

COMMUNITY SURVEY TO INFORM THE CREATION OF THE REDRUTH TOWN NEIGHBOURHOOD PLAN

Analysis of Findings
Report from PFA Research Ltd

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Use of Data

Market Research supporting PR activities

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General Disclaimer

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The contents of this report represent our interpretation and analysis of information that can be considered generally available to the public and provided voluntarily by respondents. It is not guaranteed as to accuracy or completeness. It does not contain material provided to us in confidence by our clients or research participants.

Acknowledgement

PFA Research enjoyed working on this project with the Redruth Town Council Planning Steering Group.

We would like to thank the people of Redruth who participated in the survey, for their time and openness to participate in interviews or complete questionnaires. Without their help, this important exercise could not have been carried out.

1 Introduction

Redruth Town Council is committed to developing a Neighbourhood Plan. A neighbourhood plan should support the strategic development needs of the area and will plan positively to support local development (as outlined in the National Planning Policy Framework.)

To inform the development of its neighbourhood plan, Redruth Town Council decided to take a true evidence-led approach, as inclusively and robust as possible, using experience of local people who understand their area and to reflect their wishes for the future development of Redruth.

PFA Research, as an independent marketing research company based in Cornwall at Tremough Innovation Centre, was engaged to deliver a series of survey work to provide the evidence base.

This report presents the findings of the research. The report majors upon the extensive survey of Redruth residents designed to gauge their views of Redruth, its key assets and values, and generally to understand residents' needs and expectations for the future of Redruth. The report also includes community profile data as a backdrop, the results of a business survey, as well as qualitative research that was conducted through focus groups with residents and businesses.

The evidence base will help the Town Council and representatives of Redruth charged with writing the Redruth Neighbourhood Plan to develop policies to truly reflect local needs.

This report includes the following information, for each research piece:

- An overview of the Parish, drawn from other published statistics and reports.
- A description of survey methodology and profile of survey participants (sample).
- Presentation of survey findings, with cross-tabulations and explanatory commentary, where appropriate.

An Executive Summary at section 2 below draws together key findings and interpretation.

2 Executive Summary

2.1 Background

The Redruth Parish across the three administrative wards addressed by this study has a total population of approximately 12,664 (National Statistics) of which 49% are male and 51% are female. The age profile of Redruth compared with Cornwall as a whole is similar, although Redruth has a slightly younger profile on average. Ethnicity is primarily (98.3%) white, almost identical to Cornwall as a whole (98.2%).

Redruth has significant social and economic challenges to address. It has a much higher proportion of people living in neighbourhoods ranked among the most deprived 20% of neighbourhoods in England on the Index of Multiple Deprivation 2015 (25.6% vs England average of 20.1%). Further, Redruth also exceeds South West region averages for the percentage of children in 'out of work' households (16% vs 12.1%), lone parent households (27.6% vs 23.6%) and the number of children living in poverty (18.8% vs 14.8%).

In terms of independent mobility, Redruth has a higher proportion (against both Cornwall and South West averages) of households without a car, and fewer number of cars per household on average. However, average travels times by walking or public transport to reach key services (employment centres, schools, hospitals, supermarkets) are lower than for Cornwall as a whole and comparable to the South West.

In commercial sectors, a 2011 report by AECOM states that manufacturing and wholesale/retail sectors dominate the local employment picture whilst business services are in decline. Other good commercial data for the area is in short supply, most some eight or nine years old, so the Redruth Neighbourhood Plan business study findings presented in this report may be considered an increasingly important resource.

2.2 Key Findings – Views from Residents

The Residents Survey is central to the Redruth Neighbourhood Plan evidence base. The survey methodology comprised face-to-face interviews as well as an online web survey that was promoted through social media. Given the importance of the neighbourhood plan, this approach was implemented to ensure as many households as possible were reached and were given the opportunity to engage in the research.

The people of Redruth responded positively to the survey, with a total of 488 interviews/ questionnaires completed, representing approximately 8% of households and about 4% of the adult population.

2.2.1 Sample Profile

The survey collected a fairly representative sample of the population in terms of age profile although a greater than average representation of females (59% vs 51% average) to males (41% to 49% average). One in five (22%) said a member of their household has a long-standing illness, disability or infirmity;

Representation of tenancy:

- 64% live in a property they own (or are buying on a mortgage), representative of the 63% noted in National Census data;
- 23% of the sample live in privately rented accommodation, compared to 20% Census data;
- 15% are in social rented accommodation, and over-represented compared to 8% National Census.

Participants have lived in Redruth for 22.5 years on average and in their current property for 13.5 years. 25% of households are singly occupied. 29% have at least one under 18 living in the property. More than half have a total household income of under £25,000.

9% of households represented have at least one person engaged in further education, 11% have a child in secondary school, 14% have a child in primary school, and 10% have at least one child of pre-school age.

65% of households have at least one person engaged in full-time or part-time work. 30% have at least one person retired.

2.2.2 Housing for the Future

Survey participants were asked to consider whether their current housing arrangement is suitable for their family needs and whether that was likely to change in the future.

Overall, 18% say the property they live in is either insufficient for their needs now or will become so in the future.

- In most cases (53%), families are outgrowing their existing space and need to upscale or find separate property for one or more adult members.
- 57% of those in 'insufficient' properties (or about 10% of all participants in the survey) are actively looking for new property now.
- Overall, including other reasons, 11% of all participants in the survey say that they or at least one other member of their household is actively looking for property within (or around) Redruth.

People are mostly (58%) looking for property to buy although 38% require private rent and 15% social rent. Properties of all sizes and configuration are required or considered, from flats (an apartment) through to larger 5+ bedroom houses.

38% of those looking for property are resigned to moving out of Redruth if they are unable to find the property they need.

2.2.3 The Redruth Offer

Participants were asked to express their views on Redruth and how engaged they feel they are within the Redruth community.

Over three-quarters (77%) feel a strong sense of community, saying it is very important or fairly important for them to know what is going on in and around Redruth.

People mostly find out about things through:

- Word of mouth – 69%
- Local newspapers – 50%
- Social media – 41%

Thinking about Redruth's amenities and key assets, participants were asked how important it is for them to be available in Redruth. The top three most important facilities to be available are:

- Town centre shops & services – 82% essential and 98% overall consider important
- Railway station – 80% essential and 98% overall consider important
- Health centre – 80% essential and 98% overall consider important

Whilst all the listed amenities were considered important, few are used by people 'all the time.' The stand-out exceptions are 'town centre shops & services', essential for 82% and used frequently by 68%, and 'public footpaths', essential for 58% and used frequently by 49%.

Participants were asked what about Redruth was important to preserve for its children's future. Many cited Redruth's heritage and historical assets as something special, cited by 34%, followed by 'public services' (19%) and "community spirit" (13%).

In terms of what should be improved to make Redruth a better place for their future, one in five cited the town centre or its shopping experience, 17% said provision of offerings specifically for young people and 10% its sports and leisure facilities. A further 10% cited responses relating to better opportunities for young people (addressing low income and poverty).

Participants were asked to rate Redruth against a number of criteria and as a place to enjoy various activities. According to those who rate it 'good' or 'excellent', Redruth is good for:

- Commuting from – 79%
- Bringing the community together through festivals & events – 71%
- Providing an overall good sense of community – 59%
- Being a safe place to live – 54%

Redruth is perceived not to be a good place for:

- Running a business – 54% rate poor and only 21% as good
- Tourism – 38% rate poor and only 28% as good

Redruth is considered a good place for its locality and health benefits by most people, though for many it does not have a good offer for enjoying a night out.

2.2.4 The Commercial Offer

Survey participants were asked to consider Redruth's commercial offerings, including how and where people go for shopping and as a place to run a business.

9 in 10 participants were wholly or partially responsible for their household shopping. On average, residents are using more than one location for their 'main' food and grocery shopping, although the vast majority are shopping in local supermarkets (80%) or using local independent shops (30%).

Three quarters do their top-up shopping in Redruth local independent shops, with over a third also or solely using supermarkets. However, only a quarter use Redruth town for non-grocery or leisure shopping and three quarters go elsewhere – mostly Truro (45%) or online (33%).

Participants were asked whether they or anyone in their household ran a business.

- 16% have someone in the household who runs a business.
- 8% overall have a home-based business.

2.2.5 Public Transport

The majority (81%) of people responding to the survey own or have use of a car and do not require public transport to get around.

However, 71% say they use public transport to or from Redruth, with over half using both local bus routes and the railway. Public transport is used across all age groups with the over 65s being slightly more likely to depend on local bus routes and those least likely to be using the railway.

The vast majority (97%) of those who use local bus routes have done so within the last year, with half (or over a quarter of all respondents to the survey) having done so within the last week.

Whilst the majority of respondents live in households with access to a car, 19% do not. Overall, 37% say they actually rely on public transport to be able to get around. Fortunately, for most, services are sufficient for their needs.

Younger people have a greater reliance on public transport than older people and are more likely to consider transport services insufficient for their needs.

For those who consider public transport insufficient for their needs, it could be improved by more frequent services (66%), being better integrated (51%) and having better timings (42%). Over half (56%) also believe cost to use is prohibitive.

2.2.6 Housing & Infrastructure

Survey participants were asked to consider Redruth's built environment and what they would like to see improved.

Redruth people recognise their town as having character and believe it values and promotes its heritage. More agree than not that Redruth is positively and distinctly different from other Cornish towns and that the town is not over-developed. Of most concern, however, is that new building work and developments should be sympathetic to Redruth's history.

In terms of how Redruth should develop over the next 15 years, a third (32%) would like to see a better variety of shops/businesses, one in five (21%) would like a modernized and safer feel to the town centre and a similar proportion (18%) think there could be a better cultural, heritage and leisure offer by the town.

Through its development, however, residents would not like to significant expansion to the town and area (36%), with characterless (social) housing estates (24%). Importantly, greenfield sites and nature areas must be preserved (13%).

In terms of housing development, participants' understanding or perceptions of what small, medium or large developments may differ; about a half (48%) think a mixture of small and medium size developments would be suitable for Redruth in the future whereas 20% would prefer several small developments. Only 7% suggested that one or two large developments concentrated to a particular area would be appropriate.

Redruth residents are concerned that basic infrastructure and services must be invested in at the same time as any new and large housing developments.

2.2.7 Healthcare

The survey asked residents about their use of healthcare facilities in Redruth.

- 45% of households have at least one member of the household registered with Manor Surgery and a quarter are registered with Clinton Road.
- Most people are registered at a local surgery of choice, with just 4% registered outside of Redruth by necessity.
- For households with more than one occupant, 83% have all members registered at the same GP surgery

Similarly, relating to accessing dental care:

- A quarter (26%) of households have at least one member of the household registered with the Green Lane practice and a similar proportion (24%) with Bond Street Dental.
- Although most people are registered at a local surgery of choice, 6% have someone registered outside of Redruth by necessity. However, perhaps most worryingly from a social point of view, 21% say they do not have a dentist.
- For households with more than one occupant, 26% do not have all members registered at the same dental practice

A half of respondents (49%) anticipate some form of difficulties accessing healthcare services in the future. Of greatest concern is a lack of capacity or provision from NHS services, and generally a lack of available or suitable appointments.

2.2.8 Neighbourhood Plan Policies

The residents survey provides an extremely solid evidence base that strongly represents the people of Redruth. It will allow those responsible for developing policies in the Neighbourhood Plan to move forward with confidence.

Some key messages emerging, to impact upon developing policies seem to be:

- Recognising the town centre as a “jewel in the crown” and its potential as a viable commercial centre.
- Developing new housing centres in sympathy with Redruth’s heritage.
- Ensuring walkways network the town and residential areas.
- Enabling congestion-free traffic.
- Integrated public transport systems.

- Development that is inclusive, working for all.

Participants within the focus group developed the issues emerging through the survey even further:

- Housing – providing open spaces, preserve parks, environmentally advanced, good build quality, all types are needed (low-end/cost and high-end).
- Integrated communities – encourage town centre living, repurpose existing (unused/run-down) buildings and spaces, develop supported living.
- Transport – Improve traffic flows, connect with public transport.
- Town centre – relook at how it works, encourage mix of independent and chains, connect with other areas, public toilets to demonstrate commitment to tourism and resident businesses.
- Heritage – preserve and lever Redruth’s special offer, with sympathetic development.
- Supporting infrastructure and services – ensure significant volumes of new build is matched by investment in infrastructure and public services (schools, healthcare, roads).

Residents can see a bright future for Redruth, that is has an opportunity to set a vision and promote itself in ways that other towns will find more difficult.

2.3 Key Findings – Views from Business

A total 103 interviews were conducted during October and November 2016, using an independent database (sourced via marketingfile.com) of businesses operating from within the Redruth Parish boundaries.

2.3.1 Sample Profile

A wide cross-section of business sectors were interviewed, with the retail/wholesale supply sector the most commonly represented, accounting for a quarter (24%) of interviews. Consumer services and professional services accounted for 18% and 13% of the sample respectively.

Other characteristics of the business survey sample are:

- Over a quarter (27%) of businesses identified as being located in the Redruth town centre.
- 82% have been in business for over 5 years.
- 39% are established as private limited companies, 36% are unincorporated, 16% as a partnership or LLP and 5% as non-profit.
- A fifth (21%) turnover less than £50k per annum. Almost a third (30%) have revenues of £500k or more.
- 72% primarily serve very local or Cornwall-only client bases.

2.3.2 Employment

56% of businesses in the survey are micro businesses (employing up to five people, or sole traders), against a Cornwall average of 73%, with another 21% employing no more than 10 people.

Of those employing, 13% have members of staff who work permanently from home and an additional 23% have members of staff who sometimes work from home.

41% of businesses have ambitions to expand their business over the next three years. Of these, 71% say expansion will require an increase in the number of employees.

43% say they have experienced problems trying to recruit employees with the right skills and/or qualifications in the last 3 years. The biggest issues they have encountered relate to encountering people with “lack of skills/training” and “lack of interest”.

2.3.3 Business Premises

Three quarters (75%) work from a single dedicated location in Redruth, whilst 20% have two or more locations in total. 27% are in the town centre.

68% have operated from their current premises for more than 5 years. 71% have operated from Redruth for more than 5 years. Businesses are generally settled into their operating spaces and only three stated that they were looking to relocate as part of their primary business objectives over the next three years. However, others looking to expand their business will require alternative, additional or improved business premises; of those looking to expand:

- 17% will require additional, better or bigger premises
- 10% need premises with lower rates and overhead costs
- 5% need to overcome current planning legislation/restrictions
- 2% need to overcome problems with parking issues

Asked directly whether the business is looking for new and/or additional business premises around Redruth, 12% said yes. Businesses re-iterated their need for more space, affordability and accessible parking. When asked how business needs are being met in Redruth, just 44% rated 'parking for staff and/or customers' as good or very good.

Over a quarter (27%) described problems finding new and/or additional business premises around Redruth, citing the problems to be "nothing suitable for business needs" and "cost" as the biggest issues.

2.3.4 Future Business in Redruth

Businesses were asked to think about the sort of town Redruth could be in the next 15 years, and what types of employment (e.g. types of business, sectors, jobs etc.) the Neighbourhood Plan should encourage.

- 23% said it needed to encourage retailers
- 17% want to see a strong mix of businesses
- 10% would encourage manufacturing, one of Redruth's more represented sectors

Further, some (31%) think Redruth should *discourage* "more of the same" (some mentioned included 'charity shops', hairdressers, etc.), although 17% think "all should be encouraged", and 39% were unable to give a view.

36% of businesses believe it is important or extremely important for future policies to promote working from home. A slightly lower proportion (30%) do not think it is important.

The vast majority of businesses (92%) consider Redruth to be the right location for the long term future of their business. 3% weren't sure and 5% felt their future was elsewhere.

2.3.5 Development of Business Space

Two thirds (66%) are satisfied that Redruth has sufficient and adequate land available for business development, with just 14% saying it doesn't. 63% think existing business parks and industrial estates in Redruth are suitable and adequate for future business needs.

38% would protect existing employment sites from changes of use, with a near equal proportion (39%) saying they wouldn't and 23% do not have an opinion.

2.3.6 Infrastructure

42% rate Redruth's road infrastructure to be somewhat or completely inadequate to sustain future developments, versus just 24% saying it is somewhat or completely adequate. Those unhappy with the road infrastructure describe access and layout being inadequate, traffic congestion and delays, and problems with traffic planning and constant road works.

Businesses say their business needs are being met through telecommunications to varying degrees. 86% say their landline telecommunications is good or very good. However, just 65% rate their broadband internet as good or very good and mobile telecoms is rated even lower at 59%.

2.3.7 Investment in Redruth

Businesses were asked what they thought could encourage or have a positive impact on encouraging companies to expand or re-locate to Redruth (and develop additional employment opportunities). There were many likely positive impacts, most significantly:

- Quality of life improvements – 83%
- Broad range of housing and housing values for key workers – 75%
- A greener image – 72%
- Business start-up / incubation spaces – 71%

The majority, 79%, say they are not aware of any barriers/constraints preventing businesses from moving to the Redruth area or existing businesses from expanding into the area.

2.3.8 Neighbourhood Plan Policies

The business survey provides a strong evidence base for developing policies in the Neighbourhood Plan to support economic development. There are a few strong messages emerging, in the eyes of those running businesses in Redruth, around:

- Land use – Many businesses would not object to some commercial spaces being re-allocated to other uses and many think there is sufficient land available for commercial development.
- Road infrastructure – many businesses see road access and problems as barriers to growth and therefore re-shaping commercial areas are an opportunity to improve road infrastructure.
- Type of investment – businesses identify strongly with contemporary work spaces and encouraging innovation, perhaps around digital industries.

Participants within the focus group concurred with the issues emerging through the survey. They further described opportunities to develop policies around Redruth's character and heritage:

- Town centre development
- Access to town centre and parking
- Initiatives to support tourism
- Development in sympathy with heritage and preservation of 'old' Redruth

Businesses will also welcome a long term vision and a plan they can buy into.

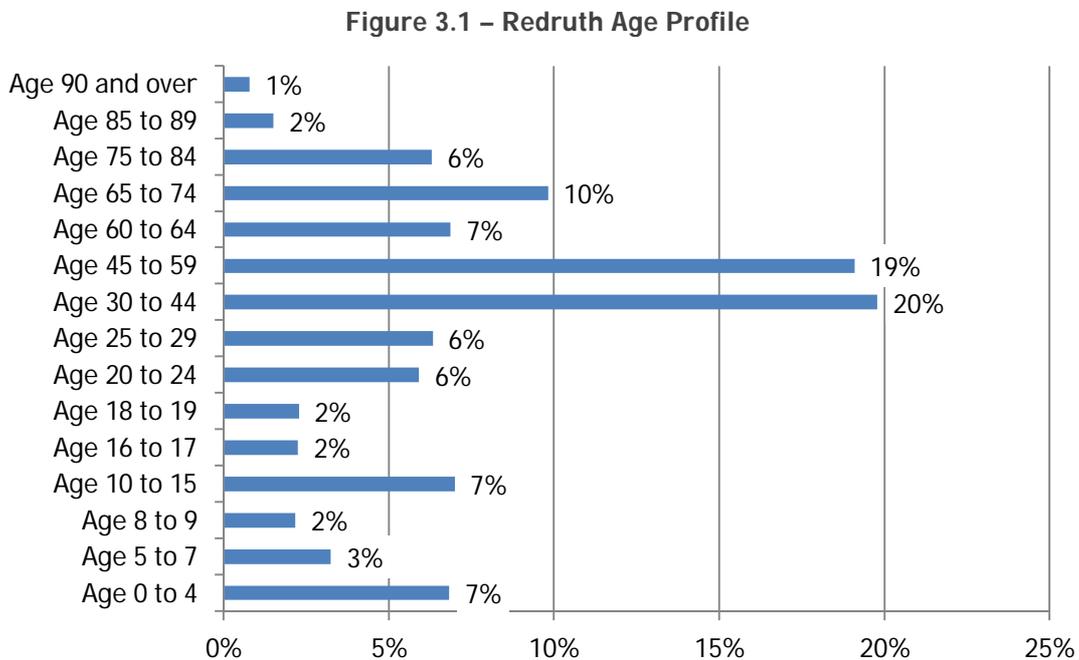
3 Redruth Town Profile

This section provides a profile of the Redruth Town Parish compiled from government statistic and other survey reports. Most other data sources predate 2011 (the last UK Census) so the data is provided for context only. The Redruth Neighbourhood Plan Survey Report itself will become the new point of reference for the future.

3.1 General Population

Total population figures vary according to different sources of data but indications show that the total population of people living in the Redruth town council area is 14,440 of which 49% are male and 51% are female¹. The UK Census data website² puts the figure for all usual residents of Redruth (based on the wards of Redruth North, Redruth Central and Redruth South) at 12,664. This breaks down into 49% males and 51% females, which is a very similar gender breakdown to figures for Cornwall as a whole (48% and 52% respectively).

The following graph shows the **age profile** for Redruth, based on the UK census ward data.

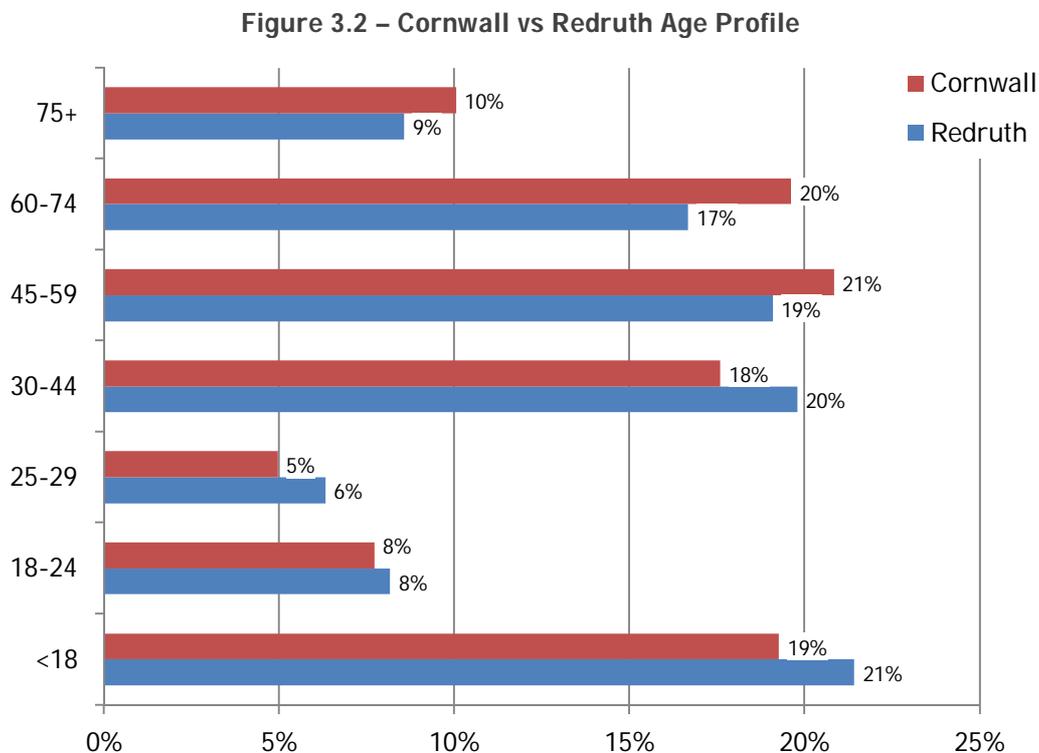


UK Census data 2011

¹ Local Insight profile for 'Redruth Town Council' area, based on ONS data.

² <http://www.ukcensusdata.com/>

Figure 3.2 shows the age profile data compared with Cornwall as a whole. The data for Cornwall and Redruth are very similar, although Redruth has a slightly younger profile on average than Cornwall as a whole.



UK Census data 2011

Ethnicity is 98.3% white which is almost identical to the overall figure for Cornwall (98.2%).

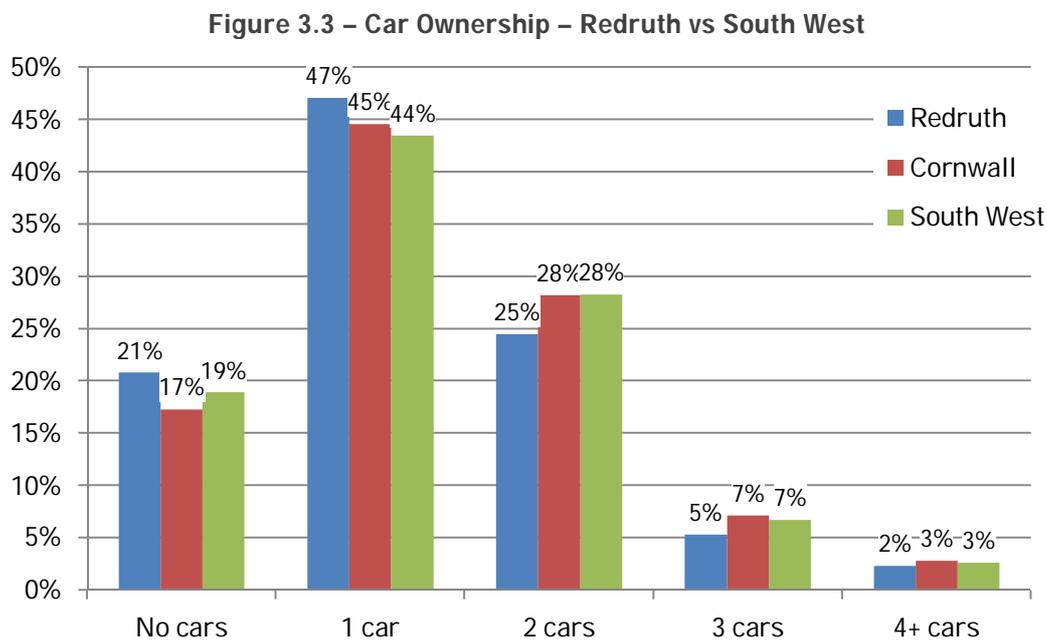
The percentage of **unemployed** people in Redruth is 3.5%, which is only slightly higher compared to 3.3% for Cornwall as a whole.

According to the local Insight profile for 'Redruth Town Council' area (based on ONS data), 4.1% of the Redruth population were **born outside of the UK** with 1.5% of households having **no members that have English as the main language**. Regarding the **make-up of households**, 22.4% are pensioner households, 18.4% are one-person households and 24.7% of families with dependent children are lone parent families in Redruth. Redruth's **Disability Living Allowance claimants** are 7.1% compared with 4.6% in England as a whole.

The number of people in Redruth living in **neighbourhoods ranked among the most deprived 20%** of neighbourhoods in England on the Index of Multiple Deprivation 2015 is 25.6%, which compares with an England average

of 20.1%. The **percentage of children** in 'out of work' households in Redruth is 16%, lone parent households is 27.6% and the number of children living in poverty is 18.8% (this compares to 12.1%, 23.6% and 14.8% for the South West respectively).

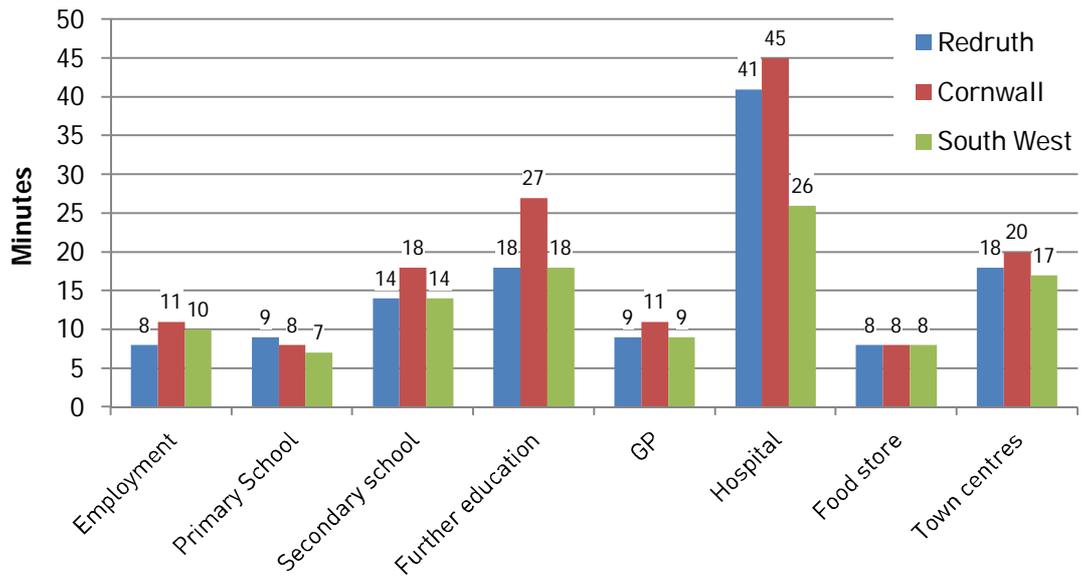
The graph at Figure 3.3 shows car ownership in Redruth, Cornwall and the wider South West. There is a higher proportion of Redruth households without access to a car or van than Cornwall overall, and a lower proportion of households with more than one vehicle that Cornwall and South West as a whole.



Local Insight profile for 'Redruth Town Council, Census 2011 data

Figure 3.4 below shows the average travel time (mins) by walking or public transport to various key facilities in Redruth, Cornwall and the South West. The facilities in Redruth are generally closer than when compared to the Cornwall as a whole and comparable to the South West overall.

Figure 3.4 – Average Travel Time – Redruth vs South West



Local Insight profile for 'Redruth Town Council, Department for Transport: Core Accessibility Indicators (2013)

3.2 Areas within Redruth

The 2011 census provides information not only for the overall Parish but also for the three wards making up the Parish. The main population and demographics for these wards are in Table 3.1 below.

Table 3.1 – Redruth Profile

Indicator	Redruth North	Redruth Central	Redruth South	Cornwall
Population	4,376	4,154	4,134	53,2273
Mean age (years)	39	42	41	43
Ethnic group – white %	99%	99%	98%	98%
Very good/good health %	76%	77%	79%	79%
Day to day activities limited a lot %	12%	11%	10%	10%
Educational qualification L3 or higher %	26%	33%	37%	38%
Area				
Area (ha)	799	266	321	35,4618
Population density (people per ha)	5.5	15.6	12.9	1.5
Households				
Households	1,823	1,820	1,832	23,0389
Owned households %	52%	70%	67%	69%
No car/van in household %	23%	23%	17%	17%
Economic status				
Economically Active; Employed, Full-Time	33%	38%	38%	32%
Economically Active; Employed, Part-Time	15%	17%	16%	15%
Economically Active; Self-Employed	8%	10%	9%	14%
Economically Active; Unemployed %	5%	3%	2%	3%

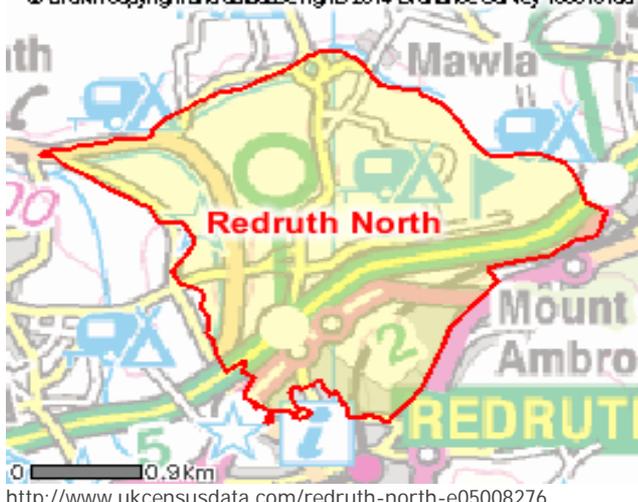
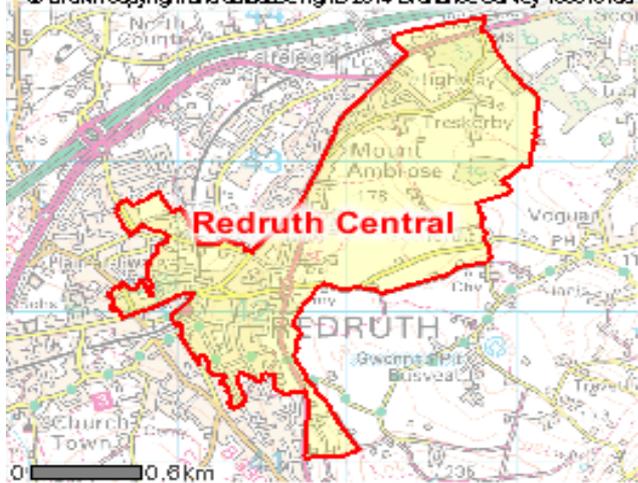
UK Census data 2011

Compared with the other two wards, Redruth North has the lowest number of owned households, the highest amount of unemployment, the lowest educational qualification level, the youngest mean age, the lowest good health and the most people whose day to day activities are limited a lot. This shows that the Redruth North ward is different to the other two wards, which generally have more similar data to each other and to Cornwall as a whole. According to the Redruth North Partnership, the Redruth North ward is ranked the 3rd most deprived in Cornwall and within the most deprived 10%

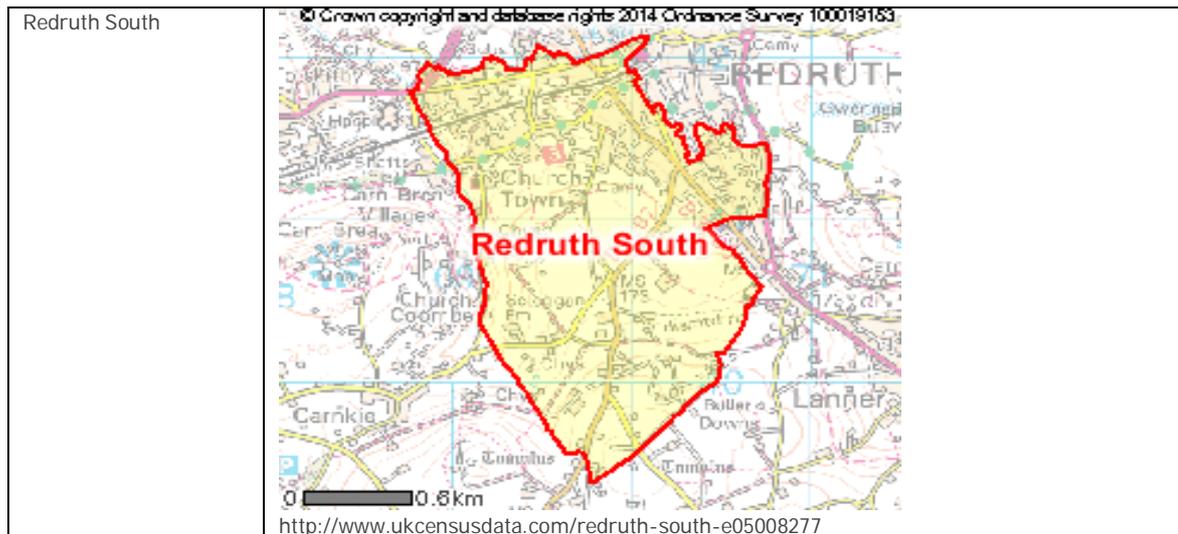
nationally³. The Redruth North Partnership states that “figures show that the area has below average levels of employment and income, poor levels of literacy and numeracy and high numbers of adults with no qualifications. There are high numbers of residents living with a long term limiting illness, poor housing standards and a higher than average number of residents without access to a car.”

Thumbnail maps and links to the full statistical data online are provided in Table 3.2 below.

Table 3.2 – UK Census Data Output Areas for Redruth

Area	Map
Redruth North	 <p>A map showing the Redruth North output area, outlined in red. The area is shaded in light yellow. It is located in the northern part of Redruth, near Mawla and Mount Ambrose. The map includes a scale bar for 0.9 km and a copyright notice: © Crown copyright and database rights 2014 Ordnance Survey 100019163. A URL is provided below the map: http://www.ukcensusdata.com/redruth-north-e05008276</p>
Redruth Central	 <p>A map showing the Redruth Central output area, outlined in red. The area is shaded in light yellow. It is located in the central part of Redruth, near Mount Ambrose and Church Town. The map includes a scale bar for 0.8 km and a copyright notice: © Crown copyright and database rights 2014 Ordnance Survey 100019163. A URL is provided below the map: http://www.ukcensusdata.com/redruth-central-e05008275</p>

³ <http://www.redruthnorthpartnership.org.c25.sitepreviewer.com/about-us>



UK Census data 2011

3.3 Businesses

A report published in 2011⁴ states that manufacturing and wholesale/retail sectors dominate the local employment picture whilst business services are in decline. The town centre is under-performing in retail terms and is used by less than 25% of the immediate local residents (CPR 2008 Retail Study) and vacant shop units were more than double the national average in 2009. However, Redruth was voted 4th in the country for the quality of its customer service (Cornwall Retail Skills/Skillsmart Retail – Sector Skills Council) and saw a 14% increase in pedestrian footfall over the 12 months 2008-09; although generally remains down on average since footfall was monitored from 2004.

The local Insight profile for 'Redruth Town Council' area (based on ONS data) states that the **three largest business sectors** in Redruth are retail (13.2%), construction (11.1%) and production (8%). According to the Insight profile (ONS data) 55.7% of businesses in Redruth employ 0-4 people, 19.3% employ 5-9 people, 12.6% employ 10-19 people and 12.6% employ 20 people or more. The **average broadband speed** in Redruth is 13.19Mbit/s, which compares with an England average of 17.57.

⁴ Redruth Action Plan Project Framework, Implementation and Delivery Plan Consultation Draft Report April 2011, AECOM

In the Cardrew Industrial Estate (TR15 1SS⁵), there are 56 companies listed and 19 on Treleigh Industrial Estate (TR16 4ES⁶). Whilst there are clearly more enterprises operating from the estate, many will be branch locations or registered elsewhere.

⁵ <http://www.endole.co.uk/explorer/company/postcode/tr15-1ss>

⁶ https://www.endole.co.uk/explorer/company/location/Treleigh,_Cornwall

4 Residents Survey Results

This chapter presents an analysis of the resident survey findings, arranged by the overarching themes addressed through the questionnaire.

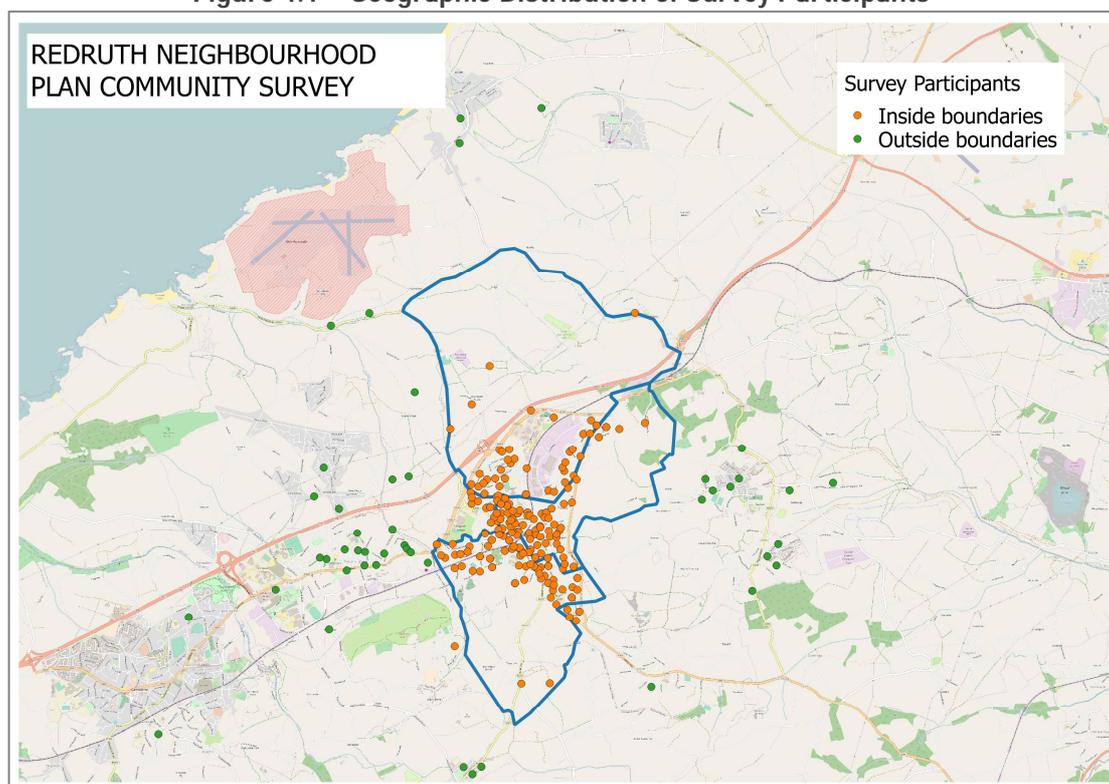
4.1 Methodological Overview

The survey methodology comprised face-to-face interviews and an online web survey. Given the importance of the neighbourhood plan, this approach was implemented to ensure as many households as possible were reached and were given the opportunity to engage in the research.

The questionnaire was designed to be extensive and provide a rich insight into the needs and behaviours of local people, rather than simply to capture expressions of will against a series of proposals that many may not feel qualified to answer.

A total of 488 questionnaires were completed, representing approximately 8% of households and about 4% of the adult population (based upon National Census statistics – see Table 3.1 above - against a total target population of 12,664 of which approximately 81% are aged 16+.) Approximately 85% of respondents to the survey live within the immediate Redruth Parish boundary, with the survey methodology permitting responses from those who *identify* as constituents although technically reside outside the Redruth Parish boundary.

Figure 4.1 – Geographic Distribution of Survey Participants



The survey response came from an even distribution of face-to-face (facilitated) interview (48% of responses) and online (52%).

Table 4.1 – Survey Response

Mode	Participants	%
Doorstep/in street face to face	235	48%
Online	253	52%
Total	488	100%

The survey response allows us to quote the survey with a confidence level of approximately +/- 4.7% at the 95% level of confidence⁷, based on an adult population of around 12,664.

Unless otherwise stated, the data represents “all participants”, including the estimated 15% which identify as Redruth-area residents although technically may reside outside of the Parish boundary. Whilst participants were requested to provide a postcode which would allow accurate identification of inside-vs-outside boundaries, about a third (34%) declined to provide full postcode or any at all.

Analyses therefore have assumed that all participants may be regarded as ‘stakeholders’ with a direct interest in the outcome of the survey, having identified with the questionnaire introduction:

The Redruth Neighbourhood Plan will set out planning policies for the area, according to the needs and wants of the people of Redruth. The Plan will be written by the local community, the people who know and love the area.

By completing this questionnaire, you will be helping us to understand the make-up of the town's population; its needs for transport, housing, and employment as well as the sort of things you think will help to make Redruth a better place for the next generation.

⁷ The confidence level provides us with an indication of how reliable the survey results are. In simple terms, for this survey it means that we can be 95% confident that the results obtained from this sample of the population is within plus or minus 4.7% of the result we would achieve if we were able to interview the whole population, or if we were to repeat the survey again with a new sample.

4.2 Sample Profile

The section describes the profile of those participating in the survey. Where appropriate, data is set against the National Census data for the Parish, for context.

Table 4.2 – Sample: Age Distribution (Adults) by Gender

	Census	All	Male	Female
Base		488	202	286
16 to 17	2%	4%	4%	4%
18 to 24	10%	7%	6%	8%
25 to 44	32%	29%	25%	31%
45 to 64	32%	33%	34%	33%
65 to 74	12%	19%	21%	17%
75 or over	11%	7%	9%	6%
Total			41%	59%
Gender - Census data			49%	51%

Q: Do any members of your household have long-standing illness, disability or infirmity?

If yes...

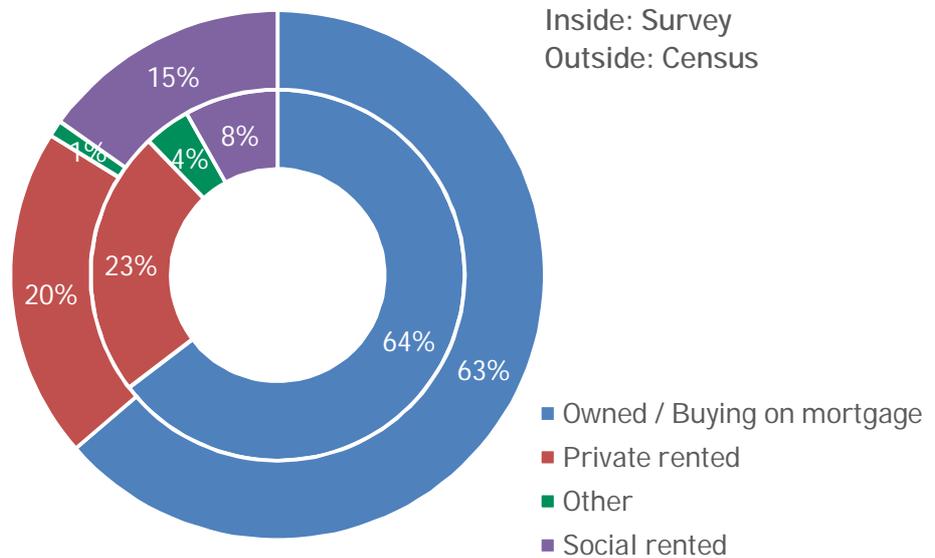
Q: Does this illness or disability limit your / their activities in any way?

Table 4.3 – Sample: Activities Limited by Disability or Long Term Health Problems

<i>% of people in household</i>	Survey (Households)	Census (Population)
Base	485	
No	78%	88%
Yes	22%	12%

Q: What is the tenancy arrangement for your property here?

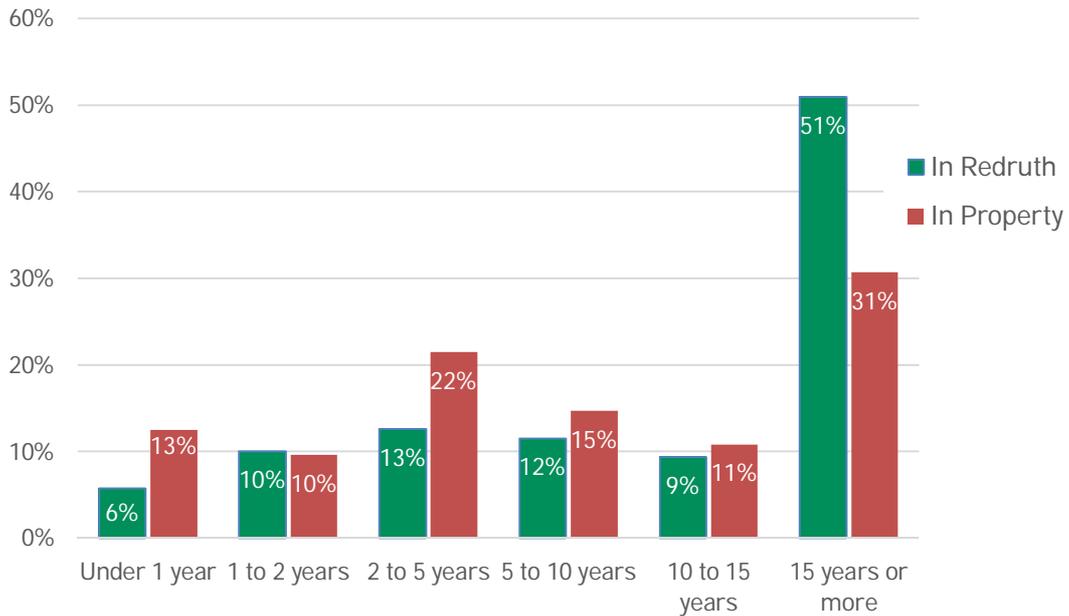
Figure 4.2 – Sample: Tenancy



Base: All responding; n=488

Q: How long have you lived (a) at this address and (b) in Redruth?

Figure 4.3 – Sample: Time in Redruth & Property



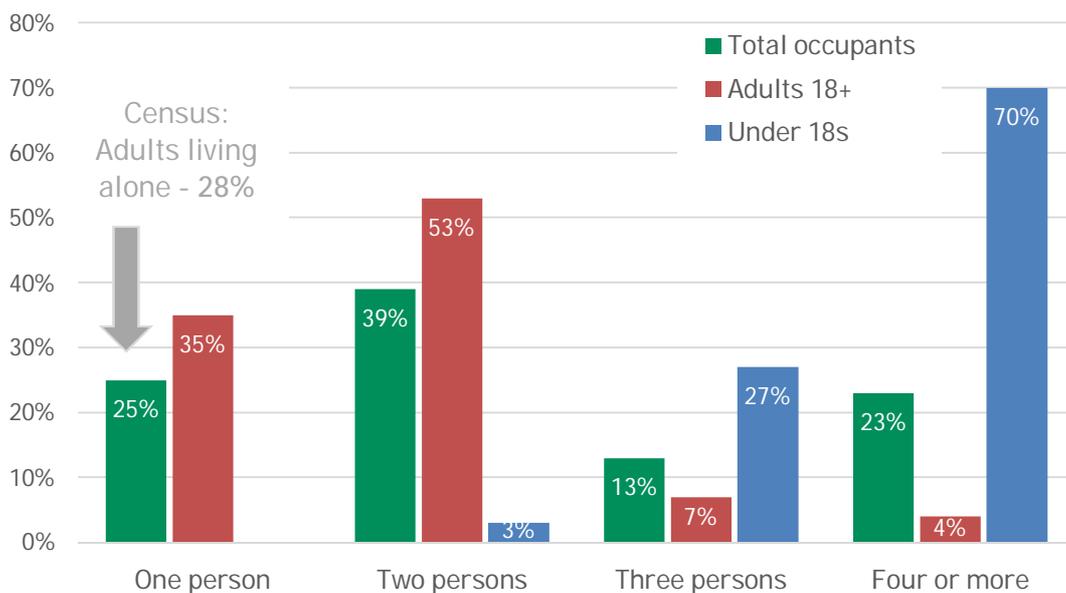
Base: All responding; n=488/467

Participants have lived in Redruth for 22.5 years on average and in their current property for 13.5 years.

25% of households have just one person living there. 29% have at least one under 18 living in the property.

Q: How many people live at this address?

Figure 4.4 – Sample: Household Occupation

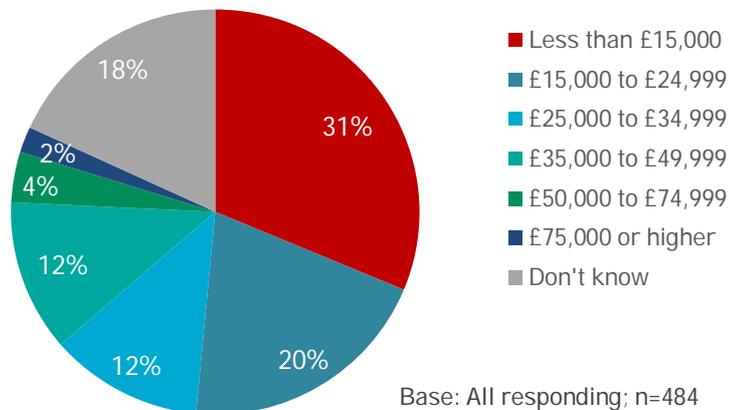


Base: All responding; n=486

More than half have a total household income of under £25,000.

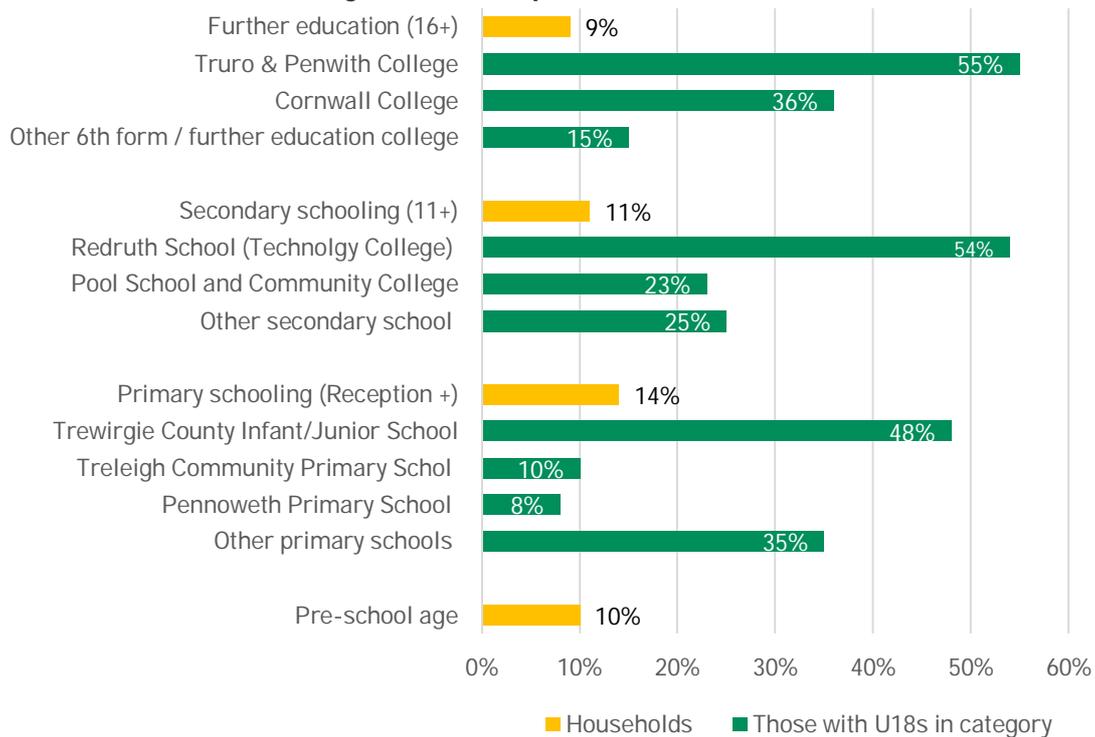
Q: What is your total household income (before tax)?

Figure 4.5 – Household Income



Q: As of September 2016, how many of your 'under 18' occupants are in...?

Figure 4.6 – Sample: U18s Education



Base: All responding; n=488 and those with under 18s; n=109

Q: What are the occupations of the adults in the household, in terms of employment status?

Table 4.4 – Occupations by Household Size (At least one person qualifying)

	All	Single Adult	2 Adults	3+ Adults
Base	488	135	287	64
Working full time	52%	21%	60%	83%
Working part time	26%	18%	27%	34%
<i>All working (FT or PT)</i>	<i>65%</i>	<i>38%</i>	<i>71%</i>	<i>95%</i>
Job seeking	4%	4%	2%	11%
Retired	30%	36%	30%	20%
Not seeking work	7%	12%	5%	5%
Full time student	3%	-	3%	11%
Unable to work	6%	12%	3%	6%
Other	2%	1%	2%	5%

65% of households represented in the survey have at least one adult member in full time or part time work.

- 4% of households have at least one person seeking work
- 30% of households have at least one retired person

4.3 Housing for the Future

This section of the survey addressed the housing needs of the Redruth population, asking people to consider whether their current housing arrangement is suitable for their family needs and whether that was likely to change in the future.

Q: Is your housing arrangement sufficient for your family needs at the moment?

Q: Will your current housing arrangement be sufficient within the next 3 - 5 years?

Figure 4.7 – Sufficient Housing Arrangements

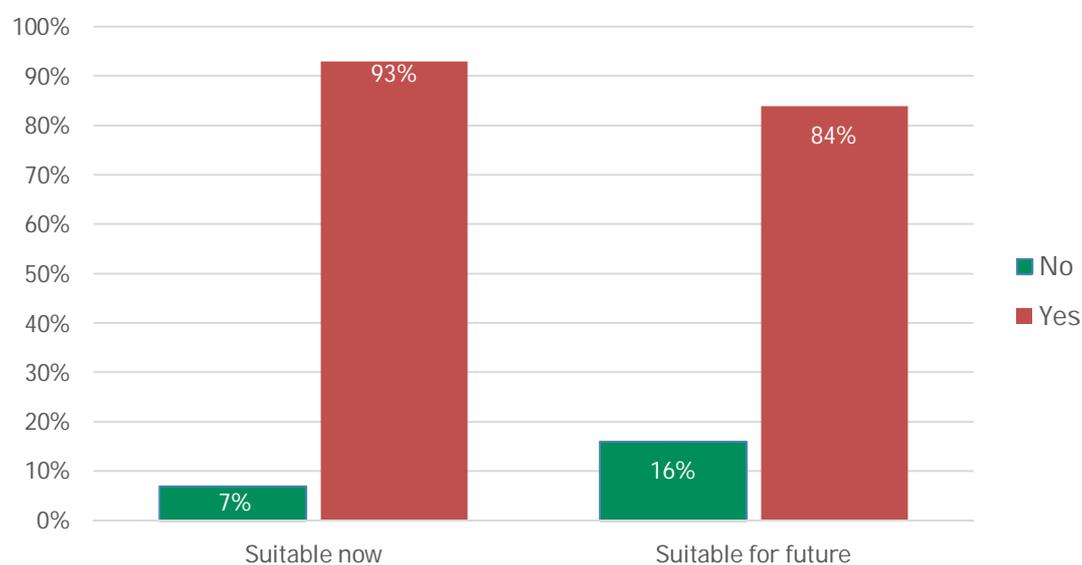


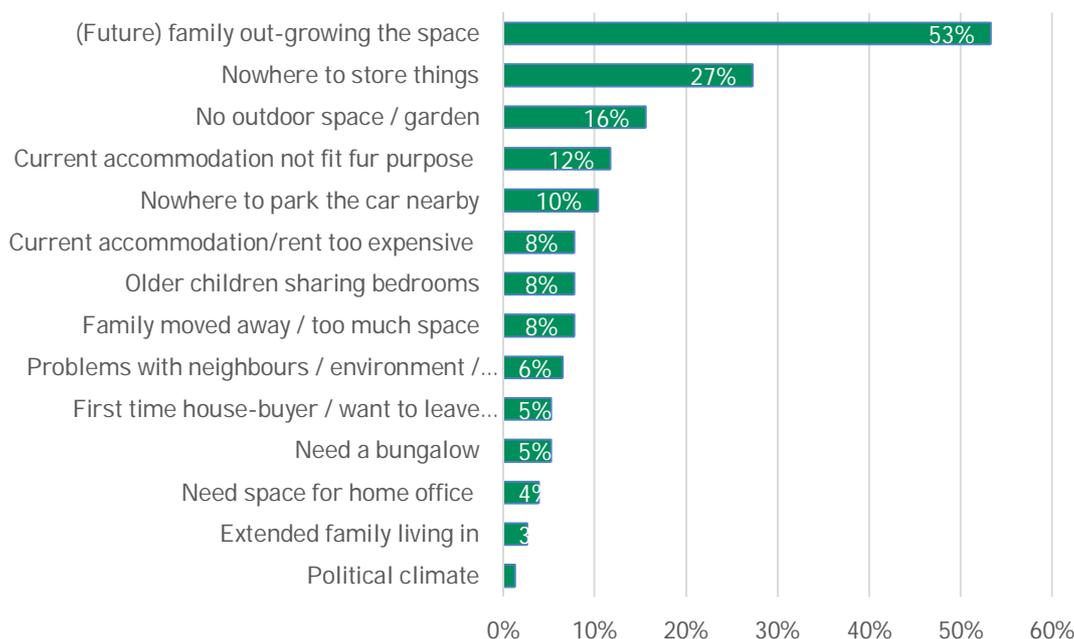
Table 4.5 – Housing Arrangement Sufficient by Household Composition

	All	Single Adult	Single Parent	Two Adults	2 Adult Family	3+ Adult Family	3+ Adults
Base	486	122	13	184	103	26	38
Yes	82%	84%	85%	85%	79%	81%	79%
Not sufficient now	7%	11%	8%	3%	9%	12%	11%
Not sufficient for future	16%	15%	8%	15%	19%	15%	21%

Overall, 18% say the property they live in is either insufficient for their needs now or will become so in the future.

“Why is your housing arrangement not sufficient?”

Figure 4.8 – Sufficient Housing Arrangements



57% of those who say their housing arrangements are not sufficient either now or for the future (or 10% of all participants in the survey) are actively looking for new property now. A further 5% of participants who do live in property sufficient for their needs also have at least one resident actively looking for property.

73% of those currently residing in ‘insufficient’ properties, or 11% of all participants in the survey, say that they or at least one other member of their household is actively looking for property within (or around) Redruth.

The 53 participants looking for new property in or around Redruth require the following types:

Property:

- Flat – 13 (25%)
- Bungalow – 12 (23%)
- House with 1-2 beds – 22 (42%)
- House with 3-4 beds – 23 (43%)
- House with 5+ beds – 3 (6%)
- Warden assisted retirement – 1 (2%)
- Other / Don’t know – 4 (8%)

Tenancy:

- To buy (own outright) – 8 (15%)
- To buy (on mortgage) – 23 (43%)
- Private rent – 20 (38%)
- Social rent – 8 (15%)
- Other / Don’t know – 3 (6%)

83% (44) of these are looking to move house with 13% (7) looking for a property for one of their household members to move to. 4% (2) are looking for a second or additional property.

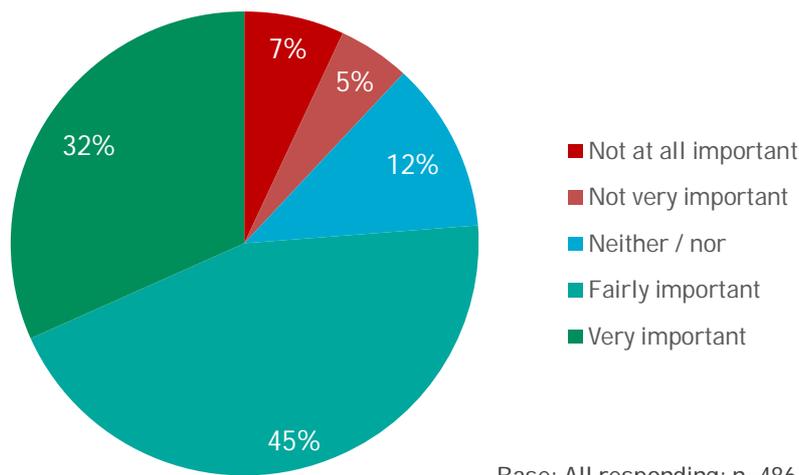
35 (or two thirds) of these people are resigned to “no option but to stay put” if they do not find the new property they’re looking for and/or 38% say they would be forced to move out of Redruth altogether. One home fears that the family unit would break up if they cannot find what they’re looking for.

4.4 The Redruth Offer

Participants were asked to express their views on Redruth and how engaged they feel they are within the Redruth community.

“How important is it for you to know what is going on in and around Redruth?”

Figure 4.9 – Important to Know what’s Going On



“How do you mostly find out what is going on in Redruth?”

Figure 4.10 – Channels of Communication

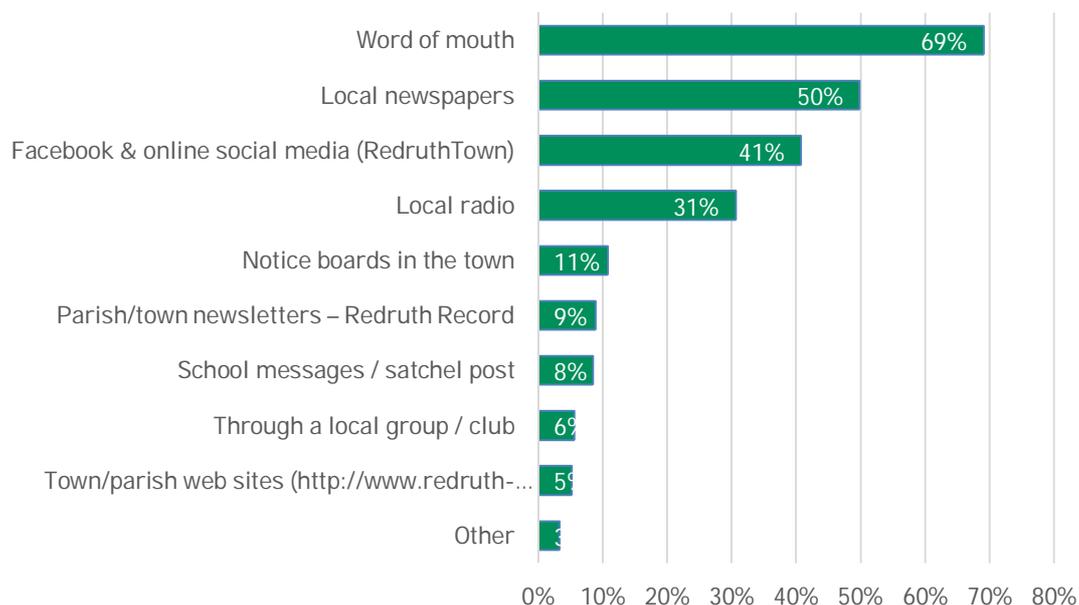


Table 4.6 – Channels of Communication by Age Groups

	All	16 to 34	35 to 64	65+
Base	484	122	236	126
Word of mouth	69%	75%	72%	58%
Local newspapers	50%	34%	50%	63%
Facebook & online social media (Redruth Town)	41%	52%	48%	16%
Local radio	31%	31%	31%	30%
Notice boards in the town	11%	8%	12%	11%
Parish/town newsletters – Redruth Record	9%	6%	11%	8%
School messages / satchel post	8%	9%	12%	1%
Through a local group / club	6%	3%	6%	7%
Town/parish web sites (http://www.redruth-tc.gov.uk/)	5%	2%	9%	1%
Other	3%	3%	3%	3%

Figure 4.11 below presents the opinion of local residents in terms of how important it is for certain facilities and amenities to be available in Redruth. Participants were asked to state their response on a three state scale; “not important”, “important” or “essential”.

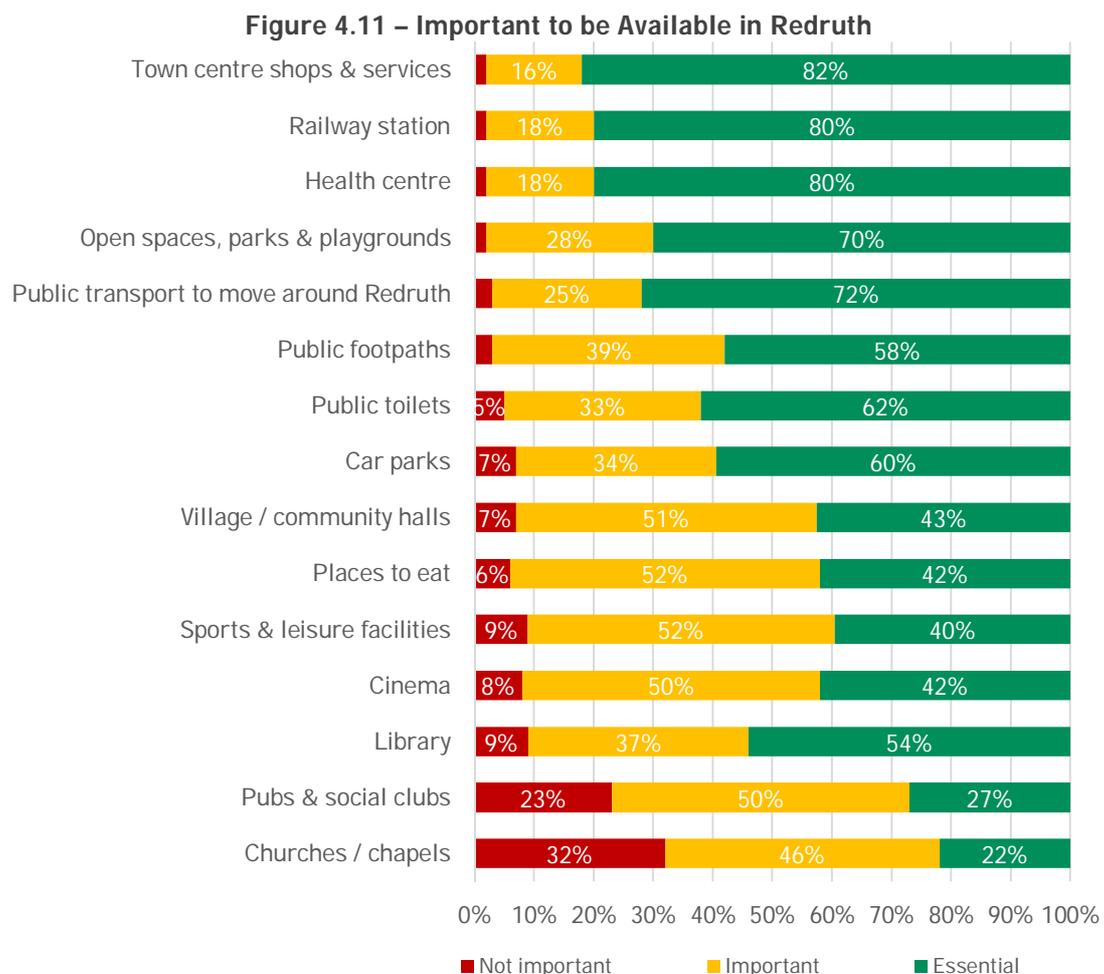
Ranked by importance, the top three most important facilities to be available are:

- Town centre shops & services – 82% (98% overall consider important)
- Railway station – 80% (98% overall consider important)
- Health centre – 80% (98% overall consider important)

Also highly important to Redruth residents are:

- Open spaces, parks & playgrounds – 70% (98% consider important)
- Public transport to move around Redruth – 72% (97% consider important)

“How important is it for each of the following to be available in Redruth?”



Looking at opinions by age, Table 4.7 shows that there are statistically significant differences between age groups, relating to 'public toilets', 'library', 'village / community halls' and 'churches / chapels'.

Table 4.7 – Essential to Redruth by Age Groups

% saying "Essential"	All	16 to 34	35 to 64	65+
Base	488	122	236	126
Town centre shops & services	82%	78%	83%	82%
Health centre	80%	77%	81%	81%
Railway station	80%	79%	80%	81%
Public transport to move around Redruth	72%	68%	70%	79%
Open spaces, parks & playgrounds	70%	69%	73%	65%
Public toilets	62%	47%	67%	67%
Car parks	60%	58%	60%	60%
Public footpaths	58%	56%	59%	58%
Library	54%	33%	58%	66%
Village / community halls	43%	24%	52%	43%
Cinema	42%	34%	45%	43%
Places to eat	42%	46%	43%	36%
Sports & leisure facilities	40%	43%	39%	38%
Pubs & social clubs	27%	26%	31%	21%
Churches / chapels	22%	13%	22%	30%

Even though Redruth has many of the amenities available that residents believe are important to be available, few are never used but many are not used frequently or all the time by local people. For example, 80% believe the railway station to be 'essential' to Redruth yet just 30% are frequent users of it. There are several others like this, for example, health centre (80% essential vs 19% frequent users) and public toilets (62% essential vs 11% frequent users).

Many facilities are not required to be used 'all the time' and many residents will feel that facilities are important for the town to be accessible to visitors. See Figure 4.12 and Table 4.8 (analysis by age group.)

“To what extent do you use each of the following in Redruth?”

Figure 4.12 – Use of Facilities in Redruth

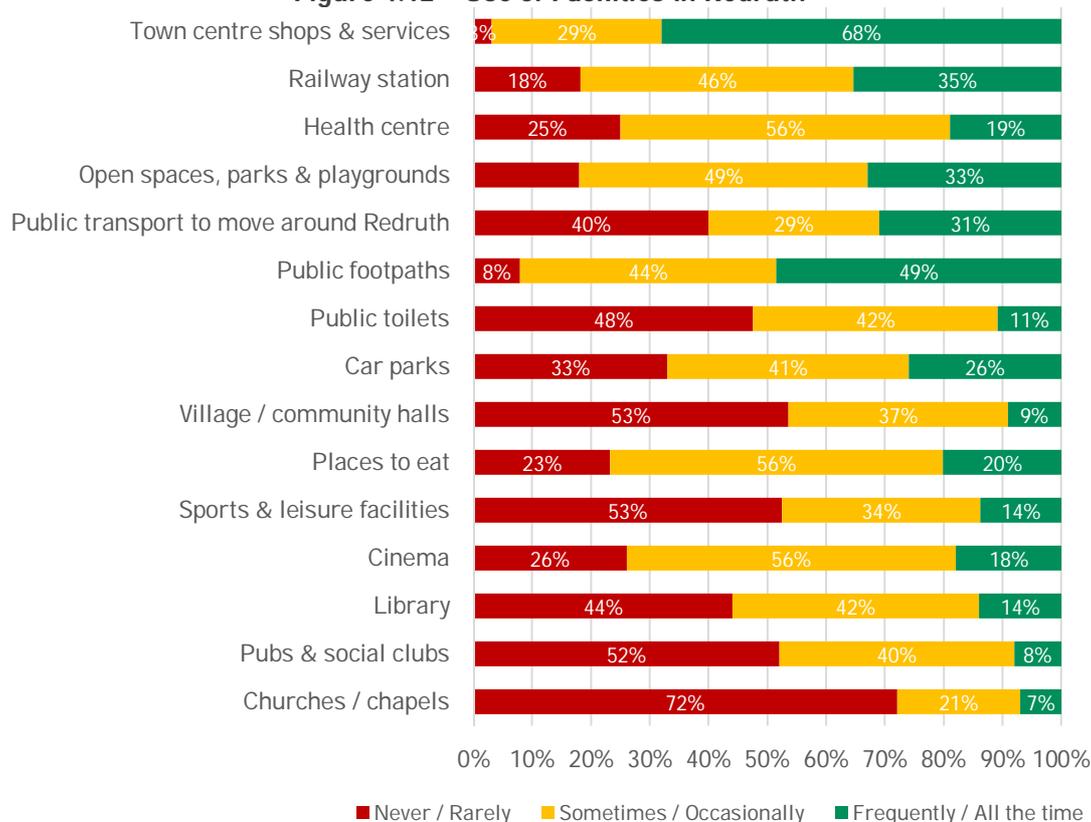
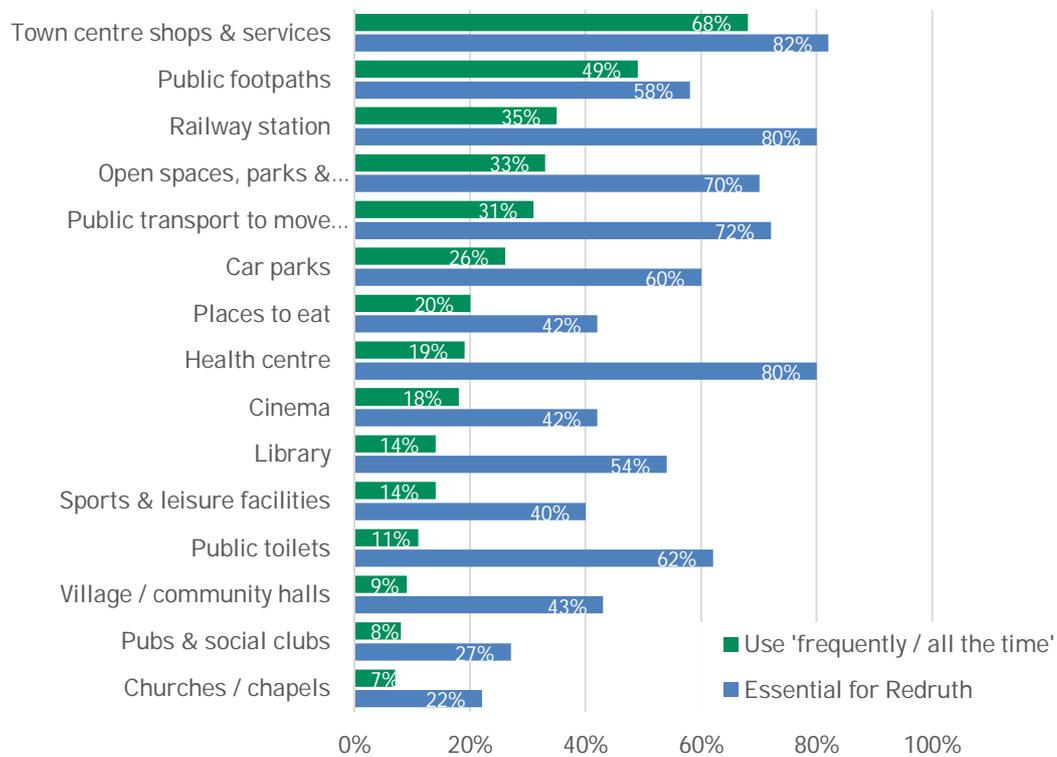


Table 4.8 – Use of Facilities in Redruth by Age Groups

% saying 'Frequently / All the time'	All	16 to 34	35 to 64	65+
Base	488	122	236	126
Town centre shops & services	68%	57%	71%	73%
Railway station	35%	46%	31%	34%
Health centre	19%	16%	17%	26%
Public transport to move around Redruth	31%	38%	23%	38%
Open spaces, parks & playgrounds	33%	30%	39%	25%
Public toilets	11%	7%	11%	13%
Car parks	26%	22%	27%	28%
Public footpaths	49%	54%	51%	40%
Library	14%	8%	16%	16%
Village / community halls	9%	3%	12%	9%
Cinema	18%	12%	22%	15%
Places to eat	20%	22%	21%	17%
Sports & leisure facilities	14%	12%	15%	11%
Pubs & social clubs	8%	9%	8%	9%
Churches / chapels	7%	3%	9%	8%

Whilst all the listed amenities were considered important, few are used by people 'all the time.' The stand-out exceptions are 'town centre shops & services', essential for 82% and used frequently by 68%, and 'public footpaths', essential for 58% and used frequently by 49%.

Figure 4.13 – What's Essential vs What's Used

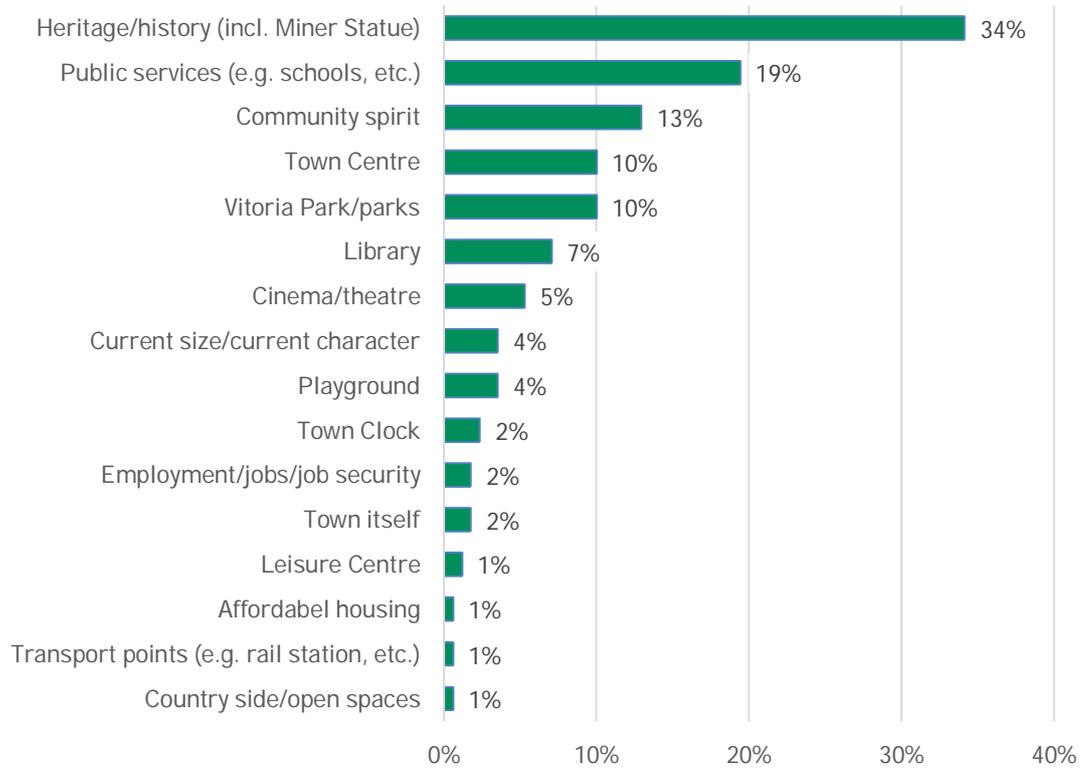


Participants were asked what was important to preserve about Redruth for "our children's future", with the open question allowing them to express freely where they saw value in terms of community, physical and spatial assets. (Although asked for "one thing", many provided answers that encompassed more thing; all answers were taken and thematically coded – see Figure 4.14.)

Many clearly recognise Redruth's heritage and historical assets as something special the town must look after, cited by 34%. Public services also feature strongly (19%) in second place, followed by "community spirit" (13%), both a reflection on Redruth's strong sense of being a capable community with resilience.

“If we should preserve one thing about Redruth for our children’s future, what would it be?”

Figure 4.14 – Important to Preserve

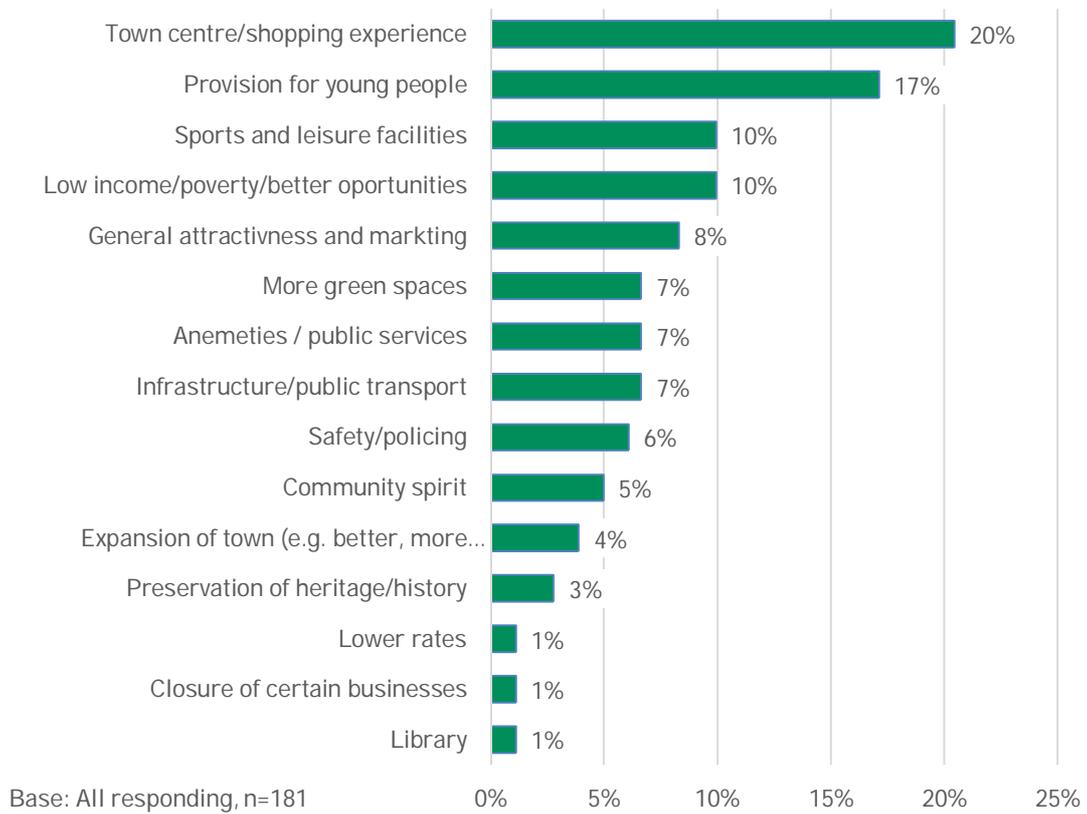


Base: All responding; n=170

Participants were asked the further question of what we should look to improve to make Redruth a better place for our children’s future.

“And if we should look to improve one thing to make Redruth better for our children in the future...?”

Figure 4.15 – Areas to Improve



“How would you rate Redruth for the following?”

Participants were asked to rate Redruth against a number of criteria (Figure 4.16) and as a place to enjoy various activities (Figure 4.17.) Responses were provided on a five point scale, from ‘excellent’ to ‘very poor.’

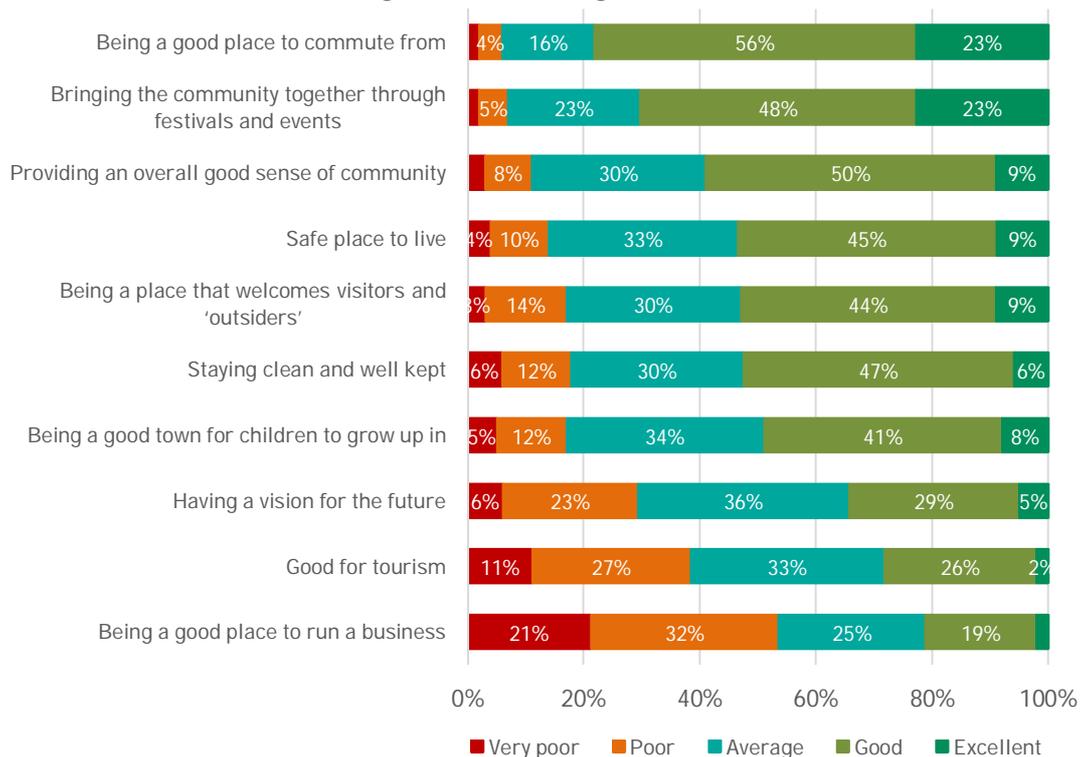
In summary, according to those who rate it ‘good’ or ‘excellent’, Redruth is good for:

- Commuting from – 79%
- Bringing the community together through festivals & events – 71%
- Providing an overall good sense of community – 59%
- Being a safe place to live – 54%

Redruth is perceived not to be a good place for:

- Running a business – 54% rate poor and only 21% as good
- Tourism – 38% poor and 28% good

Figure 4.16 – Rating Redruth



Looking at variations by age (Table 4.9):

- Older people feel:
 - Safer
 - a greater sense of community
 - Redruth to be more welcoming...

...and overall on all areas see Redruth in a more positive light than younger people

Table 4.9 – Rating Redruth by Age Groups

<i>% saying 'Good' or 'Excellent'</i>	All	16 to 34	35 to 64	65+
Base	459	110	224	125
Being a good place to commute from	79%	77%	75%	88%
Bringing the community together through festivals and events	71%	57%	73%	78%
Providing an overall good sense of community	59%	42%	57%	76%
Safe place to live	54%	36%	52%	73%
Staying clean and well kept	53%	41%	48%	70%
Being a place that welcomes visitors and 'outsiders'	53%	37%	52%	66%
Being a good town for children to grow up in	49%	39%	46%	65%
Having a vision for the future	34%	28%	31%	45%
Good for tourism	28%	19%	26%	40%
Being a good place to run a business	21%	22%	18%	26%

Table 4.10 shows the same data by length of time living in Redruth. Interestingly, there is little significant difference in opinions across any aspects between those resident for a short while and those who have resided for a many years.

Table 4.10 – Rating Redruth by Time in Redruth

<i>% saying 'Good' or 'Very good'</i>	All	<5 years	5 to 9 years	10 to 24 years	25+ years
Base	459	124	53	110	153
Being a good place to commute from	79%	83%	88%	74%	78%
Bringing the community together through festivals and events	71%	73%	70%	67%	72%
Providing an overall good sense of community	59%	62%	60%	50%	66%
Safe place to live	54%	49%	54%	51%	62%
Staying clean and well kept	53%	53%	62%	47%	53%
Being a place that welcomes visitors and 'outsiders'	53%	51%	55%	50%	54%
Being a good town for children to grow up in	49%	46%	45%	49%	56%
Having a vision for the future	34%	39%	30%	33%	34%
Good for tourism	28%	28%	35%	25%	27%
Being a good place to run a business	21%	17%	28%	22%	22%

“How would you rate Redruth for being a good place from which to enjoy the following?”

Redruth is considered a good place for its locality and health benefits by most people, though for many does not have a good offer for enjoying a night out.

Figure 4.17 – Rating Redruth as a Place to Enjoy

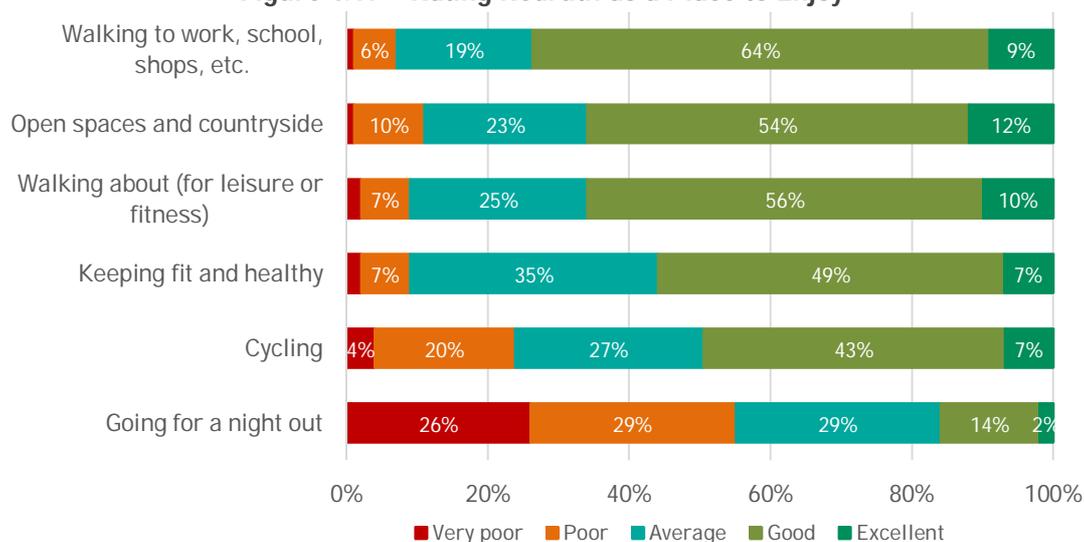


Table 4.11 – Rating Redruth as a Place to Enjoy by Age Groups

<i>% saying 'Good' or 'Excellent'</i>	All	16 to 34	35 to 64	65+
Base	451	108	221	122
Walking to work, school, shops, etc.	73%	72%	71%	80%
Open spaces and countryside	66%	55%	67%	74%
Walking about (for leisure or fitness)	66%	56%	67%	74%
Keeping fit and healthy	56%	50%	52%	71%
Cycling	50%	49%	48%	54%
Going for a night out	16%	16%	14%	20%

Table 4.12 – Rating Redruth as a Place to Enjoy by Time in Redruth

<i>% saying 'Good' or 'Very good'</i>	All	<5 years	5 to 9 years	10 to 19 years	20+ years
Base	451	121	52	109	152
Walking to work, school, shops, etc.	73%	74%	76%	74%	74%
Open spaces and countryside	66%	75%	60%	57%	66%
Walking about (for leisure or fitness)	66%	72%	61%	61%	68%
Keeping fit and healthy	56%	61%	45%	53%	60%
Cycling	50%	55%	48%	40%	56%
Going for a night out	16%	12%	18%	18%	18%

4.5 Commercial Offer

This section looks at the requirements and appetite for business and supply to Redruth residents, including how and where people go to access shops and how that maps to the need for local delivery.

9 in 10 participants were wholly or partially responsible for their household shopping. On average, residents are using more than one location for their 'main' food and grocery shopping, although the vast majority are shopping in local supermarkets (80%) or using local independent shops (30%).

“Are you responsible for your household grocery shopping?”
And if so...

“Where do you mostly do your main household food & grocery shopping?”

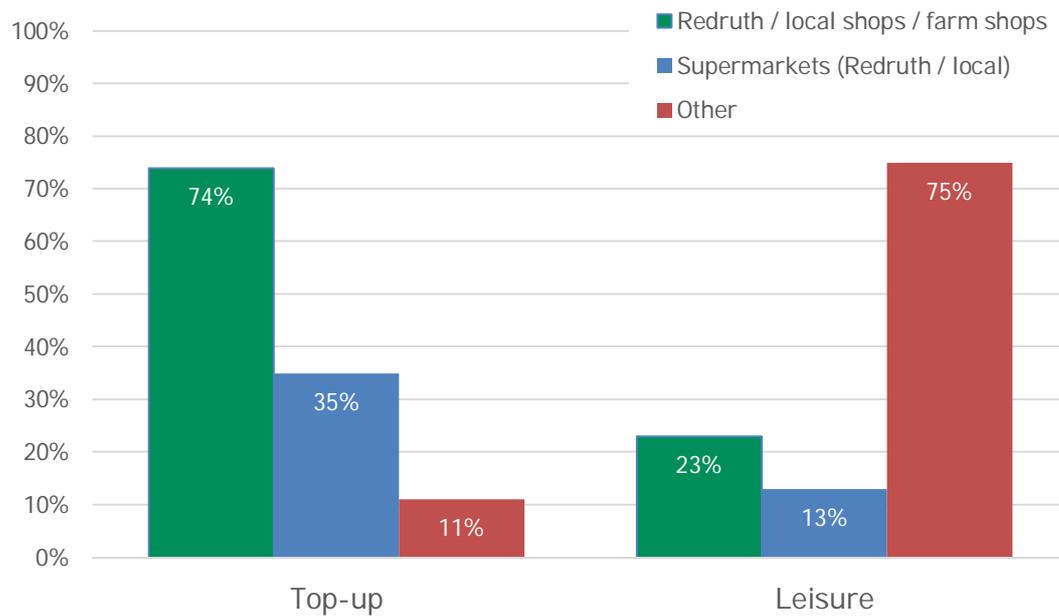
Figure 4.18 – Responsible for Household Shopping



Three quarters do their top-up shopping in Redruth local independent shops, with over a third also or solely using supermarkets. However, only a quarter use Redruth town for non-grocery or leisure shopping and three quarters go elsewhere – mostly Truro (45%) or online (33%).

“Where do you mostly do your top-up household food & grocery shopping?”
and
“Where do you mostly do your non-grocery or leisure shopping?”

Figure 4.19 – Other Retail Requirements

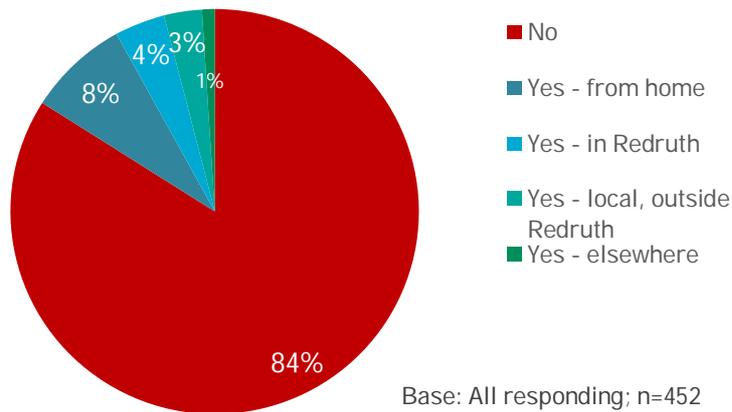


Base: All responding; n=402 / 445

The Neighbourhood Plan provides an opportunity to make policies to support home working or live-work spaces. As well as understanding how Redruth residents use and depend upon commercial services (such as retail), it is also important to consider those who run businesses themselves to earn their living. Participants were asked whether they or anyone in their household ran a business. 16% have someone in the household who runs a business. 8% overall have a home-based business. (Figure 4.20.)

“Do you or anyone in your household own and run a business?”

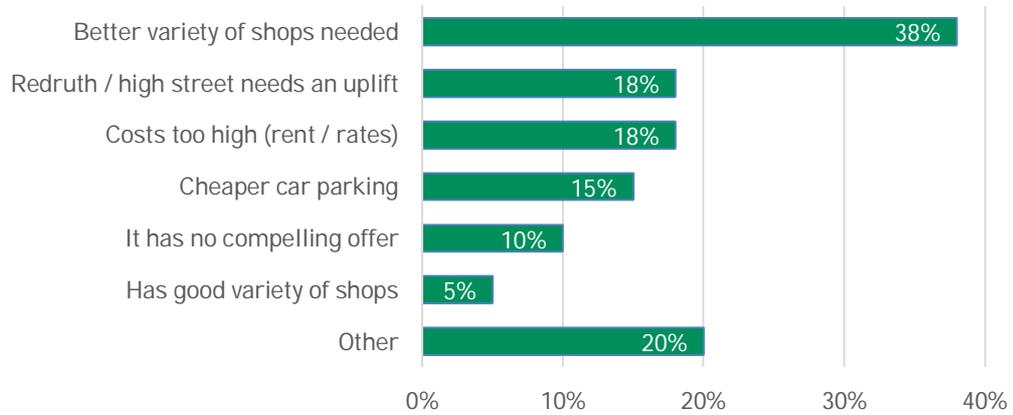
Figure 4.20 – Running a Business in Redruth



N.B. A separate telephone survey was conducted among 100 businesses in the Redruth area. See Business Survey results in Section 6 (page 66).

“Do you have any further comments you would like to make about Redruth’s commercial offer?”

Figure 4.21 – Redruth Commercial Offer - Comments



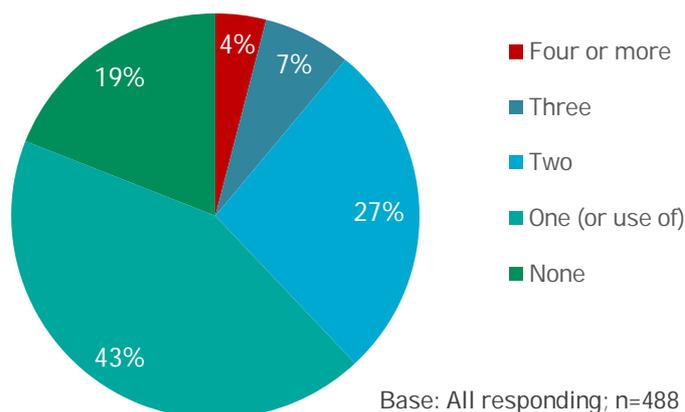
Base: All responding; n=39

4.6 Public Transport

The majority (81%) of households own or have use of a car and do not require public transport to get around – slightly higher than the 79% National Census data record for Redruth.

“How many cars are there in your household?”

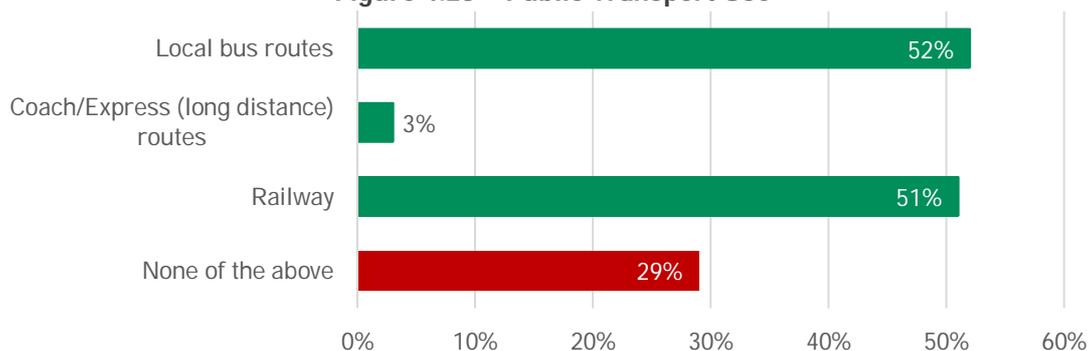
Figure 4.22 – Cars in Household



71% use public transport to or from Redruth, with over half using both local bus routes and the railway.

“Do you ever use public transport getting to or from or around Redruth?”

Figure 4.23 – Public Transport Use



Base: All responding; n=455

Public transport is used across all age groups. Over 65s are slightly more likely to depend on local bus routes and the age group least likely to be using the railway.

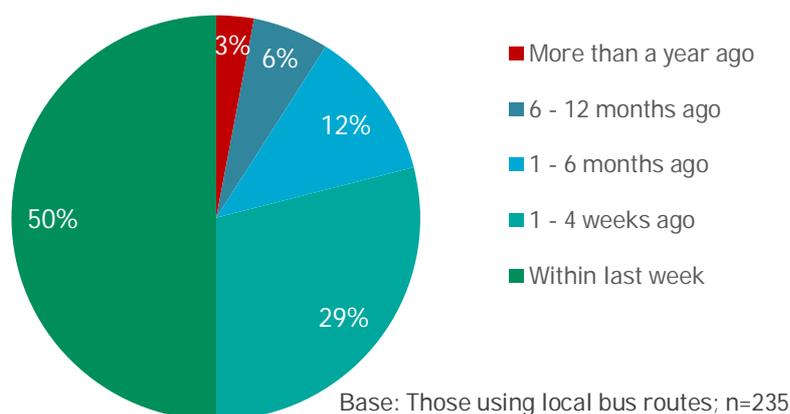
Table 4.13 – Public Transport Use by Age Groups

	All	16 to 34	35 to 64	65+
Base	455	104	226	125
Local bus routes	52%	58%	40%	68%
Coach / Express (long distance) routes	3%	4%	3%	2%
Railway	51%	57%	57%	35%
None of the above	29%	25%	32%	27%

The vast majority (97%) of those who use local bus routes have done so within the last year, with half (or over a quarter of all respondents to the survey) having done so within the last week.

“When is the last time you personally used local road-based transport (i.e. bus or coach – not taxis) getting to or from or around Redruth?”

Figure 4.24 – Last Time Used Road-based Public Transport

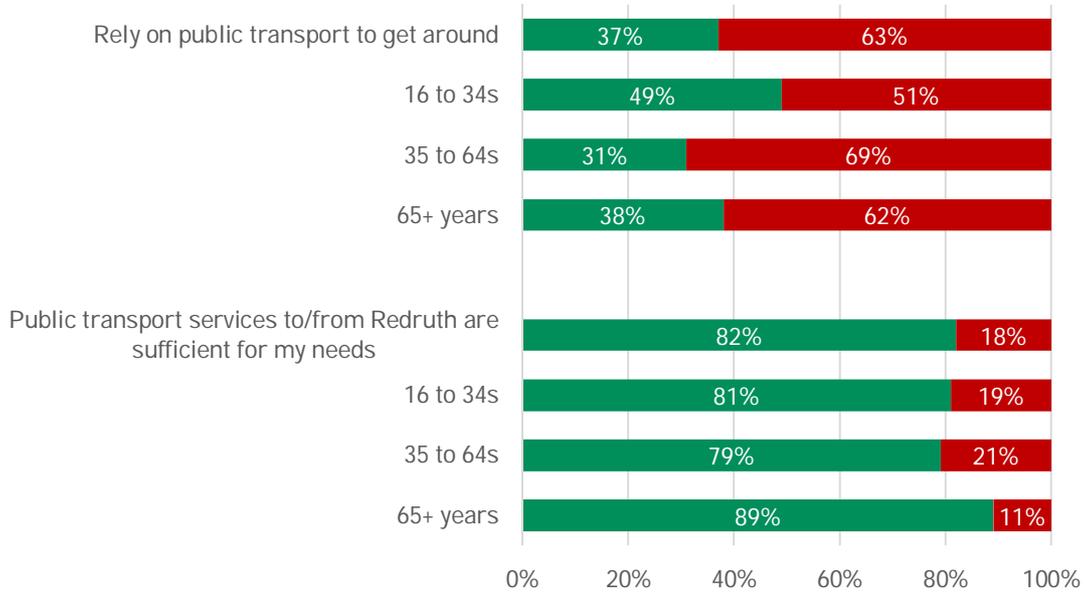


Whilst the majority of respondents live in households with access to a car, 19% do not. Overall, 37% say they actually rely on public transport to be able to get around. Fortunately, for most, services are sufficient for their needs. However, 46% of those who say transport is not sufficient also rely on it.

Younger people have a greater reliance on public transport than older people and are more likely to consider transport services insufficient for their needs.

**“Do you rely on public transport to get around?”
and
“Are public transport services to/from Redruth sufficient for your needs (if
you choose to use them)?”**

Figure 4.25 – Public Transport Dependency



Base: All responding; n=320 / 442

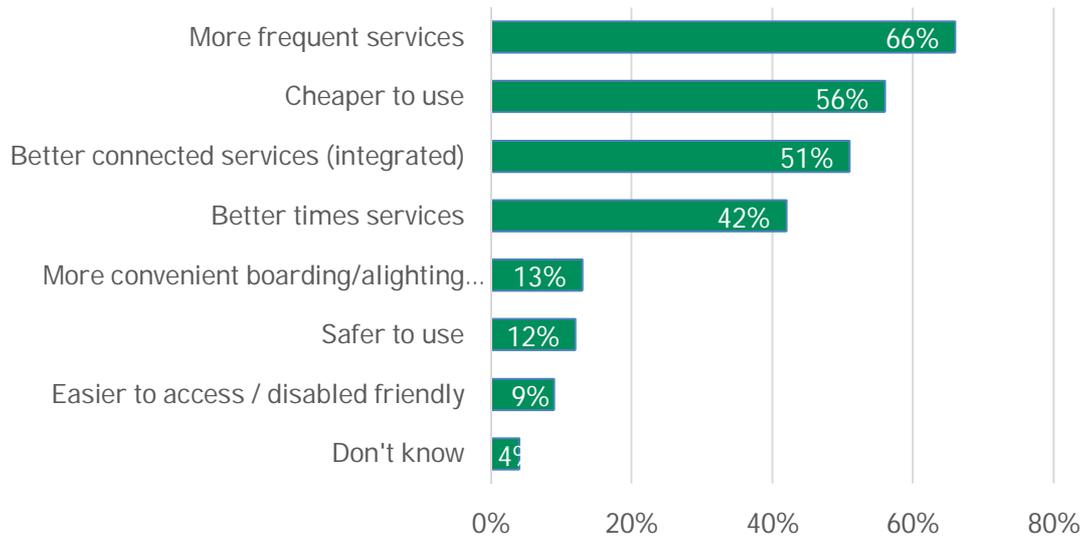
Table 4.14 – Rely on Public Transport by Transport is Sufficient

	All	Is sufficient	Not sufficient
Base	320	260	57
Rely on public transport to get around	37%	36%	46%
No reliance	63%	64%	54%

For those who consider public transport is insufficient for their needs, it could be improved by more frequent services (66%), being better integrated (51%) and having better timings (42%). Over half (56%) also believe cost to use is prohibitive. (Figure 4.26.)

“What would improve transport services for you?”

Figure 4.26 – Required Improvements to Public Transport Services



Base: Those saying not sufficient; n=77

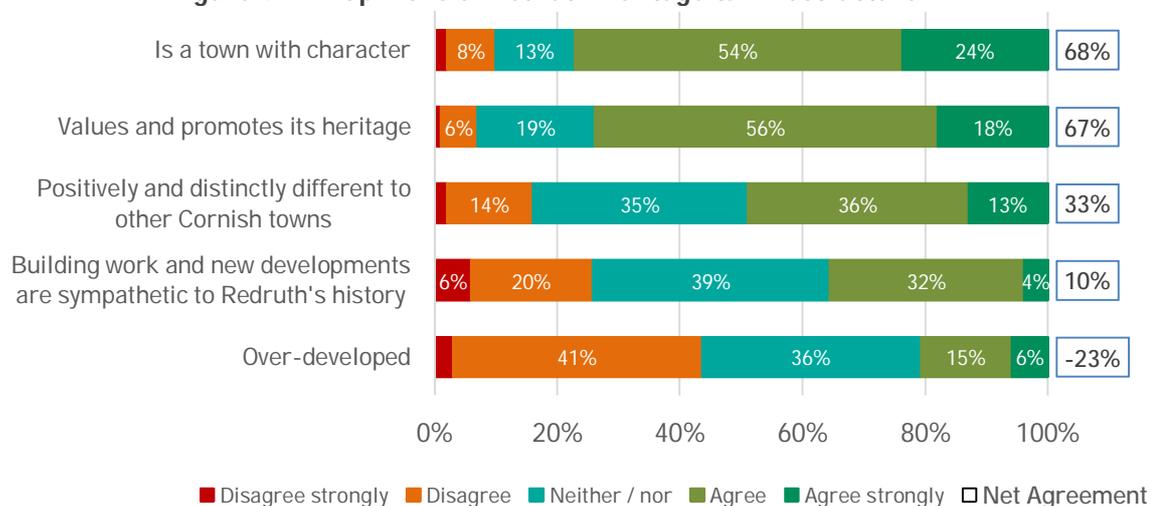
4.7 Heritage & Infrastructure

This section considers Redruth's built environment and what residents would like to see improved.

Redruth people recognise their town as having character and believe it values and promotes its heritage. More agree than not that Redruth is positively and distinctly different from other Cornish towns and that the town is not over-developed. Of most concern, however, is that new building work and developments should be sympathetic to Redruth's history.

“To what extent do you agree or disagree that the following describe Redruth?”

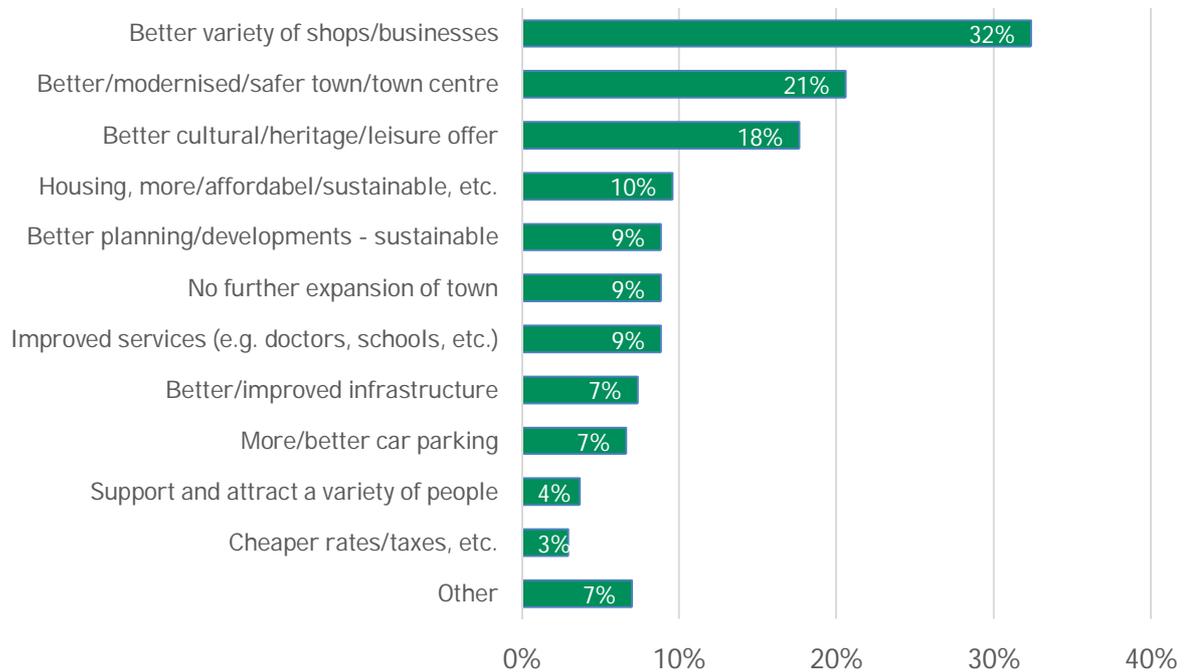
Figure 4.27 – Opinions of Redruth Heritage & Infrastructure



Base: All responding; n=441

“Do you have any further comments you'd like to make on the ways you would like to see Redruth develop over the next 15 years?”

Figure 4.28 – How Redruth should Develop



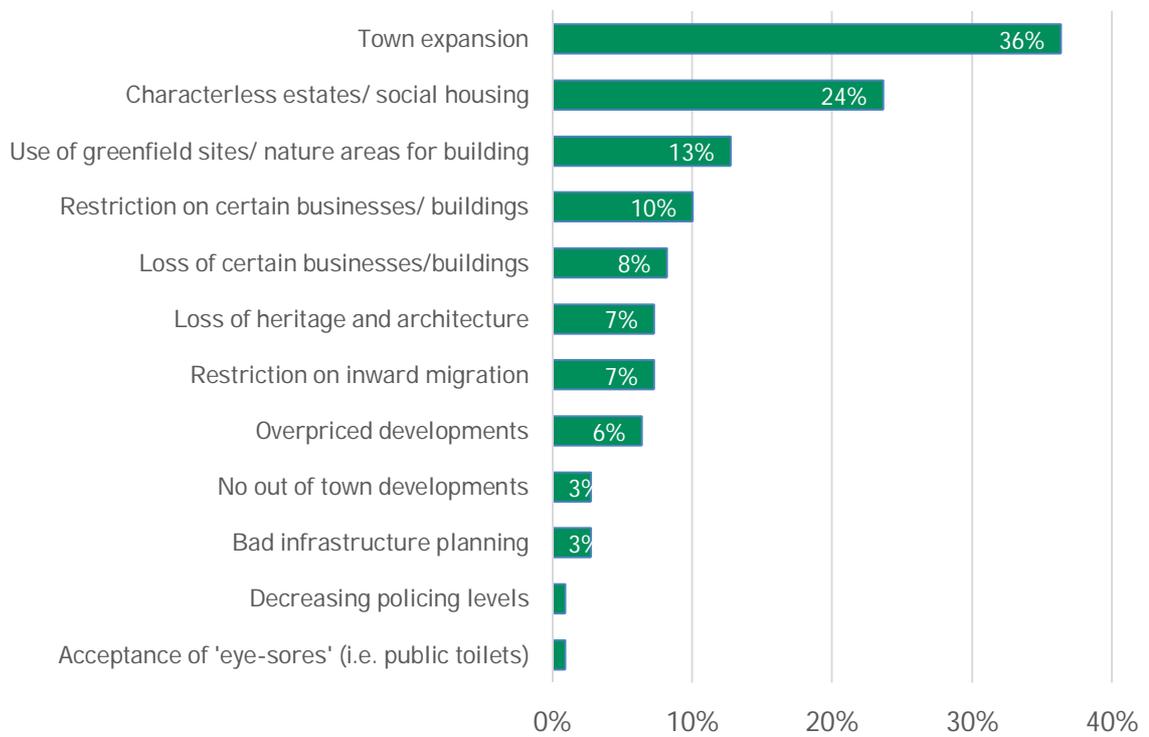
Base: All responding; n=408

Other comments offered relating to how Redruth should develop include:

- Use brown field sites in preference to green field
- Better support from Town Council
- Preservation of existing heritage
- Listen to people/change attitudes
- More/better car parking
- Better employment opportunities

“Do you have any further comments you'd like to make on the ways you would NOT like to see Redruth develop over the next 15 years?”

Figure 4.29 – How Redruth should Not Develop

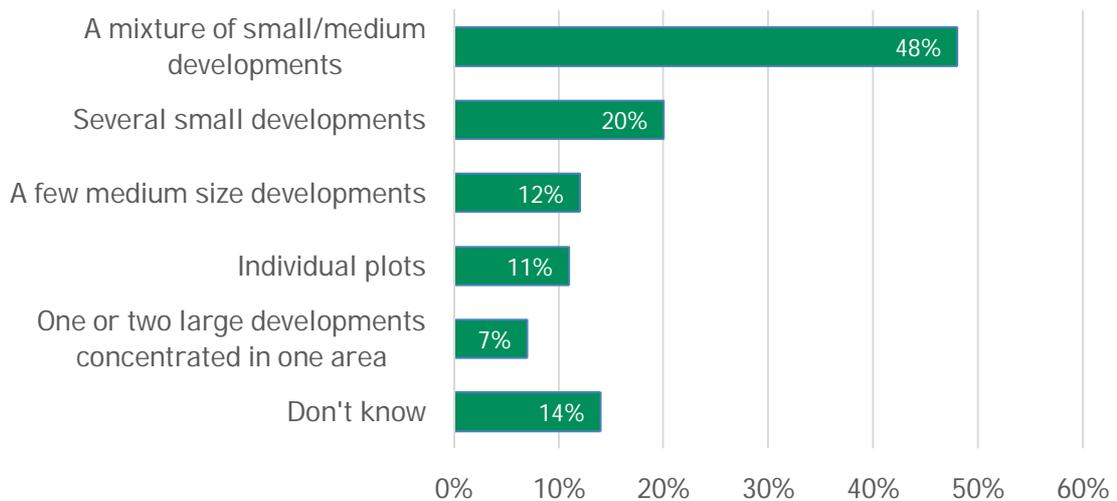


Base: All responding; n=408

“What size development(s) do you think are suitable for future housing in Redruth?”

In terms of housing development, participants’ understanding or perceptions of what small, medium or large developments may differ; about a half (48%) think a mixture of small and medium size developments would be suitable for Redruth in the future whereas 20% would prefer several small developments. Only 7% suggested that one or two large developments concentrated to a particular area would be appropriate. (Figure 4.30.)

Figure 4.30 – Suitable Future Housing



Base: All responding; n=484

19% of participants provided additional comments in regard to future housing in Redruth. Comments are wide and varied, with many people expressing concern about large scale housing without investment in schools and healthcare provision, type of land selected for building (brown field vs green field), housing being affordable and ensuring to preserve the local heritage and character. For example:

“I am worried about whether there will be enough school places and Doctors for everyone if more properties get built.”

“I am concerned about large developments of housing within Redruth. We are losing large amounts of green spaces and the traffic around the town is increasing. If the population continues to increase our services such as schools and doctors will be unable to cope. The town will no longer be a nice place to live due to the sheer number of people.”

“‘Affordable’ homes are being built in abundance but they are not realistically priced for the local workers. An average wage of the local

area should be decided and homes built locally that are affordable to that limit."

"Brown field sites first. Work with existing boundaries of villages and towns. Redruth Pool Camborne is a large stretch of urban development; do not go beyond these boundaries as the area will lose its identity character."

"If more housing is required, leave green spaces amongst the houses."

4.8 Healthcare

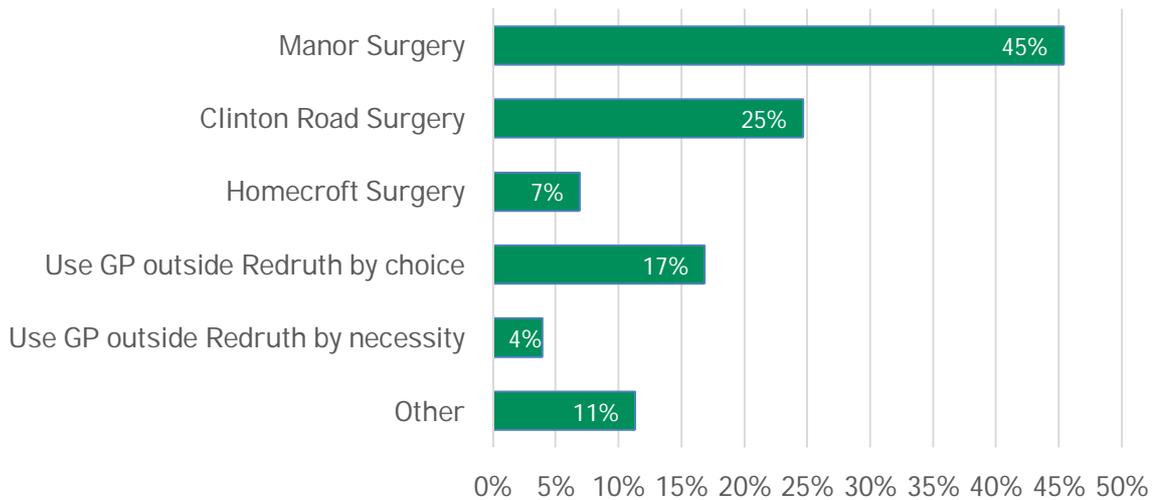
As evidenced through comments in the previous section 4.7 above, local people are concerned that basic infrastructure and services must be invested in at the same time as any new and large housing developments.

This section reports on survey questions about the use of healthcare services in Redruth.

“Which GP surgery do you belong to?”
And
(If not all household members using the same)...
“Which surgeries are also used by household members?”

45% of households have at least one member of the household registered with Manor Surgery and a quarter are registered with Clinton Road. Most people are registered at a local surgery of choice, with just 4% registered outside of Redruth by necessity. For households with more than one occupant, 83% have all members registered at the same GP surgery.

Figure 4.31 – GP Surgeries Used (At least one household member)



Base: All responding; n=434

(For those using Redruth GPs)
“Do you or any member of your household have difficulty getting to your registered GP?”

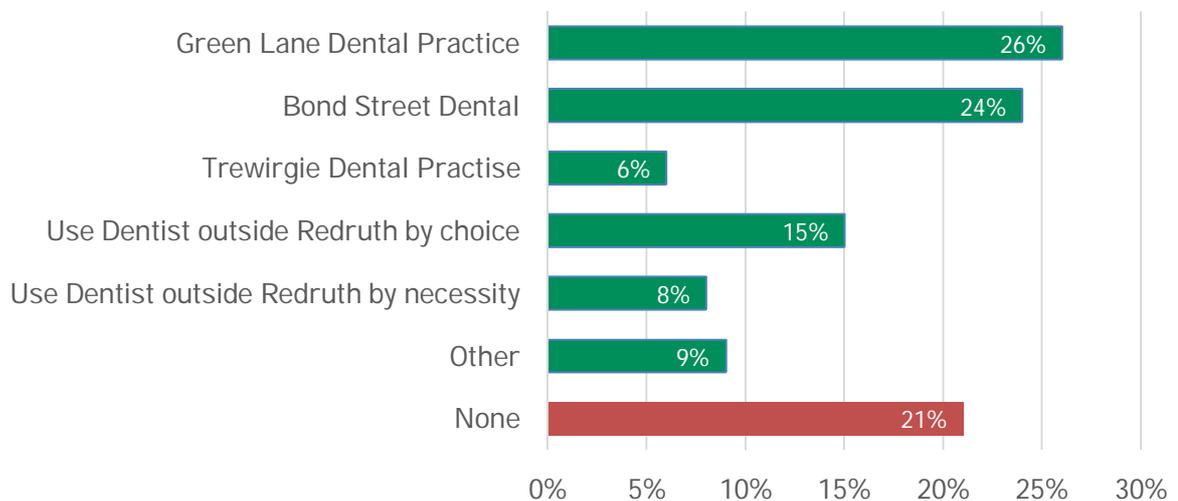
The vast majority (89%) say they do not experience any difficulties. For the 11% that do:

- Having to work during normal GP opening hours – 6%
- Lack of suitable transport – 2%
- Disability / housebound, and Physical location of GPs – both 1%

“Which dental surgery do you use?”
And
(If not all household members using the same)...
“Which dental surgeries are also used by household members?”

A quarter (26%) of households have at least one member of the household registered with the Green Lane practice and a similar proportion (24%) with Bond Street Dental. Although most people are registered at a local surgery of choice, 6% have someone registered outside of Redruth by necessity. However, perhaps most worryingly from a social point of view, 21% say they do not have a dentist. For households with more than one occupant, 26% do not have all members registered at the same dental practice.

Figure 4.32 – Dental Surgeries Used (At least one household member)



Base: All responding; n=429

(For those using Redruth dental practices)
“Do you or any member of your household have difficulty getting to your registered dentist?”

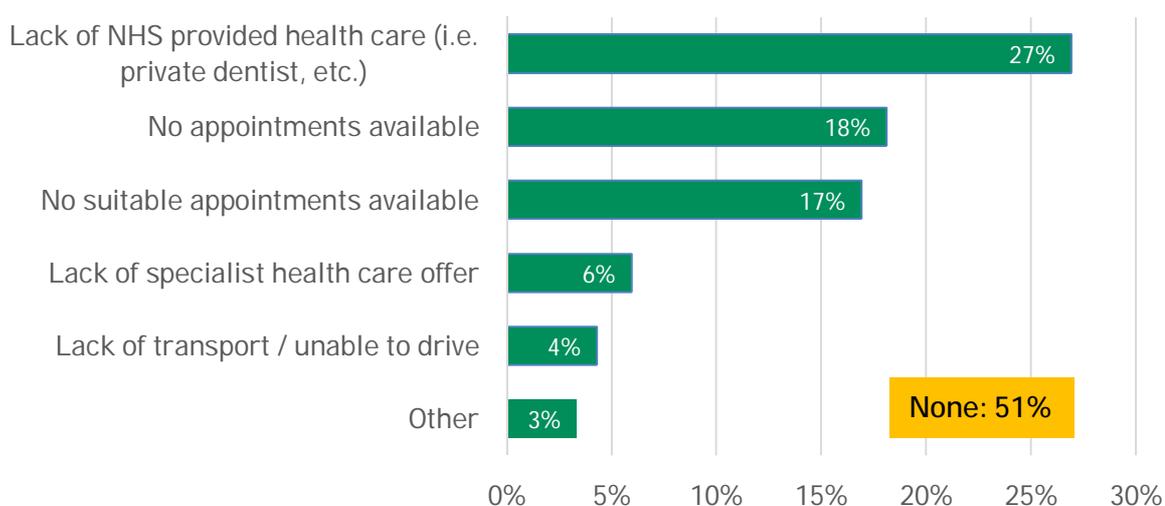
The vast majority (88%) say they do not experience any difficulties. For the 12% that do:

- Having to work during normal GP opening hours – 7%
- Lack of suitable transport – 2%
- Disability / housebound, and Physical location of GPs – both 1%

“Can you foresee any difficulties in you being able to access health care in the future (GP, dentist or other health care)?”

A half of respondents (49%) anticipate some form of difficulties accessing healthcare services in the future. Of greatest concern is a lack of capacity or provision from NHS services, and generally a lack of available or suitable appointments. Older age groups appear slightly less concerned overall, with the 35-64s expressing greatest concern about potential difficulties accessing healthcare.

Figure 4.33 – Anticipated Difficulties in Accessing Healthcare



Base: All responding; n=420

Table 4.15 – Anticipated Difficulties Accessing Healthcare by Age Groups

	All	16 to 34	35 to 64	65+
Base	420	99	208	113
Lack of NHS provided health care (i.e. private dentist, etc.)	27%	26%	32%	18%
No appointments available	18%	20%	23%	8%
No suitable appointments available	17%	17%	22%	7%
Lack of specialist health care offer	6%	8%	6%	4%
Lack of transport / unable to drive	4%	3%	2%	9%
Other	3%	2%	4%	3%
None	51%	55%	41%	67%

4.9 Final Comments

Respondents were offered the opportunity to offer any further comments about amenities and the community of Redruth.

11% of respondents offered further thoughts, which were wide and varied, yet generally caring about the Redruth community, sometimes expressing concern about how the area may develop. Several made comment that the survey represented a positive move to seek opinion, hopeful that their participation will make a difference.

For example:

"A great town, a great community with a great history and heritage. We need to empower local people more. Less involvement by London and Cornwall Council."

"We're considering leaving the town, I'm from Redruth and have lived in the town and surrounding areas all my life, the mining heritage seems to be all the town has and in my opinion it is nothing but a blight on the area, too many houses are affected by mining issues, be it subsidence or mundic. It's like a lottery. The lack of investment is for this reason understandable but while the town council do a great job under the budgetary restrictions faced the place just doesn't stand a chance of improving when Truro and Falmouth seem to get all the investment."

"Thank you for taking into consideration the views of those who live in and love the town of Redruth."

"I can't really comment on what size development of new houses when I only want appropriate ones.....the way it's posed seems to give green light to any sort of rubbish or executive housing."

"Putting major developments here will destroy the community. Need to look at what community needs rather than base development on finances. Town needs to be strong rather than accept outside influences. Love individuality."

"I hadn't heard anything about the neighbourhood plan."

"Brilliant town and survey."

5 Resident Focus Group

A focus group comprising Redruth area residents was convened on 14th February 2017, in the meeting room of Redruth Town Council offices.

The group of 11 participants comprised seven females and four males, ranging in age from 25 to over 70. 10 are home owners and one resides in rented accommodation.

All participants live directly within Redruth or the immediate area (two classified their home as Redruth but were technically outside the parish boundary). Participants have lived in Redruth from between 3 years to “all my life – my home town”.

Two of the participants stated they had “lived all over the country” but had returned to Cornwall, and to Redruth deliberately.

Redruth as a place to live

Participants were asked to discuss what makes Redruth a great place to live. Their responses can be summed as:

- Its *charm* is that people *live* in Redruth (as opposed to just having a house there)
- It's a *vibrant* town for groups
- People *walk into town*, because there's a *reason* to walk into town (it has a good town centre)
- *Parking* is cheaper than other places and sufficient (it's possible to park)
- It's *friendly* – people talk to you
- Redruth *accepts* other people – it's inclusive
- You can *access to countryside* easily
- *Architecture* is beautiful
- Redruth is *fun* – e.g. the fair, cinema, etc.
- A lot of *employment* in Redruth
- *High street* has offerings for young and older people – something for all

“I wanted [initially] to move to Falmouth or Truro, but Truro is too English. People live in Redruth – there are no holiday houses, it's human”

“People talk to you in Redruth; nobody talks to you in Truro”

Participants were asked to think about how Redruth could improve. Redruth would be better if...

- The architecture didn't look so *tired*

- It attracted *modern businesses* that don't need transport (i.e. Hi-Tech businesses)
- Out of town shops/ supermarkets did not take trade from the town centre (*"Town centre is a massive asset but it is struggling."*)
- Redruth had its *market* back
- Older people didn't have to struggle up *the hill* in the high street (Think Shopmobility – a mobility-scooter station on flat ground car parks?)
- The high street had *homes* – *"...people living there changes things. At the moment town changes after dark."*
- There were places for *older teens* to go (*"Groups of 15 – 17 year olds congregate, it can get quite loud. They need to go out, but have nowhere to go."*)
- *Leisure facilities* provided for the over 8s (*"Playgrounds are OK, but not for older children"*)

Policies

Participants were posed with a number of topics and asked to consider the issues which could affect policies within the Neighbourhood Plan.

Housing

- New houses should provide *open and green spaces*
- *Preserve* Fairfield, Victoria and East End (parks)
- Housing needs to be *quality build and attractive* (it is perceived that currently the lowest cost housing is still not affordable AND appears cheap / low quality / unattractive)
- Develop *town centre accommodation* (i.e. it's already there) before building new on outskirts
- Build in sympathy with Redruth's *heritage* (*"Remember the history..."*)
- It's okay to build *terraced housing*, so long as green spaces are preserved/ developed alongside
- Ensure developers include *green electricity* in new homes and make them with low running costs
- Need a mix of housing for all walks of life, *including "high end" housing*
- Essential to have *supported housing* – this would allow older people to move to a supported environment, be and feel safe – and this would in turn free up housing
- *Repurpose* existing spaces (e.g. space behind old fire station)

Transport

- Improve *traffic flow* – it's not working

- Compel developers to be responsible for making sure *infrastructure* works (for volume of traffic as well as parking)
- The railway station is a massive asset but transport services need to *connect*

Town Centre

- Consider the opportunity to shift the town centre, to break it into two and *re-focus the centre* around Kresen Kernow and redevelopment of brewery site, with walkways and transport links, to remove dependency on the big hill. The top of town could then be more services than retail etc.
- Promote a *mix of retail/service* – whilst not possible to dictate, but the town needs a variety of independents as well as chains, but promote for quality (“*Not Top Shops*”)
- Think about the mix of retail and leisure offer – to promote an *evening culture economy*
- *Walkways* are essential – they network the town, residential areas and transport hubs

Heritage & Infrastructure

- With investment into Kresen Kernow, this should give leverage to insist on *high quality sympathetic development*. Note, Redruth in centre of World Heritage site, so focus on what we have.

Employment

- Encourage *high-tech employments*, for less dependency on physical/ industrial space

Public Services

- The demand upon schools, services (e.g. healthcare) and infrastructure must be taken into consideration with increased development
- Public toilets – essential! (For all the above, tourism etc.)

Final thoughts – a vision

Final thoughts from participants were:

- Consider Redruth as a creative hub; if we can make it interesting, people will come
- It has a big opportunity as a tourist offering; remember that Redruth is in the centre of UNESCO World Heritage Site – so could it position itself as the WHS town?

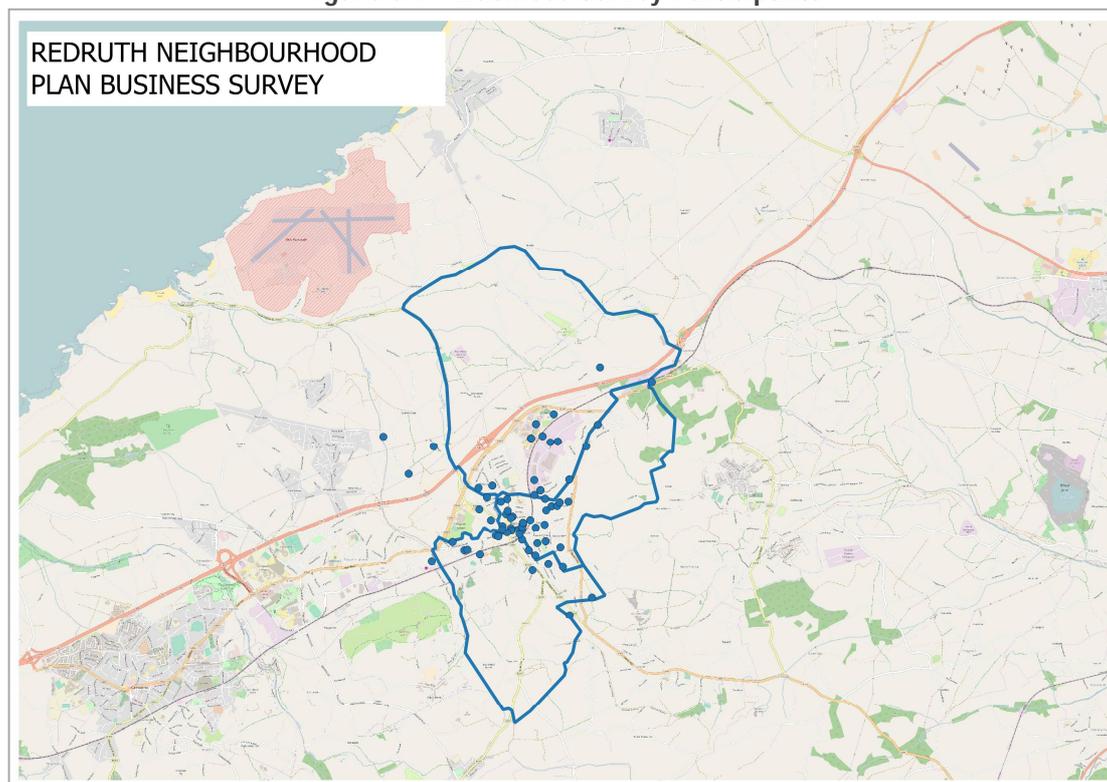
6 Business Survey

6.1 Methodological Overview

The survey methodology comprised telephone interviews with business in Redruth. A total 103 interviews were conducted during October and November 2016, using an independent database (sourced via marketingfile.com) of businesses operating from within the Redruth Parish boundary. Only businesses which were categorised as having a head office or an independent location were selected for interview; i.e. branch offices or units where the strategic decision making of the business is located elsewhere were not eligible for interview.

The geographic distribution of business survey participants is illustrated in Figure 6.1 below.

Figure 6.1 – Business Survey Participants

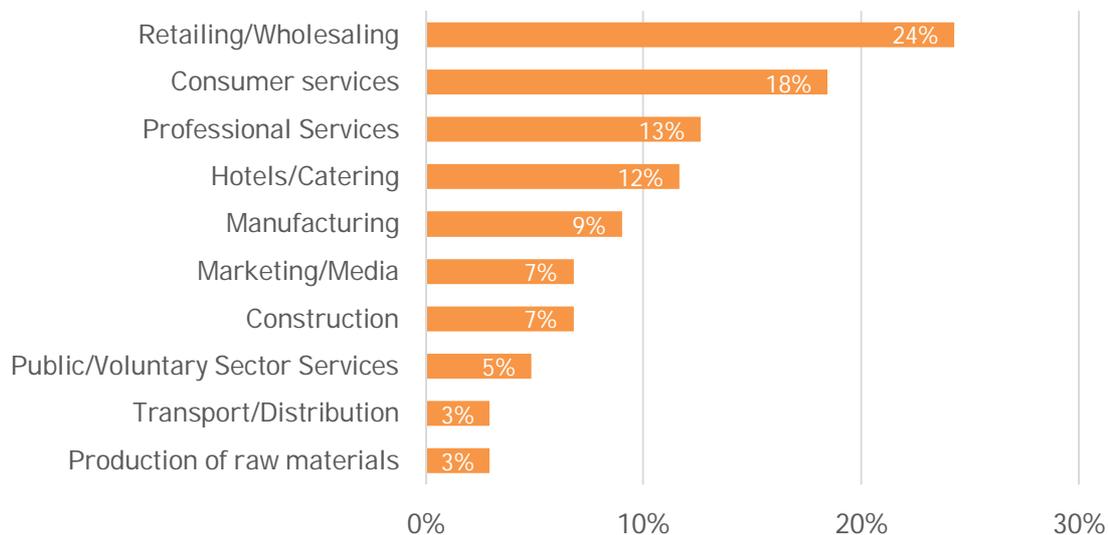


A questionnaire was designed in conjunction with Redruth Town Council, to be extensive and provide a rich insight into the needs and behaviours and viewpoints of local businesses.

6.2 Sample Profile

A wide cross-section of business sectors were interviewed, with the retail/wholesale supply sector the most commonly represented, accounting for a quarter (24%) of interviews. Consumer services and professional services accounted for 18% and 13% of the sample respectively.

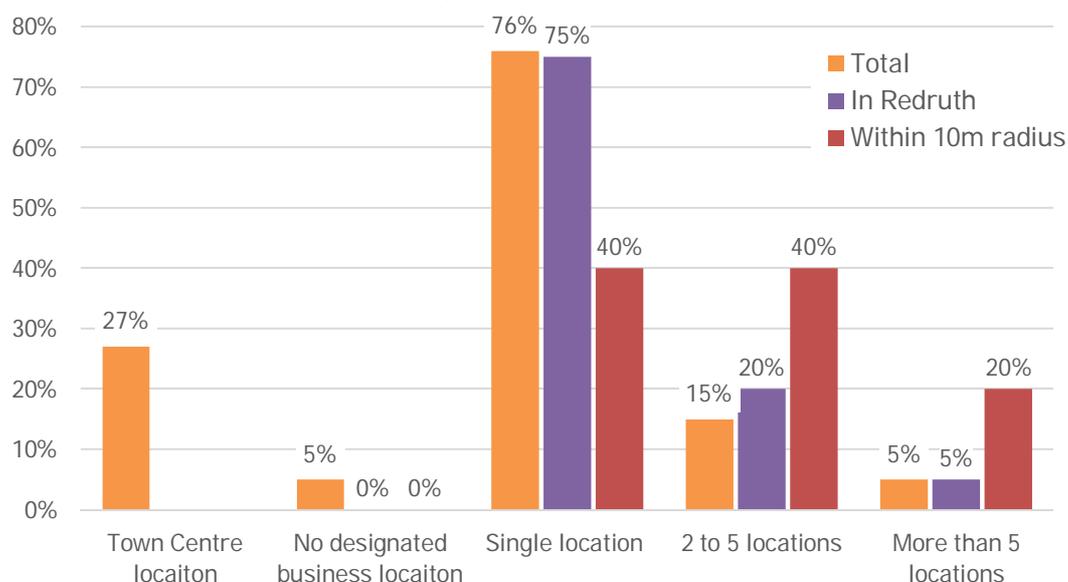
Figure 6.2 – Sample: Industry Sector



Base: All responding; n=103

Over a quarter (27%) of businesses identified as being located in the Redruth town centre.

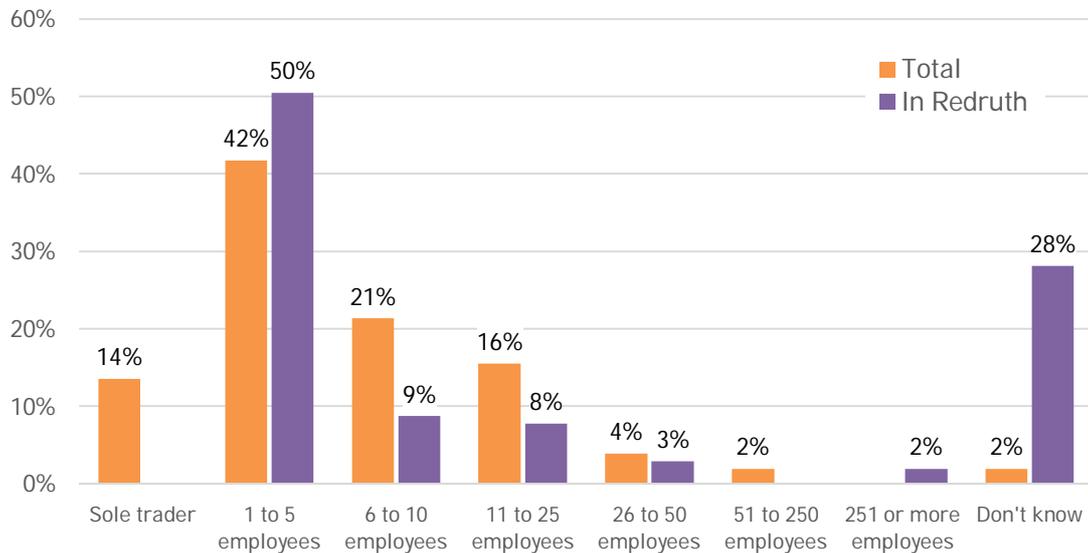
Figure 6.3 – Sample: Number of Business Location



Base: All responding; n=103/20

56% of businesses in the survey are micro businesses (employing up to five people, or sole traders), against a Cornwall average of 73%, with another 21% employing no more than 10 people.

Figure 6.4 – Sample: Number of Employees



Base: All responding; n=103

Of those employing, 13% have members of staff who work permanently from home and an additional 23% have members of staff who sometimes work from home.

A fifth of businesses in the sample (21%) turnover less than £50k per annum. Almost a third (30%) have revenues of £500k or more. N.B. 34% overall elected not to respond to provide turnover data and 3% are in the first year of trading and do not yet have financial reports.

Figure 6.5 – Sample: Turnover

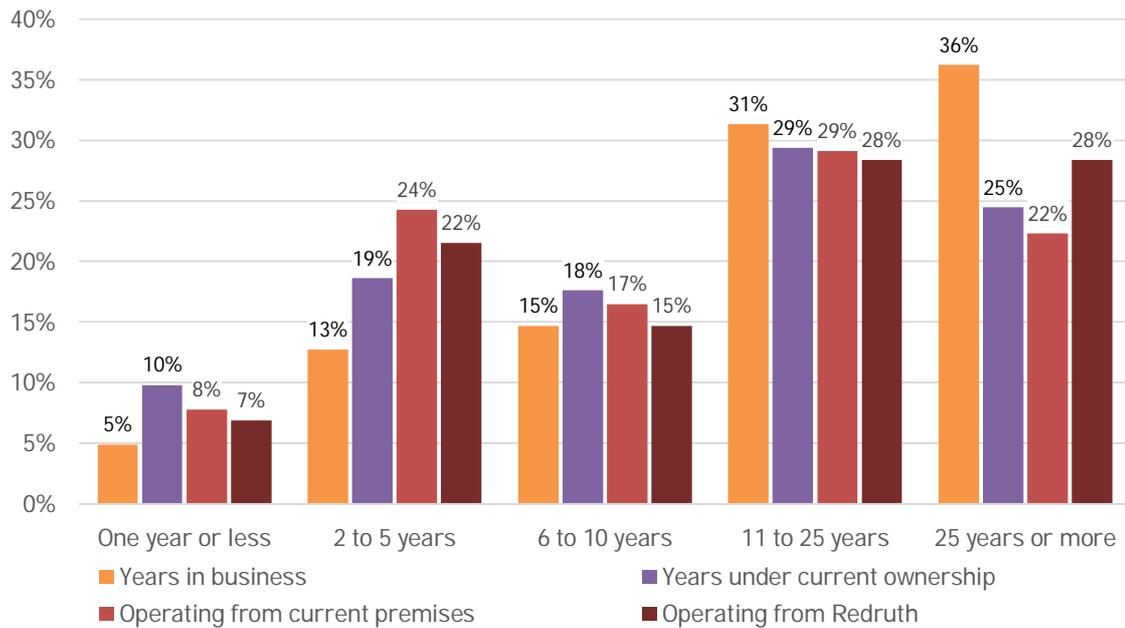


Base: All responding; n=64

The sample is further summarised as:

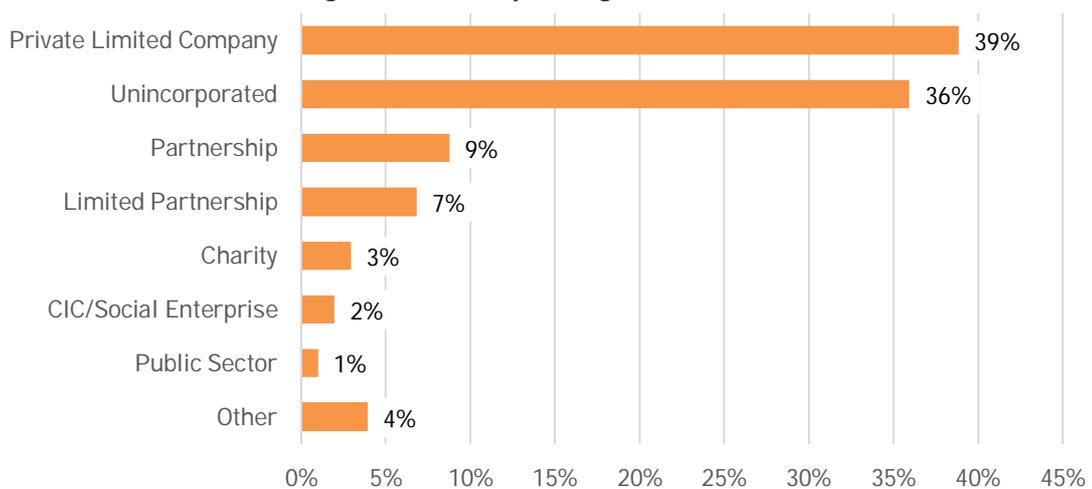
- 82% have been in business for over 5 years.
- 68% have operated from their current premises for more than 5 years.
- 71% have operated from Redruth for more than 5 years.
- 39% are established as private limited companies, 36% are unincorporated, 16% as a partnership or LLP and 5% as non-profit status.

Figure 6.6 – Sample: Years of Ownership/Locations



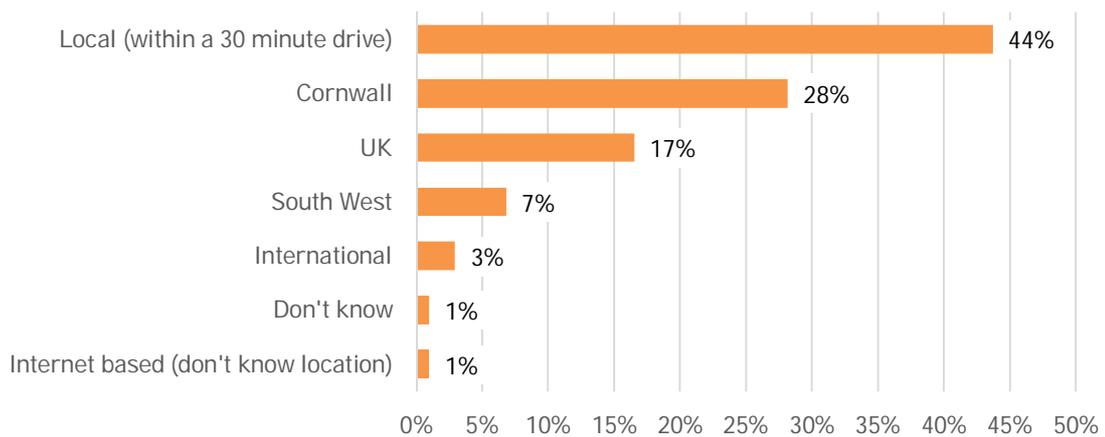
Base: All responding; n=102/102/103/102

Figure 6.7 – Sample: Legal Status



Base: All responding; n=103

Figure 6.8 – Sample: Client Location



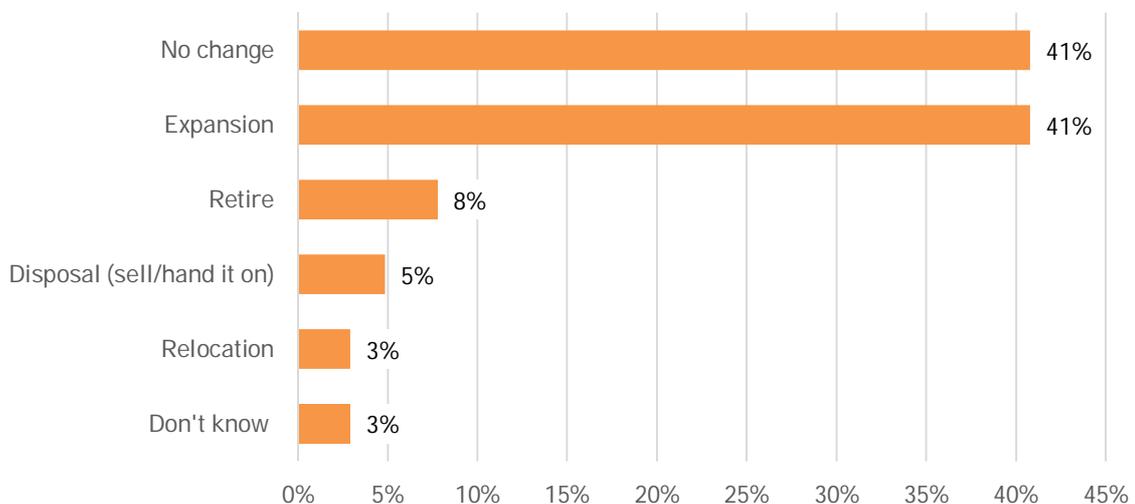
Base: All responding; n=103

6.3 Business Growth and Development

41% of businesses have ambitions to expand their business over the next three years.

“What are the primary business objectives for the next three years?”

Figure 6.9 – Business Plans

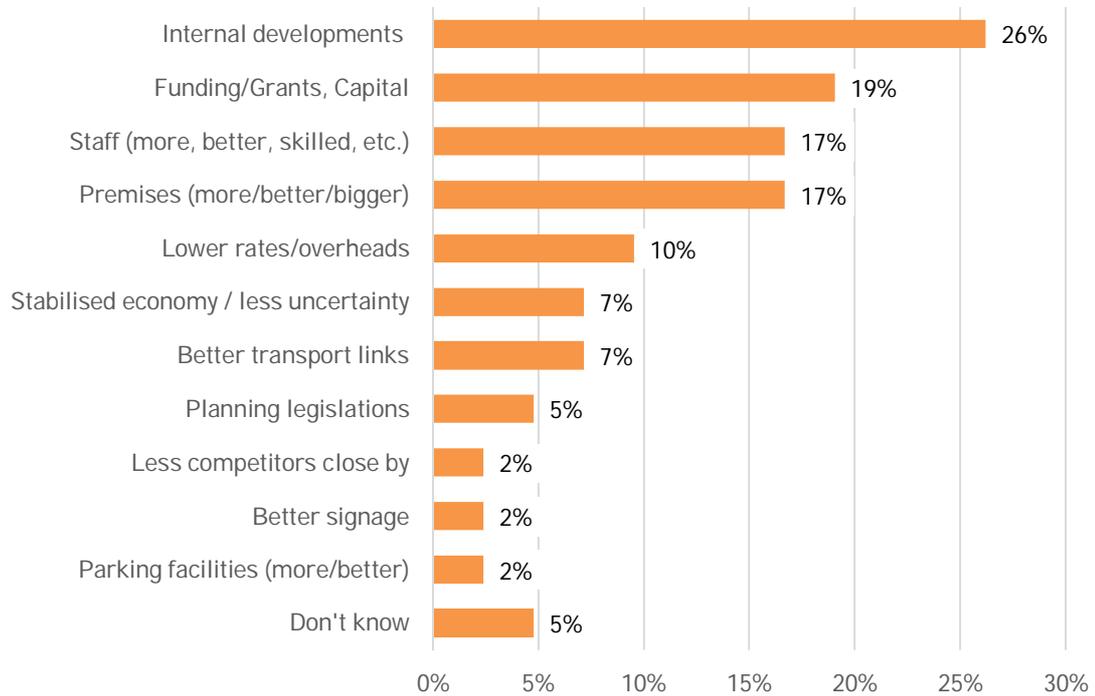


Base: All responding; n=103

Three businesses are looking to relocate. Deciding factors were the business premises being too small or in the wrong location and to attract more customers. One of the three has bought premises in Redruth, the other two are looking to relocate to Tolvaddon or Newquay respectively.

“What would be helpful for the business to achieve expansion?”

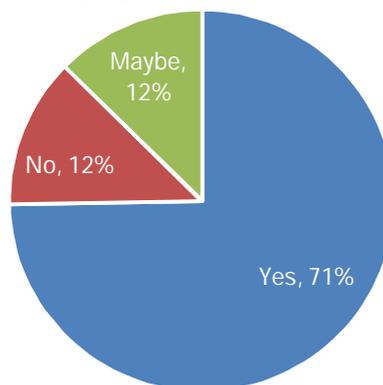
Figure 6.10 – Expansion Aids



Base: Those planning expansion; n=42

“Will new employees be needed to achieve expansion?”

Figure 6.11 – Employees Needed to Aid Expansion



Base: Those planning expansion; n=42

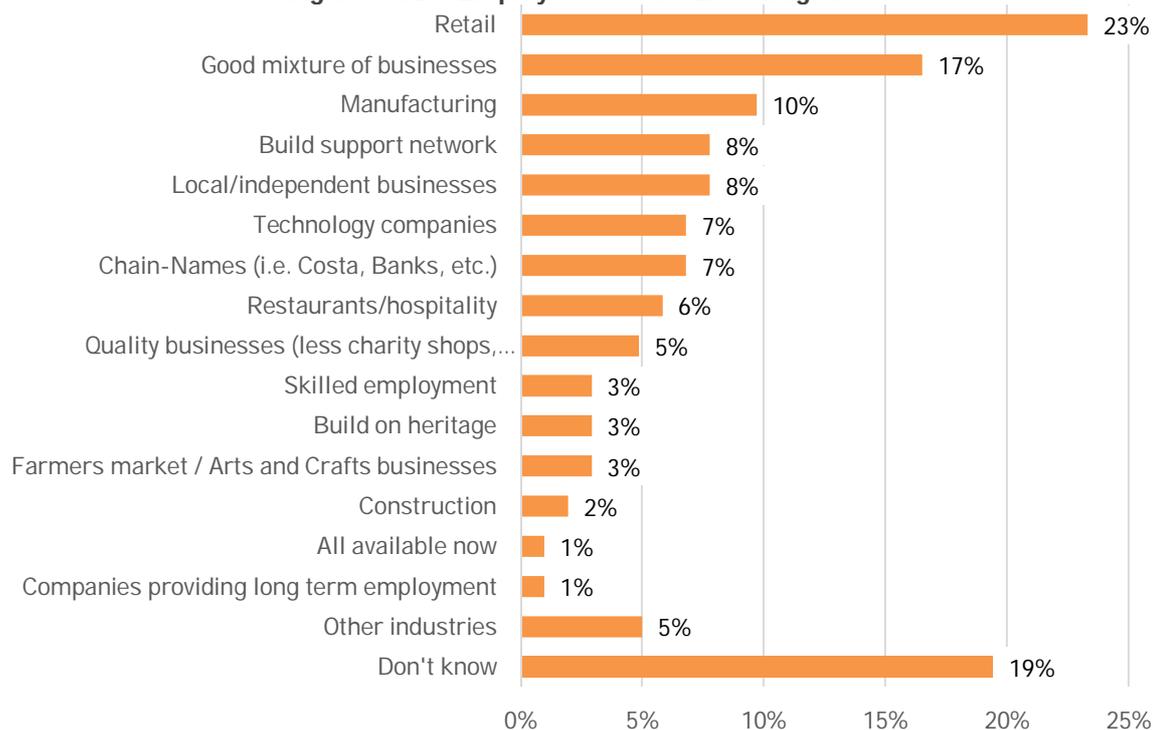
“Do you have any comments on planning constraints and/or other barriers that may prevent the business from developing in the future?”

Table 6.1 – Other Business Development Comments

Base: n=24	
Overheads (premises cost, business rates, etc.)	21%
Planning restrictions (listed buildings, etc.)	21%
Parking problems	17%
Infrastructure problems	17%
Expansion difficult or not possible	13%
Problems with Cornwall Council / Town Council	13%
Need for regeneration	4%

“Thinking about the sort of town Redruth could be in the next 15 years, what types of employment (e.g. types of business, sectors, jobs etc.) should the Neighbourhood Plan encourage?”

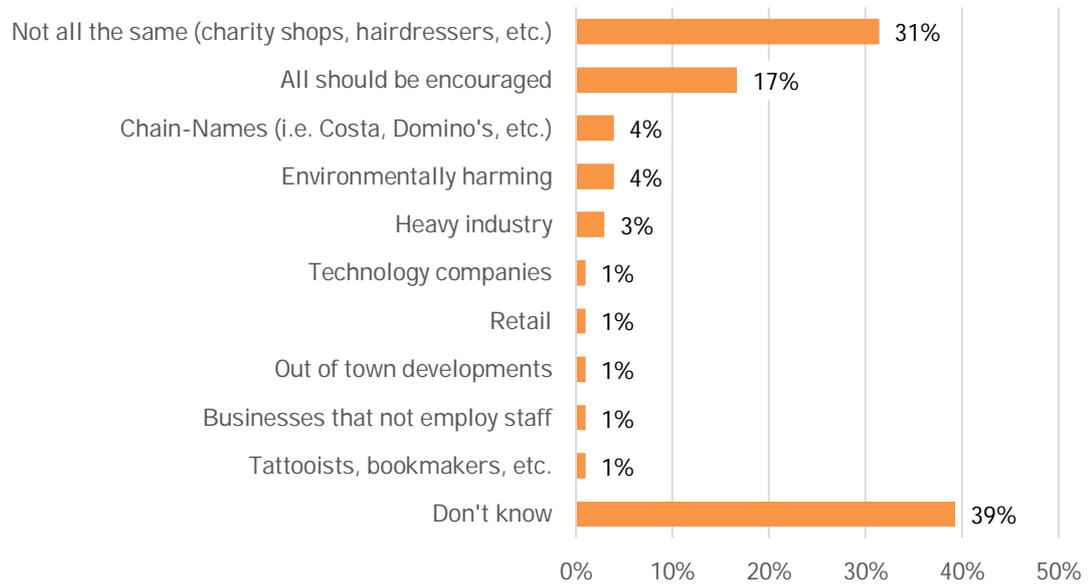
Figure 6.12 – Employment to be Encouraged



Base: All responding; n=103

“Thinking about the sort of town Redruth could be in the next 15 years, what types of employment (e.g. types of business, sectors, jobs etc.) should the Neighbourhood Plan discourage?”

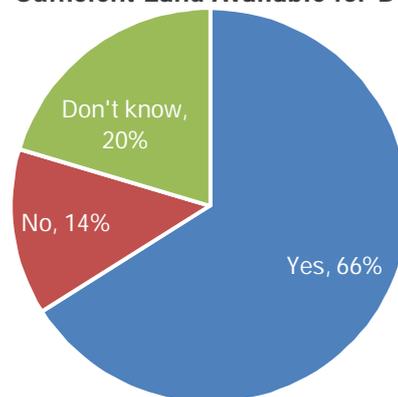
Figure 6.13 – Employment to be Discouraged



Base: All responding; n=103

“Does Redruth in your opinion have sufficient and adequate land available for business development?”

Figure 6.14 – Sufficient Land Available for Development



Base: All responding; n=103

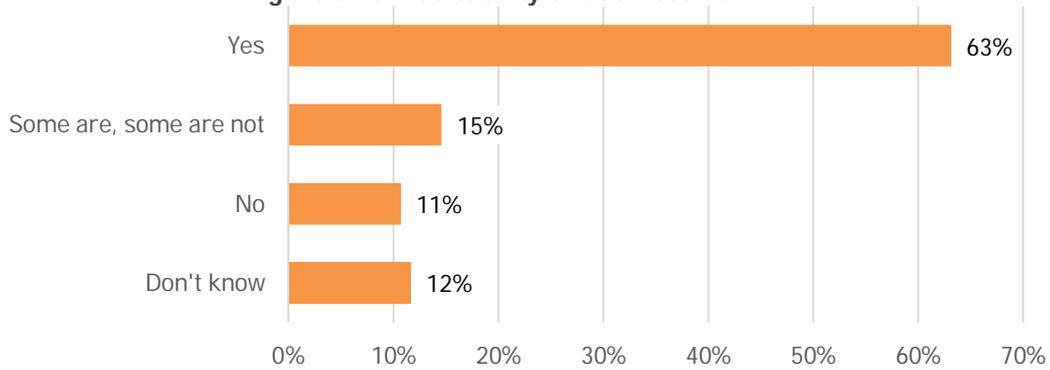
“Please explain your answer [land availability].”

Table 6.2 – Land Availability Comments

Land available	Land not available
Base: n=76	
Land is available (51%)	No or limited land available (8%)
Empty buildings/units available (25%)	Sites are not adequate (4%)
Green field sites / brown field sites (5%)	Too many restrictions on available land (4%)
Limited through location (3%)	Sites are too expensive (3%)
No demand for land (1%)	All residential use (1%)
Industrial space/units available (1%)	

“Do you think existing business parks and industrial estates in Redruth are suitable and adequate for future business needs?”

Figure 6.15 – Suitability of Business Park



Base: All responding; n=103

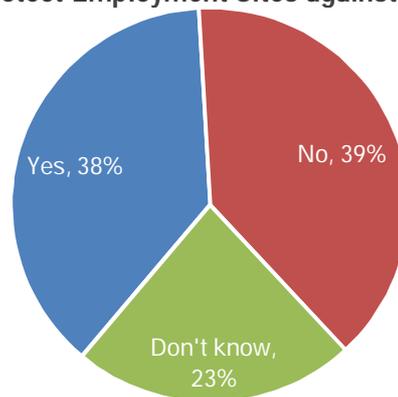
Q: Would you please elaborate a little more on your answer: [Business Parks]

Table 6.3 – Comments about Land Availability

Comments	
Base: n=73	
Good availability/good	45%
Depending on business sector/needs	10%
Expansion needed	10%
Depending on location	7%
Positive sentiment about industrial estates	7%
Pulling business away from town/too many of them	5%
Not future proofed	4%
Future proofed by own understanding	4%
Better infrastructure/access needed	4%
Negative sentiment about industrial estates	4%
Mix of units needed (industry sector/size/costs/etc.)	3%
Depending on lay-out	1%
Better broadband access needed	1%
Other	4%

Q: Do you think existing employment sites should be protected from changes of use?

Figure 6.16 – Protect Employment Sites against Change of Use

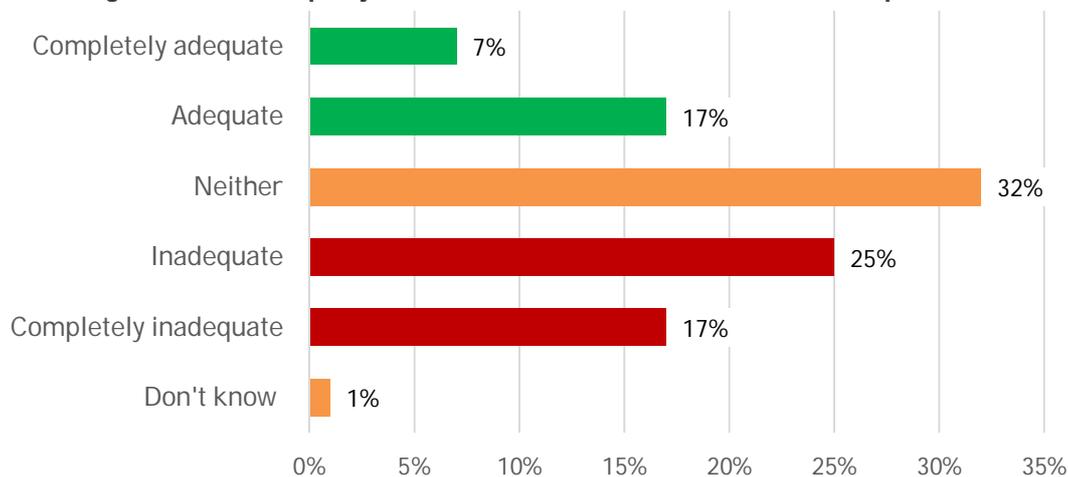


Base: All responding; n=103

6.4 Infrastructure

“On a scale of 1 to 5, where 1=completely inadequate, and 5=completely adequate, do you think the road infrastructure in Redruth is adequate to sustain future developments?”

Figure 6.17 – Adequacy of Road Infrastructure to Sustain Development



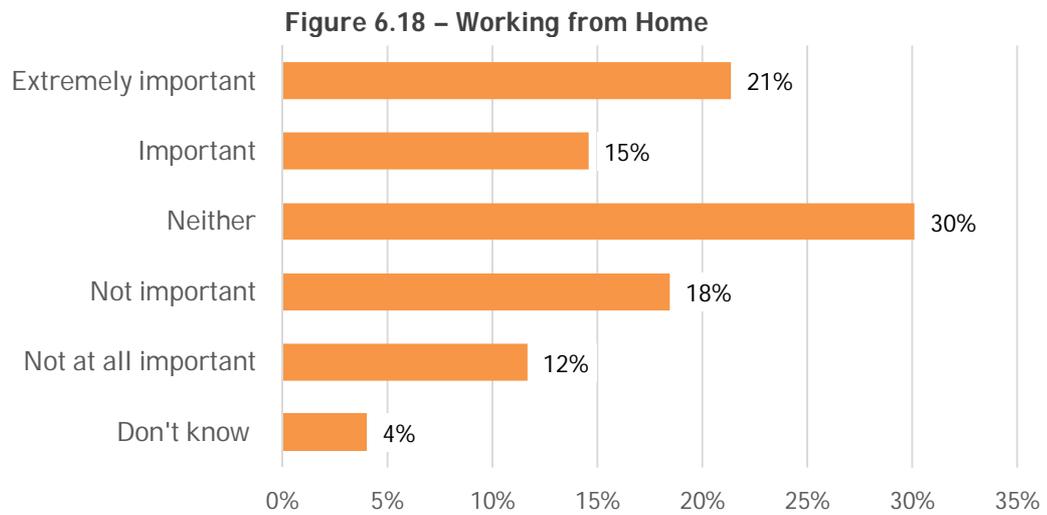
Base: All responding; n=103

“Please explain your answer: [Infrastructure].”

Table 6.4 – Land Availability Comments

Comments	
Base: n=80	
Access and layout is inadequate	28%
Traffic congestion / delays	23%
infrastructure is adequate	14%
Traffic planning / constant road works	14%
Depending on area / time	11%
Infrastructure is inadequate	9%
Housing developments /increased traffic	8%
Inadequate parking	8%
Road developments are underway	5%
Needs better public transport system	1%
Better signage needed	1%

“How important is it for the Neighbourhood Plan to include policies that promote working from home?”

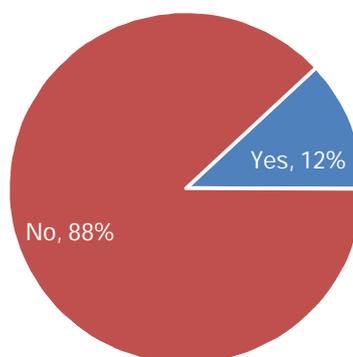


Base: All responding; n=103

6.5 Business Premises

“Is the business looking for new and/or additional business premises around Redruth?”

Figure 6.19 – Looking for Business Premises



Base: All responding; n=101

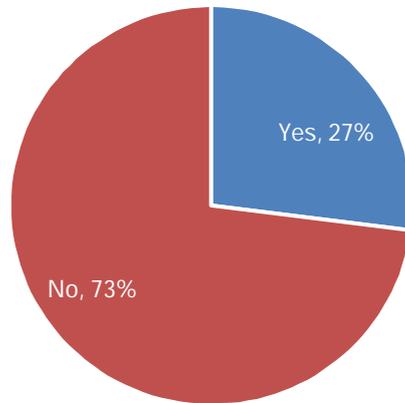
“What is required for the new premises (for example in terms of location, size, and access)?”

Table 6.5 – Premises Requirements

Comments
Base: n=12
About 3,000 foot and good access and parking.
Affordable premises - a scheme where start-ups could have free rent for a while.
Bigger premises with outside storage and office space.
Going to be on an industrial estate.
I need a medium size unit with integral office space.
It has to be freestanding.
More space
More space. May re-locate for a greater population
More space, parking forecourt and somewhere easy to get to and find-something off the A30 would be ideal.
Needs to be easy to find for customers, good parking, needs to have decent business rates for small businesses. Land is being held back for large franchises, not small businesses.
Parking would be good, more secure locations, better closing times on industrial estates.

“Are there any problems finding new and/or additional business premises around Redruth?”

Figure 6.20 – Problems Finding Business Premises



Base: All responding; n=103

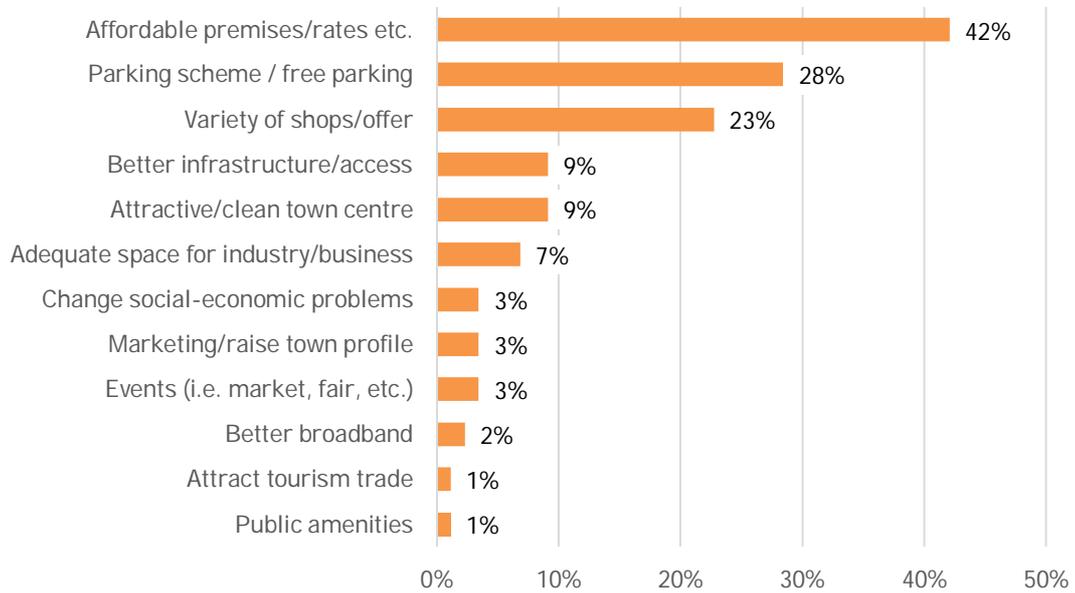
“Please briefly explain what are the problems in finding premises in Redruth?”

Table 6.6 – Difficulties Finding Premises Requirements

Comments
Base: n=26
Nothing suitable for business needs (14)
Costs (8)
Nothing available (5)
Premises are too big or too small (3)
Lack of subsidies (1)
Nothing available to buy (1)
Poor state of buildings (1)

“What do you think would encourage business to locate into the town centre?”

Figure 6.21 – Encouraging Businesses into Town Centre



Base: All responding; n=88

“Any other comments on workspace and land for businesses in Redruth?”

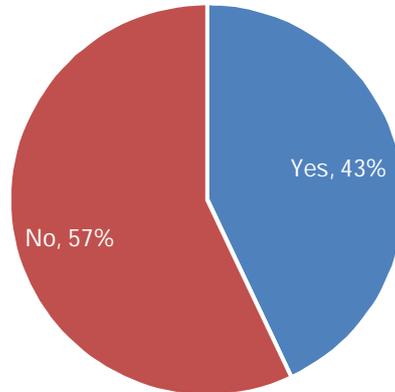
Table 6.7 – Other Comments: Workspace & Land Availability

Comments
Base: n=24
Again we need a long term sustainable approach with a long term vision for the area for a very long time.
Could have more sites.
Everyone is moving to other towns.
For small builders such as ourselves finding yard space is difficult as it looks untidy.
Heard people having problems with finding land but not so much about availability but more in terms of cost
High rental prices.
I have noticed that Treleigh Industrial Estate is growing.
I think in general Cornwall has a history of entrepreneurship which should be encouraged. New and developing business should be assisted.
I'd like to see the historic buildings restored, as they are part of the character of the town, rather than new builds.
Keep business in the town centre.
Licensing and zoning, it is very difficult to get change of use and it takes too long.
Lots of derelict buildings, they should be done up so there is more land available. Network rail needs to do up their land or sell it off. Redruth looks sad, it has too many charity shops and no named shops apart for M&S and Peacocks. If you want to
None - except high rates.
None but it would be nice to see it busier.
None -there is good mix of available premises.
Only that I like to walk as much as possible so this has been a barrier to renting business premises.
Plenty of empty shops.
The friendlier the Council can be to help business the better.
The land is being used for housing, which is taking up all the space. With the new Aldi's, there isn't really any new space for businesses.
The planners need to provide for less cheap houses, and more high quality houses.
There is a lack of land for certain businesses such as mine.
There is land, but there are lots of old buildings which need to be refurbished.
We looked at Cornwall Business Park to build, but it is completely overpriced and still empty. Seems they want to only attract big companies. Used EU funding, are trying to hold onto the land until the EU regulation is no longer applicable.
You need to have large and spacious industrial estates.

6.6 Recruitment

“Has the business experienced any problems with recruiting employees with the right skills and/or qualifications in the last 3 years?”

Figure 6.22 – Problems Recruiting



Base: All responding; n=101

“Please explain why you have had problems with recruitment:”

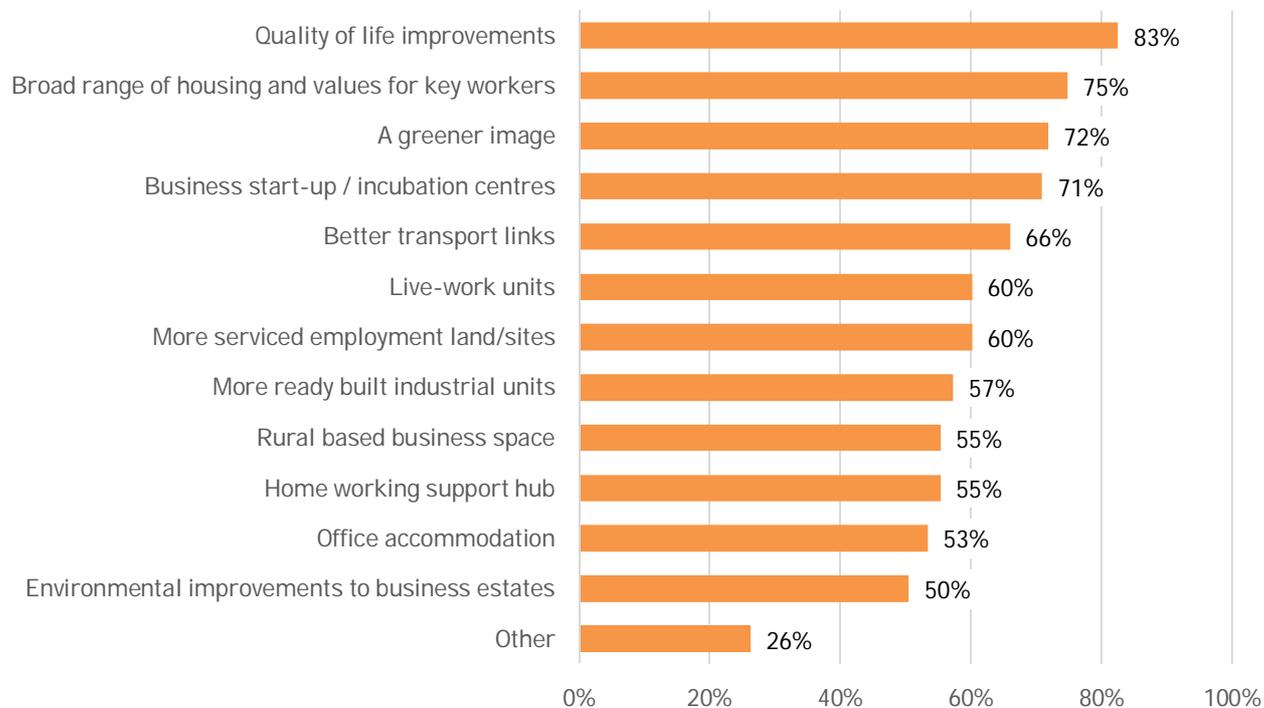
Table 6.8 – Difficulties Finding Employees

Comments
Base: n=43
Lack of skills/training (19)
Lack of interest (11)
Lack of people with qualifications (4)
Lack of practical experience (3)
Discrepancy between hours offered and hours needed (3)
Industry wide problem (3)
Recruiting from within the family (1)

6.7 Business Needs

“What could encourage or have a positive impact on companies to expand or re-locate to Redruth (and develop additional employment opportunities)?”

Figure 6.23 – Positive Impacts to Encourage Companies to Invest in Redruth

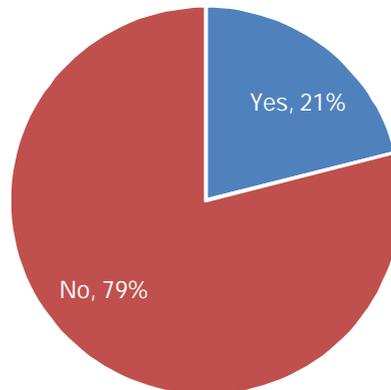


Base: All responding; n=103

Other included: Town appearance/town improvements (8); Policy change (4); Change of focus (4); More affordable (business rates, rents, etc.) (2); Better infrastructure (2); Better ITC (2); Car Parking (2); Dynamic town council (1); Better quality of houses (1); Issues with proposed homeless hostel (1); Lack of business support (1).

“Are you aware of any barriers/constraints preventing businesses from moving to the Redruth area or existing businesses from expanding into the area?”

Figure 6.24 Figure 6.25 – Barriers to Expansion



Base: All responding; n=103

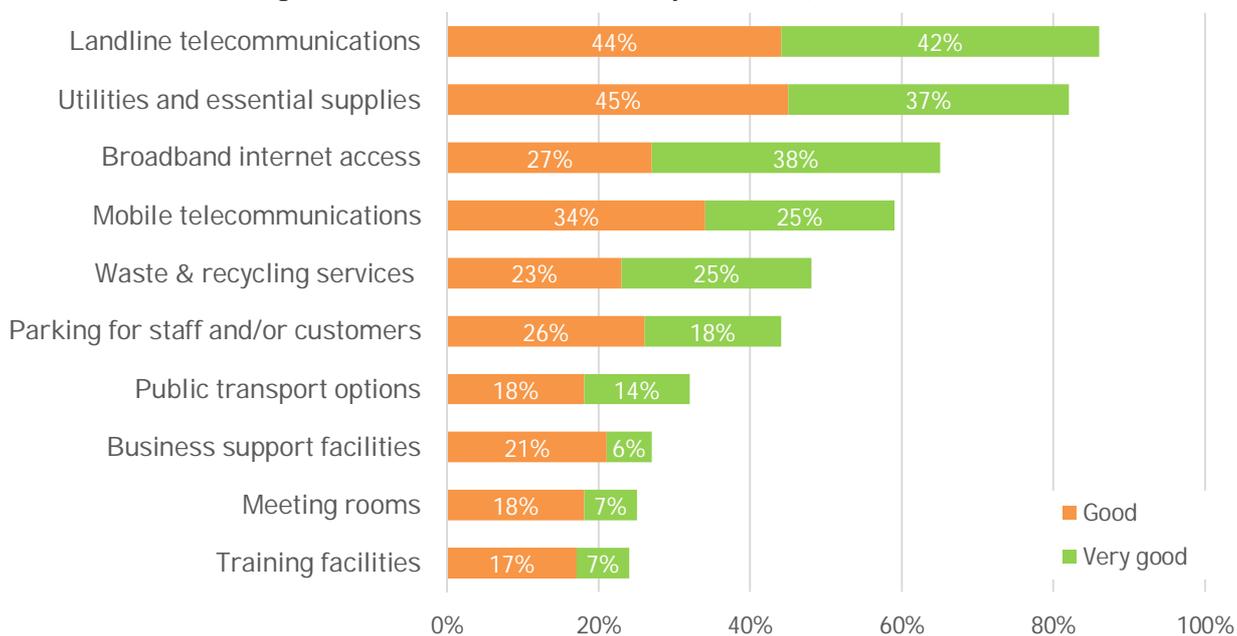
“Please explain your answer: (Barriers preventing expansion).”

Table 6.9 – Barriers to Expansion

Comments
Base: n=22
Image (old, tired, etc.) (6)
Costs to businesses (5)
Infrastructure (3)
Lack of industry (2)
Lack of skilled people (2)
Population not big enough (2)
Lack of funding for area (1)
Lack of facilities (1)
No space available (1)
ITC infrastructure (1)
Housing (1)
Restrictions (1)

“To what extent are your business needs being met in Redruth in regards to the following:”

Figure 6.26 – Business Needs (Top Two Bins)



Base: All responding; n=103

Table 6.10 – Business Needs

Base: n=103	Very poor	Poor	Neither	Good	Very good	Not applicable
Landline Telecommunication	1%	1%	10%	44%	42%	3%
Utilities and essential supplies	2%	1%	11%	45%	37%	6%
Broadband internet access	9%	13%	12%	27%	38%	5%
Mobile telecommunications	4%	17%	17%	34%	25%	4%
Waste & recycling services	7%	11%	20%	23%	25%	15%
Parking for staff and/or customers	11%	22%	12%	26%	18%	12%
Public transport options	10%	23%	17%	18%	14%	17%
Business support facilities	5%	11%	9%	21%	6%	50%
Meeting rooms	3%	7%	11%	18%	7%	54%
Training facilities	4%	4%	16%	17%	7%	52%

“Anything else you would like to mention that I haven't asked about?”

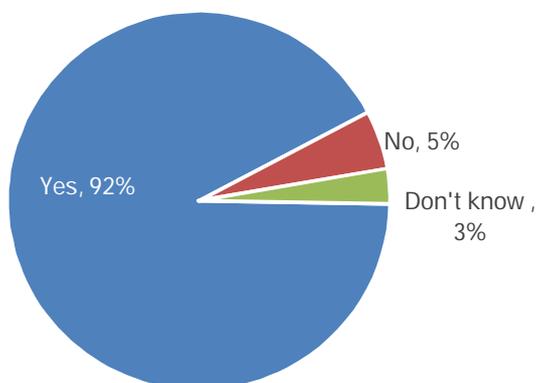
Table 6.11 – Other Business Needs

Comments
Base: n=12
A lot of other small businesses say to me that waste and recycling is difficult for businesses as we have to employ a separate waste management company. This is an extra cost.
I'd like to know how to pay less business rates.
It would be valuable if the car parking was assessed - free for an hour or cheaper. Season tickets should be offered at a reduced rate to local businesses.
More advertising and signage for the estate.
More disabled access in public buildings.
More information about local events and how to take place and 3 stall opposite my premises at a pasty day .look after the local businesses.
One of the problems is business rates.
Publicity of business networking
Redruth town council Don't reply to messages and e mails. We have been waiting for 5 years for the lease to be signed. They Don't know who should be signing it.
The training there used to be did give us an incentive-they have now gone.
There could be a greater networking push other than the chamber of commerce-a fresh look at networking.
We get small business rate relief and that is very helpful.

6.8 Business Future

“Do you consider Redruth as being the right location for the long term future of the business?”

Figure 6.27 Figure 6.28 – Redruth as Future Business Location



Base: All responding; n=103

“Why do you not consider Redruth as being the right location for the long term future of the business?”

Table 6.12 – Business Futures Elsewhere

Comments
Base: n=5
If I took this [business] to a big city and make money.
In terms of where we are (position) a lot of problems we have is with parking. People used to stop outside and drop in, but because of the housing development there is no room for people to park. We have our ow
People from this area are poorer, and so the business struggles more than Truro and Falmouth.
Relocating for more customers.
We're on the edge of Redruth, and considering on moving to other side.

“Do you have any other comments you would like to make in regards to the subjects we have talked about in this interview?”

Table 6.13 – Other Business Needs

Comments
Base: n=20
A lot of problems could be solved by the town council, but most of which are social. Questionable whether it will ever be a viable town centre.
As they are closing all the banks, you have to have someone driving around as there is no parking while someone cashes a cheque - it is a pain. Why do we need banks in the centre of town? It needs to be accessible.
Cornwall is a great place to live.
Given a bit of love Redruth is a very up and coming place.
In the transport links, there is nothing about cycling or walking - that needs to be a consideration.
More affordable housing for young workers. It would be nice to see Redruth as an eco-town, and the park opposite the brewery site to be developed.
More information from the council about local events to attract people.
More information in advance about road planning and events
Needs to be more public consultation.
None, except the towns needs to prepare itself to capitalize on the new Redruth corridor and on its benefits.
Parking permits should be cheaper/free (seasonal? At a reduced rate) need a longer stay section in every car park.
Redruth is now regenerating and industrial units are being taken here more
Redruth needs to be improved, businesses are often closing down - they need more support.
Road links - A30 should be dual all the way, as it allows the business to expand. Don't leave things half ruined, it makes the town look rubbish.
Support for their business, more awareness of alternative therapies. Lack of awareness in community, despite being next door to the hospital. More opportunities for signage.
There are never any quick fixes. Keep trying.
Use the town hall to promote communication between local businesses.
We have a brilliant business space.
Why are they not putting mine waste land back to use? They are dumping green waster to other areas in Cornwall.
Would like redeveloped rather than new buildings being built

7 Business Focus Group

A focus group comprising Redruth businesses was convened on 14th February 2017, in the meeting room of Redruth Town Council offices.

The group of seven participants comprised one female and six males, from a cross section of business sectors including manufacturing, tourism, retail, healthcare, and services.

Four of the businesses are based in the town centre (either main street or adjacent to) and have been in business in Redruth from 15 months to “all my life”.

Redruth as a place to base a business

Participants were asked to consider what really makes Redruth a good place to base a business. It is not uncommon for focus groups of businesses to find it challenging to evaluate a town or area in a general sense. Each business survives or develops for different reasons, and location is often more to do with the very local environment or premises rather than community.

However, participants did evaluate Redruth to be a good place to run a business because:

- It is *not commercially overdeveloped*
- It has the *character* of Cornwall
- It is the *centre of Cornwall* for travel time...
- ...and has ready *access* onto the *A30*
- People are *relaxed and friendly*
- It offers good availability and *access to suppliers* (it has all you need)
- It has good *access* to the *countryside*

Thinking about what would make Redruth an even better location for business, participants suggest that:

- A form of *in-street parking* needs to be available
- Better transport links with *surrounding villages* is needed
- *Traffic flow* around town must be improved
- We need to *stem the flow* of banks and small shops from disappearing
- Redruth needs a *mix of town centre businesses* to appeal to wide variety of people

Policies

Participants were posed with a number of topics and asked to consider the issues which could affect policies within the Neighbourhood Plan.

Town Centre

- Street furniture is needed for the big hill – could make a feature of it

Transport

- Parking for access to the town centre – cater for businesses which depend on very short-stay in-street parking
- *Transport links* need to integrate
- Consideration of businesses' needs for staff parking and customer access (integrated access policies)

Tourism

- Need to be clear about what brings in tourists – what's the offering?
- Make sure heritage is preserved

Heritage

- Preserve heritage and ensure development is sympathetic
- Regeneration of Old Redruth – preserve and refresh the shop fronts, create the right image, make it attractive (e.g. Camborne had a big uplift)
- Build in continuous maintenance plans for new developments, to ensure there is continuous upkeep

Final thoughts – a vision

Final thoughts from participants were:

- Everything seems to be done with short term outlook – nothing is done looking to next 50 or 100 years.
- With reference to the previous CPR Regeneration plan, is this still current? (i.e. with Camborne cited as the commercial centre, and Redruth as the arts & culture town)
- Better marketing needed – think how Newquay has turned its image around

8 Appendices

8.1 Residents Survey - Verbatim Comments

Please note; comments provided below are presented verbatim. The texts have been screened for readability (minor edits may have been made) and removal of any offensive language but are otherwise presented as respondents submitted them.

Q: Further comments you would like to make related to the future housing in Redruth

Table 8.1 – Future Housing in Redruth

Comments
Base: n=94
Housing that allows the younger get on the market.
Housing needs to be affordable so small cheap units in clusters. Any clustering near current schools needs to be done alongside building extra capacity.
I feel that it is reaching its limit as the public services are struggling
Affordable housing for local people, with restrictions on second homes / holiday homes.
It has potential, concentrated town with well laid out travel services and nearby of a hospital etc., housing developments would benefit well from the potential of a commercial shopping centred town centre, many shops etc., vibrant town, council takes very good care of it. Developers should be interested.
I am worried about whether there will be enough school places and Doctors for everyone if more properties get built.
Let's use what we have and make it suitable / including use of brownfield sites rather than cutting into the countryside / green areas
More affordable properties
Make some bigger and cheaper prices :)
too much building
I don't think Redruth needs a cycle lane on the old A30 it needs better roads
Large scale developments massively distort the character of an area. There should be small scale developments in keeping with the locality, and on a price in keeping with the locality. No new builds should be allowed to be marketed or sold as second homes.
Only on brown field sites....our green fields are too valuable to lose
The market is the only place to see the type of houses required, Robertsons houses are all occupied as soon as completed. WE do need another junior school though. Should the need for sheltered housing for elderly and special needs people with warden support be looked at.
Make sure enough parking is provided for residents and guests. Too many cars are blocking roads and making its unsafe and congested.
The schools, roads, doctors, infrastructure needs to be addressed for all the new build housing that is built. We are at bursting point already.
We were lucky to get a flat in a nice estate in Pool. Most other nice flats didn't seem affordable and we stopped looking at buying a house after we realised we would not get a mortgage for

years. Quality of the new build homes around Heartlands look poor. I hope new houses are built of better quality- bigger size, thicker walls. Not suitable for families.
Fat too much land has been allocated for housing. Population growth in Cornwall from immigration is unsustainable if the Cornish Culture and Environment is to be protected.
I cannot help but feel that planners are deliberately #KeepingCornwallHomeless. Draconian and hopelessly out of touch planning strictures dictate that rural areas are pickled in aspic, adhering to a myth about bucolic bliss which ceaselessly predicates in favour of extreme wealth whilst utterly ignoring the needs of those less well off (almost exclusively indigenous locals). 'Kettling' poorer members of society together cheek by jowl into cramped, insufficient and yet, even then, totally unaffordable developments, while at the same time declaring that anything built in the open countryside must be of outstanding architectural merit (i.e. ostentatious and expensive beyond all imagining), is not a solution. A fairer, more flexible, more imaginative and more even hand should be applied.
There should be more consultation with local people. Most of the decisions seem to be made by Cornwall Council and steam rolled through even when they have been rejected once. When we are consulted, the deal is already done and we have no power to influence it. We then have to live with the consequences of bad planning (A3047 - Opposite Redruth School is a prime example) This will bring Redruth to a standstill in the future.
Most houses being built although advertised as affordable are still too expensive for most local people. The population is ageing but no bungalows are being built, if they were this would help families as at present older couples or singles are living in 3 or 4 bed properties and although they would like to move to a bungalow are unable to.
I am concerned about large developments of housing within Redruth. We are losing large amounts of green spaces and the traffic around the town is increasing. If the population continues to increase our services such as schools and doctors will be unable to cope. The town will no longer be a nice place to live due to the sheer number of people.
Housing should only increase if the overall infrastructure is sufficient to meet the needs of an increasing population i.e. Schools with adequate parking and traffic regulations followed to the letter of the law.
The Tolgus development is an absolute travesty. No justification whatsoever and will cause pandemonium on the roads.
Stop big developers buying farmland, we have lots of houses on the market and don't need large developments which put a strain on services, roads and trying to find work.
Make them a better quality than the crap ones that are by Tesco in Camborne - shoddy materials etc.
Services need to be scaled up in proportion with any increase in population.
Suitable provision should be made for parking In new developments - a minimum of one space per property off street plus extra on-street parking. Housing also needs to be affordable. More facilities such as doctors and dentists are needed for the growing population.
I think we have enough houses, we need more schools, doctors and dentist! !!
There seems to be a number of high cost new properties, certainly above the reach of the average resident i.e. Around 300k. I.e. plain an gwarry. Those properties which are more affordable seem poorly designed/executed. I.e. Sandy lane, while not as bad as the development near Camborne Tesco, painted render which looks awful with 12months is detrimental to the already somewhat shabby appearance of the area.
Redruth needs a lot better offering of houses at affordable prices for LOCAL!! People to keep its community together.

<p>If you are building more houses you need to increase and improve facilities such as doctors, dentists, schools and out of hours services to cope with the increase. Otherwise, services are already too stretched.</p>
<p>Increased housing needs to be accompanied by adequate (and therefore increased) provision of healthcare, education and infrastructure (public transport, primarily).</p>
<p>More houses means you have to invest in the infrastructure not what Cornwall council are doing at the moment E.G. Messing the roads up barncoose area for a start they are putting cyclists first town council stand up to these bully's</p>
<p>Planning is often granted for flats without parking, this creates issues throughout the town and also the flats/bedsits attract the more unsavoury type of people. Planning for flats should be rejected and favourable thoughts should be given for family homes to improve the neighbourhoods.</p>
<p>It's okay to build houses to keep our children in the area but more thought needs to be put into things like jobs schools doctors dentists drainage leisure activities etc.</p>
<p>Consideration should be made not to ruin the streets of older houses in Redruth, and new developments should be contained in separate areas rather than squeezing in""</p>
<p>Affordability & environmentally friendly is most important, also good noise insulation and CCTV to prevent ASBO as Redruth has a lot of problem people living there.,</p>
<p>The estate we live on is now over crowded with houses, not enough parking! A nightmare!</p>
<p>To be easier for working people to get on h council list</p>
<p>Parking is a real issue whoever there are houses being built. Appropriate consultation with neighbours does not happen.</p>
<p>Far too much development in progress</p>
<p>Start limiting cars per household. 2 max. on street parking in Redruth is almost impossible because of households with 3, 4 and even 5 cars parked on street. Double yellow lines and even driveway openings are ignored.</p>
<p>'Affordable' homes are being built in abundance but they are not realistically priced for the local workers. An average wage of the local area should be decided and homes built locally that are affordable to that limit.</p>
<p>At the moment there appears to be no thinking of infrastructure when these new large developments have been carried out.</p>
<p>New builds should be in keeping with the towns character; stone faced & cottage style where possible, nothing wrong with terraced cottages of 2 & 3 bedrooms, with neat frontages & small back gardens for children, communal or on street parking and a small communal play park for the children. The current timber frame new builds are poorly constructed, ugly to look at and completely characterless. Redruth is a friendly town, has lots of character and a long history of being truly Cornish, all that seems to be being ignored or actively wiped away. We must keep our local shops, not allow anymore multi nationals or chain stores and provide another school, doctors surgery and well equipped play ground to cater for the growing population. Not to do so will lead to dissatisfaction and divisiveness. If truly local residents (I've only lived in Redruth town for almost 3 years, but am Cornish and have always lived locally) find services and amenities suffering as a result of the increase in population.</p>
<p>Housing in Redruth should be for local people NOT for people coming from up the country or abroad give the people of Redruth/Camborne/Pool a chance. Being part of the most poorest part of Cornwall how does any of them stand a chance!!</p>

Housing is vitally important to the growth of the town, given the inability of Local Government to organise housing it should be left to the private sector to develop without the hindrance of Cornwall Council or the Town Council
New developments should bring new schools to the area, doctors facilities and dental
Quality over quantity. Sustainable development in terms of building credentials - low / zero carbon housing. Be innovative.
Please do not make the mistake of the North Country estate, Grenville Gardens estate or other large concentrations of social housing- it does not work.
More housing requires new schools as schools are an issue and the fact parents are driving and clogging up the roads within the area.
Brown field sites first. Work with existing boundaries of villages and towns. Redruth Pool Camborne is a large stretch of urban development, do not go beyond these boundaries as the area will lose its identity character.
Very worrying that Redruth has large development sites starting but not making educational buildings bigger to accommodate all new residents
I would like to see the out of use buildings renovated and brought back into use rather than building on green areas. Incentives for builders to do this as a requirement of planning for other sites. The development near the railway bridge must be a priority. There are plenty of unused small spaces that should be used before adding developments to edges of the town. Long lasting and low maintenance exteriors, will improve the look of the area rather than attract labels such as the "ghetto" that has happened on the old Holman site in Camborne. Developers should be held accountable, maybe something in contracts to encourage a review of exteriors after a couple of years. If low cost housing is built, it is obvious that the owners/tenants do not have unlimited funds to maintain exteriors. No maintenance upper exterior so that scaffolding costs are not a barrier."
Unfortunately, we do not have the infrastructure to support the numbers of people that will come with a large housing development. Our main hospital and smaller hospitals such as Camborne/Redruth Hospital are already stretched and I certainly know that my GP surgery is! Schools, road networks, public transport are insufficient for our population needs.
I would hate to see Redruth become a housing sprawl. It will lose its identity which will happen with too many new estates. Cornwall does not have the schools or GP surgeries for all these houses and who is going to live in them. There is no work in Cornwall let alone Redruth. Now they are starting to build along the dual carriageway near Tesco. The dual carriageway was a buffer now the housing will sprawl all the way to Camborne. The houses that have been built particularly in Camborne are low grade totally uninteresting and not an architectural feature almost any of them, boxes. Although we are not moving as soon as my husband retires in three years we will go as its too busy with cars, there used to be a holiday season there isn't one its busy all the time.
It is crucial that any planned developments in and around Redruth take into account factors such as school places, transport needs, surgeries, sewage requirements etc. It's a busy place already.
There aren't enough schools or surgeries to cope with any more housing in Redruth.
It has got to be affordable, really affordable and not starter homes from £180,000. At least 2 parking spaces per house hold.
We need more doctors and more school places to match the building of more homes
local Cornish people only non emets proper job pards

Housing is an important issue, however it needs to be supported with Schools, infrastructure etc.
Any future large development needs to have corresponding investment in infrastructure e.g.. transport links, schools, health care, jobs
It would be great to see the spaces above shops in the town centre being made accessible for housing
Ever tried to find a 4 bed family house? They have all been turned into bedsits and / or have another new house build in the back garden.
If future housing is to be built there needs to be a lot of thought about the availability of school places. There is a real struggle in Redruth for places, some siblings are being placed in different schools which is not a satisfactory situation. Having worked in a school I know that there isn't much scope for further classrooms to be built therefore a new local school would need serious consideration. As would a GP surgery, I had to attend bar choose minor injuries recently from my sick child, it was incredibly busy therefore a very long waiting list. I have been there in the past and never has it been that busy. Presumably this situation has occurred because the drop in centre on car drew industrial estate was closed. The Infrastructure of Redruth needs addressing before more housing. Although considering the land being developed near Redruth secondary school, it isn't top of the agenda for the powers that be. Which brings me to the rumour that the bypass adjacent to this land is b
Will there be sufficient services for the extra population in Redruth, particularly schools, doctors and dentists?
Local people should have affordable housing, especially first time buyers.
Developments should be built with a long term future in mind. We are building increasingly smaller but more homes on a plot. We should be focusing on larger properties (not necessarily bedrooms, just more space and garden area). Larger properties mean people are likely to live there longer and be happier. Estates/schemes should have more green areas where tenants pay a small service charge each to contribute towards ongoing maintenance etc.
Make sure the houses have enough garden area and parking off road
I like the idea of affordable housing but I don't like the idea of creating ghettos of poor people in the middle of Redruth. A balance would be better. I would also like Redruth to sign up to the 'no building second homes' movement.
Would like more Properties to help first time buyers
There should be an increase in eco-housing available, to improve the sustainability of the town.
Don't ruin this town by putting in massive housing developments. They fix the housing 'shortage' in time but they almost always look like crap in time and ruin the value/look of a place. For instance the development opposite Camborne Tesco is an absolute hole.
I work in Redruth (live in Camborne). Access to secondary schools will be an issue unless Redruth School can expand. Choice would be better than no choice in a bigger school. I worry where people will work, once another 1000 houses are built. Where will the 1000 new jobs be? How will single (Cornish) income families ever get on the housing market? Mortgage to be affordable needs to be no more than 3X salary = find me a choice of property under £100k ?
Villages and towns in Redruth should all expand by around 10%. This will help Keep the community alive. In our village there have been approximately 20 New houses built in the last 5 year in a community of approximately 120 houses.
A lot more social housing is needed in the area. Rents are too high for a lot of people.
Need more decent shops and free parking to get people in to Redruth

There are areas suitable for development. Land between Park Bottom & the A30 would cause little disruption to the locals. Also the land behind Homecroft Surgery at Illogan stands out as suitable. There is without a doubt a need for further housing and I think a village like Illogan should be earmarked for development but the houses should be built using stone. Let's make attractive developments with the majority being open market
Build no more housing unless you can provide more health care and schooling
More housing needs to go to local Cornish people and to the people that genuinely need it rather than people who continually con the system!
If more housing is required, leave green spaces amongst the houses
No more social housing. Build executive properties to bring money and skills to the area.
Far too many houses being built without adequate infrastructure
I think to bring Redruth up to date there needs to be a decent Mix of affordable and high end housing for purchase and rent
I would like to see developments with an emphasis on maintaining the local look & feel. We are not city based, and I really enjoy the regional variances, such as granite in Cornwall.
The new housing development started by the dual carriageway is good for affordable housing, but how does this impact on schools? With an increasing population is it not necessary to build new school/s to accommodate?
Build houses that have sufficient parking for residents, i.e. at least 2 spaces per household. affordable housing in proportion to local wages, more doctors, better public transport
only brown field sites should be used.....More schools ,doctors surgeries, hospitals and green space for the extra residents
Need to consider schooling, parking ease of access etc. And traffic
Use up 'Brown Field Sites' first. Maybe grants to do up flats above shops, this would create a more vibrant evening town centre.
Lots of new housing going in but where are the jobs?
We do not have the amenities for anymore big developments.

Q: Further comments you would like to make related about amenities and the community in Redruth

Table 8.2 – Further Comments

Comments
Base: n=53
A great town, a great community with a great history and heritage. We need to empower local people more. Less involvement by London and Cornwall Council.
Everything went just fine, thank you for taking the time to make this survey and good luck with the ever so bright looking future of Redruth, maybe let everyone else know its bright too :)
[Profanity]
The public transport needs to be improved
Too much in-migration over the last thirty years has almost destroyed the Cornwall I knew. The Cornwall Council Plan for additional 50,000 houses may finish the eradication of Cornwall entirely. If we could at least save Redruth from this terrible destruction, that would at least be something. Good luck, and we will be watching developments closely.

If more houses have to be built (brown field sites only) more schools, doctor surgeries are needed and green spaces
Extensive survey - I feel people make the same points over and over though (affordable housing is not affordable, free parking in Redruth) and nothing changes. Hope I didn't waste my time.
I think speed restrictions /measures need looking at within the East End, Sandy Lane, Mount Ambrose areas of Redruth. The speed limit is 30mph along most of these roads but we have people speeding past our house doing at least 50-60mph most days! (on several occasions it has been more than that) We have a lot of concealed entrances & people trying to park on the road along Gew Terrace/Bullers Terrace and it is only going to be a matter of time before there's a nasty accident!
Very urgent. Speed restrictions along West End road. Every day speeding cars at crazy speeds.
We're considering leaving the town, I'm from Redruth and have lived in the town and surrounding areas all my life, the mining heritage seems to be all the town has and in my opinion it is nothing but a blight on the area, too many houses are affected by mining issues, be it subsidence or mundic. It's like a lottery. The lack of investment is for this reason understandable but while the town council do a great job under the budgetary restrictions faced the place just doesn't stand a chance of improving when Truro and Falmouth seem to get all the investment.
We are big supporters of Redruth. We had to leave to gain professional qualifications but have returned. It would be great to see Redruth improved so that others may wish to return.
Thanks for taking the time to consult; hopefully it will be a worthwhile process and you will receive some helpful feedback.
Better value for the tax payer
Thanks for bothering to ask for opinions through this survey
Seriously there was a brothel by pence ton for years and no one did anything about it
There is no such thing as an NHS dentist. Only self employed dentists paid by the NHS. They do not do any dental work that does not make them money. Any difficult work is dodged and fobbed off to hospitals. Hospitals in Cornwall no longer take dental referrals. Therefore if like me, you need complex dental work, you cannot get it done.
No more developments built at Penhallick or around Carn Brea, and for our Cornish Heritage Site at Carn Brea to be protected from future development, including mature Cornish hedges and fields to left as they are
Impressed that you've used social media as one of the ways to get people to take part in this survey. I hope it's a success.
Redruth doesn't have the best reputation with other towns in Cornwall, we need to make it a fantastic place to live and to visit
Good survey (what it covers, not my answers :))
Thank you for taking into consideration the views of those who live in and love the town of Redruth.
Chin up. Keep going. You are doing well.
Do something original when developing this town. Why make it like everything else...
Good to see someone is interested in the views of the town residents. Hopefully they are not ignored.
Car parking should be free. Toilets should be free

Would like a Costa coffee and healthy sandwich shop and something in town for kids and sort the potholes
Please make the toilets free ad usable they're horrid at moment.
Get rid of town manager. And they seem to be invisible
Object to the building plans for free field site opposite Redruth school, need to keep agricultural land for food growing purposes
Worry about NHS provision
People should look deeper
Brilliant town and survey
I hadn't heard anything about the neighbourhood plan
Object to building on green field site opp Redruth school. Need land for food growing
Hopefully more opportunities to discuss the type of housing we need, not just what sites it gets put on
Take this survey to Saturday rugby and footie matches
I can't really comment on what size development of new houses when I only want appropriate ones.....the way its posed seems to give green light to any sort of rubbish or executive housing
Housing section gave no options to comment on sustainable and/or, community built housing. No options also for of wanting any new housing that aint genuinely affordable
Free loos
Impressed at work going on at Brewery. Craftsmanship
Don't overdevelop. Brewery will help with regeneration of town.
Everything I need is here plus daily nearby
A problem of parenting creating bad behaviour
Don't want over development
Never see a policeman any more. We need more on the streets in daytime. Can find needles in grass in all skirts of places. So don't want house on corner, tarn west, to be house for homeless.
Population increases not being matched by infrastructure allotment
Dogs muck. Really terrible around here
Revamp
Park full of kids but with nothing to do.
Putting major devs here will destroy community. Need to look at what community needs rather than base dev on finances. Town needs to be strong rather than accept outside influences. Love individuality.
I've put that I want small and med housing dev. It only want actually affordable homes for local people
Should be public transport for residents of pond lane
Greenfield land being used now makes me very angry