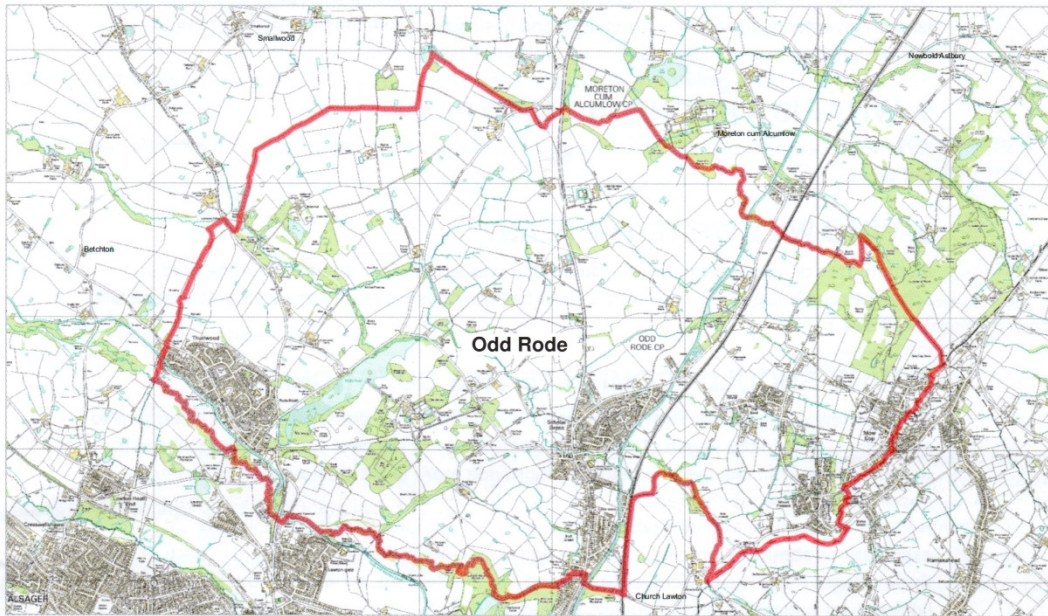


Odd Rode Parish Council Neighbourhood Development Plan



Household Questionnaire 2017

Draft Report and Analysis

Business & the Economy

Introduction

In 2017 it was decided to conduct a survey of the residents of the parish of Odd Rode in Cheshire in preparation for a Neighbourhood Development Plan. Odd Rode is part of the unitary authority of Cheshire East Council and a questionnaire was delivered to all 2500 households in August of that year. Of these 825 were returned.

The questionnaire contained eight sections:

- 1.0 About your Household
- 2.0 Your Housing Needs
- 3.0 Future Housing Development
- 4.0 Facilities and Services
- 5.0 Transport and Highways
- 6.0 Natural Heritage
- 7.0 Built Heritage
- 8.0 Economic Development

The following is an analysis of the response to section 8 and has been conducted by Knud Moller as a member of the Steering Group and the Parish Council. The interpretation of the response as set out in this report is entirely the responsibility of Knud Moller, but any conclusions and comments beyond this report and not included here will be the responsibility of those who have drawn the conclusions and made the comments.

8.0 ECONOMIC DEVELOPMENT

The last section of the residents' survey concerned current employment and travel to work patterns and preferences for future development within the parish.

8.1 Owner, manager or employees.

Q 8.1 Do you own or run a business in the parish?

Yes No

Q 8.2 If yes, would you like to receive a copy of the business survey for Odd Rode?

Yes No

This will inform economic policies the final Plan

The response to the first question is summarised in table 8.1 below:

Table 8.1: Owner, manager or employees

	<u>Rode Heath</u>		<u>Scholar Green</u>		<u>Mt Pleasant/ Mow Cop</u>		<u>Odd Rode</u>	
	Number	%	Number	%	Number	%	Number	%
Owner or manger	20	5.83	15	5.81	12	5.36	47	5.70
No	311	90.67	224	86.82	185	82.59	720	87.27
Not stated	12	3.50	19	7.36	27	12.05	58	7.03
Total	343	100	258	100	224	100	825	100

As may have been expected business owners or managers are only a small percentage of the respondents at just less than 6% with the smallest percentage, 5.36%, found among the respondents from Mt Pleasant-Mow Cop. The highest percentage of respondents, 90.67%, answering 'No' to question 1 is found among the Rode Heath residents.

On the question of whether they wanted to receive a copy of the business report the response is shown in table 8.2 overleaf.

Most respondents claiming to be owners or manager as well as a significant number of respondents claiming not to be, had answered this question.

Although few in numbers more than 50% of the 'owners or managers' would like to see the business report, while the overwhelming proportion of non-'owners or managers' seem to have no interest in such a report and do not wish to receive a business report.

Table 8.2: Want to receive business report.

	Yes	No	Not stated
Owner or manger	9	9	2
No	6	49	256
Not stated	-	-	12
<u>Rode Heath</u>	15	58	270
Owner or manger	8	5	2
No	2	33	189
Not stated	-	-	19
<u>Scholar Green</u>	10	38	210
Owner or manger	6	4	2
No	3	26	156
Not stated	-	-	27
<u>Mt Pleasant</u>	9	30	185
Owner or manger	23	18	6
No	11	108	601
Not stated	-	-	58
<u>Odd Rode</u>	34	126	665

7.2 Number of working people and activity rates

The third question concerned the place of work and mean of travelling to work.

Q 8.3 For those in your household who work, please let us know where and how they go to work:

	No. who work here	Drive	Bus	Train	Cycle	Walk	Other
Work at home							
Elsewhere in the parish							
Alsager area							
Sandbach area							
Congleton area							
The Potteries							
Crewe							
Manchester							
Other							

Specify where _____

The response to this question has been combined with the response to the questions on age. In summary the outcome is as shown in table 8.3.

Table 8.3: Economic Activity.

	Households		
	Working members ¹⁾	Not working & retired ²⁾	Total
	204	139	343
	People		
People working ³⁾	381		381
Other people of working age ⁴⁾	87		87
People aged 65+ ⁵⁾		209	209
Children	82		82
Rode Heath	550	209	759
	Households		
	Working members ¹⁾	Not working & retired ²⁾	Total
	125	133	258
	People		
People working ³⁾	221		221
Other people of working age ⁴⁾	59		59
People aged 65+ ⁵⁾		206	206
Children	29		29
Scholar Green	309	206	515
	Households		
	Working members ¹⁾	Not working & retired ²⁾	Total
	129	96	
	People		
People working ³⁾	233		233
Other people of working age ⁴⁾	89		89
People aged 65+ ⁵⁾		129	129
Children	19		19
Mt Pleasant/Mow Cop	341	129	470
	Households		
	Working members ¹⁾	Not working & retired ²⁾	Total
	458	368	826
	People		
People working ³⁾	835		835
Other people of working age ⁴⁾	235		235
People aged 65+ ⁵⁾		544	544
Children	130		130
Odd Rode	1200	544	1744

¹⁾Households with some working members.

²⁾Households not working and some members retired.

³⁾Members of working age in work.

⁴⁾Other people of working age not working or seeking work.

⁵⁾People aged 65+ assumed retired.

Within table 9.3 the important figures are those that add up to the number of people of working age of which the first (381 in Rode Heath) is termed “People working” and equates to what in the Censuses are called “economically active”. The second (87 in Rode Heath) is termed “Other people of working age” and equates to what in Censuses is called “economically inactive”. In total they add up to 468 in Rode Heath of which 381 make up 81.4%.

For the parish as a whole and each of the three sub-areas the rates of economically active are as follows:

Rode Heath:	381 ~ 81.4% of 468
Scholar Green:	221 ~ 78.9% of 280
Mt Pleasant/Mow Cop:	233 ~ 72.4% of 322
Odd Rode Parish	835 ~ 78.0% of 1070

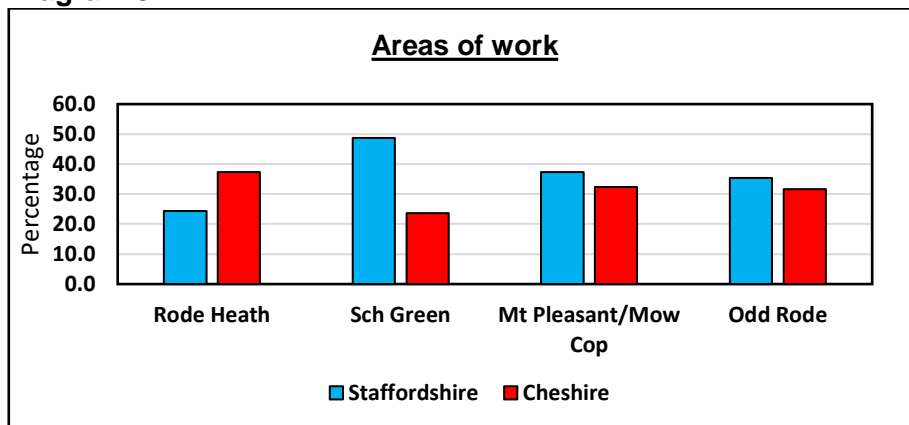
Given what we already have found from this survey in terms of age- and family structures it may not surprise the reader that Rode Heath stand out as having the highest rate of economically active residents while the Mt Pleasant-Mow Cop area has the lowest rate of such residents.

8.3 Workplace destination

The following analysis concerns only the 835 people who make up the working population of Odd Rode and the response for these is summarised in table 8.4, page 32.

With the parish of Odd Rode being on the border with Staffordshire it is to be expected that employment is found both within Cheshire and within Staffordshire. Thus, a closer analysis finds that about 35% of the working population commutes to destinations within Staffordshire including The Potteries while a similar amount (32%) finds work within Cheshire East. However, this does conceal some significant differences between the three main settlement areas as shown in Diagram 8.1.

Diagram 8.1



From within Scholar Green 49% of the working population travel to work in Staffordshire and The Potteries while 24% go to places within Cheshire. A similar pattern is evident in the case of Mount Pleasant-Mow Cop with 37% travelling south while 32% stay within Cheshire. By contrast 24% of the Road Heath working population travel to Staffordshire while 37% finds work within Cheshire.

Table 8.4: Places of work by area of residence.

	Rode Heath		Scholar Green		Mt Pleas/Mw Cop		Odd Rode	
	Number	%	Number	%	Number	%	Number	%
Work at home	34	9.50	24	8.99	23	11.44	81	9.81
Within OR	20	5.59	13	4.87	16	7.96	49	5.93
Alsager	35	9.78	12	4.49	7	3.48	54	6.54
Sandbach	31	8.66	8	3.00	6	2.99	45	5.45
Congleton	15	4.19	18	6.74	23	11.44	56	6.78
Potteries	69	19.27	54	20.22	64	31.84	187	22.64
Crewe	34	9.50	19	7.12	14	6.97	67	8.11
Manchester & NW	35	9.78	13	4.87	11	5.47	59	7.14
Staffordshire	18	5.03	76	28.46	11	5.47	105	12.71
UK-wide	17	4.75	18	6.74	8	3.98	43	5.21
Cheshire East	19	5.31	6	2.25	15	7.46	40	4.84
Cheshire West	10	2.79	4	1.50	2	1.00	16	1.94
Other	21	5.87	2	0.75	1	0.50	24	2.91
Total	358	100	267	100	201	100	826	100

8.4 Means of transport

Table 8.5a and 8.5b, below and overleaf, describes the pattern of use of mode of transport to work.

Table 8.5a: Means of transport to work and destination, Odd Rode Parish.

	Elsewhere in OR	Alsager	Sandbach	Congleton	Potteries	Crewe	Manchester	Other
Drive	27	48	39	46	155	55	28	175
Bus		1	1	1	1	4	3	4
Train					1	1	7	11
Cycle	1	2	9	1	1	2		3
Walk	14	1						1
Other	1	1	1	2	1			18
Not stated	6	1	1	6	28	5	6	40
Odd Rode	49	54	45	56	187	67	44	252

Note: Number of people working at home is not included.

Table 8.5b: Means of transport to work and destination.

	Elsewhere in OR	Alsager	Sandbach	Congleton	Potteries	Crewe	Manchester	Other
Drive	9	33	27	14	67	28	17	94
Bus			1			3		2
Train						1	4	4
Cycle		1	2			2		1
Walk	9	1						
Other	1		1	1	1			7
Not stated	1				1		2	12
Rode Heath	20	35	31	15	69	34	23	120
Drive	8	11	7	14	40	15	4	42
Bus		1					3	1
Train								2
Cycle	1		7					
Walk	2							
Other								7
Not stated	2			4	14	4	3	11
Scholar Green	13	12	8	18	54	19	10	63
Drive	10	4	5	18	48	12	7	39
Bus				1	1	1		1
Train					1		3	5
Cycle		1		1	1			2
Walk	3							1
Other		1		1				4
Not stated	3	1	1	2	13	1	1	17
Mt Pleas/MwCp	16	7	6	23	64	14	11	69

Note: Number of people working at home is not included.

It will not come as a surprise that by far the most commonly used mode is driving – presumably by personal car (the questionnaire only ask whether the respondent is “driving”). However, it is noted that, although the numbers are small, walking and cycling becomes a possibility for those working within the parish and in nearby towns (Alsager, Sandbach, Crewe) while trains may be used for those working further afield.

The following table gives a summary of the use of different transport modes within different parts of the parish. It is noticeable that more people from the Mt Pleasant-Mow Cop Area are cycling and using public transport than from the other areas. This may be a reflection of the relative differences in income and wealth between the areas.

Table 8.6: Mode of transport by sub-area.

	Rode Heath		Scholar Green		Mt Pleas/Mw Cop		Odd Rode	
	Number	%	Number	%	Number	%	Number	%
Driving	289	75.85	141	63.80	143	61.37	573	68.62
Bus	6	1.57	2	0.90	4	1.72	12	1.44
Train	9	2.36	5	2.26	9	3.86	23	2.75
Cycle	6	1.57	2	0.90	5	2.15	13	1.56
Walk	10	2.62	2	0.90	4	1.72	16	1.92
Other	11	2.89	7	3.17	6	2.58	24	2.87
Not stated	16	4.20	38	17.19	39	16.74	93	11.14
Working at home	34	8.92	24	10.86	23	9.87	81	9.70
Total	381	100	221	100	233	100	835	100

The reasons for the negligible use of public transport becomes clearer when considering the response to the next questions.

Q 8.4 Do any of your household have problems getting to work?

Yes No

Q 8.5 If so, what are the problems?

Q 8.6 Are any of your household unable to work because of transport problems?

Yes No

Q 8.7 If so, what are the problems?

A big majority of responses indicated no transport problems (76% of the 458 households with working members, table 9.3), but a total of 108 (24%) indicated that they did experience

problems. These could broadly be divided into two main groups: **1.** Problems caused by the paucity or unreliability of public transport whether buses or trains and **2.** Problems experienced by drivers concerned with the sheer volume on roads and streets within the parish as well as the surrounding main routes, the M6, A34 and A50.

Table 8.7: Reported traffic problems.

		Rode Heath	Sch Green	Mt Pleasant/ Mow Cop	Odd Rode
Buses	Number	14	15	14	43
	%	35.90	48.39	36.84	39.81
Traffic	Number	25	16	24	65
	%	64.10	51.61	63.16	60.19
Problems	Number	39	31	38	108
TTW Problems	Number	204	125	129	458
	%	19.12	24.80	29.46	23.58

Since most people drive to work, it is no surprise that the largest number of reported problems stems from these people, but it may surprise some that proportionately the largest number of 'complaints re public transport and buses originate from respondents from Scholar Green.

(Question 8.4 is different from question 8.6, but the writer of this report feels that very few if any respondents realised the significance of question 8.6. In terms of problems only a handful of respondents answered question 8.7 and all along the same lines as described above.)

8.5 Future employment and development opportunities

Q 8.8 Would you like to see more employment opportunities in the parish?

Yes No

Q 8.9 If so, what type?

368 or 45% of the respondents would like to see more employment opportunities within the parish and there is little difference between the sub-areas. However, 36% of the respondents answer 'No' to the question and a further 20% do not state their preference or do not have a

preference. It appears that among these there is a fear of urbanisation; they wish to keep the parish as rural as possible.

Table 8.8: Would you like more employment opportunities

		Total	'No'	'Yes'	Not stated
Rode Heath	Number	343	127	154	62
	%	100	37.03	44.90	18.08
Scholar Green	Number	258	87	117	54
	%	100	33.72	45.35	20.93
Mt Pleasant/ Mow Cop	Number	224	81	97	46
	%	100	36.16	43.30	20.54
Odd Rode	Number	825	295	368	162
	%	100	35.76	44.61	19.64

The respondents who would like to see more employment opportunities are invited to state which type they would like to see. The response is multi-faceted and not easy to summarise, but this has nevertheless been attempted in table 8.9.

They are not mutually exclusive and some are grouped together and together with other suggestions too numerous to mention here. Indeed some respondents indicate a preference for a mixture of industries.

The three specified categories most preferred appear to be leisure, high technology and retail.

Table 8.9: Employment opportunities you would like to see.

	Rode Heath	Scholar Green	Mt Pleasant/ Mow Cop	Odd Rode
Agriculture			2	2
Anything	24	18	15	57
Arts & Crafts Units		4	5	9
High Tech; IT	16	11	7	34
Leisure	16	22	11	49
Mixture			2	2
Office	10	15	5	30
Retail	11	11	12	34
Other			4	4
Not stated	58	38	29	125
Younger generation	7	2	4	13
Scale & design	7	11	12	30

However, it is clear that there is a concern that more opportunities for young people could be or should be offered locally.

It is also clear that among the respondents there is concern that any enterprise should be in keeping with the local natural and built-up environment in scale and design. Thus the word 'small' is a prefix to 30 separate suggestions. This mirror the concern referred to above that the parish could inadvertently become urbanised and thereby negate the character of the area that initially attracted new-comers.

The response to the two final questions prove somewhat difficult to interpret.

Q 8.10 Do you believe existing employment sites in the parish should be used for housing, if they become vacant?

Yes No

Q 8.11 If redundant farm buildings, or other brownfield sites, become available for redevelopment, do you believe priority should be given to housing or to business?

Priority to housing Priority to business

Table 8.10a: Development preference

Priority\Hsg use		Yes	No	Not stated	Total	
					Number	%
Business	Number	75	155	13	243	29.53
Housing	-	291	114	38	443	53.83
Both or mixture	-	9	6	3	18	2.19
Depends	-	7	1	5	13	1.58
Either	-	5			5	0.61
Community projects	-		1		1	0.12
Neither or none	-	1	9	2	12	1.46
Not stated	-	18	16	54	88	10.69
Odd Rode	Number	406	302	115	823	100
	%	49.33	36.70	13.97	100	
Business	Number	32	81	6	119	34.69
Housing	-	109	52	12	173	50.44
Both or mixture	-	1	3	2	6	1.75
Depends	-	1		1	2	0.58
Neither or none	-		4	2	6	1.75
Not stated	-	9	7	21	37	10.79
Rode Heath	Number	152	147	44	343	100
	%	44.31	42.86	12.83	100	

Note: In table 8.10a the rows refer to question 8.10. The columns refer to question 8.11.

Table 8.10b: Development preference

Priority\Hsg use		Yes	No	Not stated	Total	
					Number	%
Business	Number	23	48	4	75	29.18
Housing	-	88	35	12	135	52.53
Both or mixture	-	4	2	1	7	2.72
Depends	-	3		4	7	2.72
Either	-	5			5	1.95
Neither or none	-		3		3	1.17
Not stated	-	3	5	17	25	9.73
Scholar Green						
	Number	126	93	38	257	100
	%	49.03	36.19	14.79	100	
Business	Number	20	26	3	49	21.97
Housing	-	94	27	14	135	60.54
Both or mixture	-	4	1		5	2.24
Depends	-	3	1		4	1.79
Community projects	-		1		1	0.45
Neither or none	-	1	2		3	1.35
Not stated	-	6	4	16	26	11.66
Mt Pleasant/ Mow Cop						
	Number	128	62	33	223	100
	%	57.40	27.80	14.80	100	

Note: In table 7.10a the rows refer to question 8.10. The columns refer to question 8.11.

It is quite clear from the above table that respondents give a preference to the use of vacant employment premises for housing with 291 respondents state that their priority is 'housing' and say 'Yes' to the use of such premises for housing. However, 155 respondents say 'No' to the future use as housing and give preference to a business use.

Overall 406 respondents state that such premises should be used for housing while 443 respondent feel it should be given priority. At the same time a considerable body of respondents of 302 feel the future use should be business and 243 feel it should be given priority.

Summary:

'Owners or managers' of businesses within Odd Rode appear to be very few comprising less than 6% of the respondents and only a few of these wished to see a business report.

The response to question 8.3 -

Q 8.3 For those in your household who work, please let us know where and how they go to work

- was combined with the question on age in chapter 1 in order to ascertain the economic activity rate of the parish as a whole and of each of the constituent parts. The outcome is shown in table 9.3 and summarised on page 31.

It shows Rode Heath to have the highest economic activity rate and Mt Pleasant/ Mow Cop the lowest.

The economically active residents of Odd Rode works cover a very wide geographical area, some travelling large swathes of UK and even countries abroad. However, the answer to where people go to work makes it clear that the bulk of workplaces are found within Cheshire East (especially Macclesfield) and North Staffordshire (Stoke-on-Trent, Newcastle-under-Lyme and Staffordshire Moorlands).

It will not come as a surprise that by far the most commonly used mode is driving – presumably by personal car. However, it is noted that, although the numbers are small, walking and cycling becomes a possibility for those working within the parish and in nearby towns (Alsager, Sandbach, Crewe) while trains may be used for those working further afield.

Considering different transport modes within different parts of the parish, it is noticeable that more people from the Mt Pleasant-Mow Cop Area are cycling and using public transport than from the other areas. This may be a reflection of the relative differences in income and wealth between the areas.

A big majority of responses indicated no transport problems (76% of the 458 households with working members, table 7.3), but a total of 108 (24%) indicated that they did experience problems. These could broadly be divided into two main groups: **A.** Problems caused by the paucity or unreliability of public transport whether buses or trains and **B.** Problems experienced by drivers concerned with the sheer volume on roads and streets within the parish as well as the surrounding main routes, the M6, A34 and A50.

Since most people drive to work, the largest number of reported problems stems from these people, but it may surprise some that proportionately the largest number of 'complaints re public transport and buses originate from respondents from Scholar Green.

45% of the respondents would like to see more employment opportunities within the parish and there is little difference between the sub-areas. However, 36% of the respondents answer 'No' to the question and a further 20% do not state their preference or do not have a preference. It appears that among these there is a fear of urbanisation; they wish to keep the parish as rural as possible.

The three specified categories most preferred appear to be leisure, high technology and retail. However, it is clear that there is a concern that more opportunities for young people could be or should be offered locally.

It is also clear that among the respondents there is concern that any enterprise should be in keeping with the local natural and built-up environment in scale and design. Thus the word 'small' is a prefix to 30 separate suggestions. This mirrors the concern referred to above that the parish could inadvertently become urbanised and thereby negate the character of the area that initially attracted new-comers.

It is quite clear from table 9.10 that respondents give a preference to the use of vacant employment premises for housing with 291 respondents state that their priority is 'housing' and say 'Yes' to the use of such premises for housing. However, 155 respondents say 'No' to the future use as housing and give preference to a business use.

Overall 406 respondents state that such premises should be used for housing while 443 respondents feel this should be given priority. At the same time a considerable body of

respondents of 302 feel the future use should be business and 243 feel that should be given priority.

While it is clear that for many respondents housing is the preferred option, there is also a sizeable body of opinion that would prefer such premises to stay in economic use. They would like to see efforts made to keep them in economic use, but if that is not successful, then housing would be an acceptable alternative. (This is in fact established practice when considering planning applications.)