



# **Cliffsend Parish Council**

## **Sentiment Survey – October 2022**

## Introduction

Cliffsend is a civil parish (it's not technically a village) comprising of just under 2,000 residents. For many years it has remained a relatively small habitation but in recent years it has undergone expansion through development to assist in satisfying a national shortage of housing. This pressure is not only being felt by Cliffsend but by Thanet as a whole.

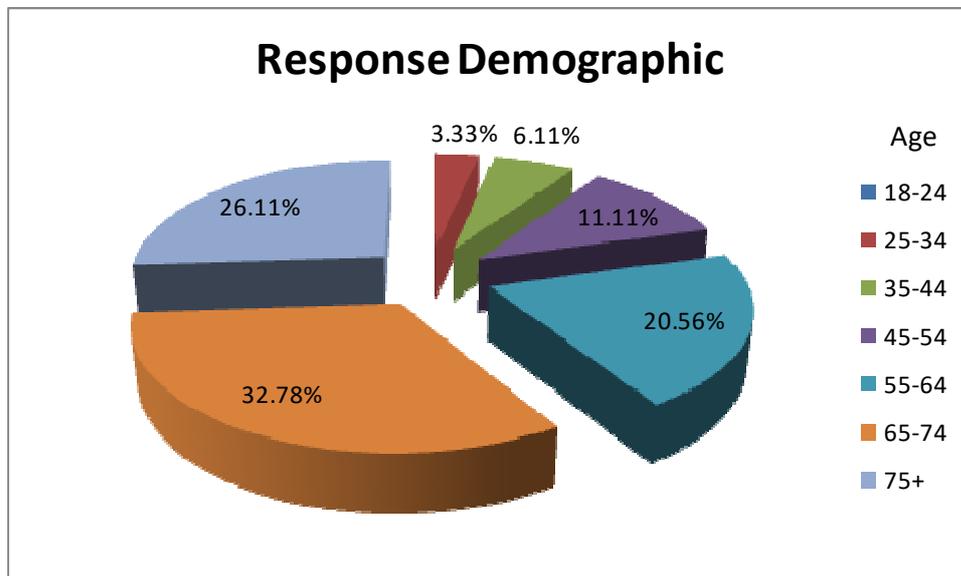
With the expansion of Cliffsend the demographic of the residents is changing. Once considered to be a refuge of the older demographic, it has seen an influx of younger people especially with the construction of affordable housing.

It has been some time since any form of survey has been undertaken and so with the changing face of Cliffsend it was felt appropriate to obtain up to date opinions from the residents. This also coincided with a request from the owner of the Marjorie Chapman meadow to consider returning the land. It is currently rented under a 125 year agreement which commenced in 2005.

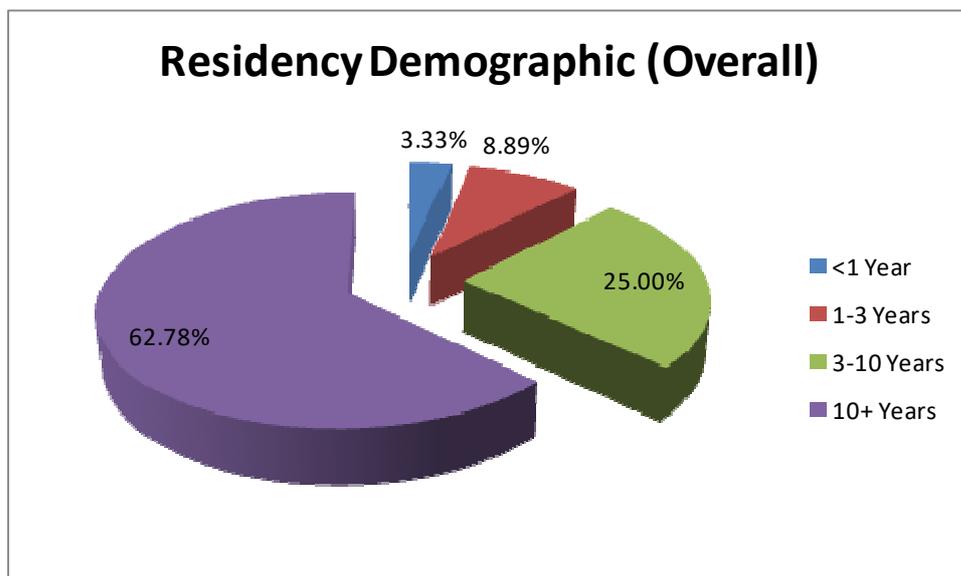
The following pages represent the results of the sentiment survey and will inform the Parish Council on residents' wishes so that future decisions will reflect those wishes as far as practically possible.

### Survey Response Rate and Demographics

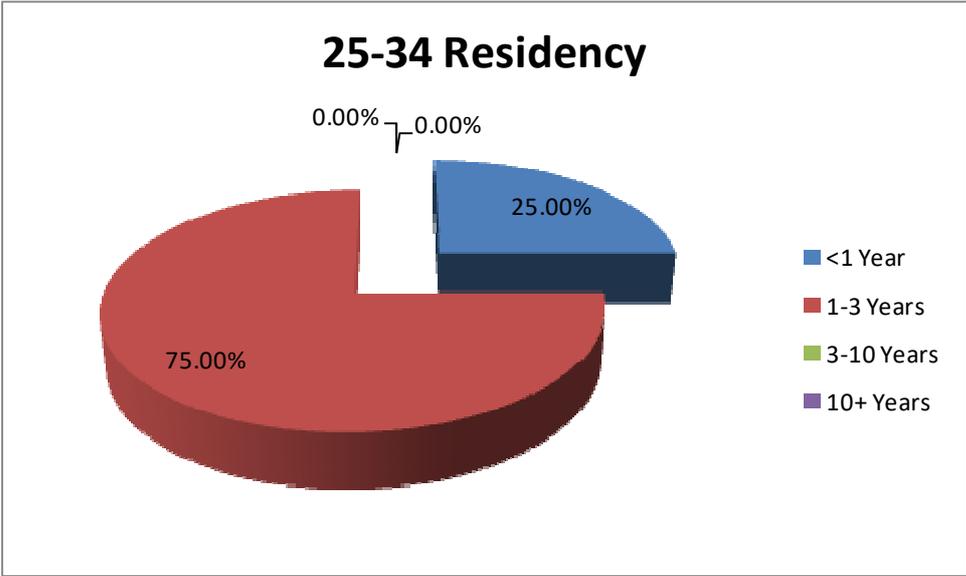
A total of 906 surveys were issued (one per household). There were 181 responses representing a participation rate of 20% which is very encouraging. The response demographic by age is as follows:



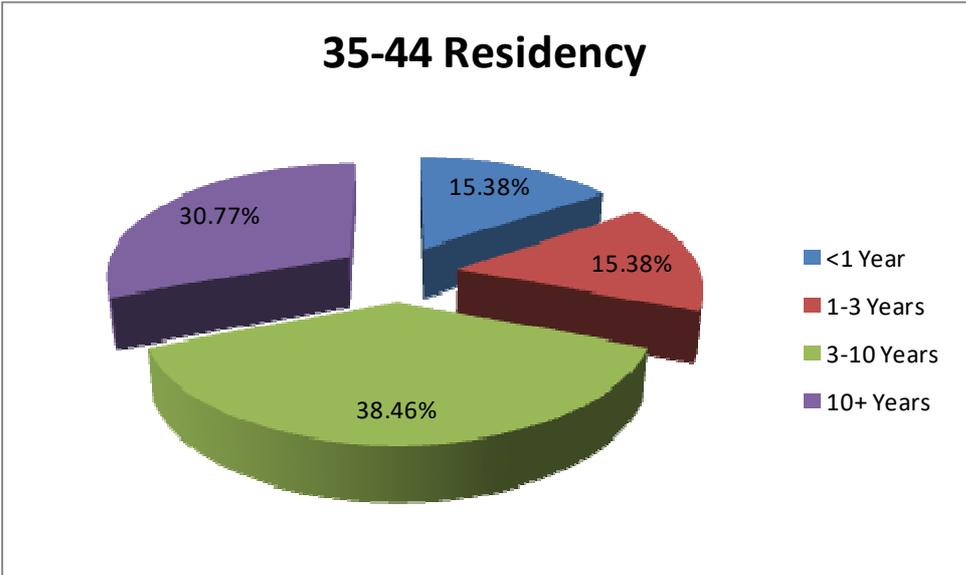
In the survey a question was asked about the length of residency. This would provide an understanding of the change in age profile of the residents. The results are:



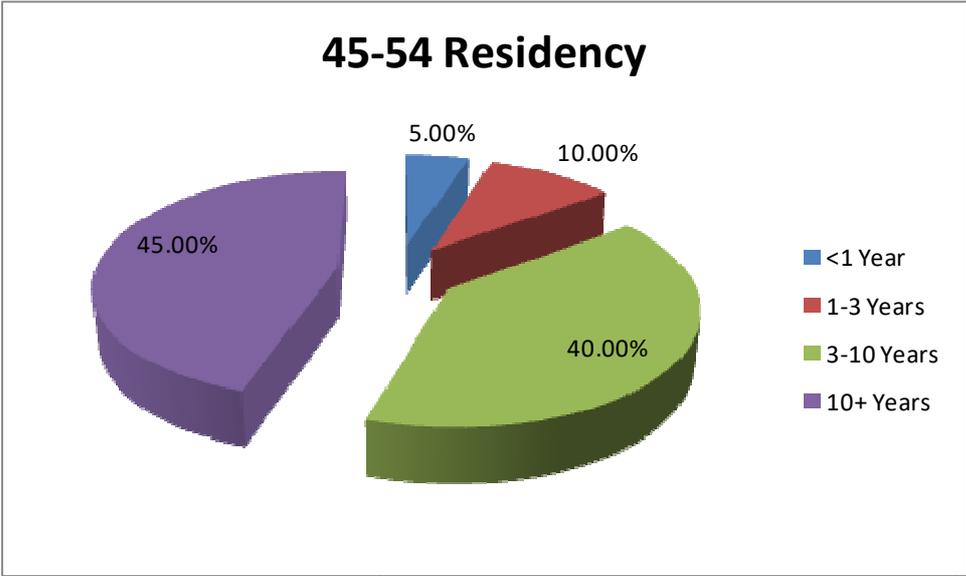
Unsurprisingly, the majority of residents have lived in Cliffsend for 10 or more years. However, a significant minority have moved to Cliffsend in the last three years. The following charts break this data down further into age groups.



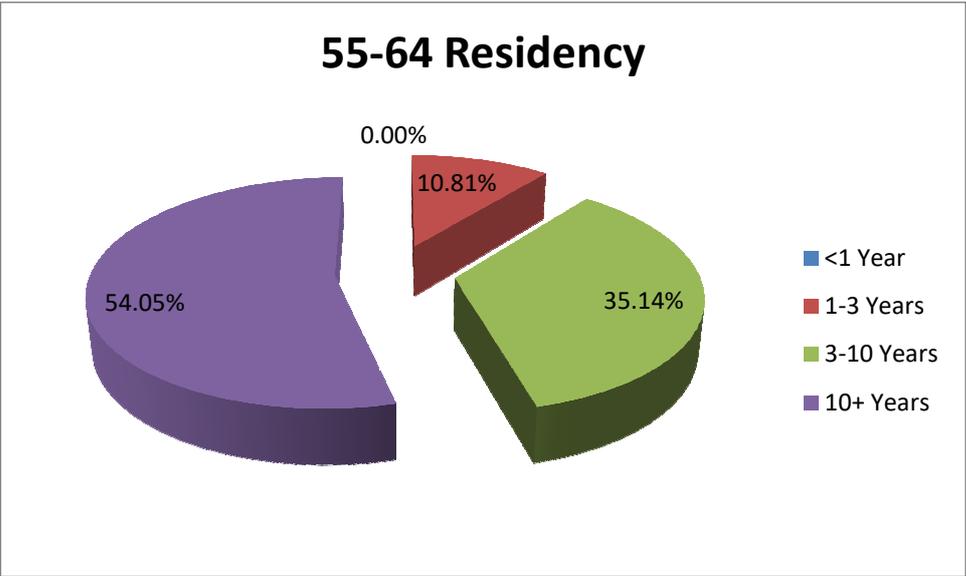
This chart is clearly showing a shift in the age demographic of residents. 100% of new residents in the 25-34 age bracket have moved to Cliffsend in the last three years. This age group is likely to have young families or thinking of starting a family.



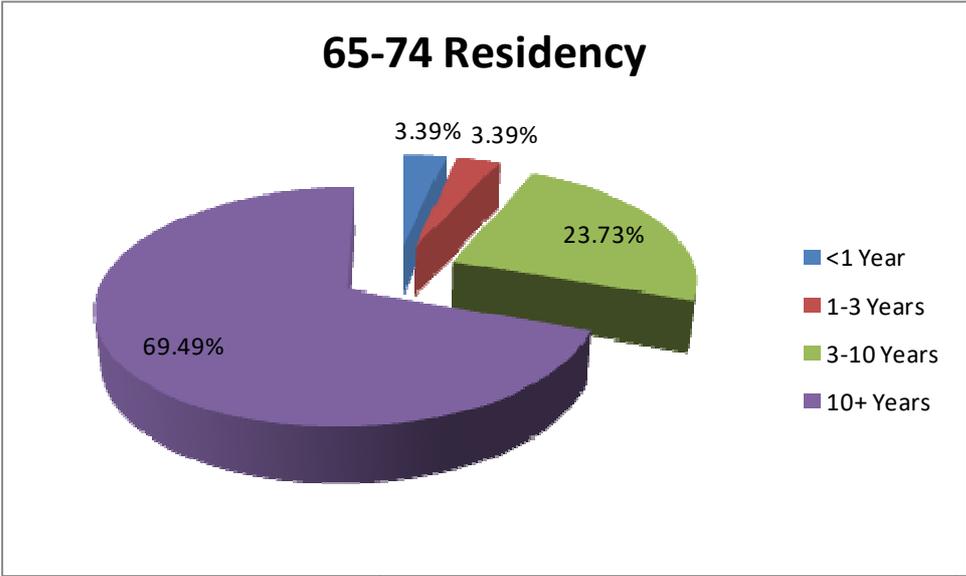
Even in this age group over 30% of respondents have moved to Cliffsend in the last three years. Indeed, more than two thirds have moved to Cliffsend in the last 10 years. This age group is likely to have young families.



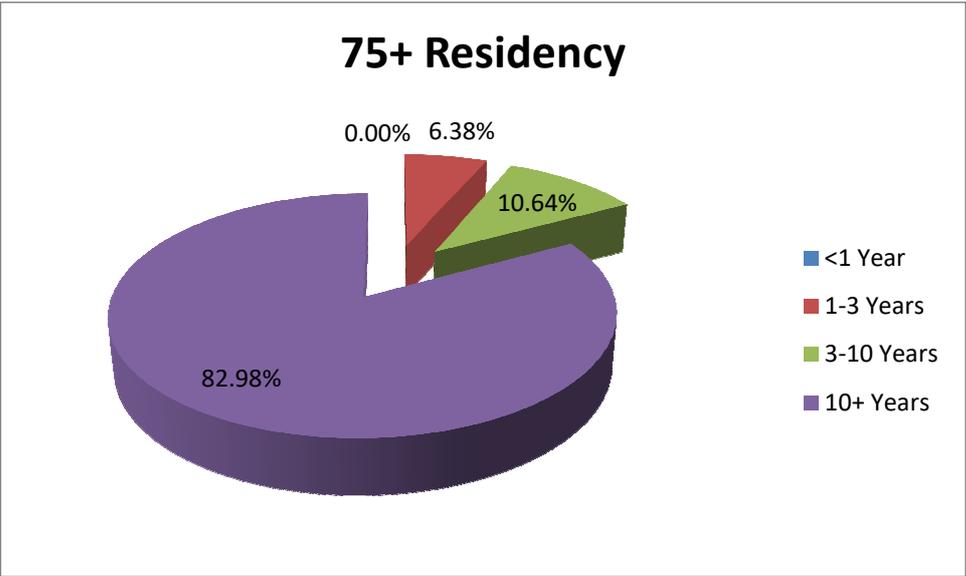
This age group is likely to have families with more mature children. Whilst there is a lower recent influx the majority are still relatively new to Cliffsend, having moved within the last 10 years.



Perhaps unsurprisingly, as the age demographic increases then so does the likelihood that residents have been in Cliffsend for longer. That said, a significant proportion have moved to Cliffsend in the last 10 years. This may be indicative of a desire to seek quieter surroundings as they get older.



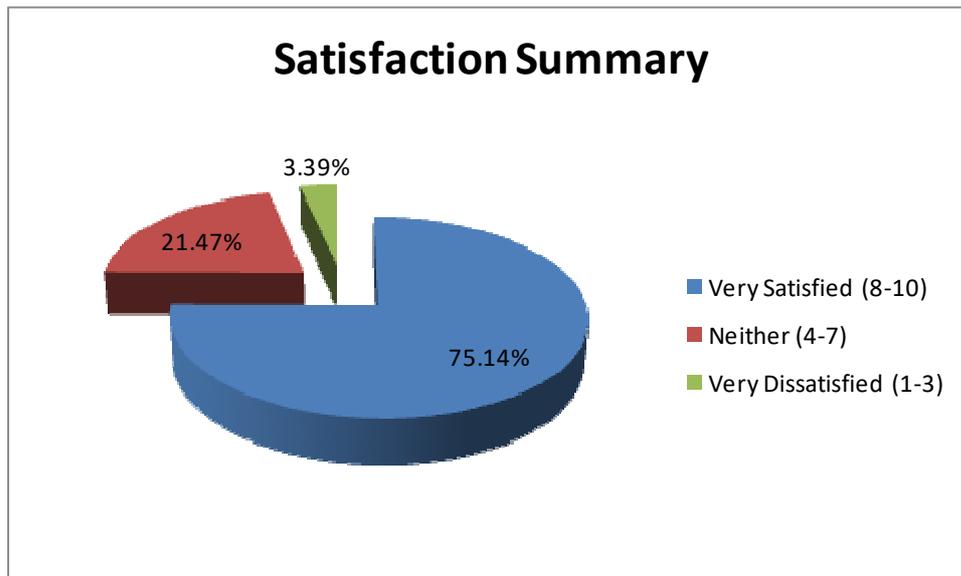
As the demographic moves into the retirement ages then there is a significant increase in the length of residency. However, a large minority has moved to Cliffsend in the last 10 years.



It is no surprise that with this age group the length of residency is the greatest. That said, a large minority has moved to Cliffsend within the last 10 years.

### Pleasure/Displeasure at Choosing to Live in Cliffsend

The survey then asked for a view on whether the residents felt they had made the right decision to move to Cliffsend and the reasons for that view. A scoring scale was used with 1 being the least satisfied and 10 being the most. The overwhelming majority were satisfied or very satisfied with the decision to reside in Cliffsend.



Interestingly, the very dissatisfied sector (scores 1-3) is entirely comprised of those over 75 years of age.

The following page provides verbatim feedback of the positive reasons for moving to Cliffsend.

**community  
spirit/feel**

**quiet**

close  
enough to  
shops

access to  
infrastructure

stunning  
views

nature

green  
spaces

beautiful  
village

transport  
links

location

**rural**

**location**

lovely community

welcoming  
people

walking

close to  
amenities

peaceful

meadow  
and play  
park

village hall  
activities  
fantastic

great place to  
bring up kids

**coastline**

safe

nice  
people  
friendly &  
respectful

**friendly  
neighbours**

clean

## Residents' Views on Priorities

The residents were then asked to provide their top 5 priorities for Cliffsend. The following tables provide the responses, firstly overall and then by age demographic.

### Overall

Top 5 Comments	
Category	Count
Shop	98
Speeding/Road safety	81
Open spaces/environment	61
Bus/transport	58
Food and drink	57
Community focus	57
Less development/village status	51
Medical	42

The top 5 is actually a top 6 as two priorities had the same score. Two additional priorities have been included for interest. It was slightly surprising that Less Development/Village Status and access to Medical facilities within Cliffsend were not seen as top 5 priorities overall. This does vary by age demographic as the following tables will show.

Top priority is a shop. There have been several shops in Cliffsend and all have closed due to a lack of viability or support. The response from residents is therefore at odds with this history and is worthy of further investigation. It should be noted that the provision of a shop is not directly within the Parish Council's control. However,

Top 5 Comments 25-34 Age Range	
Category	Count
Shop	3
Open spaces/environment	3
Community focus	1

Top 5 Comments 35-44 Age Range	
Category	Count
Food/Drink	10
Shop	8
Community focus	8
Speeding/Road Safety	6
Open spaces/environment	3

Top 5 Comments 45-54 Age Range	
Category	Count
Shop	12
Open spaces/environment	12
Speeding/Road Safety	10
Food and drink	9
Bus/transport	4
Road resurfacing	4

Top 5 Comments 55-64 Age Range	
Category	Count
Shop	25
Speeding/Road safety	17
Open spaces/environment	13
Bus/transport	13
Food and drink	12
Medical	12

Top 5 Comments 65-74 Age Range	
Category	Count
Speeding/Road safety	27
Less development/village status	25
Shop	21
Bus/transport	21
Open spaces/environment	18

Top 5 Comments 75+ Age Range	
Category	Count
Shop	29
Speeding/Road safety	20
Bus/transport	18
Open spaces/environment	15
Medical	15

It is interesting to note that access to Medical facilities within Cliffsend was not seen as a top 5 priority for any age group other than the over 75s. Even then, it was not as high as other priorities.

## Things to Protect in/about Cliffsend

Residents were asked what 5 things they felt needed protecting along with their reasoning. The top 10 areas for protection were seen as follows:

Top 10 to protect
Green/Open spaces
Farmland
Village feel
Wildlife
Habitat
Village Hall
Nature Reserve
Play area
Meadow
Viking ship area

Analysis of the data showed that the areas considered priority for protection were consistent across all age groups.

The reasons residents gave are on the following page.

**would be very sad if meadow was lost**

**lucky to live near Nature Reserve....must not take it for granted**

**not an extension of Ramsgate**

**Cliffsend getting too big with lovely fields/nature areas being destroyed**

**farmland to feed us, wildlife to exist for ecology, green spaces help towards physical & mental health, village life live longer**

**feel safe if have good fun community around you**

**cannot allow local and national Govt to ruin this part of Kent**

**we need the open spaces to enjoy**

**make Cliffsend a unique place to live**

**Children & adults need Green Spaces and park to play and wind-down**

**too much Green Space/farmland being built on**

**keep Cliffsend peaceful and a pleasant place to live/retire**

**Village Hall important as is countryside**

**retain integrity and communal spirit of village for people of all ages**

**keep a sense of community going**

**unique area to have**

**need to remain separate from Ramsgate**

## Future Concerns

Residents were then asked what most concerns them about Cliffsend's future. Again, the responses were consistent across all age groups.

Concern	Count
More/too many houses/people	115
Dangerous roads/increased traffic	37
Losing existing village	30
Merging with Ramsgate	25
Lack of facilities	24
Loss of habitat	22
Lack of infrastructure	18

Analysing the data, there is some inconsistency between the responses to this question and previous ones. However, the overall top 5/10 priorities/concerns are the same, it's simply that the order may differ from question to question.

## Community Involvement

Residents were asked whether they would be prepared to offer some of their time to assist in community projects or work groups. It was encouraging to see that 36% of respondents stated that they would be prepared to give some of their time. Naturally, some could provide more time than others. Offers ranged from organisation through to physical activity.

### Multiple Choice Priorities

As a final sense check on what residents feel are important a list of options was provided which were to be ranked from most important to least. The ranking score was 1 (most important) to 11 (least important). This ranking could then be compared to the open questions previously asked. The ranking of the respondents was as follows:

Green Spaces	2.22
Peace & Tranquility	2.88
Wildlife & Habitat	3.42
Shop/ Facilities	4.04
Medical Facilities	4.06
Transport Connections	4.21
Community Services	4.93
Road Infrastructure	5.47
Play Areas	5.63
Sporting Facilities	7.14
More Houses	10.06

Again, as with previous questions there appeared to be some inconsistency with the relative importance of certain items. As an example, the provision of a shop was the top priority in previous questions but ranked 4<sup>th</sup> in this question. What is also interesting to note is that the provision of sports facilities did not feature in the top priorities in previous questions and only ranked 10<sup>th</sup> in this question.

## Marjorie Chapman Meadow

The owner of the Marjorie Chapman meadow (Mr Chapman) approached the Parish Council prior to the Pandemic to request the return of the meadow, either in part or whole. After some discussion, 4 options to be put to the residents of Cliffsend were agreed. These were:

### Option 1

The whole meadow is returned to Mr Chapman. Mr Chapman will still grant access for dog walking by creating a path around three sides of the meadow. Access to the memorial trees will also be allowed. Mr Chapman's intention is to plant the meadow with either olive trees or vines. Mr Chapman has agreed to enter into a legal contract not to develop the meadow for housing.

### Option 2

A portion of the meadow, currently offered at one third, is gifted to Cliffsend with the remaining two thirds being returned to Mr Chapman. As with scenario 1, Mr Chapman would plant his portion with olives or vines and would agree to a similar undertaking not to develop the land.

### Option 3

The whole meadow is returned to Mr Chapman as with scenario 1 and Mr Chapman would undertake a feasibility study to erect a barn style building which would become a farm/craft style shop. This would be situated behind the Village Hall. This scenario will be dependent on Mr Chapman being able to arrange finance, confidence that he will make a return on his investment, someone taking on the farm/craft shop, planning permissions and permission to create access (route to be decided). Mr Chapman will own the building.

### Option 4

We continue with the current rental agreement till expiry and make greater use of the meadow.

### Result

