



Kempsey Parish Council Community Consultation Summary of Survey Results 2022

“ *I hope we do not stand still, and Kempsey moves with the times.*

Whether its decent sports facilities or new shops

we definitely need to move forward. ”

Written by 552 Parishioners

Compiled by Councillor Cathy Garner

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Summary

The three main messages of the 2022 Kempsey survey are:

1. Residents appreciate the beauty of Kempsey's countryside and want to maintain its status as a rural village. There was a very significant and unprompted objection to any new housing development that would threaten its rural location and the agreed 'Significant Gap' ¹ between Kempsey parish and the city of Worcester.
2. Most people enjoy being part of a friendly community where they feel safe and value the existing activities and amenities.
3. Many people express a wish for a wider range of facilities, a café, sporting and health care facilities, more provision for children and teenagers, a bigger school, a better bus service, more small shops, and environmental projects to build future resilience.



Figure 1. Most frequently used descriptions of Kempsey Parish

¹ The 'Significant Gap' is the area of green space to the north of Kempsey Parish that separates the Parish from Worcester City. The Kemspey Neighbourhood Plan, Policy K4, seeks to maintain this area free of housing development.

Introduction

This report summarises the results of the 2022 Kempsey Community Survey, instigated by Kempsey Parish Council. The purpose of the survey is to give voice to parishioners' needs and wishes and to offer direction to the Parish Council on the future development of the community in the parish of Kempsey, including the village itself, as well as Baynhall, Kerswell Green, Stonehall, Green Street, Broomhall, Clerkenleap.

With 552 people responding to the survey, Kempsey Parish Council is confident that the views of a good proportion of people in the parish are represented in this report. We know that not everyone was aware of, or able to respond to, the survey, so we will continue to deepen our understanding of what people want through focus groups and open meetings, where all parishioners will be invited to share their ideas with the Parish Council.

The people of Kempsey parish appreciate being part of a friendly community, the safety, peace and beauty of our countryside location and the facilities and activities available. Here's what people said:

“ *Lovely people, clean streets, safe environment, great pubs...*
Good location, reasonable facilities, nice walks,
community spirit, good school... It's just a special place live! ”

Residents want to retain Kempsey's character as a village. There were no questions specifically about the growth or development of the parish. Nevertheless, more than 80% of people volunteered the view that any new housing development would threaten our rural character and the agreed Significant Gap between the village of Kempsey from the City of Worcester. And the South Worcester Urban Extension. With no-one expressing an opposing desire, this represents a very significant and unprompted unanimous objection to further building in and around Kempsey.

“ *ABSOLUTELY NO MORE HOUSES!*
We must STOP developing/expanding it! - It's big enough!! ”

Many people expressed a wish for a wider range of facilities, such as a café, sporting and health care facilities, more provision for children and teenagers, a bigger school, a better bus service, more small shops and environmental projects to build future resilience.

“ *More facilities and clubs for young people,
better bus service, improve pavement surfaces...
Stop building housing developments in Kempsey and the immediate
surrounding area, until such time as they provide facilities to match a
growing population, including doctors’ surgery, schools, shops etc.* ”

What do people love about living in Kempsey?

444 people described, in free text, what they love about living in Kempsey parish.

Responses fall into three main themes:

1. The most common response was that people love the rural location and village feel, green space and nearby countryside for walking – the words “countryside”, “village feel” or “location”, were mentioned 311 times
2. The second most common response was the community feel and friendliness of the village, activities, events, clubs and friendships people enjoy – “community”, “community spirit” or “friendly people” were mentioned 205 times
3. A few people cited village facilities, pubs, shops, school and play spaces as the things they most loved about Kempsey – for example, “good pubs” were mentioned 35 times.

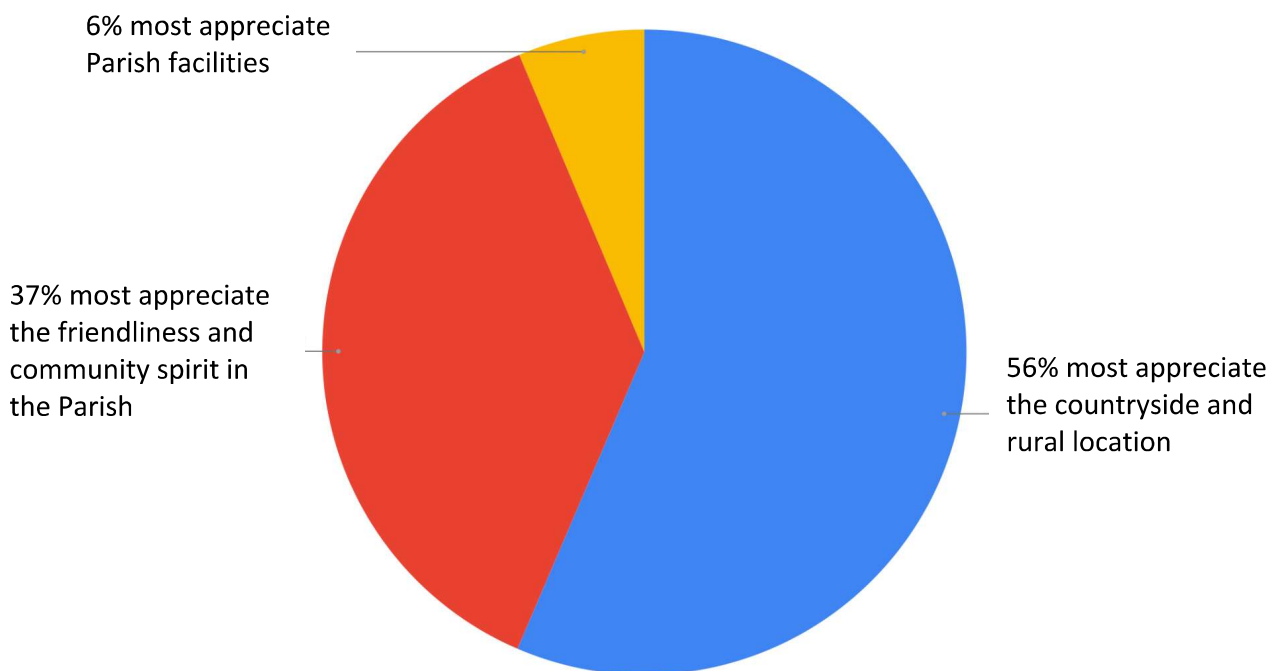


Figure 2. What people most love about living in Kempsey Parish

When analysed by age or length of time living in the parish, there was no significant difference between the words and phrases used, with “countryside”, “village” and “community” appearing across all groups.



Figure 3. Most frequent words for what people love about living in the Parish

What three wishes do people have for Kempsey?

When asked “If you had three wishes for Kempsey, what would they be?” 487 people offered free text responses and four themes emerged:

1. Improved facilities: Better bus services, a café, small shops, places to eat, a bigger school, medical facilities, community spaces, cycle routes, sporting facilities.
2. No expansion: Keep Kempsey as a village with effective road traffic management, pedestrian crossings, and no more housing.
3. Focus on community: Form stronger, positive connections between people, through fetes, clubs, events and positive communication on social media.
4. Better access to nature: Create ways to engage more with nature and keep open spaces.

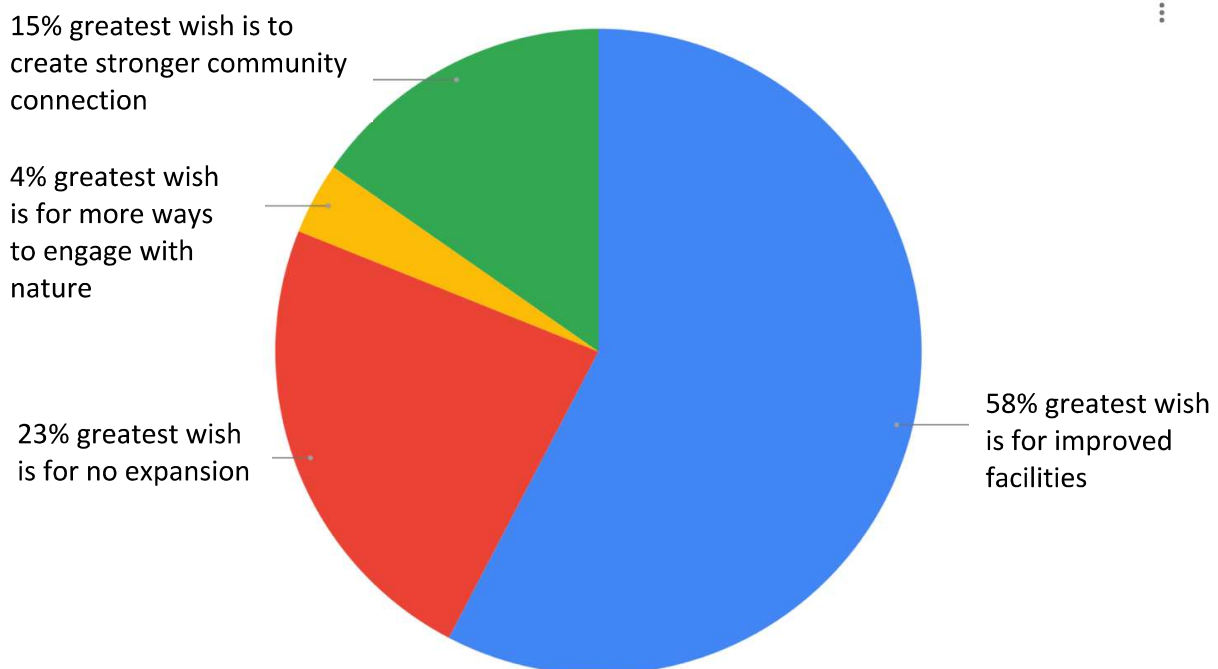


Figure 4. Survey respondents’ three wishes for Kempsey Parish

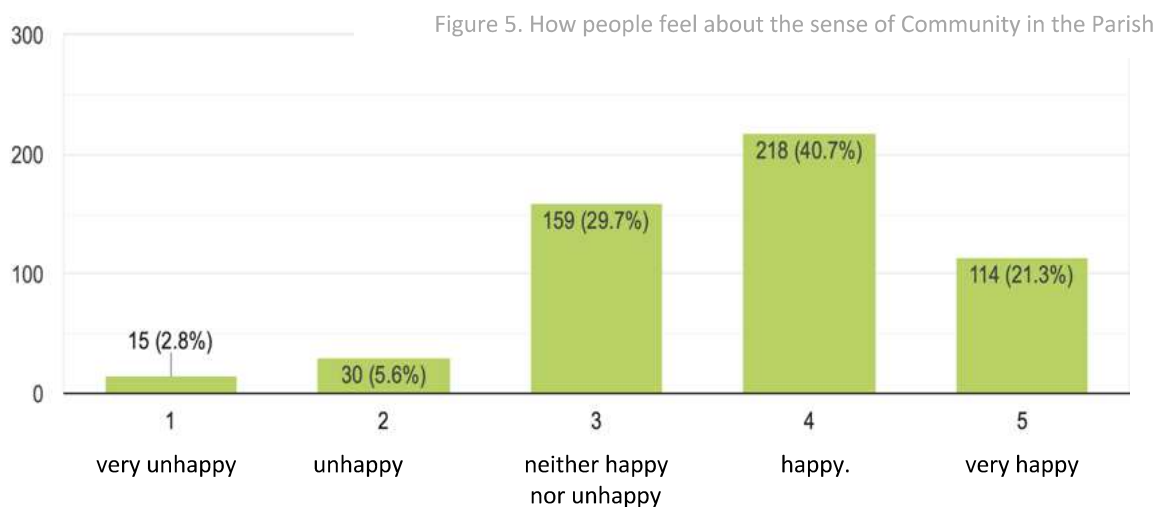
Exploring the three wishes in relation to responses across the survey, it was clear that whilst every person surveyed wanted Kempsey to stay a village (no one said they would be actively in favour of further housing), most people did want facilities to develop in the village, in terms of a wider range of amenities, like a café, village shops, better sporting facilities, improved public transport, environmental projects, more activities and events, especially where these strengthen the feeling of community.

How do people feel about where they live?

To discover how people feel about living in the parish, we asked how safe they felt, how they felt about the sense of community, and about the appearance of where they lived:

How do you feel about the sense of community in Kempsey parish?

536 people responded to the question, with 62% indicating they were “happy” or “very happy”, almost 30% offered a neutral response and 8% reported feeling “unhappy” or “very unhappy”. When analysed against the length of time people had lived in the parish, there was a significant difference, with those resident for 20 years or less scoring, on average, 4 or “happy” and those living in the parish more than 20 years scoring on average 3, indicating less satisfaction. This finding was replicated amongst those who were 55 or older feeling less happy than those under 55 living alone or with young people living at home.



How safe do you feel in Kempsey?

537 people responded to the question, with 75% feeling “safe” or “very safe” just over 20% indicating they feel neither safe nor unsafe and just over 4% suggesting they feel “unsafe” or “very unsafe”. The level of satisfaction with a sense of safety in the village was consistently high, averaging 4 or “safe” regardless of age or length of time living in the parish.

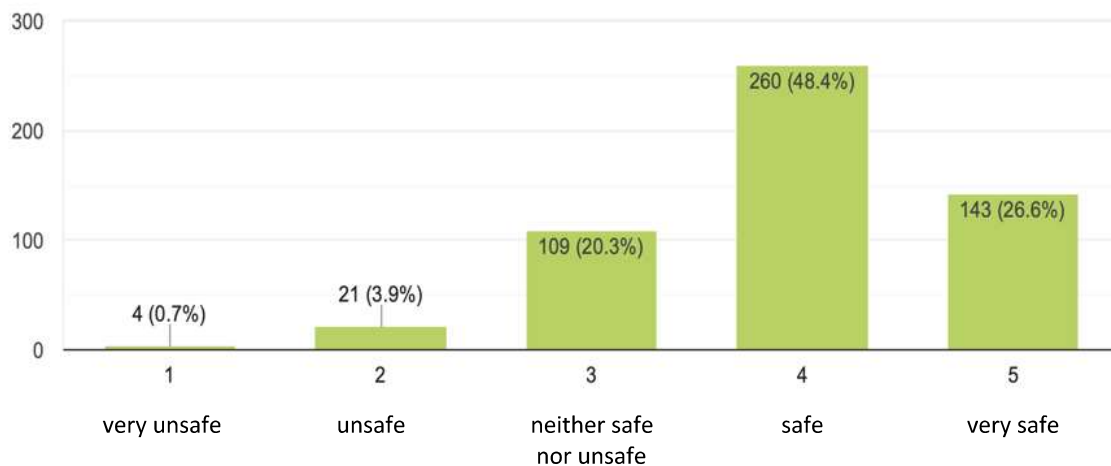


Figure 6. How safe people feel in Kempsey parish

How do you feel about the way Kempsey looks?

535 people rated their satisfaction with the way the parish looks, with 66% giving a high rating to the appearance of the village and surrounding areas, 23% and almost 11% saying they were “unhappy” or “very unhappy” with the way the village looks. Those living in the parish for the shortest time are happier than those living here the longest. Those living in the village for five years or less and those under 55 living alone or with young people living at home gave an average rating of 4, or “happy” compared with those over 55 or who have lived here more than 40 years, giving an average rating of 3, indicating they felt more divided or neutral about the way the village looks.

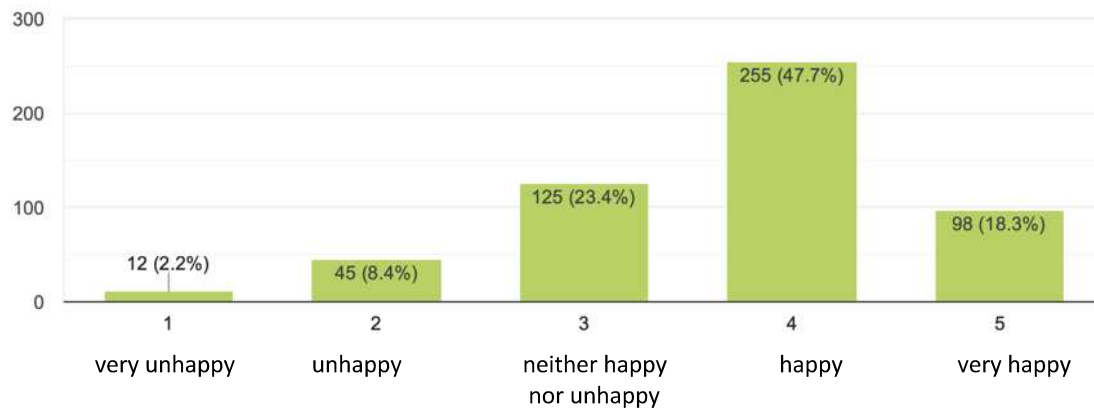


Figure 7. How happy people feel the way Kempsey looks

How do people find out what's going on in the parish?

544 people responded to the invitation to identify how they discover what's going on. All communication channels listed were used by parishioners:

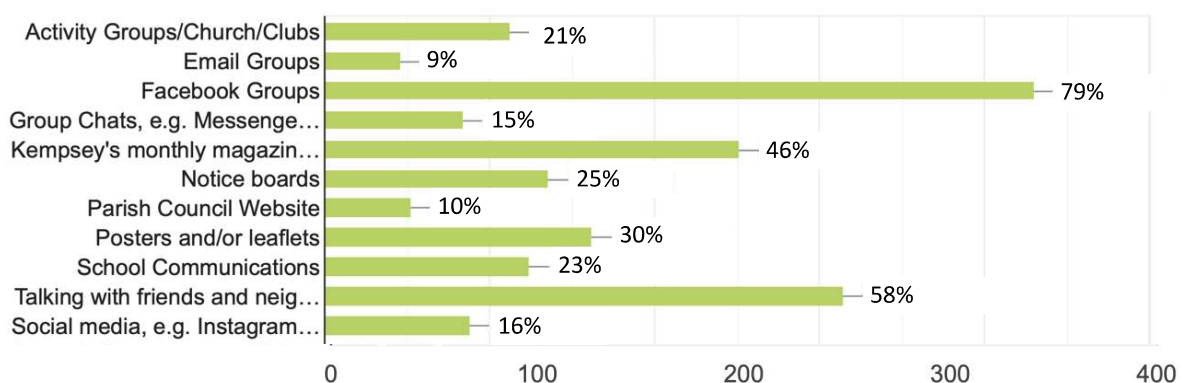


Figure 8. How people find out what's going on

1. By far the most common way to gain information is Facebook - 79%
2. Talking with friends and neighbours is the second most common channel - 58%
3. Kempsey's monthly parish magazine *K.LINKS* is the third - 46%

The school, Facebook and other social media channels featured highest amongst those newer to the village and with younger people in their households. Those living in the village much longer also mentioned Facebook, but said they rely much more on K.Links monthly magazine, notice boards, church and clubs. All groups found out what's happening through word of mouth, talking with friends and neighbours.

What clubs and activities do people enjoy?

A comparison of those who attend clubs within and outside the parish revealed that more than half the population attend clubs and activity groups outside the village once a month or more, and people travel more than once a week to clubs outside the village, compared with 56% say they never or rarely attended clubs or activities within the parish, compared with 43% who never or rarely go outside the parish for clubs and activities.

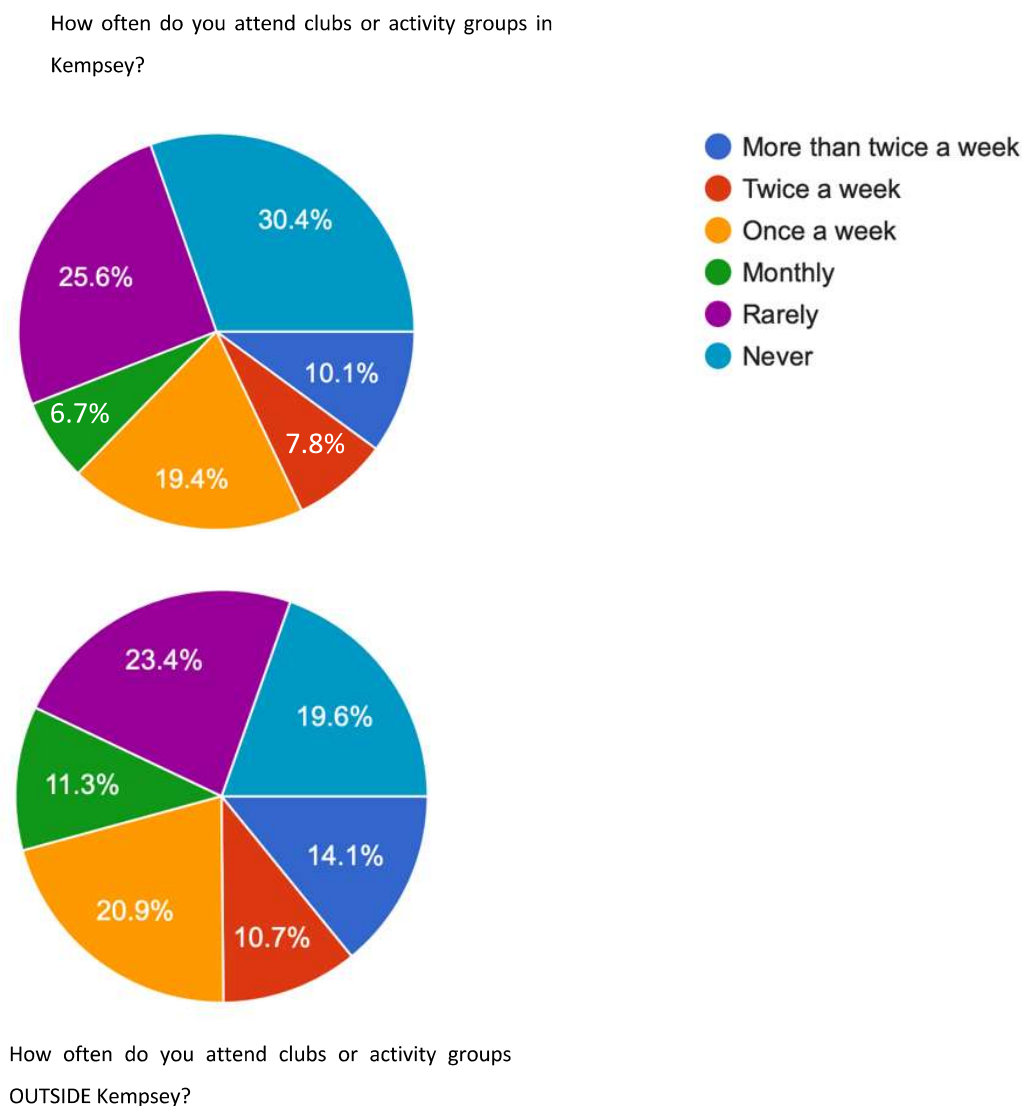


Figure 9. Comparing how often people attend activities inside and outside the parish

What clubs do you, *or would you*, attend regularly?

327 parishioners listed a vast array of clubs and activities they engage in or would do, were they held in the village, from swimming to skateboarding, art to amateur dramatics, dance and music to dog training and bee keeping (any activity listed fewer than five times, less than 1% is not labelled).

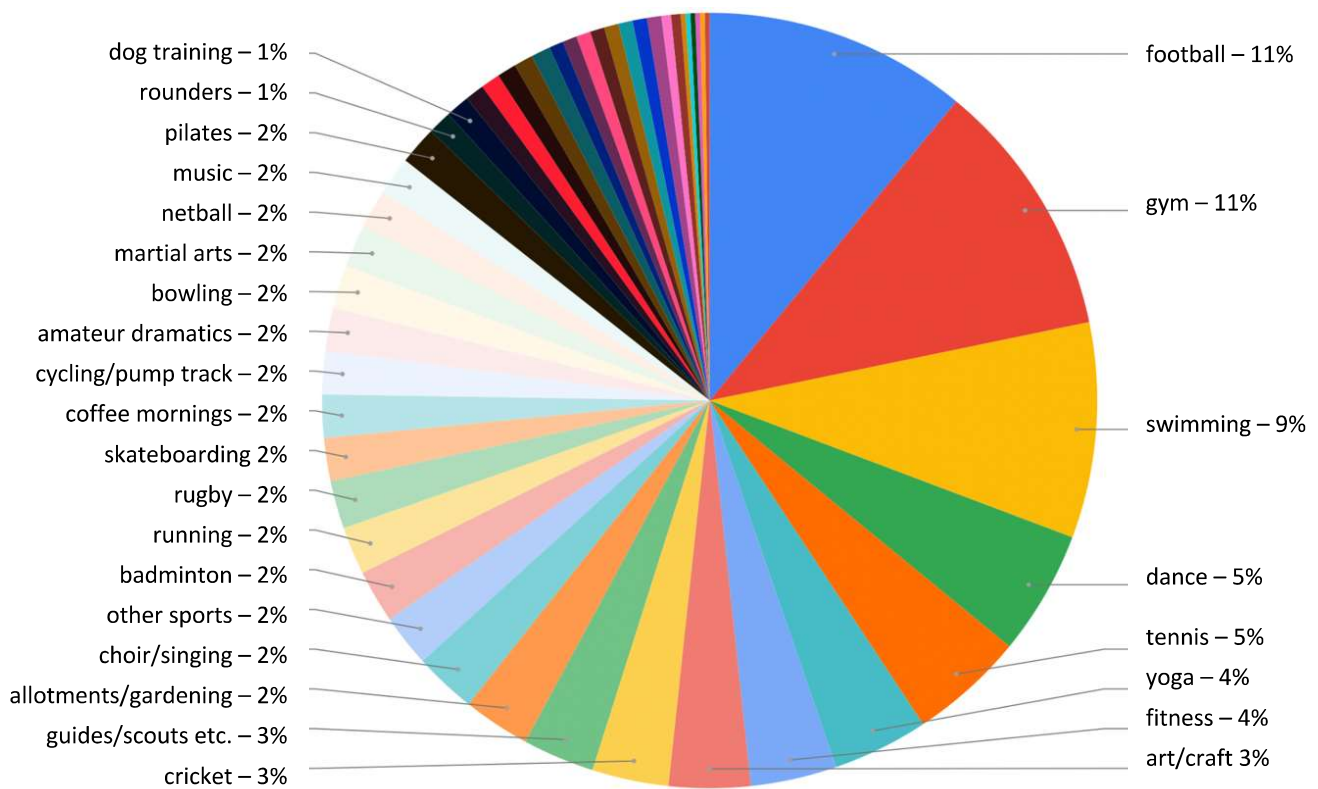


Figure 10. Activities people do or would engage in regularly in the parish

What spaces and facilities do people use regularly?

The shop, primary school and the commons (including the Hams) are the most frequently used facilities in the parish. It appears that significant numbers of people are likely never to use the school or pre-schools, the community recreational facilities and the bus services. Further exploration is needed to discover the reasons for this. The desire for improved bus services and better public transport were cited frequently in free text responses, which suggests that one reason why many people never use the services is because they don't meet the needs of the community.

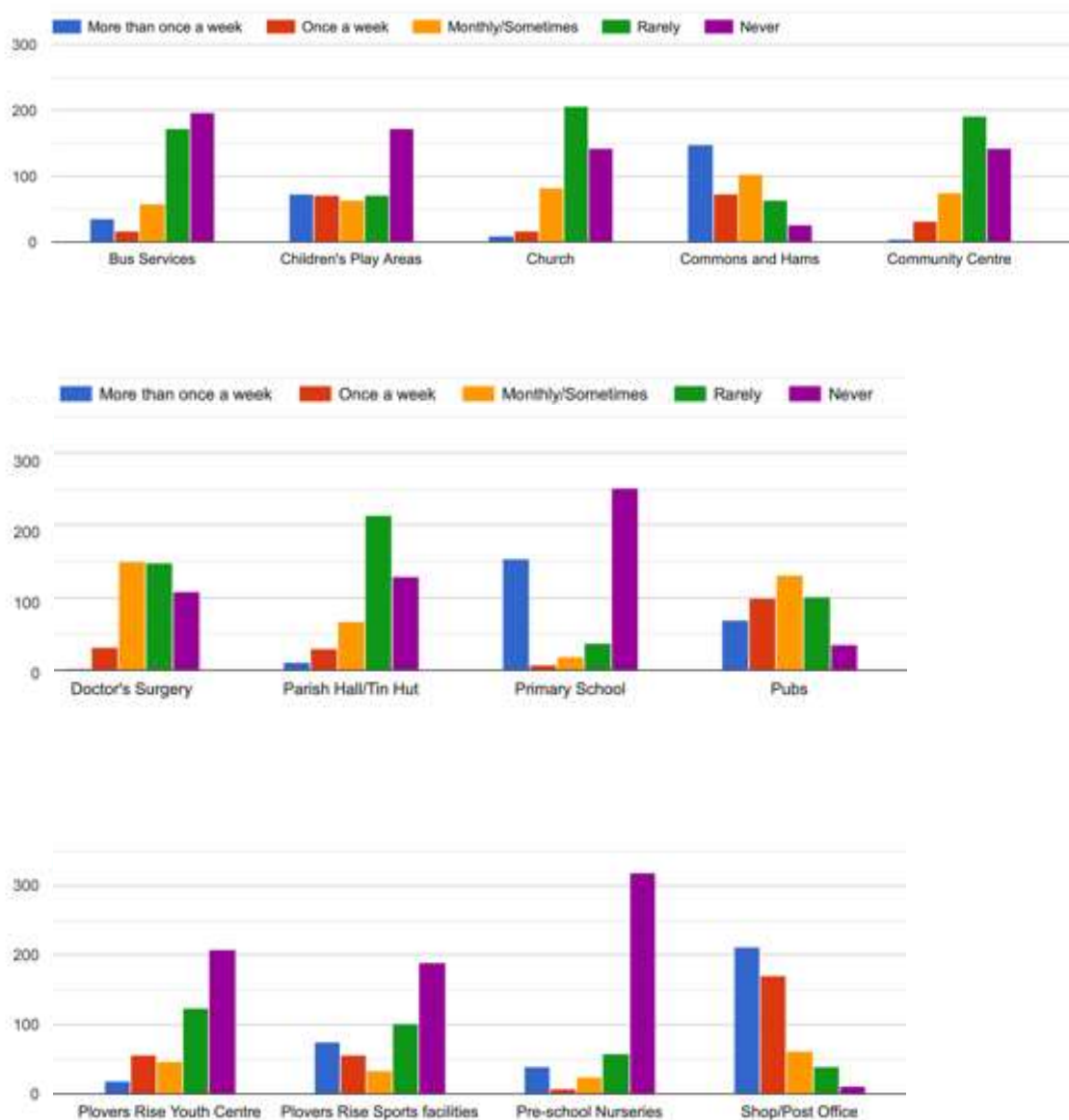


Figure 11. How regularly people use facilities in the parish

What facilities do, or would, people use regularly?

The ultimate purpose of every facility, space, event or club offered in the parish is to support people's well-being. People of different ages and at different stages of life will inevitably have differing priorities. Here are the priorities of the people of Kempsey parish.

When asked what facilities parishioners use, or would use, regularly, if available:

- The most requested facility by far was a café, closely followed by shops.
- The next cluster of requests included a swimming pool, dentist, pharmacy, gym and park.
- The third cluster included health care facilities, facilities for children and teenagers, and specifically a playground for children.
- The fourth cluster of facilities that were popular, with more than 100 responses each, were a bar, a function room with catering, cycle track/BMX/pump track.
- Next, in the high 90 suggestions came a list of sports facilities, with badminton top of the list, followed by football, skate park, allotments and tennis courts and soft-play for children.

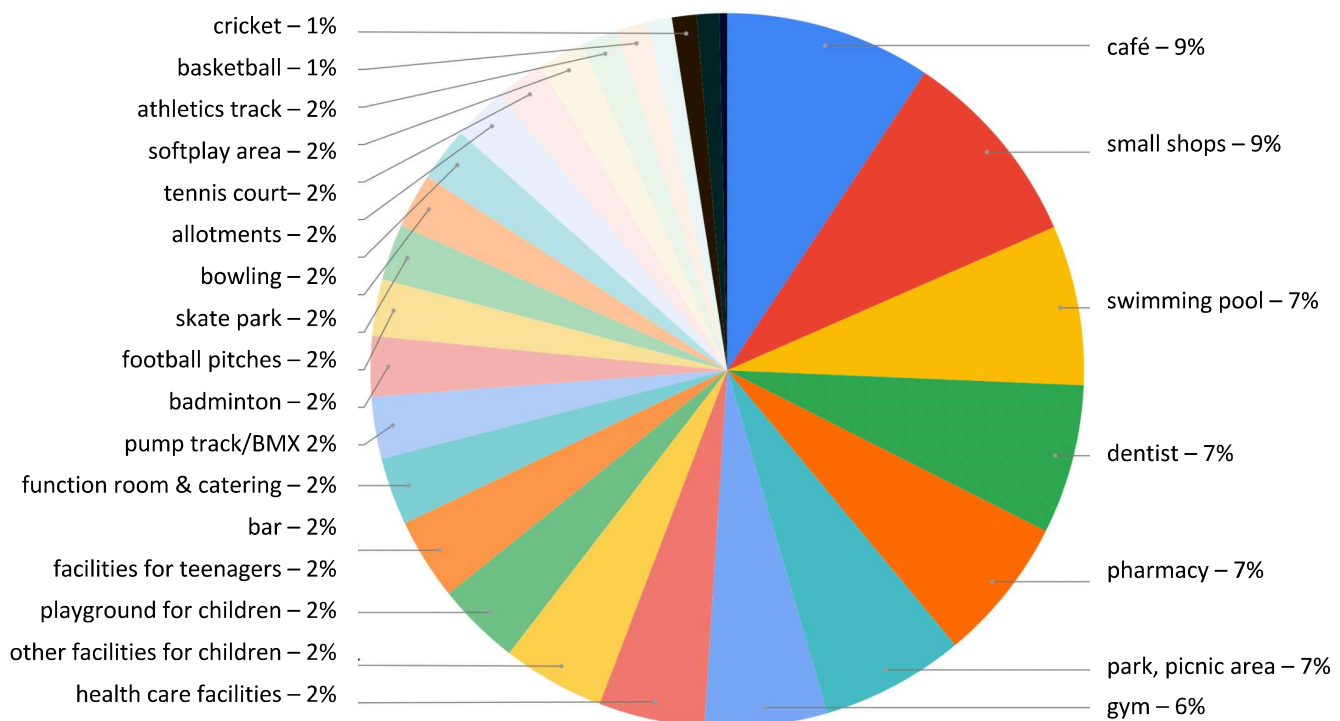


Figure 12. Facilities people do or would use regularly

Further text suggestions:

- Four people indicated they regularly used, or would use, footpaths and walkways, including a picnic area, nature trail and designated dog-walking areas.
- Four people talked about making more use of the river, including fishing, sailing, boating and other river activities.
- Two wanted more cycle paths around the village and a cycle track to Worcester.
- Two people mentioned a desire for increased woodlands, orchards, wildflower meadows, ecological enhancement of existing green spaces, a rewilding area, and transition town activities.
- Two people suggested table tennis facilities, perhaps using concrete table tennis tables, like the ones in Ghulevelt Park.
- Two people added squash courts to their desired list of sporting facilities and one mentioned a parkour obstacle course.
- Three indicated they wanted better quality restaurants or local take aways.
- Facilities for children with disabilities and special educational needs was raised by two respondents as well as better parking for the school.
- One respondent suggested public toilets would be a useful facility.

What local events would people like to see?

508 people responded to the question about what local events they would like to see or be involved in:

1. The most popular were seasonal events, festivals like Kempsey Carnival and music events,
2. Followed by sporting events, charitable events, theatre and historical events.
3. Dance events, talks and art exhibitions were the next most popular cluster.
4. Fourth were cultural, literary, fashion and religious events.
5. Other free-text suggestions include food events, a cinema, gardening and *Best Kept Village* competition.

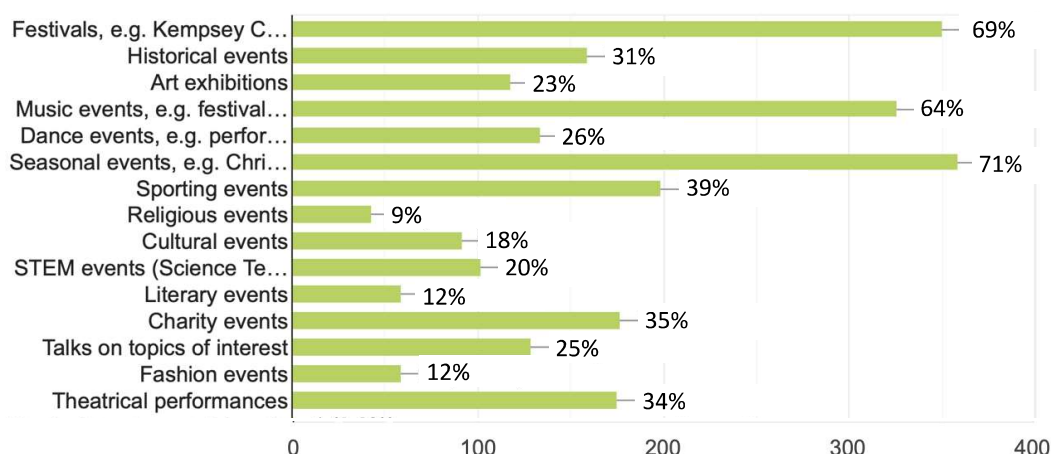


Figure 13. Local events people would like to see

How can Kempsey meet environmental goals?

531 people responded to the question about how to meet environmental goals, with:

1. improvements in public transport, local farmers' markets and tree-planting projects most popular,
2. followed by renewable energy projects, rewilding, food purchasing, community transport and car share schemes.

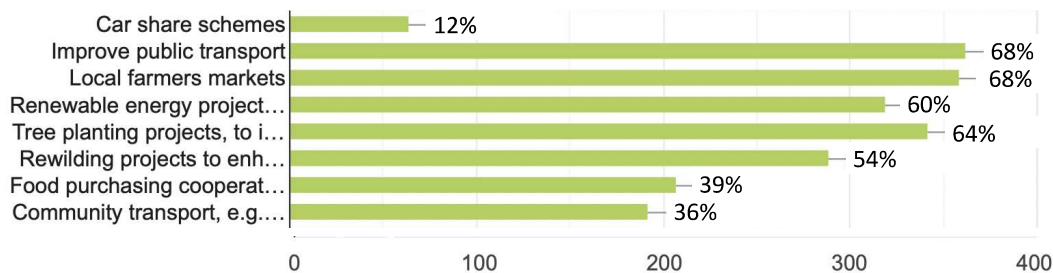


Figure 14. Environmental initiatives people would like to see

What changes do people NOT want?

Expansion

An unprecedented and highly significant 277 people volunteered comments, making clear their desire to have no more expansion of the village. Not one single person wrote anything in favour of village expansion.

“ *We do not want more houses
We do not want to merge with Worcester or its suburbs
We need to keep the significant gap.* ”

The primary reasons given were the loss of green space, especially between Kempsey and Worcester City and any further building that would be outside the previously agreed development boundary or might cause flooding. These reasons were voluntarily raised as potential issues by 42 respondents:

“ *I would NOT like to see the loss of more countryside, farmland and green space to development. loss of the significant gap... I wouldn't like to see the industrial sites expanding too much into the rural and domestic areas.... [or] Private impingement of common land and river access.* ”

Any building work or decision taken that stop the current Flood Protection Barrier working successfully i.e. seeing the village flooded again. Climate change will bring higher river levels.

The second most common reason given for not expanding was that neither existing infrastructure nor facilities could accommodate more people:

“ *I do not want to see green field development that is just housing, i.e. we must demand facilities and amenities are built or funded from S106 funds.*

Yet more housing estates being built in totally unsuitable areas where the roads and traffic are already overloaded, and speed restrictions are being blatantly abused.

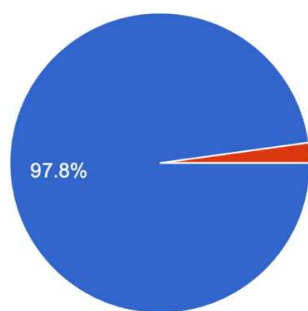
More houses built without large scale improvements in social infrastructure We don't need more houses we need places for people to work to save them having to travel

More houses without improving local services from health services to lifestyle services. There is no more room for more people. Becoming a huge estate with no infrastructure will eventually remove a sense of community. ”

How can we be sure we represent everyone's views?

The survey represents the views of the people of Kempsey parish. 552 people completed the survey, between April and November 2022, mostly online. 98% from people with verified postcodes within Kempsey parish, including Baynhall, Kerswell Green, Stonehall, Green Street, Broomhall and Clerkenleap. Quantitative and qualitative findings have been presented and analysed at two points during the course of the survey, using charts and thematic analysis, grouping free text comments into themes. The findings have been broadly consistent throughout, indicating that we can reach robust conclusions.

The Malvern Hills District Council Housing Needs Survey 2020 received 22 responses from residents of Kempsey and a previous survey, undertaken by the Parish Council in 2014 had 48 responses from villagers. **With a very much higher response rate, the Parish Council 2022 survey represents the most significant study of people's views in the Kempsey area that we know of.**



In order to elicit the greatest number of responses, the survey included mainly optional questions. The only compulsory questions were those verifying people's demographics, including location and age.

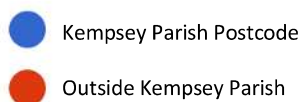


Figure 15. Proportion of survey respondents with postcodes within the parish.

Kempsey's population of 4358 people (2021 Census) has grown rapidly, with new developments, housing 1289 more residents than 20 years ago. Survey respondents include both newer and older members of the village, ranging from those who have lived in the Kempsey area from less than two years to more than 50, with the majority - 54% living in the village 10 years or less.

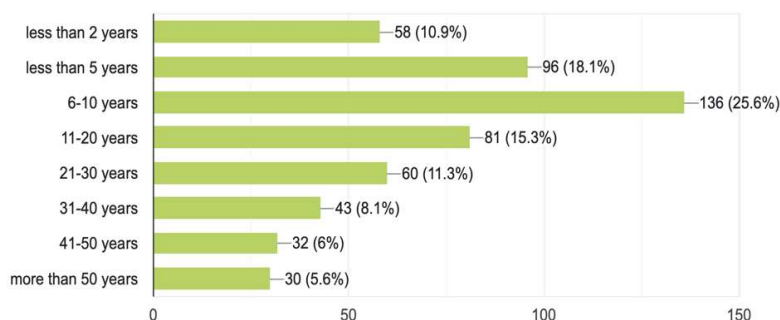


Figure 16. How long have survey respondents lived in the parish?

The age profile of respondents broadly represents parish demographics, with somewhat higher representation from households with young people.

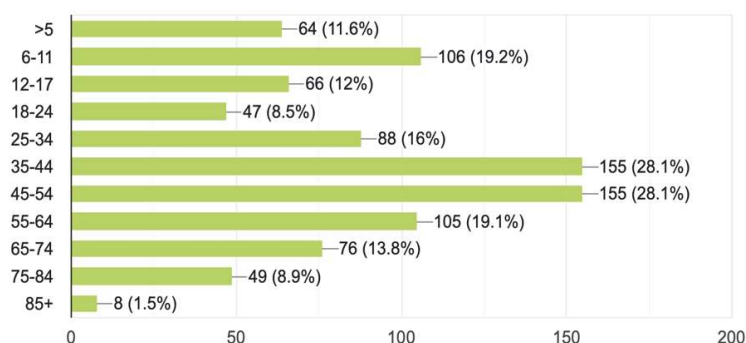


Figure 17. How old are survey respondents and those living in their households?

Comparing the survey respondents with the demographics of the local area, shows broad similarities, suggesting survey respondents are representative of the local population.

According to 2021 Census data, 53 % of the entire Kempsey parish population identify as female and 48% identify as male. 444 survey respondents indicated their gender, with 62% (276) identifying as female, 38% (167) as male, and one person identifying as non-binary.

Kempsey Parish Council is committed to increasing diversity and inclusion and we want to ensure that every voice is heard. This survey forms part of a wider Kempsey Parish Council community consultation, and there will be further opportunities, through focus groups and open meetings, for everyone in the parish to express their views.

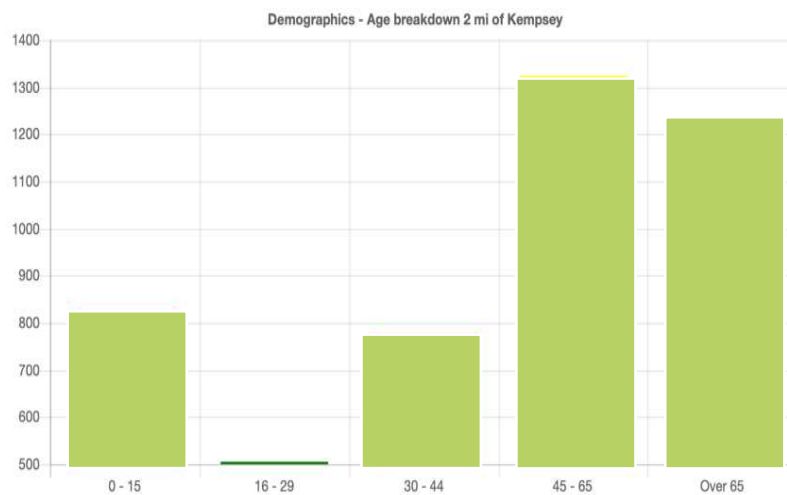


Figure 18. Parish demographics 2020, cited in *distantias.com*