

**STIRLING COUNCIL
MAJOR GROWTH AREA SURVEY
Resident & Sounding Board Survey
June 2004**

Prepared For: Stirling Council

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1. INTRODUCTION

This report sets out findings from a research study conducted by **Stirling Council** looking into the views of local residents and members of the Stirling Sounding Board (Citizen's Panel).

Background

The Clackmannanshire and Stirling Structure Plan, as approved in March 2002, proposed a major growth area to the east of Stirling to include 2,500 new houses. This is likely to take the form of a new community and Stirling Council had considered a number of options for development. The community has been consulted on two fronts. Firstly, a series of drop in sessions and workshops have been held using an independent facilitator and Council planning staff. Secondly, around 10,000 questionnaires were sent to the local community as well as 1,200 to the Stirling Council Sounding Board. A leaflet detailing the proposals for a 'new village' was included with the questionnaire.

The results of these consultation exercises will be used to assist the Council in coming to a decision on a preferred option for the area.

Survey Methodology

Questionnaires were distributed by the Council during the week beginning 10th April 2004. The completed survey forms were returned to the Council using pre-paid envelopes and a closing date of 18th May 2004. In total, 494 Sounding Board questionnaires were returned (representing a healthy response of 42%) and 181 local area questionnaires were returned (representing a response rate of only 2%), producing an overall total of 675 returns – a 6% response rate overall.

mruk research - role and responsibility

Stirling Council required an external organisation to edit and code the questionnaires then data process these and provide analysis of the findings in a written report. The following pages provide details of the analysis of the returned questionnaires in graphical format with textual commentary of the key findings. Cross-tabulated analysis has also been produced which look at findings by respondents type (included in the graphics); gender; age-band; car users and location (of the local area respondents).

It should be noted that although cross-tabulations based on the locations of local area respondents (Bannockburn, Cowie, Plean and Fallin) are included in the textual commentary of this report the figures should be treated with caution as the response levels from these areas are too low to provide statistically valid results. At best these figures should be treated as anecdotal information providing broad trends only for each area.

Questionnaire

The questionnaire itself was prefaced by an introductory statement:

“The Council has not yet taken a decision on a preferred location for a new village. It has, however, narrowed down the choice to two areas, West Sauchenford and Durieshill. The appraisal report that led to these two areas being selected came to the conclusion outlined as statements in this (the) questionnaire. Most of the conclusions reflect those made by independent consultants employed to look at the particular issues of transport and landscape. Please indicate the extent to which you agree with these conclusions AND how important you think they are. Space is provided for further comment at the end of each section. A full report on the assessment can be viewed at www.stirling.gov.uk then Planning then Major Growth Area.”

EXECUTIVE SUMMARY – KEY FINDINGS

This section highlights the key findings of the survey.

Prior to highlighting the findings of the survey it is worthwhile to note some important issues relating to the survey responses. The main issue is that of response rate. While the response rate from the panel was good at 42% (494 returns - providing a statistical accuracy of better than +/- 4%) this cannot be said of the poor response from residents living in local areas. Only 2% of the 10,000 questionnaires issued were returned to the Council – this equates to only 181 returns and represents a combined local area accuracy level of around +/- 8%. Therefore it is clear that any responses quoted for local area combined should be treated with a degree of caution and are also not directly comparable to the responses from the Panel due to the difference in accuracy levels.

In addition to this the main report also provides some details of responses from the four towns/villages that make up the 'local area'. These four towns/villages are Cowie, Plean, Fallin and Bannockburn. The bullet points below provide household totals and the actual responses from the survey:

- Bannockburn (2,900 households) – 105 returned questionnaires
- Fallin (1,100 households) – 25 returned questionnaires
- Cowie (950 households) – 27 returned questionnaires
- Plean (700 households) – 40 returned questionnaires

From an objective point of view this is a very low response rate and as such no statistical accuracy can be attached to these findings and at best findings can be described as anecdotal.

TRANSPORT

- The vast majority of respondents (74%) agreed that both sites would have major traffic impact - 11% disagreed; 8% said don't know and non-response to the question was 7%. The vast majority of respondents (76%) saw this as an important issue while 3% saw it as unimportant (56% said it was 'very important'). Of all of the transport issues mentioned here this was the most important to respondents.
- The vast majority of respondents (72%) agreed that West Sauchenford is closer to the rail line, the Eastern Villages and the City so it could be easier to promote a range of travel choices including train, bus, walking and cycling from this site - 15% disagreed; 7% said don't know and non-response to the question was 7%. The vast majority (71%) of respondents saw this as an important issue while 4% saw it as unimportant (47% said it was 'very important'). This was seen as the second most important transport issue overall.
- Exactly half of respondents (50%) agreed that Durieshill is more remote so the impact of queuing traffic on any existing community will be less - 29% disagreed; 13% said

don't know and non-response to the question was 8%. Most respondents (57%) saw this as an important issue while 7% saw it as unimportant (33% said it was 'very important').

- 71% of respondents overall agreed that Durieshill will provide good access to the motorway network - 9% disagreed; 11% said don't know and non-response to the question was 9%. Most respondents (53%) saw this as an important issue while 10% saw it as unimportant (29% said it was 'very important').
- Overall when thinking about transport issues, the most common preference was for the West Sauchenford site with 50% choosing this proposal – 29% chose Durieshill. Again, however, the views of the local area respondents differ markedly from others as their views were split fairly evenly between Durieshill and West Sauchenford.

ENVIRONMENT

- 60% of respondents agreed that Durieshill would have less of a visual impact on Stirling and the Eastern villages - 15% disagreed; 19% said don't know and non-response to the question was 6%. Most respondents (51%) felt that this was an important issue while 13% saw it as unimportant (28% classed it as 'very important')..
- Most respondents (59%) agreed with the statement that Durieshill better retains the distinct identity of the Eastern Villages and Bannockburn as it is further away - 17% disagreed; 19% said don't know and non-response to the question was 6%. 44% of respondents saw this as an important issue while 18% saw it as unimportant (19% saw this as 'very important').
- Most respondents (52%) agree that if the West Sauchenford site is selected, the proposed greenbelt between West Sauchenford and Bannockburn would have to be wider than it is now - 16% disagreed; 26% said don't know and non-response to the question was 6%. Again, most (52%) felt that this issue was important while 10% saw it as unimportant (30% saw this as 'very important'). This issues was seen to be most important of all the environment issues mentioned in the questionnaire
- Only 40% agreed with the statement that West Sauchenford would result in the loss of land of lower environmental quality than Durieshill - 18% disagreed; 36% said don't know and non-response to the question was 6%. Again, most respondents (52%) saw this issue as important while 10% saw it as unimportant. 20% did not respond to this question. This was seen to be the second most important environmental issue by respondents.
- The most preferred site is West Sauchenford (37%) when respondents considered environmental issues only – 33% overall opted for Durieshill. Local area respondents were markedly different to other groups in that 47% preferred the Durieshill site (36% opted for West Sauchenford) when thinking only of the environmental issues related to the proposals.

COMMUNITY

- The majority (58%) of respondents agreed with the statement that West Sauchenford is more accessible to the City and the Eastern Villages so is a better location for a community school, affordable housing, community facilities and potential employment to serve the wider area - 20% disagreed; 15% said don't know and non-response to the question was 6%. Most respondents (58%) believed that this issue was important while 6% saw it as unimportant (33% thought it was 'very important').
- Most respondents (59%) agreed that West Sauchenford is more accessible to the City and Eastern Villages so is a better location to access shopping, leisure and other facilities in the City Centre, Forthbank and Forthside - 19% disagreed; 13% said don't know and non-response to the question was 9%. Most respondents (51%) thought that this was an important issue – 7% thought it was not important.
- The majority of respondents (61%) agreed with the statement that Durieshill has the least impact on existing communities - 14% disagreed; 19% said don't know and non-response to the question was 6%. 47% of respondents saw this issue as important and 11% saw it as unimportant.
- The majority (58%) of respondents agreed that Durieshill could share facilities, including a new high school with Plean - 13% disagreed; 21% said don't know and non-response to the question was 8%. 43% saw this as an important issue while 8% saw it as unimportant.
- The majority (60%) of respondents agreed that a new community school would be preferable to a new primary and extension of Bannockburn High School - 13% disagreed; 20% said don't know and non-response to the question was 7%. The majority of respondents (60%) saw this as an important issue – 5% saw it as unimportant. This was seen to be the most important community issue discussed in the questionnaire.
- 67% of respondents agreed that some additional new development within Cowie, Fallin and Plean could bring benefits to these communities in terms of investment and improved mix of houses including some affordable housing - 11% disagreed; 15% said don't know and non-response to the question was 7%. Just over half of respondents (55%) felt that this was an important issue and 4% saw it as unimportant. This was seen as the second most important community issue by respondents
- The most preferred site when thinking of community is West Sauchenford which received support from 46% of respondents – support from both the Panel (46%) and local area residents (44%) were similar. Once again, local area respondents were markedly different to other groups in that 39% preferred the Durieshill site (25% overall supported the Durieshill option).

RANKING THE IMPORTANCE OF THE THREE ISSUES

- 20% of respondents put transport as the first choice key issue; 18% as second choice and 21% as third choice.
- 21% of respondents put environment as the first choice key issue; 22% as second choice and 16% as third choice.
- 19% of respondents put community as the first choice key issue; 19% as second choice and 19% as third choice.
- 32% of respondents felt that all three issues should be given equal priority when choosing a site.
- Overall, respondents saw no significant differences in the importance of the three issues when compared side by side. What is clear is that respondents were more inclined to place an equal weighting to all three issues.

OVERALL SITE PREFERENCE

- West Sauchenford was preferred by most respondents (44%) compared to Durieshill which had the support of 30% of respondents. Responses from local area respondents differs significantly from those from the Panel – 44% (80 respondents) from the local area supported the Durieshill proposals, while slightly less (41% = 75 respondents) supported the West Sauchenford proposal. However, within the local area both Cowie and Plean preferred the West Sauchenford site while Bannockburn and Fallin opted for Durieshill. Again, it is important to note that the accuracy of the local area findings is small due to the low response rates.
- 13% had no preference and 6% said 'don't know'.

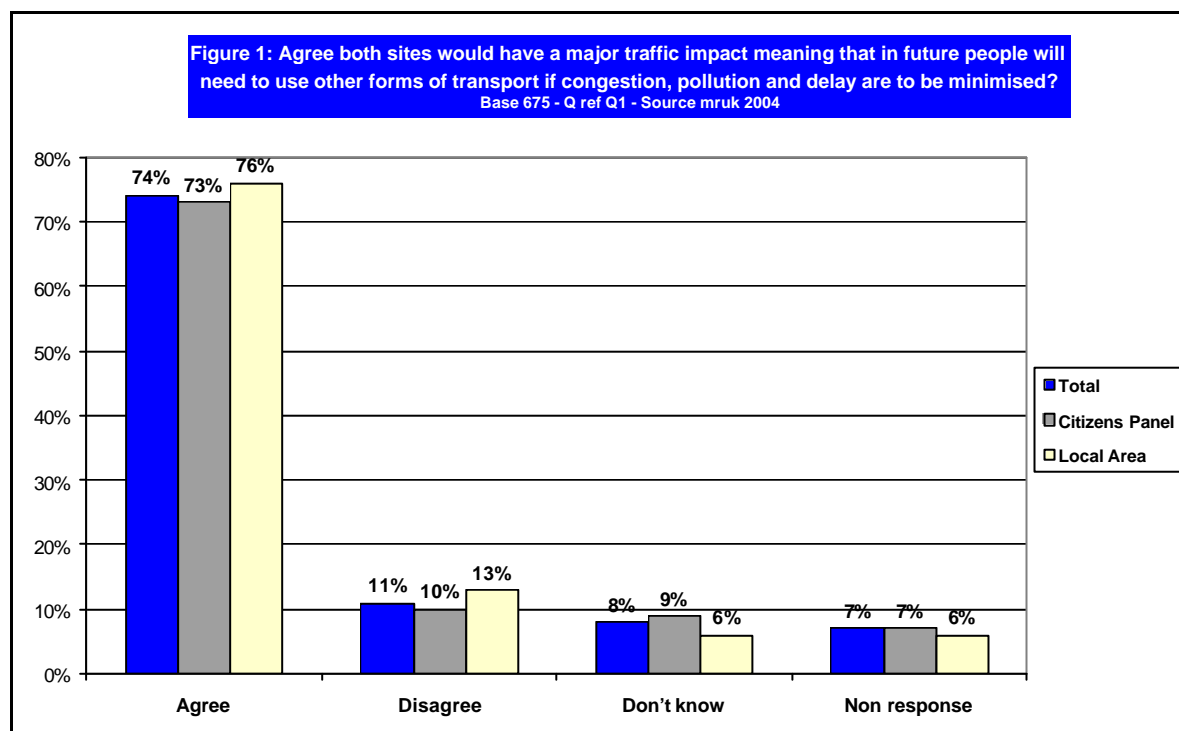
2. TRANSPORT

As an introduction to the statements on transport presented in this section, the following was provided as an introduction:

“In transport terms the new development should try to encourage alternatives to the car, reduce the need to travel, promote safety and minimise the disturbance caused by traffic congestion.”

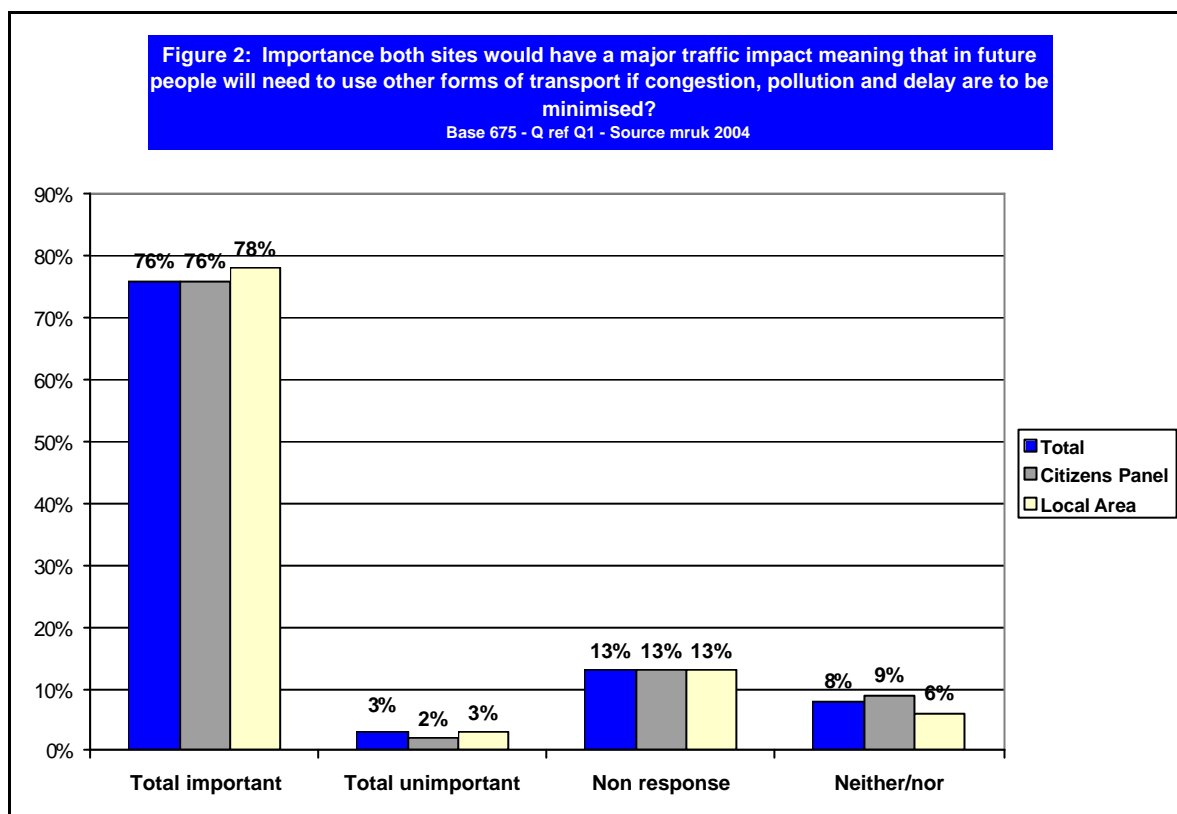
2.1 ALTERNATIVES TO THE CAR

As can be seen the vast majority of respondents (74%) agreed that both sites would have major traffic impact, meaning that in the future people will need to use other forms of transport if congestion, pollution and delay are to be minimised.



Respondents were next asked to say how important they thought that this issue was on a sliding scale of '1' to '5' with '1' being 'very important'. In the context of the responses those respondents saying 'very important' (coded as '1') or '2' were grouped together to provide a 'total important' score. Code '3' responses were seen as 'neither important nor unimportant' and codes '4' and '5' were grouped to produce a 'total unimportant' score.

As can be seen in figure 2 the vast majority of respondents (76%) saw this as an important issue (56% said it was 'very important').



2.2 PROXIMITY TO RAIL LINE & RELATIONSHIP TO TRAVEL CHOICES

As can be seen the vast majority of respondents (72%) agreed that West Sauchenford is closer to the rail line, the Eastern Villages and the City so it could be easier to promote a range of travel choices including train, bus, walking and cycling from this site. One noticeable difference can be seen with regard to the responses from local area respondents, where only 60% agreed with the statement.

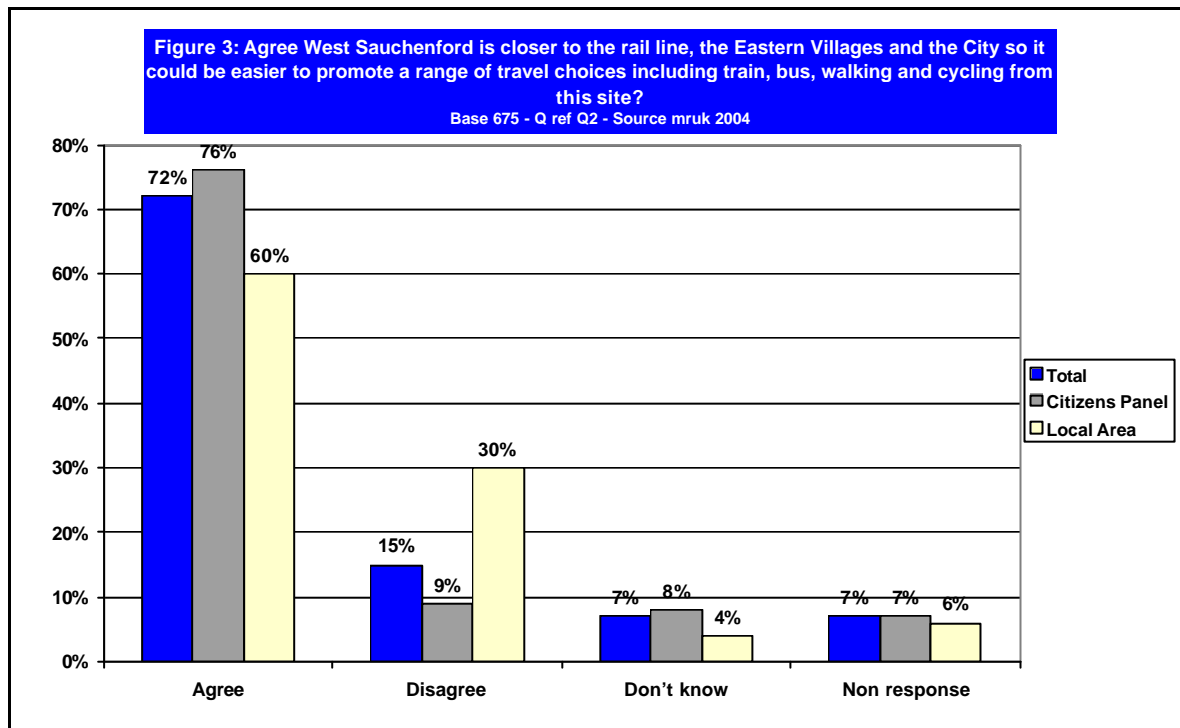
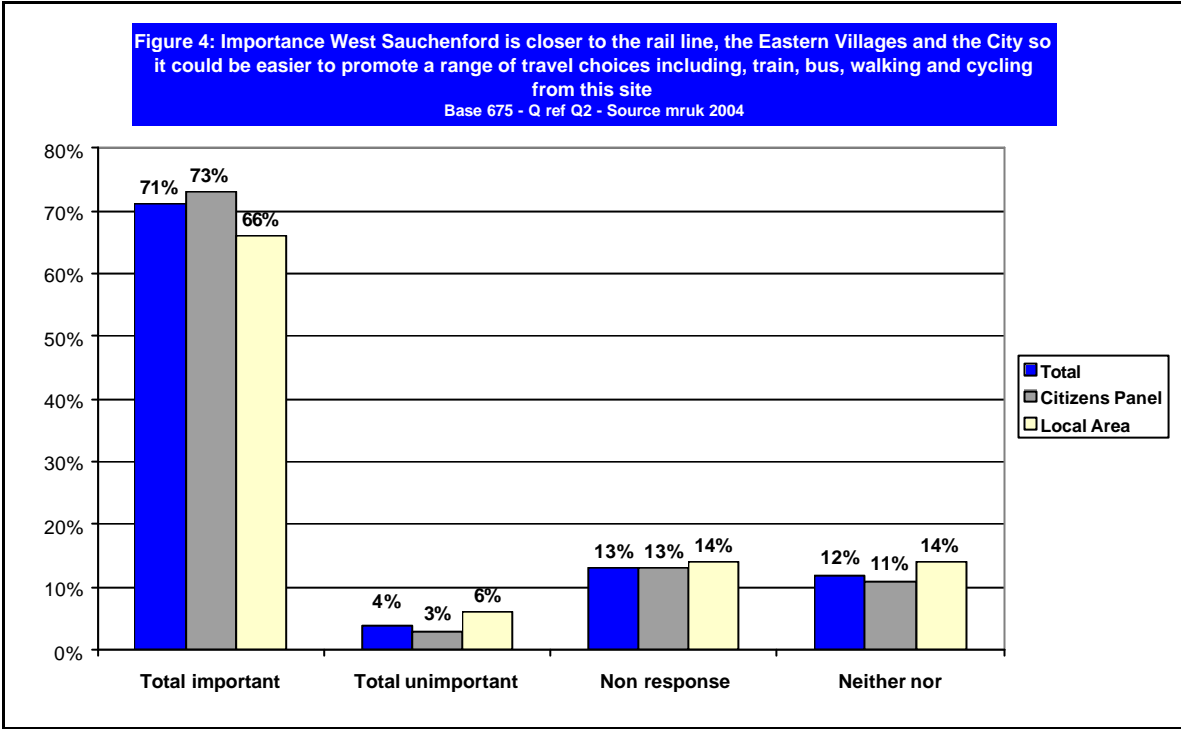


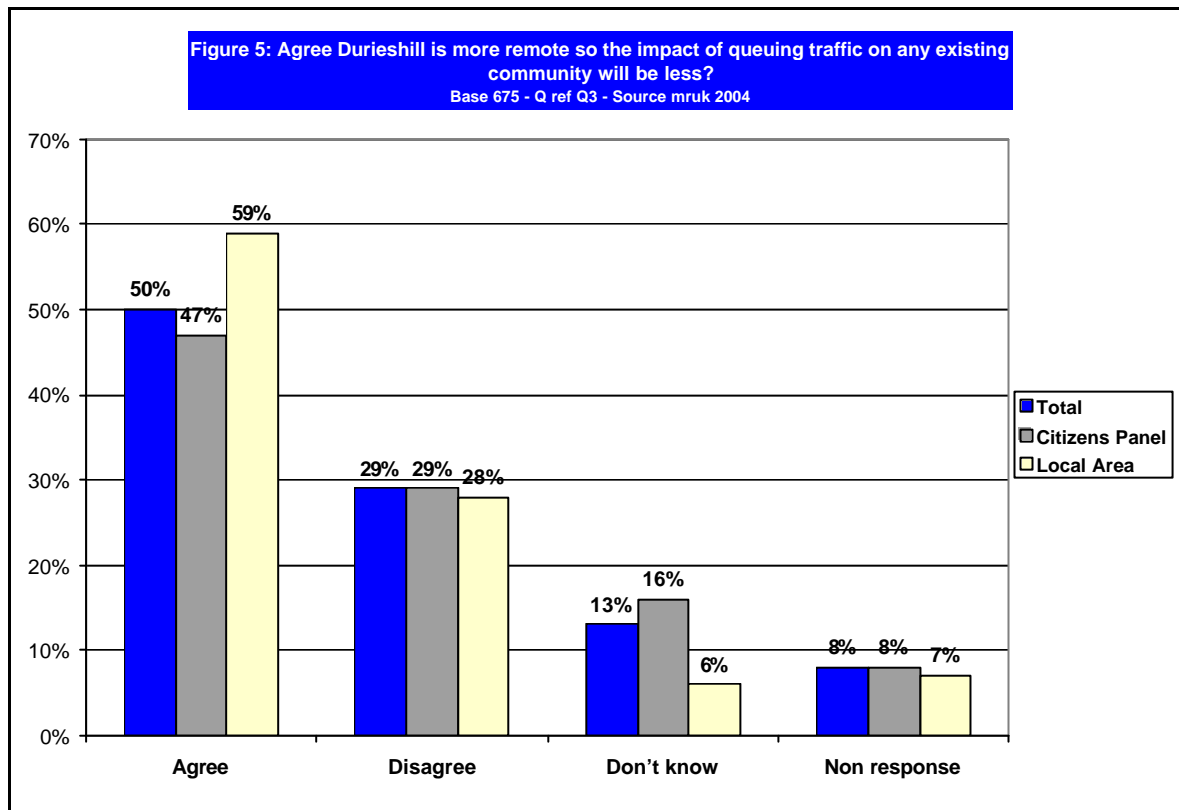
Figure 4¹ shows that, again, the vast majority (71%) of respondents saw this as an important issue (47% said it was 'very important'). Clearly, this issue was seen as less important overall than the first and this is due mainly to the fact that Panel respondents saw it as much less of an issue (i.e. less people said it was 'very important'). However, it is important to note that local area respondents in Fallin (60%), Cowie (63%) and Plean (60%) were far more likely to say this issue was 'very important'.



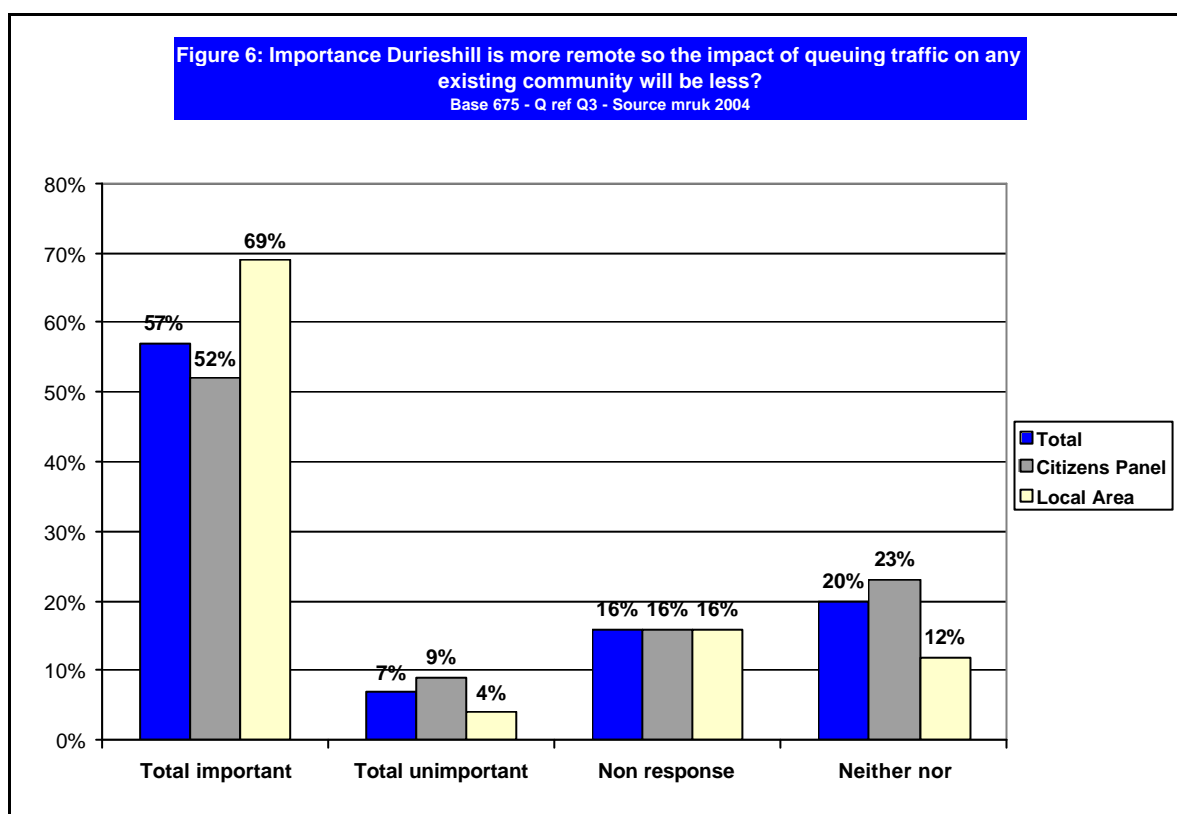
¹ Respondents saying 'very important' (coded as '1') or '2' were grouped together to provide a 'total important' score. Code '3' responses were seen as 'neither important nor unimportant' and codes '4' and '5' were grouped to produce a 'total unimportant' score.

2.3 TRAFFIC IMPACT - DURIESHILL

As can be seen in figure 5, exactly half of respondents (50%) agreed that Durieshill is more remote so the impact of queuing traffic on any existing community will be less. Only respondents in Bannockburn (66%) and Fallin (60%) differed greatly from this finding, with a clear majority agreeing with the statement.



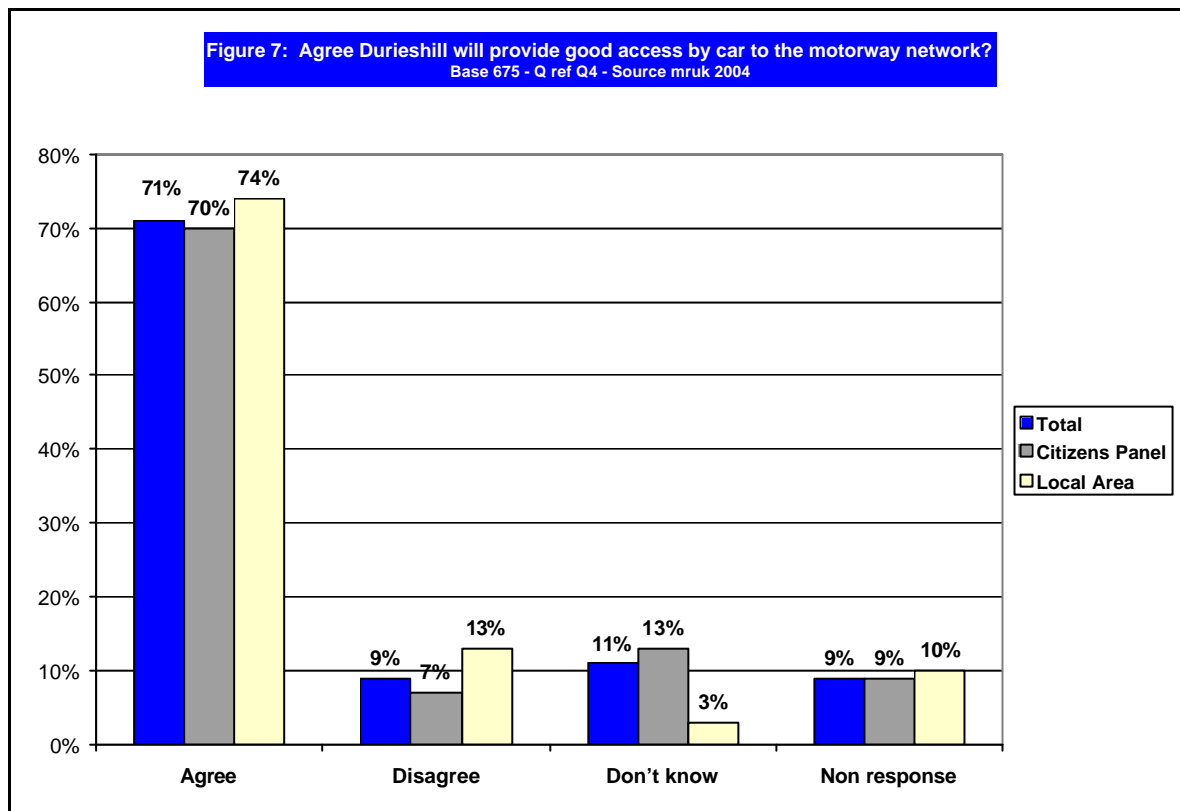
As can be seen in figure 6² most respondents (57%) saw this as an important issue (33% said it was 'very important'). Again, this issue was seen as less important overall than the first and second issues discussed above and this is due mainly to the fact that Panel respondents saw it as much less of an issue (i.e. less people said it was 'important'). However, it is important to note that local area respondents in Bannockburn (66%), Plean (73%), Cowie (63%) and Fallin (60%) were far more likely to say this issue was 'important' overall.



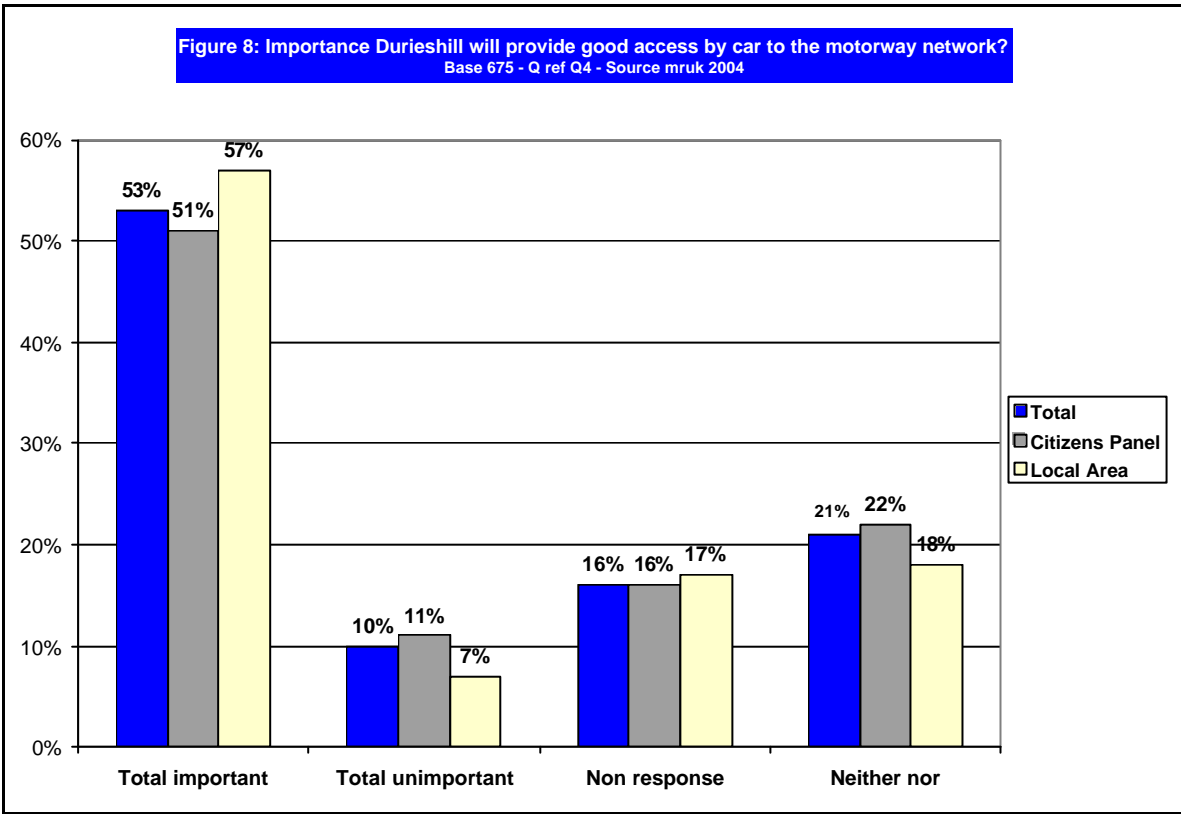
² Respondents saying 'very important' (coded as '1') or '2' were grouped together to provide a 'total important' score. Code '3' responses were seen as 'neither important nor unimportant' and codes '4' and '5' were grouped to produce a 'total unimportant' score.

2.4 ACCESS TO MOTORWAY - DURIESHILL

71% of respondents overall agreed that Durieshill will provide good access to the motorway network.



As can be seen in figure 8³ most respondents (53%) saw this as an important issue (29% said it was 'very important'). Again, this issue was seen as less important overall than the other three issues discussed above and this is again, due mainly to the fact that Panel respondents saw it as much less of an issue (i.e. less people said it was 'important'). It is important to note that local area respondents in Bannockburn (61%), Plean (63%), and Fallin (64%) were more likely to say this issue was 'important' overall.



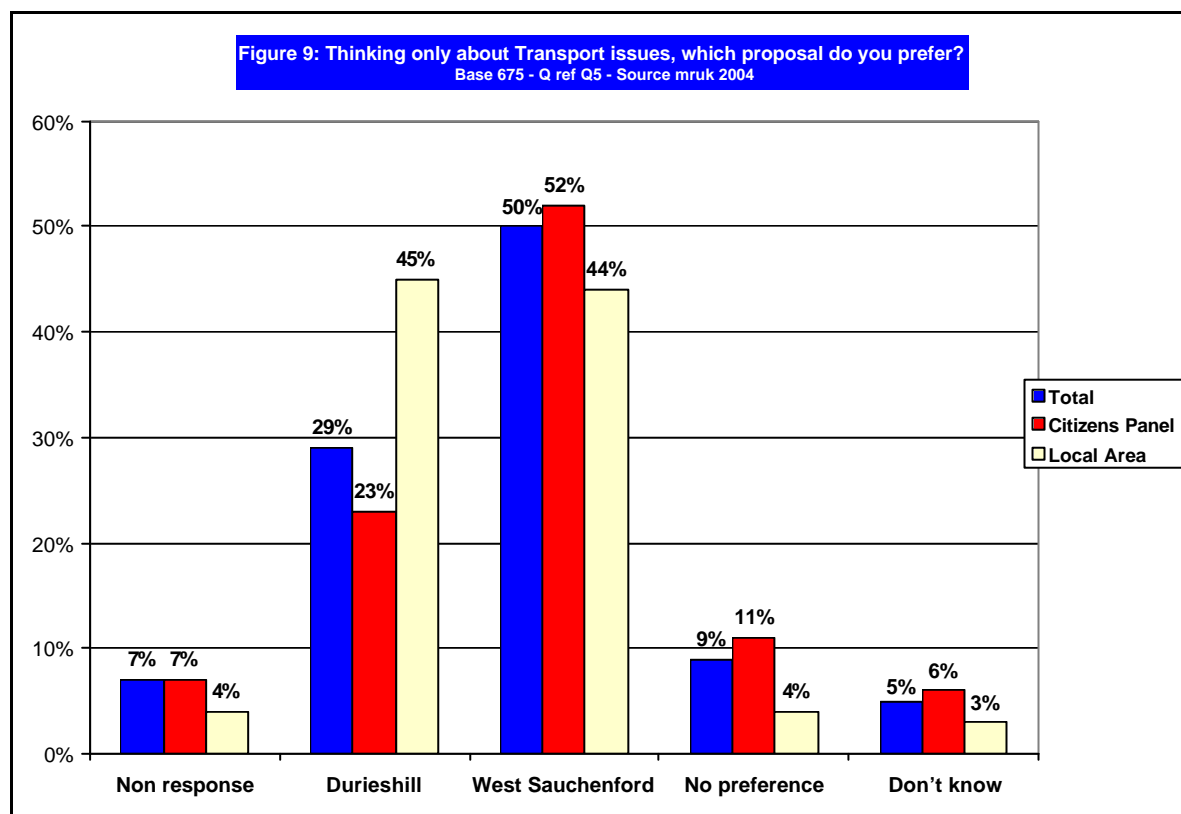
³ Respondents saying 'very important' (coded as '1') or '2' were grouped together to provide a 'total important' score. Code '3' responses were seen as 'neither important nor unimportant' and codes '4' and '5' were grouped to produce a 'total unimportant' score.

2.5 OVERALL VIEWS – SITE PREFERENCE

As can be seen in figure 9 below, overall when thinking about transport issues, the most common preference was for the West Sauchenford site with 50% choosing this proposal. Again, however, the views of the local area respondents differ markedly from others as their views were split fairly evenly between Durieshill and West Sauchenford.

A majority (59% = 62 respondents) from Bannockburn felt that Durieshill was the best option as compared to 23% for all Panel respondents. Plean and Cowie respondents preferred the West Sauchenford site.

It is also worth noting that just under one in ten respondents (9%) had no preference and 5% said 'don't know'. 7% did not provide a response of any kind to this question.



Respondents were also allowed the opportunity to provide any comments of their own. 199 respondents did this and the key issues being mentioned are highlighted below:

- Traffic congestion needs to be addressed (50 responses)
- Transport to be improved overall, not just for the new community (37 responses)

- Need a proper cycle path or cycle path network (24 responses)
- People will still use cars even if other options are promoted (20 responses)
- Stirling needs another railway station (16 responses)
- Footpaths and roads need improved (13 responses)
- Encourage people to use transport other than car is a good thing (9 responses)
- Rail link is a good idea (9 responses)
- Moving the A9 is a bad idea (9 responses)
- Both sites have good motorway access (7 responses)
- More traffic will mean more pollution (5 responses)

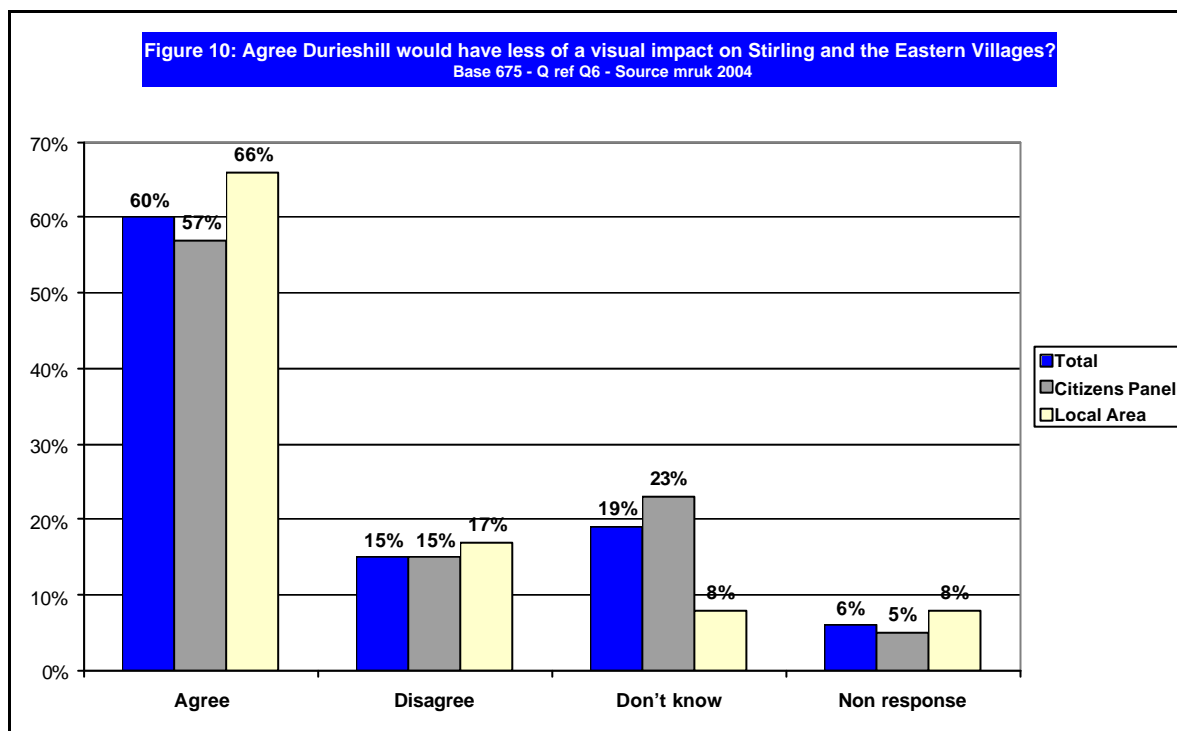
Focusing on the importance given to each of the four transport related questions it is clear that they were all given fairly similar levels of importance when looking at each questions importance mean score, these being:

- | | |
|--|---|
| <ul style="list-style-type: none"> ■ Both sites would have major traffic impact, meaning that in the future people will need to use other forms of transport if congestion, pollution and delay are to be minimised | <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Mean = 1.52</div> |
| <ul style="list-style-type: none"> ■ West Sauchenford is closer to the rail line, the Eastern Villages and the City so it could be easier to promote a range of travel choices including train, bus, walking and cycling from this site | <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Mean = 1.69</div> |
| <ul style="list-style-type: none"> ■ Durieshill is more remote so the impact of queuing traffic on any existing community will be less | <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Mean = 2.04</div> |
| <ul style="list-style-type: none"> ■ Durieshill will provide good access to the motorway network | <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Mean = 2.19</div> |

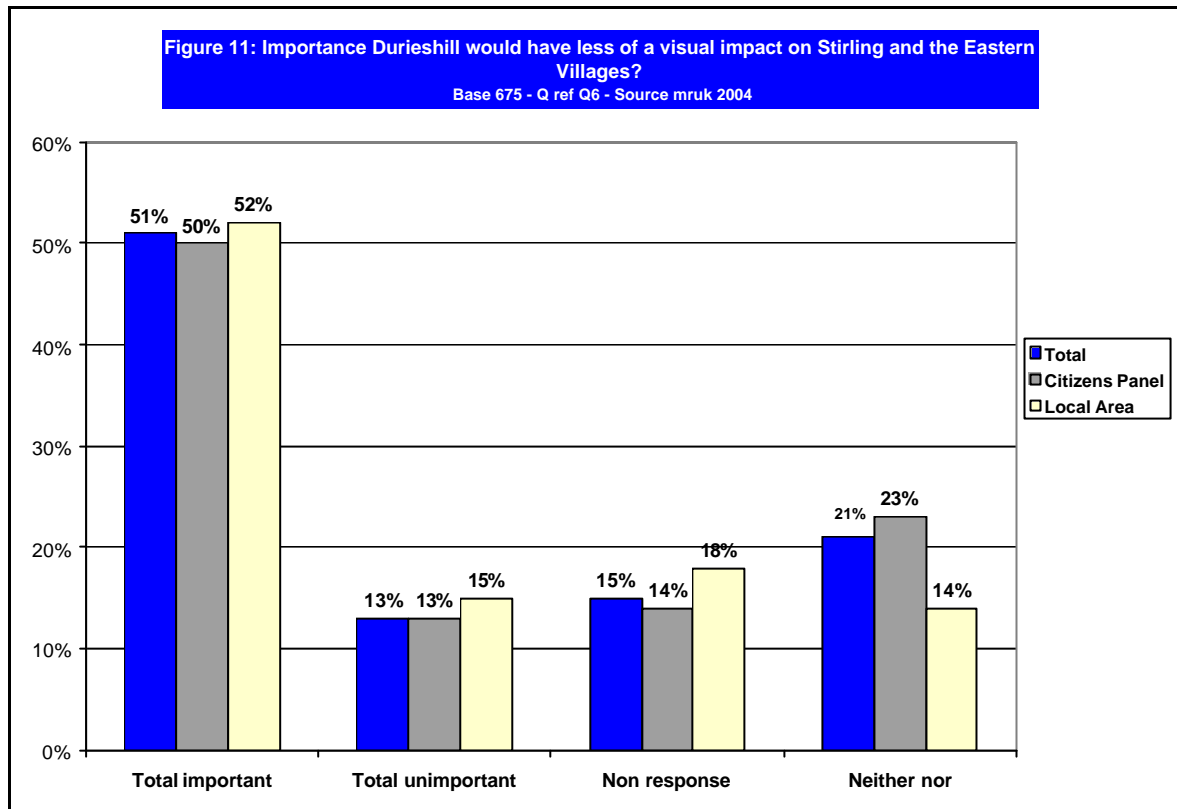
3. ENVIRONMENTAL ISSUES

3.1 DURIESHILL – EXTENT OF VISUAL IMPACT

As can be seen in figure 10, 60% agreed that Durieshill would have less of a visual impact on Stirling and the Eastern villages. It is important to note that local area respondents in Bannockburn (70%), Plean (70%), and Fallin (76%) were more likely to agree with the statement.



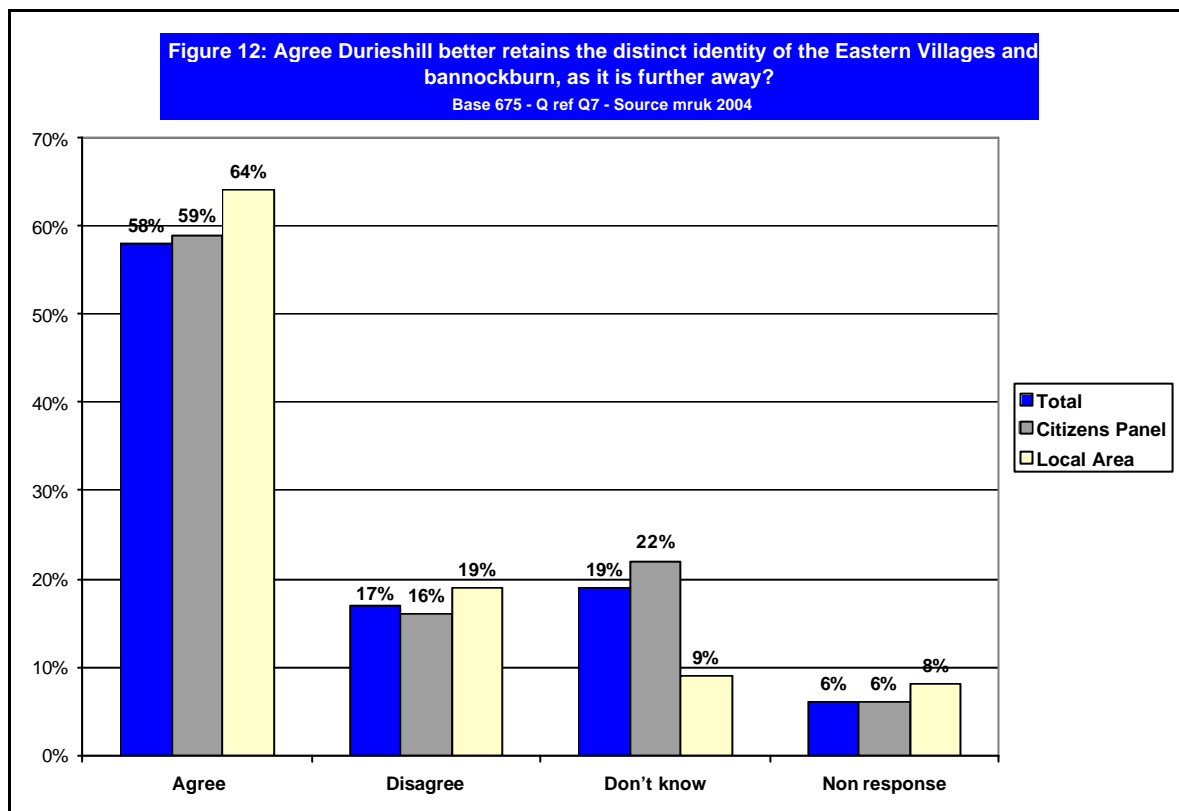
Most respondents (51%) felt that this was an important issue⁴ – 28% classed it as ‘very important’.



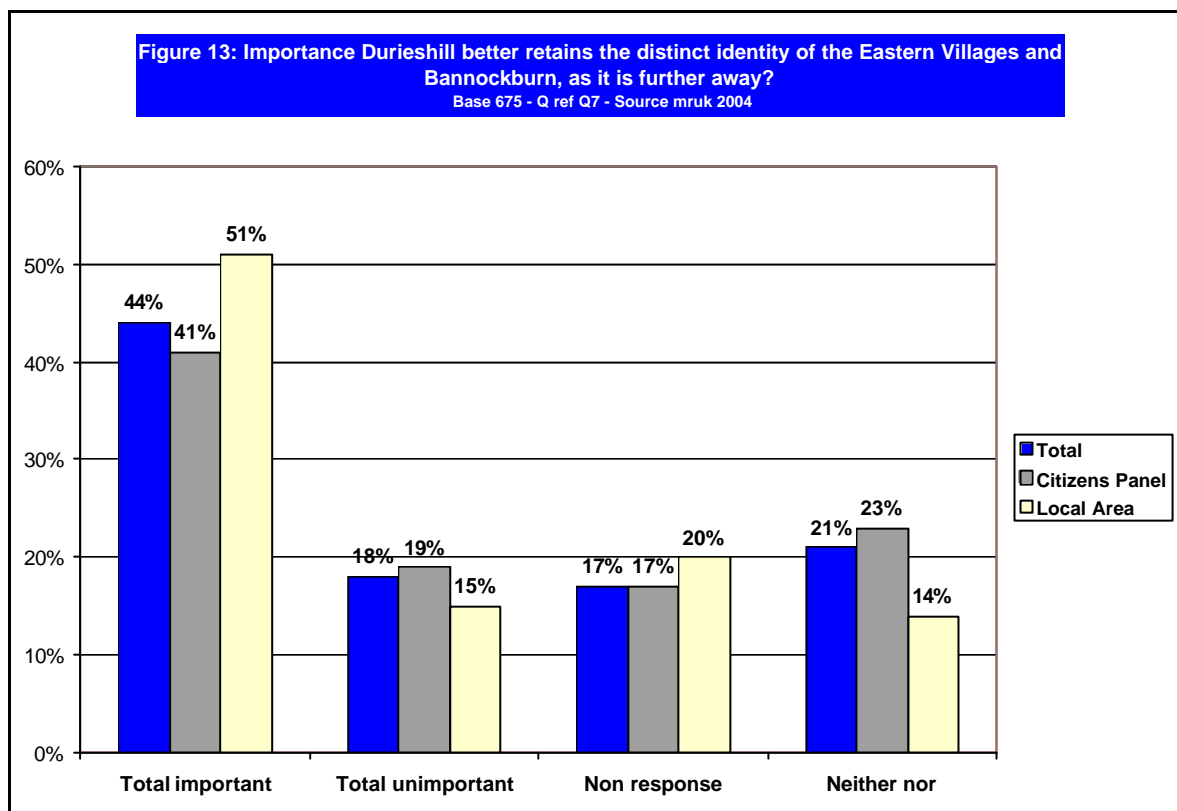
⁴ Respondents saying ‘very important’ (coded as ‘1’) or ‘2’ were grouped together to provide a ‘total important’ score. Code ‘3’ responses were seen as ‘neither important nor unimportant’ and codes ‘4’ and ‘5’ were grouped to produce a ‘total unimportant’ score.

3.2 DURIESHILL - IDENTITY

Figure 12 shows that a majority of respondents (58%) agreed with the statement that Durieshill better retains the distinct identity of the Eastern Villages and Bannockburn as it is further away. Once again, local area respondents were more inclined to agree with the statement than Panel members, particularly those living in Bannockburn (70%) and Fallin (72%).



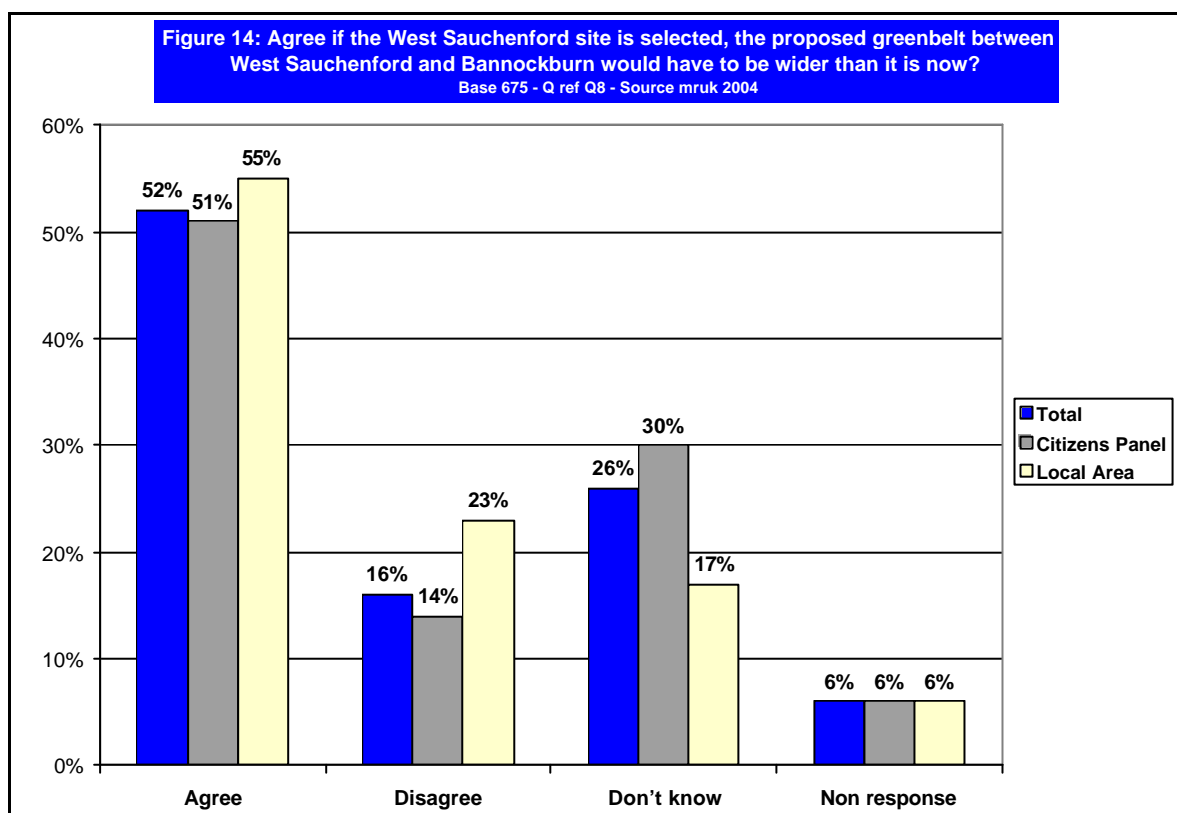
44% of respondents saw this as an important issue⁵ (19% saw this as 'very important') overall and again, it is clear to see that local area respondents were more likely than others to say it is important, particularly in Bannockburn (54% see it as important) and Fallin (64% see it as important).



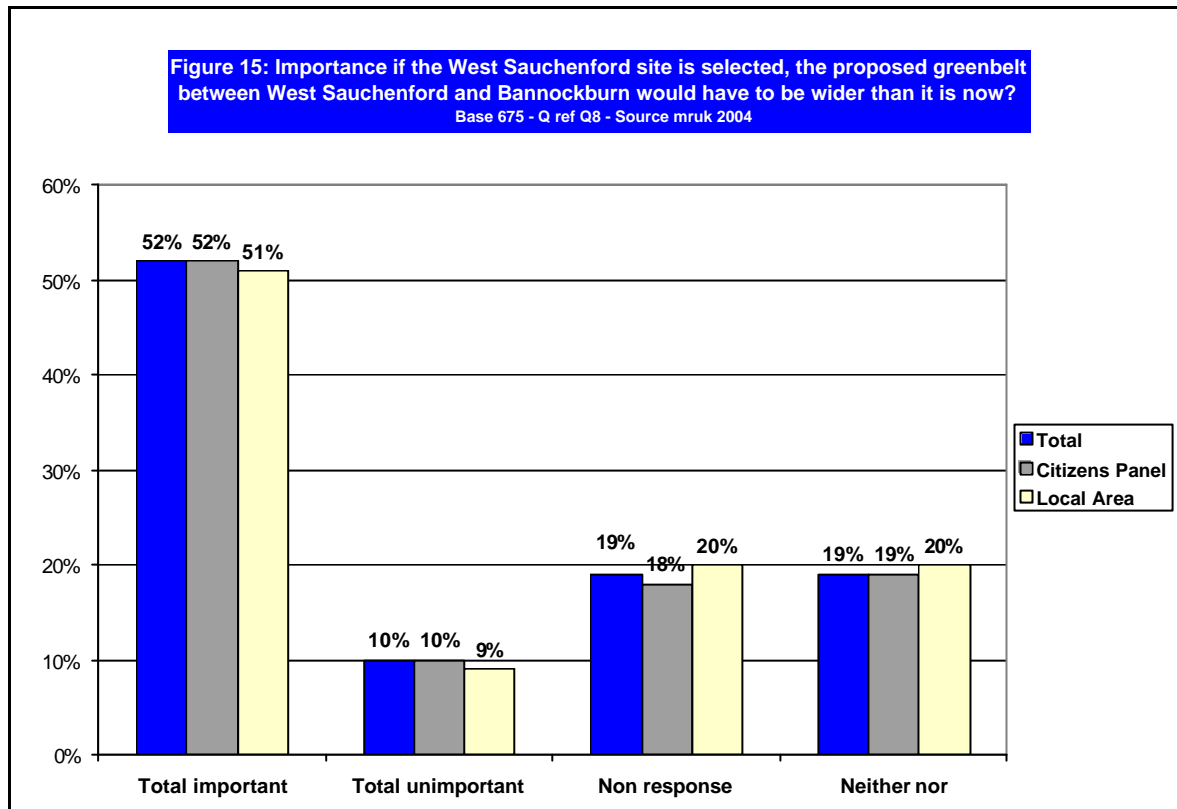
⁵ Respondents saying 'very important' (coded as '1') or '2' were grouped together to provide a 'total important' score. Code '3' responses were seen as 'neither important nor unimportant' and codes '4' and '5' were grouped to produce a 'total unimportant' score.

3.3 WEST SAUCHENFORD - GREENBELT

Figure 14 shows that most respondents (52%) agree that if the West Sauchenford site is selected, the proposed greenbelt between West Sauchenford and Bannockburn would have to be wider than it is now. Nearly a quarter (23%) of local area respondents disagreed with the statement.



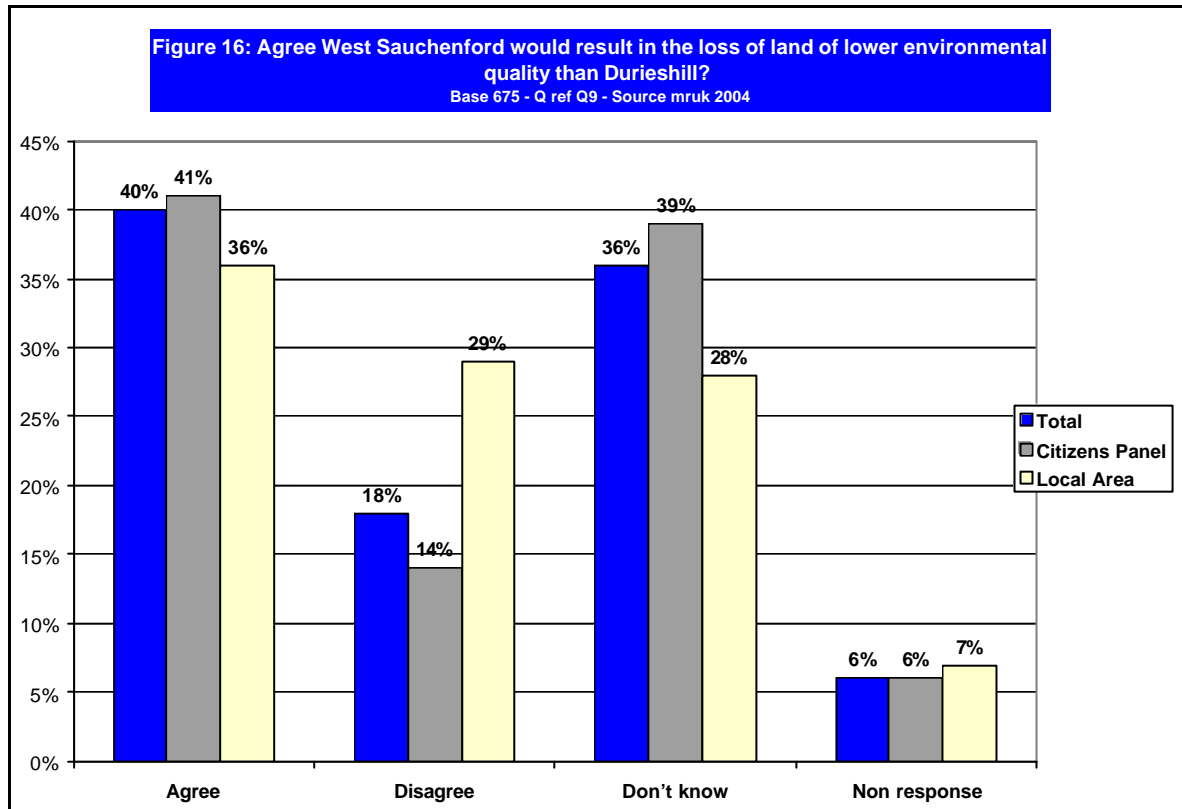
Again, most (52%) felt that this issue was important⁶ (30% saw this as 'very important').



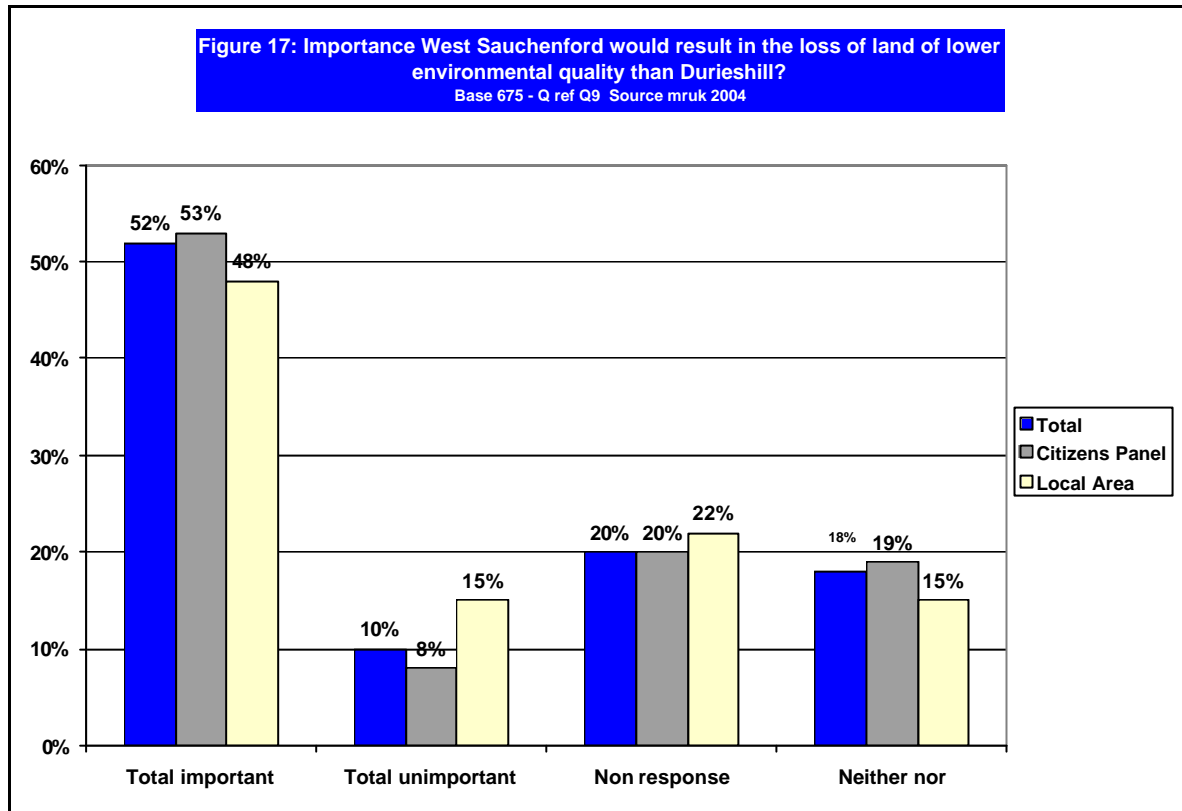
⁶ Respondents saying 'very important' (coded as '1') or '2' were grouped together to provide a 'total important' score. Code '3' responses were seen as 'neither important nor unimportant' and codes '4' and '5' were grouped to produce a 'total unimportant' score.

3.4 ENVIRONMENTAL QUALITY OF LOST LAND

In figure 16 only 40% agreed with the statement that West Sauchenford would result in the loss of land of lower environmental quality than Durieshill. 36% said 'don't know'. Local area respondents were more inclined (29%) to disagree with the statement than others.



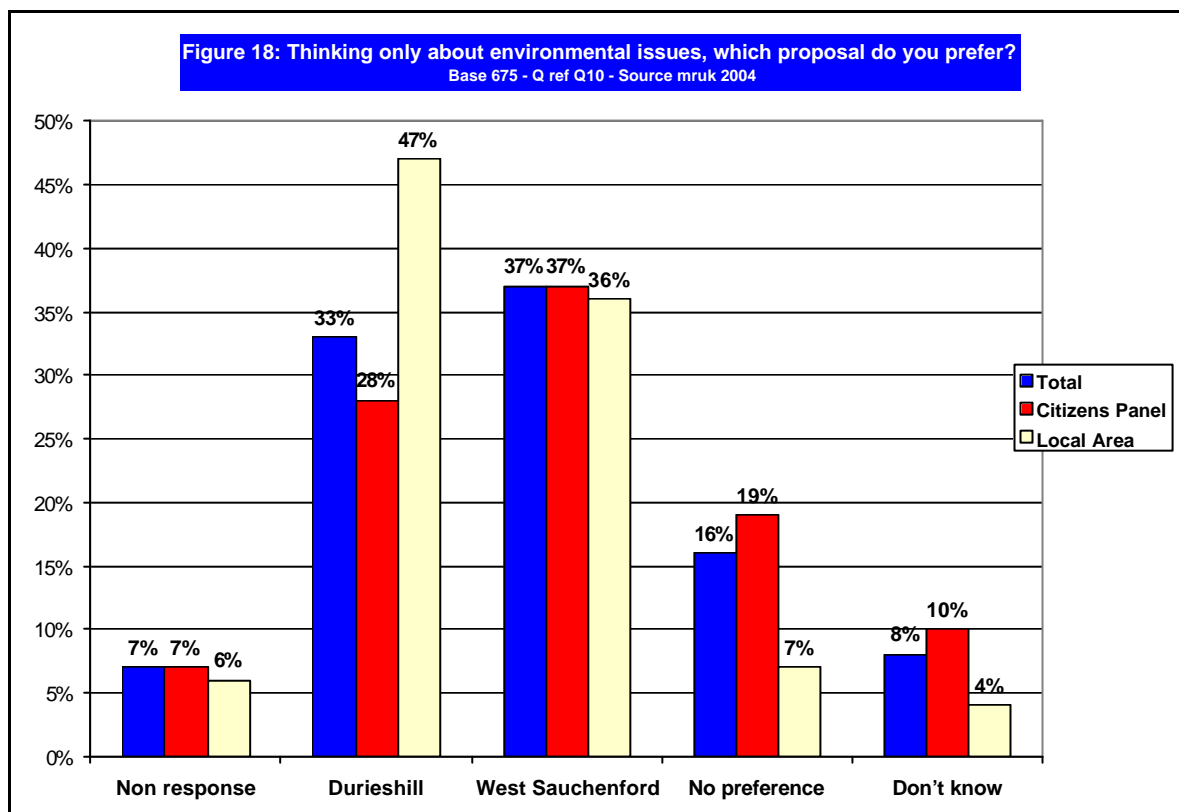
Again, most respondents (52%) saw this issue as important⁷. 20% did not respond to this question and 10% tended to disagree with the statement.



⁷ Respondents saying 'very important' (coded as '1') or '2' were grouped together to provide a 'total important' score. Code '3' responses were seen as 'neither important nor unimportant' and codes '4' and '5' were grouped to produce a 'total unimportant' score.

3.5 OVERALL VIEWS – ENVIRONMENTAL ISSUES

Figure 18 shows that the most preferred site is West Sauchenford (37%). Once again, local area respondents were markedly different to other groups in that 47% (85 respondents) preferred the Durieshill site when thinking only of the environmental issues related to the proposals. Respondents in Plean and Cowie were evenly split in their choices between the two sites.



Again respondents were allowed an opportunity to add any specific comments about the environmental issues. 124 respondents responded, although mostly these were separate comments – the key response groups are noted below.

- Sauchenford has less landscape so less of an environmental impact (20 responses)
- Has the impact on any wildlife been considered (10 responses)
- This is the last chance to protect greenbelt in the east (9 responses)
- Durieshill is more remote so is preferred (8 responses)

- There will be less countryside if Sauchenford is developed (7 responses)
- Sauchenford, almost all farm so less of an impact (5 responses)
- If built properly it will enhance the environment on either site (5 responses)
- Leave our greenbelt alone! (5 responses)

Focusing on the importance given to each of the four environment related questions it is clear that they were all given almost identical levels of importance when looking at each questions importance mean score, these being:

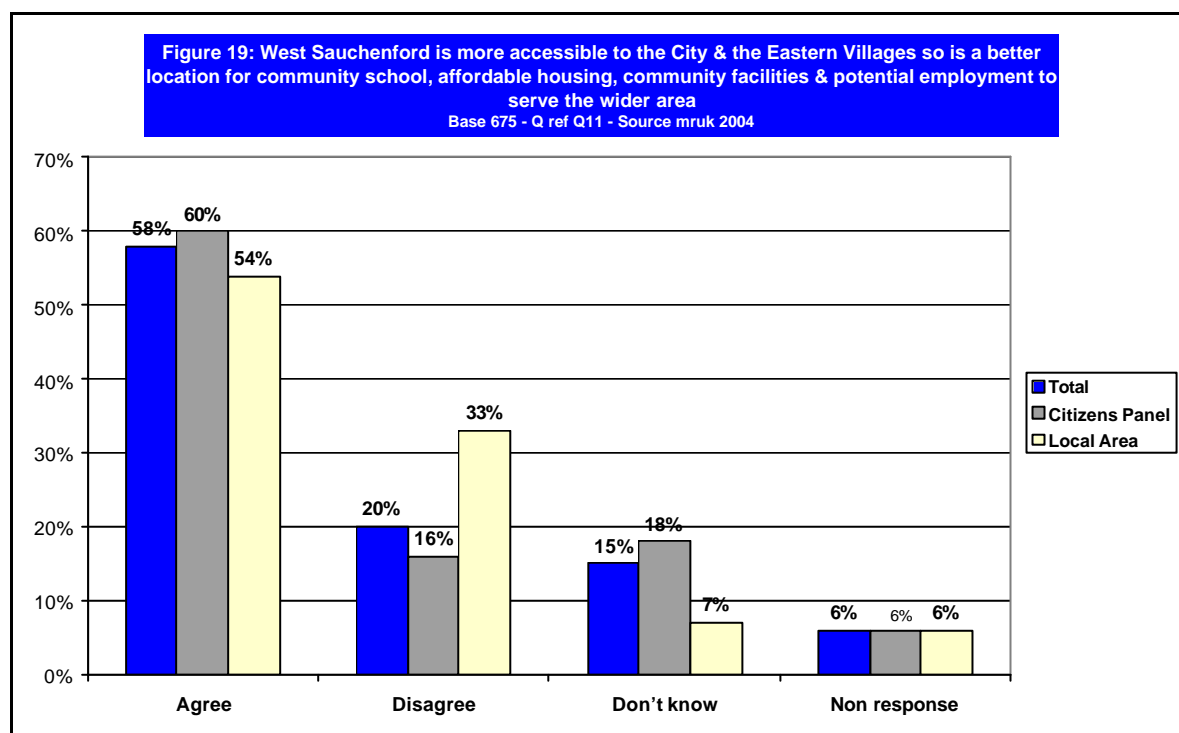
- | | |
|---|---|
| <ul style="list-style-type: none"> ■ Durieshill would have less of a visual impact on Stirling and the Eastern villages | <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Mean = 2.30</div> |
| <ul style="list-style-type: none"> ■ Durieshill better retains the distinct identity of the Eastern Villages and Bannockburn as it is further away | <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Mean = 2.48</div> |
| <ul style="list-style-type: none"> ■ If the West Sauchenford site is selected, the proposed greenbelt between West Sauchenford and Bannockburn would have to be wider than it is now | <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Mean = 2.16</div> |
| <ul style="list-style-type: none"> ■ West Sauchenford would result in the loss of land of lower environmental quality than Durieshill | <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Mean = 2.19</div> |

4. COMMUNITY ISSUES

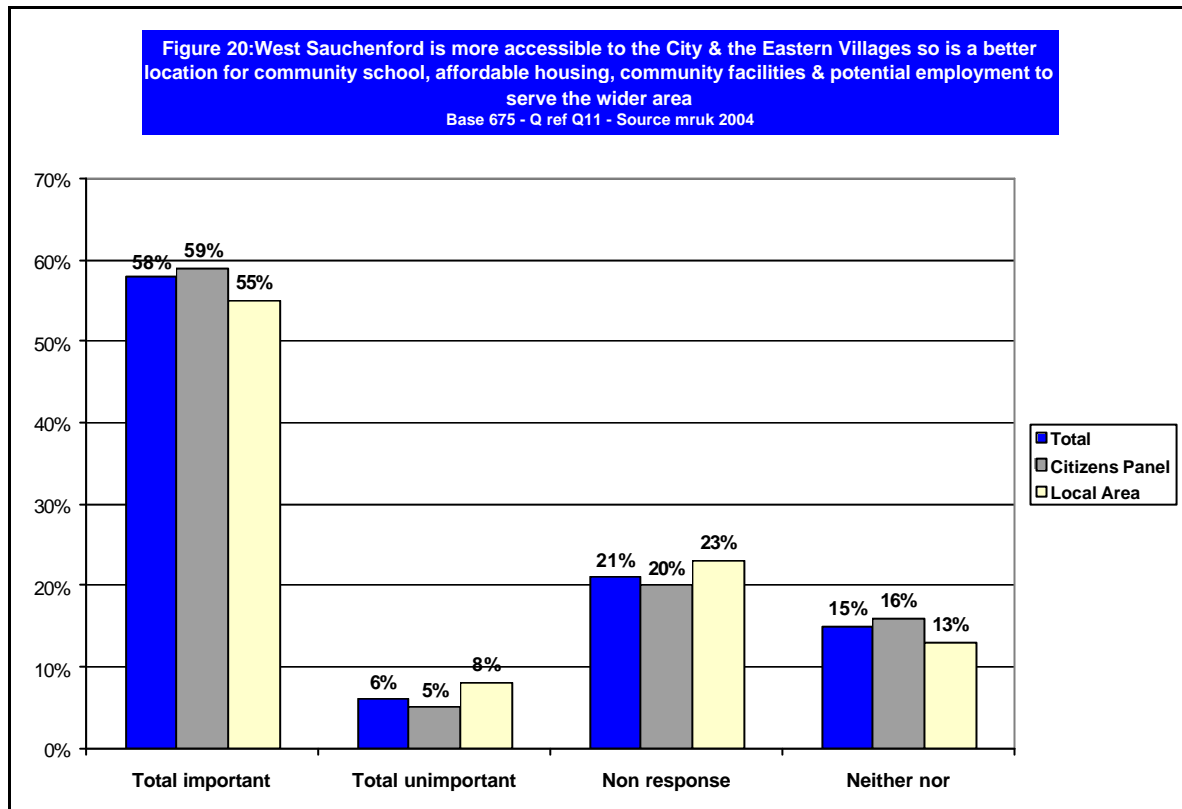
4.1 WEST SAUCHENFORD – SERVING THE WIDER AREA

Figure 19 below, shows that the majority (58%) of respondents agreed with the statement that West Sauchenford is more accessible to the City and the Eastern Villages so is a better location for community school, affordable housing, community facilities and potential employment to serve the wider area. Local area respondents were less inclined to say that they agreed with the statement (Bannockburn (41% agreed); Fallin (44% agreed).

A third of local area respondents disagreed with the statement.



Again, most respondents (58%) believed that this issue was important⁸. Local area respondents in Bannockburn (26% said it was 'very important') and Fallin (28% said it was 'very important') were less inclined to see this issue as 'very important' than those from other areas and the Panel (33% felt it was 'very important' overall).

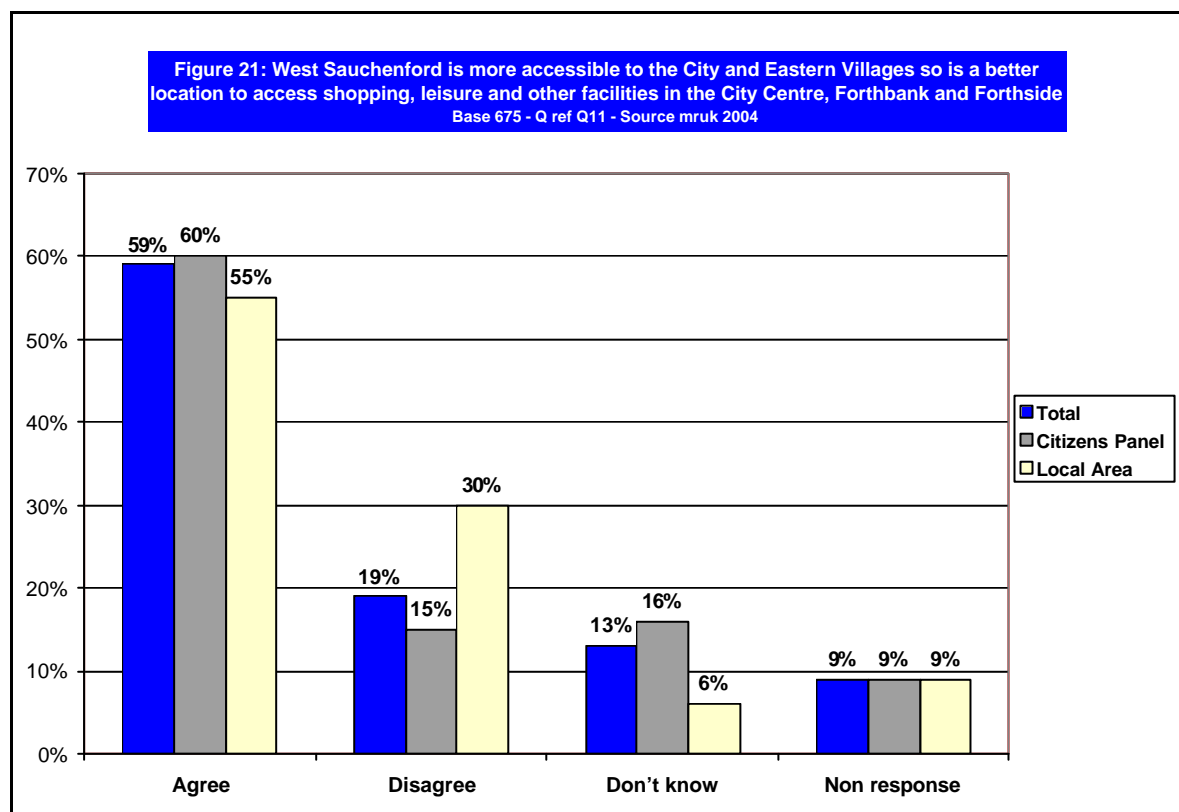


⁸ Respondents saying 'very important' (coded as '1') or '2' were grouped together to provide a 'total important' score. Code '3' responses were seen as 'neither important nor unimportant' and codes '4' and '5' were grouped to produce a 'total unimportant' score.

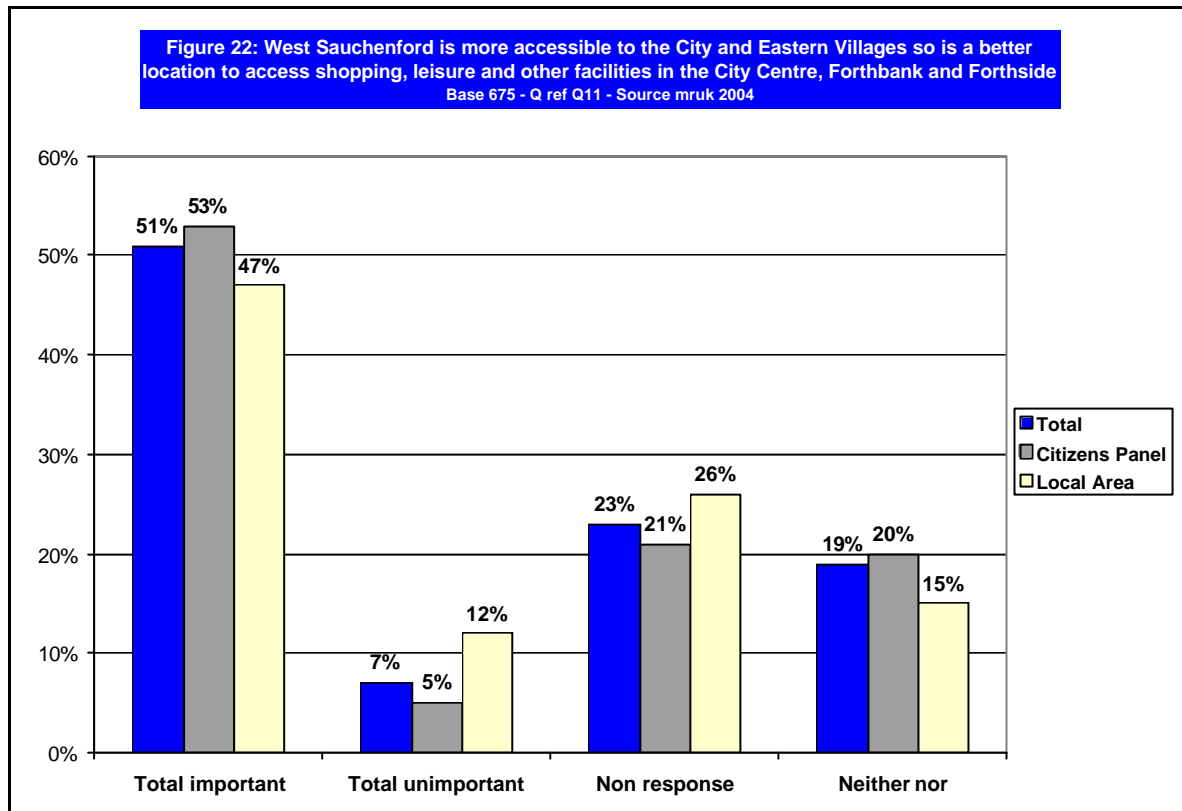
4.2 WEST SAUCHENFORD – ACCESSING SHOPPING AND LEISURE

As can be seen in figure 21, most respondents (59%) agreed that West Sauchenford is more accessible to the City and Eastern Villages so is a better location to access shopping, leisure and other facilities in the City Centre, Forthbank and Forthside. As with the issue above (4.1) local area respondents were less inclined to agree with nearly a third (30%) disagreeing with the statement.

Panel respondents (62%) and those living in Cowie (63%) were more inclined to agree with the statement.



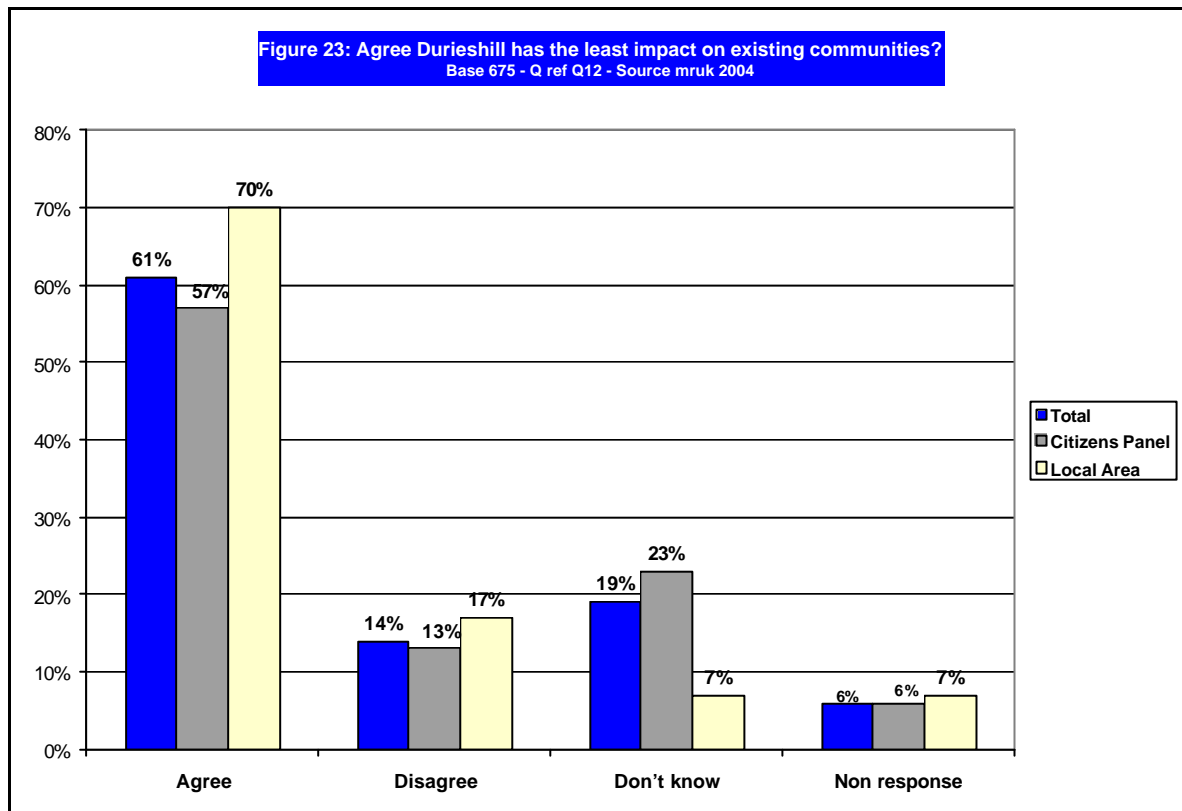
Again, most respondents (51%) thought that this was an important issue⁹. However, nearly a quarter did not respond and under one in ten (7%) felt that the issue was unimportant.



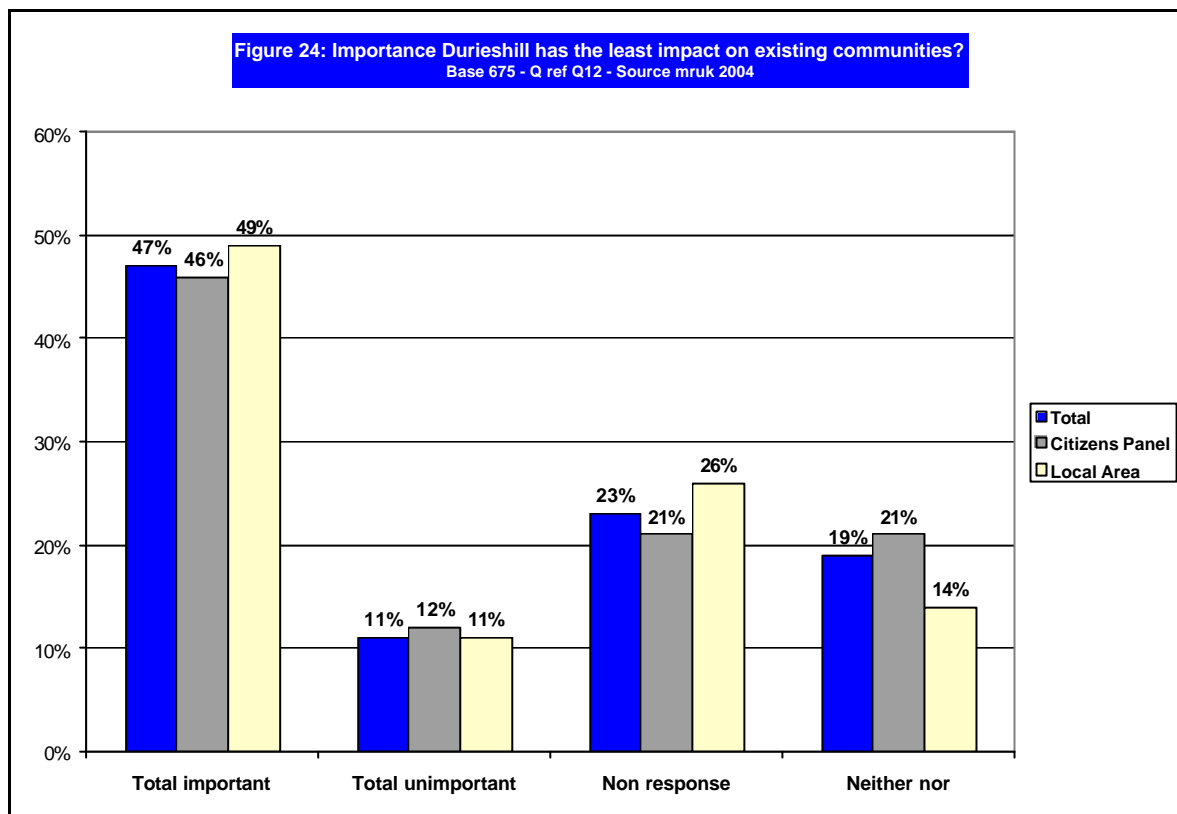
⁹ Respondents saying 'very important' (coded as '1') or '2' were grouped together to provide a 'total important' score. Code '3' responses were seen as 'neither important nor unimportant' and codes '4' and '5' were grouped to produce a 'total unimportant' score.

4.3 DURIESHILL – IMPACT ON EXISTING COMMUNITIES

The majority of respondents (61%) agreed with the statement that Durieshill has the least impact on existing communities. However, a still significant number (14%) disagreed. A fairly large proportion of respondents did not respond to the question (19%). Local area respondents were more inclined to both agree (70%) and disagree (17%).



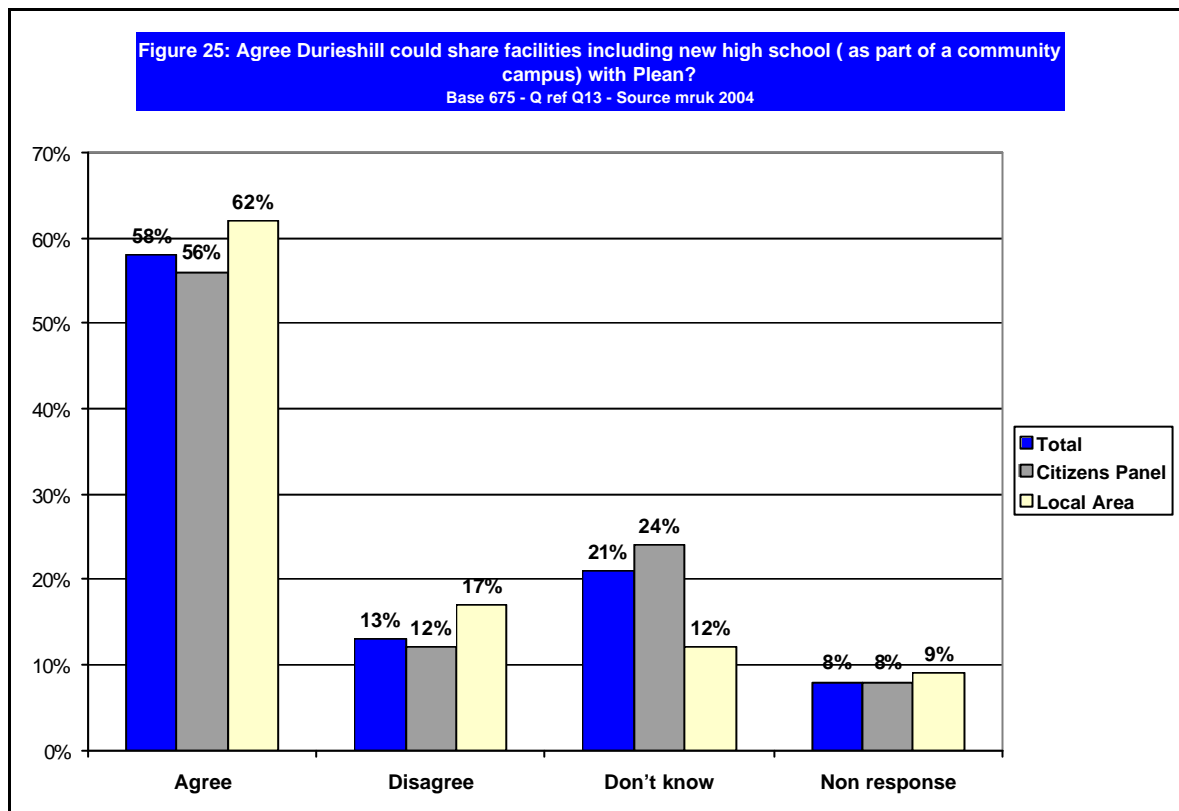
Only 47% of respondents saw this issue as important¹⁰. Again, a significant proportion (23%) did not respond to the question.



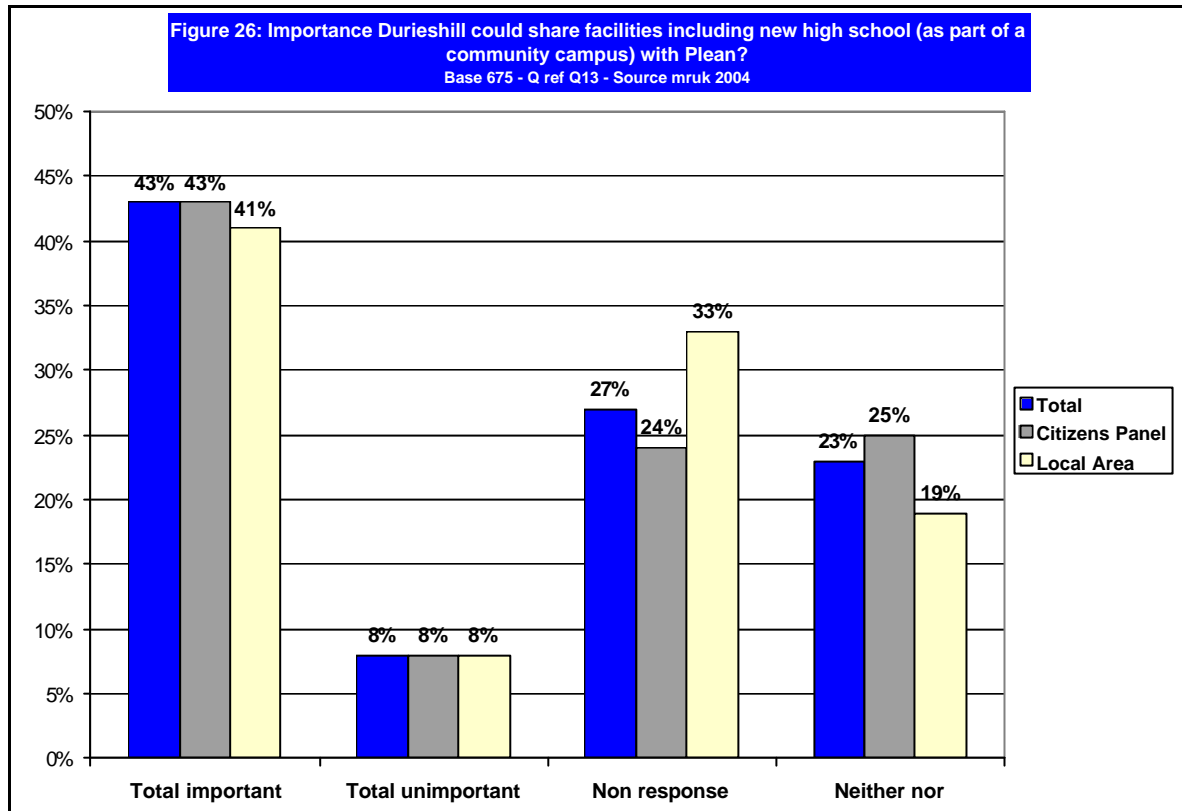
¹⁰ Respondents saying 'very important' (coded as '1') or '2' were grouped together to provide a 'total important' score. Code '3' responses were seen as 'neither important nor unimportant' and codes '4' and '5' were grouped to produce a 'total unimportant' score.

4.4 DURIESHILL – SCHOOL SHARE WITH PLEAN

As can be clearly seen in figure 25 the majority (58%) of respondents agreed that Durieshill could share facilities, including a new high school with Plean. Only 55% of Plean respondents agreed with this. Respondents in Bannockburn (67%) and Fallin (76%) were more inclined to agree with the statement than anyone else.



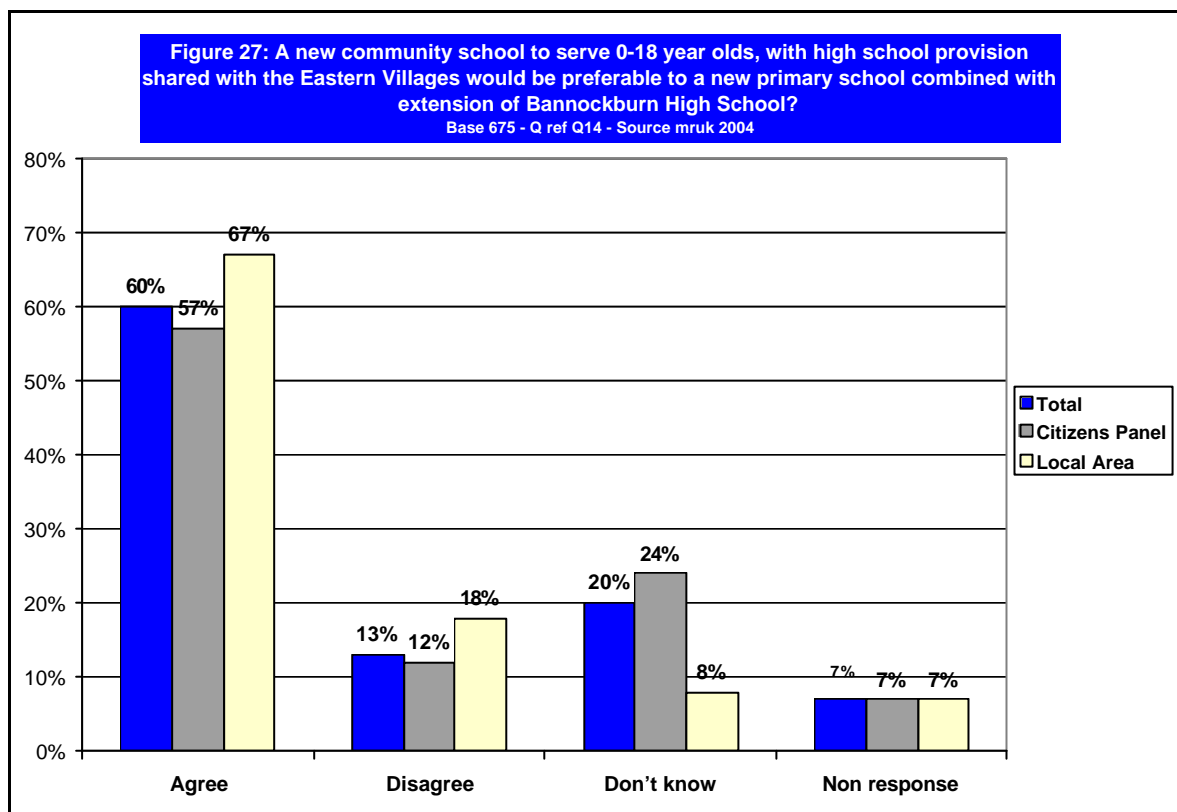
Only 43% saw this as an important issue¹¹. This question also received a high non-response rate of 27%.



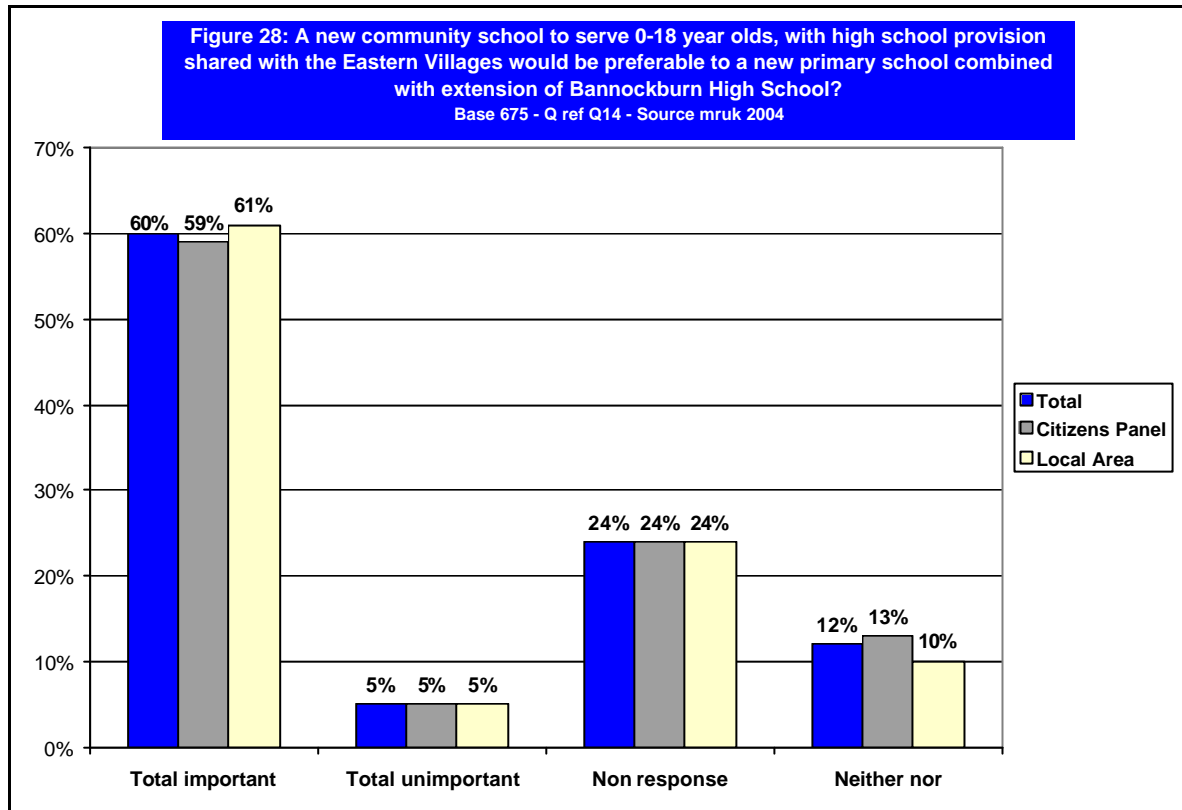
¹¹ Respondents saying 'very important' (coded as '1') or '2' were grouped together to provide a 'total important' score. Code '3' responses were seen as 'neither important nor unimportant' and codes '4' and '5' were grouped to produce a 'total unimportant' score.

4.5 NEW COMMUNITY SCHOOL

As can be seen in figure 27 the majority (60%) of respondents agreed that a new community school would be preferable to a new primary and extension of Bannockburn High School. Once again, local area respondents and particularly those living in Bannockburn (70%), Cowie (67%) and Fallin (72%) were more inclined to agree with the statement.



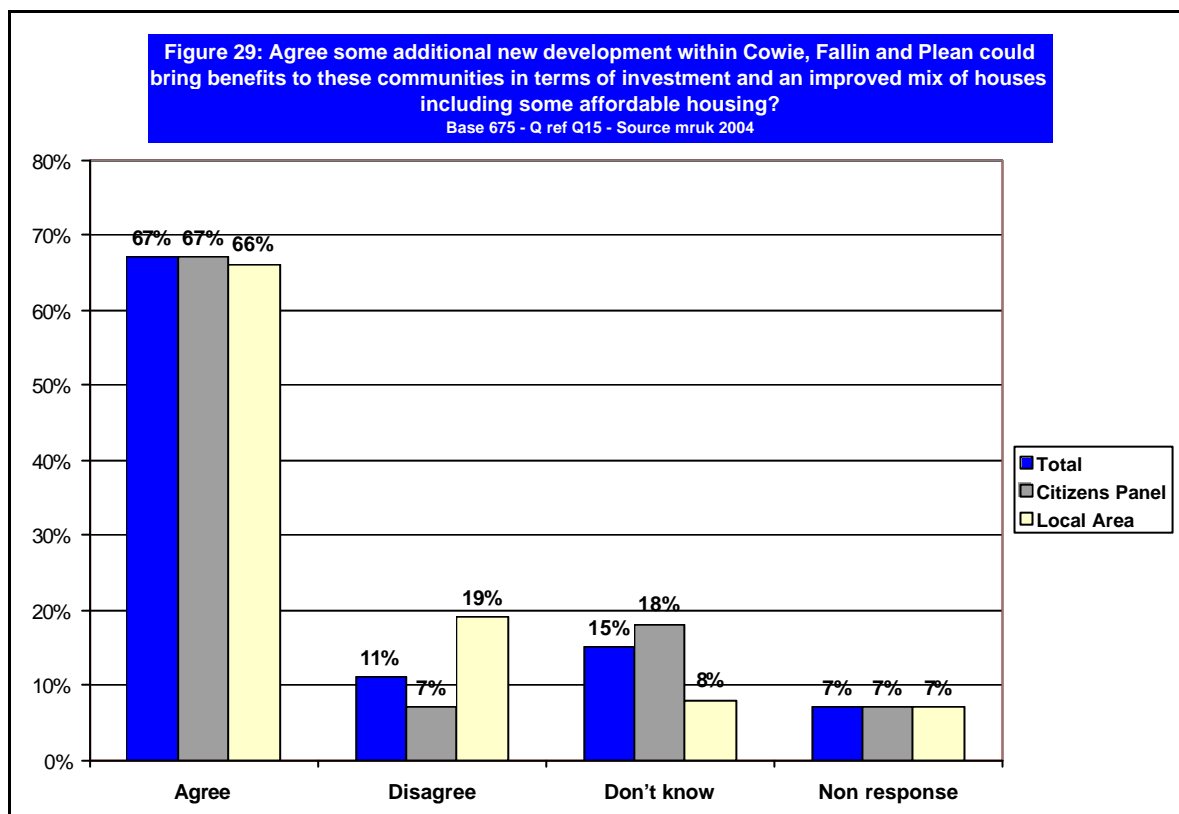
The majority of respondents (60%) saw this as an important issue¹². Again, nearly a quarter did not respond.



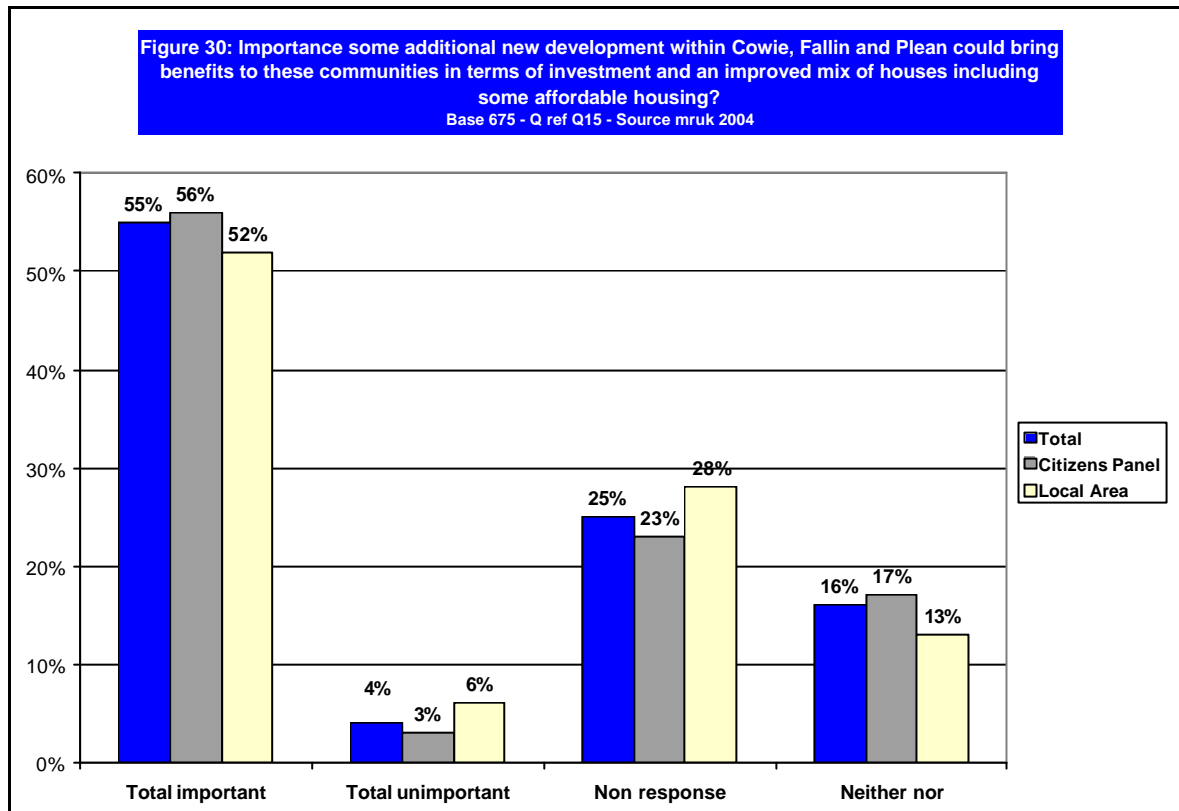
¹² Respondents saying 'very important' (coded as '1') or '2' were grouped together to provide a 'total important' score. Code '3' responses were seen as 'neither important nor unimportant' and codes '4' and '5' were grouped to produce a 'total unimportant' score.

4.6 INVESTING IN COWIE, FALLIN AND PLEAN

As can be seen in figure 29 below 67% of respondents agreed that some additional new development within Cowie, Fallin and Plean could bring benefits to these communities in terms of investment and improved mix of houses including some affordable housing.



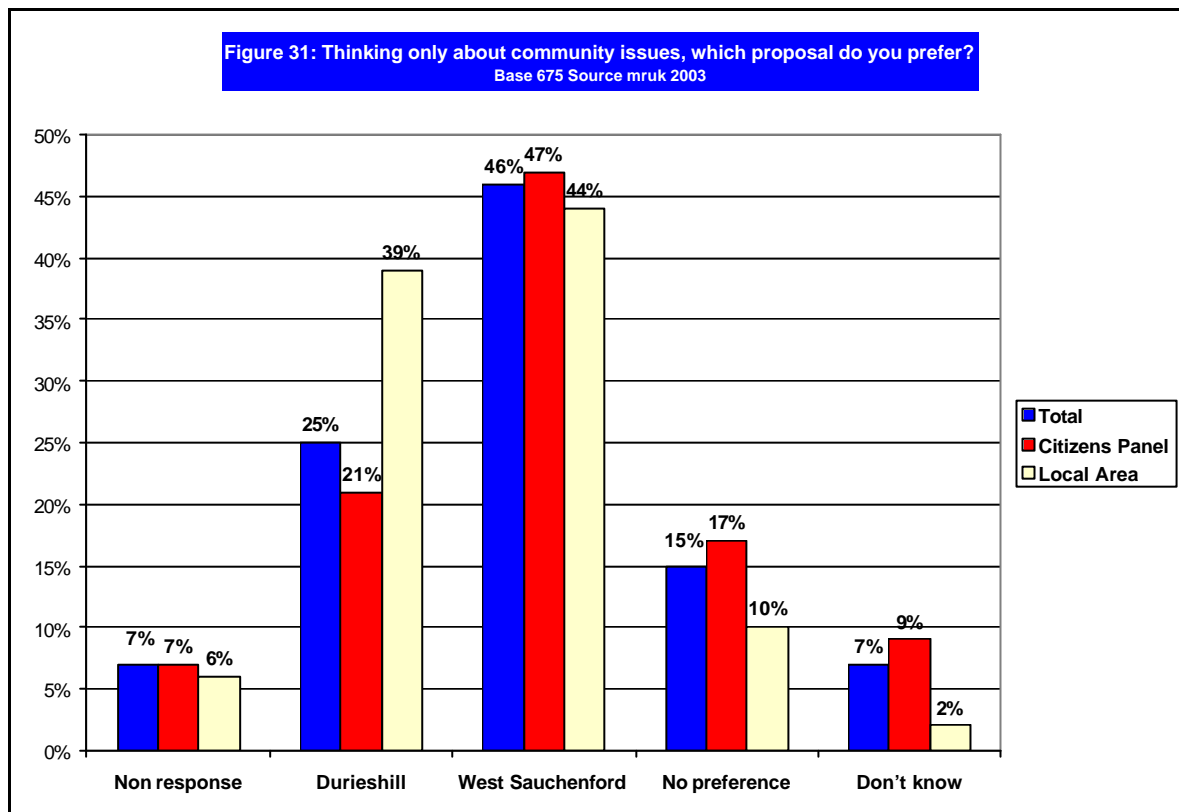
Just over half of respondents (55%) felt that this was an important issue¹³. Only 4% felt that it was unimportant. Again, a fairly significant 25% did not answer the question.



¹³ Respondents saying 'very important' (coded as '1') or '2' were grouped together to provide a 'total important' score. Code '3' responses were seen as 'neither important nor unimportant' and codes '4' and '5' were grouped to produce a 'total unimportant' score.

4.7 OVERALL VIEWS - COMMUNITY ISSUES

Figure 31 shows that the most preferred site is West Sauchenford (46%). Once again, local area respondents were markedly different to other groups in that 39% (70 respondents) preferred the Durieshill site when thinking only of the community issues discussed above in section 4. Respondents in Plean and Cowie preferred the West Sauchenford site.



Again respondents were allowed an opportunity to add any specific comments about community issues. 106 respondents responded, although mostly these were separate comments – the key response groups are noted below.

- School and community facilities should be carefully considered (9 responses)
- Extra retail and medical facilities should also be considered (7 responses)
- More affordable rented housing should be available (7 responses)
- Shared facilities would increase traffic (5 responses)

- Stand-alone communities should be the goal (5 responses)

Focusing on the importance given to each of the six community issue related questions it is clear that they were all given fairly similar levels of importance when looking at each questions importance mean score, these being:

- West Sauchenford is more accessible to the City and the Eastern Villages so is a better location for community school, affordable housing, community facilities and potential employment to serve the wider area

Mean = 1.95

- West Sauchenford is more accessible to the City and Eastern Villages so is a better location to access shopping, leisure and other facilities in the City Centre, Forthbank and Forthside

Mean = 2.13

- Durieshill has the least impact on existing communities

Mean = 2.28

- Durieshill could share facilities, including a new high school with Plean

Mean = 2.27

- A new community school would be preferable to a new primary and extension of Bannockburn High School

Mean = 1.82

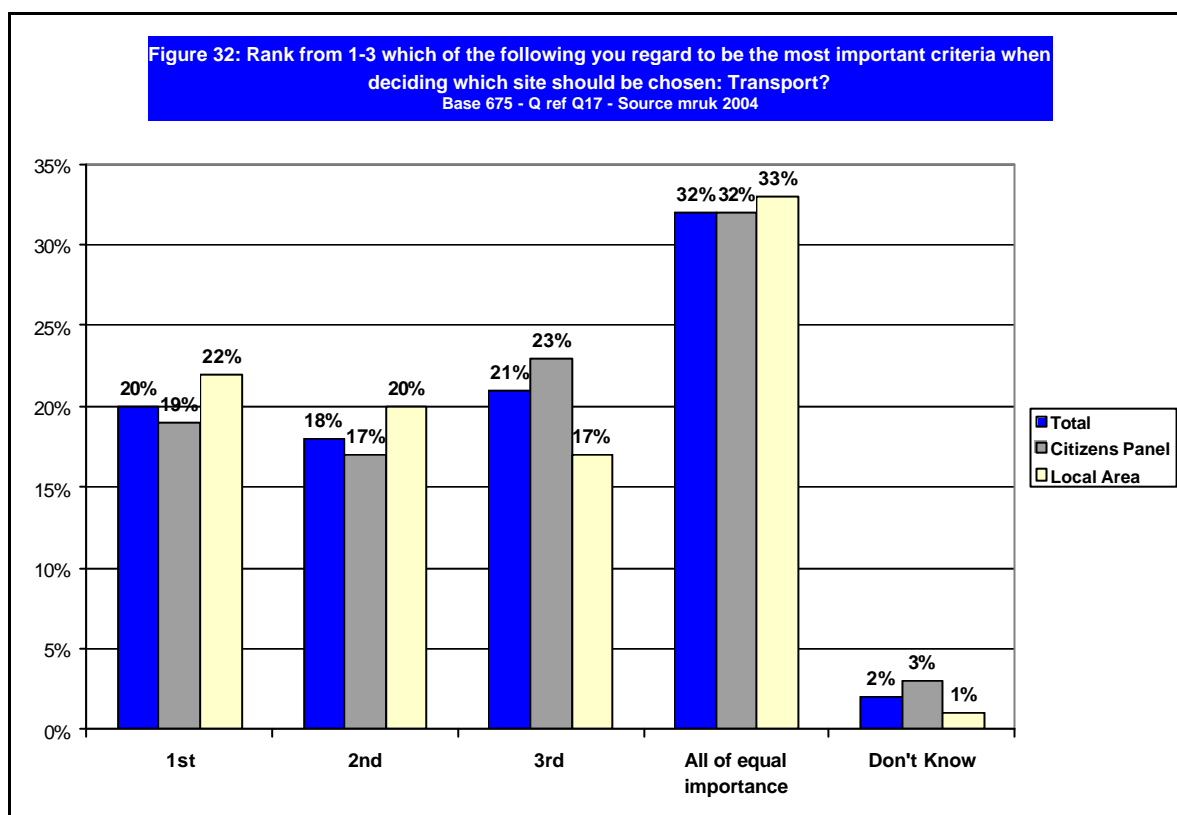
- Some additional new development within Cowie, Fallin and Plean could bring benefits to these communities in terms of investment and improved mix of houses including some affordable housing

Mean = 1.93

5. RANKING IMPORTANCE OF ISSUES

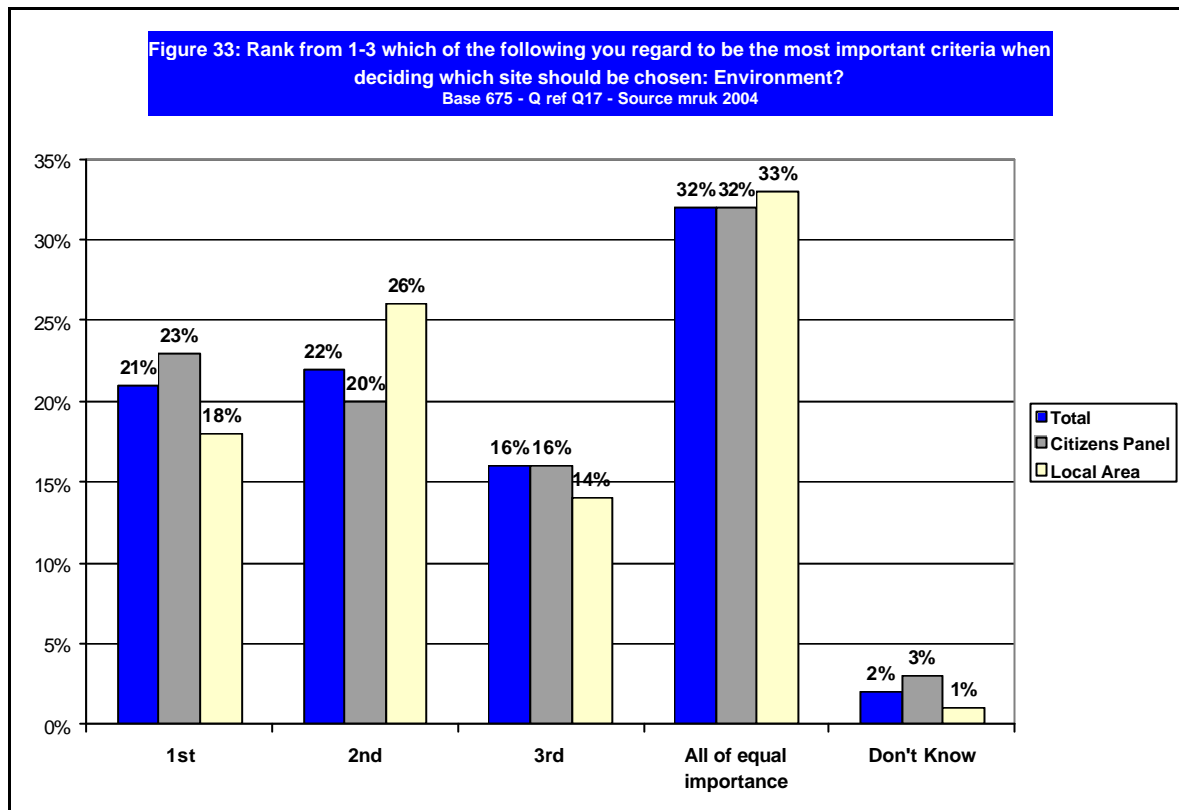
5.1 TRANSPORT ISSUES

Figure 32 shows that 20% put transport as the first choice key issue; 18% as second choice and 21% as third choice.



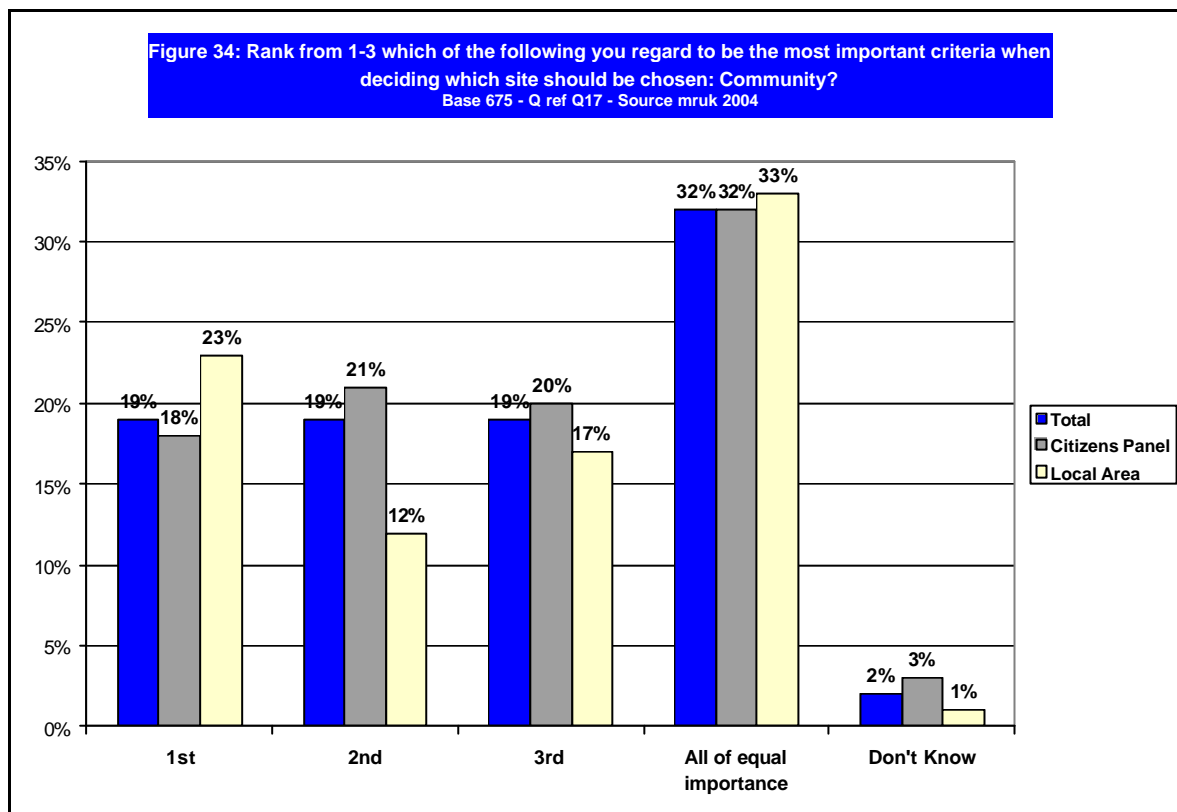
5.2 ENVIRONMENTAL ISSUES

Figure 33 shows that 21% put environment as the first choice key issue; 22% as second choice and 16% as third choice.



5.3 COMMUNITY ISSUES

Figure 34 shows that 19% put community as the first choice key issue; 19% as second choice and 19% as third choice. As can be seen local area respondents were more likely than other to choose this issue as their first choice.



Overall, covering transport, environmental and community issues 32% (215 respondents) felt that all three issues should be given equal priority when choosing a site.

Furthermore, when looking at the mean importance scores for all three main question areas analysis shows that:

- Transport related questions had mean importance scores ranging from 1.52 to 2.19 resulting in an average mean of 1.86.
- Environment related questions had a mean importance scores ranging from 2.16 to 2.48 resulting in an average mean of 2.28.
- Community issue related questions had a mean importance scores ranging from 1.82 to 2.28 resulting in an average mean of 2.06.

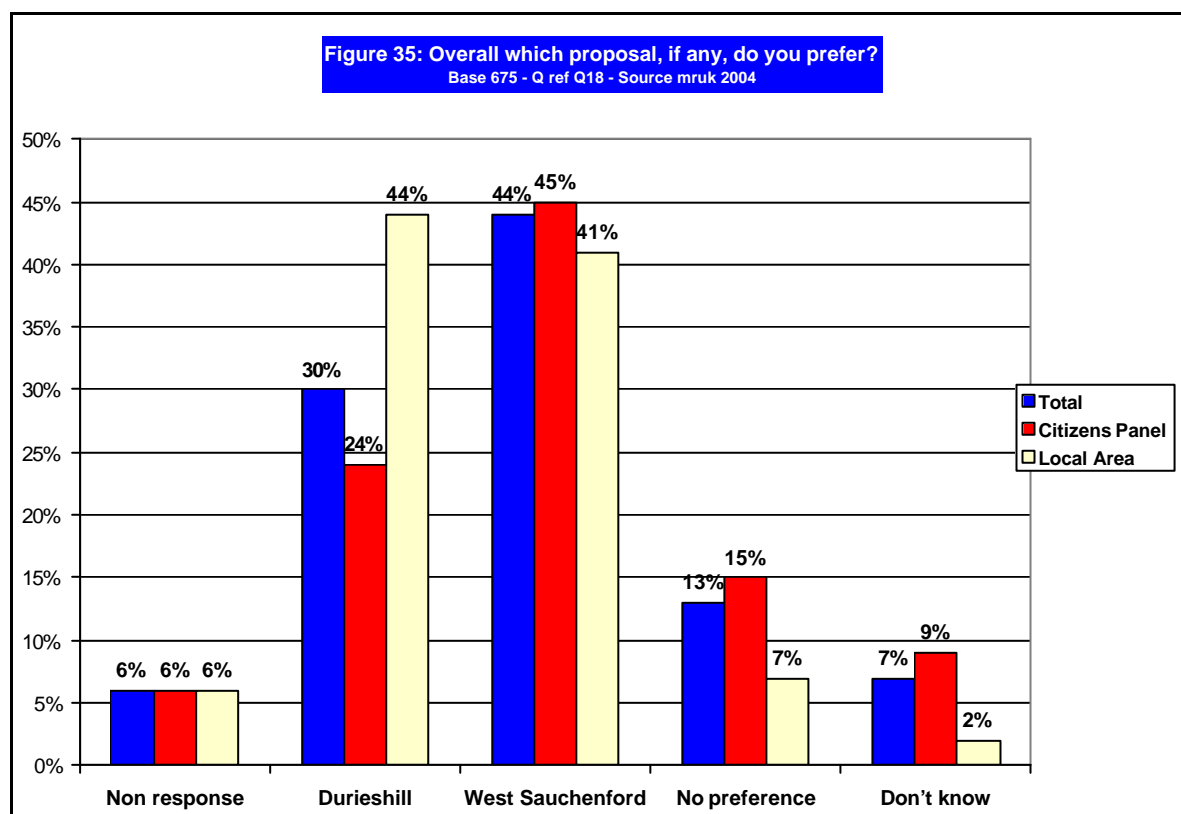
From this analysis it shows that overall transport related issues are of most importance to respondents, with community issues coming next in terms of level of importance overall.

6. KEY PREFERENCE

6.1 OVERALL PREFERENCE OF SITE

Taking into account all of the issues respondents were asked to say which of the options they preferred overall. Figure 35 provides details of this and shows that West Sauchenford was preferred by most respondents (44%) compared to Durieshill which had the support of 30% of respondents. As with previous questions the responses from local area respondents differs significantly from those from the Panel – 44% (80 respondents) from the local area supported the Durieshill proposals, while slightly less (41% = 75 respondents) supported the West Sauchenford proposal.

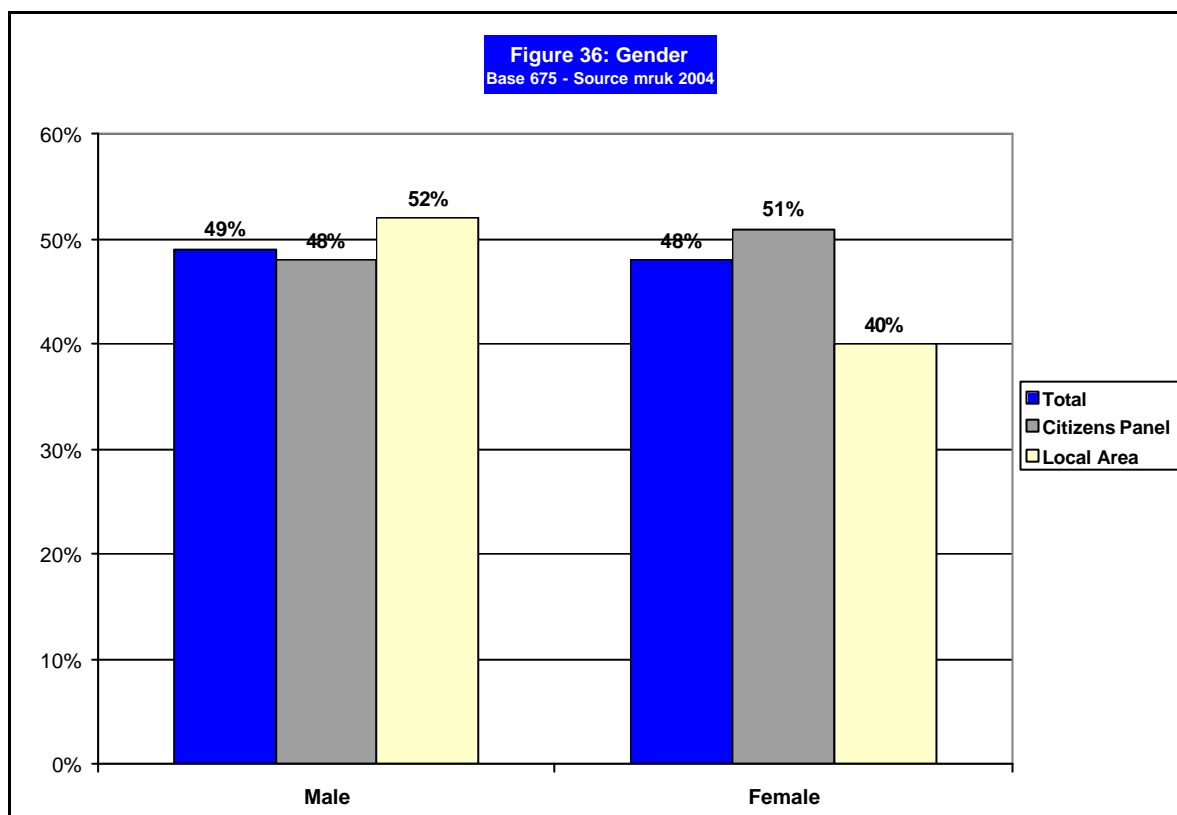
Looking at the main client group responses there are no significant differences in response levels when looking at gender, age-band or car usage.



7. RESPONDENT CHARACTERISTICS

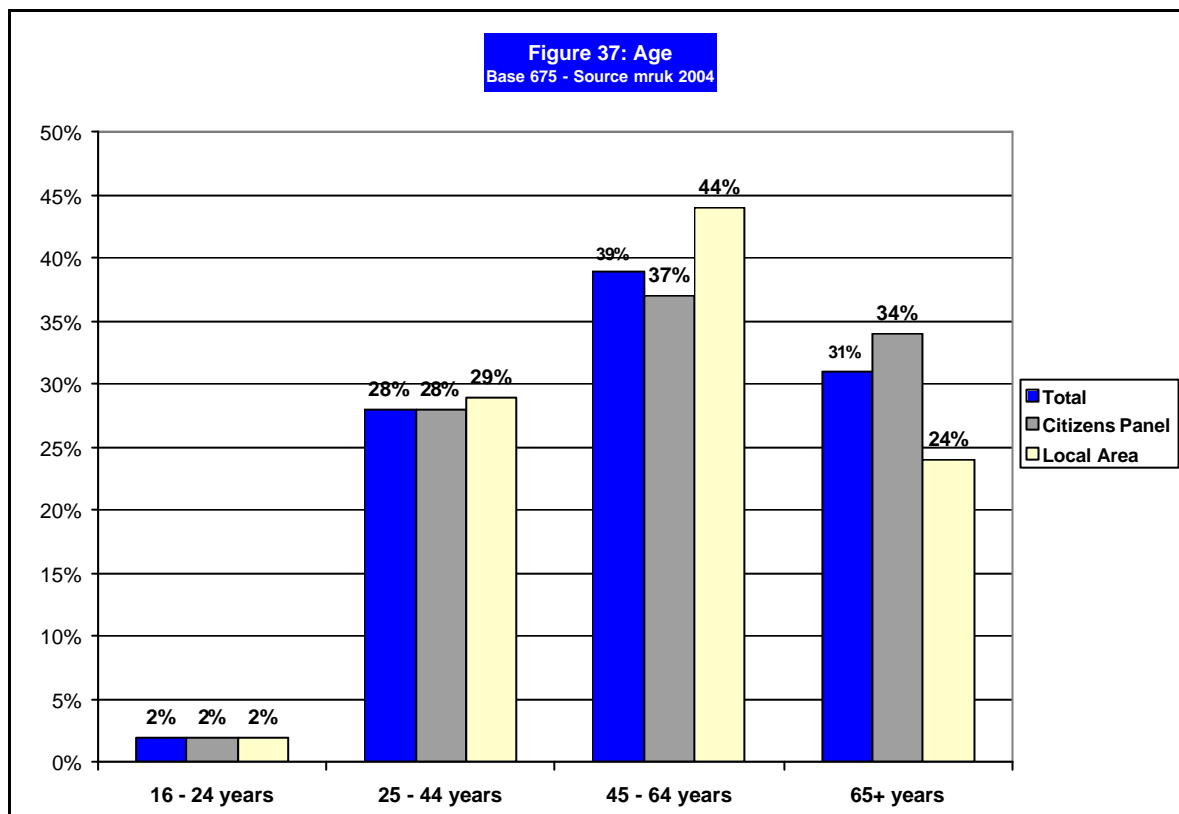
7.1 GENDER

Figure 36 shows that there was an even split between male (49%) and female (48%) respondents overall. 3% did not respond to this question. Slightly more males responded from local areas (52%) when compared to Panel respondents (40%).



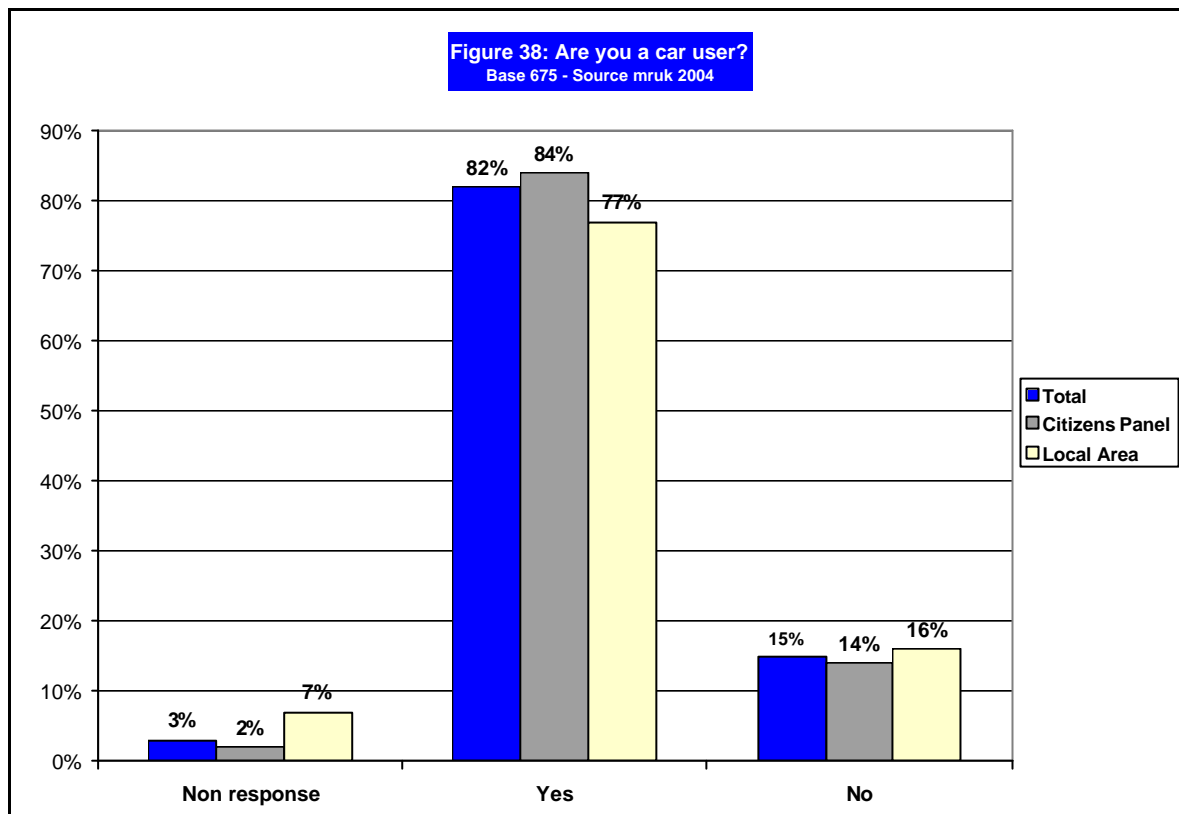
7.2 AGE-BAND

Figure 37 shows that very few young people responded to the survey (2% - equivalent to 11 responses). The largest single response group was the 45 to 64 age group (39% - equivalent to 262 responses).



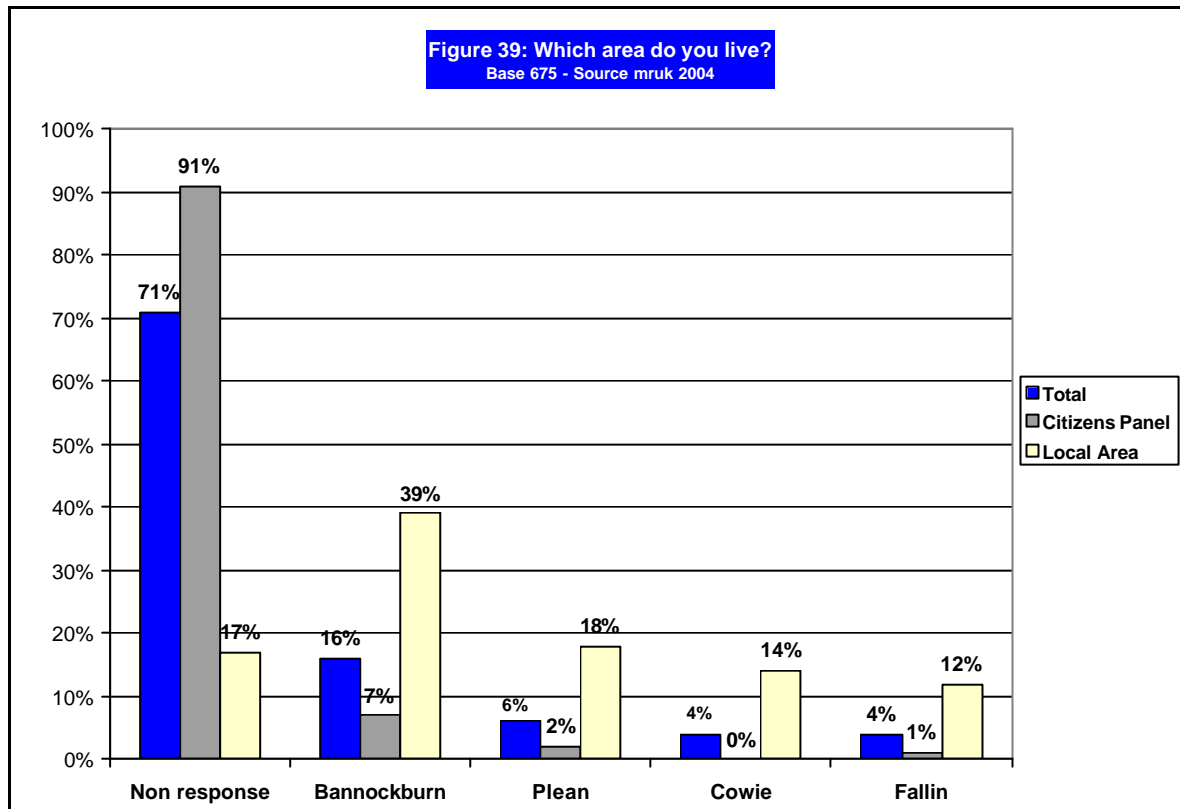
7.3 CAR USERS

Figure 38 shows that 82% of respondents were car users.



7.4 AREA

Figure 39 shows that 71% of respondents were from the Panel, while the remainder were from the local area (29%). The local area consisted of 105 respondents from Bannockburn, 40 from Plean, 27 from Cowie and 25 from Fallin.



7.5 Citizen's Panel Profile

Figure 40 shows that responses from the Panel consisted of 71% from urban areas and 29% from rural areas. This reflects the current urban/rural split of the Stirling Council area.

Fig 40: Citizen's Panel Profile

