

Love's Farm community survey, 2017-18

Cambridgeshire County Council
Research Group, 17th April 2018



Love's Farm community survey - background

◆ Pilot survey:

- ◆ prior to a renewed programme of surveys beginning in 2018
- ◆ to follow up on the previous surveys undertaken between 2006 and 2012
 - ◆ including 7 sites in Huntingdonshire 2007
- ◆ Love's Farm chosen as pilot:
 - ◆ settlement larger than original permission
 - school place capacity
 - ◆ 10 years since first homes built and occupied

The survey

- ◆ 1,440 dwellings sent survey, late October 2017
 - ◆ Postal survey with option for paper returns or online entries
 - ◆ Reminder sent to targeted 425 dwellings in affordable / social housing sector January 2018
- ◆ 28% response rate (407)
 - ◆ of which 36% responded online, 64% paper
 - ◆ 400 responses analysed
 - ◆ 24% from affordable / social housing sector

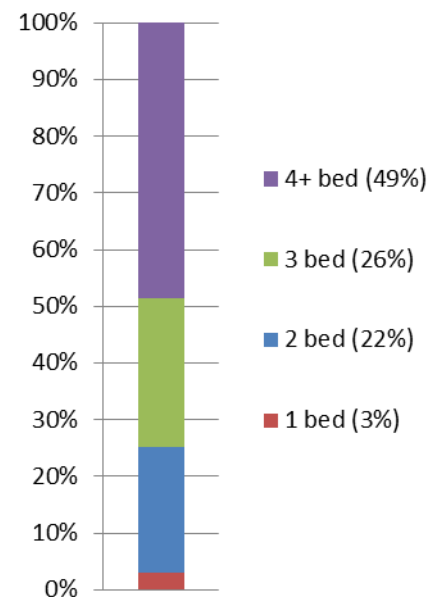
Responses

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



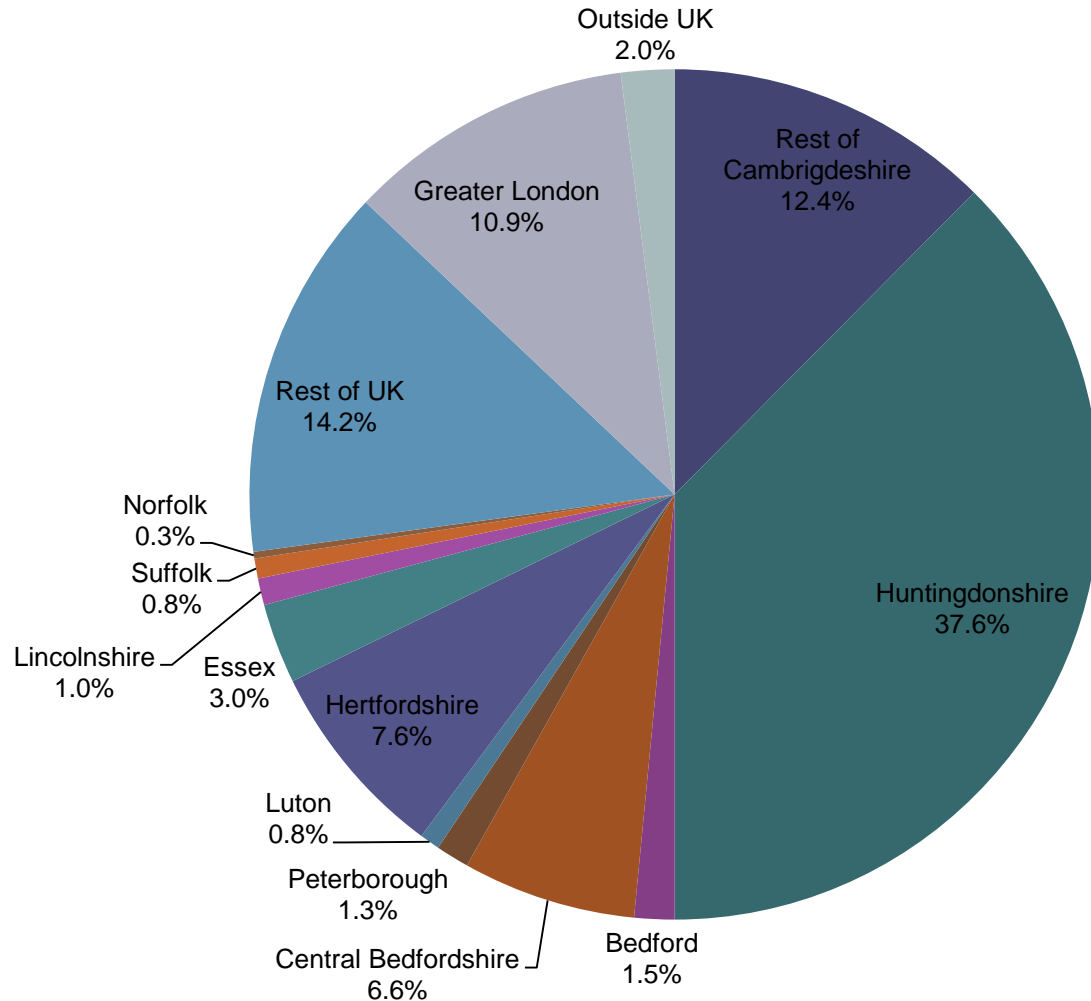
Survey Questionnaire

- ◆ Section 1: Your previous home
- ◆ Section 2: Your current home
- ◆ Section 3: Your household
- ◆ Section 4: Your work, study and travel
- ◆ Section 5: Your other activities and opinions on living on Love's Farm

Where people moved from



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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

Tenure of homes

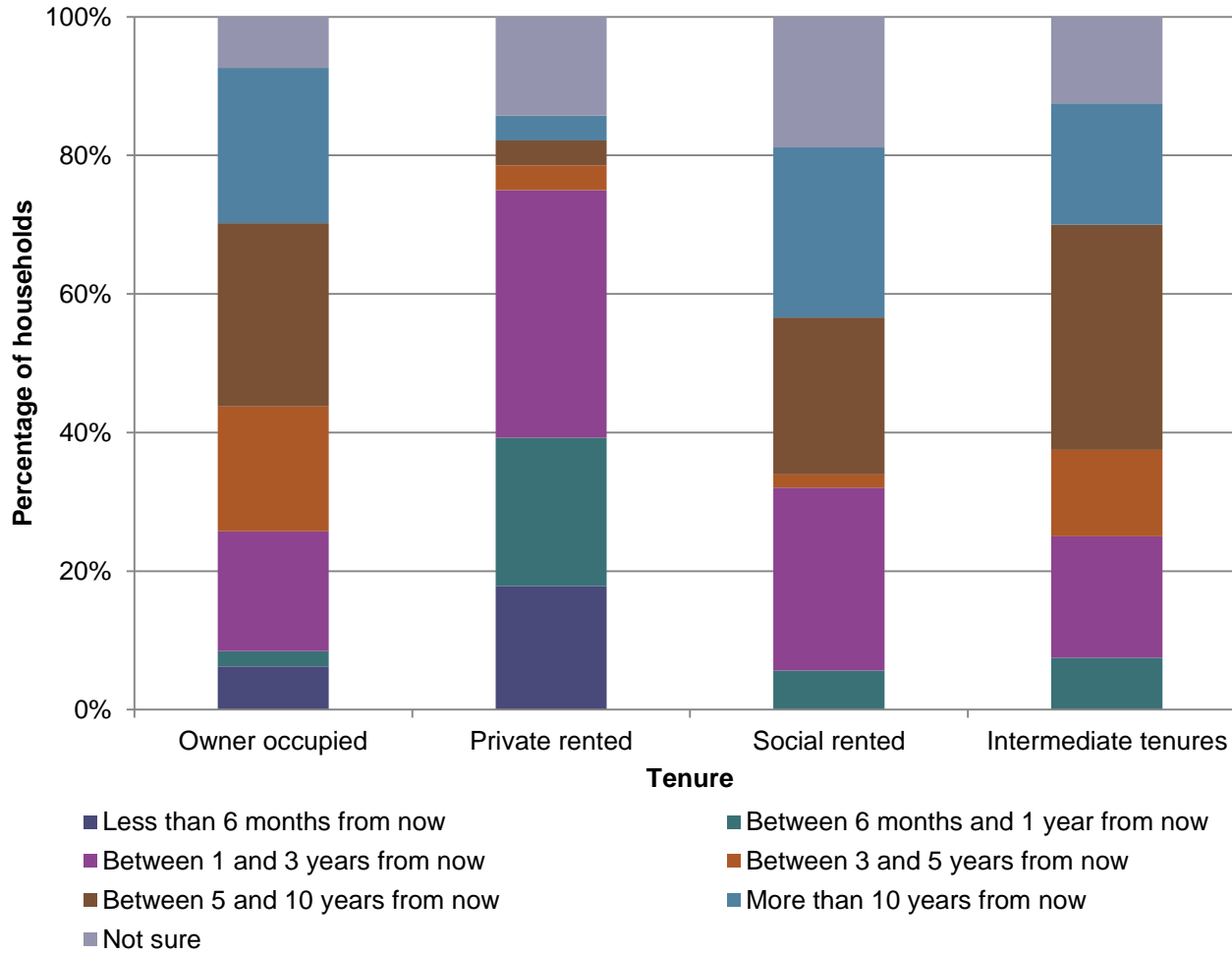
% of total	Previous Tenure	Current Tenure
Owner occupied	47%	69%
Private rented	33%	7%
Social rented	6%	14%
Intermediate tenures	2%	10%
Living with parents	10%	0%
Other inc temporary accommodation, living with friends, key worker	2%	1%

Moves between tenures

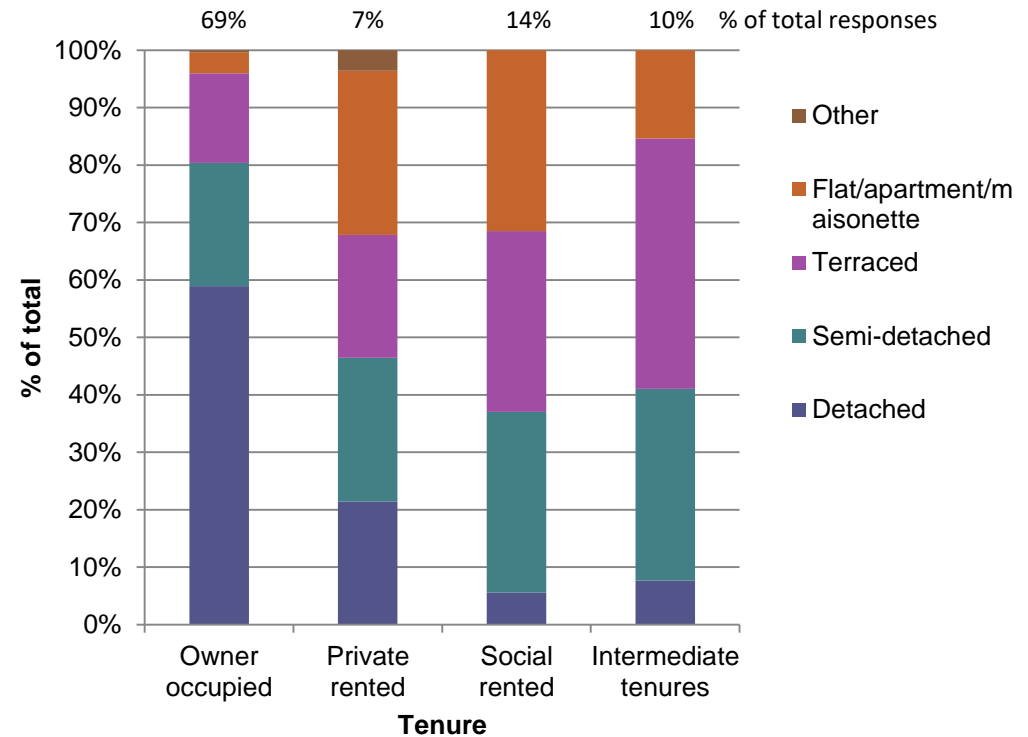
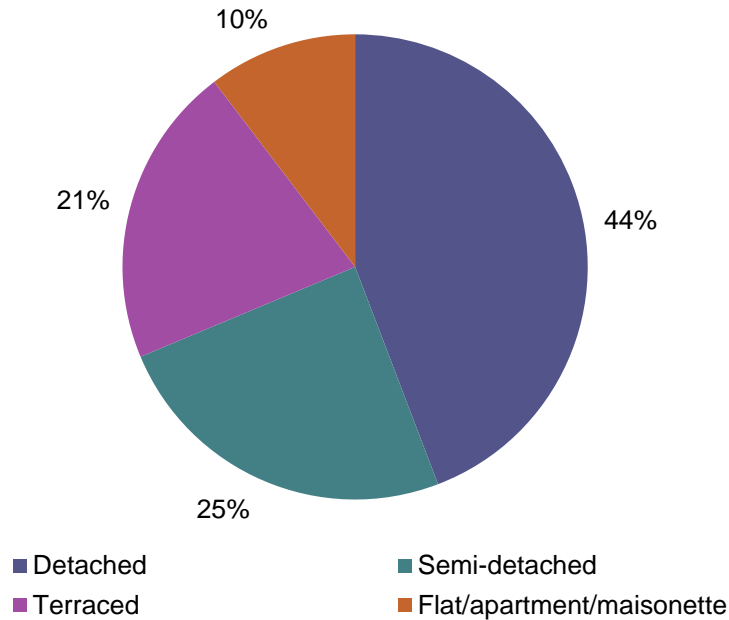
From: Previous tenure	To: Current tenure					
	Owner occupied	Private rented	Social rented	Intermediate tenures	Other	Total
Owner occupied	175	<5	5	10	<5	190
Private rented	80	20	20	15	<5	130
Social rented	<5	0	20	<5		20
Intermediate tenures	5	<5	<5	<5		10
Living with parents / family	15	10	10	10		40
Other	<5	0	5	<5		
Total	280	30	60	39		400

Other includes temporary accommodation, living with friends, key worker
Rounded to nearest 5, totals rounded to nearest 10

Intended stay

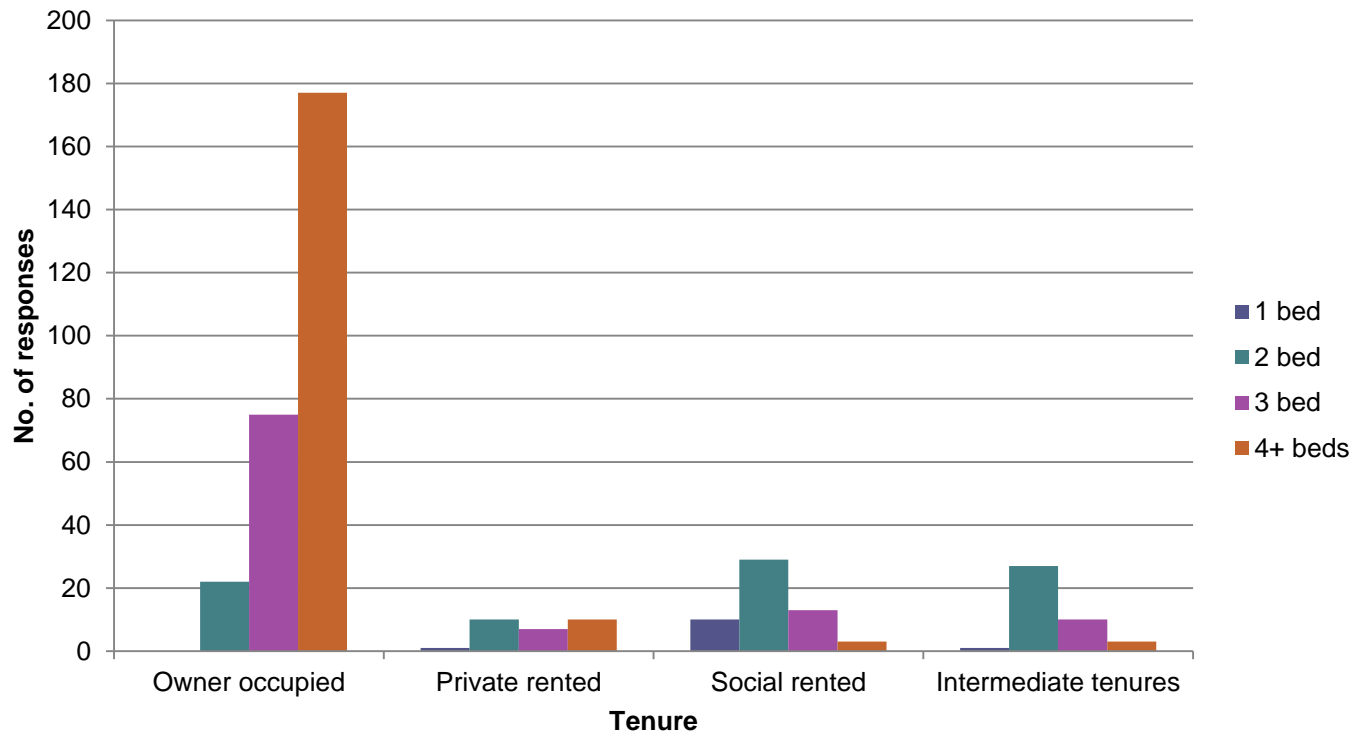


Property type and tenure

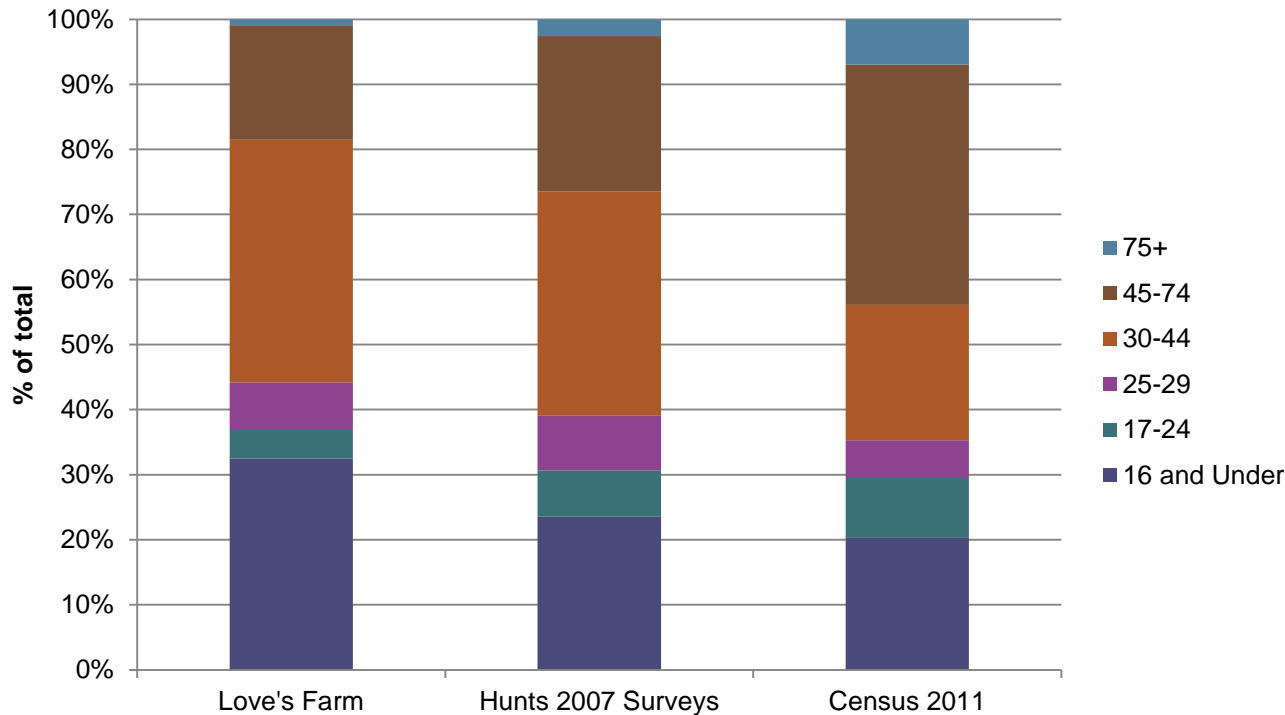


Other includes town houses, mews houses

Number of bedrooms by tenure

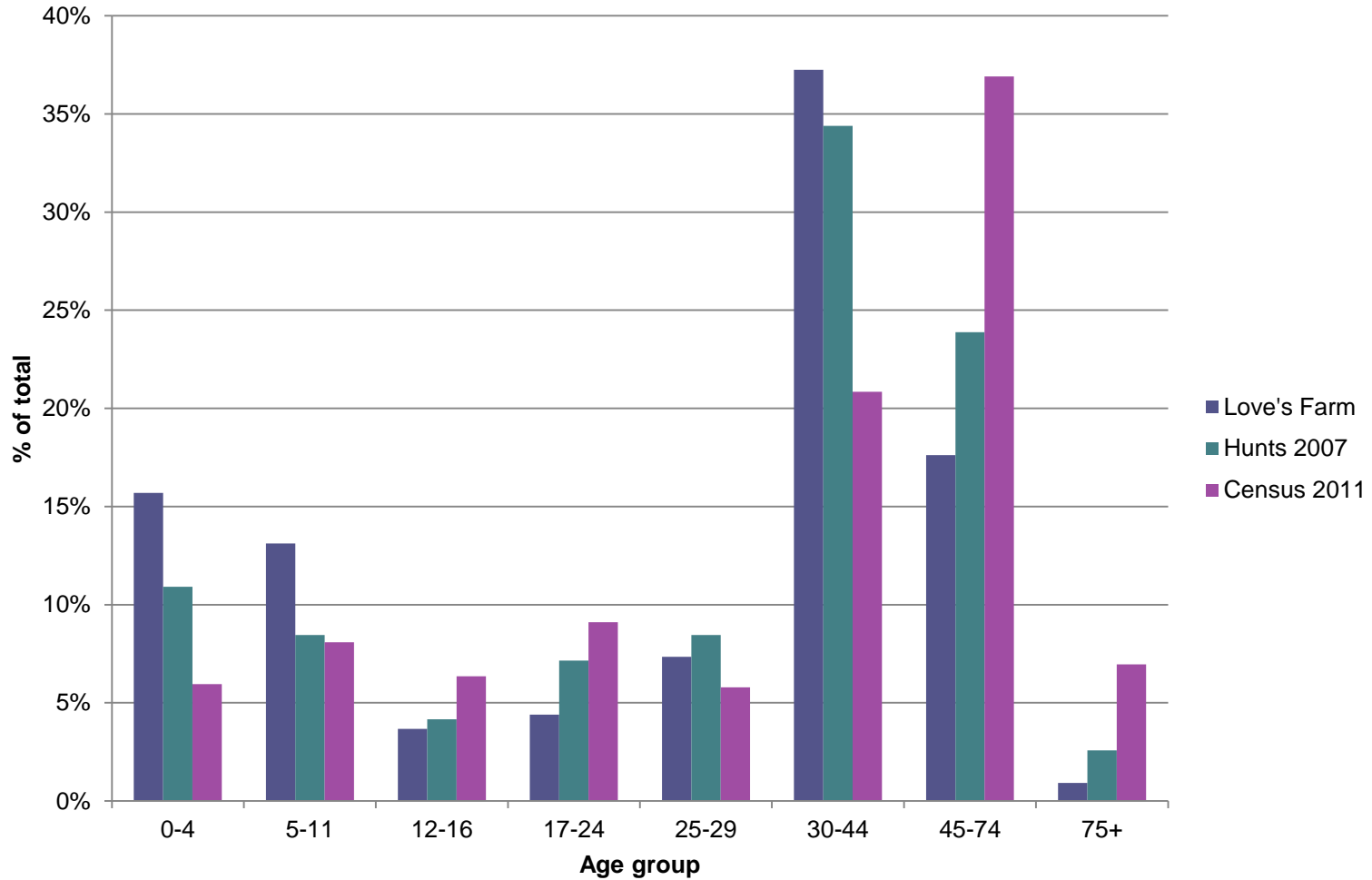


Age structure of Love's Farm community

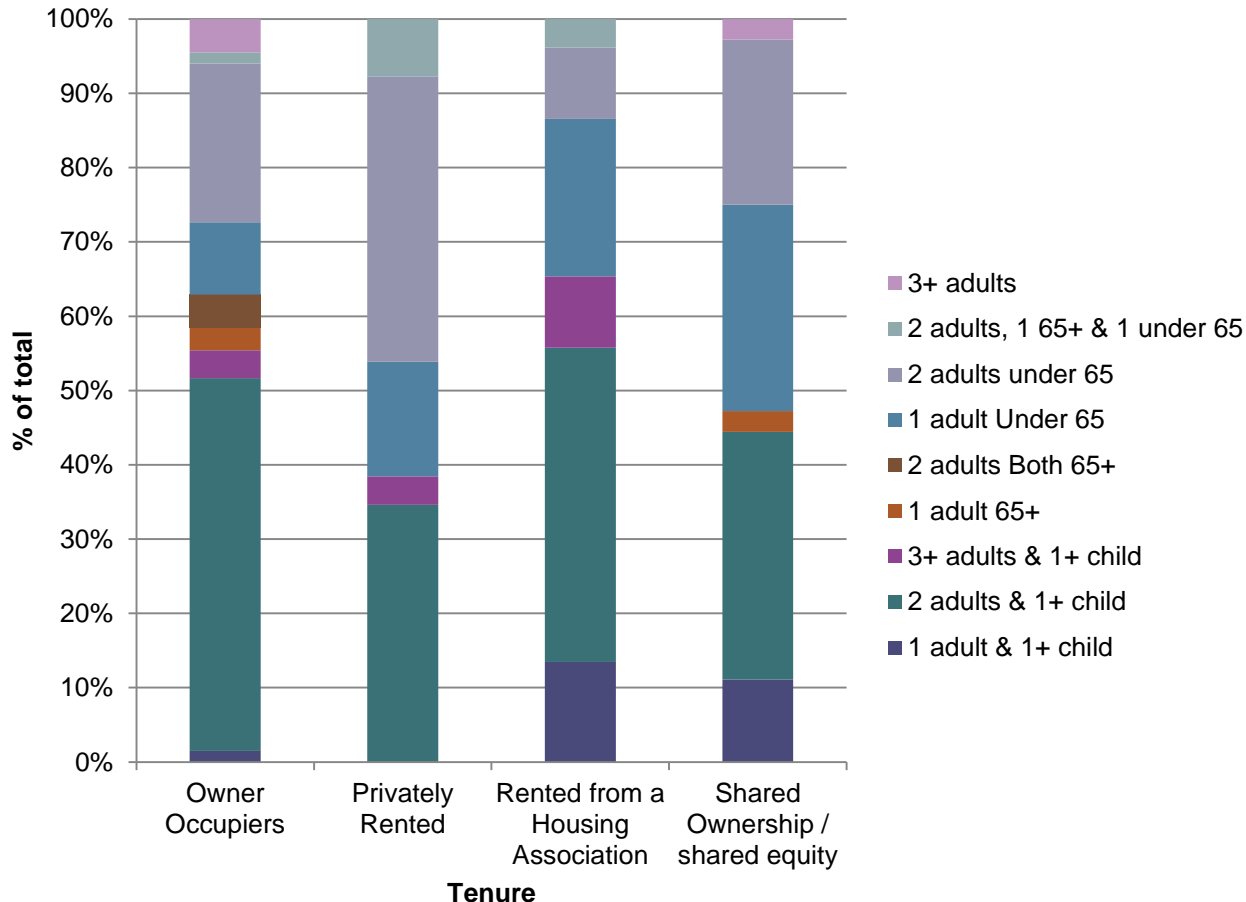


- ◆ A third of the population is under 17 years
- ◆ There is a high proportion of working age population, especially 25-44 yrs

Population age structure



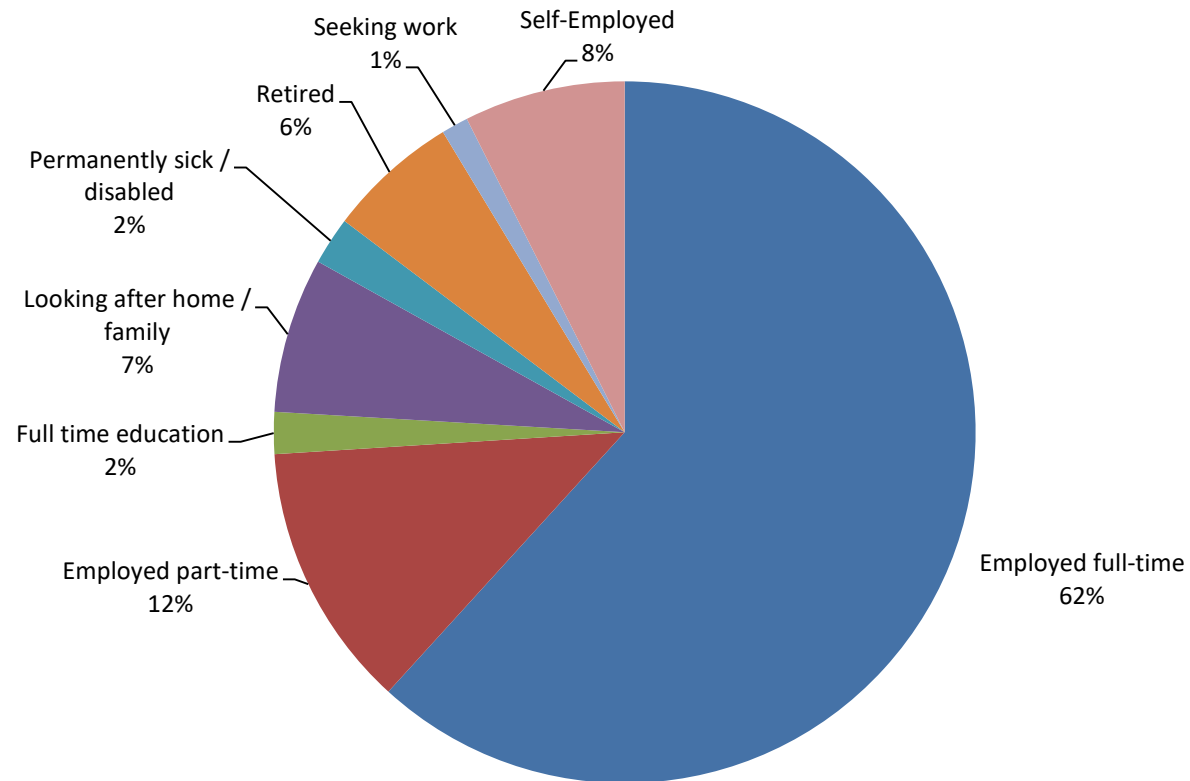
Household composition by tenure



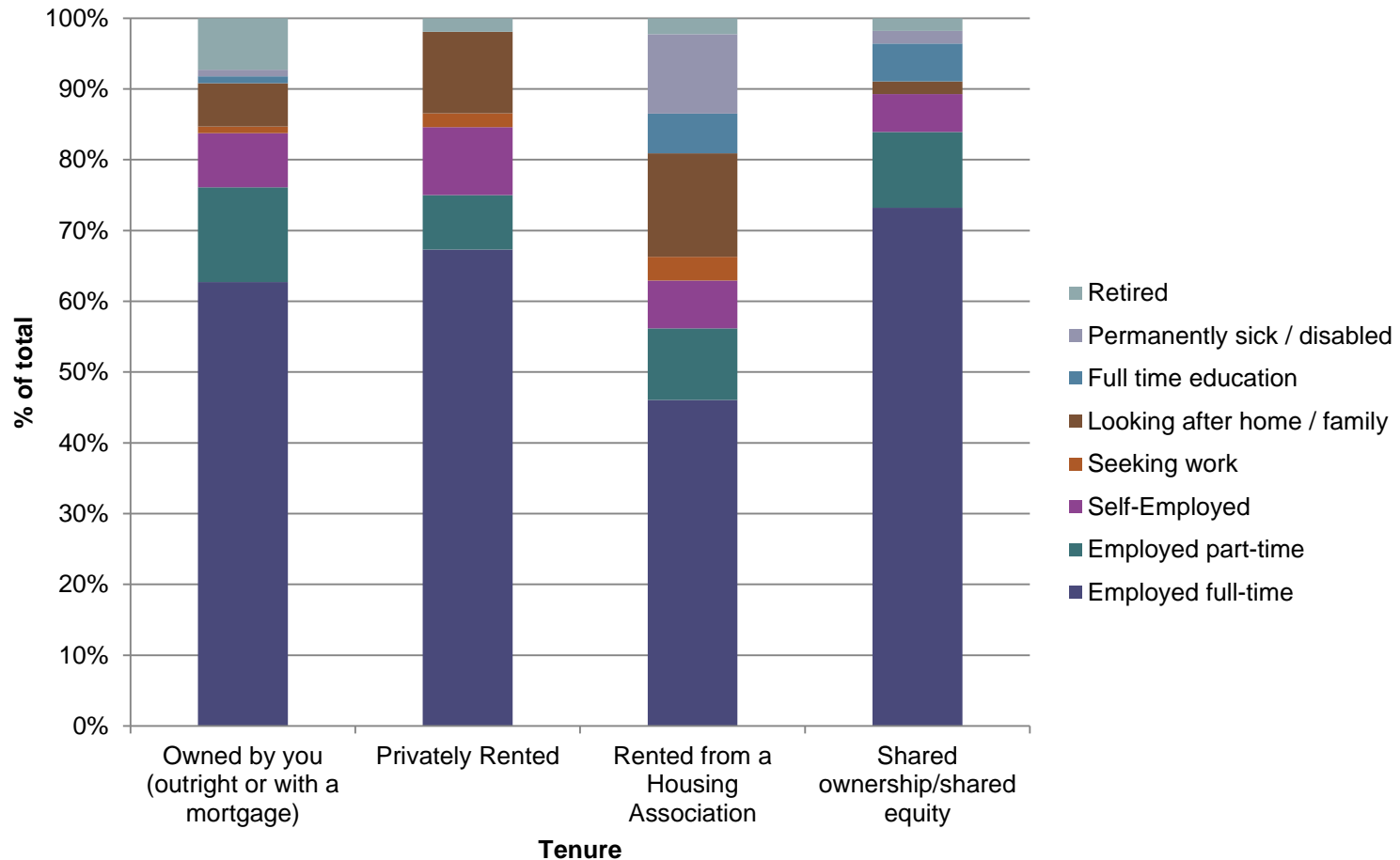
Households and Residents

- ◆ Average 2.81 people per household
 - ◆ 1.89 adults, 0.94 children
- ◆ Households composition:
 - ◆ 55% families, 16% one-adult, 23% two-adults
- ◆ 79% White British, 10% White other
- ◆ 1st language of household: 92% English

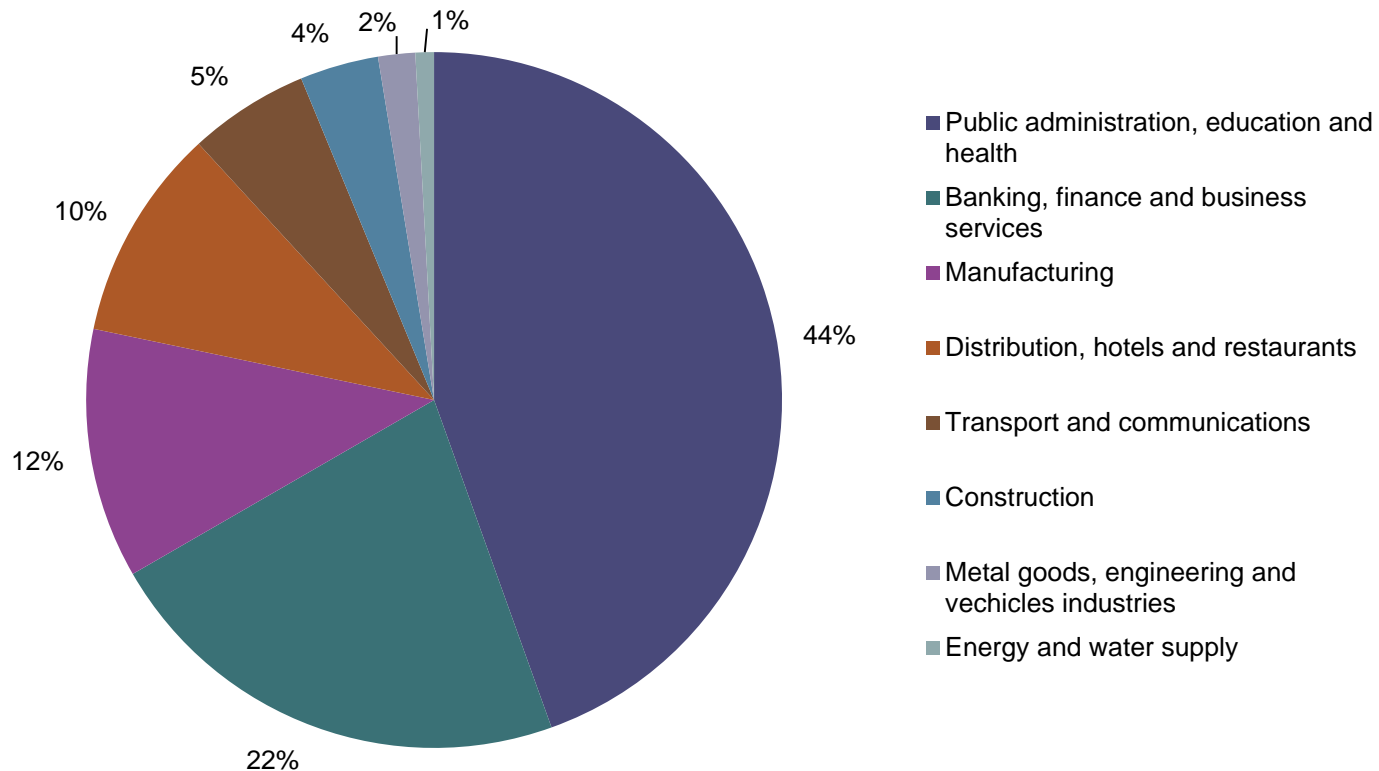
Economic status



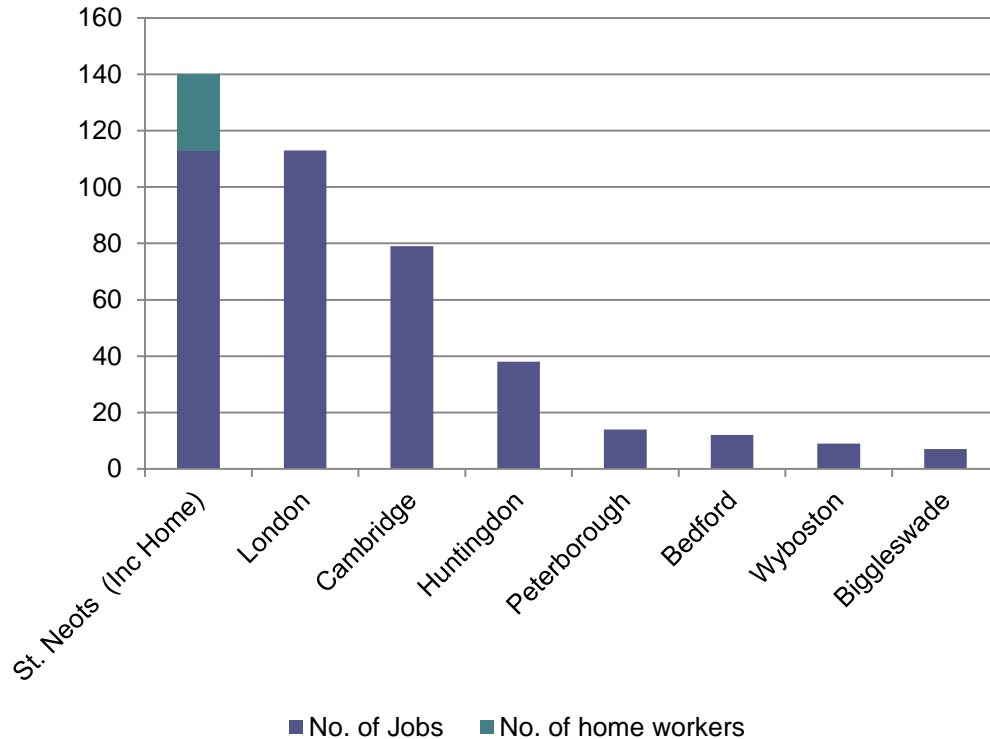
Economic status by tenure



Industries of employment



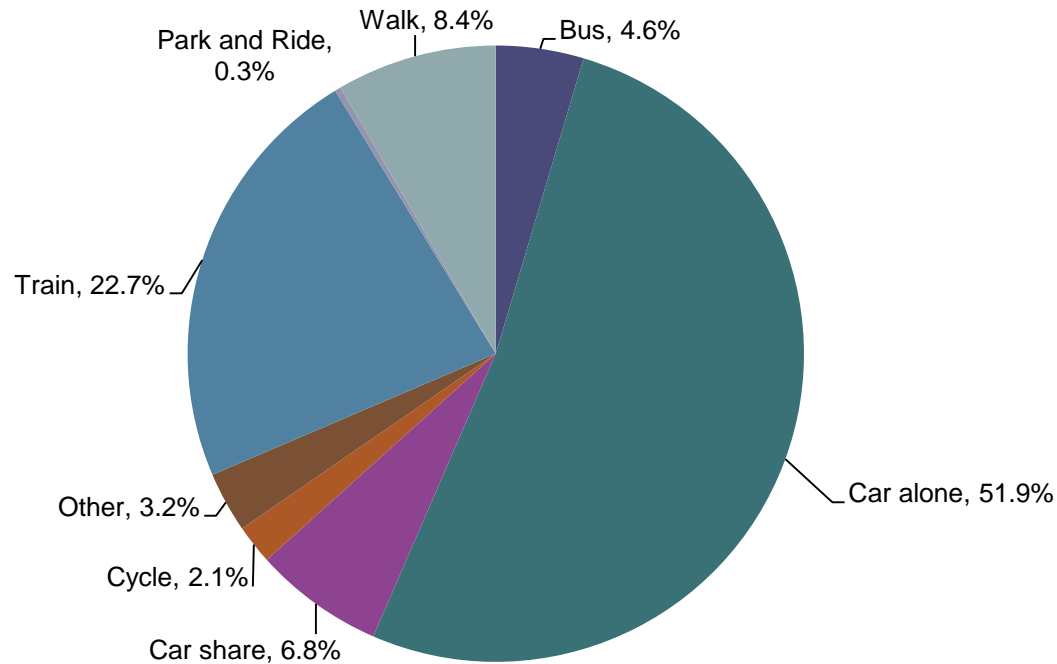
Where do people work?



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

excluding home workers

How do you travel to work?

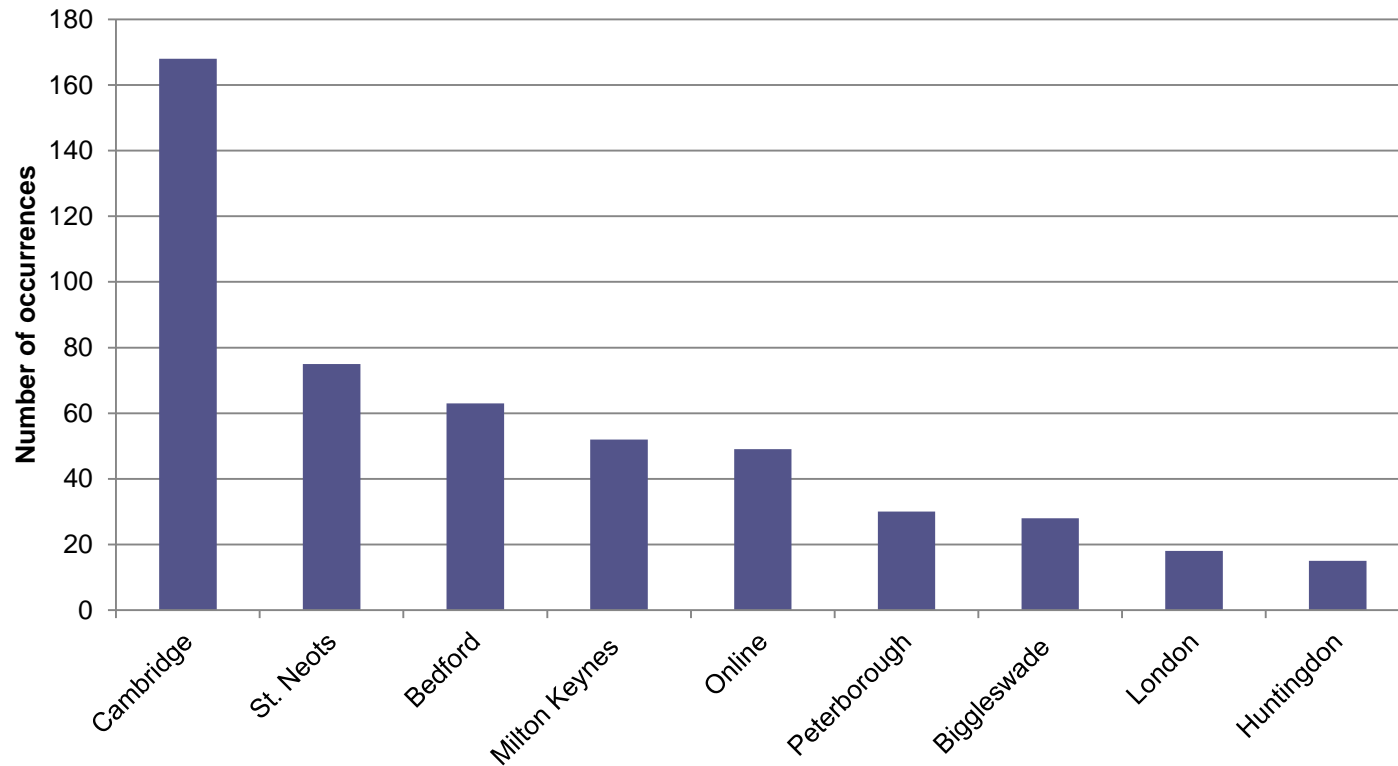


Mode of transport used for majority of journey
Other includes vans, motorbikes etc.
337 households responded

Vehicle Numbers

	None	One	Two	Three	Four or more
Owned by you (outright or with a mortgage)	2%	41%	49%	7%	1%
Rented from a housing association	17%	56%	27%	0%	0%
Rented from a private landlord	12%	58%	19%	12%	0%
Shared ownership/shared equity	0%	47%	53%	0%	0%

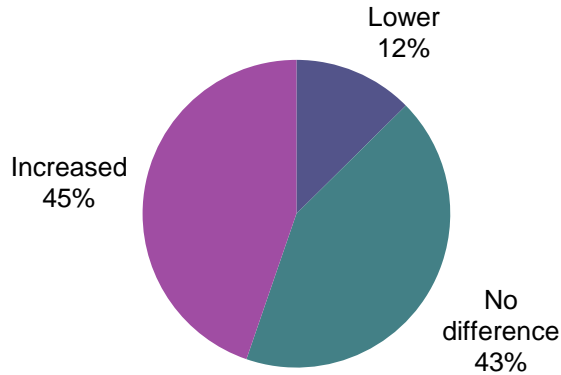
Non-food shopping



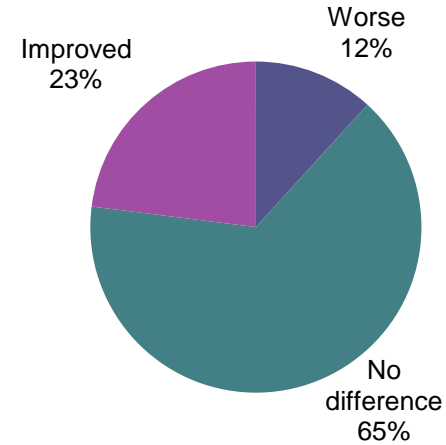
386 households responded, many listed multiple locations

Views on living on Love's Farm

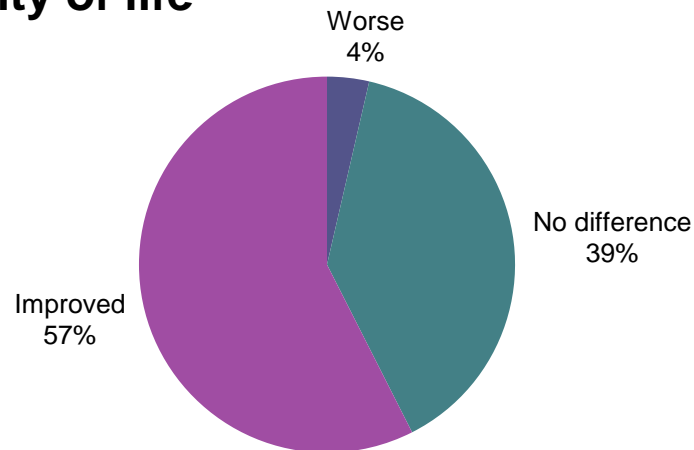
Physical activity



Health



Quality of life



Summary of Findings

- ◆ Love's Farm has enabled many to establish own homes / independence
- ◆ Younger population than Huntingdonshire in general
 - ◆ Households with families are settled and intend to stay
- ◆ Economically active community
 - ◆ Transport links are very important
 - ◆ Local employment is also very strong
- ◆ Residents have strong local connections
 - ◆ Make good use of local services
 - ◆ Increasing diversity of residents in terms of ethnicity

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