Appendix 1

SEVENOAKS DISTRICT COUNCIL MASTER VISION FOR SWANLEY AND HEXTABLE PUBLIC CONSULTATION WRITTEN REPORT

Prepared by Lake Market Research for Sevenoaks District Council

Date: December 2016

This report complies with ISO: 20252 standards and other relevant forms of conduct





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1. BACKGROUND, OBJECTIVES AND RESEARCH CONTEXT

1.1 BACKGROUND AND OBJECTIVES

Sevenoaks District Council has prepared a 'Master Vision' to be used in the development and regeneration of Swanley and Hextable. This 'Master Vision' was informed by the results of a consultation carried out in February 2016 during which a number of priorities were identified.

In order to accurately quantify residents' views and opinions of the proposals, a further public consultation was undertaken encompassing an online questionnaire and self-completion postal questionnaire running from 7th September to 2nd November 2016.

As part of the consultation, Sevenoaks District Council held six drop in sessions in Swanley and Hextable and various other events throughout September and October engaging with different stakeholders. This gave local people the opportunity to see the Master Vision and understand its place in planning policy and also talk to SDC staff about the plans. The public consultation was promoted throughout the area and public participation in the events was encouraged to enable people to understand the vision and ask any questions before completing the consultation questionnaire. It is estimated that these sessions attracted over 1,000 people and additional consultation questionnaires were also distributed to attendees.

The questionnaire was divided into eight sections with each section including a detailed description and images (where possible) of the proposals. Respondents were then asked to indicate their level of agreement with a number of proposals within each section.

The primary objective was to ascertain and understand the views of residents and business owners in Swanley and the surrounding areas on the proposed improvements to Swanley town centre and for the wider Swanley town and Hextable Parish.



In order to achieve this, SDC commissioned Lake Market Research to manage the survey process including distributing the postal questionnaire, managing the online survey, processing and analysing all submissions to produce an independent and impartial report detailing the views of residents.

In addition a smaller scale consultation was undertaken to reach out to and include views from younger people. With support from the Head Teacher at Orchards Academy in Swanley, a secondary school serving the local area, staff from Sevenoaks District Council and Lake Market Research were granted to access engage with children on this topic.



1.2 METHODOLOGY

In order to ensure that all residents had an equal opportunity to give their view, 9,800 households and businesses within the 'BR8 7' and 'BR8 8' postcode areas were invited to participate in the consultation via two methods:

- A self-completion paper questionnaire including a pre-paid return envelope sent out to a sample of 9,403 households and 397 businesses in the Swanley and Hextable area (addresses were provided by Sevenoaks District Council from its Local Land and Property Gazetteer).
- An online version of the questionnaire was published on the Sevenoaks District Council website for completion.
- To reach the more rural areas of Crockenhill lying outside of the specified postcode areas, the consultation questionnaires were distributed with the copies of the parish magazine by Crockenhill Parish Council; questionnaires were also made available in the Parish Council offices.

SDC encouraged multiple submissions from households so as to not limit responses to one response per household; responses from young people were also encouraged. If names and/or addresses were not provided on the questionnaires the submissions were excluded as stated on the final page of the questionnaire. If consultees completed both an online and paper version of the questionnaire, the latest submission received was processed and any previous submissions were discarded taking into account that the respondent may have changed their opinion.

Following a review of the data obtained from the main consultation, a secondary small consultation was undertaken to engage the younger age group at Orchards Academy. Staff at the school selected different classes from years seven, eight and nine (age range 11-14 years) to attend a presentation given by Sevenoaks District Council and subsequently the pupils completed a consultation questionnaire on a tablet supplied by Lake Market Research.

Parents and / or guardians were advised in advance that children attending the Orchards Academy maybe asked to participate in the consultation.



The original consultation questionnaire was adapted slightly to use more childfriendly terminology; however, care was taken to avoid any alterations in wording that could change the meaning of the proposals.

Lake Market Research was on hand to assist the children with the operation of the tablets and answer any queries in relation to the questionnaire.

The survey comprised questions based on a rating scale from 'Strongly Agree' to 'Strongly Disagree' as well as a 'This does not affect me' option. Consultees were then given the opportunity to submit comments on the proposals in a free text area within the questionnaire. Lake Market Research has quantified these by grouping them into common themes.

All research conducted by Lake Market Research abides by the Code of Conduct and we are a member of the Market Research Society.



1.3 SAMPLING

The **confidence interval** (also called margin of error) is the plus-or-minus figure usually reported. For example, if you use a confidence interval of 4 and 47% percent of your sample picks an answer you can be "sure" that if you had asked the question of the entire relevant population between 43% (47-4) and 51% (47+4) would have picked that answer. The **confidence level** tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain; the 99% confidence level means you can be 99% certain. Most researchers use the 95% confidence level.

Confidence Level	95%
Sample Size	1,816
Population	22,485*
Percentage	50%
Confidence Interval	+/- 2.2%

*We have assumed that the majority of pupils who participated in the consultation at Orchards Academy reside in the five wards of Swanley and Hextable.

When we put together the confidence level and the confidence interval and using the worse case scenario where the answer is completely divided 50/50, we can say that we are 95% sure that the true percentage of the population (22,485) would answer between 47.8% and 52.2% (+/- 2.2%). Therefore, this can be considered a robust sample.

1.4 ACKNOWLEDGEMENTS

We would like to thank all those who took the time to complete the consultation documentation.



2. EXECUTIVE SUMMARY

2.1 SUMMARY OF RESULTS

The following summary chart shows the level of agreement and disagreement with the 27 proposals put forward in the questionnaire.

Summary of agreement & disagreement of main points raised in the consultation unweighted data - main consultation + Orchards Academy data

	Agree	Disagree	Base size	Not answered / Not relevant
<q1a> New Garden Village with family homes</q1a>	63%	37%	1,648	190
<q1b> New Swanley Halt station serving the Garden Village</q1b>	50%	50%	1,664	174
<q1c> Homes and accommodation for older people</q1c>	81%	19%	1,662	176
<q2a> New Swanley station built closer to Swanley town centre</q2a>	51%	49%	1,715	123
<q2b> Public transport links between Swanley station & garden village</q2b>	61%	39%	1,673	165
<q3a> New shops and restaurants in Swanley town centre</q3a>	84%	16%	1,732	106
<q3b> Shops and restaurants open into the evening</q3b>	72%	28%	1,763	75
<q3c> Improvements to the Asda block</q3c>	59%	41%	1,714	124
<q4a> Leisure facilities retained in Swanley</q4a>	96%	<mark>4%</mark>	1,725	113
<q4b> Better located leisure facilities</q4b>	50%	50%	1,708	130
<q4c> New health/medical/leisure facilities built on part of the recreation ground</q4c>	58%	42%	1,766	72
<q4d> New public/Town Council facilities built by the recreation ground</q4d>	35%	65%	1,670	168
<q4e> New/refurbished public/Town Council facilities facing the recreation ground</q4e>	42%	58%	1,653	185
<q4f> A new hotel built on a small part of the recreation ground</q4f>	22%	78%	1,712	126
<q4g> New apartments built in Swanley town centre</q4g>	50%	50%	1,748	90
<q5a> An improved education campus at Orchards Academy</q5a>	79%	21%	1,456	382
<q6a> Restaurants and retail included in Bevan Place / Working Men's Club site development</q6a>	71%	29%	1,732	106
<q6b> Small business units included in Bevan Place / Working Men's Club site development</q6b>	73%	27%	1,725	113
<q7a> Maintain separate identities of Swanley and Hextable</q7a>	93%	7%	1,747	91
<q7b> An improved Swanley Park</q7b>	83%	17%	1,671	167
<q7c> Better access to Swanley Park</q7c>	76%	24%	1,663	175
<q8a>Improved Oasis site with mixed use development, including new housing</q8a>	49%	51%	1,333	505
<q8b> A new Parish Hub at Hextable Park and redevelop current Parish complex</q8b>	53%	47%	1,179	659
<q8c> Landscape improvements to Hextable village green</q8c>	68%	32%	1,435	403
<q8d> Limit development in Hextable to small scale sites that don't join Swanley</q8d>	77%	23%	1,349	489
<q8e> New spacious family homes in Hextable</q8e>	77%	23%	1,146	692
<q8f> New homes and accommodation in Hextable for older people</q8f>	85%	15%	1.485	353

Some 20 out of the 27 proposals were supported by more than 50% of residents with 10 proposals being supported by three-quarters of consultees.

Two proposals received over 90% support, namely retaining leisure facilities in Swanley which achieved the highest level of agreement at 96% followed by maintaining separate identities of Swanley, Hextable and Swanley Village through green and open spaces with 93% agreement.



The proposal with the highest level of disagreement was the idea of building a hotel on a small part of the recreation ground with 78% of respondents opposing this and 22% supporting it. Almost two-thirds (65%) of consultees did not agree with building new public / Town Council facilities alongside open space on the recreation ground while 35% supported it.

There are three proposals which produced mixed results with 50% of respondents agreeing and 50% disagreeing, these are:

- The development of a Swanley Halt station serving the new Garden Village
- Better located leisure facilities
- New apartments built in Swanley town centre



3. CONSULTATION RESPONSE PROFILE

In total 1,838 people responded to the consultation. The main consultation comprised 1,731 submissions of which 1,399 were paper questionnaire completions and 332 online questionnaire completions; there were 107 submissions from Orchards Academy completed on a tablet. In terms of the main consultation the majority (99%) of the consultees were either residents or business owners within the Swanley and Hextable area and we have assumed that the younger age group who participated in the consultation at Orchards Academy are residents of the local area.

The respondent profile below shows the breakdown of those responding to the consultation:

Profi	le of	respo	ond	ents

Male	41%
Female	54%
Prefer not answer	5%
Age	
Under 16	6%
16 - 17	0%
18 - 24	2%
25 - 34	7%
35 - 44	11%
45 - 54	15%
55 - 64	19%
65 and over	33%
Prefer not answer	9%
Disabled as set out in Equalit	y Act 2010
Yes	11%
No	69%
Prefer not answer	20%

HextableSwanley Christchurch and Swanley VillageSwanley St Mary'sSwanley White OakCrockenhill and Well HillIncomplete / outside five main wards	
Village	22%
Swanley White Oak Crockenhill and Well Hill	27%
Crockenhill and Well Hill	15%
	23%
Incomplete / outside five main wards	6%
	1%
Orchards Academy	6%

Method of completion		
Paper	76%	
Online	18%	
Tablets at Orchards Academy	6%	

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The respondent profile below shows the breakdown of those responding to the consultation compared to the demographic profile of the local area according to 2014 population estimates (*Mid-2014 Population Estimates for 2014 Wards in England and Wales, Source: Office for National Statistics*).

Profile of respondents vs. profile of area

Gender	Consultation Response	Profile of Area	Sevenoaks District Council Wards	Consultation Response	Profile o Area
Male	41%	48%	Hextable	22%	18%
Female	54%	52%		2270	18%
Prefer not answer	5%	0%	Swanley Christchurch and Swanley Village	27%	26%
Age	Consultation Response	Profile of Area	Swanley St Mary's	15%	20%
Under 16	6%	18%	Swanley White Oak	23%	28%
16 - 17	0%	2%	Crockenhill and Well Hill	6%	9%
18 - 24	2%	8%	- -		
25 - 34	7%	12%			
35 - 44	11%	12%			
45 - 54	15%	15%]		
55 - 64	19%	13%			
65 and over	33%	20%			
Prefer not answer	9%	0%			



4. AGREEMENT WITH MASTER VISION

This section of the report summarises the level of agreement or disagreement with each of the proposals. The following charts show unweighted data (N=1,838) with consultees indicating their views.

The charts show the level of agreement and disagreement with each proposal. The 'Agree' portion of the charts merge the consultees who selected 'Strongly Agree' and 'Agree' within the questionnaire and the 'Disagree' portion of the charts merge consultees who selected 'Strongly Disagree' and 'Disagree' within the questionnaire.

The respondents who selected 'This does not affect me' or chose not to provide an answer have been excluded from the calculations pertaining to the percentages used to generate the charts. Therefore, each question has a different base size (N=various) which is shown adjacent to each proposal in the charts, there is another column which shows the number of respondents who are excluded from percentage calculations.

Following the chart illustrating the levels of agreement and disagreement with each of the proposals, there is an additional chart summarising the free text comments made in question nine. These charts have been created by grouping common themes together and quantifying them in order to produce a chart representing the themes. In total there were comments made on 1,036 questionnaire submissions from the main consultation.

There were several comments made that do not relate to the consultation proposals so these have been excluded from the report.



4.1 SWANLEY AS A NEW 'GARDEN VILLAGE'

Plans for a new Swanley 'Garden Village' are described in the consultation as:

Swanley needs a variety of new homes including private housing to meet future needs, whether these are for first time buyers, families or for people in later life. This means new housing should be planned in a way that responds to these needs and is supported by a wide range of services and facilities.

The Master Vision looks at the potential for Swanley to have possible new housing to the east of Swanley as a new 'Garden Village' to reflect the horticultural heritage of the area with improved transport links and potentially a 'station halt'. The government has launched plans to promote Garden Villages. For Swanley, this could mean:

- New spacious family friendly housing
- Housing supported by parks, play spaces, health and education
- Improving green spaces and access from them into the town
- Improved transport links

The proposals are:

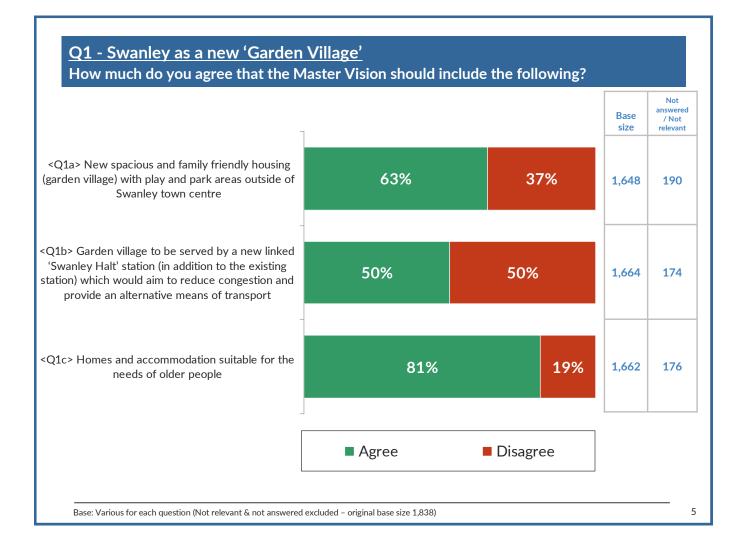
Q1a - New spacious and family friendly housing (garden village) with play and park areas outside of Swanley town centre

Q1b - Garden village to be served by a new linked 'Swanley Halt' station (in addition to the existing station) which would aim to reduce congestion and provide an alternative means of transport

Q1c - Homes and accommodation suitable for the needs of older people

Respondents were asked to indicate their level of agreement with the above proposals:





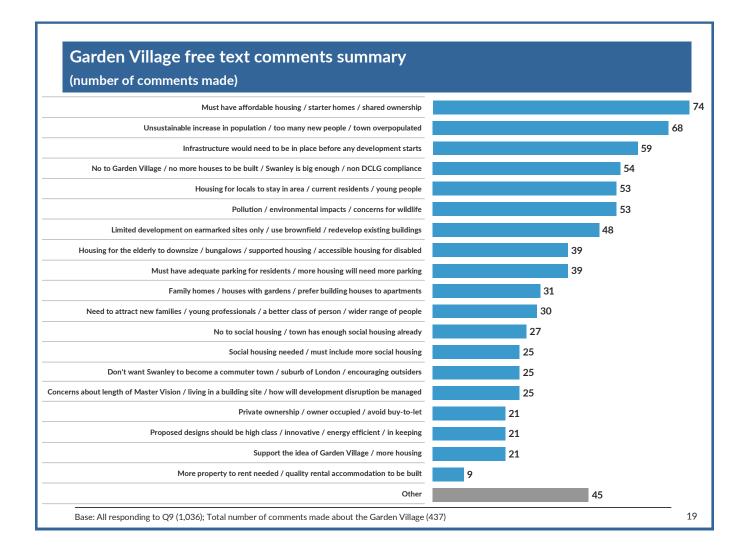
Almost two-thirds (63%) of respondents agreed with the idea of building new spacious family friendly housing located in the proposed new garden village.

There was a mixed response to the proposal entailing building a new Swanley Halt station serving the garden village with both 50% agreeing and disagreeing.

The majority (81%) of consultees were supportive of the idea of providing homes and accommodation suitable for the needs of older people.



The following chart quantifies the free text comments made relating to proposals for a new Garden Village:





4.2 TRANSPORT

Plans for transport are described in the consultation as:

Congestion, particularly near the roundabout junction of the M25 and A20 needs to be improved. However, Swanley is very well placed to make the most of its transport connections. There are opportunities to improve the quality of, and access to, the railway station and its connection to the town centre and while improving public transport alternatives to keep more traffic off the roads.

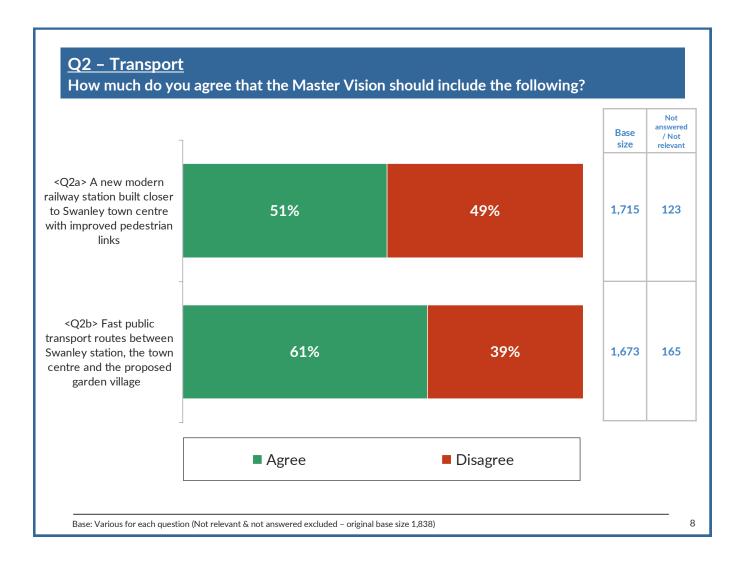
The proposals are:

Q2a - A new modern railway station built closer to Swanley town centre with improved pedestrian links

Q2b - Fast public transport routes between Swanley station, the town centre and the proposed garden village



Respondents were asked to indicate their level of agreement with the above proposals:

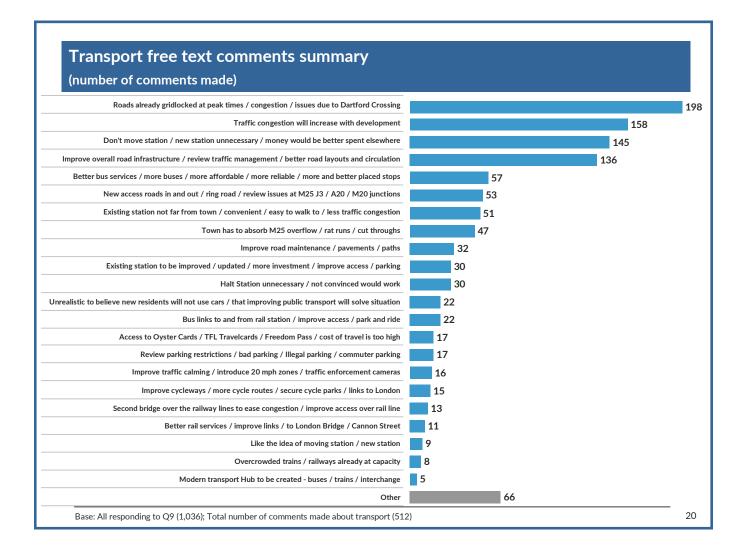


There was a mixed response to the idea of relocating the railway station closer to the town centre, however, a majority of 51% were in agreement with this.

Fast public transport routes between Swanley station, the town centre and the proposed garden village were agreed by 61% of respondents.



The following chart quantifies the free text comments made relating to the proposals for transport:





4.3 SWANLEY TOWN CENTRE

Plans for Swanley town centre are described in the consultation as:

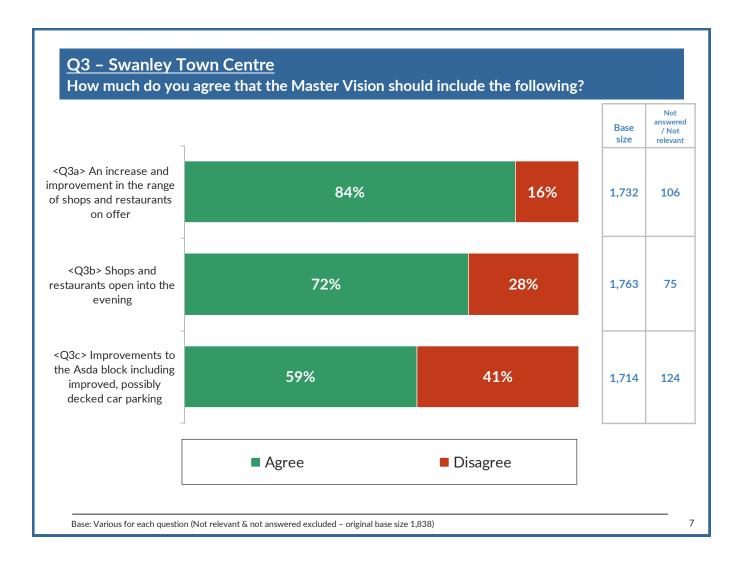
Swanley town centre has potential for a greater number and range of shops, services and facilities including new and improved public spaces and streets. There is scope to improve access to the town centre. Potential investment in the town centre and the redevelopment of the former Swanley Working Men's Club site and car park in Bevan Place may provide early opportunities to help achieve this.

The proposals are:

- Q3a An increase and improvement in the range of shops and restaurants on offer
- Q3b Shops and restaurants open into the evening
- Q3c Improvements to the Asda block including improved, possibly decked car parking



Respondents were asked to indicate their level of agreement with the above proposals:

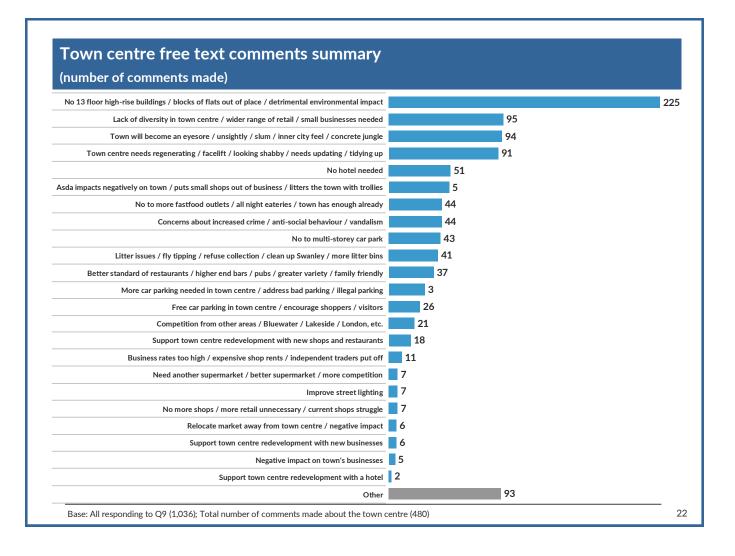


There was a high level of agreement with the proposal to increase and improve the range of shops and restaurants available at 84%.

Almost three-quarters (72%) of respondents were in agreement with shops and restaurants opening into the evening while 59% of consultees supported the idea of improving the Asda block.



The following chart quantifies the free text comments made relating to the proposals for Swanley town centre:





4.4 NEW HEALTH / MEDICAL CENTRE, LEISURE CENTRE AND OTHER SERVICES

Plans for new health / medical centre, leisure centre and other services are described in the consultation as:

The Master Vision sets out the potential to make the recreation ground the focus of a new and public space with new health and leisure facilities. There could also be potential for a hotel. The majority of the recreation ground would be retained as an improved green open space that could be better used by local people. Any development would be built on the edge of the existing recreation ground and close to the proposed relocated Swanley station. Any of the recreation ground used for community facilities would have to be replaced elsewhere in Swanley.

The proposals are:

Q4a - Leisure facilities retained in Swanley

Q4b - Better use of the leisure facilities encouraged by locating them more centrally

Q4c - New health/medical and leisure facilities built on a small part of the existing recreation ground with the majority of the recreation ground retained as an improved public open space

Q4d - New public/town council facilities built alongside open space on the recreation ground

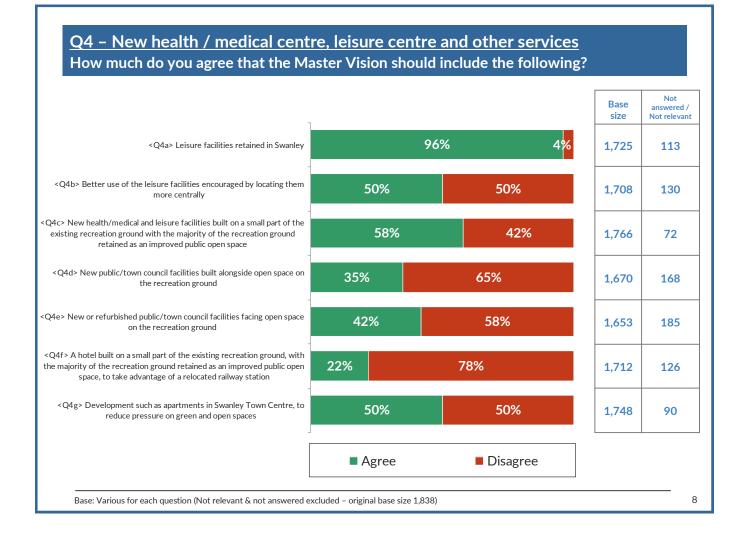
Q4e - New or refurbished public/town council facilities facing open space on the recreation ground

Q4f - A hotel built on a small part of the existing recreation ground, with the majority of the recreation ground retained as an improved public open space, to take advantage of a relocated railway station

Q4g - Development such as apartments in Swanley Town Centre, to reduce pressure on green and open spaces



Respondents were asked to indicate their level of agreement with the above proposals:



Leisure facilities being retained in Swanley achieved the highest agreement level of all 27 proposals with 96% agreeing. By comparison the view on whether to relocate leisure facilities more centrally was divided with 50% of respondents agreeing and 50% disagreeing.

58% of respondents supported new health / medical and leisure facilities built on a small part of the recreation ground with the majority of the recreation ground being retained as improved public open space.



Just over a third (35%) of respondents agreed with building new public / Town Council facilities alongside open space on the recreation ground while 65% disagreed.

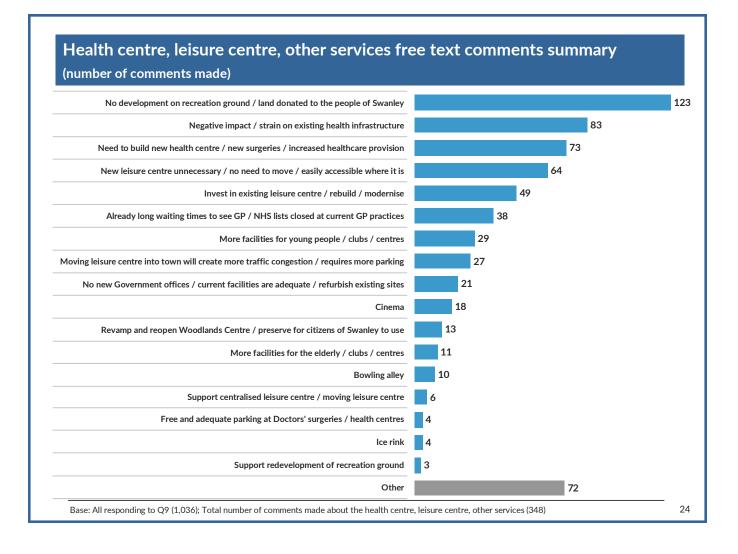
In relation to building new or refurbishing existing public / Town Council facilities facing open space on the recreation ground, 42% of consultees agreed with this and 58% disagreed.

The proposal with the highest level of disagreement was the idea of building a hotel on a small part of the recreation ground at 78% although 22% agreed with this.

Development such as apartments in Swanley town centre received a mixed response with 50% agreeing and 50% disagreeing.



The following chart quantifies the free text comments made relating to the proposals concerning a new health / medical centre, leisure centre and other services:





4.5 EDUCATION

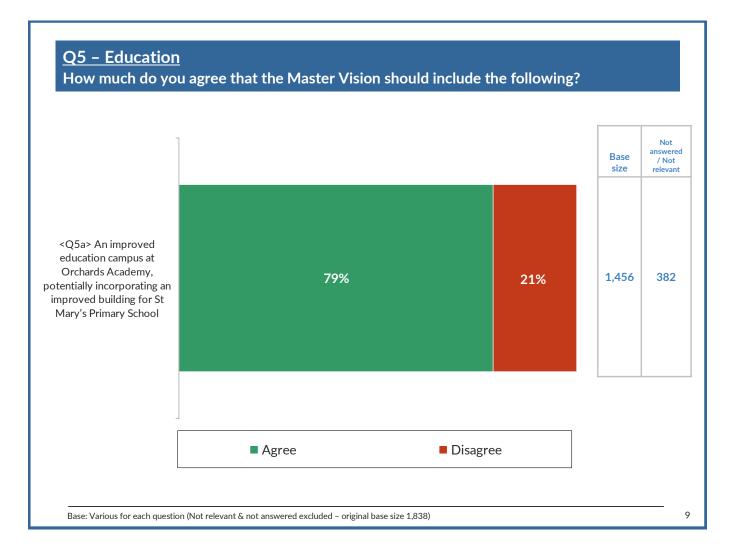
Plans for education are described in the consultation as:

The Master Vision recognises that the Orchards Academy and St Mary's Primary School are key education providers. The Master Vision could enable them, if they wished, to improve their facilities through relocation and redevelopment. The current Local Plan recognises the need for additional primary school places to meet future demand. It also recognises that Secondary school facilities should be rebuilt and refurbished to ensure that they are fit for future use.

The proposal is:

Q5a - An improved education campus at Orchards Academy, potentially incorporating an improved building for St Mary's Primary School

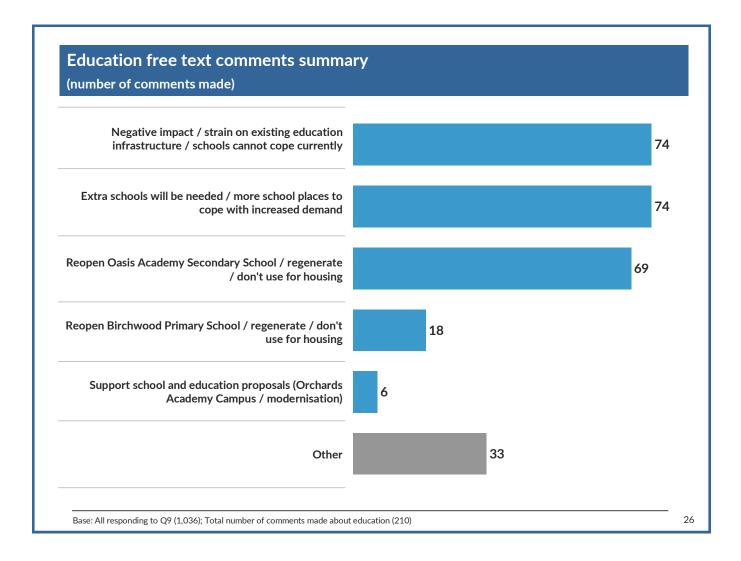
Respondents were asked to indicate their level of agreement with the above proposals:



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A strong majority of 79% were in agreement with the proposal to improve the education campus at Orchards Academy.

The following chart quantifies the free text comments made relating to the proposals for education:





4.6 NEW GATEWAY TO SWANLEY TOWN CENTRE

Plans for the new Gateway to Swanley town centre are described in the consultation as:

Sevenoaks District Council recently bought the former Swanley Working Men's Club site in the High Street, having owned the neighbouring Bevan Place Car Park for many years.

The Bevan Place Car Park and Working Men's Club site is designated for housing in the Local Plan. The Local Plan recognises that this is likely to be best provided by residential apartment blocks.

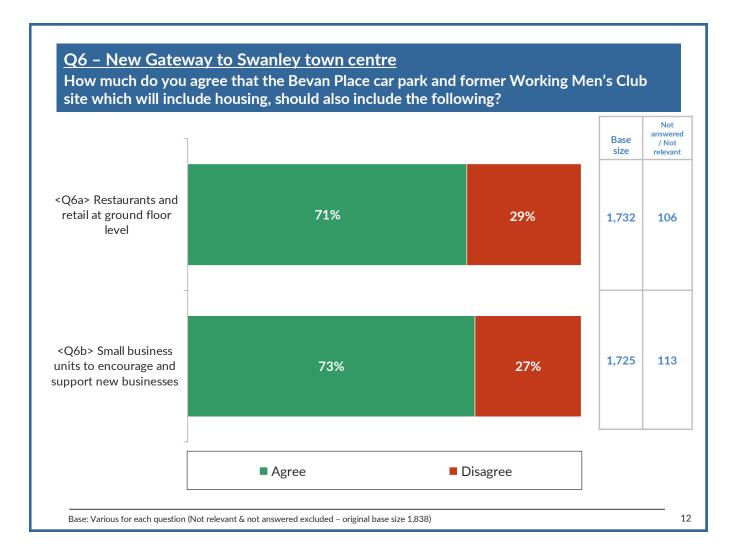
The proposals are:

Q6a - Restaurants and retail at ground floor level

Q6b - Small business units to encourage and support new businesses



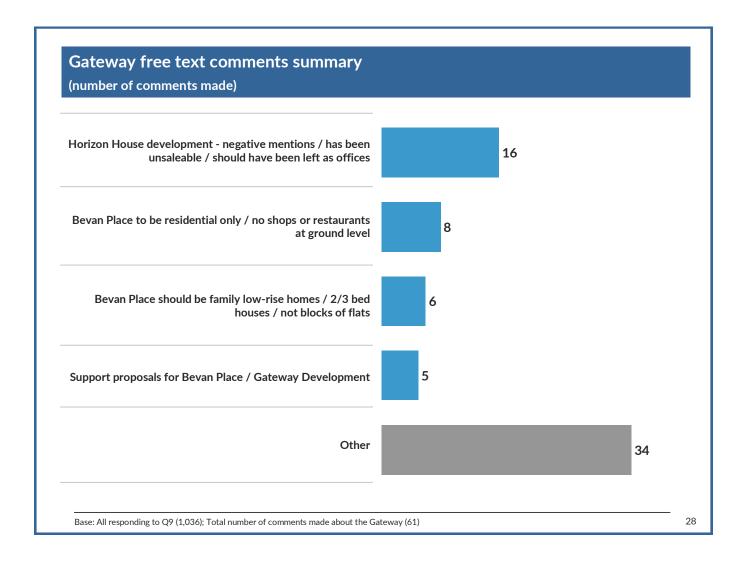
Respondents were asked to indicate their level of agreement with the above proposals:



Development of Bevan Place was supported by over two-thirds of consultees. 71% were in agreement with including restaurants and retail at ground floor level on the former Working Men's Club site and 73% agreed with developing small business units to encourage and support new businesses.



The following chart quantifies the free text comments made relating to proposals for a new Gateway to Swanley town centre:





4.7 GREEN AND OPEN SPACE

Plans for green and open space are described in the consultation as:

The Master Vision sets out to improve access to Swanley Park, potentially including a new car park on the south side of Swanley Park. It includes possible plans for an all weather path suitable for cyclists and pedestrians through the Avenue of Limes to enhance access between Swanley and Hextable. It also includes a possible option of a new outdoor sports hub on the Birchwood School site.

The proposals are:

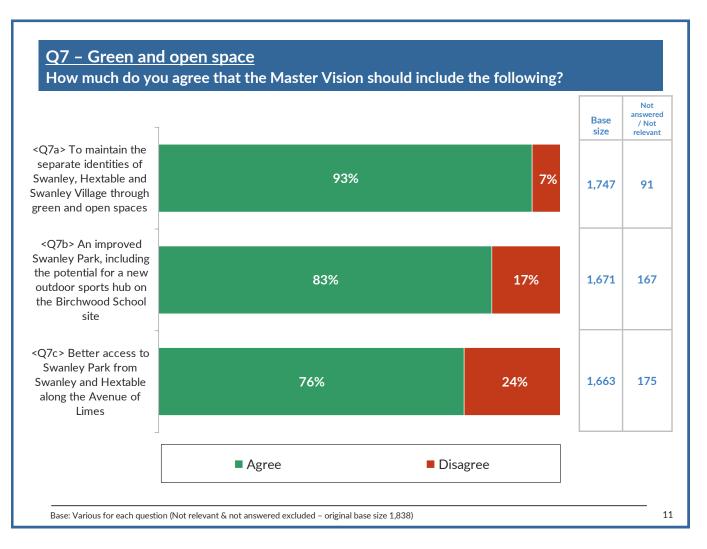
Q7a - To maintain the separate identities of Swanley, Hextable and Swanley Village through green and open spaces

Q7b - An improved Swanley Park, including the potential for a new outdoor sports hub on the Birchwood School site

Q7c - Better access to Swanley Park from Swanley and Hextable along the Avenue of Limes



Respondents were asked to indicate their level of agreement with the above proposals:



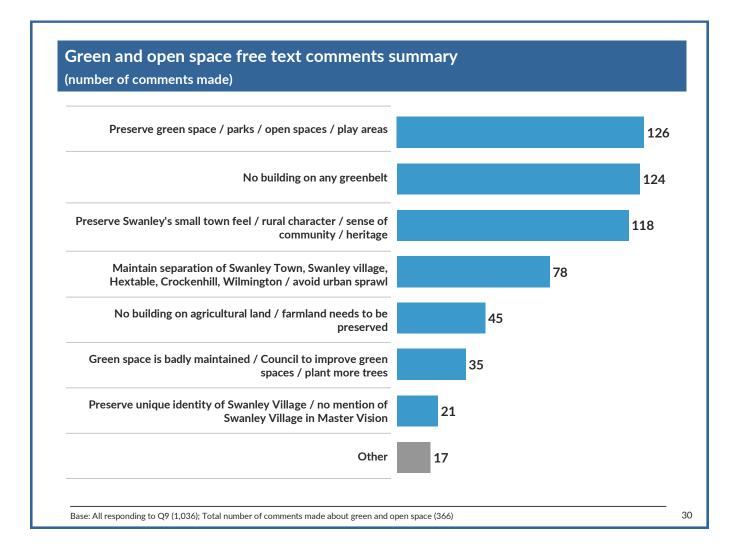
Maintaining separate identities of Swanley, Hextable and Swanley Village through green and open spaces achieved the second highest level of agreement at 93%.

Some 83% of respondents supported the idea of improving Swanley Park including the potential for a new outdoor sports hub.

Over three-quarters (76%) of consultees agreed with improving access to Swanley Park from Swanley and Hextable along the Avenue of Limes.



The following chart quantifies the free text comments made relating to proposals for green and open space:





4.8 HEXTABLE

Plans for Hextable are described in the consultation as:

The Master Vision identifies Swanley and Hextable as two places with their own communities and social networks. Green spaces and Swanley Park act as a green corridor between Swanley and Hextable, which should be retained, with access across Swanley and Hextable improved for all.

The current Local Plan already recognises the need to improve infrastructure in Hextable. This includes the provision of Primary School places and a single healthcare facility which is needed to provide capacity for the existing population. There is an opportunity for the redevelopment of the current Parish Council Complex with a new Hextable Parish hub and Hextable Park.

The Master Vision identifies Hextable village green as an attractive space affected by traffic in the Dartford Road with some areas that are fenced off, overgrown and unusable. To the west of the village Hextable Gardens provides an attractive open space linked to the parish office, former Horticulture College and village hall. This forms part of the wider area of green space between Swanley and Hextable (including Swanley Park).

The proposals are:

Q8a - Opportunity to improve the Oasis Academy site to create new mixed use development, including housing

Q8b - A new Hextable Parish Hub potentially at Hextable Park and redevelopment of the current Parish Council complex

Q8c - Landscape improvements to Hextable village green

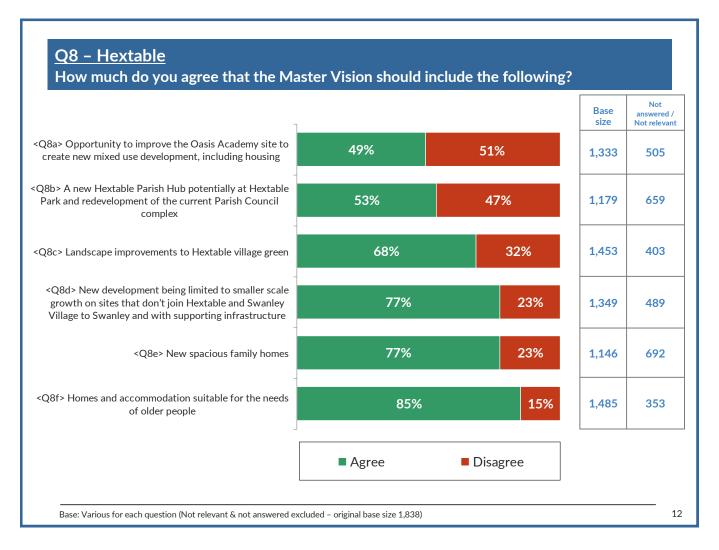
Q8d - New development being limited to smaller scale growth on sites that don't join Hextable and Swanley Village to Swanley and with supporting infrastructure

Q8e - New spacious family homes

Q8f - Homes and accommodation suitable for the needs of older people



Respondents were asked to indicate their level of agreement with the above proposals:



There are notably lower base sizes for the questions in this section of the consultation concerning Hextable due to a larger proportion of respondents not choosing to answer or stating that these proposals do not affect them.

In relation to improving the Oasis Academy site to create mixed use development including housing, 49% agreed with this and 51% disagreed.

Over half (53%) of respondents supported the development of a new Hextable Parish Hub at Hextable Park and the redevelopment of the current Parish Council complex.

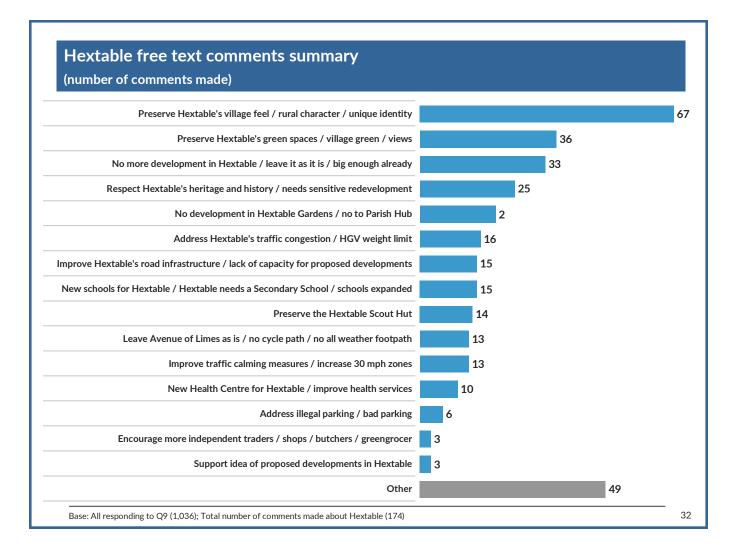


Over two-thirds (68%) were in agreement with making landscape improvements to the village green in Hextable.

Over three-quarters (77%) of respondents were in agreement with two proposals, namely new development being limited to smaller scale growth on sites that don't join Swanley and Hextable and the development of new spacious family homes.

The most supported proposal in this section of the consultation and the proposal achieving the third highest level of agreement with 85% was providing homes and accommodation suitable for the needs of older people.

The following chart quantifies the free text comments made relating to the proposals for Hextable:

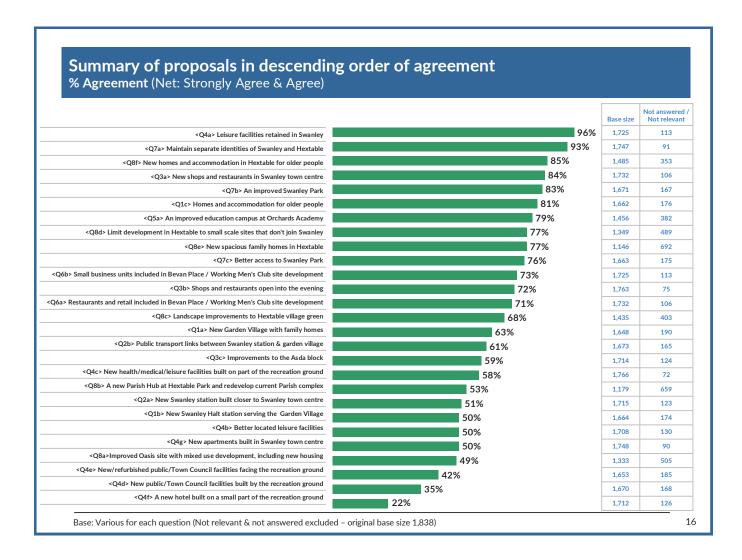




5. SUMMARY OF AGREEMENT WITH MASTER VISION

5.1 SUMMARY CHART FOR ALL PROPOSALS

The summary chart below shows the proportion of respondents agreeing with the proposals in descending order of level of *agreement*. 20 out of the 27 proposals achieved majority support at over 50% agreement.





6. YOUNGER AGE GROUP MINI CONSULTATION

6.1 YOUNGER AGE GROUP SUMMARY CHART FOR ALL PROPOSALS

The summary chart below shows the level of agreement with the proposals for the younger age group in the consultation carried out at Orchards Academy.

Summary of agreement & disagreement of main points raised in the consultation unweighted data - Orchards Academy only Agree Disagree Not answered Base size / Not relevant 84% 101 <O1a> New Garden Village with family homes 6 94 13 <Q1b> New Swanley Halt station serving the Garden Village <O1c> Homes and accommodation for older people 97 10 99 8 <Q2a> New Swanley station built closer to Swanley town centre 9 98 <Q2b> Public transport links between Swanley station & garden village 105 2 <Q3a> New shops and restaurants in Swanley town centre ----

101 6	7%	93%	<q3b> Shops and restaurants open into the evening</q3b>
95 12	22%	78%	<q3c> Improvements to the Asda block</q3c>
104 3	8%	92%	<q4a> Leisure facilities retained in Swanley</q4a>
102 5	21%	79%	<q4b> Better located leisure facilities</q4b>
99 8	21%	79%	<q4c> New health/medical/leisure facilities built on part of the recreation ground</q4c>
89 18	48%	52%	<q4d> New public/Town Council facilities built by the recreation ground</q4d>
91 16	32%	68%	<q4e> New/refurbished public/Town Council facilities facing the recreation ground</q4e>
98 9	50%	50%	<q4f> A new hotel built on a small part of the recreation ground</q4f>
97 10	28%	72%	<q4g> New apartments built in Swanley town centre</q4g>
105 2	12%	88%	<q5a> An improved education campus at Orchards Academy</q5a>
101 6	7%	93%	<q6a> Restaurants and retail included in Bevan Place / Working Men's Club site development</q6a>
91 9	22%	78%	<q6b> Small business units included in Bevan Place / Working Men's Club site development</q6b>
98 9	11%	89%	<q7a> Maintain separate identities of Swanley and Hextable</q7a>
98 9	14%	86%	<q7b> An improved Swanley Park</q7b>
93 14	18%	82%	<q7c> Better access to Swanley Park</q7c>
92 15	21%	79%	<q8a>Improved Oasis site with mixed use development, including new housing</q8a>
78 29	35%	65%	<q8b> A new Parish Hub at Hextable Park and redevelop current Parish complex</q8b>
88 19	26%	74%	<q8c> Landscape improvements to Hextable village green</q8c>
91 16	25%	75%	<q8d> Limit development in Hextable to small scale sites that don't join Swanley</q8d>
94 13	11%	89%	<q8e> New spacious family homes in Hextable</q8e>
99 8	12%	88%	<q8f> New homes and accommodation in Hextable for older people</q8f>

Base: Various for each question (Not relevant & not answered excluded – original base size 107)

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Summary of agreement & disagreement of main points raised in the consultation

	Agree	Disagree	Base size	Not answer / Not releva
<q1a> New Garden Village with family homes</q1a>	63%	37%	1,648	190
<q1b> New Swanley Halt station serving the Garden Village</q1b>	50%	50%	1,664	174
<q1c> Homes and accommodation for older people</q1c>	81%	19%	1,662	176
<q2a> New Swanley station built closer to Swanley town centre</q2a>	51%	49%	1,715	123
<q2b> Public transport links between Swanley station & garden village</q2b>	61%	39%	1,673	165
<q3a> New shops and restaurants in Swanley town centre</q3a>	84%	16%	1,732	106
<q3b> Shops and restaurants open into the evening</q3b>	72%	28%	1,763	75
<q3c> Improvements to the Asda block</q3c>	59%	41%	1,714	124
<q4a> Leisure facilities retained in Swanley</q4a>	96%	4%	1,725	113
<q4b> Better located leisure facilities</q4b>	50%	50%	1,708	130
<q4c> New health/medical/leisure facilities built on part of the recreation ground</q4c>	58%	42%	1,766	72
<q4d> New public/Town Council facilities built by the recreation ground</q4d>	35%	65%	1,670	168
<q4e> New/refurbished public/Town Council facilities facing the recreation ground</q4e>	42%	58%	1,653	185
<q4f> A new hotel built on a small part of the recreation ground</q4f>	22%	78%	1,712	126
<q4g> New apartments built in Swanley town centre</q4g>	50%	50%	1,748	90
<q5a> An improved education campus at Orchards Academy</q5a>	79%	21%	1,456	382
Q6a> Restaurants and retail included in Bevan Place / Working Men's Club site development	71%	29%	1,732	106
<q6b> Small business units included in Bevan Place / Working Men's Club site development</q6b>	73%	27%	1,725	113
<q7a> Maintain separate identities of Swanley and Hextable</q7a>	93%	7%	1,747	91
<q7b> An improved Swanley Park</q7b>	83%	17%	1,671	167
<q7c> Better access to Swanley Park</q7c>	76%	24%	1,663	175
<q8a>Improved Oasis site with mixed use development, including new housing</q8a>	49%	51%	1,333	505
<q8b> A new Parish Hub at Hextable Park and redevelop current Parish complex</q8b>	53%	47%	1,179	659
<q8c> Landscape improvements to Hextable village green</q8c>	68%	32%	1,435	403
<q8d> Limit development in Hextable to small scale sites that don't join Swanley</q8d>	77%	23%	1,349	489
<q8e> New spacious family homes in Hextable</q8e>	77%	23%	1,146	692
<q8f> New homes and accommodation in Hextable for older people</q8f>	85%	15%	1,485	353

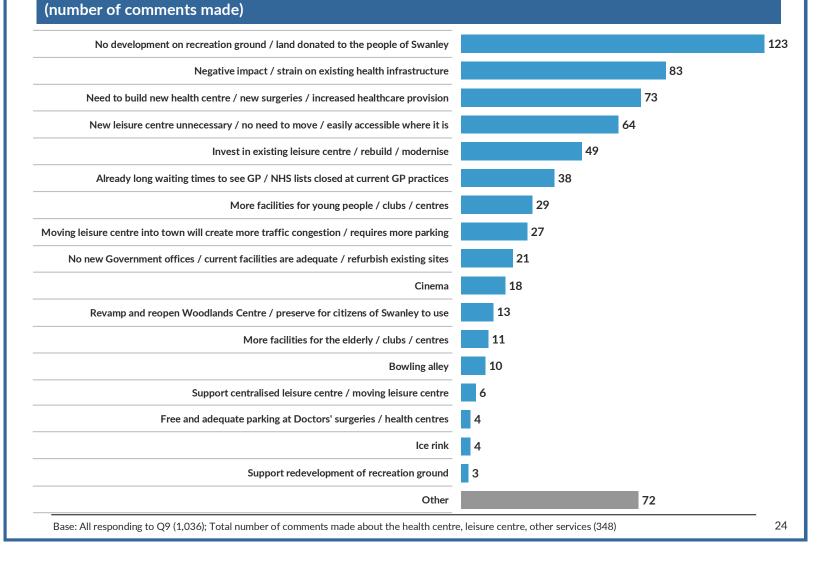
unweighted data - main consultation + Orchards Academy data

Market Research

(number of comments made)		
Must have affordable housing / starter homes / shared ownership		7
Unsustainable increase in population / too many new people / town overpopulated		68
Infrastructure would need to be in place before any development starts	59	
No to Garden Village / no more houses to be built / Swanley is big enough / non DCLG compliance	54	
Housing for locals to stay in area / current residents / young people	53	
Pollution / environmental impacts / concerns for wildlife	53	
Limited development on earmarked sites only / use brownfield / redevelop existing buildings	48	
Housing for the elderly to downsize / bungalows / supported housing / accessible housing for disabled	39	
Must have adequate parking for residents / more housing will need more parking	39	
Family homes / houses with gardens / prefer building houses to apartments	31	
Need to attract new families / young professionals / a better class of person / wider range of people	30	
No to social housing / town has enough social housing already	27	
Social housing needed / must include more social housing	25	
Don't want Swanley to become a commuter town / suburb of London / encouraging outsiders	25	
oncerns about length of Master Vision / living in a building site / how will development disruption be managed	25	
Private ownership / owner occupied / avoid buy-to-let	21	
Proposed designs should be high class / innovative / energy efficient / in keeping	21	
Support the idea of Garden Village / more housing	21	
More property to rent needed / quality rental accommodation to be built	9	
Other	45	

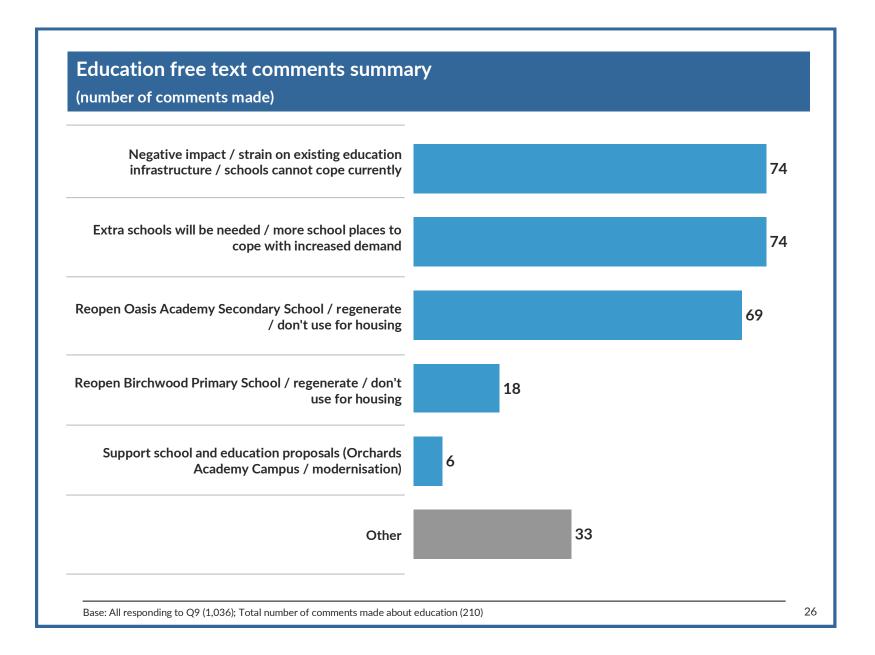
No 13 floor high-rise buildings / blocks of flats out of place / detrimental environmental impact	2:
Lack of diversity in town centre / wider range of retail / small businesses needed	95
Town will become an eyesore / unsightly / slum / inner city feel / concrete jungle	94
Town centre needs regenerating / facelift / looking shabby / needs updating / tidying up	91
No hotel needed	51
Asda impacts negatively on town / puts small shops out of business / litters the town with trollies	5
No to more fastfood outlets / all night eateries / town has enough already	44
Concerns about increased crime / anti-social behaviour / vandalism	44
No to multi-storey car park	43
Litter issues / fly tipping / refuse collection / clean up Swanley / more litter bins	41
Better standard of restaurants / higher end bars / pubs / greater variety / family friendly	37
More car parking needed in town centre / address bad parking / illegal parking	3
Free car parking in town centre / encourage shoppers / visitors	26
Competition from other areas / Bluewater / Lakeside / London, etc	21
Support town centre redevelopment with new shops and restaurants	18
Business rates too high / expensive shop rents / independent traders put of	11
Need another supermarket / better supermarket / more competition	7
Improve street lighting	7
No more shops / more retail unnecessary / current shops struggle	7
Relocate market away from town centre / negative impact	6
Support town centre redevelopment with new businesses	6
Negative impact on town's businesses	5
Support town centre redevelopment with a hote	2

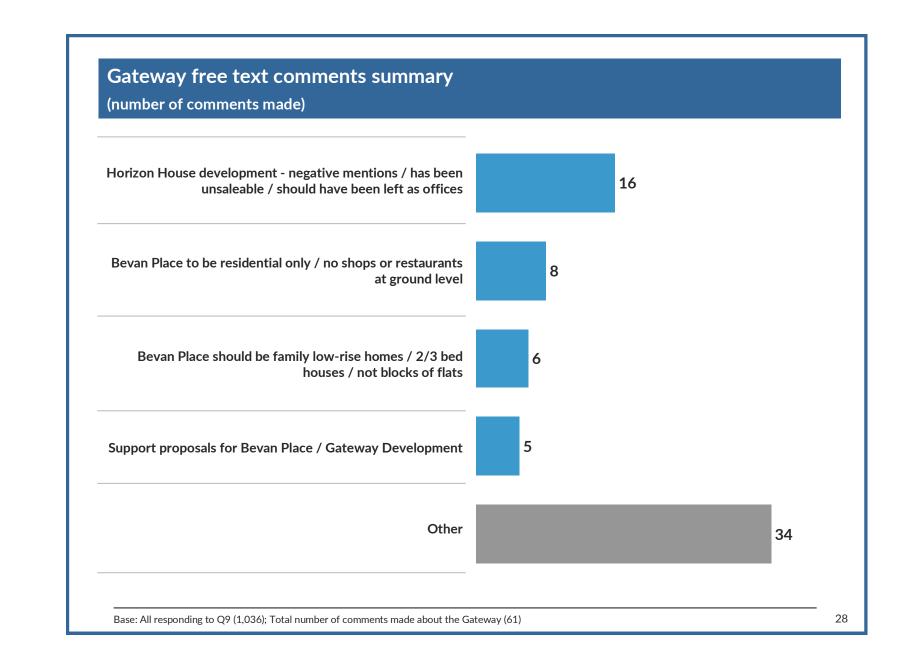
Health centre, leisure centre, other services free text comments summary



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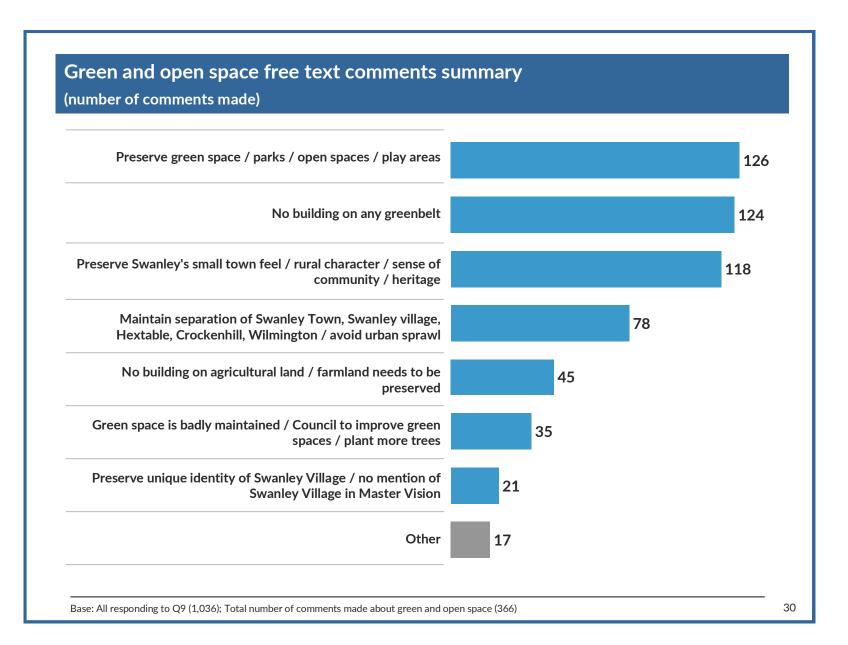
Market Research





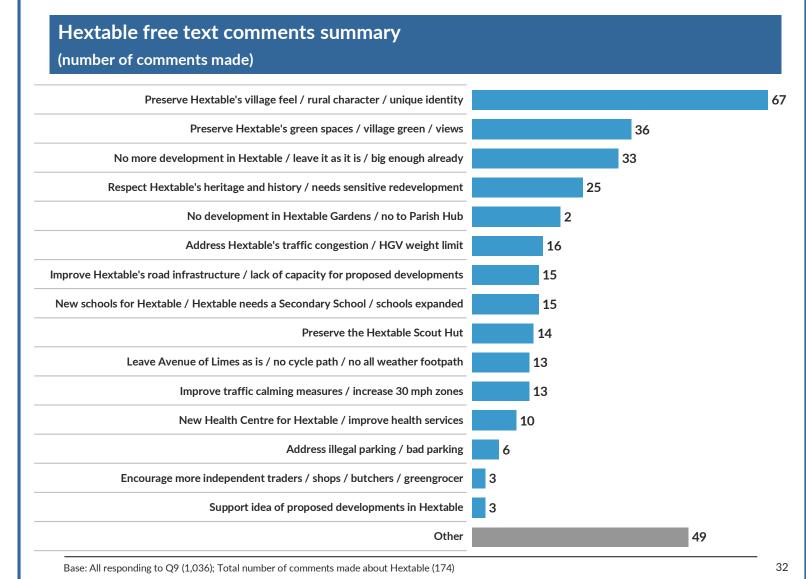
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Lakes Market Research 44



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Market Research 45



. .<			Base size	Not answered Not relevant
0.0000 0.00000 0.00000 0.000	<q4a> Leisure facilities retained in Swanley</q4a>	96%	1,725	113
	<q7a> Maintain separate identities of Swanley and Hextable</q7a>	93%	1,747	91
Current operationCurrent operationCu	<q8f> New homes and accommodation in Hextable for older people</q8f>	85%	1,485	353
Cq1c> Homes and accommodation for older people81%1.662176Cq5a> An improved education campus at Orchards Academy79%1.456382Cq6a> Limit development in Hextable to small scale sites that don't join Swanley77%1.49489Cq6a> Swale yacious family homes in Hextable77%1.46672Cq6a> Small business units included in Bevan Place / Working Men's Club site development73%1.763173Cq6a> Shops and retairants open into the evening71%1.7321.663175Cq6a> Restaurants and retail included in Bevan Place / Working Men's Club site development63%1.453403Cq6a> Restaurants and retail included in Bevan Place / Working Men's Club site development63%1.4541.663Cq6a> Restaurants and retail included in Bevan Place / Working Men's Club site development63%1.4541.663Cq6a> Restaurants and retail included in Bevan Place / Working Men's Club site development63%1.4541.663Cq6a> Restaurants and retail included in Bevan Place / Working Men's Club site development63%1.4541.663Cq6a> New Graden Village with family homes63%1.4641.701.663Cq6a> New Nealth/medical/leisure facilities built on part of the recreation ground58%1.7661.72Cq6a> New Swanley station built closer to Swanley trown centre50%1.7641.70Cq6a> New Nealth Med use development, including new housing50%1.7641.70Cq6a> New partements built in Swanley trown centre50%1.7681.73 <td><q3a> New shops and restaurants in Swanley town centre</q3a></td> <td>84%</td> <td>1,732</td> <td>106</td>	<q3a> New shops and restaurants in Swanley town centre</q3a>	84%	1,732	106
 	<q7b> An improved Swanley Park</q7b>	83%	1,671	167
<q8d> Linit development in Hextable to small scale sites that don't join Swanley <q8e> New spacious family homes in Hextable77%1.49489<q7c> Better access to Swanley Park77%1.46072<q6b> Small business units included in Bevan Place / Working Men's Club site development73%1.725113<q6b> Small business units included in Bevan Place / Working Men's Club site development72%1.76375<q6b> Small business units included in Bevan Place / Working Men's Club site development71%1.722106<q8c> Landscape improvements to Hextable village green <q8c> Landscape improvements to the Asdab block63%1.6631.663<q1a> New Garden Village with family homes63%1.648190<q2a> New Varish Hub at Hextable Park and redevelop current Parish complex53%1.7661.71<q8a> Improvements to Ut as samely town centre <q8a> Improved Dasis site with mixed use development, including new housing <q4e> New Merkin Huiked use development, including new housing <q4e> New Jubic/Town Council facilities facility the recreation ground <q4e> New Herkin Huiked use development, including new housing <q4e> New Herkin Huike to as a differ to ground <q4e> New Herkin Huiked use development, including new housing <q4e> New Herkin Huike to as a differ to ground <q4e> New Herkin Huike to as a differ to ground <q4e> New Herkin Huike to as a differ to ground <q4e> New Herkin Huike to as a differ to ground<br< td=""><td><q1c> Homes and accommodation for older people</q1c></td><td>81%</td><td>1,662</td><td>176</td></br<></q4e></q4e></q4e></q4e></q4e></q4e></q4e></q4e></q4e></q4e></q4e></q4e></q4e></br></q8a></q8a></q2a></q1a></q8c></q8c></q6b></q6b></q6b></q7c></q8e></q8d>	<q1c> Homes and accommodation for older people</q1c>	81%	1,662	176
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<q8c> Landscape improvements to Hextable village green (Q1a> New Garden Village with family homes (Q2b> Public transport links between Swanley station & garden village (Q2c> Improvements to the Asda block (Q3c> Improvements to the recreation ground (Q4c> New health/medical/leisure facilities (Q2a> New Swanley station built closer to Swanley town centre (Q1b> New Swanley station serving the Garden Village (Q4b> Better located leisure facilities (Q4b> Better located leisure facilities (Q4e> New public/Town Council facilities facing the recreation ground (Q4d> New public/Town Council facilities built by the recreation ground (Q4d> New public/Town Council facilities built by the recreation ground (Q4d> New public/Town Council facilities built by the recreation ground (Q4d> New public/Town Council facilities built by the recreation ground (Q4d> New public/Town Council facilities built by the recreation ground (Q4d> New public/Town Council facilities built by the recreation ground (Q4d> New public/Town Council facilities public by the recreation ground (Q4d> New public no a small not of the recreation ground (Q4d> New public no a small not of the recreation ground (Q4d> New public no a small not of the recreation ground (Q4d> New public no a small not of the recreation ground (Q4d> New public no a small not of the recreation ground (Q4d> New public no a small not of the recreation ground (Q4d> New public no a small not of the recreation ground (Q4d> New public no a small not of the recreation ground (Q4d> New public no a small not of the recreation ground (Q4d> New public no a small not of the recreation ground (Q4d> New public not not not not not not not not not not</q8c>	<q3b> Shops and restaurants open into the evening</q3b>	72%	1,763	75
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<q8b> A new Parish Hub at Hextable Park and redevelop current Parish complex53%1,179659<q2a> New Swanley station built closer to Swanley town centre51%1,715123<q1b> New Swanley Halt station serving the Garden Village50%1,664174<q4b> Better located leisure facilities50%1,708130<q4b> New apartments built in Swanley town centre50%1,74890<q4b> New/refurbished public/Town Council facilities facing the recreation ground49%1,333505<q4d> New public/Town Council facilities built by the recreation ground42%1,653185<q4d> New public/Town council facilities built by the recreation ground35%1,670168</q4d></q4d></q4b></q4b></q4b></q1b></q2a></q8b>	<q4c> New health/medical/leisure facilities built on part of the recreation ground</q4c>			
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<q1b> New Swanley Halt station serving the Garden Village 50% 1,664 174 <q4b> Better located leisure facilities 50% 1,708 130 <q4g> New apartments built in Swanley town centre 50% 1,748 90 <q4e> New/refurbished public/Town Council facilities facing the recreation ground 49% 1,333 505 <q4d> New public/Town Council facilities built by the recreation ground 42% 1,664 1,664 174 <q4e> New/refurbished public/Town Council facilities built by the recreation ground 42% 1,653 1,853 1,853 <q4b> A new batel built on a small part of the recreation ground 35% 1,670 1,670 1,670</q4b></q4e></q4d></q4e></q4g></q4b></q1b>	<q2a> New Swanley station built closer to Swanley town centre</q2a>			
<q4b> Better located leisure facilities 50% 1,708 130 <q4b> New apartments built in Swanley town centre 50% 1,748 90 <q4b> New/refurbished public/Town Council facilities facing the recreation ground 49% 1,333 505 <q4d> New public/Town Council facilities built by the recreation ground 42% 1,653 1,853 <q4d> New public/Town council facilities the recreation ground 35% 1,670 1,670</q4d></q4d></q4b></q4b></q4b>	<q1b> New Swanley Halt station serving the Garden Village</q1b>			
<q4g> New apartments built in Swanley town centre 50% 1,748 90 <q8a>Improved Oasis site with mixed use development, including new housing 49% 1,333 505 <q4d> New public/Town Council facilities facing the recreation ground 42% 1,653 185 <q4d> New public/Town Council facilities built by the recreation ground 35% 1,670 168</q4d></q4d></q8a></q4g>	<q4b> Better located leisure facilities</q4b>			
<q8a>Improved Oasis site with mixed use development, including new housing 49% 1,333 505 <q4e> New/refurbished public/Town Council facilities facing the recreation ground 42% 1,653 185 <q4d> New public/Town Council facilities built by the recreation ground 35% 1,670 168</q4d></q4e></q8a>	<q4g> New apartments built in Swanley town centre</q4g>			
<q4e> New/refurbished public/Town Council facilities facing the recreation ground 42% 1,653 185 <q4d> New public/Town Council facilities built by the recreation ground 35% 1,670 168</q4d></q4e>	<q8a>Improved Oasis site with mixed use development, including new housing</q8a>			
<q4d> New public/Town Council facilities built by the recreation ground SQ4d> A new hotel built on a small part of the recreation ground 1,670 1,670</q4d>	<q4e> New/refurbished public/Town Council facilities facing the recreation ground</q4e>			
<045 A new hotel built on a small part of the recreation ground	<q4d> New public/Town Council facilities built by the recreation ground</q4d>			
	<q4f> A new hotel built on a small part of the recreation ground</q4f>	22%	1,712	100

Summary of proposals in descending order of agreement % Agreement (Net: Strongly Agree & Agree)

Market Research

Summary of agreement & disagreement of main points raised in the consultation unweighted data - Orchards Academy only

	Agree Disagree		Base size	Not answere / Not relevan
<q1a> New Garden Village with family homes</q1a>	84%	16%	101	6
<q1b> New Swanley Halt station serving the Garden Village</q1b>	82%	18%	94	13
<q1c> Homes and accommodation for older people</q1c>	96%	4%	97	10
<q2a> New Swanley station built closer to Swanley town centre</q2a>	78%	22%	99	8
<q2b> Public transport links between Swanley station & garden village</q2b>	91%	9%	98	9
<q3a> New shops and restaurants in Swanley town centre</q3a>	93%	7%	105	2
<q3b> Shops and restaurants open into the evening</q3b>	93%	7%	101	6
<q3c> Improvements to the Asda block</q3c>	78%	22%	95	12
<q4a> Leisure facilities retained in Swanley</q4a>	92%	8%	104	3
<q4b> Better located leisure facilities</q4b>	79%	21%	102	5
<q4c> New health/medical/leisure facilities built on part of the recreation ground</q4c>	79%	21%	99	8
<q4d> New public/Town Council facilities built by the recreation ground</q4d>	52%	48%	89	18
<q4e> New/refurbished public/Town Council facilities facing the recreation ground</q4e>	68%	32%	91	16
<q4f> A new hotel built on a small part of the recreation ground</q4f>	50%	50%	98	9
<q4g> New apartments built in Swanley town centre</q4g>	72%	28%	97	10
<q5a> An improved education campus at Orchards Academy</q5a>	88%	12%	105	2
<q6a> Restaurants and retail included in Bevan Place / Working Men's Club site development</q6a>	93%	7%	101	6
<q6b> Small business units included in Bevan Place / Working Men's Club site development</q6b>	78%	22%	91	9
<q7a> Maintain separate identities of Swanley and Hextable</q7a>	89%	11%	98	9
<q7b> An improved Swanley Park</q7b>	86%	14%	98	9
<q7c> Better access to Swanley Park</q7c>	82%	18%	93	14
<q8a>Improved Oasis site with mixed use development, including new housing</q8a>	79%	21%	92	15
<q8b> A new Parish Hub at Hextable Park and redevelop current Parish complex</q8b>	65%	35%	78	29
<q8c> Landscape improvements to Hextable village green</q8c>	74%	26%	88	19
<q8d> Limit development in Hextable to small scale sites that don't join Swanley</q8d>	75%	25%	91	16
<q8e> New spacious family homes in Hextable</q8e>	89%	11%	94	13
<q8f> New homes and accommodation in Hextable for older people</q8f>	88%	12%	99	8

Market Research