

Hythe and Dibden Parish Council

Report on the results of the consultation undertaken from 21st October to 30 October 2015 on the proposals of New Forest District Council to sell the car park in St John's Street to Lidl

1.0 Timeframe

Hythe and Dibden Parish Council (HDPC) was faced with a very short timeframe to undertake this consultation:

12 October, 2015	Extraordinary Meeting of full Council considered an overview report from the Clerk to the Council based on information provided by New Forest District Council (NFDC). This was the first occasion that the Parish Council had been informed of NFDC's plans for the sale of St John's Street Car Park to Lidl;
13 October, 2015	Formal response submitted from HDPC to NFDC to be added to the report to NFDC Cabinet: <i>"We believe that no decision should be taken by NFDC cabinet at this time. We propose that a fully accessible consultation is undertaken with the community to seek their views on what is their preference for this site"</i> It was also agreed that a public meeting would be held following the consultation;
14 October, 2015	Clerk informed by NFDC that the HDPC response has been added to the cabinet report that would be going ahead on the 4 November;
21 October, 2015	Electronic and paper based survey developed and launched;
30 October, 2015	Survey closed 1200;
2 November, 2015	Draft report circulated to HDPC councillors;
3 November, 2015	Report submitted to NFDC;
4 November, 2015	Presentation of HDPC Vice Chairman to NFDC Cabinet

2.0 Methodology of survey

This survey was an incredibly difficult task to develop and deliver in the short timeframe, however results have been obtained that this Council believes are robust.

1864 survey responses were received of which 1112 responses were received from SO45 4, 5, and 6 postcode areas. (Hythe and Dibden has an adult population of 16,579 and 9,377 households).

The questions used in the survey were those asked, or are based on comments made by the community and councillors at the Extraordinary Council meeting. With the report to NFDC cabinet proceeding on 4 November there was no opportunity to consult on the community preferences for the use of the land in question. The consultation aimed to ascertain whether

the wider community agreed with the benefits and issues that were raised to the Council at the Extraordinary meeting.

This Council believes that this format provides a basis for a community impact assessment; a missing consideration in this process.

The electronic survey was undertaken using Google Survey.

The paper based survey sheets were distributed throughout the community at community access points nominated by councillors and the community. These sheets were returned to The Grove or to the community access points whereupon collections were regularly undertaken. HDPC was keen to deliver a consultation to every household however the NFDC timeframe did not permit this approach.

The paper based surveys received were electronically inputted to the Google Survey and a depersonalised 'data dump' of the survey data has been made available to the community on the Council's website. All paper based surveys have been retained.

Criticisms of the survey questions were received from one community member and NFDC, however this Council did not have an opportunity to develop and deliver a land use survey and was responding to various concerns and benefits raised by councillors and members of the community. It was felt that if the Council was starting from the beginning of this process of looking at an alternative use for the car park the survey would not have been undertaken in the format used.

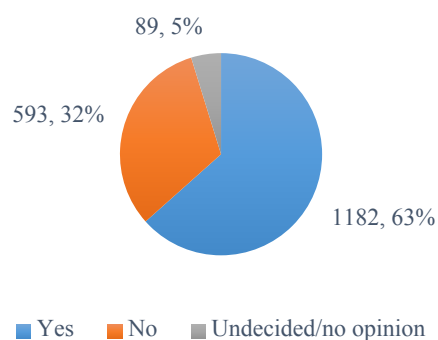
This Council undertook its best efforts with the community in the time available. The data has been analysed in its raw form with no adjustments for projected error by respondents.

3.0 Results

3.1

Do you support New Forest District Council's proposal to sell St John's St Car Park to Lidl for them to build a new supermarket on the site?
All responses.

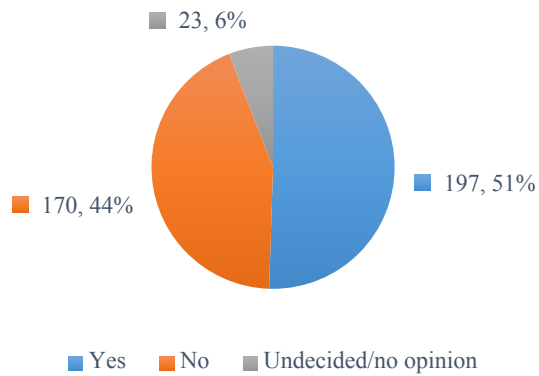
Yes	63%
No	32%
Undecided/ no opinion	5%



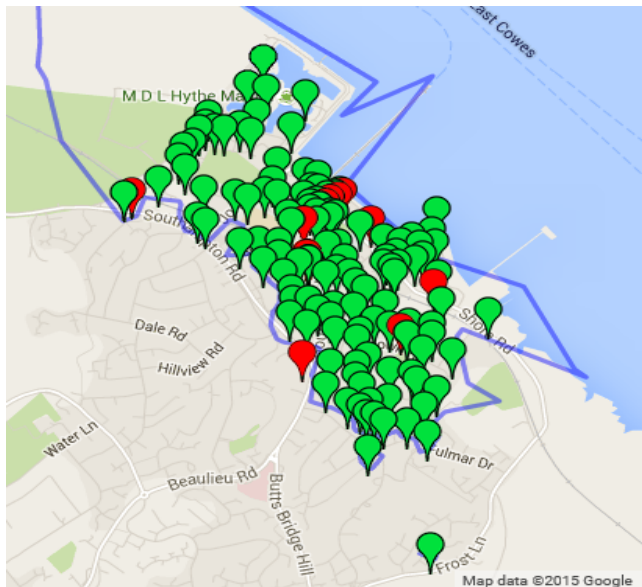
3.2

**Do you support NFDC's proposal to sell St John's Street Car Park to Lidl for them to build a new supermarket on the site?
SO45 6 postcode responses**

Yes	50%
No	44%
Undecided/ no opinion	6%



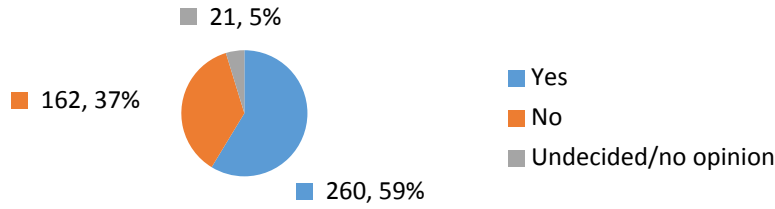
Map showing SO45 6 postcode area



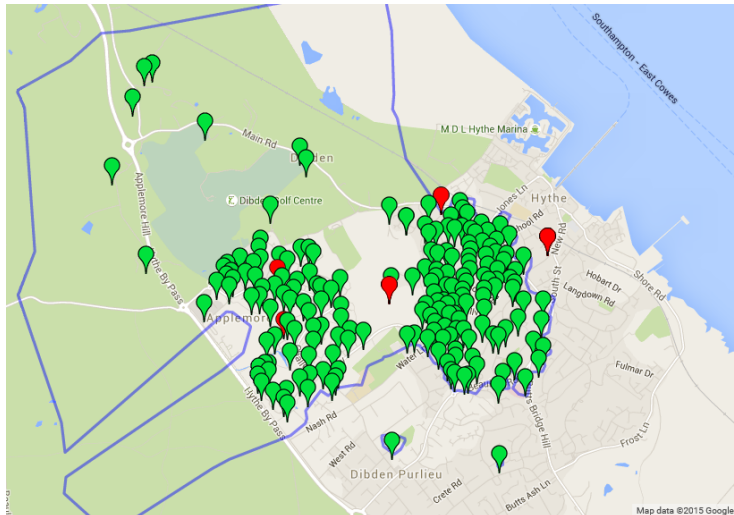
3.3

Do you support NFDC's proposal to sell St Johns Street Car Park to Lidl for them to build a new supermarket on the site?
SO45 5 postcode responses

Yes	59%
No	36%
Undecided/ no opinion	5%



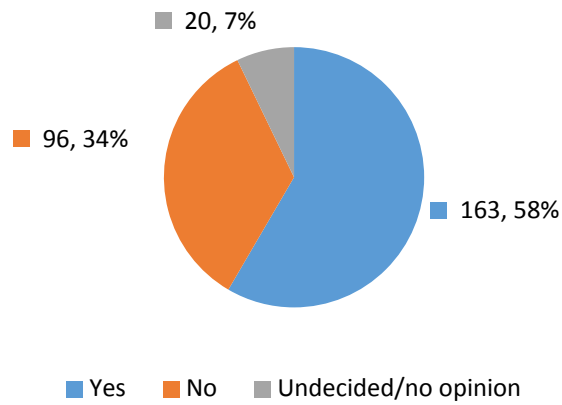
Map showing SO45 5 postcode area



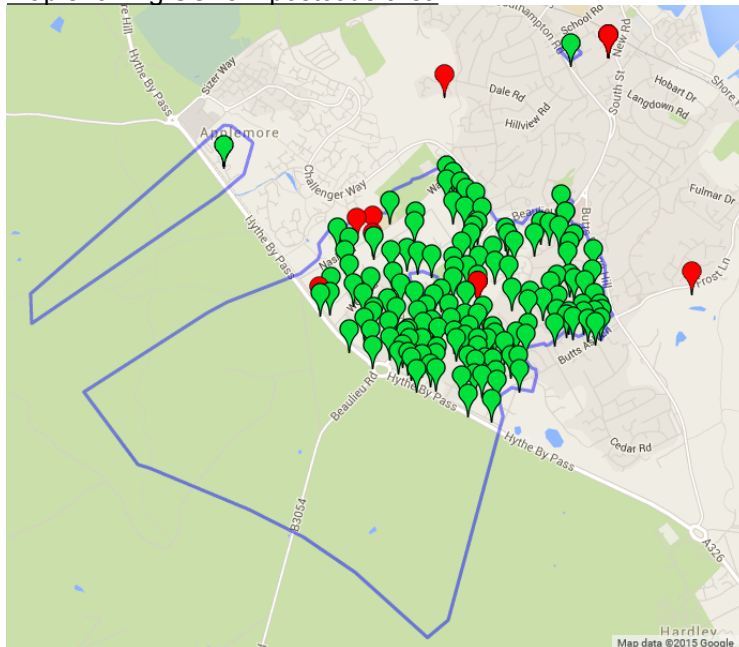
3.4

Do you support NFDC's proposal to sell St Johns Street Car Park to Lidl for them to build a new supermarket on the site?
Responses from SO45 4 postcode

Yes	59%
No	34%
Undecided/ no opinion	7%



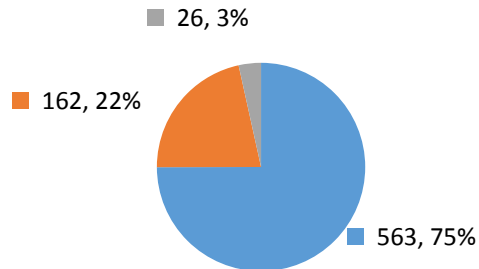
Map showing SO45 4 postcode area



3.5

Do you support NFDC's proposal to sell St Johns Street Car Park to Lidl for them to build a new supermarket on the site? Responses from all postodes except SO45 4, 5, and 6

Yes	75%
No	22%
Undecided/ no opinion	3%

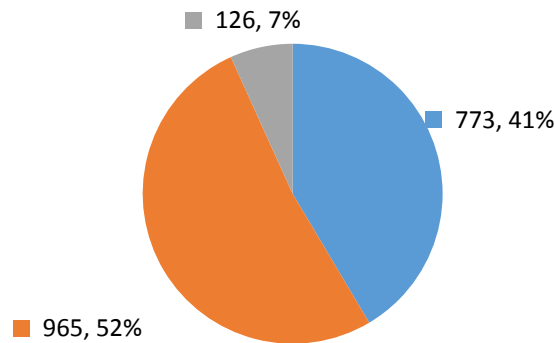


■ Yes ■ No ■ Undecided/no opinion

3.6

Are you concerned about an increase in traffic? All responses

Yes	41%
No	52%
Undecided/ no opinion	7%

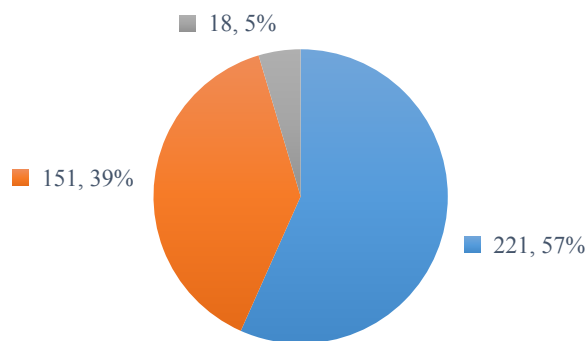


■ Yes ■ No ■ Undecided/no opinion

3.7

Are you concerned about an increase in traffic? SO45 6 postcode responses

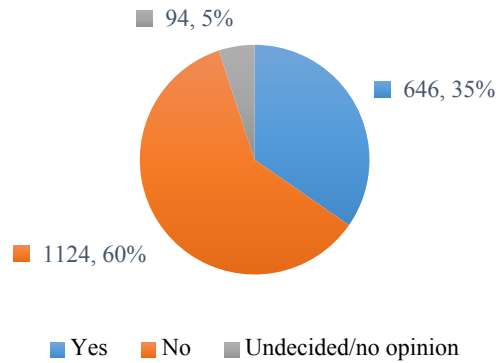
Yes	57%
No	39%
Undecided/ no opinion	4%



■ Yes ■ No ■ Undecided/no opinion

3.8

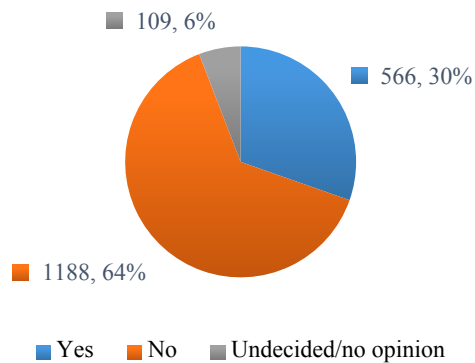
Are you concerned about Lidl negatively impacting on existing local retailers?



Yes	35%
No	60%
Undecided/ no opinion	5%

3.9

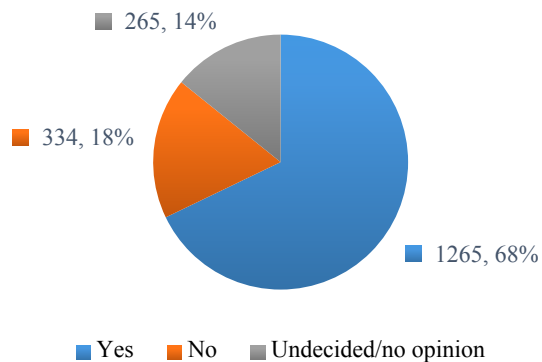
Do you feel that the supermarket could have a negative impact on the Conservation area?



Yes	30%
No	64%
Undecided/ no opinion	6%

3.10

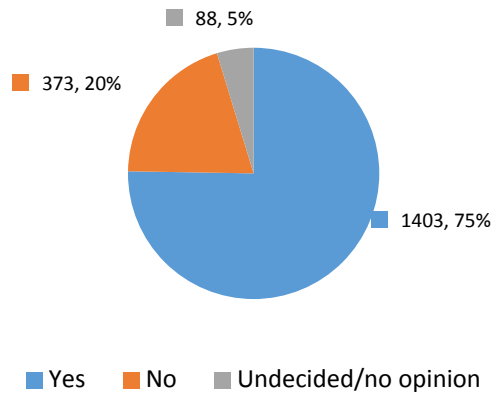
Do you feel that the village needs family housing, not increased retirement housing?



Yes	68%
No	18%
Undecided/ no opinion	14%

3.11

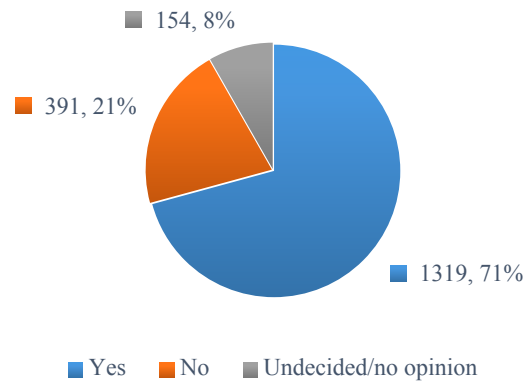
Do you feel that Lidl coming to Hythe would improve customer choice?



Yes	30%
No	64%
Undecided/ no opinion	6%

3.12

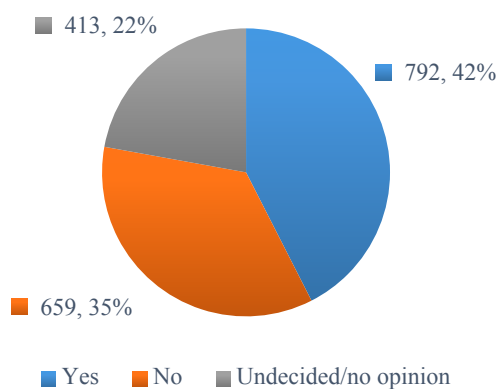
Would you welcome Lidl's car park providing 90 minutes free parking in the Village



Yes	71%
No	21%
Undecided/ no opinion	8%

3.13

Do you feel the District Council should negotiate with Lidl to secure parking clock usage in the Lidl car park?

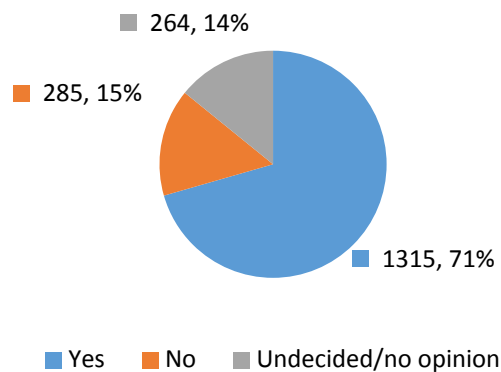


Yes	43%
No	35%
Undecided/ no opinion	22%

3.14

Hythe and Dibden Parish Council is considering a further paper based survey as part of any planning process. Do you support this approach?

Yes	71%
No	15%
Undecided/ no opinion	14%



4.0 Free text submissions

The free text submission received are included in Appendix A

The information submitted as free text has been analysed in a broad sense and has not been scored using matrices or other models.

The community makes considerable reference to the value that the provision of a Lidl locally would mean for people especially those on lower incomes. Many respondents cannot wait for the store to be available however there are references to community impacts that have not been addressed within the NFDC cabinet report:

4.1 Parking impact

The community makes reference to the very old data used to justify the use or non use of the car parks within Hythe Village and the community cites this as a big concern. Some respondents report not being able to park in the Village when they visit (Tuesday and Friday is particularly mentioned).

Other impacts raised:

- South Street and St John's Street residents with no parking currently park in the car park or in PC Builders. Where are those residents now to park?
- St Johns Street car park is used by church goers including people attending a wedding. On Sunday the service plus community event is longer than the 90 minute allowance proposed.
- The local B+B uses the car park for residents. Where are those visitors to Hythe now to park?
- People pay for their parking clocks and parking should be available to them.

4.2 Drains

There are issues with surface water and foul drains especially when the tide is high. When it rains hard the surface water splashes on to the houses in South Street; they have no defensible space on the curtailage. This issue will increase if traffic increases.

4.3 Traffic

The community report that during the recent road works the one way system greatly improved the flow of traffic. Could this be implemented to assist with increased traffic? A traffic management plan is needed as this will result in more people driving into the village and any construction phase will require sensitive management of deliveries.

4.4 Location

Hardley would seem to be a location that impacts less with regard to traffic and the community. The car park location could result in noise nuisance to neighbours.

5.0 Recommendation

Overall this Council feels that the introduction of Lidl to Hythe is of benefit, and encourages NFDC to pursue such provision for local people with the following recommendations:

- 5.1 In light of the considerable feedback from the community this Council recommends that the current proposal for the sale of St John's Car Park to Lidl should be postponed until a Community Impact Assessment has been completed with regard to Parking (see 4.2) with the adoption of an accompanying plan to mitigate the negative impacts identified.
- 5.2 Full information be made available to the community at the earliest opportunity regarding any planning considerations and processes