

Love's Farm community survey 2017-18

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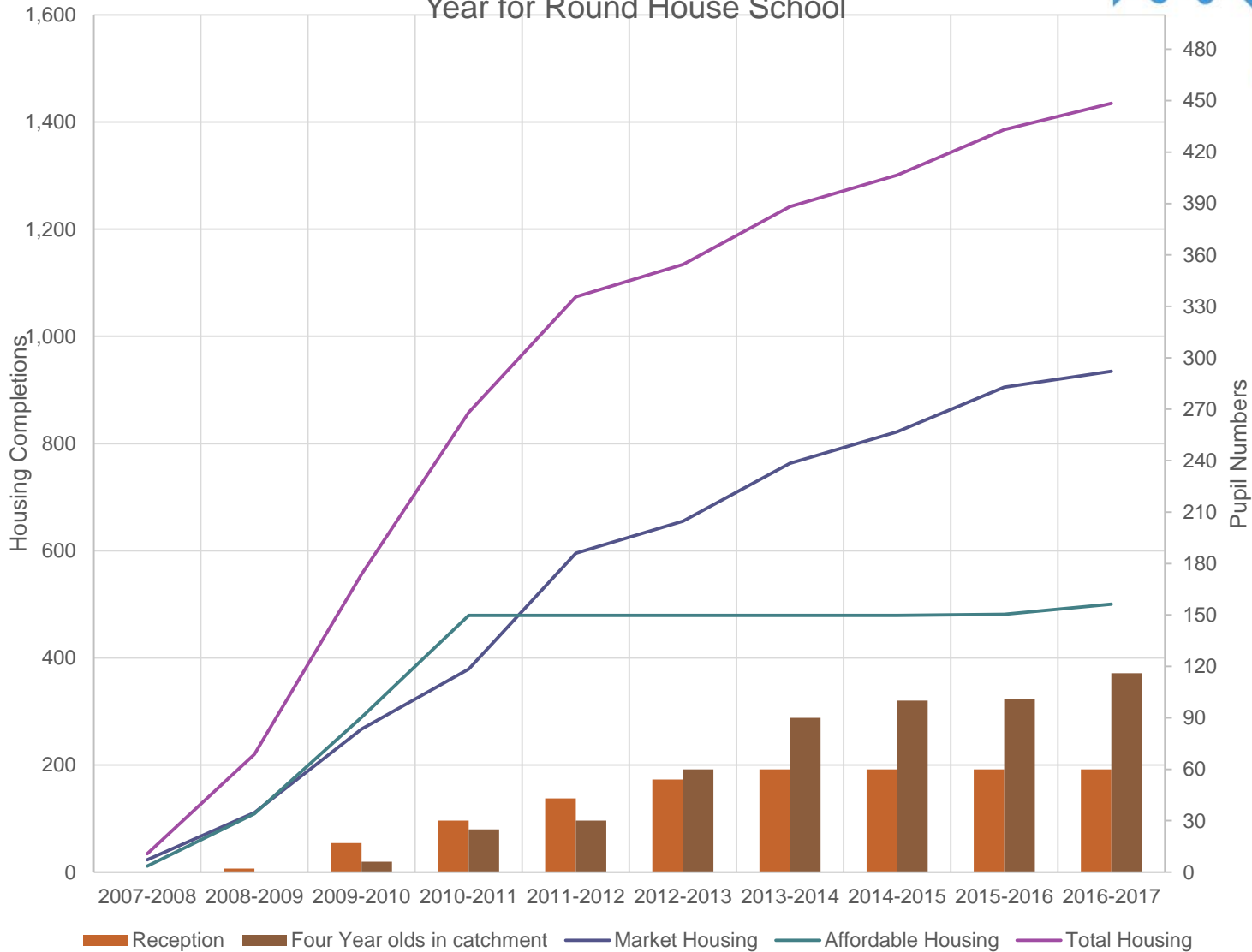
21st February 2018

Love's Farm development – background

- The original outline permission (H/01550/01) was for 1,250 dwellings, 362 affordable and 888 market (28.96% affordable)
- Section 106 negotiations secured site and funding for a 2 form of entry school
- 2017 position is 1,435 dwellings, 500 affordable and 935 market (34.8% affordable)
- Settlement has 15% more housing. 5% increase in market homes and a 38% increase in affordable



Loves Farm - Building Trend and Pupil Numbers in the Reception Year for Round House School



Love's Farm community survey



- ◆ 1,440 dwellings sent survey, late October 2017
 - ◆ Follow-up sent to targeted 425 dwellings in affordable / social housing sector January 2018
- ◆ Asked about
 - ◆ Where people moved from
 - ◆ Their current home and household structure
 - ◆ Where they work and shop

Responses

◆ 28% response rate (407)

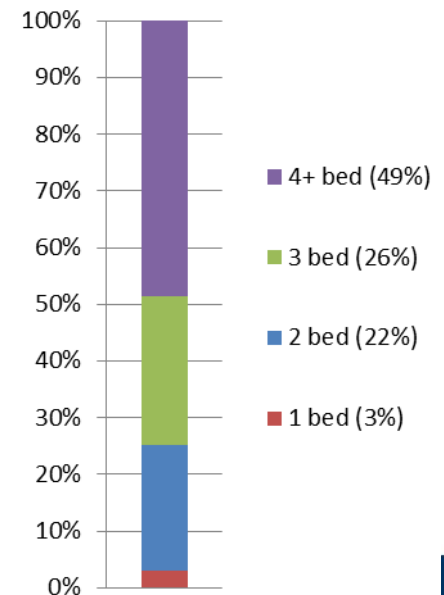
- ◆ of which 36% responded online, 64% paper
 - ◆ 400 responses analysed,
 - ◆ 24% from affordable / social housing sector

No. of bedrooms	Love's Farm total dwellings*	Total no. of responses^	Response rate %
1	60	12	20
2	441	88	20
3	422	105	25
4+	460	193	42
Market	940	304	32
Affordable / Social	500	96	19

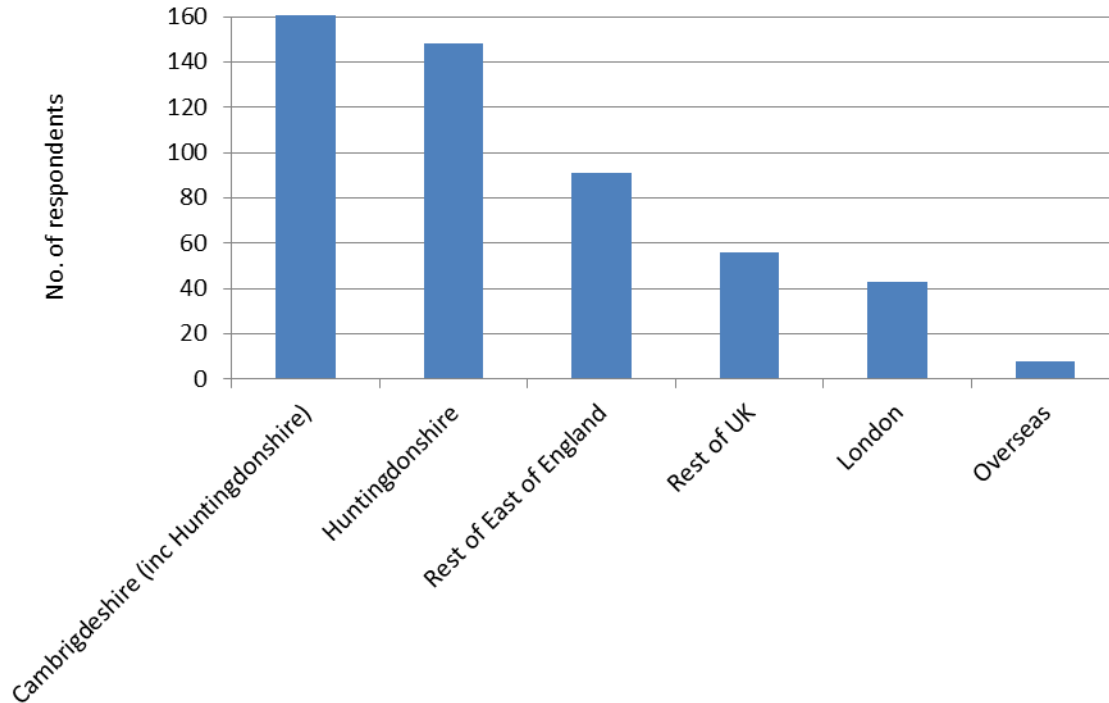
* Completions at 31/03/17, where dwelling size known

^ 2 households did not provide dwelling size data

% of total responses by dwelling size



Where do people move from?



Based on 395 responses

Moves from Cambridgeshire (total 195)

District	% of total
Huntingdonshire	75
Cambridge	14
South Cambridgeshire	8
East Cambridgeshire	1
Fenland	1
Total	100

Moves from rest of East of England (total 91)

Bedfordshire	38
Hertfordshire	33
Essex	13
Peterborough	5
Lincolnshire	4
Suffolk	3
Buckinghamshire	1
Norfolk	1

Why do people move to Love's Farm?



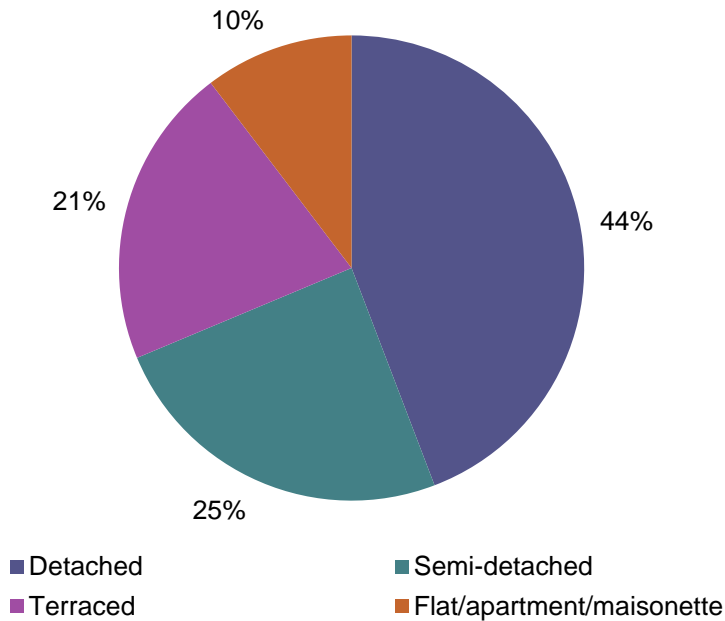
“Push” factors

- ◆ To move to a larger or smaller home
- ◆ Wanting to set up own home
- ◆ To be nearer family / friends
- ◆ To move nearer to work/ new job

“Pull” factors

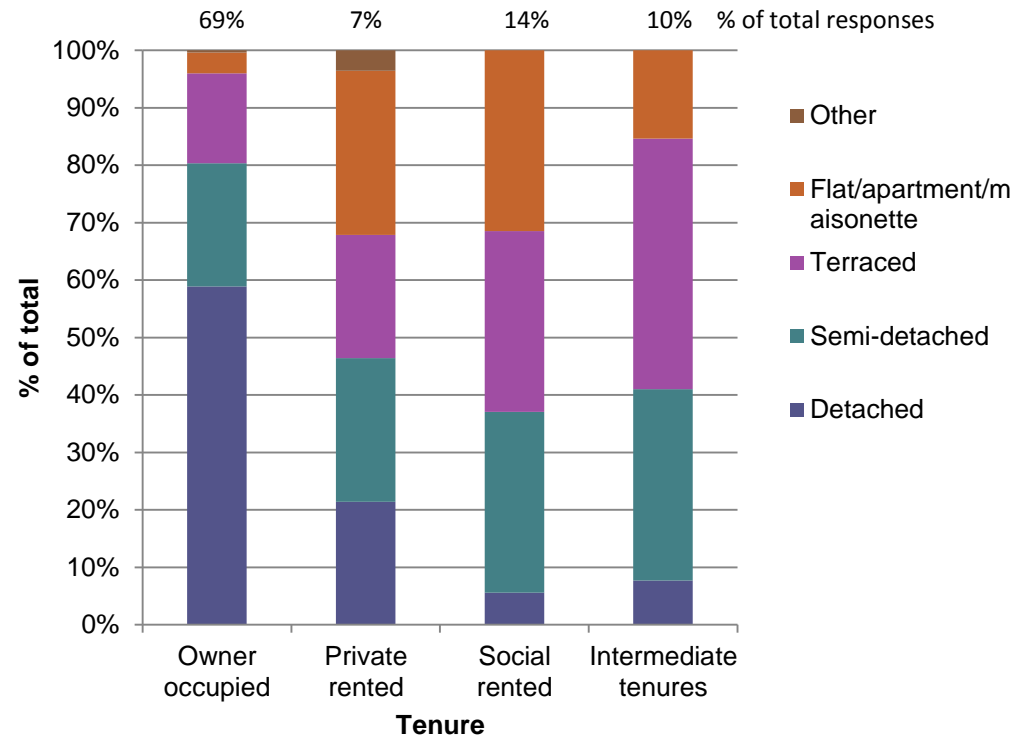
- ◆ Design/appearance of property/development
- ◆ Better public transport than other places in the area
- ◆ Like the idea of living in a new development
- ◆ Price/ affordability compared to neighbouring areas

Property type and tenure



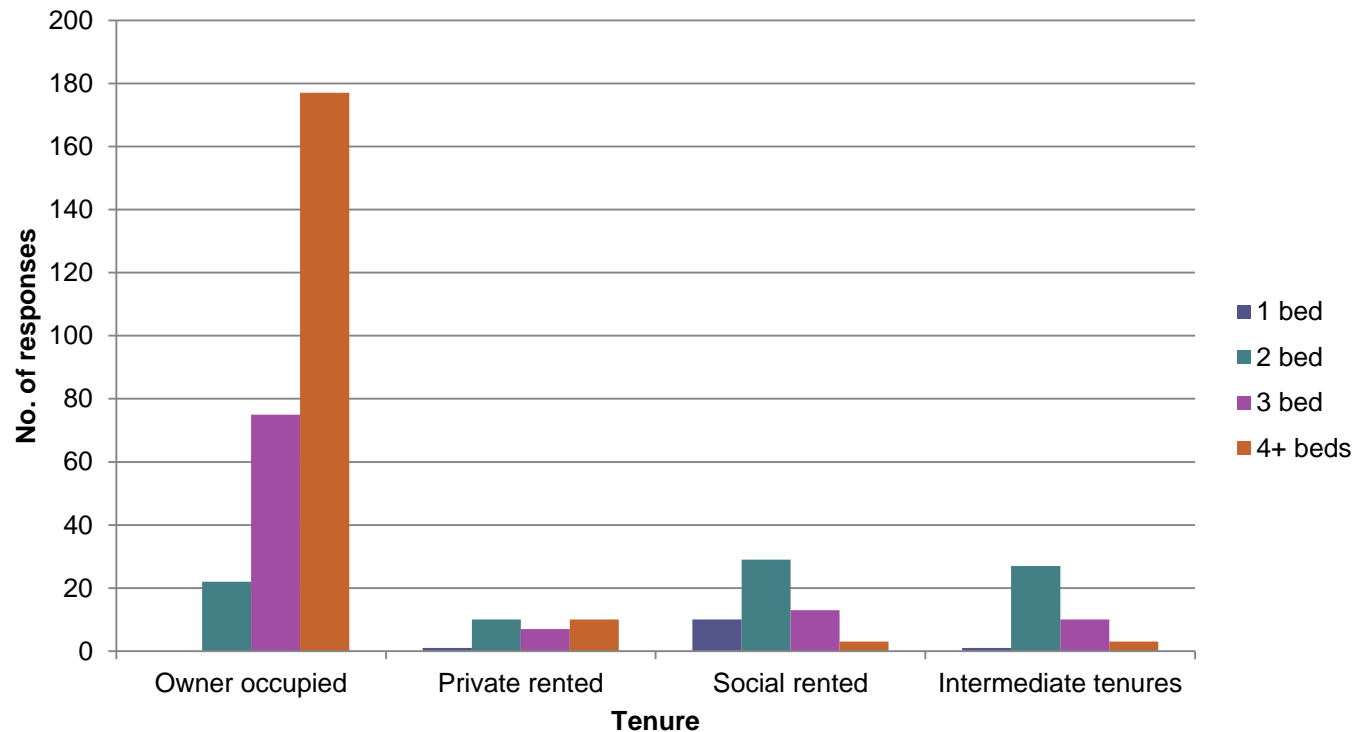
Property Type	No. of Responses
Detached	175
Semi-detached	97
Terraced	83
Flat/apartment/maisonette	41

Excludes Other, Based on 397 responses



Other includes town houses, mews houses

Number of bedrooms by tenure

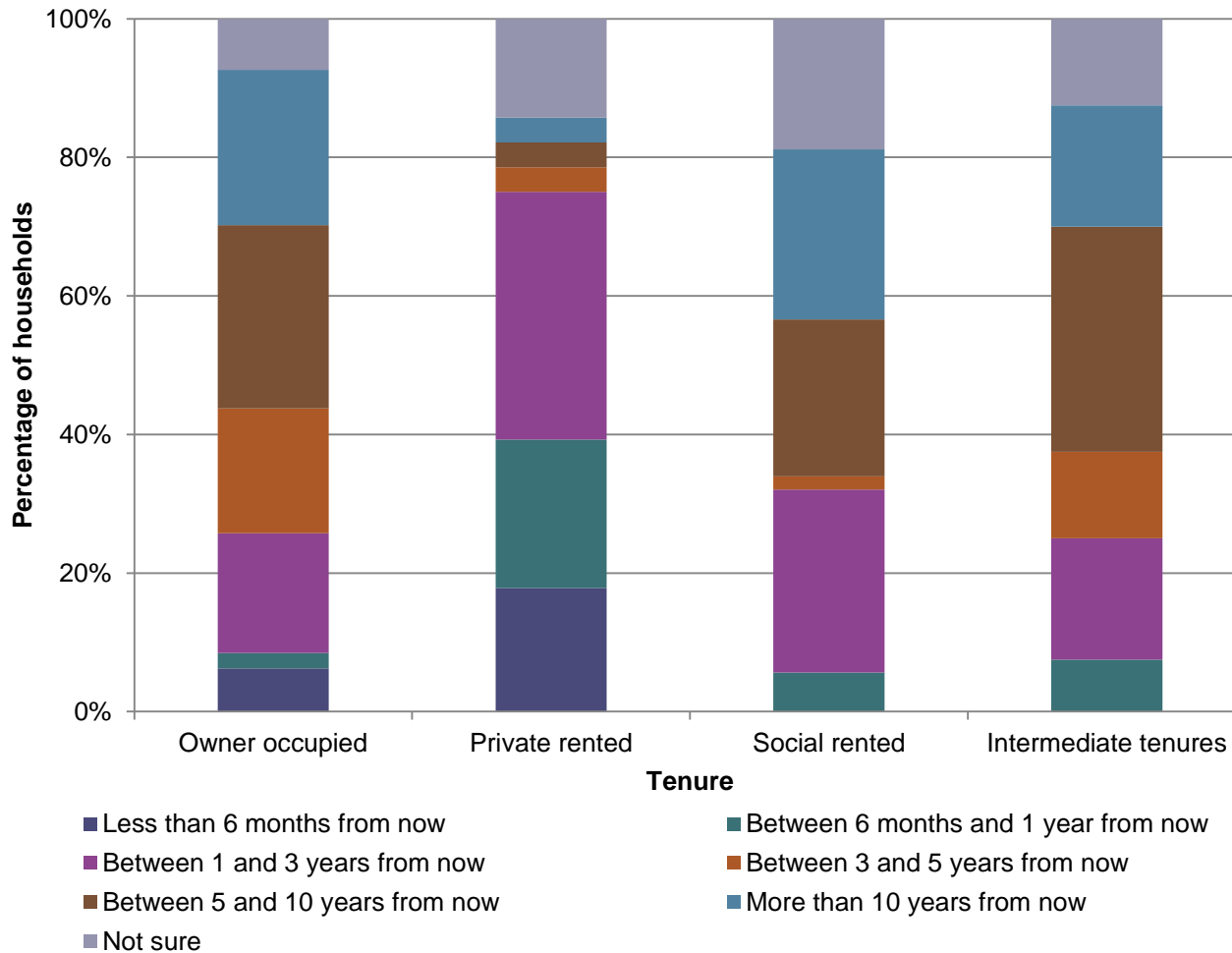


Moves between tenures

From: Previous tenure	To: Current tenure					
	Owner occupied	Private rented	Social rented	Intermediate tenures	Other	Total
Owner occupied	173	<5	5	8	<5	190
Private rented	80	18	20	13	<5	130
Social rented	<5		16	<5		25
Intermediate tenures	5	<5	<5	<5		10
Living with parents / family	13	6	8	12		40
Other	<5		5	<5		
Total	280	30	55	40		400

Other includes temporary accommodation, living with friends, key worker
Totals rounded to nearest 5

How long do people intend to stay at their current address?



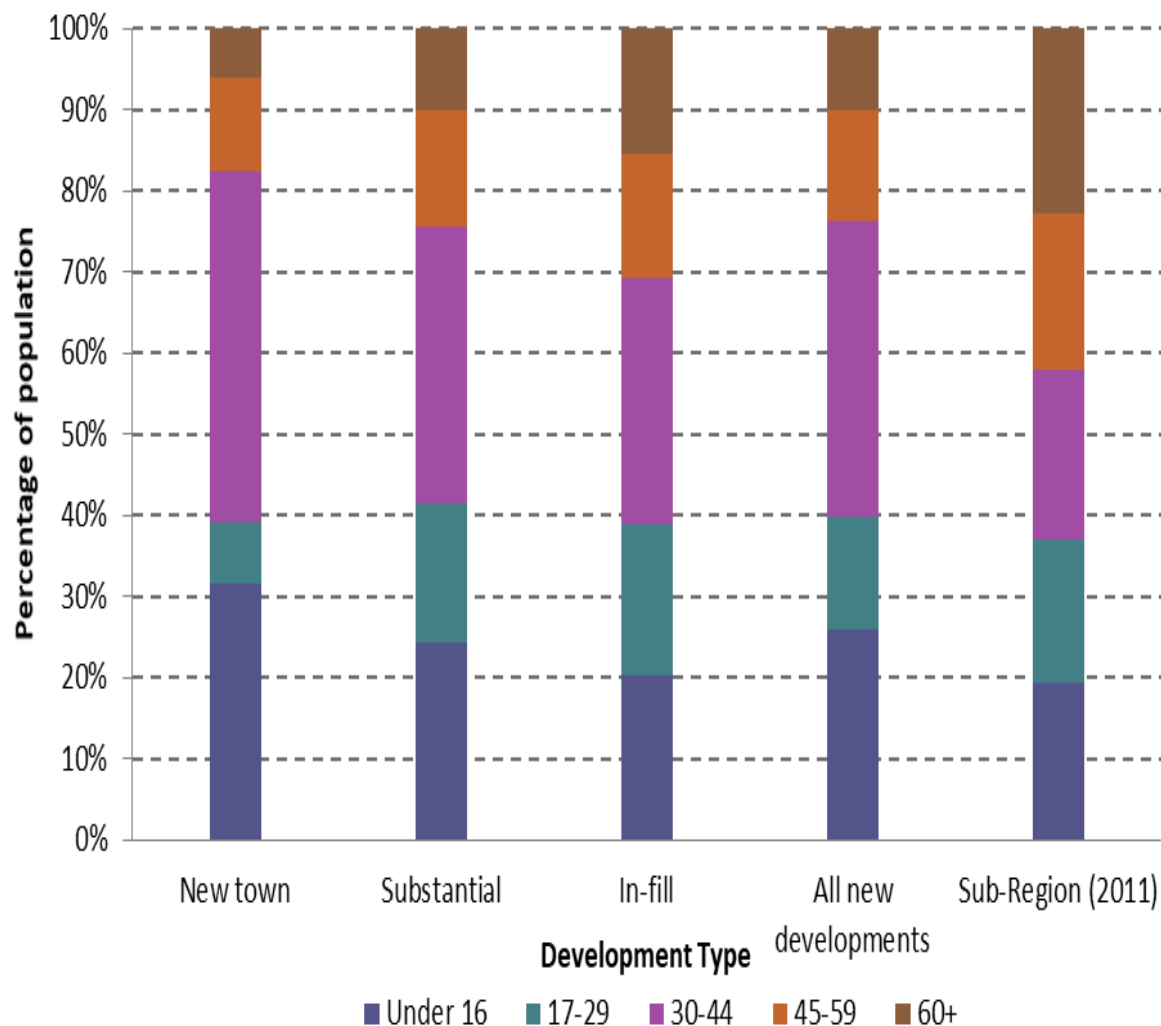
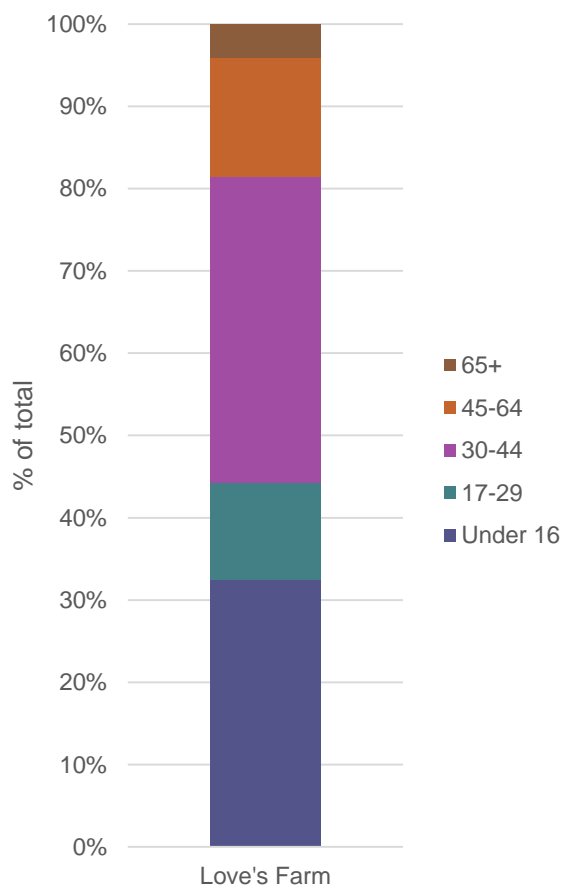
Age structure of Love's Farm community

Age Range	Total*	% of total
0-4 yrs	170	16%
5-11 yrs	140	13%
12-16 yrs	40	4%
17-24 yrs	50	5%
25-44 yrs	490	45%
45-64 yrs	160	15%
65 yrs +	45	4%

- ◆ A third of the population is under 17 years
- ◆ There is a high proportion of working age population, especially 25-44 yrs

* Rounded to nearest 5



Population age structure by development type, Love's Farm compared to 2006-12 surveys



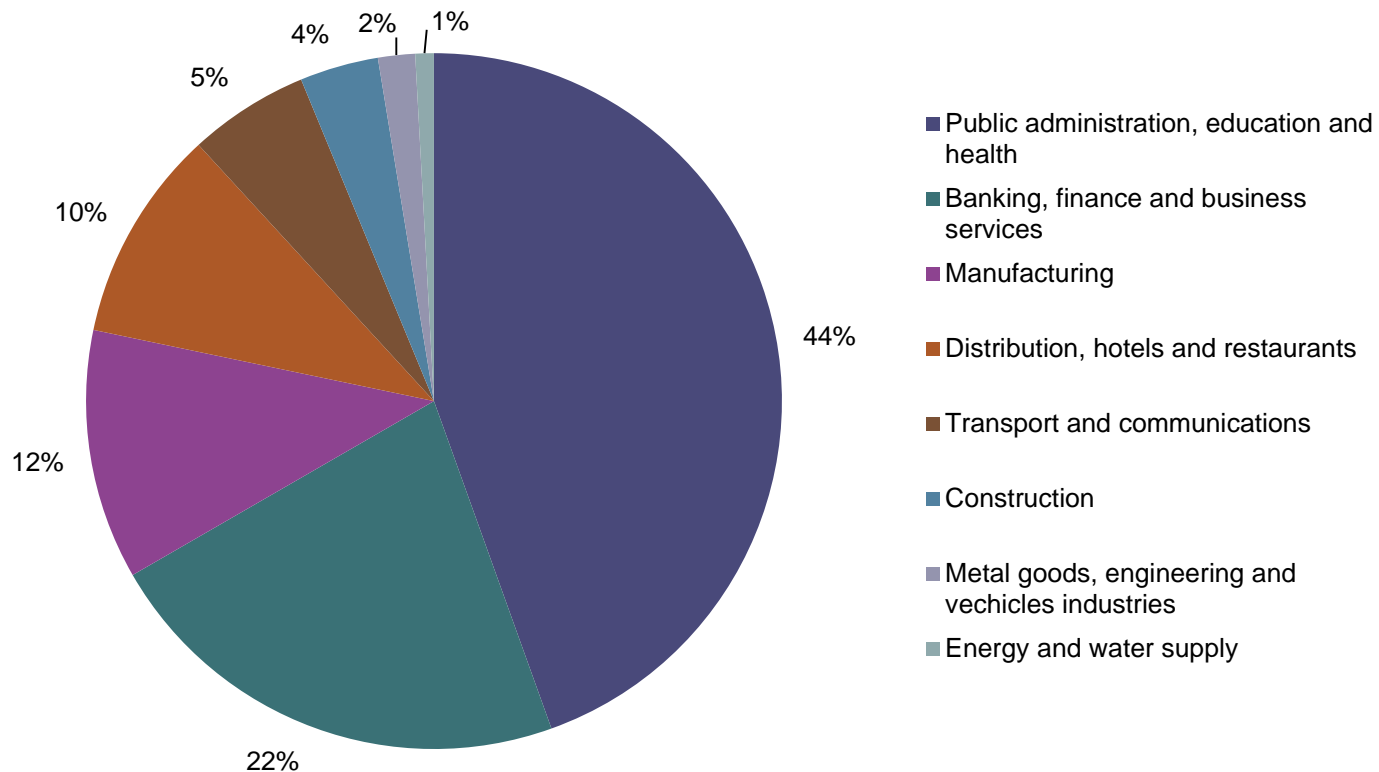
Children - comparison with pupil multipliers

◆ Average occupancy:

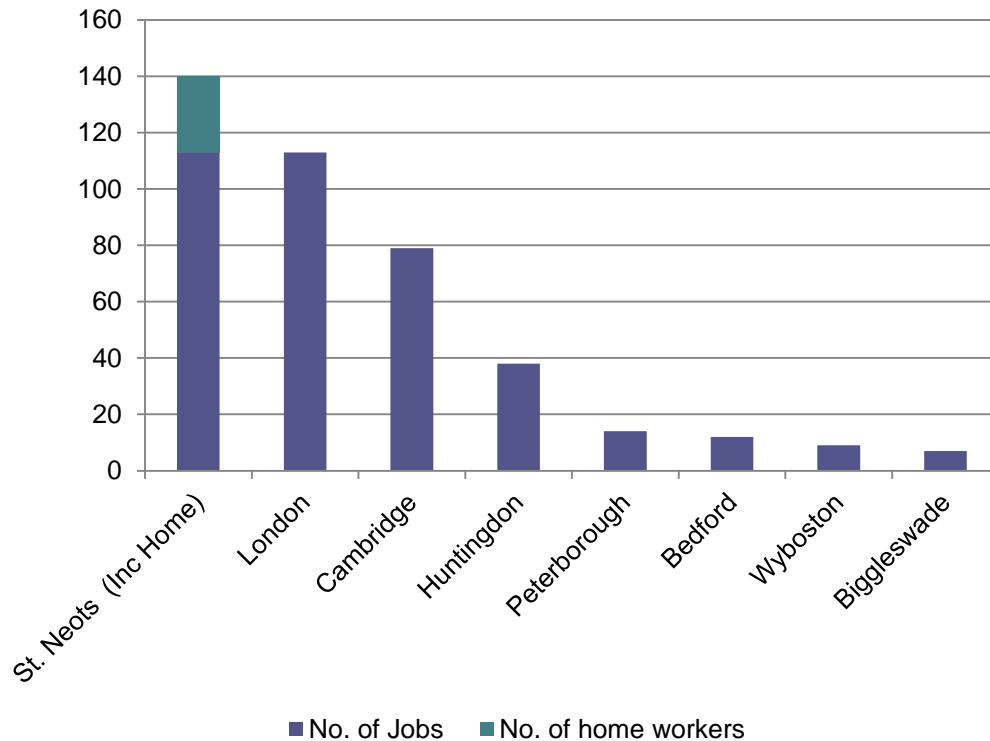
- ◆ Love's Farm survey: 0-17 yrs 0.94 per dwelling, 18 yrs + 1.89 per dwelling
- ◆ St. Neots Census 2011: 0-17 yrs 0.5 per dwelling, 18 yrs + 1.82 per dwelling

Age Range	Love's Farm survey	2018 pupil multipliers	2015 pupil multipliers	Previous pupil multipliers	2006-12 Surveys
0-3 yrs	33	20-30	20-30 	18-25	23
4-10 yrs	42	30-40 	25-35	25-35	27
11-15 yrs	11	18-25	18-25	18-25	14

Industries of employment



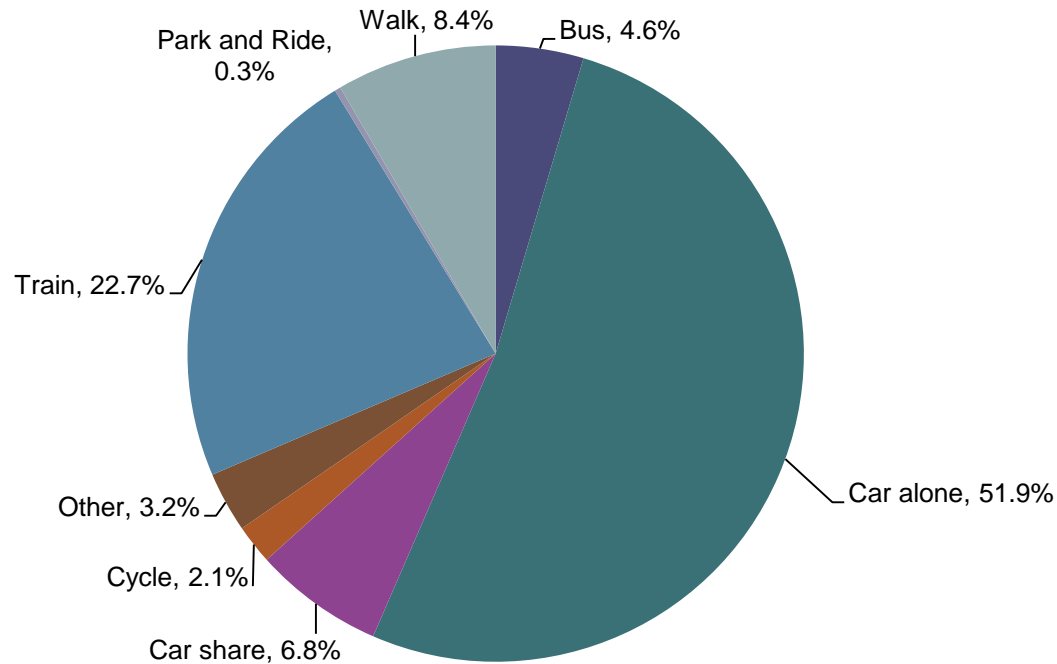
Where do people work?



Employment in St. Neots	% of total*
Full-time	65
Part-time	28
Self-employed	7

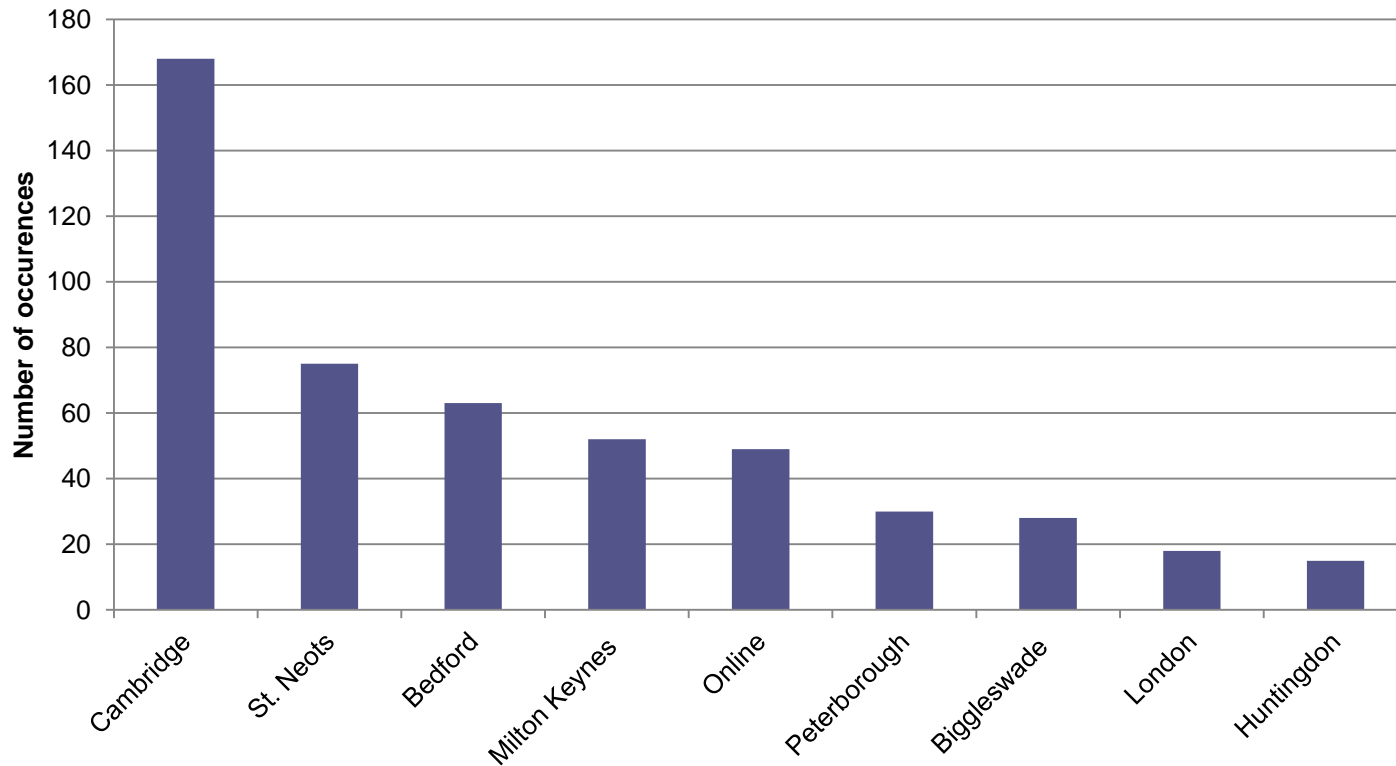
*Total 113 jobs, excluding home workers

How do you travel to work?



Mode of transport used for majority of journey
Other includes vans, motorbikes etc.
337 households responded

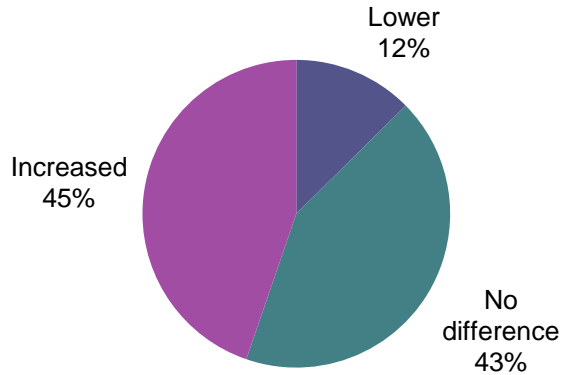
Non-food shopping



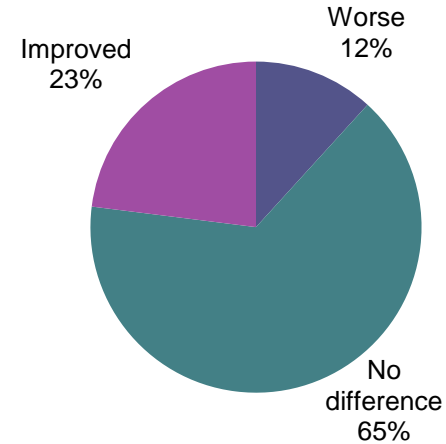
386 households responded, many listed multiple locations

Views on living on Love's Farm

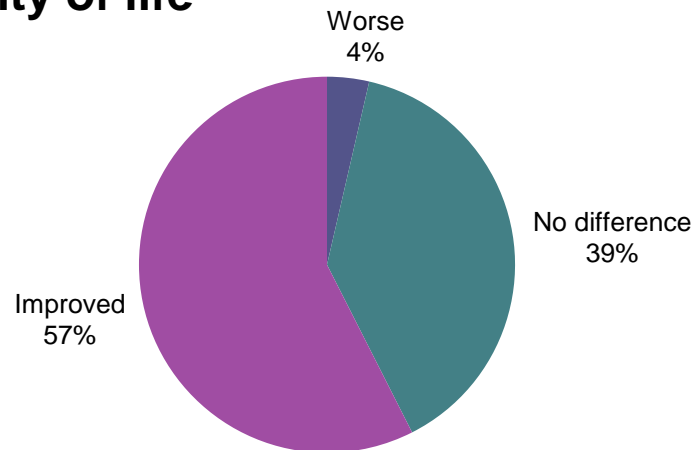
Physical activity



Health



Quality of life



Further details

- ◆ The final report will be published alongside the housing research on Cambridgeshire Insight:
- ◆ <https://cambridgeshireinsight.org.uk/housing/priority-themes/new-homes-communities/>
- 🐦 CambsInsight