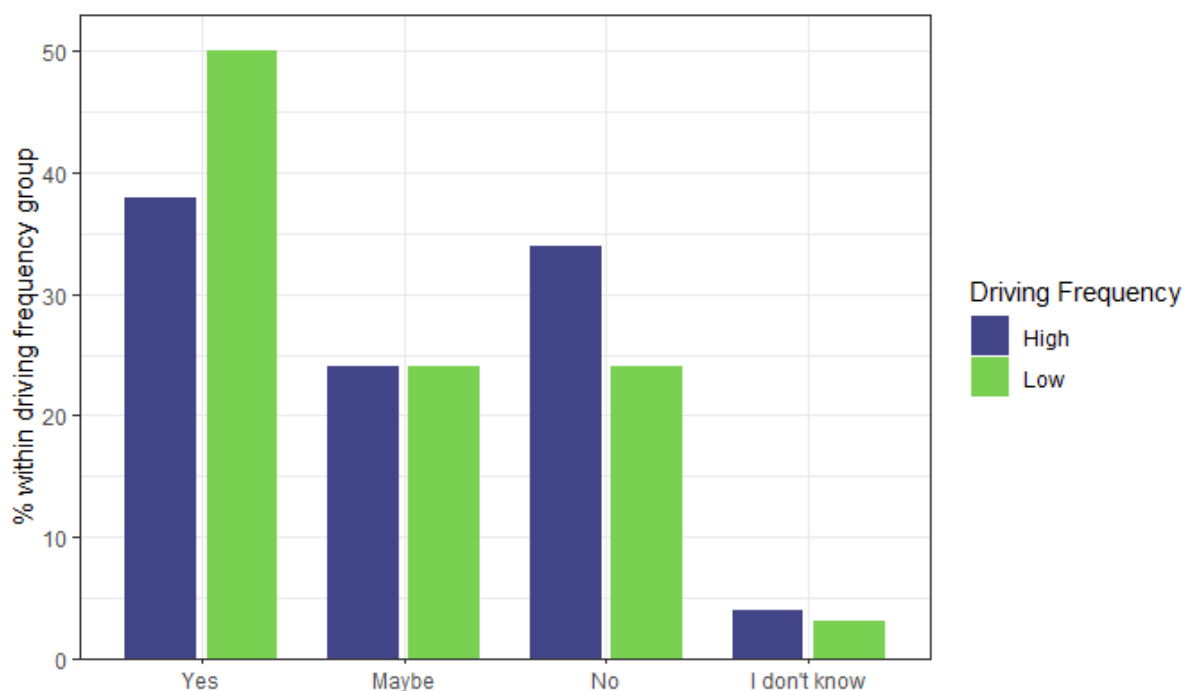


Figure 18: Speeding as an issue in Claygate, by driving frequency



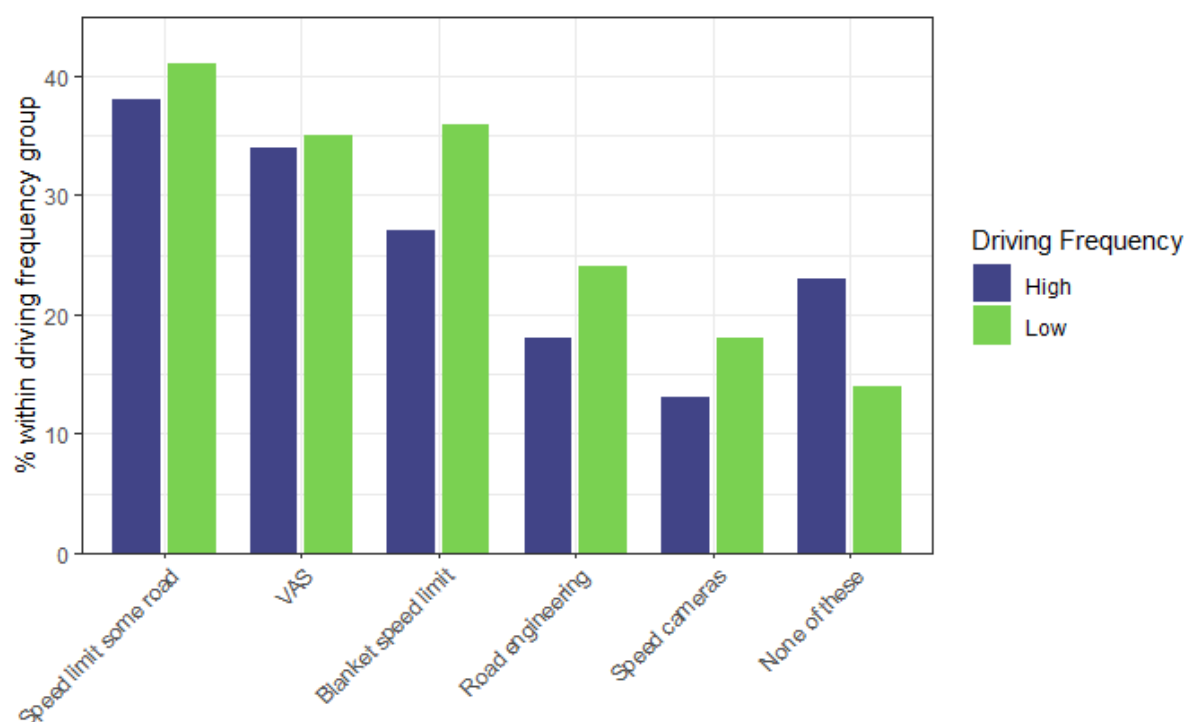
3.3.9 Support of Speed Control Measures

Respondents were asked to indicate which of the measures listed in Table 5 they supported as speed control measures in Claygate. Table 5 the overall results. A breakdown of measure support by driving frequency can be found in Figure 19. It suggests that low frequency drivers tended to be more in favour of speed control measures than high frequency drivers.

Table 5: Support for measures to control speed

Measure	Number of Respondents in support	% of respondent in support
Reduced speed limits on certain roads	591	39%
More Vehicle Activated Signs (VAS) that illuminate when exceeding the limit	515	34%
Blanket reduced speed limit across the whole village	467	31%
Road engineering measures e.g. chicanes or speed tables*	298	20%
Speed cameras	236	15%
None of these	297	19%

Figure 19: Support for measures to control speed by driving frequency within village



3.3.10 'Anything Else' Concerning Traffic and Public Transport

There was an open-ended question for respondents to indicate "What else, if anything, would you like to tell us about traffic or public transport in the village?" The first 100 responses to this question are summarised in Table 6. Note that these illustrate the diversity among responses, but do not constitute an exhaustive list of all respondents' answers.

Table 6: Summary of a subsample of responses to the question "What else, if anything, would you like to tell us about traffic or public transport in the village?" (table continues on next page)

Topic	Positives	Negatives	Suggestions
Congestion & Parking	[None indicated]	- On-street parking - Congestion - Through-traffic - Large vehicles (lorries, SUVs, buses)	- Restrict on-street parking (in general, around schools, during commuter times, one-sided) - Free car parks - Prioritise shop staff parking - Traffic lights
Driver Behaviour	[None indicated]	- Speeding - Parking where not allowed - Drivers disrespectful: pavement parking; school runs	- Road narrowing - Police/ other enforcement
Public Transport	K3 bus	- Reduced train capacity and frequency - Unreliable service - Low connectivity to local area	- Claygate station in Oyster zone - More frequent and bigger trains to London - Bus links to other nearby places - Free bus pass for 60+ - Extension/ change of K3 route - Earlier K3 services
Road Maintenance	[None indicated]	- Potholes/road surfaces - Road marking	- Fix potholes and road marking

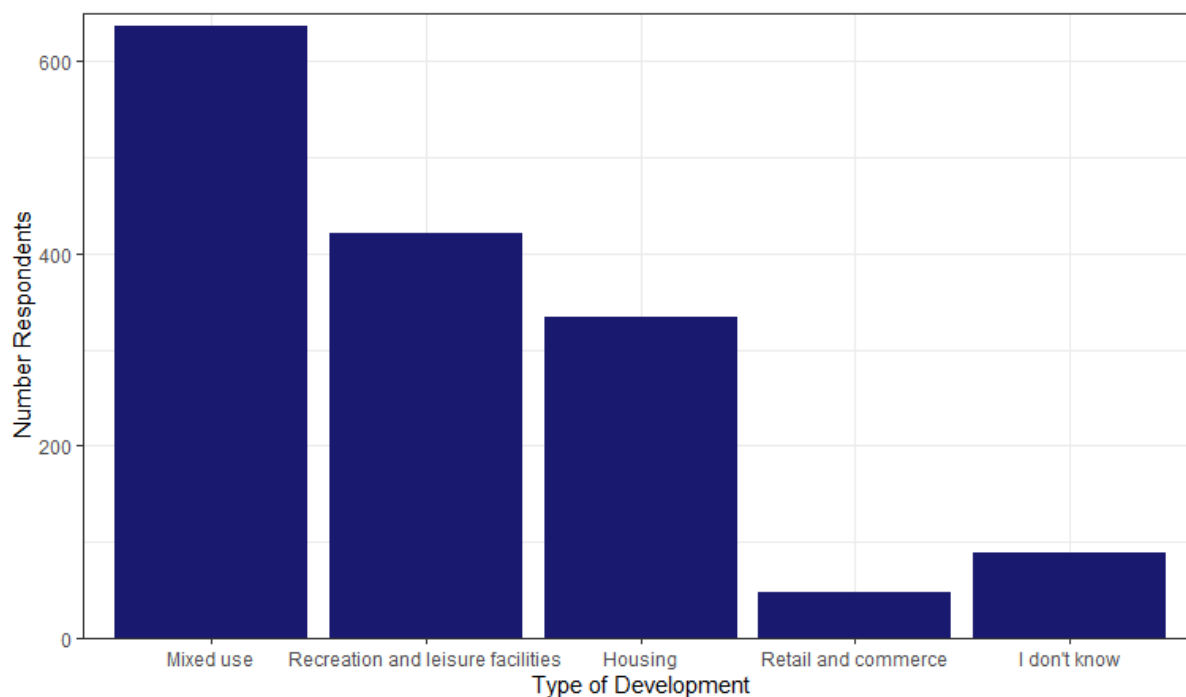
Active Travel	[None indicated]	- Lack of pedestrian crossings - Lack of safe routes to school - Speeding and close passes off-putting for cycling	- Pedestrianise Parade - Cycle lanes - Safe cycle and footpaths to schools - Lollipop person
20 Zone	- Disadvantages outweighed by safety	- “completely unnecessary” (2 of 10 opposed)	- Solution to speeding for individual roads
Accessibility	[None indicated]	- Pedestrian station bridge inaccessible	- Fix bridge
No Change Needed	- “It’s not so broken so don’t try to fix it” - people making too much fuss about parking	[None indicated]	[None indicated]

3.4 New Development in Claygate

3.4.1 Priorities for Land Available for Development

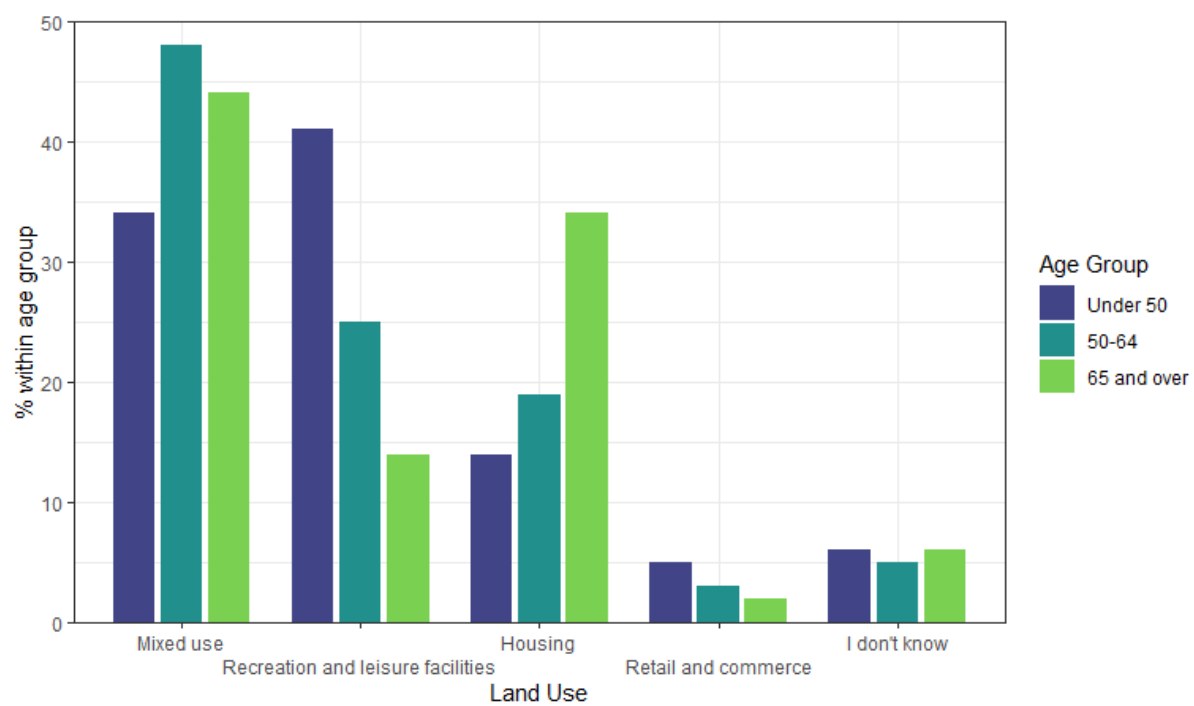
Residents were asked to select one option in response to “Where land is available for development in Claygate, what should be the priority use?”. The overall responses are summarised in Figure 20 and point to a preference for mixed use.

Figure 20: Priorities for type of development on land available for development across all respondents



Breaking down priorities by age group Figure 21, we can see differences in particular in the prioritisation of recreation/leisure facilities and housing. Recreation and leisure facilities were the highest priority for under 50s, while the other age groups priorities mixed use. The high importance attributed to housing in those aged 65 and over is also notable in the light of it being a lower priority for the two younger age groups.

Figure 21: Priorities for type of development on land available for development compared between age groups



3.4.2 New Housing Development Priorities

The survey asked what kind of housing respondents thought should be built in Claygate. It was possible to select multiple options from those presented in Table 7.

As can be seen in Table 7, there is a particular demand for 1-3 bedroom and affordable housing, both supported by over half of survey respondents.

Social and rental housing developments were supported by almost a third of respondents. Only 9% of respondents indicating that they did not know what to respond to this question.

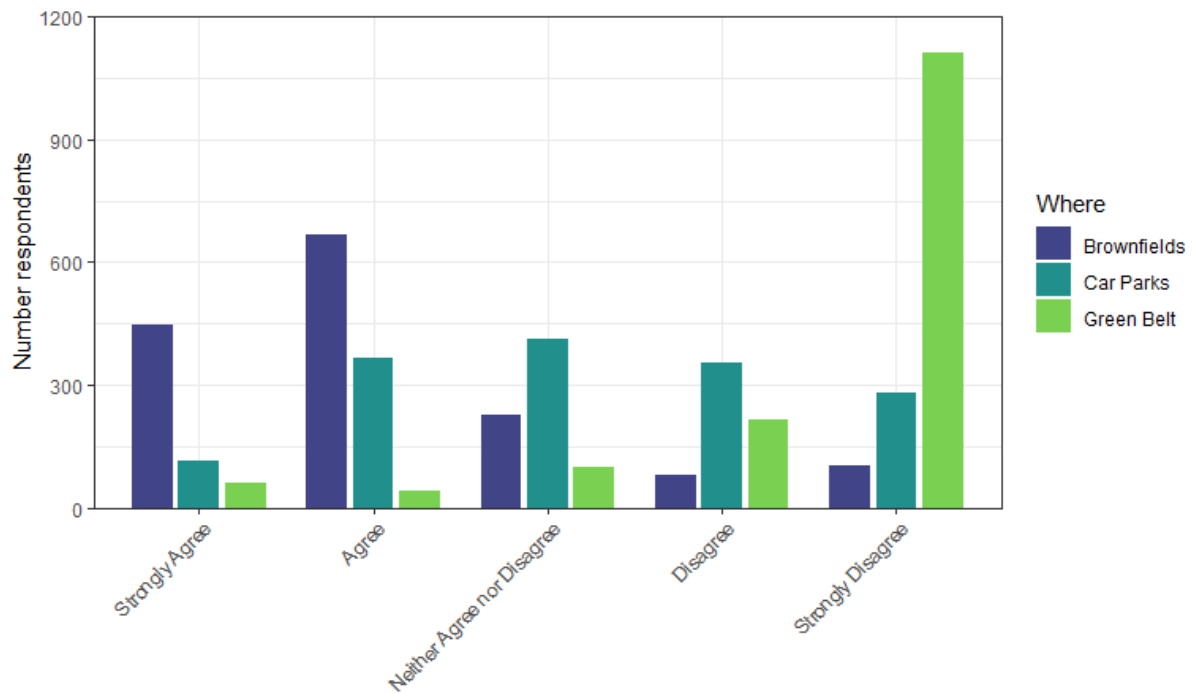
Table 7: Support for housing development by housing type

Housing Type	Number of respondents in support	Percentage of respondents in support
Private housing with 1 – 3 bedrooms	1,032	68%
Affordable housing (e.g. shared-ownership scheme)	869	57%
Social housing (Housing Association owned)	477	31%
Rental housing	447	29%
Private housing with 4 or more bedrooms	345	23%
Temporary housing (for homeless people)	226	15%
<i>I don't know</i>	136	9%

3.4.3 Attitudes Towards Housing Development at Different Sites

The survey asked residents about their support for housing developments on brownfield sites, car parks, and Green Belt land. Responses are summarised in Figure 22.

Figure 22: Attitudes towards housing development at different sites



The working group was particularly interested in attitudes towards housing developments on brownfield sites and Green Belt land.

There was strong and significant support for housing development on brownfield sites ($V = 709174$, $p < .001$, $r = .56$, $mdn = 1$, $m = 0.83$), and a strong and significant rejection of housing development on Green Belt land ($V = 56811$, $p < .001$, $r = .80$, $mdn = -2$, $m = -1.48$). While there was also a significant effect for the rejection of housing developments in car parks ($V = 239149$, $p < .001$), this was comparatively small ($r = .18$, $mdn = 0$, $m = -0.21$); as can be seen in Figure 22, the responses were more evenly distributed across the different response options.

There were also significant differences in support for housing developments by site ($F(2,3054) = 1965.53$, $p < .001$), with brownfields the most supported, car park development less supported than brownfields but more so than developments on Green Belt, and developments on Green Belt the least supported.

3.4.4 Uses for Torrington Lodge Car Park

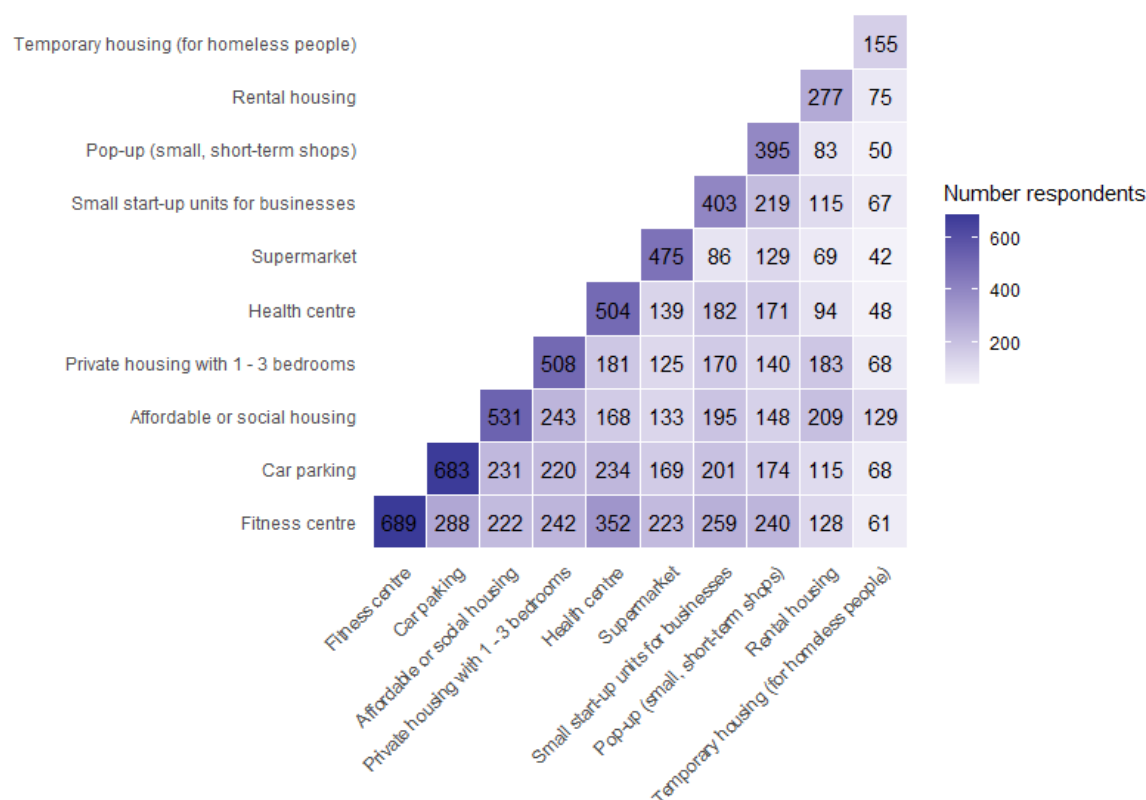
Respondents were asked about their views of how Torrington Lodge Car Park should be developed (“How should Torrington Lodge Car Park be developed? Select all you think appropriate”). It was possible to select multiple options of those listed in Table 8, as well as to select “Other” and provide a free-text response.

Table 8: Support for different uses of Torrington Lodge Car Park across all respondents

Torrington Lodge Car Park Development	Number of respondents in support	Percentage of respondents in support
Fitness centre	689	45%
Car parking	683	45%
Affordable or social housing	531	35%
Private housing with 1 - 3 bedrooms	508	33%
Health centre	504	33%
Supermarket	475	31%
Small start-up units for businesses	403	26%
Pop-up (small, short-term shops)	395	26%
Rental housing	277	18%
Temporary housing (for homeless people)	155	10%
<i>I don't know</i>	52	3%

Note. As respondents could select more than one option, percentages will not add up to 100%.

Figure 23: Cross-tabulation of support for Torrington Lodge Car Park uses



Note. Cells represent through number and shading how often two options were selected together. The diagonal shows how often a given option was selected overall, as is also reflected in Table 8. “I don’t know” responses are omitted.

Together, Table 8 and Figure 23 suggest that a fitness centre and the retention of a car park were the most popular options. Those in favour of a fitness centre tended to also envision other uses more so than those in favour of maintaining the space as a car park. The open-ended responses further suggested the following uses of the space:

- **Community green spaces.** This included park, gardens with café, free outdoor gym, and other outdoor activities such as tennis, football, basketball.
- **Leisure spaces,** including play area, skate park, bike ramps, and youth club
- **Market space,** e.g., for a farmers’ market
- **Housing** with particular function, e.g., housing for elderly, care home, community-owned housing, co-living for young professionals
- **Other retail/business spaces,** e.g., small business units, restaurants, specific supermarket (M&S)
- **Office and co-working spaces**
- **Arts venues and workshops,** e.g., cinema, theatre, music spaces, shared work sheds, spaces for artists
- **Clean energy generation,** e.g., solar panels covering car park
- **Public institutions:** Nursery, library, secondary school
- **Public toilets**

Some respondents emphasised in their open-ended responses that they would prefer a mixed use of space (e.g., housing and retail, or retail and parking). Others also noted that the use of the space depended on whether the Parade was pedestrianised.

Some respondents also voiced opposition to specific development options or used the space to clearly state that they would not like the car park to be developed. Such explicit opposition was however rare. This can also be seen in the low percentage of respondents who only selected the “Car parking” option without indicating support for other options (7%).

Together, the multiple-choice and open-ended responses suggest that there exist many visions for Torrington Lodge Car Park, and these extended beyond the options provided in the survey.

Note that the question was phrased in terms of general support, and more detailed surveying may be beneficial to better understand more fine-grained opinions, priorities, and specific oppositions.

A final observation concerns differences in views between age groups. Table 9 breaks down the development priorities by age group. It suggests that differences are particularly pronounced in support for the space as fitness centre, supermarket, and car park.

Note also that we can see the proportion of people who are opposed to any kind of development by looking at respondents who selected only the “Car parking” option. Of the respondents aged 65 and over, 13% showed this opposition to any development, while it was only 3% of under 50 year olds. Those aged 50-64 were positioned in the middle, with 7% of this age group only wanting the space to remain a car park.

The results emphasise that intergenerational dialogue is vital for addressing questions relating to the development of Torrington Lodge Car Park.

Table 9: Support for Torrington Lodge Car Park developments broken down by age group

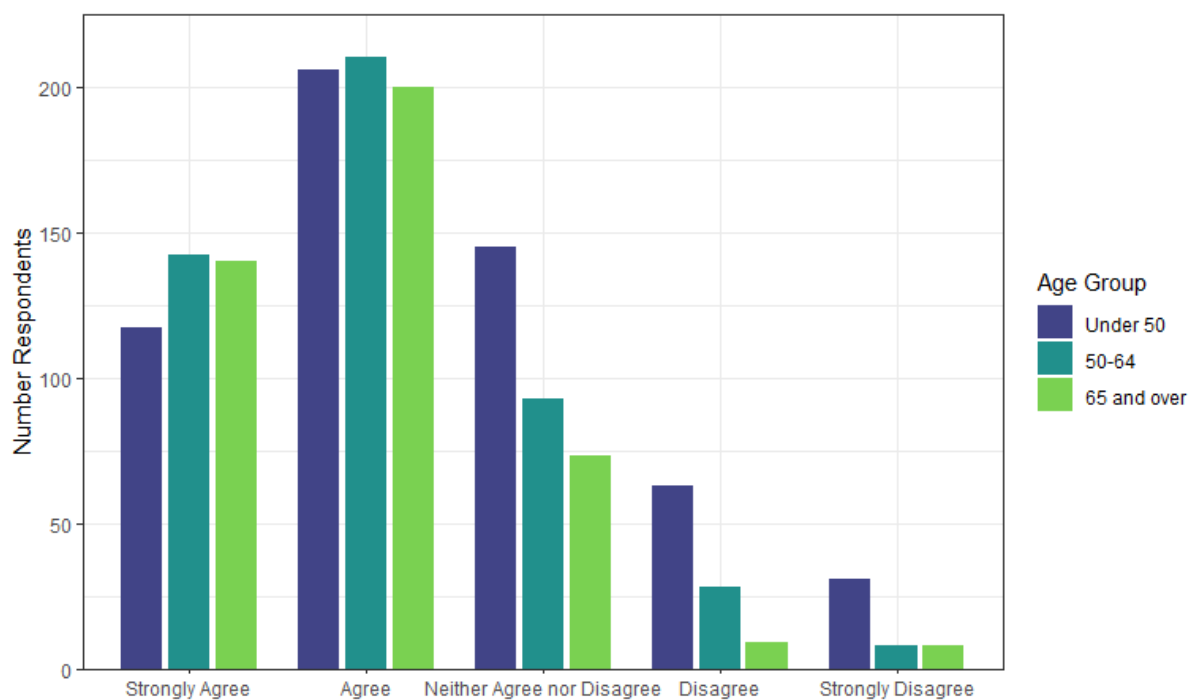
	All respondents		Under 50		50-64		65 and over	
Torrington Lodge Car Park Development	Rank	% support	Rank	% support	Rank	% support	Rank	% support
Fitness centre	1	45%	1	63%	2	46%	6	22%
Car parking	2	45%	5	34%	1	47%	1	56%
Affordable or social housing	3	35%	7	26%	3	38%	2	43%
Private housing with 1 – 3 bedrooms	4	33%	4	34%	5	34%	3	32%
Health centre	5	33%	3	36%	4	36%	4	26%
Supermarket	6	31%	2	42%	= 7	30%	9	18%
Small start-up units for businesses	7	26%	8	23%	6	32%	5	25%
Pop-up (small, short-term shops)	8	26%	6	28%	= 7	30%	8	18%
Rental housing	9	18%	9	16%	9	17%	7	22%
Temporary housing (for homeless people)	10	10%	10	8%	10	11%	10	11%
<i>I don't know</i>		3%		4%		0%		4%

Note. Percentages are for responses within age group. Multiple answers possible. Rank colour denotes rank change compared to all respondents: red denoting lower priority for this age group, green denoting higher priority. Rank based on number of responses (which are not shown here in favour of percentages). Equal sign denotes equal number of responses.

3.4.5 Affordability of Housing for Younger Generation

Affordable housing for the younger generation was a significant long-term concern for all age groups, with the median response being to “Agree” with the statement that “I’m concerned about lack of affordable housing for the younger generation” (all respondents: $V = 610918$, $p < .001$, $r = .61$; under 50s: $V = 68000$, $p < .001$, $r = .44$; 50-64s: $V = 69612$, $p < .001$, $r = .68$; over 65s: $V = 60690$, $p < .001$, $r = .74$).

Figure 24: Concern about lack of affordable housing for younger generation by age group



3.5 Health, Wellbeing and Community Facilities

3.5.1 *Perceptions of Health Services*

Although the survey did not directly ask about perceptions of health services, some respondents brought this up in open-ended responses.

These responses centred around the need for improved provision of healthcare services. Respondents reported problems accessing GP and dentist services, as well as concerns that more housing would exacerbate problems.

A need for a bigger/community health centre, an NHS dentist, a 24/7 defibrillator, and private medical care were also raised.

3.5.2 *Gaps in Wellbeing Provision*

Respondents were asked where they saw gaps in the wellbeing provision in Claygate. They could select the options provided in Table 10 as well as providing other free responses.

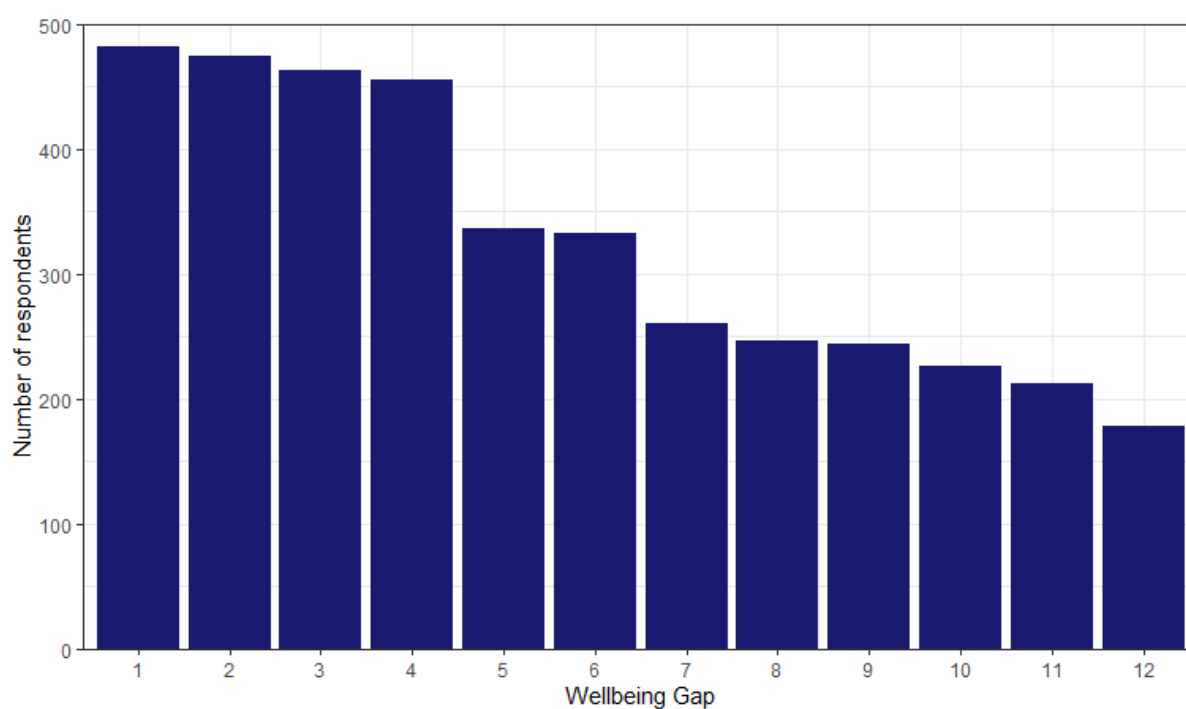
The priorities of all respondents taken together (see Figure 25) suggest that there is a particular desire for community connection initiatives and a community support hub. Breaking down responses by age group (Figure 26), the two older age groups showed similar patterns, while the under 50s' priorities showed a stronger focus on family-related services.

The free text responses underscored the community element, suggesting having more community events, support for people who are lonely, and broadening or restoring the services offered by the community centre.

There was also frequent connection between physical and mental wellbeing, with respondents raising the need for affordable and accessible exercise opportunities as a gap in wellbeing provision.

Other suggestions related to better access to health services, nursery places, venues for music, and libraries. Overall, the results suggest that the recent reduction in services of the community centre was on respondents' minds and that in particular older residents felt the need for its services to be restored.

Figure 25: Number of respondents perceiving a particular gap in wellbeing provision

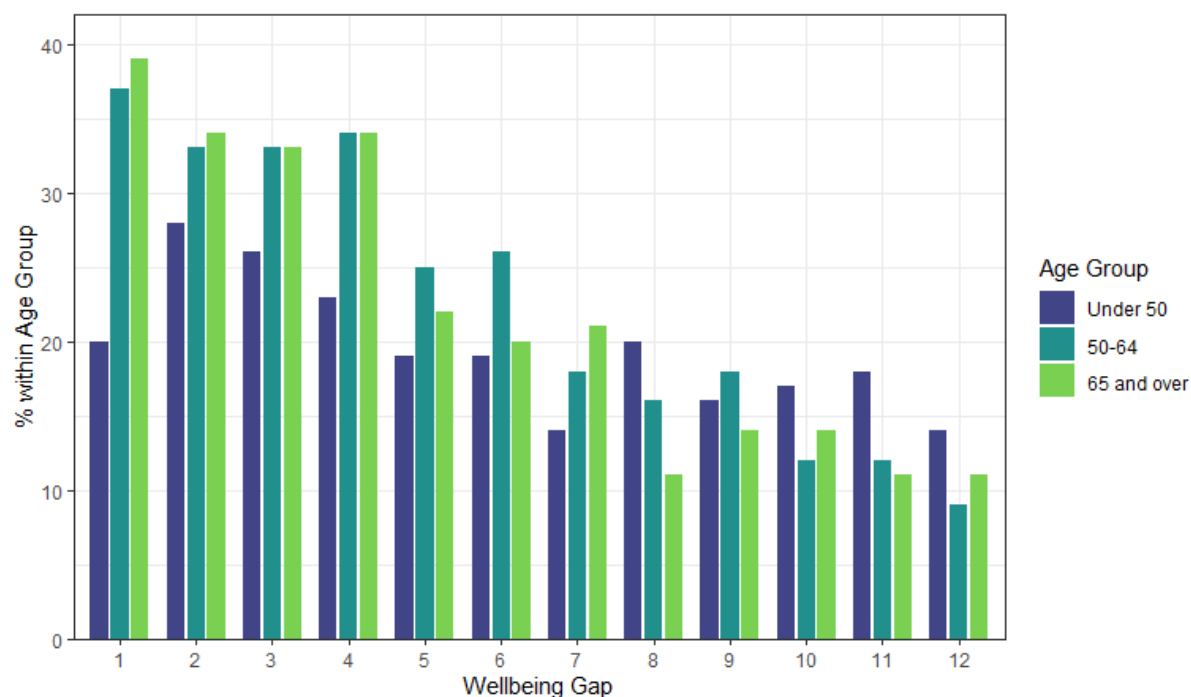


Note. Numbers referring to wellbeing gaps are resolved in Table 10.

Table 10: Wellbeing gaps ranked in order of priority for respondents overall

Rank	Wellbeing Gap
1	Meeting places offering support for older people
2	Good neighbour schemes (e.g. Neighbourhood Watch or visiting homebound people)
3	Meeting places offering support for teenagers and young adults
4	Community support hub (debt advice, community fridge, food bank, Cost of Living support)
5	Community gardening projects
6	Mental health services and safe places
7	Warm hub/spaces
8	I don't know
9	Support for SEN (Special Educational Needs) families
10	I don't think there are gaps in wellbeing provision in Claygate
11	Parenting and family support
12	Support for new parents

Figure 26: Percentage of respondents within age group perceiving a particular gap in wellbeing provision



Note. Numbers referring to wellbeing gaps are resolved in Table 10.

3.5.3 Use of Leisure Facilities

The survey asked participants which recreation and leisure facilities they use, or have used, in Claygate. The choices listed in Table 11 were those provided by the survey, but respondents could also enter any other recreation and leisure facilities in a text box provided.

Additional recreational facilities mentioned by respondents were:

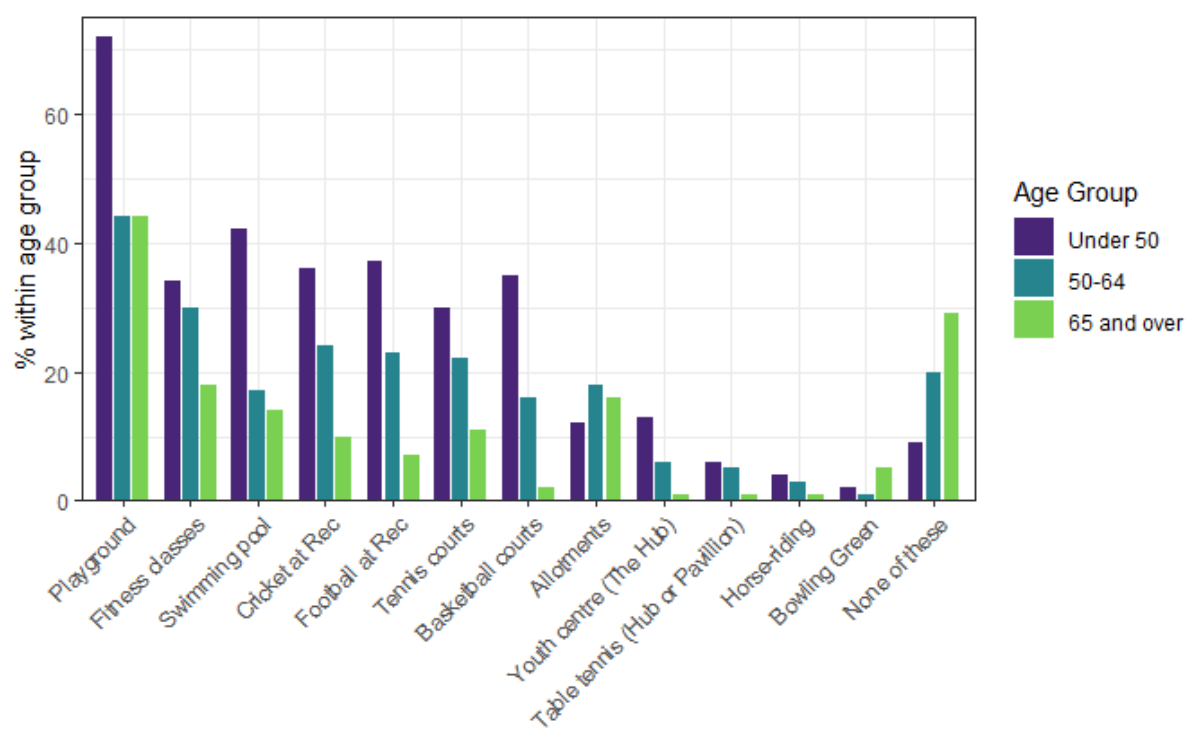
- Woods, parks, and specific green spaces
- Other activities at the Rec, including walking, watching sports, and visiting the café
- Church and village hall
- Restoring services provided by the community centre
- Martial Arts centre
- Scouts and Girlguiding facilities
- Golf club
- The Well youth centre

Table 11: Use of recreational facilities across all respondents

Facility	Number of respondents who use or have used	Percentage of respondents who use or have used
Children's playground	831	54%
Fitness classes (yoga, pilates, dance, bootcamps etc.)	423	28%
Swimming pool	391	26%
Cricket (Claygate Recreation Ground)	369	24%
Football (Claygate Recreation Ground)	354	23%
Tennis courts	327	21%
Basketball courts	289	19%
Allotments	228	15%
Youth centre (The Hub)	117	8%
Table tennis (at The Hub or the Pavilion)	63	4%
Horse-riding	42	3%
Bowling Green	40	3%
<i>None of these</i>	<i>294</i>	<i>19%</i>

A breakdown of facilities used by age group can be found in Figure 27. It indicates differences in the use of leisure facilities between age groups. The younger the age group, the more they made use of recreational facilities.

Figure 27: Use of recreational facilities by age group

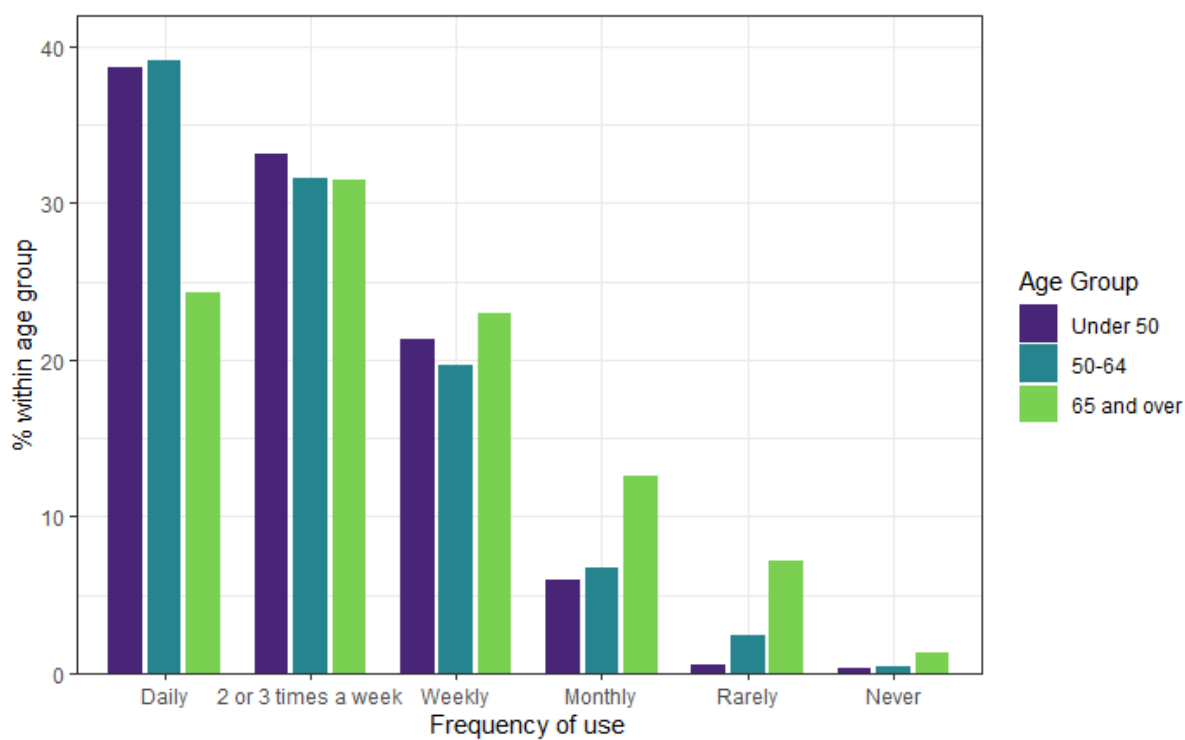


3.5.4 Use of Claygate's Green Spaces

3.5.4.1 Frequency of use

Claygate's green spaces were popular, with 67% of respondents reporting to use them daily or 2-3 times a week. Only 59 of the 1,528 respondents (4%) indicated that they used them "Rarely" or "Never". Looking at the use of green spaces across age groups (Figure 28), we see similar patterns for the under 50 and 50-64 year olds and decreasing use with those 65 and over.

Figure 28: Use of Claygate's green spaces by age group

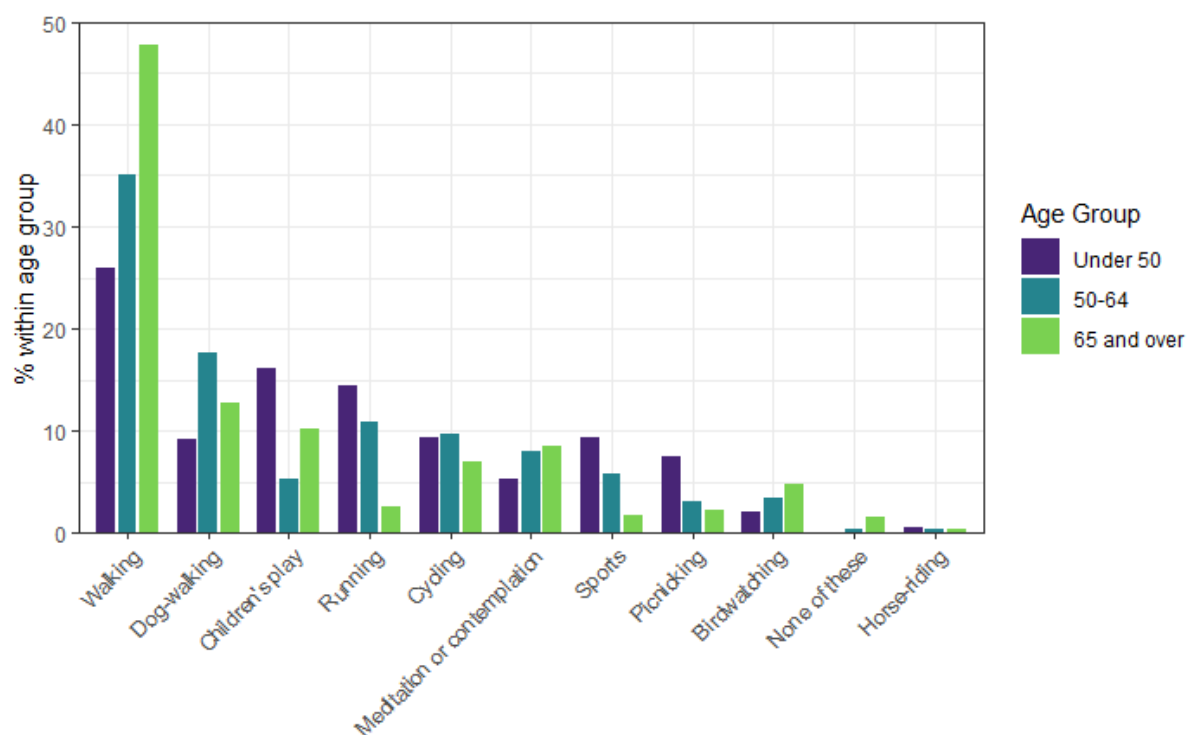


3.5.4.2 Green Space Activities

Respondents used green spaces for a variety of activities. With 92% of respondents stating that they used green spaces for going for walks, this was the most popular activity across all age groups. The next most common activities were dog-walking with 35% and children's play with 32%.

Differences can be seen between age groups concerning the preference of activities. Figure 29 suggests that those under 50 were engaged in more running, sports, and family activities than the other two age groups. Over 65s were most interested in walking of all the age groups. The 50-64 years age group appeared to spend more time dog walking than the other two age groups, with an inverse pattern for children's play.

Figure 29: Green space activities by age group



3.5.5 Support for Fitness Centre

Support for a fitness centre could be seen across responses to different questions. When asked “what other recreation and leisure facilities would you like in the village”, 35% of respondents indicated support for a small gym, and 38% for a trim trail/outdoor gym equipment.

Breaking responses down by age, it is notable that support was stronger the younger the age group. Of the under 50 year-olds, over half (55%) indicated that they would like a small gym, while this dropped to 30% among the 50-64 year olds, and to 17% among those 65 and over.

The trim trail/outdoor gym option was supported by a similar proportion of under 50 year-olds as 50-64 year-olds (45% and 42% respectively). Of those 65 and over, 27% indicated that they would like such an outdoor option.

Other suggestions for what a gym or fitness centre could look like could be found in the open-ended responses to this question:

- Large gym
- 24-hour gym
- Gym with showers
- Fitness classes, including evening classes
- Outdoor gym (not just equipment)
- Leisure centre for all
- Gym for senior residents only
- Small spa club
- David Lloyds gym
- More specific facilities: Pilates studio, indoor tennis, badminton courts, squash courts, netball, padel courts, treadmills, spin bikes, spa, swimming pool, climbing wall, running track

Those who indicated that they would like a gym in the fixed-response options mostly did not already use a gym regularly (59%).

Regarding the differences across age groups, a similar pattern has already been observed in support for developing Torrington Lodge Car Park into a fitness centre, where support ranged from 63% in the younger age group to 46% in the 50-64 age group and to 22% in the older age group.

Overall, the results suggest that there is support for a fitness centre in Claygate, driven by those under 50 and supported predominantly by people who do not already use a gym regularly.

Additional research is needed to establish what kind of fitness centre would best bridge the interests of different age groups, as well as the feasibility of different options given the availability of space.

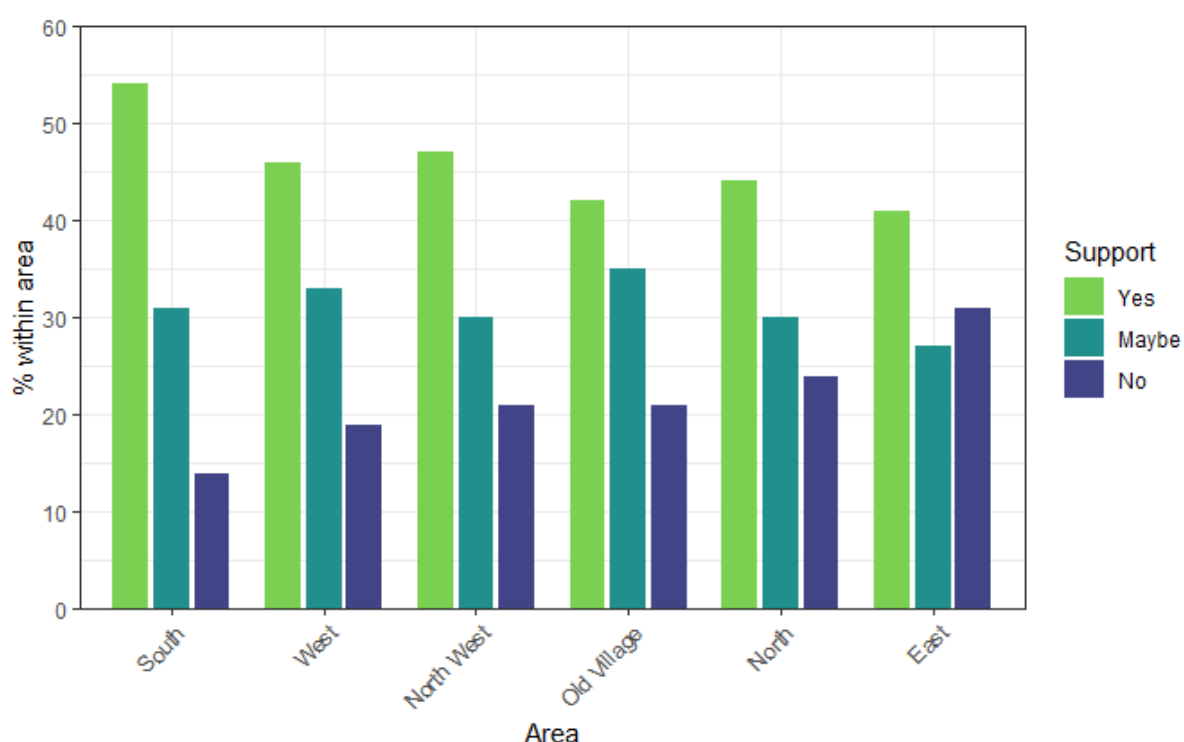
3.5.6 Support for Community Pub

Respondents were asked whether they would support a community-run pub in Claygate. The distribution of responses can be found in Figure 30.

In all areas of the village more survey respondents indicated their support of a community pub than rejecting it. Statistical analyses comparing yes versus no responses suggest that respondents were in favour of the pub overall ($b(0.07) = 0.74, p < .001, OR = 2.1, OR\ 95\% CI [1.84, 2.39]$), and that this pattern held for all areas within Claygate⁴ except the East area, where there was no clear picture of support or rejection⁵.

A comparison of the relative support across areas suggested that, compared to other areas, the South area showed comparatively higher support and the East area comparatively lower support.

Figure 30: Support for community pub by area



⁴ South: $b(0.23) = 1.36, p < .001, OR = 3.91, OR\ 95\% CI [2.52, 6.33]$; West: $b(0.17) = 0.89, p < .001, OR = 2.45, OR\ 95\% CI [1.76, 3.47]$; North West: $b(0.14) = 0.81, p < .001, OR = 2.24, OR\ 95\% CI [1.70, 2.99]$; Old Village: $b(0.14) = 0.69, p < .001, OR = 1.99, OR\ 95\% CI [1.51, 2.64]$; North: $b(0.16) = 0.59, p < .001, OR = 1.18, OR\ 95\% CI [1.33, 2.48]$

⁵ $b(0.18) = 0.28, p = .12, OR = 1.33, OR\ 95\% CI [0.93, 1.91]$

3.5.7 Support for Community Garden

Respondents were asked whether they would support more community gardens in Claygate. There was overall significant and strong support for more community gardens when comparing those in support (58% of respondents) with those not in support (14%; $b(0.08) = 1.45$, $p < .001$, $OR = 4.27$, $OR\ 95\% CI [3.68, 4.98]$).

Twenty-seven percent of respondents indicated that they would “maybe” be in support, suggesting that the support of approximately a quarter of respondents may be dependent on the circumstances of new community gardens.

3.6 Environment

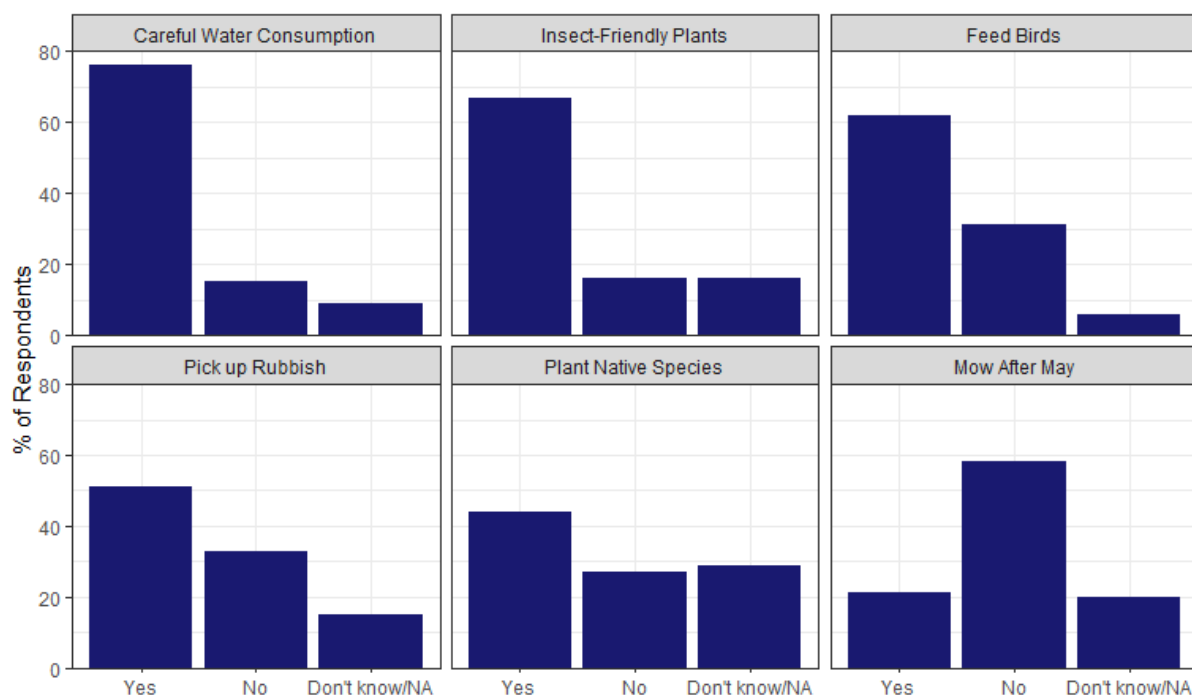
3.6.1 Environmental conservation actions

Respondents were asked whether they engaged in the following actions related to environmental conservation:

- Being careful with my water consumption (76%)
- Growing plants that are bee and insect friendly (67%)
- Feeding the birds (62%)
- Picking up rubbish in green spaces and around Claygate (51%)
- Planting British native species (44%)
- Leaving mowing until after May to support biodiversity (21%)

The percentages accompanying each action show the proportion of respondents who said that they did this action. Responses are also shown in detail in Figure 31. The patterns suggest that there was overall enthusiasm for environmental conservation actions.

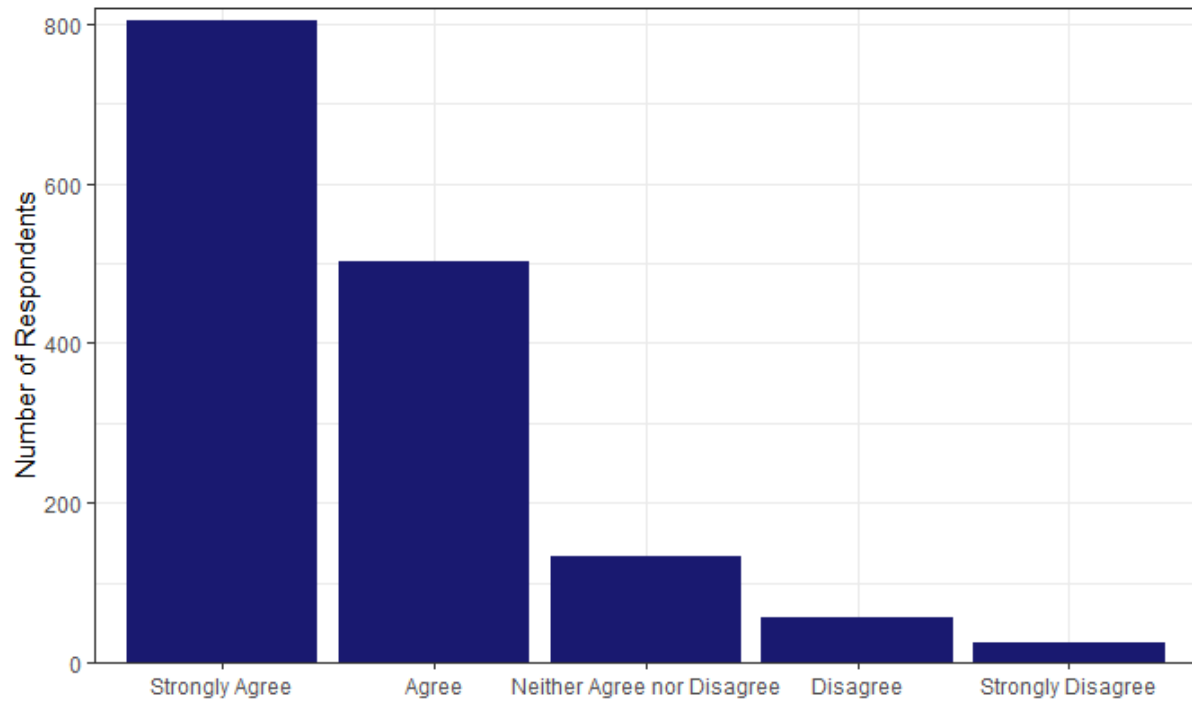
Figure 31: Respondents' engagement in environmental conservation actions



3.6.2 Long-term Concerns: Losing Green Spaces

There was a significant and large concern about losing green spaces among respondents ($V = 920825$, $p < .001$, $r = .79$). This concern is illustrated in Figure 32.

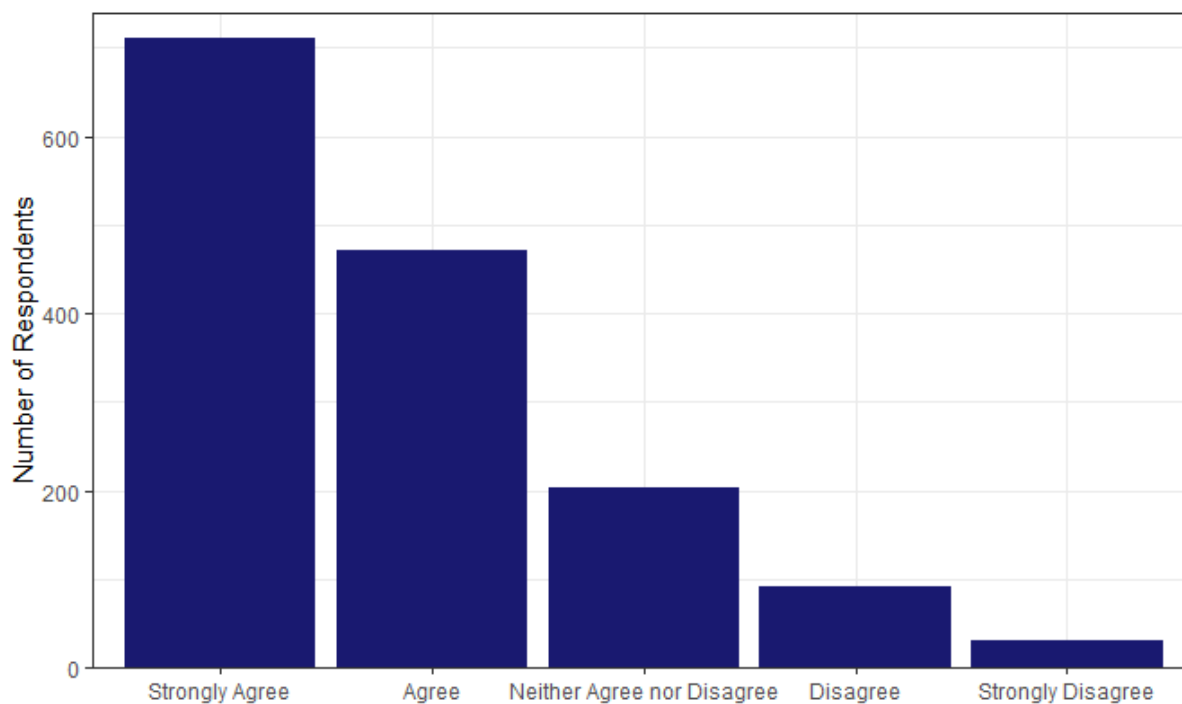
Figure 32: Distribution of (dis-)agreement with the statement: “I’m concerned about losing green spaces in Claygate”



3.6.3 Long-term Concerns: Unique Character Being Spoilt

There was also a significant and large concern about Claygate's distinctive character being spoilt ($V = 798125$, $p < .001$, $r = .73$). Figure 33 illustrates the distribution of responses to this question.

Figure 33: Distribution of (dis-)agreement with the statement: "I'm concerned about Claygate's distinctive character being spoilt"



3.6.3.1 Association with Other Long-Term Concerns

Apart from their concerns about losing green spaces and Claygate's distinctive character being spoilt, the survey also asked about respondents' concerns about over-development; losing Claygate's sense of community; lack of affordable housing for younger people; traffic congestion; and road safety. While there was significant concern for all of these factors⁶, associations between concerns suggest that Claygate's distinctive character being spoilt was strongly associated with a concern for losing green spaces, losing the village's sense of community, and overdevelopment. This very tentatively indicates that respondents may have thought of Claygate's distinctive character as relating to both its (physical) environment and its (felt) community. The correlation coefficients in Table 12 provide an overview of the strength of association between different concerns.

Table 12: Spearman's correlation of long-term concerns for village

	GS	DC	SC	Cong	OD	RS
Losing green spaces [GS]	-					
Distinctive character spoilt [DC]	0.69	-				
Losing sense of community [SC]	0.58	0.76	-			
Congestion [Cong]	0.34	0.38	0.39	-		
Over-development [OD]	0.61	0.64	0.59	0.48	-	
Road safety [RS]	0.30	0.29	0.33	0.65	0.32	-
Affordable Housing for Young	-0.05	-0.02	0.00	0.02	-0.03	0.05

⁶ Overdevelopment: $V = 724764$, $p < .001$, $mdn = 1$, $m = 1.03$; losing sense of community: $V = 714392$, $p < .001$, $mdn = 1$, $m = 0.99$; lack of affordable housing for younger people: $V = 610918$, $p < .001$, $mdn = 1$, $m = 0.83$; traffic congestion: $V = 593595$, $p < .001$, $mdn = 1$, $m = 0.80$; road safety: $V = 539002$, $p < .001$, $mdn = 1$, $m = 0.73$.

3.6.4 Environmental Shopping Habits

Residents were asked about the extent to which they adopted several environmental shopping habits. These included avoiding single-use plastic and packaging, using refillable containers, and choosing chemical-free cleaning products.

The response options were: “Always”, “Often”, “Sometimes”, “Rarely”, “Never/Not applicable”.

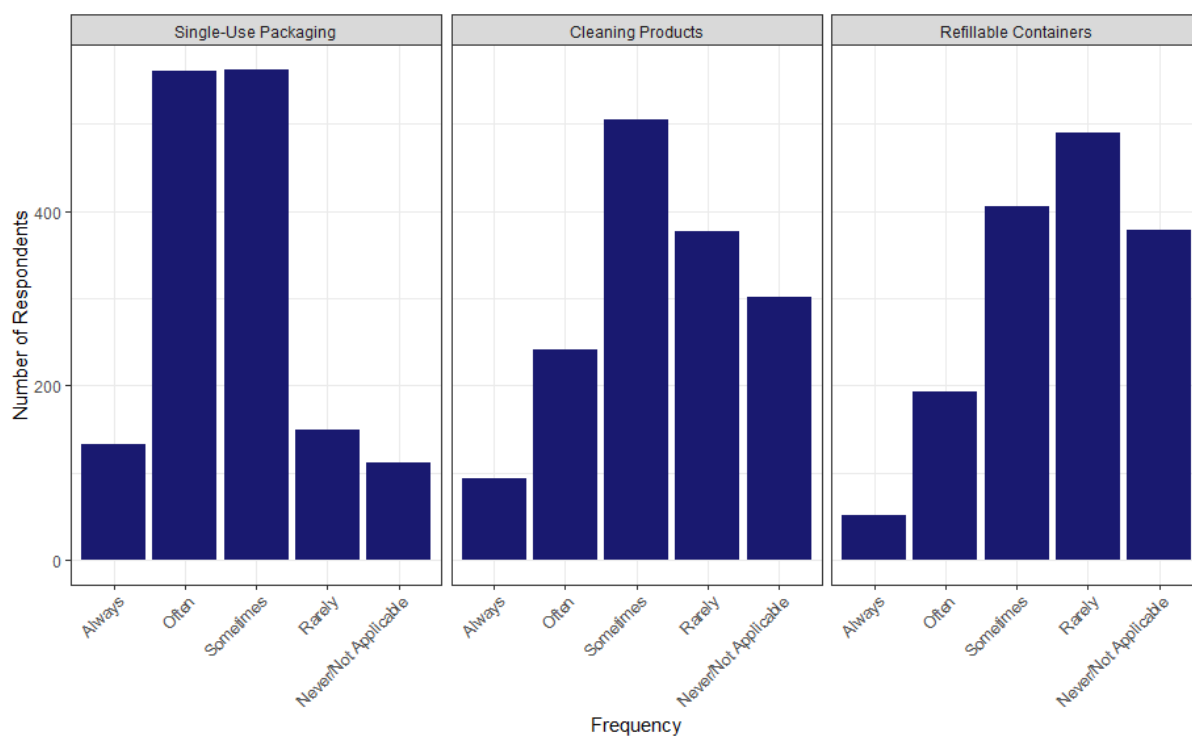
The most popular of the three environmental shopping habits was avoiding single-use plastic and packaging, which respondents did on average between “Sometimes” and “Often”.

Both the use of refillable containers and the use of chemical-free cleaning products was on average reported to be between “Rarely” and “Sometimes”.

Inferential analyses showed that there was a significant difference between these behaviours ($F(2,3016) = 551.60, p < .001$). Avoiding single-use plastic was more popular than choosing chemical-free cleaning products ($m[\text{single use}] = 3.3, m[\text{cleaning}] = 2.64, p < .001$; scale from 1 (Never/Not applicable) to 5 (Always)), which in turn was more popular than the use of refillable containers ($m = 2.37, p < .001$).

The distribution of responses can be found in Figure 34.

Figure 34: Frequency of environmental shopping behaviours

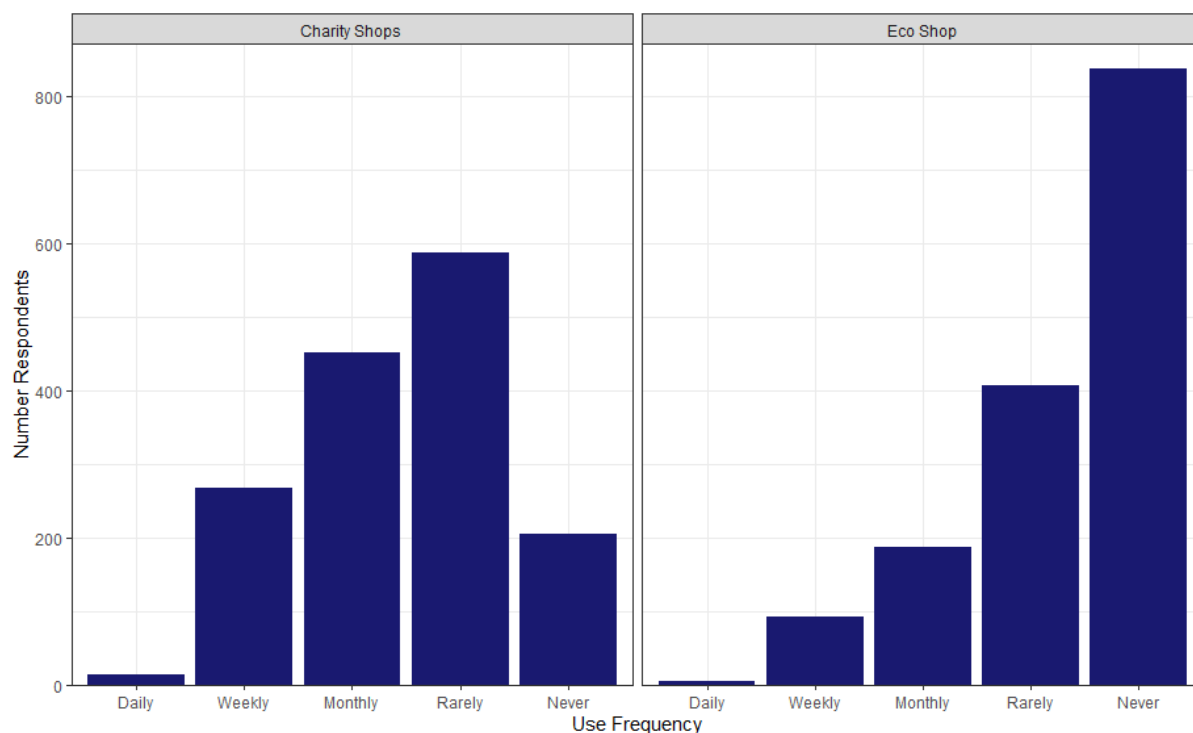


3.6.5 Use of Environmental Shops

The survey asked about respondents' use of charity shops and the Eco Shop in the village. It also asked about environmental shopping habits, such as avoiding single-use plastics and using refillable containers, as already reported previously (see section 3.6.4).

The use of these shops is shown in Figure 35.

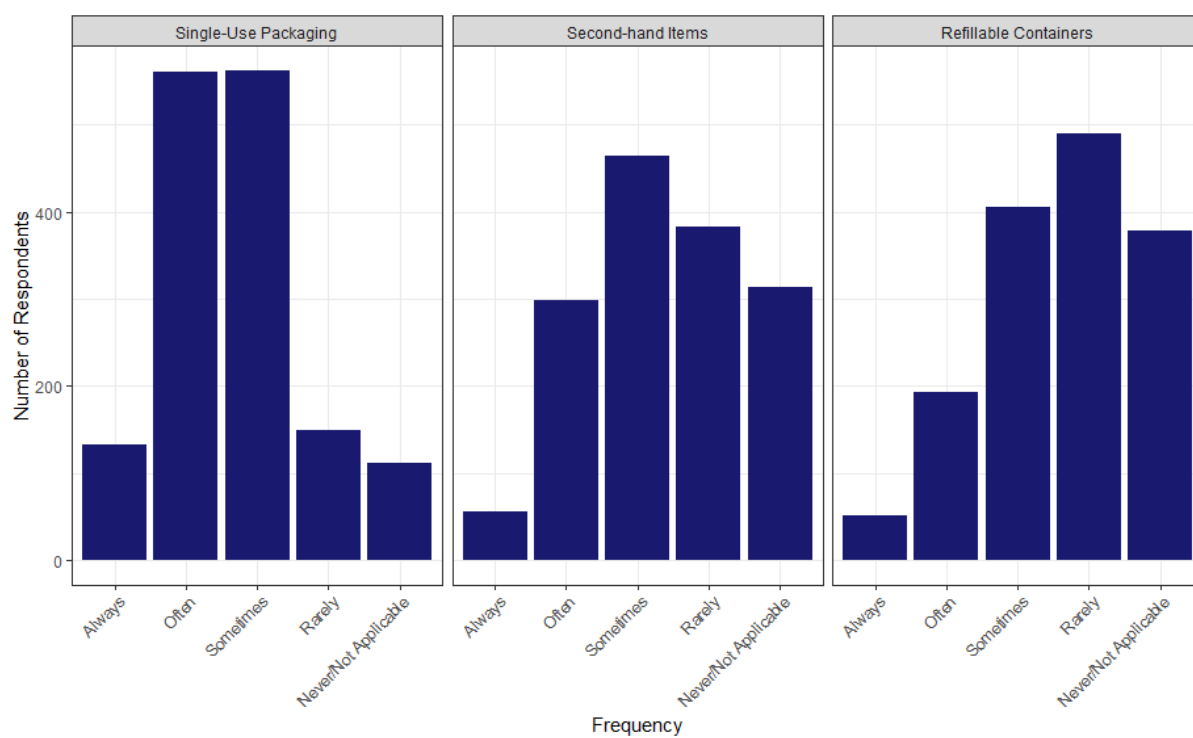
Figure 35: Frequency of use of charity and eco shops in Claygate



Respondents' engagement in environmental shopping habits can be found in Figure 36.

Together, these patterns suggest that there is further scope for Claygate to address respondents' environmental shopping habits.

Figure 36: Frequency of environmental shopping habits



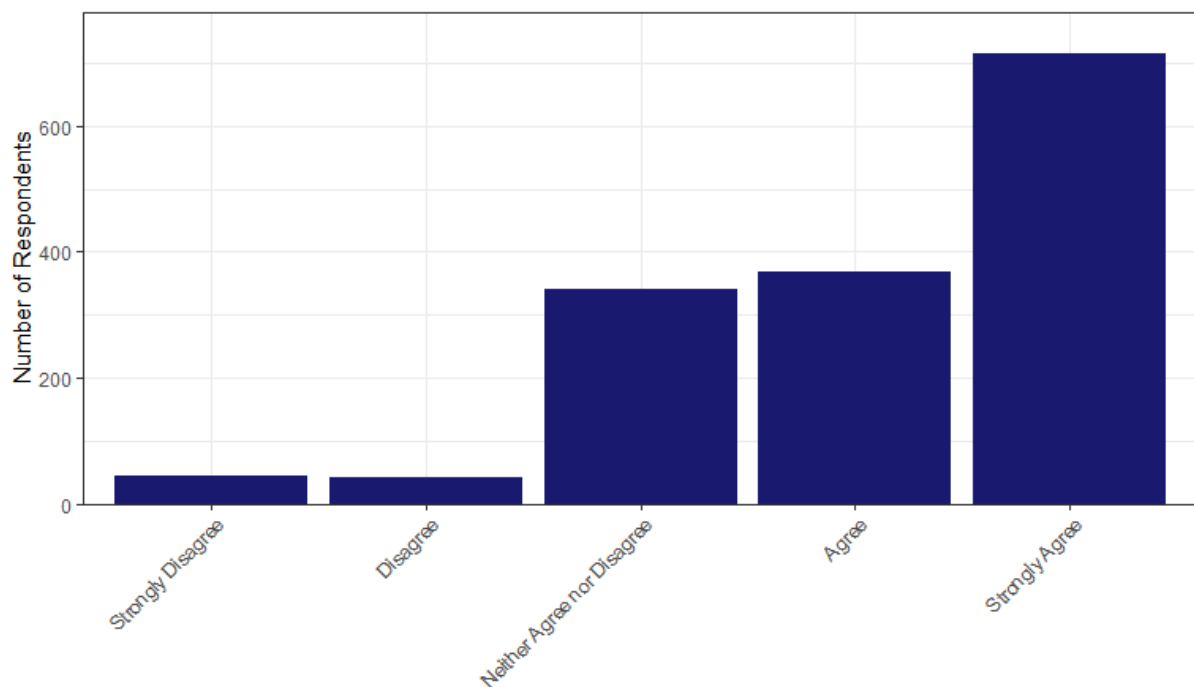
3.6.6 New Developments and Biodiversity

Respondents were asked to what extent they agreed with the following statement: “New developments should have a positive impact (net gain) on natural habitats and biodiversity.”

As is illustrated in Figure 37, respondents were overwhelmingly in favour of new development having a net gain on natural habitats and biodiversity ($V = 643736$, $p < .001$, $r = .69$, $mdn = 4$, $m = 4.1$).

This pattern held across age groups (under 50s: $V = 96198$, $p < .001$, $r = .70$, $mdn = 4$, $m = 4.12$; 50-64s: $V = 66078$, $p < .001$, $r = .68$, $mdn = 5$, $m = 4.12$; over 65s: $V = 50807$, $p < .001$, $r = .69$, $mdn = 4$, $m = 4.08$).

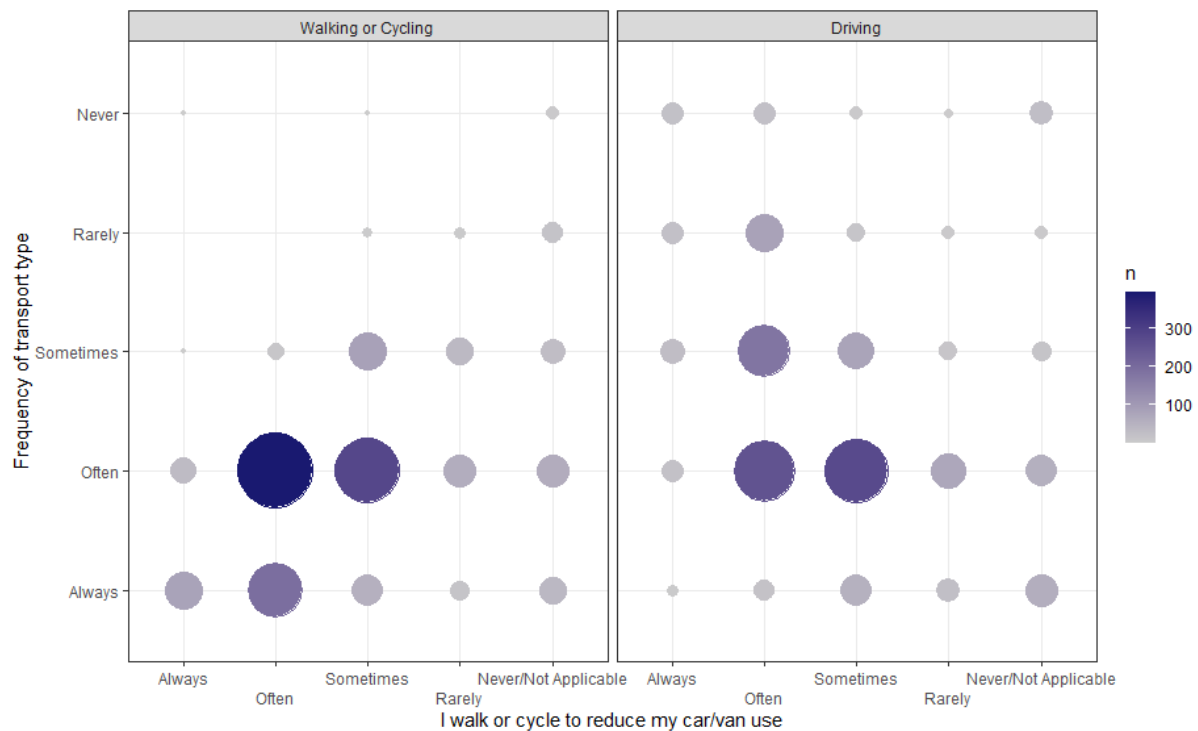
Figure 37: Distribution of agreement with the statement “New developments should have a positive impact (net gain) on natural habitats and biodiversity”



3.6.7 Environmental Transport Choices

Apart from reporting how they travelled within the village, respondents also indicated to what extent they took environmental concerns into account for local travel and chose public transport over car/van, or active travel (walking, cycling) over car/van. Figure 38 shows respondents' travel behaviour in Claygate (driving and walking/cycling) against their car reduction in favour of active transport.

Figure 38: Reporting of reducing car use in favour of active travel in comparison to travel within Claygate



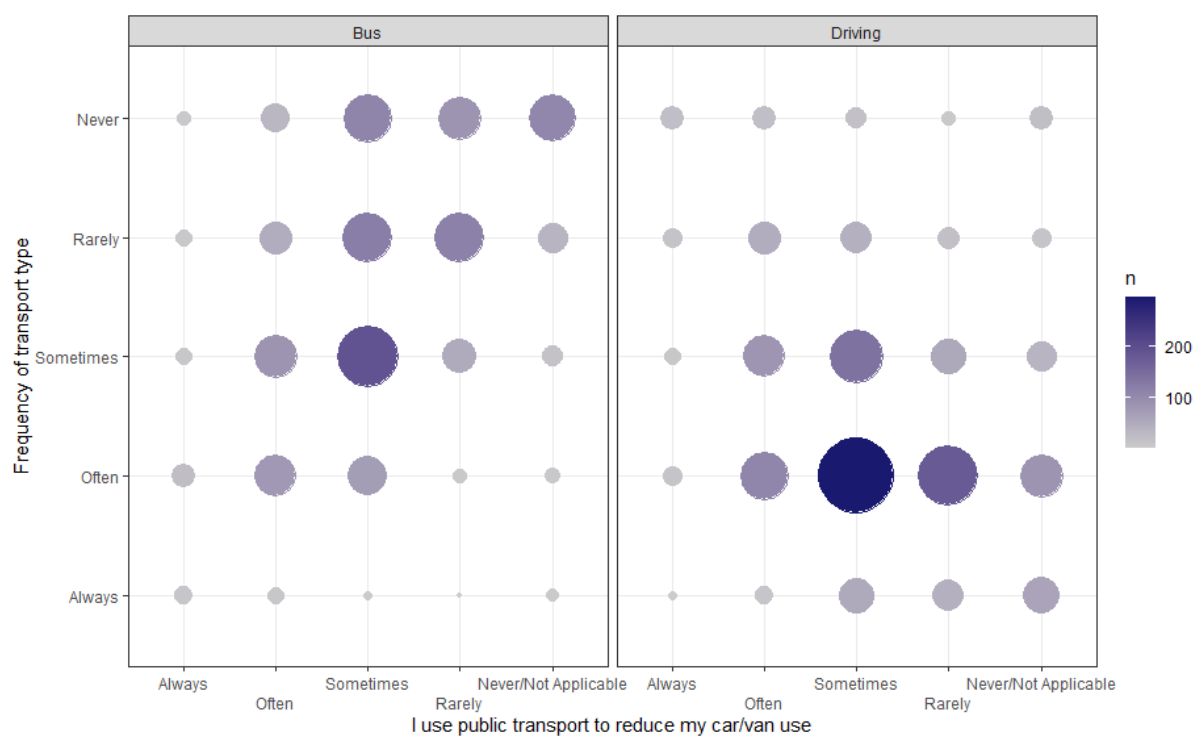
Note. Walking or cycling travel represents the most frequent travel choice out of walking or cycling for each respondent. The larger and darker a dot is, the more people responded in a given way.

Associations between transport behaviour and reports of reducing car use in favour of active or public transport were seen in the expected directions. That is, there was a positive association between walking or cycling frequency and reporting to walk or cycle to reduce one's car use ($\beta (0.03) = 0.38, p < .001$), and a negative association between driving and reporting to walk or cycle to reduce one's car use ($\beta (0.03) = -0.13, p < .001$).

The same patterns were observed for public transport use (bus use: $\beta (0.03) = 0.45, p < .001$; driving: $\beta (0.03) = -0.25, p < .001$); see Figure 39).

In both cases, the association was stronger for the active/public transport choice than for driving. That is, when respondents thought about using active or public transport as an environmental choice over car use, they tended to focus more strongly on when they did use these means of travelling rather than when they did not and used the car.

Figure 39: Reporting of reducing car use in favour of public transport in comparison to travel within Claygate



4 Conclusion

The findings from the survey underline that there is strong community engagement around envisioning the future of Claygate. This is evidenced not only by the work that has led up to this survey's existence and the large number of residents responding to it, but also by the time and effort that respondents have put into detailing their visions for the village within this survey.

While we cannot say that those who responded fully represent the village community, the efforts to advertise the survey and large response suggest that the survey is likely to have captured large-scale awareness among residents. Future research may however be beneficial for understanding whether there are systematic differences between respondents and non-respondents as relevant to this survey's contents.

The results from this survey illustrate that on some issues there is strong agreement between respondents. Concerns were for example often shared: We saw this among others in concerns about congestion in the village or in the strong rejection of opening up Green Belt land for development.

The findings do however also indicate that where strong visions meet, they can carry the potential for conflict. For example, we repeatedly saw different priorities in the visions and needs of older and younger residents when it comes to future developments. It is paramount that differences are mutually respected and engaged with.

Claygate Village Association Residents' Survey 2024

* Indicates required question

To fill in this survey on your phone please **turn your phone to landscape view** (on its side).



1. Before you begin we need to check that you are a human. Please answer the following sum with a number: *
- 7 + 5 =

Shops and Businesses in Claygate

2. How frequently do you visit shops in Claygate? *

Mark only one oval.

- ☐ Daily
- ☐ 2 or 3 times a week
- ☐ Weekly
- ☐ Monthly
- ☐ Rarely
- ☐ Never

3. How frequently, on average, have you visited each of the following in Claygate over the last 12 months (please pick the option closest to your answer - this list is alphabetical and continues below in question 4): *

Mark only one oval per row.

	Daily	Weekly	Monthly	Rarely	Never
Cafes	☐	☐	☐	☐	☐
Charity Shops	☐	☐	☐	☐	☐
Clothes Shops	☐	☐	☐	☐	☐
Eco Shop (sustainable products)	☐	☐	☐	☐	☐
Estate Agent	☐	☐	☐	☐	☐
Florist	☐	☐	☐	☐	☐
Hair/Beauty	☐	☐	☐	☐	☐
Health care*	☐	☐	☐	☐	☐
Home Furnishings/Interiors	☐	☐	☐	☐	☐

Definition:

*Health care - including dentist, physiotherapist, optician, complementary medicine, etc

4. How frequently, on average, have you visited each of the following in Claygate over the last 12 months (please pick the option closest to your answer): *

Mark only one oval per row.

	Daily	Weekly	Monthly	Rarely	Never
Independent Food and Drink shops (including fruit and veg, butcher, fishmonger, baker, off- licence)	☐	☐	☐	☐	☐
Pharmacy	☐	☐	☐	☐	☐
Post Office/Newsagent	☐	☐	☐	☐	☐
Pubs and Restaurants	☐	☐	☐	☐	☐
Shoe Repair	☐	☐	☐	☐	☐
Supermarket/convenience store	☐	☐	☐	☐	☐
Timber and Hardware	☐	☐	☐	☐	☐
Travel Agent	☐	☐	☐	☐	☐
Veterinary centre	☐	☐	☐	☐	☐

5. Approximately how much of your regular food and household shopping do you do in Claygate? *

Mark only one oval.

- ☐ None
- ☐ Up to 15% (a little)
- ☐ 16% - 25% (up to a quarter)
- ☐ 26% - 50% (up to half)
- ☐ 51% - 75% (up to three-quarters)
- ☐ 76% - 100% (nearly all)
- ☐ I don't know

6. What would encourage you to do more of your shopping in Claygate? (optional)

7. What other shop or business would you like in Claygate, if any? (optional)

8. Are your shopping choices influenced by environmental factors?

Please select a response to each of the following statements:

Mark only one oval per row.

	Never/Not Applicable	Rarely	Sometimes	Often	Always
I avoid single use plastic and packaging	☐	☐	☐	☐	☐
I use refillable containers for my purchases	☐	☐	☐	☐	☐
I choose chemical-free cleaning products	☐	☐	☐	☐	☐
I buy preloved/used clothes and other items	☐	☐	☐	☐	☐

Transport within Claygate

9. How do you travel within Claygate?

Mark only one oval per row.

	Always	Often	Sometimes	Rarely	Never
I walk	☐	☐	☐	☐	☐
I cycle	☐	☐	☐	☐	☐
I use the bus	☐	☐	☐	☐	☐
I drive my car/van	☐	☐	☐	☐	☐
I use another vehicle (e.g. motor bike, mobility scooter or taxi)	☐	☐	☐	☐	☐

10. Do you use Claygate railway station to commute? (Select one option) *

Mark only one oval.

- ☐ No
- ☐ Yes - Daily
- ☐ Yes - 2 or 3 times a week
- ☐ Yes - Weekly
- ☐ Prefer not to say

11. If you are a cyclist, what deters you from cycling in the village? (Select all that apply.) *

Check all that apply.

- ☐ Traffic speed
- ☐ Potholes and poor road maintenance
- ☐ Vehicle emissions
- ☐ Narrow roads
- ☐ Parked cars
- ☐ Certain junctions
- ☐ Limited bike parking or storage facilities
- ☐ Lack of access to cycling routes
- ☐ Theft or vandalism of bikes
- ☐ Not applicable, I'm not a cyclist
- ☐ Nothing deters me from cycling
- ☐ Other: _____

12. Do you agree with the following statement? *

I try to reduce my car use in the village to...

Mark only one oval per row.

	Yes	No	Maybe	I don't know/Not applicable
Get more exercise	☐	☐	☐	☐
Save money	☐	☐	☐	☐
Protect the environment	☐	☐	☐	☐

13. If you arrive at the shops or station by car, where do you usually park? (Select all that apply) *

Check all that apply.

- ☐ Torrington Lodge Car Park
- ☐ Station Car Park
- ☐ The Parade (street parking)
- ☐ Albany Crescent and Gordon Road (street parking)
- ☐ Hare Lane Slip Road (in front of shops)
- ☐ Hare Lane (Champions/Barkers) Car Park
- ☐ Other local streets
- ☐ Not applicable, I don't arrive by car.

14. Would you use the village car parks more if the first period was free? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe
- ☐ Not applicable

15. If so, how long should the free period be? (Select one option) *

Mark only one oval.

- ☐ 30 mins
- ☐ 1 hour
- ☐ 90 mins
- ☐ No limit
- ☐ Not applicable

16. Do you think that on street parking in Claygate is a problem? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe
- ☐ Not applicable

17. Which of the below would you be in favour of in streets where parking is a problem? (Select all that apply) *

Check all that apply.

- ☐ Charging by Pay and Display machines
- ☐ Time limited control (single yellow lines) e.g. 1 hour period of no parking during the day
- ☐ Residents' and Visitors' Permits (annual charge)
- ☐ None of these
- ☐ Not applicable, I don't think that parking is a problem

18. Do you think that speeding is an issue in Claygate? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe
- ☐ I don't know

19. Which of the following would you support as speed control measures in the village? (Select all that apply) *

Check all that apply.

- ☐ Blanket reduced speed limit across the whole village
- ☐ Reduced speed limits on certain roads
- ☐ More Vehicle Activated Signs (VAS) that illuminate when exceeding the limit
- ☐ Speed cameras
- ☐ Road engineering measures e.g. chicanes or speed tables*
- ☐ None of these

Definition:

A *speed table is a raised section with a flat top that spans the width of the road

20. How important is environmental sustainability to you when thinking about local travel?

Please select a response to each of the following statements:

Mark only one oval per row.

	Never/Not Applicable	Rarely	Sometimes	Often	Always
I use public transport rather than car/van	☐	☐	☐	☐	☐
I walk or cycle to reduce my car/van use	☐	☐	☐	☐	☐
I drive more slowly in the village to reduce emissions	☐	☐	☐	☐	☐
I shop locally	☐	☐	☐	☐	☐

21. What else, if anything, would you like to tell us about traffic or public transport in the village? (optional)

Looking Ahead

22. How much do you agree with the following statements? *

I would be in favour of...

Mark only one oval per row.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Longer opening hours on The Parade and Hare Lane	☐	☐	☐	☐	☐
Pedestrianising The Parade (with alternative access to Station Car Park)	☐	☐	☐	☐	☐
A monthly Village Market*	☐	☐	☐	☐	☐
An additional supermarket	☐	☐	☐	☐	☐

Definition:

*A village market in Claygate must offer products that complement but do not compete with local shops and businesses

23. Would you support any of the following in Claygate?

Mark only one oval per row.

	Yes	No	Maybe
Co-working office space	☐	☐	☐
Small business units	☐	☐	☐
Community-run pub	☐	☐	☐
More community gardens	☐	☐	☐
Repair Shop/Eco Hub*	☐	☐	☐

Definition:
*An Eco Hub is a multifunctional centre with a focus on sustainability including repair shop, community fridge, upcycling, library of things and skill share

24. How important are environmental sustainability and biodiversity to you in the choices you make at home and around the village?

Please select a response to each of the following statements:

Mark only one oval per row.

	Yes	No	I don't know/Not applicable
I am careful with my water consumption	☐	☐	☐
I grow plants that are bee and insect friendly	☐	☐	☐
I leave mowing until after May to support biodiversity	☐	☐	☐
I feed the birds	☐	☐	☐
I plant British native species	☐	☐	☐
I pick up rubbish in green spaces and around Claygate	☐	☐	☐

New Development in Claygate

25. Where land is available for development in Claygate, what should be the priority use? (Select one option) *

Mark only one oval.

☐ Housing

☐ Retail and commerce

☐ Recreation and leisure facilities

☐ Mixed use

☐ I don't know

Housing

Due to a national housing crisis and planning policy requirements, Claygate needs to provide new homes. Your input is valuable in shaping this development.

26. What type of new housing do you think should be built in Claygate (select all that apply). *

Check all that apply.

- ☐ Private housing with 1 - 3 bedrooms
- ☐ Private housing with 4 or more bedrooms
- ☐ Rental housing
- ☐ Affordable housing (e.g. shared-ownership scheme)
- ☐ Social housing (Housing Association owned)
- ☐ Temporary housing (for homeless people)
- ☐ I don't know

27. How much do you agree with the following statements? *

I support new housing in Claygate being built on...

Mark only one oval per row.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Brownfield sites*	☐	☐	☐	☐	☐
Car parks in Claygate	☐	☐	☐	☐	☐
Protected Green Belt**	☐	☐	☐	☐	☐

Definitions:

*A Brownfield site is land capable of supporting at least 5 dwellings, suitable for development, available for development and achievable as residential development (Town & Country Planning Regulations).

**The Green Belt is land protected to help stop urban sprawl, preserve the character of existing settlements and encourage development within existing built-up areas.

28. How should Torrington Lodge Car Park be developed? *

Select all that you think appropriate:

Check all that apply.

- ☐ Private housing with 1 - 3 bedrooms
- ☐ Rental housing
- ☐ Affordable or social housing
- ☐ Temporary housing (for homeless people)
- ☐ Supermarket
- ☐ Pop-up (small, short term) shops
- ☐ Small start-up units for businesses
- ☐ Fitness centre
- ☐ Health centre
- ☐ Car parking
- ☐ I don't know
- ☐ Other: _____

29. How much do you agree with the following statement?

New developments should have a positive impact (net gain) on natural habitats and biodiversity.

Mark only one oval.

12345

Strongly Disagree ☐ ☐ ☐ ☐ ☐ Strongly Agree

Leisure, Recreation and Wellbeing

30. How often do you use green spaces in and around Claygate (i.e. the Recreation Ground, common land, woods and countryside)? *

Mark only one oval.

- ☐ Daily
- ☐ 2 or 3 times a week
- ☐ Weekly
- ☐ Monthly
- ☐ Rarely
- ☐ Never

31. What do you use green spaces for? (Select all that apply.)

Check all that apply.

- ☐ Walking
- ☐ Cycling
- ☐ Running
- ☐ Horse-riding
- ☐ Dog-walking
- ☐ Sports
- ☐ Picnicking
- ☐ Children's play
- ☐ Birdwatching
- ☐ Meditation or contemplation
- ☐ None of these

32. Which recreation and leisure facilities do you use (or have you used) in Claygate? (Select all that apply.)

Check all that apply.

- ☐ Allotments
- ☐ Basketball courts
- ☐ Bowling Green
- ☐ Children's playground
- ☐ Fitness classes (yoga, pilates, dance, bootcamps etc.)
- ☐ Cricket (Claygate Recreation Ground)
- ☐ Football (Claygate Recreation Ground)
- ☐ Horse-riding
- ☐ Swimming pool
- ☐ Table tennis (at The Hub or the Pavilion)
- ☐ Tennis courts
- ☐ Youth centre (The Hub)
- ☐ None of these
- ☐ Other: _____

33. Do you use a Gym regularly? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

34. What other recreation and leisure facilities would you like in the village? (Select all that apply.) *

Check all that apply.

- ☐ All weather (football) pitch
- ☐ Boules/Petanque (bowls)
- ☐ Skate park
- ☐ Small gym (e.g. container gym or other building without shower facilities)
- ☐ Trim trail/outdoor gym equipment
- ☐ None
- ☐ Other: _____

35. Where do you feel there are gaps in wellbeing provision and support within Claygate? *

Check all that apply.

- ☐ Community gardening projects
- ☐ Community support hub (debt advice, community fridge, food bank, Cost of Living support)
- ☐ Good neighbour schemes (e.g. Neighbourhood Watch or visiting homebound people)
- ☐ Meeting places offering support for teenagers and young adults
- ☐ Meeting places offering support for older people
- ☐ Mental health services and safe places
- ☐ Parenting and family support
- ☐ Support for new parents
- ☐ Support for SEN (Special Educational Needs) families
- ☐ Warm hub/spaces
- ☐ I don't think there are gaps in wellbeing provision in Claygate
- ☐ I don't know
- ☐ Other: _____

36. What are your long-term concerns for our Claygate community?

How much do you agree with the following statements?

I'm concerned about...

Mark only one oval per row.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Lack of affordable housing for the younger generation	☐	☐	☐	☐	☐
Over-development of the village	☐	☐	☐	☐	☐
Traffic congestion in the village	☐	☐	☐	☐	☐
Road safety in the village	☐	☐	☐	☐	☐
Losing Claygate's sense of community	☐	☐	☐	☐	☐
Losing green spaces in Claygate	☐	☐	☐	☐	☐
Claygate's distinctive character being spoilt	☐	☐	☐	☐	☐

37. If there was ONE other thing to make Claygate better than it is, what would it be?

Would you please give us some information about yourself:

38. Where do you learn about what is going on in Claygate? (tick all that apply)

Check all that apply.

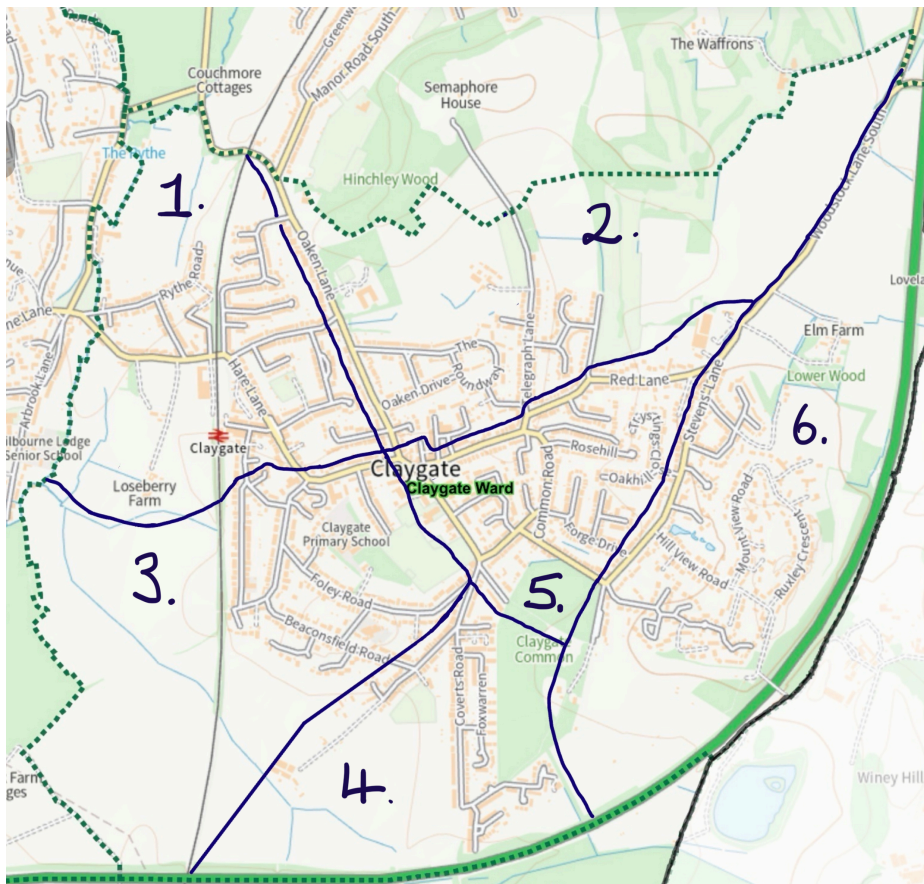
- ☐ Children's school, children's activities and clubs, Parents' groups
- ☐ Claygate Village Association Website/Newsletter
- ☐ Claygate Centre for the Community
- ☐ Facebook group(s)
- ☐ Free newspapers and magazines
- ☐ Internet search
- ☐ Local Church
- ☐ Parish Council Website/Newsletter (The Courier)
- ☐ Posters and banners around the village
- ☐ Village notice boards
- ☐ Word of mouth/family, friends and neighbours
- ☐ WhatsApp groups
- ☐ None of these

39. Are you a Claygate resident? *

Mark only one oval.

- ☐ Yes, I live in Claygate
- ☐ No, I'm a resident of Elmbridge but not Claygate
- ☐ No, I live outside Elmbridge

This is a map of Claygate divided into residential areas for the purposes of this survey. Please look at the map and identify which numbered area best represents where you live for the following question.



40. If you are a Claygate resident, which area of Claygate do you live in? (Please pick the area that best represents where you live.) (optional)

Mark only one oval.

- ☐ 1. North West (North of Hare Lane, The Parade development, Loseberry)
- ☐ 2. North (Oaken Lane to Woodstock Lane South above Red Lane)
- ☐ 3. West (The Foley Development, west of Church Road and Holy Trinity)
- ☐ 4. South (Coverts Road Development)
- ☐ 5. Old Village (Triangle west of Steven's Lane including Red Lane and Church Road)
- ☐ 6. East (Stevens' Lane and Ruxley)

The following questions about you are to check that our survey represents our community as a whole. These questions are optional.

41. What is your age group?

Mark only one oval.

- ☐ 16-19
- ☐ 20 - 24
- ☐ 25-34
- ☐ 35-49
- ☐ 50-64
- ☐ 65-74
- ☐ 75-84
- ☐ 85 and over
- ☐ Prefer not to say

42. 12. What is your gender?

Mark only one oval.

- ☐ Female
- ☐ Male
- ☐ Non-binary or other
- ☐ Prefer not to say

43. Are you a family with children under 18 years old at home?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

44. Enter your email here if you would like to be entered in the Prize Draw.

45. Is there anything else you would like to add?

46. Data collection *

Mark only one oval.

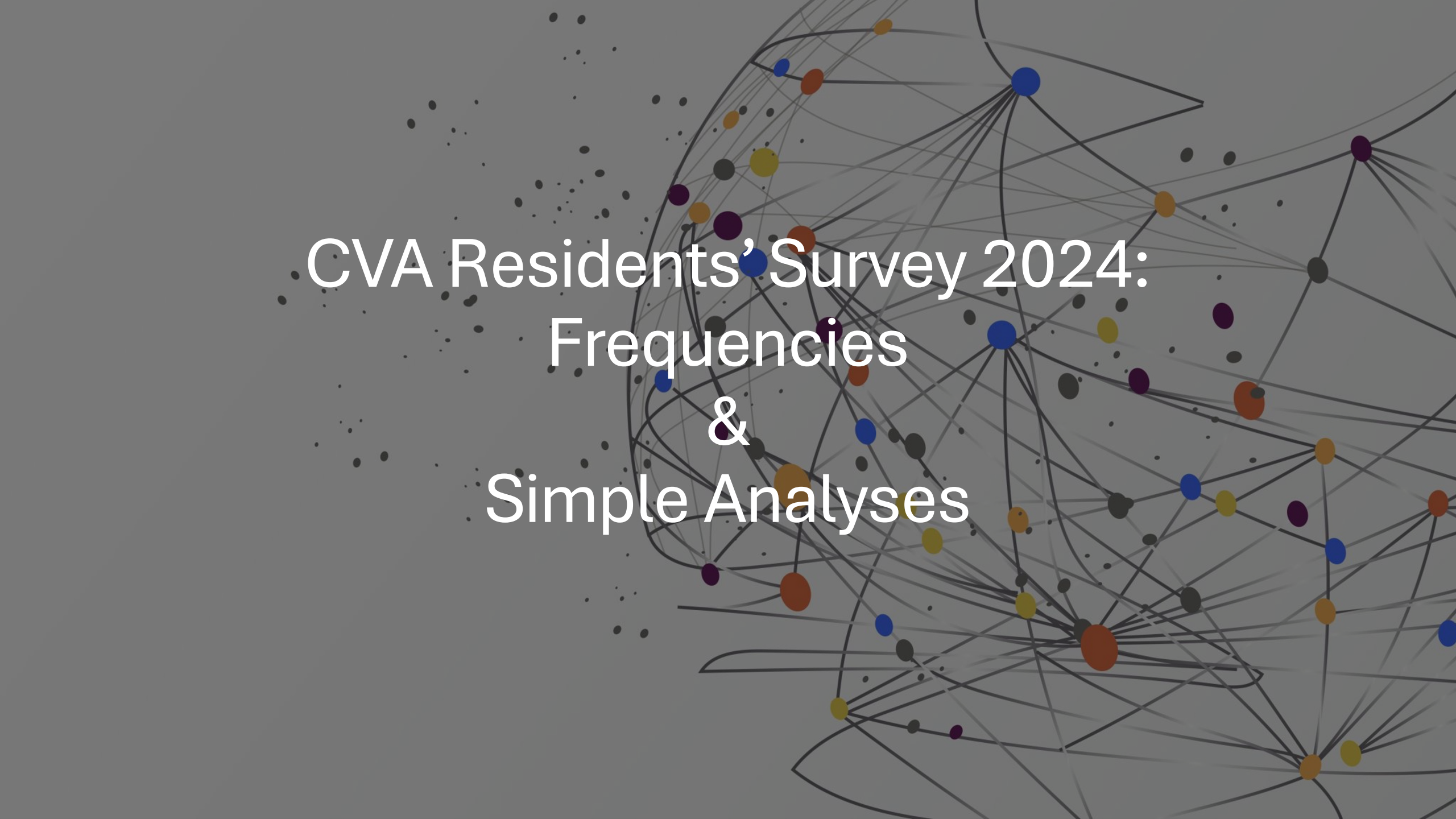
☐

 I consent to the CVA collecting, storing, analysing and reporting the answers that I have submitted here.

Thank you for taking the time to answer this survey. Please press the button below to submit your answers.

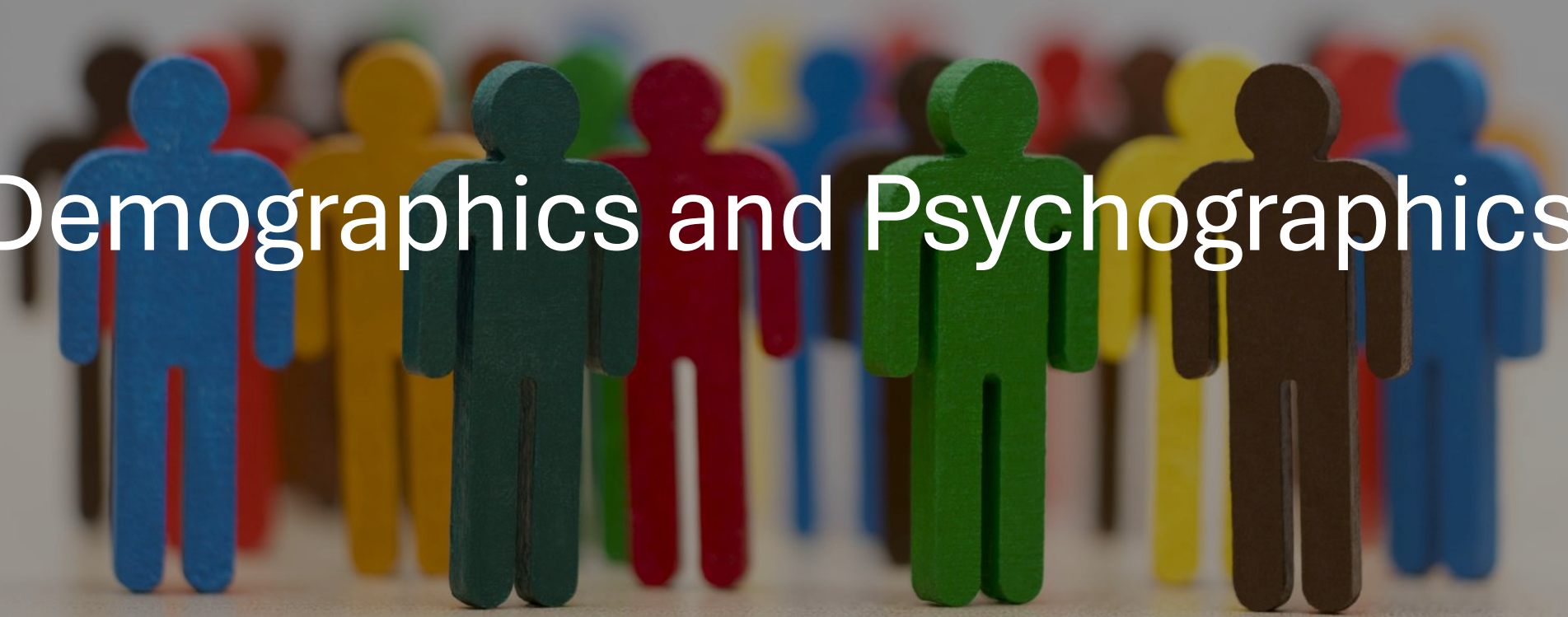
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Google Forms

The background is a dark gray field filled with a complex network of thin, light gray lines. Scattered throughout this network are numerous circular nodes of varying sizes. The nodes are colored in a palette including blue, orange, yellow, purple, and black. Some nodes are isolated, while others are part of dense clusters or connected by multiple lines, creating a web-like structure. The overall effect is one of interconnectedness and data complexity.

CVA Residents' Survey 2024: Frequencies & Simple Analyses

Demographics and Psychographics



Most of the results in this presentation are based on the full sample of 1614 respondents including 84 who are not Claygate residents, and 2 duplicates which were later removed. Some charts providing breakdowns of the frequency data are for the Claygate residents only sample of 1528 respondents. The size of the sample is written on each slide. Before quoting data from this presentation, please check and state whether the data is drawn from the full sample or residents only.

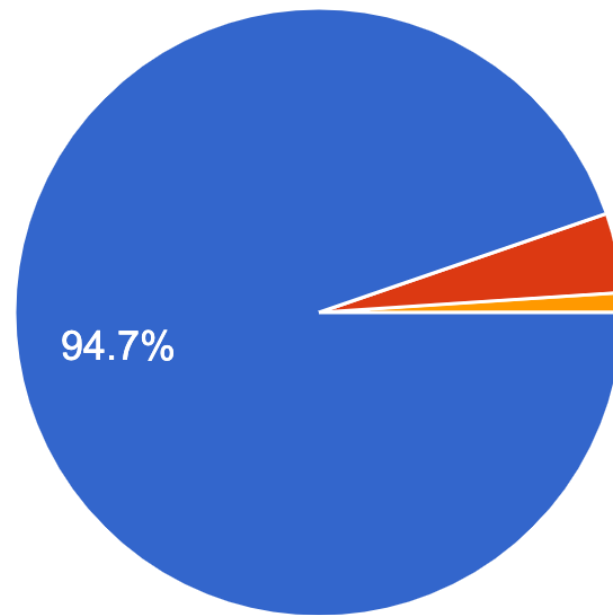
51 survey completions were assisted by volunteers

There were 7 paper copies

Q39.

Are you a Claygate resident?

1,614 responses



- Yes, I live in Claygate
- No, I'm a resident of Elmbridge but not Claygate
- No, I live outside Elmbridge

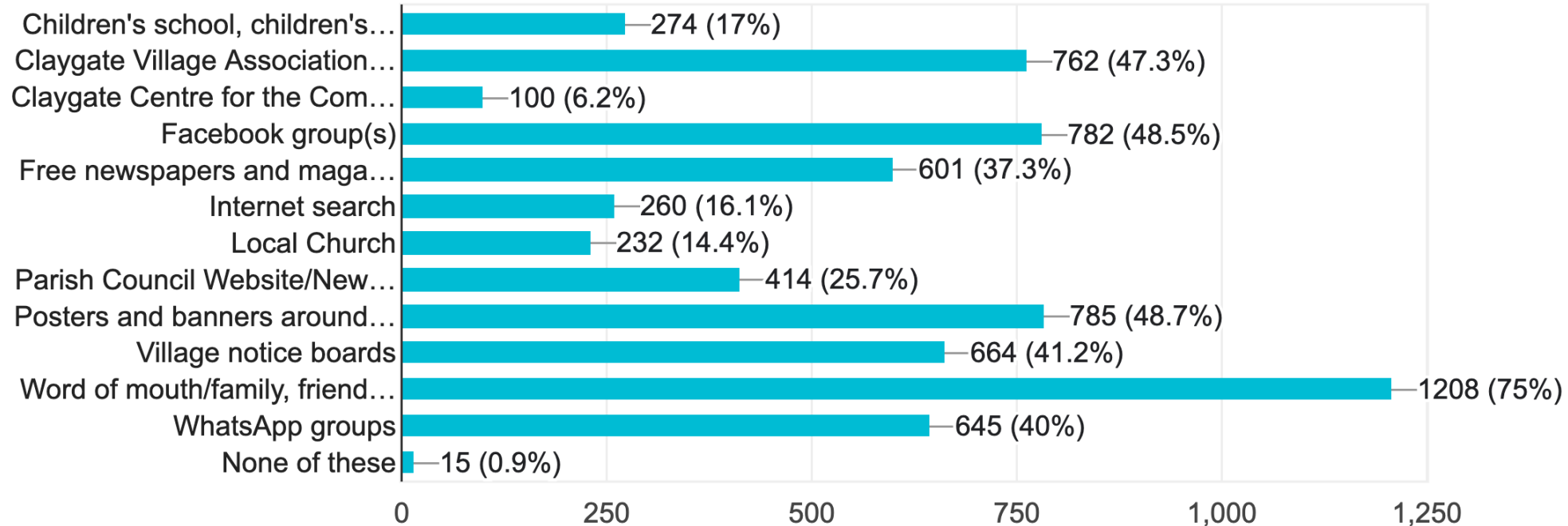
94.7% of respondents live in Claygate

Q37.

N = 1614, full sample not only Claygate residents

Where do you learn about what is going on in Claygate? (tick all that apply)

1,611 responses



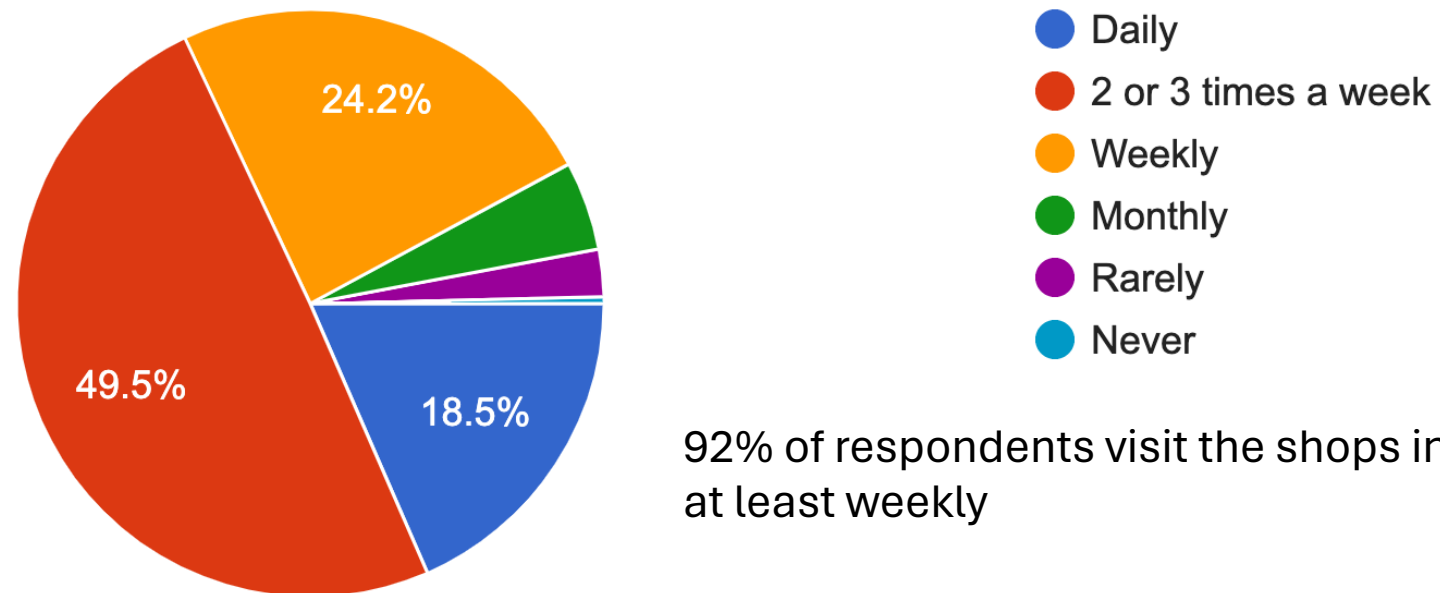


Shops & Businesses

Q2.

N = 1614, full sample not only Claygate residents

How frequently do you visit shops in Claygate?



92% of respondents visit the shops in Claygate at least weekly

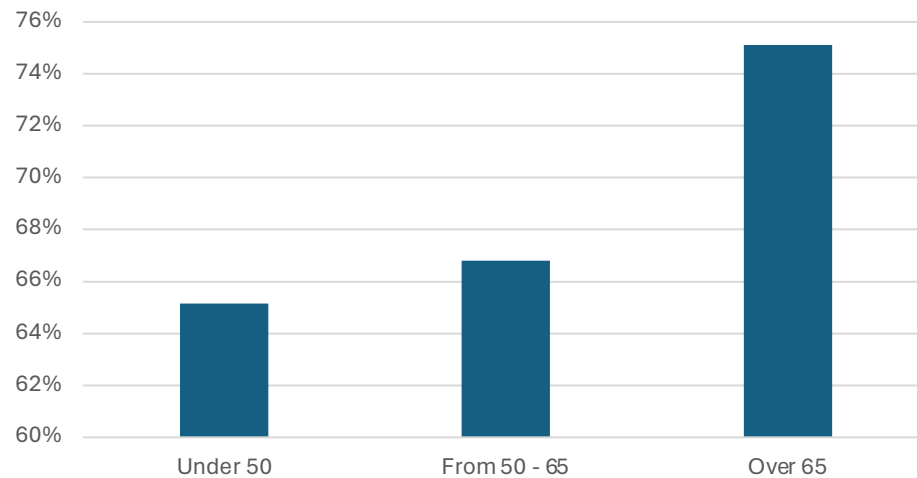
Q2. How frequently do you visit shops in Claygate

N = 1528, Claygate residents only

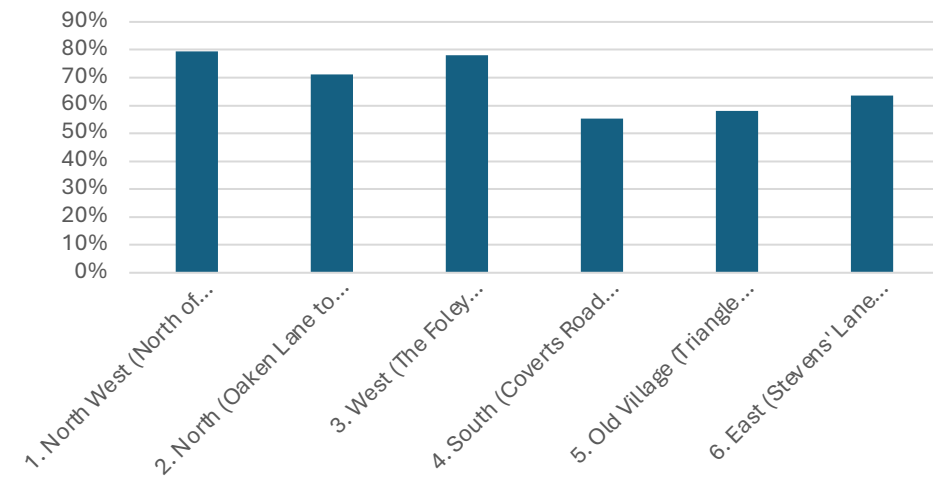
Cut shopping frequency by age and location

- Older shoppers use Claygate more regularly, but not significantly
- Shoppers living near the Parade are more regular shoppers

Regular shoppers by age



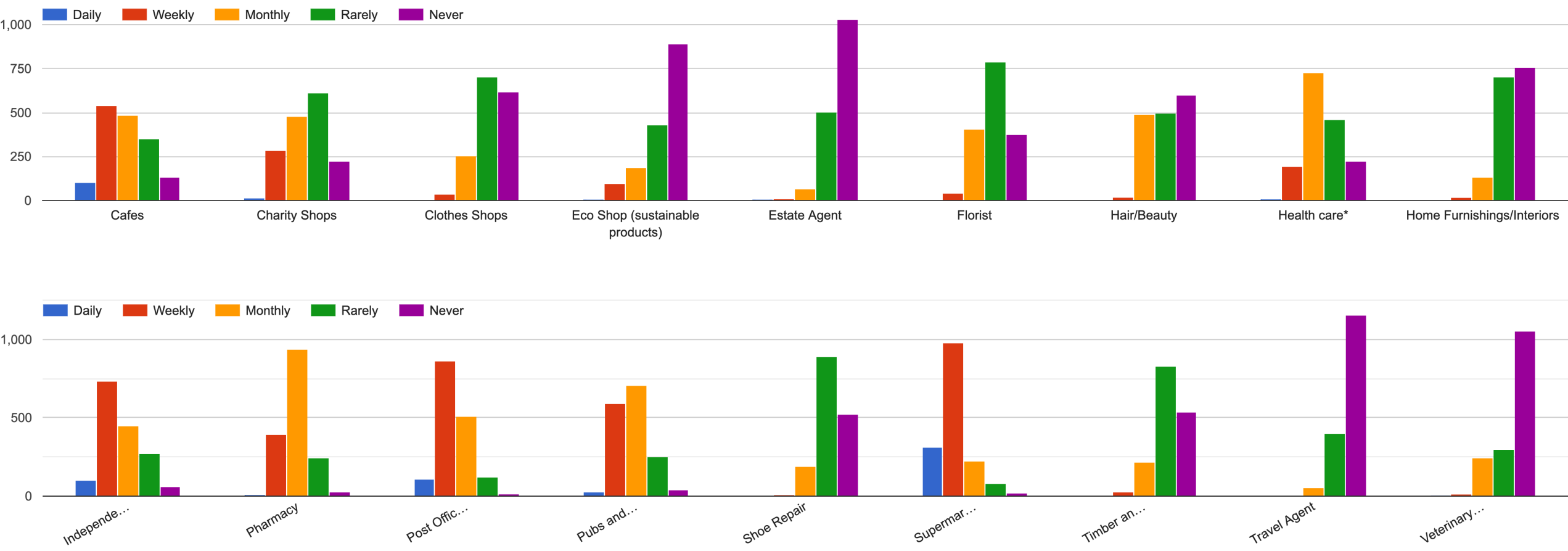
Regular shoppers by location



Q3 & Q4. Frequency of visiting shops

N = 1614, full sample not only Claygate residents

How frequently, on average, have you visited each of the following in Claygate over the last 12 months (please pick the option closest to your answer - this list is alphabetical and continues below in question 4):



Q3. How frequently do you visit specific shops in Claygate

N = 1528, Claygate residents only

Cafés

Cut shopping frequency at cafes by age

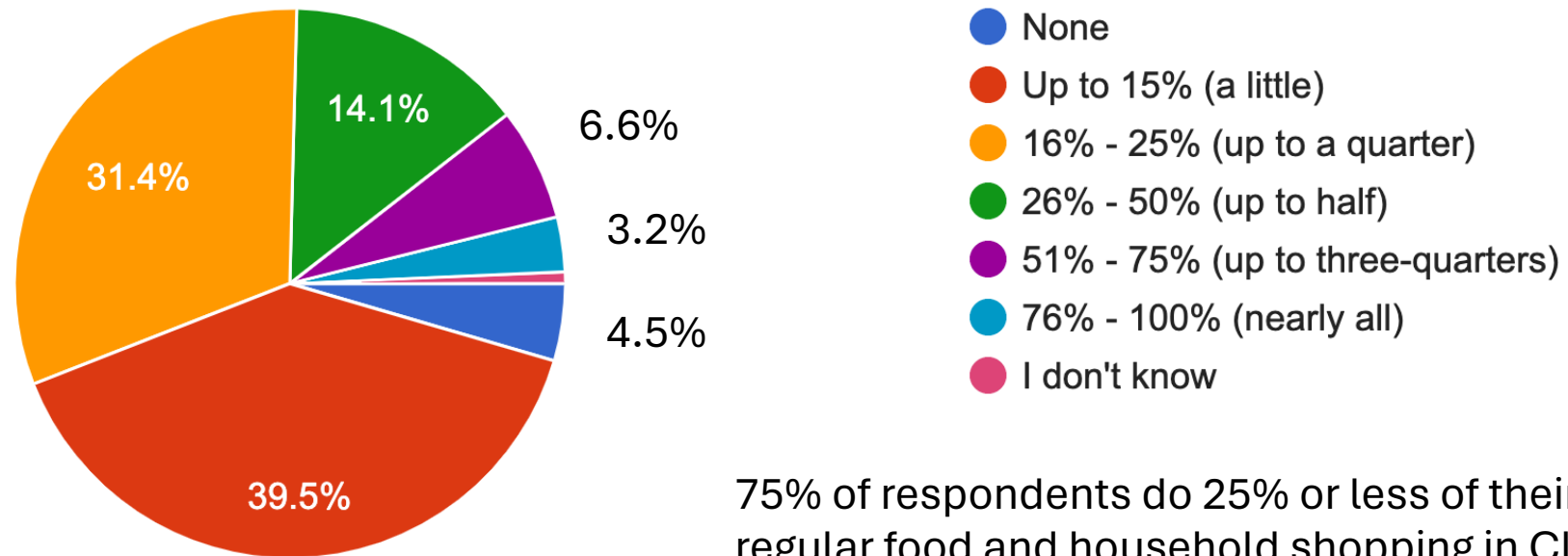
- Relatively little difference in pattern of usage by age

	Overall	Under 50	From 50 - 65	Over 65
Daily	7%	8%	5%	7%
Weekly	34%	39%	36%	24%
Monthly	30%	31%	31%	28%
Rarely	22%	17%	21%	29%
Never	8%	4%	8%	13%

Q5.

N = 1614, full sample not only Claygate residents

Approximately how much of your regular food and household shopping do you do in Claygate?

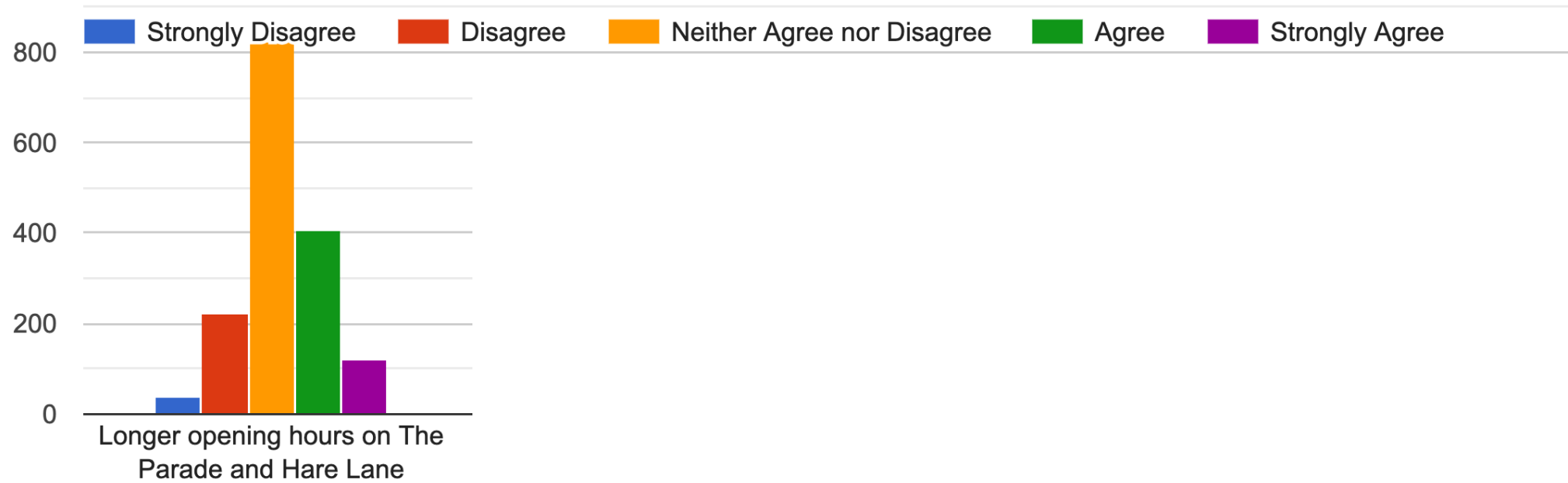


75% of respondents do 25% or less of their regular food and household shopping in Claygate. Patterns were the same across age groups and for respondents with and without children under 18 at home.

Q22.

N = 1614, full sample not only Claygate residents

How much do you agree with the following statements? I would be in favour of...



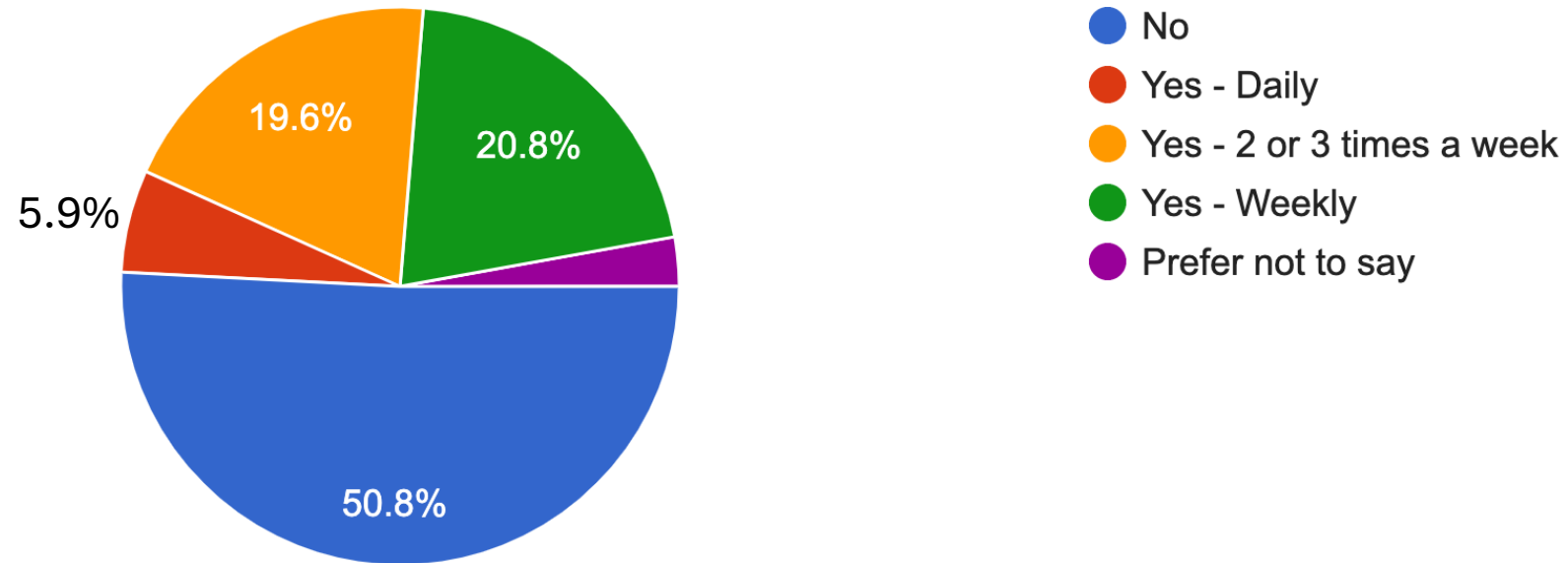
Transport and Parking



Q10.

N = 1614, full sample not only Claygate residents

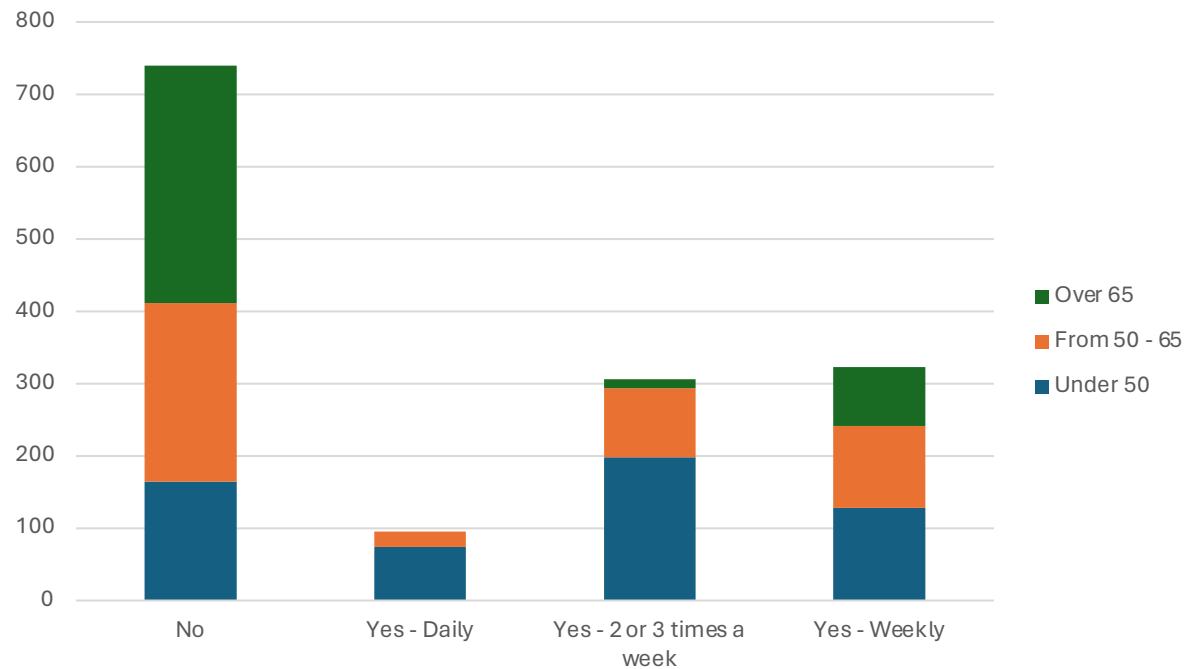
Do you use Claygate railway station to commute? (Select one option)



Q10. Do you use Claygate station to commute

N = 1528, Claygate residents only

Cut commuting by age Majority of regular commuters are under 65

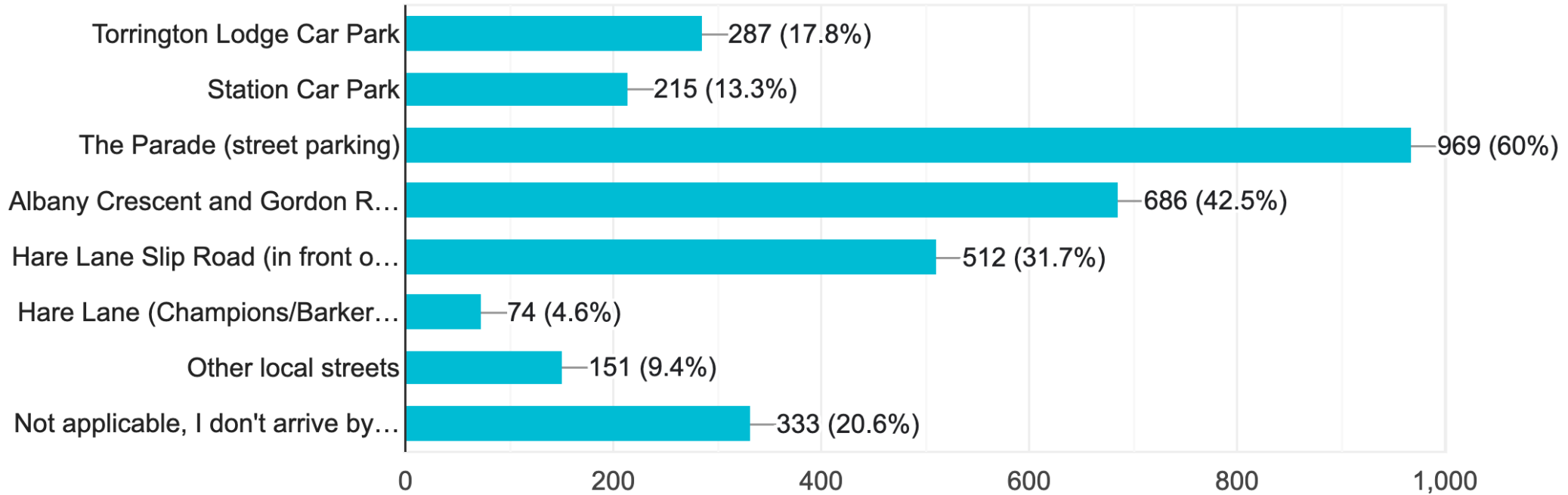


Q13.

N = 1614, full sample not only Claygate residents

If you arrive at the shops or station by car, where do you usually park? (Select all that apply)

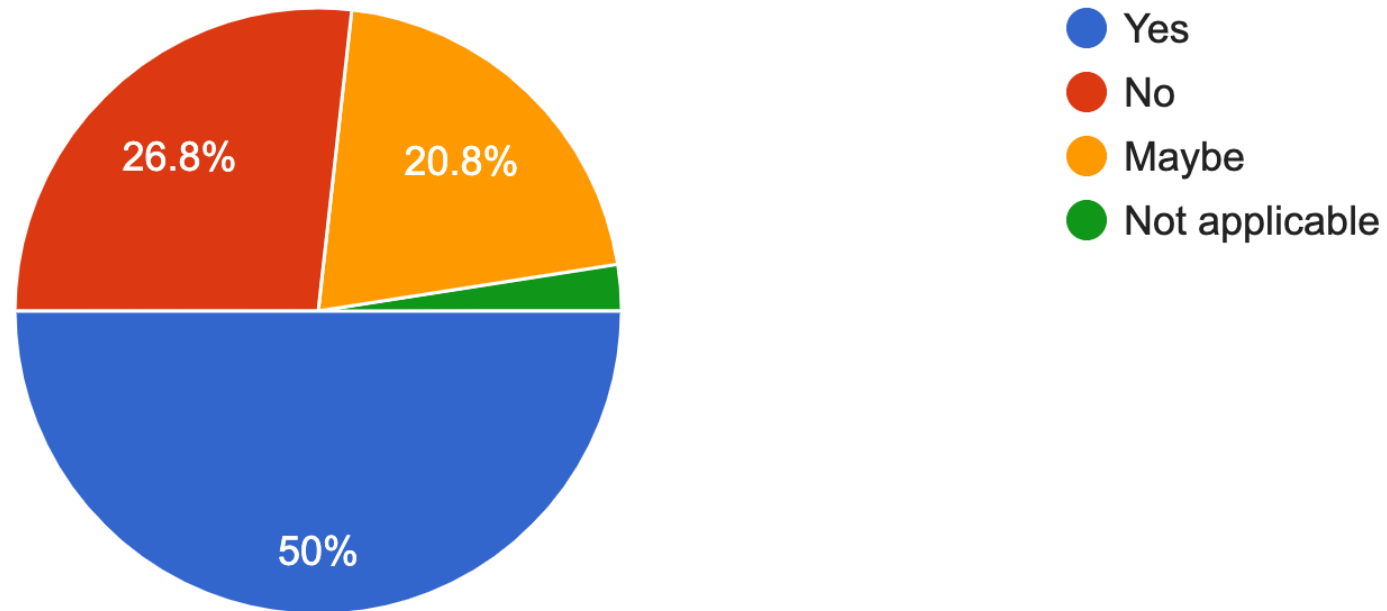
1,614 responses



Q16.

N = 1614, full sample not only Claygate residents

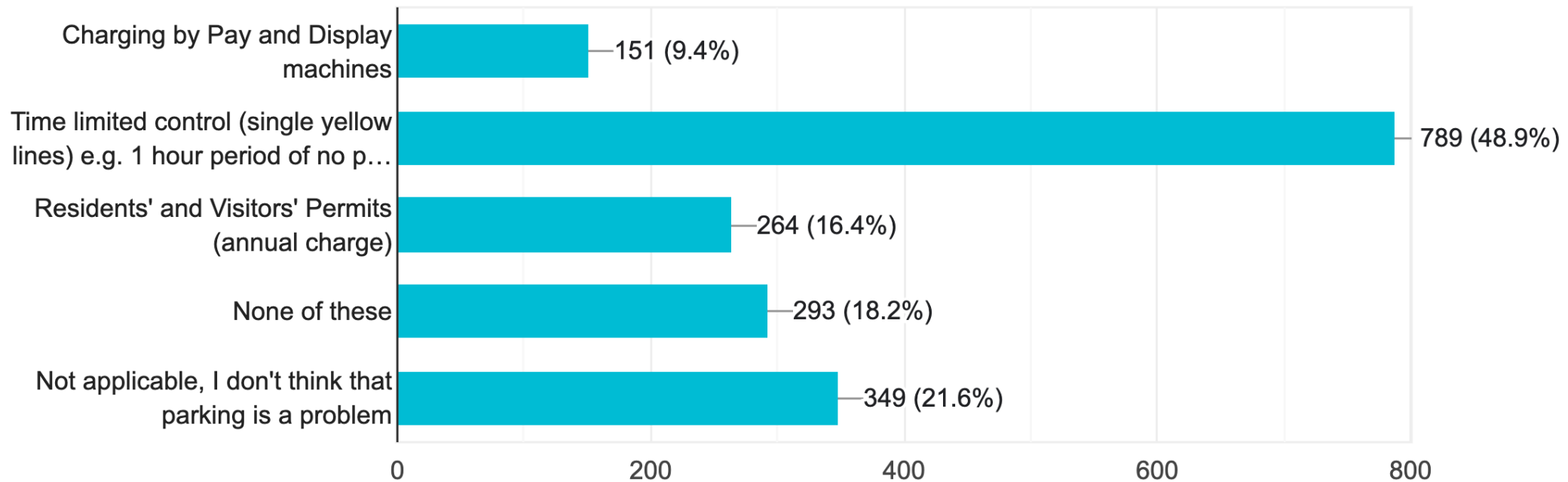
Do you think that on street parking in Claygate is a problem?



Q17.

N = 1614, full sample not only Claygate residents

Which of the below would you be in favour of in streets where parking is a problem? (Select all that apply)



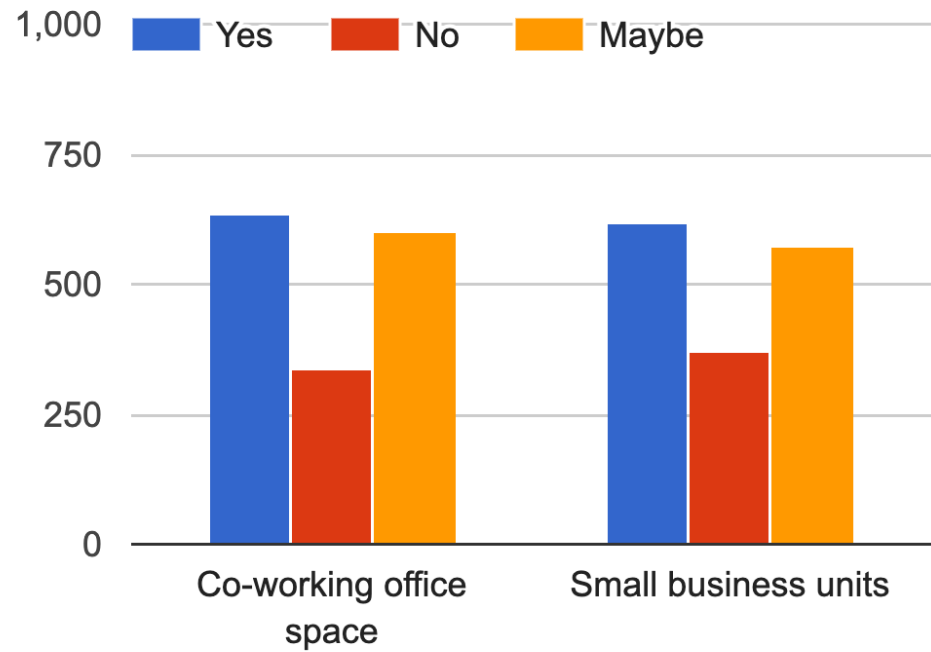
New Development and Housing



Q23.

N = 1614, full sample not only Claygate residents

Would you support any of the following in Claygate?



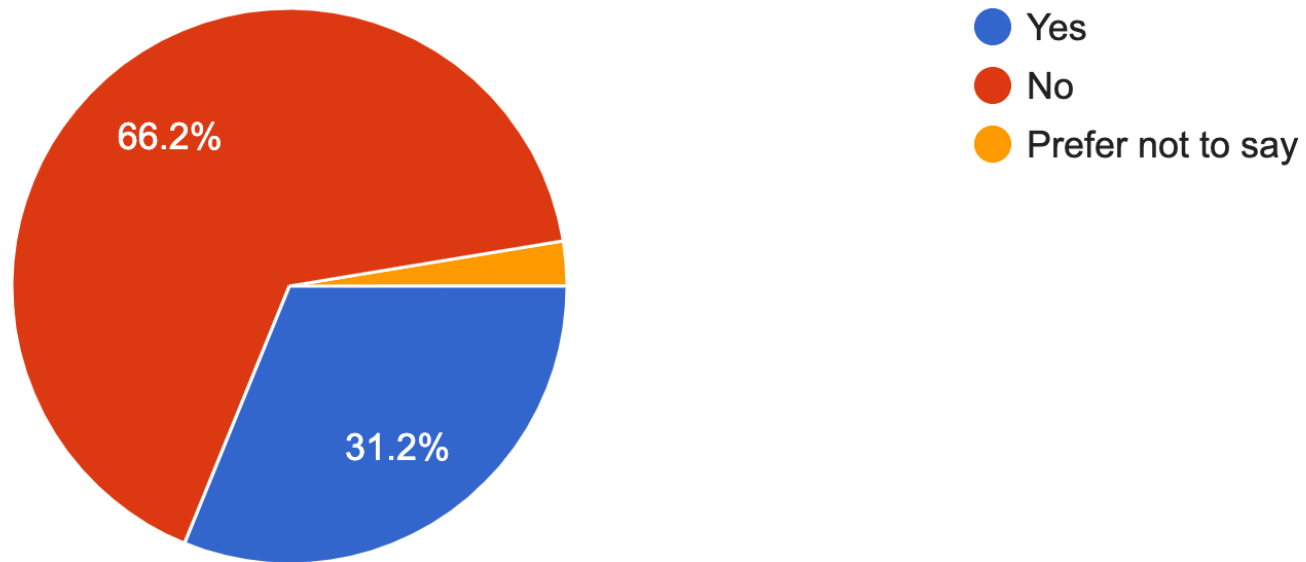
The image features a soft-focus background of a lush green lawn. In the distance, several people are visible, though they are out of focus. The foreground is dominated by a colorful plaid blanket with shades of orange, green, and purple, which is also slightly blurred. The overall atmosphere is peaceful and suggests a day of outdoor leisure.

Leisure, Recreation & Wellbeing

Q33.

N = 1614, full sample not only Claygate residents

Do you use a Gym regularly?

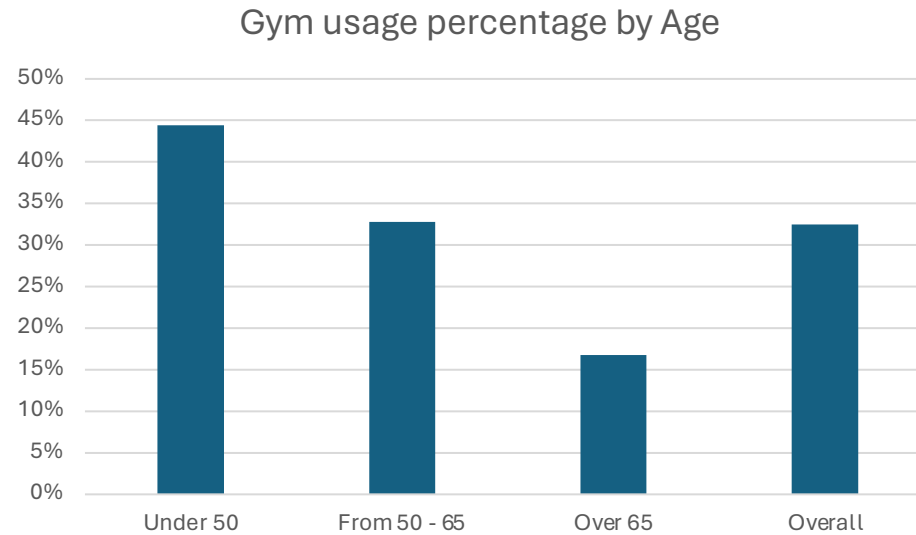


Q10. Do you use a Gym regularly

N = 1528, Claygate residents only

Cut gym use by age

- Gym users are generally from younger demographic

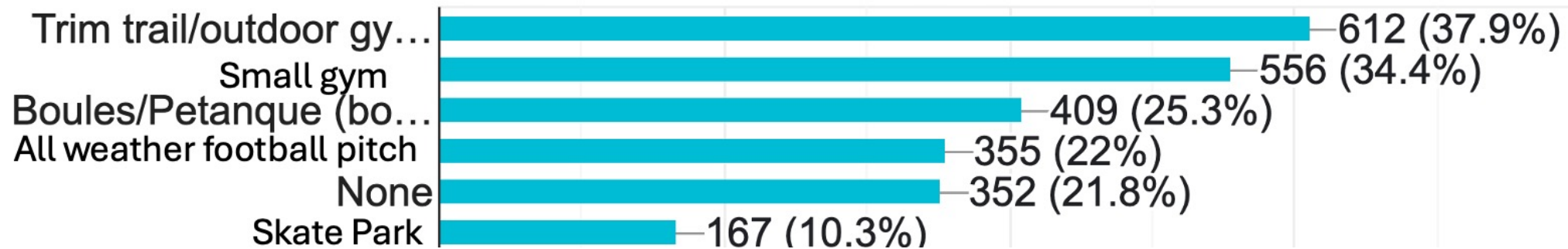


Q34.

N = 1614, full sample not only Claygate residents

What other recreation and leisure facilities would you like in the village? (Select all that apply.)

1,614 responses



A conceptual image featuring a glowing lightbulb centered against a dense, vibrant green background of small, rounded leaves. The word "Environment" is written in a clean, white, sans-serif font across the middle of the lightbulb's glass. The lightbulb has a black, ribbed base. The overall composition suggests themes of sustainability, environmental awareness, and green energy.

Environment

Q36.

N = 1614, full sample not only Claygate residents

What are your long-term concerns for our Claygate community? How much do you agree with the following statements? I'm concerned about...

