



Histon & Impington Neighbourhood Plan Engagement

Report

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Contents

Executive Summary	4
Introduction	4
Methodology.....	5
Participant profile.....	5
Interpretation of the feedback	6
Key findings.....	7
Research Findings	10
Perceptions of Histon & Impington.....	10
Histon & Impington in the future.....	12
Facilities and things to do in Histon & Impington.....	13
Businesses, shops and the local economy	15
Housing in Histon & Impington	19
Transport.....	21
Traffic and pollution	23
Acknowledgments.....	26
Appendix A – Discussion guides for focus groups and interviews	27

Executive Summary

Introduction

Histon & Impington Parish Council works in partnership with South Cambridgeshire District Council, Cambridgeshire County Council and other organisations to develop new and improve existing facilities in the villages of Histon and Impington. Histon and Impington are Cambridgeshire villages in which around 8,000 people reside.

Histon & Impington Parish Council is leading the preparation of a Neighbourhood Plan to set out the community's vision for the Histon & Impington area over the next 15 years. The Plan will put policies in place that will help deliver that vision, determine sources of revenue, community spend, and influence planning permission for development in the area.

Histon & Impington Parish Council wished to engage with Parish residents in order to consult about issues, priorities and ideas for the future of the community, as well as determine likes and dislikes and satisfaction with living in the community. The findings from this engagement programme will be used to develop a Neighbourhood Plan Consultation Survey which will be conducted with Parish residents in autumn 2016.

With this in mind, the Parish Council commissioned Enventure Research to develop and conduct the engagement programme with Parish residents to find out what they think about the community, issues that exist and what they would like to see the community look like in the future.

Enventure Research conducted a series of focus groups and in depth interviews with people who live in Histon & Impington and local businesses.

This report details the feedback from the focus groups and in depth interviews. In total 31 people took part in the research, providing rich feedback to draw conclusions from.

Methodology

A series of focus groups and in depth interviews with people who live in Histon & Impington and local businesses was facilitated by researchers from Enventure Research, who followed a specifically designed discussion guide to allow all relevant topics to be covered. The discussion guide was designed in consultation with the Parish Council and examined important topics and local issues such as perceptions of the community, local facilities including shops and restaurants, housing development, public transport, the environment, traffic and pollution. Copies of the focus group and in depth interview discussion guides can be found in Appendix A.

The research took place between 2nd and 8th August 2016. Focus groups were conducted with residents of Histon & Impington which included a mix of males and females, different age groups and people from different locations around the community. A third focus group was conducted with managers and owners of local businesses based around the High Street area. A series of in depth telephone interviews was also conducted with residents and business owners. In total 31 people took part in the research.

Participant profile

In total 31 people took part in the research. We spoke to 20 residents of Histon & Impington and 11 owners and managers of local businesses.

The profile of the 20 residents that we spoke to is as follows:

Demographic	Count
Gender	
Male	6
Female	14
Age	
Under 44	7
45-64	10
65+	3

The split of males and females amongst the 11 business owners and managers we spoke to is as follows:

Demographic	Count
Gender	
Male	6
Female	5

Interpretation of the feedback

When interpreting qualitative research feedback, which for this research has been collected via focus groups and in depth interviews, it is important to remember that these findings differ to those collected via a traditional survey. Qualitative findings are collected by speaking in much greater depth to a select number of participants (in this case, 31 people). These discussions were digitally recorded and notes made to draw out common themes and useful quotations.

Therefore, it should be remembered that qualitative findings are not meant to be statistically accurate, but instead are collected to provide additional insight and greater understanding based on in depth discussion and deliberation, something not possible to achieve via a quantitative survey. For example, if the majority of participants in a series of focus groups hold a certain opinion, this does not necessarily apply to the majority of the Histon & Impington population.

Throughout this report, those who took part in the research are referred to as ‘participants’.

Key findings

Participants held overwhelmingly positive views of Histon & Impington as a place to live and work

All focus group and interview participants expressed positive views towards Histon & Impington and felt that it was a desirable place in which to live and work. The majority of participants described a strong, intergenerational sense of community spirit, explaining that the people who live there are friendly, engaged in local activities and welcoming to newcomers.

Attractive features of living and working in Histon & Impington included its proximity to Cambridge and access to good transport links, allowing residents to commute easily to other areas for work. Residents felt that the community had a lot to offer in terms of facilities and amenities for its size. In particular, participants suggested that the retail offer was very good, meaning that people rarely had to travel to nearby Cambridge to access shops and other services.

Other positively rated aspects of life in Histon & Impington included the quality of teaching at local schools, the range of open green spaces for leisure and exercise and the volume of different groups and activities available to residents for participation in.

Maintaining the unique identity of the community is an important priority for the future

When asked to consider what they would like Histon & Impington to be like in 15 years' time, participants hoped that the community would continue to maintain its unique and independent identity. Concerns were raised about the impact of the community's expansion, with a number expressing that they did not wish for Histon & Impington to simply become a suburb of the city. Participants discussed the need for residents to remain engaged and active participants in their local community in order to support the continued independent nature of Histon & Impington.

Of interest, one participant opined that Histon and Impington had two distinct village identities rather than a single combined identity. Whilst no other participants offered this opinion, a number did feel that there was something of an imbalance of services favouring Histon over Impington and expressed the hope that more could be provided in Impington to help address the disparity.

Further housing development in Histon & Impington is expected, but there are anxieties about the consequential impact on local services, the greenbelt and affordability

Nearly all participants felt that new housing developments in Histon & Impington were inevitable due to the desirability of the community as a place to live. Most were somewhat open to the idea of new developments providing additional housing stock in the community, but with the proviso that appropriate infrastructure would be implemented to support the expansion of the community.

Participants were particularly concerned with preserving greenbelt land and open public spaces, but tended to support the idea of developing disused sites, with the old station site being frequently cited as a potentially suitable location.

Affordability was of importance to many residents, particularly those living alone or those with young families. Participants described a rapid rise in house prices over recent years in Histon & Impington, suggesting that the community was becoming less diverse as a consequence of certain demographic groups being 'priced out' of the area and young people leaving to go to live and work in more affordable areas. It was proposed by a number of participants that new housing developments should offer a range of differently-sized properties, including flats and smaller houses, to help combat this problem.

There is a concern about the availability of school places in Histon & Impington

Participants held very favourable views towards the schools in Histon & Impington overall. For some residents who had moved into the community, the quality of education in the community was a particular motivating factor. However, there was a great deal of concern about the availability of school places, with parents describing how local schools were already over-subscribed. Some participants reported that their children or grandchildren had been moved into temporary classrooms to try and alleviate the pressure on school places.

These participants were worried about the further impact on local schools from the influx of new residents from new housing developments. Rather than building new houses, some felt that the priority should be to build new schools, or expand existing schools to ensure that demand for school places could be met.

Some residents believe that the current medical facilities are not fit for purpose and that a new medical centre is required, particularly if the community continues to expand

Some participants expressed their frustration at not being able to get an appointment with their GP and not being able to park their car at their doctor's surgery. There was a concern that these problems would become worse with additional housing development and that consideration should be given to the development of a new, purpose-built medical centre.

Residents are pleased with the retail offer in Histon and Impington and business owners feel positively about working in the community

The majority of participants felt that the range of shops provided in Histon & Impington was very good, with residents explaining that they rarely needed to travel further afield to access goods and services. The high street in particular was felt to be thriving, and participants suggested that this was because many of the shops were fairly specialised and did not directly compete with each other.

Whilst most participants tended to focus on businesses with retail premises, some acknowledged that many of the new businesses in Histon & Impington were home-based and that a number of businesses were based at the nearby Vision Park.

Interestingly, whilst those working on the high street tended to feel positively about working in Histon & Impington, one business owner based in Vision Park felt that there was something of a divide between Vision Park and the rest of the community. It was suggested that further steps could be taken to ensure Vision Park and the businesses based there are integrated more fully into the local community.

The main challenges identified by participants who owned or managed a local business included the rise of internet shopping leading to increased competition, the general decline of high streets and the uncertain economic climate.

Residents and business owners also mentioned the disparity between the villages of Histon and Impington in terms of the facilities, events and activities taking place and it was felt more could be done to ensure that Impington catches up with Histon.

Traffic and parking are problematic during school times and rush hour

Traffic was felt to be a growing problem in Histon & Impington. Whilst some were able to avoid the busy period, most explained that the traffic could become very troublesome during traditional commuter and school travel times in certain areas of the community. The idea of developing a bypass to help reduce the volume of cars travelling through Histon & Impington at peak times and reduce congestion was discussed. Another suggestion was to alter the flow of traffic during busy periods by changing the traffic light patterns.

Parking around the high street, the guided bus stop and near local schools was also viewed as problematic. Many had the perception that parking regulations were not enforced in Histon & Impington and therefore there was no deterrence to prevent irresponsible parking in these areas. Two participants explained how local businesses and churches had taken positive steps to help address this by offering the use of their car parks to parents at school drop-off and collection times. This was felt to be an extremely beneficial move by the local community and was well-received by those who knew of it.

Public transport links on the whole are good, but for some people the buses are unaffordable, unreliable, infrequent and routes are not direct enough

Some participants regularly use public transport and find it reliable, particularly those who were retired and use bus passes. However, other participants suggested that public transport was expensive, particularly as a result of one provider having a monopoly on the provision. Participants also felt that it took too long to travel to Cambridge and that buses were unreliable and infrequent and could not be relied upon for commuting.

A few participants suggested that there should be better provision of public transport to neighbouring towns and villages so residents could use facilities elsewhere and proposed that this may also increase the number of visitors to Histon & Impington.

Cycling is an important mode of transport in Histon & Impington and more could be done to encourage people to cycle

A number of focus group and telephone interview participants were keen cyclists and emphasised the environmental and financial benefits of choosing this mode of transport. Some described how their children cycled to school or into Cambridge on a regular basis, whilst others commuted using their bicycles.

Although not all participants shared this view, some explained that it could feel unsafe to cycle on the roads in the area, particularly around the A14 travelling into Cambridge. Suggested improvements to cycling facilities included providing more cycle lanes and building a cycle bridge to help cyclists avoid dangerous traffic.

Research Findings

Perceptions of Histon & Impington

Understanding how people perceive the community, especially what they like most and what they see as shortcomings, provides important context to help Histon & Impington Parish Council understand attitudes and opinions on other issues such as improvements to the community. Participants were therefore asked how satisfied or dissatisfied they were with Histon & Impington as a place to live.

Generally, residents and business owners expressed positive views towards Histon & Impington and enjoyed living and/or working in the community. When asked how they would describe Histon & Impington, suggestions included words such as ‘diverse’, ‘affluent’, ‘comfortable’ and ‘safe’.

Very diverse, which is a good thing in a lot of ways. Female, resident

There are professionals there, it's an affluent village. Male, business owner

Comfortable. I feel like I've always been here. Female, resident

Many participants explained that there was a great sense of community spirit in Histon & Impington, with large numbers of residents eager to participate in community activities. This community-minded atmosphere was perceived as very important and a strong motivating factor for moving into and remaining in Histon & Impington long-term.

It's very much a community village. Female, business owner

People feel engaged with the community that they are a part of. Female, resident

Participants explained that a major contributing factor to the atmosphere in Histon & Impington was the attitude of those living in the community, with residents described as ‘friendly’ and ‘accommodating’. Some described how they had felt welcomed into the community after having moved in from other areas, commenting on how people stop to chat with each other in the street and the ease of making friendships.

People say hello to each other in the street...It's a really intergenerational village. Female, resident

We've been here just a few months and have made a lot of friends. Male, resident

There is a community spirit. You've only got to sit on the bench for five minutes and someone will come and talk to you. Male, business owner

Opinions were somewhat divided as to whether the community was quiet and peaceful, or whether it had more of a busy and vibrant atmosphere. Whilst for some a key attraction was the relaxed small village environment, others explained that Histon & Impington felt like a busy place to live and work, partly because of the growing size of the community and partly because of the amount of activities available for residents to get involved in.

It's a very quiet and peaceful village. Male, resident

It's becoming a very busy place I think. Male, resident

Histon itself has a lot going on which you can join in. Male, resident

Interestingly, one participant felt that despite being considered one village in administrative terms, Histon and Impington were separate villages with distinct identities, and was keen to maintain each of their individual qualities. This view could perhaps help to explain the difference in perception of those who thought that Histon & Impington was a quiet and peaceful community and those who thought it was vibrant and busy.

We talk about Histon and Impington as if it is a single entity, but in fact it is two villages and I am certainly keen to preserve the separate identities of the two villages – administratively they are one entity, but the sort of community interest of each of them is different. Male, resident

The range of shops and facilities in Histon & Impington were highlighted as an attractive feature of the community, with everything residents need being available in a convenient and easily accessible location. A number of participants explained that they rarely needed to travel into Cambridge as they could access almost everything they needed in Histon & Impington itself. In particular, participants were impressed with the range of shops on offer and some reflected that this range was particularly unique to Histon & Impington.

It's got everything...I think as a general package, Histon is very good. Male, resident

The facilities here are quite unimaginably good. There's no village within ten miles of here that has anything like the quality of the facilities that Histon has. Male, resident

In addition to the prevalence of shops and facilities in Histon & Impington, access to a number of different community groups, societies, activities, events and clubs was mentioned by participants. It was felt that, for a community of its size, Histon & Impington had a lot to offer people of all ages. Examples offered included societies, clubs, leisure groups and activities.

If you look at the number of societies and clubs – there are probably thirty or forty – it is quite remarkable. Male, resident

I think for young people there is lots to do. You've got your tennis club, and your football club. You've got Scouts, Brownies....There's lots of play groups and that sort of thing. Female, resident

It's usually about deciding what you're not going to do on the weekend as opposed to what you're going to do. There's just so much on offer. Female, resident

Only a minority of residents did not feel that the community was inclusive. Those holding this view tended to have lived in the community for a shorter amount of time, and one suggestion was that there was a potential divide between longer and shorter term residents. One resident explained how she herself felt included in community life and a part of the local community but that her husband had struggled as most activities took place in the daytime and therefore there were few things he could take part in due to work commitments.

I've heard there is a bit of a split with people who have been here a very long time...it feels like there is a bit of a separation between people who are coming in here for work and those that are 'originals'. Male, resident

My husband doesn't feel like he's a part of the community because he's at work all day and there's very little going on in the evenings that he can go along to really. Female, resident

The location of Histon & Impington was highlighted by a number of residents as a particularly attractive feature. Many participants explained that they wanted to live in a place with good transport links (particularly to Cambridge), but which also offered the opportunity for a ‘village life’.

If you live in Histon you get the best of both worlds. You do get the rural village life, but also the amenities immediately on your doorstep. Male, business owner

I was looking for a small community but also something with good transport links, and that was one of the draws. Female, resident

Histon & Impington in the future

In order to determine the vision for the community in the future to feed into the Neighbourhood Plan, the Parish Council wants to understand what people want Histon & Impington to be like in 15 years’ time and what they would like to see improved.

Many residents and business owners expressed the hope that Histon & Impington would continue to thrive long into the future. A common refrain from both residents and business owners was the desire to maintain the independent identity of the community. Whilst most participants expected Histon & Impington to continue to grow in size, preserving its identity as a distinct and separate entity from Cambridge was viewed as important.

To try and maintain the village character, the village facilities that we’ve currently got...Once they start to disappear that’s when your pubs start to close and you end up having a shell of a village with lots of houses but not the character it had. Male, resident

Although there will be growth and there will be changes, it would be nice if it remained a distinctive community rather than a suburb of Cambridge. Because it is a vibrant community...and it would be a shame if that were lost. Female, resident

The way Cambridge is expanding, it’s swallowing up pretty much every small town into the big Cambridge city centre. Male, business owner

It was felt that maintaining a cohesive community in the rapidly expanding environment of Histon & Impington would be a particular challenge to be overcome in order to preserve its independent identity. Participants discussed the need to ensure that residents remain engaged and active participants in their local community. Interestingly, one participant expressed the opinion that the size of the community was irrelevant, and that a far more important consideration was ensuring that all residents had appropriate access to local services and amenities.

There is the challenge of stepping up to that growth level so that people still feel engaged and involved here. Female, resident

I think the thing that makes people feel disenfranchised is not getting a place at the school, not getting a place at the doctor’s surgery, having to go outside the village to do things that other people in the village have access to. That’s what kills the community, not the size of the community. So as far as I’m concerned it could get a lot bigger. Female, business owner

As a consequence of its desirable location, further expansion in Histon & Impington was viewed as inevitable by almost all participants. In addition to new housing stock, it was expected that the demand for services such as medical and educational facilities would also

increase. Some were also optimistic about the impact on local businesses, suggesting that an increase in the number of those moving into the community would lead to increased prosperity.

There will be a lot more people and we will need more facilities like doctors and dentists and pharmacists...There will definitely be a knock-on effect in Histon and other villages. There will be more people coming into Histon and Impington. Male, business owner

Because we will have more people coming in, local businesses will prosper...the new development has already had an impact on us because there are more people coming into the village. Male, business owner

Some apprehension about the impact of future development on the local environment was raised by participants. The prospect of new housing being developed on greenbelt land was of particular concern for many, with participants citing the threats to local biodiversity, areas for children to play and explore nature, and places in which to exercise. Participants discussed the need to preserve open green spaces for the benefit of Histon & Impington residents.

The threats to the biodiversity as well. Because there are a lot of threats to the greenbelt which I'm really concerned about, and they're really, really biodiverse rich. Female, resident

I'd like to see plenty of the green spaces – nature, for the kids to be able to appreciate it. Female, resident

Facilities and things to do in Histon & Impington

The Parish Council wants to understand people's perceptions of the facilities on offer to residents and businesses and the quality of activities, events, recreational facilities and things to do in the community.

Histon & Impington is perceived to have an impressive range of facilities, offering almost everything its residents need in an accessible location within the community.

Everything you'd want in a market town or a city you've got in a microcosm. You've got the medical facilities, you've got a post office, you've got pubs, you've got two or three chemists, a dentist. We've still got a library, which many places don't have. Male, resident

We're an old couple and my husband has mobility difficulties but it is quite easy to get about here and access most things. Female, resident

Everything is really easy to walk to, even with a toddler in tow. Female, resident

The impression participants had of the local schools was particularly favourable, with some relatively new residents citing the educational offer as a major contributory factor in their decision to move into the community. One resident also commented on the availability of adult education.

The schools have got a really good reputation. Female, business owner

I think the schools are a big draw for people with young children. They have a good reputation and you can put your child into a school and go all the way through the system in the village. Female, resident

Adult education in the area is amazing. You've got so many choices and it's really good value. If you're on the waiting list you're not going to be on for very long. Female, resident

Although participants were happy with the quality of teaching at local schools in Histon & Impington, there was uncertainty about future pressure on school places considering the impact of further housing development in the community. It was suggested those moving into Histon & Impington would struggle to find places for their children at local schools.

We've built these houses and people have moved in and now they can't get into the schools. It seems to come as a shock every single time. Male, resident

I guess we'll need another junior school in the village really, unless the school is dramatically expanded. Female, business owner

A number of participants described how the growing demand for school places in Histon & Impington had already led to a situation in which the local infant school had been over-subscribed, resulting in the need to accommodate some pupils in temporary classrooms. There were also those who cited examples of parents already having problems with getting their children into local schools. For these participants, the priority was in meeting existing demands rather than adding to the pressure by increasing housing stock.

Last year my grandson ended up in a mobile class in the junior school...there were too many children, they were over-subscribed. Female, resident

There is an immense pressure on school places...My eldest child has had to be in a local crisis situation with regard to the school places. Female, resident

We need school places for the children who already live here, never mind adding in new housing stock. Female, resident

Participants were also very favourable towards the leisure and recreation facilities provided in Histon & Impington. In addition to specific sports clubs and activity groups mentioned, there was general satisfaction with the availability of open public spaces in which to pursue such activities, with specific reference to the Histon & Impington Recreation Ground.

We've got really good leisure facilities. Female, resident

We're very lucky – the rec here is fantastic. Both my boys have played football here for years and years. Male, resident

Having those pathways accessible so you can walk and run, and having the green open spaces is important for us. Female, resident

The importance of open public spaces was also highlighted by those who used them for relaxation purposes, and by those with young children.

I live in a flat, so for me being able to go and sit on a bench in an open area is nice on a weekend. I can go and take a book with me. Female, resident

If the rec wasn't at the end of the road, it would be a disaster for us. We've got a garden but it's not a particularly big one, so it's lovely to have somewhere for my five year old to run around as far as he can. Female, resident

Holmfield is beautiful. It's so lovely for children to explore. Female, resident

Although the majority of participants felt satisfied with the open public spaces in Histon & Impington, minor suggestions included improving the footpaths and providing more routes for walkers wishing to explore the countryside further. A small number of participants felt that the number of spaces open to the public should be increased.

There's not a lot of footpaths. Male, resident

Most of them get really muddy, so if you've got a buggy or someone who's not really very firm on their feet, there's very few paths. Female, resident

More radial routes to get out into the countryside and things. Female, resident

Focus group and interview participants discussed the potential need for new medical facilities in the community. Some felt that existing facilities were not fit for purpose, citing accessibility issues and the difficulties in getting an appointment. Some participants suggested providing an additional doctor's surgery or replacing the existing facilities with a new purpose-built medical centre. This was thought to be particularly important should Histon & Impington continue to expand.

It's not accessible, it's very difficult to get to. It's not particularly near a bus stop. For me, I think we need a proper health centre, with the doctors and the dentists and the pharmacies all there. Male, resident

Really in this day and age we should have a medical centre, a proper, modern medical centre, and I would like to see it with a considerable amount of parking. Female, resident

If we are going to get all these extra houses then we actually need to get a proper health centre. The doctors are great, but I hear that people actually struggle to get appointments. Male, resident

Interestingly, whilst there was an overwhelmingly positive impression of the services and facilities on offer in Histon & Impington as a whole, some participants opined that there was something of an imbalance in the distribution of these in favour of Histon. Some residents of Impington explained that they would like to see facilities located within their area and there were also those who felt that more activities and events should take place in Impington, with the Parish Council doing more to promote this.

The balance of services sits very much in the interest of Histon...Yes we are two villages, but there's very much the 'rich' and the 'poor' as far as facilities go. Male, resident

I would love to see something nice at our end of the village. We have a little shop and a funeral house, and that's it. Female, resident

All the stuff is at one end of the village. Female, business owner

Businesses, shops and the local economy

The Parish Council is interested in finding out about what residents think about the quality of the shops and other businesses in the community and exploring the experiences of those who run businesses in the area. The Parish Council is keen to ensure that Histon & Impington remains an attractive place for businesses to be located and that the local economy thrives.

Positively, most residents participating in the research felt that the business offer in Histon & Impington was very good, with the shops in the community able to provide for most of their day-to-day needs without the need to travel further afield into Cambridge.

It's very convenient. I don't have to go into Cambridge for much. Male, business owner

I think it's fantastic. We have a greengrocers, and a butchers and a post office, and a gift shop. We have a bakery. And now we have some café options. Female, resident

I think the provision is really good. I couldn't really think of anything that I would be missing. I can get what I need in the village, I don't have to go into Cambridge. Female, resident

One participant commented on how he believed that the current arrangement was successful because many of the local businesses were 'specialised', and therefore did not pose the threat of competition to neighbouring businesses. Some people also felt that local businesses worked in co-operation to meet the different needs of the community. In a similar vein, whilst a number made reference to the fact that there are several pubs in Histon & Impington, it was suggested that all are successful because they serve different needs within the community.

One of the good things about the shops here is that they largely don't step on each other's toes...There's an independent toy shop, there's the gift shop, the meat shop, the veg shop, there's a hairdresser. They've all got their own thing. Male, resident

There's a lot of pubs, but I think they kind of suit different clientele. So there's one that's in Impington rather than in Histon, there's the one that's considered the 'young people's pub', there's the one with CAMRA beers in it...They're quite well differentiated, they're all serving a different need. Female, resident

The majority of business participants felt that Histon & Impington had a thriving local economy and were optimistic that this would be maintained in the future. Some were less confident however, given the uncertain economic climate, focusing particularly on the outcome of the recent referendum about Britain's future in the European Union.

It was good until Brexit, but there's a very different feel about it now. I don't know how it will be in 12 months' time. Female, business owner

In this climate, people aren't willing to risk too much at the moment, not with what's going on with the Brexit and so on. People would rather sit tight and wait and see what happens in the next year or two. Male, business owner

In comparison with the perception that facilities and services tended to favour Histon over Impington, some business owners felt that more importance should be allocated to the retail offer in Impington.

Sometimes businesses outside of Histon aren't included...There's a lot that Impington has to offer. Female, business owner

The shops and things are all very centred around the High Street and it would be nice to try and kind of spread that out a bit. Female, business owner

Few participants could offer suggestions for types of businesses which were lacking in Histon & Impington, as most felt that the retail offer was very good already. Where suggestions were made, these included restaurants, DIY shops, clothes shops and a florist.

An eatery for the evenings – there's not an alternative to a pub. Female, business owner

DIY shops – where you can get screws and a bit of paint. Female, resident

We did have a florist, but the florist closed. Female, business owner

I'm trying to think what I actually have to go into town for, and basically it's clothes shopping, which I wouldn't expect in a small village. Female, resident

Those who owned or managed businesses in Histon & Impington tended to be satisfied with working in the community. Interestingly however, one participant felt that there was a distinct difference between the businesses based in the high street and those based in Vision Park. He described how the majority of his customers were those working in the business park rather than local residents and felt that Vision Park was not always accepted as being part of the local community.

Histon is a nice place to work. I mean, I'd hate to be stuck out on some industrial estate. Male, business owner

That Park has probably about 1,500 employees, so it definitely helps the community, but there definitely seems to be some kind of friction. I don't think Vision Park is seen as part of the community. Male, business owner

Although most discussions surrounding local businesses tended to focus on those with retail premises, a number of participants mentioned the rise of home businesses and home working in Histon & Impington.

If you go outside of the retail side, I imagine most of the developments are home-based people, doing software, particularly, and using home offices, because it is a very opportunistic way of developing a business cheaply in this area....They're doing it online, they don't need a premise. Male, resident

When asked how the Parish Council could support local businesses, business owner participants offered relatively few concrete suggestions. Some participants simply suggested ensuring that the interests of Histon & Impington are well-represented at District and County level. Others suggested that rather than focusing their efforts on encouraging new business start-ups in Histon & Impington, the Parish Council could simply provide support to existing businesses and try to ensure direct competition that may threaten local businesses is avoided by carefully monitoring the types of new businesses moving into the community.

The only thing they could really do is mention us every now and again. Male, business owner

I think the Council is just concerned with filling the shops up. Once they've filled the shops up, people pay their business rates, and they're not necessarily concerned with what the knock-on effect is on other businesses around. So if a Subway was to open there, potentially one of the other cafes closes down. Male, business owner

A small number of participants suggested that improvements to the broadband offer and mobile internet coverage should be made in order to help support local businesses and those who work from home.

Broadband is absolutely appalling in certain pockets of the village...Here we are right next to Cambridge, with many, many people running their own businesses from home...you need broadband these days. Female, resident

There have always been problems with the internet. Female, business owner

When asked to consider whether they would be interested in attending a local business networking event, most business owners participating in the research felt that this would be useful. Others provided examples of similar existing events, demonstrating that some resources are already available to them as business owners.

Some sort of business fair for all the businesses that are actually in the village?...It could be a stall, if you've got something to offer on a stall. Female, business owner

'Come and meet your local businesses' – so that people can come and see what we've got...I bet a lot of people don't know what's there. Male, business owner

There is a business network group already in the village that meets once a month on the first Thursday of every month. Female, business owner

On the other hand, some business owners felt that attending such an event would be of limited or no use to them personally. Reasons for this included the specialist nature of their businesses, meaning that interaction with businesses operating in different sectors would be irrelevant, and that it may not be as relevant to home-based business owners.

It would be of interest, but [our business] is so specialist that I think it would be a very limited market for us...I'm not sure if it would benefit us. Male, business owner

There is a load of stuff like that, but for our business it would be a total waste of time. Female, business owner

When asked to consider the challenges of working in Histon & Impington, a number of participants focused on those posed by changes in societal attitudes or technological changes. One participant, for example, highlighted the general trend in the decline of traditional high streets. Others centred their discussions around the rise of internet shopping and the move towards online correspondence. Positively however, one participant seemed less concerned, considering that internet services were never going to offer the personal touch that independent businesses provided.

People are buying things online so we're having to spread our wings a little bit, and that's the biggest challenge for us as a Histon business. Male, business owner

Everybody wants everything at their fingertips now, to be able to deal with it instantly. They're not prepared to wait. Female, business owner

One thing we all have in common is the personal service. And that's one of the strengths of an independent or local business. It's knowing that you're making someone's day who potentially hasn't had a chat with anyone all day, and that's lovely to be able to do that. And you can't do that online. Female, business owner

The proximity of Cambridge was identified as another threat to businesses operating in Histon & Impington, with some suggesting that people would be more inclined to do their shopping and seek out services in the city rather than in the community. However, this view was not held by all participants. One participant explained how he felt that Histon & Impington would be a cheaper and therefore more desirable place to run a business than Cambridge.

Well, our biggest challenge in our trade is the fact that we're not in Cambridge. Male, business owner

Cambridge is getting so expensive, they will look at other places to have their business, like Histon, where the rates are probably more favourable. Male, business owner

Other challenges faced by business owners in Histon & Impington included finding suitable retail space and finding a location with suitable parking for customers.

If we were to expand, it would have to be outside the village, because there isn't the facility in the village. Female, business owner

That's the only thing about attracting new businesses – where is the parking going to be for people to visit those businesses? Female, business owner

Business owners also mentioned the expense of renting and owning premises, focusing on the fact that current rates are perhaps set at too high a level for some businesses and that the costs of running a business are escalating.

Histon rents and rates are very high...I've got a friend in London who pays three quarters of what we do. Male, business owner

Property is going up, gas, electric, everything is going up and up and up. Male, business owner

One business owner went on to say that not everyone in the community was aware of the shops and businesses on offer and that more could be done to increase awareness, particularly for newcomers to the area.

We're trying to increase awareness of what the village has got. Because I'm sure that there are newcomers to the village that just don't know. Male, business owner

A number of business owners described the important role social media plays in business promotion. Almost all participants who managed or owned businesses used social media to some extent. Some also provided examples of specific community websites which they used to find and share information about Histon & Impington businesses.

Social media is the key...that's the way forward. Male, business owner

There's a few community ones. There's Histon and Impington People, there's Histon and Impington Selling, and there's Histon and Impington Business Network, which is quite small. There's probably more...It's really good. I don't use it very much but I read it and it's good for promoting events. Female, business owner

Housing in Histon & Impington

The Parish Council is keen to gain an idea of whether people in Histon & Impington feel that the community needs more housing, and if so, the scale, type and size of developments and how the Neighbourhood Plan should make provision for new development.

Participants felt that Histon & Impington was a desirable place to live considering its location, amenities and community-focused atmosphere. As such, there has been a huge demand for housing in the community and house prices appear to have dramatically increased over recent years, to the extent that it has largely become unaffordable to all but the highest earners. One

participant described how the unaffordability of property in Histon & Impington had resulted in a lack of diversity amongst its residents.

When we were looking, we felt that anything half decent in Histon and Impington goes like that. And we lost two or three where we made offers but were gazumped. Male, resident

Currently it's very expensive. It's very unobtainable, I would say, to a lot of people. Female, resident

It's always going to be a certain demographic that can afford to live here. So I don't think it's ever going to be very mixed here...In some ways that's a detrimental thing because there are always going to be benefits to being exposed to a mixture of people. Female, resident

The issue of buy-to-let property was raised by some participants as a contributing factor to the lack of housing available to purchase in Histon & Impington and the high prices paid by those in privately rented accommodation. One participant described the issue of the availability of Council managed accommodation locally, citing the long waiting list.

A lot of the property in Histon is buy-to-let, and people on the lower incomes are renting...Certainly in my experience, I know of people on higher incomes who buy up streets of houses as they're built and rent them out to pay off their own mortgages. Male, resident

People who are on the Council waiting list have got possibly five years before they can get a property. In the meantime they're paying extortionate rents privately. Male, resident

Whilst most participants were generally open to the idea of new housing being built in Histon & Impington, almost all felt that careful consideration needed to be put into the location of any new developments. Particular objection was raised with regard to the prospect of building on greenbelt land. Others warned of the dangers associated with building in flood risk areas.

It's about making sure that things are built sensibly and that there are green spaces and so on. Female, business owner

On brownfield, on some of the disused sites. On some of the derelict sites, not onto virgin greenbelt. Female, resident

You need to make sure that you pay attention to flood risks in this village. We're a relatively low-lying area. The Environment Agency give very clear guidance on their maps about what is a flood risk area and yet we seem to let developments go ahead. Male, resident

Participants also felt that planning for new developments should encompass the need for affordable housing of all sizes, particularly flats and smaller houses for single professionals and those with young families. Some felt that unless more affordable houses for young people and families are provided, many young people will leave the community to live and work elsewhere.

I think there needs to be additional, properly affordable housing so people don't feel they have to move away from this community if they've grown up here and this is where they want to make their lives. Female, resident

My issue with housing is that I don't want a four bedroomed house. I want a one bedroomed flat that I can buy...about 55% of my take-home salary goes on rent and bills. Female, resident

When asked about suitable locations for new housing developments, a common suggestion offered by participants was the old station site. One participant explained how the site was an ideal location for more affordable housing, such as flats.

I'd like to see the station development sorted out finally as to what they're going to do with it. Female, resident

There's a whole patch of land by the old station that is currently sitting looking an absolute mess...Potentially there's room for some flats there. Because we do need affordable homes, but it needs to be low impact on the local environment. Female, resident

Transport

Participants tended to agree that Histon & Impington had good transport links in general and that the benefits of living in the community included its proximity to Cambridge and the availability of public transport.

It's got excellent transport links. Male, resident

It's pretty good in this village. I think we're pretty spoilt for choice to be honest. Female, business owner

However, some problems were identified with the current public transport provision. One common complaint from participants was that public transport in and around Histon & Impington could be very expensive, particularly if travelling with children. One participant suggested that there should be more competition from other bus service providers to help ensure fair prices for those using the service.

I choose to drive in, because if I take the children in, it's pushing ten pounds to get there and back. Female, resident

They [my children] can get to Cambridge on their bikes. They would never use the bus because it's so expensive for them, even as children. Female, resident

We need competition, where the Stagecoach is not in total domination of everything. It's really unfair that we have to pay so much to one company that decides everything. Female, resident

Some participants felt that public transport in Histon & Impington was too infrequent and could be unreliable, whilst others criticised it for taking too long to travel to Cambridge. Another complaint was that it was difficult for young people attending sixth form in Cambridge to travel there by bus.

They're supposed to be every 20 minutes but I could be waiting 40 minutes for a bus. Female, resident

When I did commute into town on the number 8 bus, it could take me 45 minutes to get out of the village. Female, resident

For a school child, the sixth form colleges in Cambridge are really hard to get to.
Female, resident

Providing more stops or additional routes for buses was suggested by a small number of participants so that people could access other villages and towns and their facilities. This may in turn encourage more people to visit Histon & Impington.

The surrounding villages that are near to us – there is no bus service to Histon, apart from Cottenham...There's Girton, there's Oakington. There's no bus service into Histon from loads of places. Male, business owner

I always have a vision in my mind that there should be something like the Circle Line around the villages. Male, business owner

One participant mentioned the need for an additional guided bus stop in the community to help people to access this mode of transport.

If we could have another stop for the guided bus at the other end of the village I think that would really help. Female, resident

Some participants, however, defended the public transport offer in Histon & Impington, explaining that they had personally experienced few problems with punctuality or reliability. Others pointed out that whilst the bus might seem expensive, it was even more expensive to drive into Cambridge and park a car there.

Not once has it been late, not once have we had to wait for more than the required time, and not once has it been cancelled. Male, resident

It's a lot cheaper to get a bus into town than to pay for a day's parking in Cambridge.
Female, business owner

I know buses are expensive, but it's expensive to take your car into town. Female, resident

Participants had generally positive impressions of the cycling facilities in Histon & Impington. Most either regularly cycled or knew of others who did. Some parents explained how their children cycled into school or Cambridge rather than using public transport. However, some were less confident about the safety of cycling into Cambridge, worrying about the traffic on the main road leading into the city.

The cycle systems are fantastic. The bit that I don't like is cycling over the A14 because it's really dangerous. Male, resident

I never cycle into Cambridge because I'm terrified of the traffic. I take the bus. Female, resident

My children are not old enough to cycle all the way into Cambridge and cross the very major road on their bicycles. Female, resident

A few participants felt that the cycling facilities could be improved in order to encourage more residents to cycle rather than using their cars. Suggestions included providing more cycle lanes, taking inspiration from other European cities and building a cycle bridge so that cyclists could avoid traffic and travel more safely.

A few years ago our son and some of his work cycled from Denmark back to Cambridge to raise money...they said all the way through Europe it was absolutely brilliant...and then I don't know how many times they dived with death on the way back to Cambridge, but he said the difference was just staggering. Male, resident

What we need is a separate cycle bridge into Cambridge. I think that is the absolute number one priority for this village...There's plenty of room between the orchard and where the Holiday Inn is. Male, resident

Traffic and pollution

Many participants felt that traffic was a growing problem in Histon & Impington, particularly at school times and during the busy rush hour. Examples of areas experiencing particularly high levels of congestion were given, including Station Road, the green and near the post office.

In Histon the traffic situation is getting worse I think...The population has grown but the roads have remained the same, so the traffic is getting a bit crazy. Male, business owner

It's a nightmare along Station Road when the infant school turns out and when parents and their children are going to the junior school. Female, resident

Trying to get out of the village, you can be stationary for quite a long time. If you try to get out before 6.00pm you can be there for about 15 minutes. Female, business owner

Although few participants felt that speeding was a particular problem in Histon & Impington, most felt positive about the introduction of 20mph zones, particularly around the schools and residential areas.

Anywhere where you've got schoolchildren about I think should be 20mph zones. Male, business owner

A very good thing, if enforced. Male, business owner

Other suggestions for helping to slow or reduce the amount of traffic included building a bypass, so that cars could avoid having to drive through Histon & Impington, implementing speed bumps, altering the flow of traffic by means of changing traffic light patterns and promoting cycling further.

If you look at other villages like Milton, through traffic goes round it, whereas in this village all through traffic comes through on the main road...I think the only option here is for us to look at a bypass. Male, resident

You can also put a raised junction in around by the Co-Op. You can do things to slow the traffic down. Male, resident

They could change something to do with the timing on the lights...it's not letting enough people out at that time of day. Male, business owner

If you really promoted it as a cycling village and put in some more cycle lanes and stuff...and you really pushed the cycling thing, then I think you would alleviate some of that. I definitely know people who don't need to drive at all, but they never really think of cycling. Female, business owner

In addition to the increasing problems with traffic, parking in Histon & Impington was of concern to many residents and business owners. Most agreed that parking was difficult in the community, and that problems were exacerbated by a lack of enforcement of parking regulations. Around the high street and local schools were cited as particularly problematic areas. Limiting parking on school roads was viewed as a sensible solution to help ease congestion and increase safety for other road users.

Parking is difficult in the village. Female, resident

We have a perennial problem outside the infant school in particular with some people parking grossly irresponsibly. Female, resident

Limiting the parking down New Road at secondary school pick up times...if I'm trying to cycle my children home safely then the number of parked cars makes it very difficult. Female, resident

Some participants mentioned that a number of local businesses and churches had made their car parks available for the use of parents at school collection times to help alleviate the problems with parking. This was viewed as an extremely helpful move from the local community by those who knew of it.

One positive thing is that when they restricted the road to the junior school, some of the local businesses formally said that they were happy for people to park in their car parks...And that's brilliant...The Parish Council communicated that, and that's been really great. Female, business owner

The school has worked really hard with the local community, with the local churches that have got car parks and so on, to work out where people could put their cars. Female, resident owner

Whilst in many ways the proximity of Histon & Impington to Cambridge was viewed as a positive thing, participants discussed that this could also be a contributing factor to the rise in parking difficulties in the community. Participants explained that parking in Cambridge could be challenging and expensive, encouraging those travelling into the city to seek alternative parking arrangements in nearby villages.

Basically what is going to happen is Cambridge at some point is going to ban people from parking in Cambridge, and I think the villages are going to be nose-to-tail with cars. Female, business owner

Examples of other areas negatively affected by a lack of parking facilities were new housing developments and around the guided bus stop. Participants felt that providing sufficient parking should be an important consideration when planning for future housing developments.

When they build new houses they never build enough parking. Female, resident

People bring their cars and park in Impington to get to the guided bus or to the ordinary bus simply to save on the fare from Cottenham. Male, resident

Some participants felt that improvements needed to be made to increase safety for those using the roads and pavements in Histon & Impington. Some felt that more should be done to prevent unsuitable use of the pavements (for example, by cyclists) and others provided examples of where the pavements and roads required maintenance. One participant opined that the damage to the roads was likely exacerbated by the volume of traffic in Histon & Impington.

Having people on the bikes on the pavement riding where they shouldn't be. Male, resident

I think the roads are quite appalling. Where we came from, you got the odd pothole, but here the pavements are as bad as the roads. The traffic calming humps are all breaking. Male, resident

The state of the roads and the pavements. But I think that reflects the problem we've got with traffic – the sheer volumes of cars constantly going up and down to the school and lorries...Our roads probably weren't designed for that volume and weight of traffic. Male, resident

Pollution was not perceived as a particular problem in Histon & Impington by the majority of participants. Where concerns were raised, these tended to relate to air quality issues and noise pollution from the traffic. One resident felt that more should be done to monitor air quality around the community in order to ascertain whether it is a problem.

I don't open the office window to the front because we've got the zebra crossing outside, we've got the pelican crossing outside, and the Station traffic, the fumes from the cars...the noise level is quite high. Female, business owner

I would be very interested to find out what air pollution monitoring goes on in the village. Because there is a significant amount of traffic around the main junction in the village. Male, resident

Just one resident mentioned that litter was a problem and suggested that more bins should be provided.

There are not enough dustbins out...This can be a huge reason for the outstanding amount of plastic etc. thrown away on the streets. Female, resident

Acknowledgments

Enventure Research would like to express its gratitude to everyone who took part in the focus groups and interviews. We would also like to thank David Jenkins and Angela Young from Histon & Impington Parish Council for their help throughout the process.

Appendix A – Discussion guides for focus groups and interviews

Histon & Impington Parish Council – Neighbourhood Plan Qualitative Research Discussion Guide for workers and business owners

This guide is to be used for focus group and interview discussions. Please note this discussion guide is intended as a guide to the moderator only. Sections may be subject to change during the course of the focus groups if, for example, certain questions do not illicit useful responses.

Introduction (5 mins)

My name is.....and I work for a company called Enventure Research.

We are currently working with the Histon & Impington Parish Council to find out about peoples' experiences of (INSERT AS APPROPRIATE: owning or managing a business or other organisation here / working here) and what the Parish Council can do to best support businesses and organisations based here in the future. The primary role of the Parish Council is to represent local people on issues affecting the community, to District, County and Central Government. The Parish Council is developing a Neighbourhood Plan and your views will be used to develop a consultation questionnaire about the Neighbourhood Plan which will be sent to everyone in the community later this year.

IMPORTANT: Please be assured that everything you say during this session is totally confidential, so please be as open and honest as possible. There is no right or wrong answer. Enventure Research is an independent research agency, meaning that we are not part of the Parish Council and therefore will not be offended by your views. Enventure Research works to the Market Research Society Code of Conduct, which means that anything you say will be treated in the strictest confidence, and your comments will remain anonymous with nothing linked to you by name.

All views and opinions of all present are valid and your contributions will help shape the consultation. Please listen to other participants' views and try not to speak over each other.

I will be recording the session so I do not need to take notes as you are talking. However, the recording is only used to help me write my report and is deleted once it has been used.

The session will last for no more than 90 minutes. Do you have any questions before we begin?

Can you please introduce yourselves?

- First name
- Business / organisation name and sector
- Size of organisation / business
- Location of organisation / business in Histon & Impington

Perceptions of Histon & Impington (10 mins)

- What is it like to work in Histon & Impington?
 - Please think about the area specifically and not about the everyday nature of your job / role
 - Why do you say that?
- What word or phrase best describes Histon & Impington for you?
 - Why that particular word or phrase?
- What attracts businesses / organisations to be based here?
 - *Moderator to probe*
- What might prevent or deter businesses / organisations from being based here?
 - *Moderator to explore:*
 - *Lack of suitable premises*
 - *Recruitment issues*
 - *Transport issues*
 - *Parking issues*
- How important do you think it is that local businesses are based here?
 - What is their impact on the local economy?
 - Do they bring any benefits to the community? If so, what?

Histon & Impington in the future (5 mins)

We would now like you to think about Histon & Impington in the next 15 years.

- How would you like people to describe Histon & Impington in 15 years' time? [*Moderator to write list of responses on flipchart*]
 - What words or short phrases would you use and why?
 - Why do you say that?
- How would you not like Histon & Impington to be described in the future?
 - What words and phrases do you not want to be applicable to H&I in the future?
 - Why do you say that?
- How do you think the community will change over the next 15 years?
 - *Moderator to explore:*
 - *Reasons for the change?*
 - *Changing for the better or worse?*
- How do you think changes in the community will effect businesses and organisations based here?
- Do you think there will be more or less businesses based here in 15 years' time?

Jobs and the local economy (25 mins)

- How do you feel about the future prospects of your business / organisation?
 - Why do you say that?
- How could the Parish Council support your business / organisation to improve its prospects / operate more profitably?
- How do you feel about the local economy?
- Has the current economic climate affected the business / organisation you work for?
- How could the Parish Council better support the local economy?
- **For business owners only:** Where do you see your business / organisation in 5 years' time?
 - Are you considering taking on new staff / apprentices?
- **For business owners only:** Would a local business event help your business / organisation in terms of meeting other local businesses / organisations, being kept up to date on latest business news, opportunities for business etc.?
 - How would this help?
- **For business owners only:** What could the Parish Council do to create a better environment to enable your business / organisation to prosper?
- What could be done to create a better environment to enable new businesses and other organisations to prosper in Histon & Impington?
 - *Moderator to explore infrastructure such as:*
 - *Premises*
 - *Public transport*
 - *Broadband speeds*
 - *Roads, pathways*
- How could the high street be improved to enable new businesses and other organisations to locate there?
 - Would you like to get involved in improving the high street to encourage new businesses to re-locate there?
- How could the local area in general be improved to enable new businesses and other organisations to locate there?
 - *Moderator to explore:*
 - *New premises*
 - *Infrastructure such as transport, broadband speeds etc.*
 - Would you like to get involved in improving the local area to encourage new businesses to?
- What more could be done to encourage local people to start up new businesses in Histon & Impington?
- What types of businesses / organisations should be encouraged to locate in Histon & Impington?
 - What benefits would these bring to the community and why?

Infrastructure (15 mins)

- What do you think about the current infrastructure in Histon & Impington?
 - *Moderator to explore:*
 - *Congestion / road infrastructure*
 - *Cycle paths*
 - *Public transport*
 - *Parking*
 - *Broadband speed*
 - What effects do these have on your business / organisation?
- What do you think about the current public transport provision in the community?
 - *Moderator to explore*
 - *Good or bad public transport?*
 - *Access to Cambridge and London*
 - *Commuting via public transport*
 - *Frequency of buses*
 - *Guided bus*
- What could be done to improve public transport to encourage more people to use it for commuting?
 - *Moderator to explore:*
 - *Shorter journey time to Cambridge and / or London*
 - *Cheaper fares*
 - *More frequent buses*
 - *More reliable / punctual service*

Traffic and pollution (15 mins)

- [If not explored already] What do you think about traffic in the community?
 - Is there a lot?
 - Which areas of the community are affected the most?
 - Who in the community does this impact the most?
 - What effect does the traffic have on your business / organisation?
- What could be done to improve the levels of traffic in the community?
 - *Moderator to explore:*
 - *Introduction of 20mph zones*
 - *Impact parking has on traffic*
 - *Speed bumps*
 - *Pedestrian crossings*
 - *Reduction in HGVs*
- What do you think about the pollution levels in the community?
 - Is there a lot? Not much?
 - Where is there a lot? Where is there not much?
- What could be done to improve pollution in the community?
 - *Moderator to explore:*
 - *Minimising pollution from diesel engines*
 - *Reduction in HGVs*
 - *Reduction in numbers of cars passing through the villages*
 - *Effects improvements would have on businesses and organisations*

- Do you consider your business / organisation to be environmentally friendly?
 - Why do you say that?
 - What can your business / organisation do to be more environmentally friendly?
 - How can the Parish Council support your business / organisation to be more environmentally friendly?

Improvements to the community (5 mins)

- What improvements could be made to the community to make it a better place for businesses and organisations?
 - Why do you say that?
 - What type of businesses / organisations would these improvements make the community better for?
 - What benefits would the improvement(s) bring?
 - How could the improvements be funded?
- What single change to Histon & Impington would most improve the community for businesses and organisations?

Thank and close (5 mins)

Moderator to thank participants for their contributions to the group.

- To help summarise what we have been talking about this evening, what do you think are the 3 most important things we have discussed?
- Any other questions/points to raise?
- If you would like to receive an invitation to take part in the consultation questionnaire please provide me with your name and email address before you leave.
- Thank and close

Histon & Impington Parish Council – Neighbourhood Plan

Qualitative Research Discussion Guide for residents

This guide is to be used for focus group and interview discussions. Please note this discussion guide is intended as a guide to the moderator only. Sections may be subject to change during the course of the focus groups if, for example, certain questions do not illicit useful responses.

Introduction (5 mins)

My name is.....and I work for a company called Enventure Research.

We are currently working with the Histon & Impington Parish Council to find out about peoples' experiences of living in the community and what they would like to see based here in the future. The primary role of the Parish Council is to represent local people on issues affecting the community, to District, County and Central Government. The Parish Council is developing a Neighbourhood Plan and your views will be used to develop a consultation questionnaire about the Neighbourhood Plan which will be sent to everyone in the community later this year.

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All views and opinions of all present are valid and your contributions will help shape the consultation. Please listen to other participants' views and try not to speak over each other.

I will be recording the session so I do not need to take notes as you are talking. However, the recording is only used to help me write my report and is deleted once it has been used.

The session will last for no more than 90 minutes. Do you have any questions before we begin?

Can you please introduce yourselves?

- First name
- Where you live in the community
- Who you live with
- What you do

Perceptions of the community (10 mins)

- Thinking about living in Histon & Impington, do you enjoy living here?
 - Why do you say that?
- What do you like about living in Histon & Impington?
 - What is it you especially like about these things?
 - How do these things make you feel?
- What are the main things you don't like about living in Histon & Impington?
 - What is it about these things you don't like?
 - How do these things make you feel?
- Who might not like living here?
 - Why do you think that?
 - What are the main things they might not like?
 - Why might they not like these things?
- What word or phrase best describes the community for you?
 - Why that particular word or phrase?
- What might prevent someone from enjoying their life here? [*Moderator to write list of responses on flipchart*]
 - *Moderator to explore:*
 - *Different areas of the community*
 - *Different issues for different demographics*
 - *Types of issues*

The community in the future (10 mins)

We would now like you to think about the community in the next 15 years.

- How would you like people to describe Histon & Impington in 15 years' time? [*Moderator to write list of responses on flipchart*]
 - What words or short phrases would you use and why?
 - Why do you say that?
- How would you not like Histon & Impington to be described in the future?
 - What words and phrases do you not want to be applicable to H&I in the future?
 - Why do you say that?
- How do you think the community will change over the next 15 years?
 - *Moderator to explore:*
 - *Reasons for the change?*
 - *Changing for the better or worse?*
 - *Effects and impacts these changes will have?*

Facilities and things to do in Histon & Impington (10 mins)

- Thinking about the facilities for residents and opportunities in Histon & Impington and nearby (for example in Cambridge), is there anything you would like to see more or less of here?
 - Why do you say that?

- What benefits would these bring to the community?
- What are the downsides?
- How would new facilities / things to do be funded?
- Are you satisfied or dissatisfied with the facilities for residents in the community?
 - *Moderator to explore:*
 - *Recreation ground facilities*
 - *Schools and nurseries*
 - *Cycle paths*
 - *State of roads and paths*
 - *Library*
 - *GP surgeries*
 - *Care homes and day centres*
 - *Parking facilities*
 - Why are you satisfied or dissatisfied with these?
 - Do any of these facilities need improving?
 - What benefits, if any, do they bring to the community?
 - What new facilities would you like to see and why?
- How would you rate things for families to do in the community?
 - Why?
 - How could they be improved?
- How would you rate things for older people to do in the community?
 - Why?
 - How could they be improved?
- How would you rate things for young people to do?
 - Why?
 - How could they be improved?

Businesses and shops in the community (10 mins)

Now we want you to think about businesses in the community. By businesses we also want you to include shops and restaurants, as well as businesses based at peoples' homes and big employers in the village.

- When you think about businesses based in the community, what springs to mind?
[Moderator to write list of responses on flipchart]
- Now just thinking about shops in Histon & Impington, what do you think about the current selection of shops on offer?
 - What would you like to see more of and why?
 - Moderator to explore:
 - Location of shop
 - What benefits it would bring to the community
 - Who would use the shop and why
 - What would you like to see less of and why?
- Now thinking about restaurants, pubs and other places to eat and drink, what do you think about the current selection in Histon & Impington?

- What would you like to see more of and why?
 - Location
 - What benefits it would bring
 - Who would use it and why
- What could the Parish Council do to attract more shops and other businesses to Histon & Impington?
 - How would your idea(s) work in practice?

Open public spaces (5 mins)

- How important is the environment to you as a resident of Histon and Impington?
- How important are informal open public spaces?
 - Why do you say that?
 - What open public spaces are you aware of in the area?
 - What open spaces in the area do you use? Which is nearest to you? What do you use it for?
 - Do other people use this space?
- What would you think if this open public space was no longer available?
 - What impact would it have on you and your friends and family?
 - What impact would it have on the local community?
- Are you aware of Histon and Impington's Green Belt?

Housing in Histon & Impington (10 mins)

- Do you think more houses need to be built in Histon & Impington?
 - *Moderator to explore:*
 - *Reasons for wanting or not wanting more housing*
 - *Locations for new housing*
 - *Types of new houses i.e. flats, bungalows, affordable houses*
 - *Large, small or single plots*
- Who in the community would benefit from there being more houses available?
- Often people use the term "affordable homes". What does this term mean to you?
 - *Moderator to explore:*
 - *Cost*
 - *Means of purchasing house i.e. shared ownership*
 - *For people on low incomes? Young families?*
- (If not already discussed) Are more affordable homes needed in Histon & Impington?
 - Who would they be for?
 - What benefits would they bring to the community?
 - Are there any disadvantages to their being more affordable homes available in the community?
 - Where could/should additional affordable housing be located?
- What is your attitude towards using Green Belt in the area to build new affordable housing?

- What impact could this have on the area?
- What could the benefits be?
- What could the drawbacks be?
- Are you aware of this?
- Are you in favour of the development on this site?
 - Why / why not? If not, what else?
 - What types of new houses should be built here?
 - Who should these houses be for?
 - What benefits, if any, will the new development bring to the community?
 - What can be done to ensure that development here benefits the community?

Transport (10 mins)

- Do you use public transport in Histon & Impington?
 - *Moderator to ask for show of hands and explore:*
 - *What types of public transport do people use?*
 - *Do people use it for commuting or for pleasure?*
 - *Where do people go using public transport?*
 - *Who in the community uses public transport and why?*
- What do you think about the current public transport provision in the community?
 - *Moderator to explore*
 - *Good or bad public transport?*
 - *Access to Cambridge and London*
 - *Commuting via public transport*
 - *Frequency of buses*
 - *Guided bus*
 - *Cycle lanes*
- What could be done to improve public transport to encourage more people to use it?
 - *Moderator to explore:*
 - *Shorter journey time to Cambridge and / or London*
 - *Cheaper fares*
 - *More frequent buses*
 - *More reliable / punctual service*
 -
- What do you think about parking in the community
 - *Moderator to explore:*
 - *On and near the High Street*
 - *Residential parking*
 - *Commuter parking*

Traffic and pollution (10 mins)

- [If not explored already] What do you think about traffic in the community?
 - Is there a lot?
 - Which areas of the community are affected the most?
 - Who in the community does this impact the most?
- What could be done to improve the levels of traffic in the community?
 - *Moderator to explore:*
 - *Introduction of 20mph zones*

- *Impact parking has on traffic*
 - *Speed bumps*
 - *Pedestrian crossings*
 - *Reduction in HGVs*
- What do you think about the pollution levels in the community?
 - Is there a lot? Not much?
 - Where is there a lot? Where is there not much?
- What could be done to improve pollution in the community?
 - *Moderator to explore:*
 - *Minimising pollution from diesel engines*
 - *Reduction in HGVs*
 - *Reduction in numbers of cars passing through the villages*
 - *Introduction of 20mph zones*

Improvements to the community (5 mins)

- What improvements could be made to the community to make it a better place?
 - Why do you say that?
 - Who would that make the community better for?
 - What benefits would the improvement(s) bring?
 - How could the improvements be funded?
- What single change to Histon & Impington would most improve your quality of life as a resident and why?
 - Who else would benefit from this change?

Thank and close (5 mins)

Moderator to thank participants for their contributions to the group.

- To help summarise what we have been talking about this evening, what do you think are the 3 most important things we have discussed?
- Any other questions/points to raise?
- Thank and close