



Environment



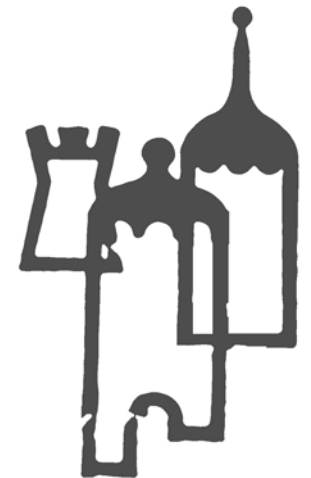
Heritage

Keele Neighbourhood Plan

Community

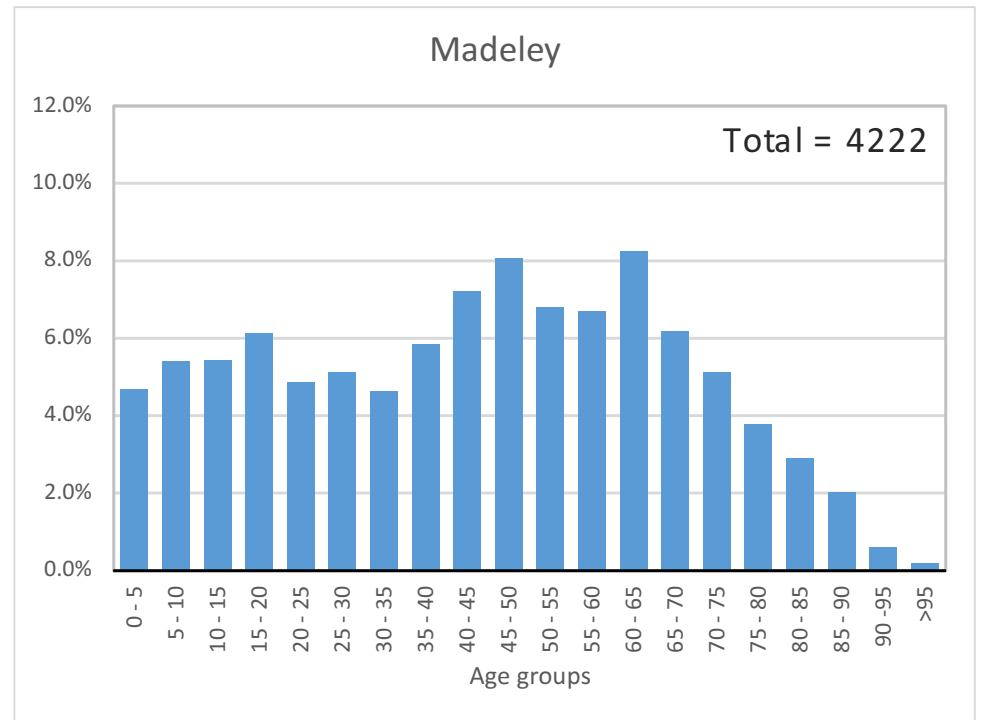
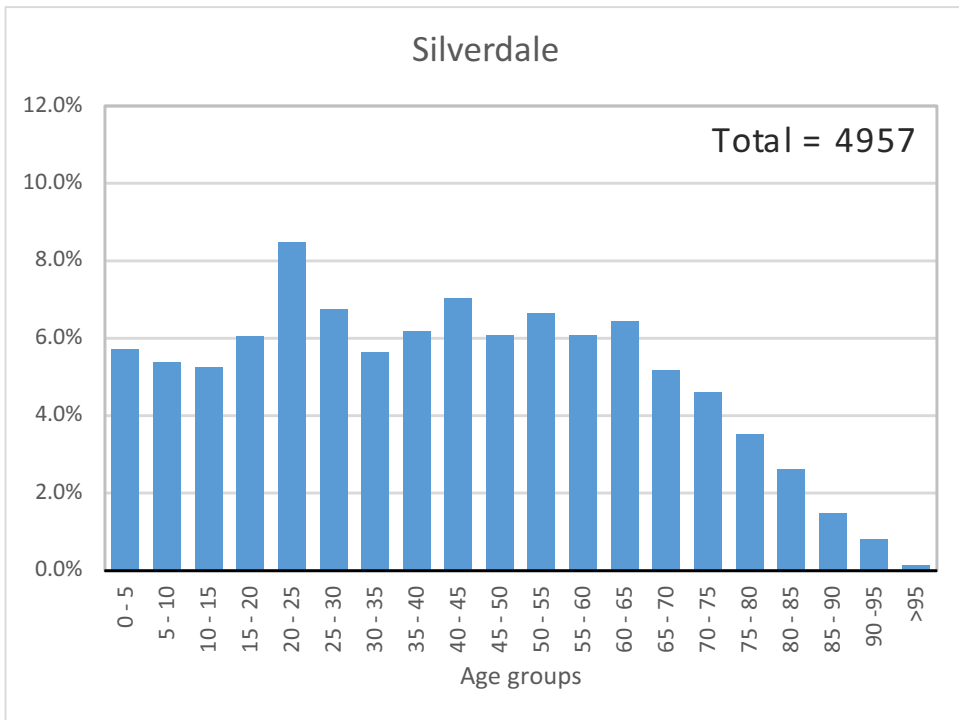
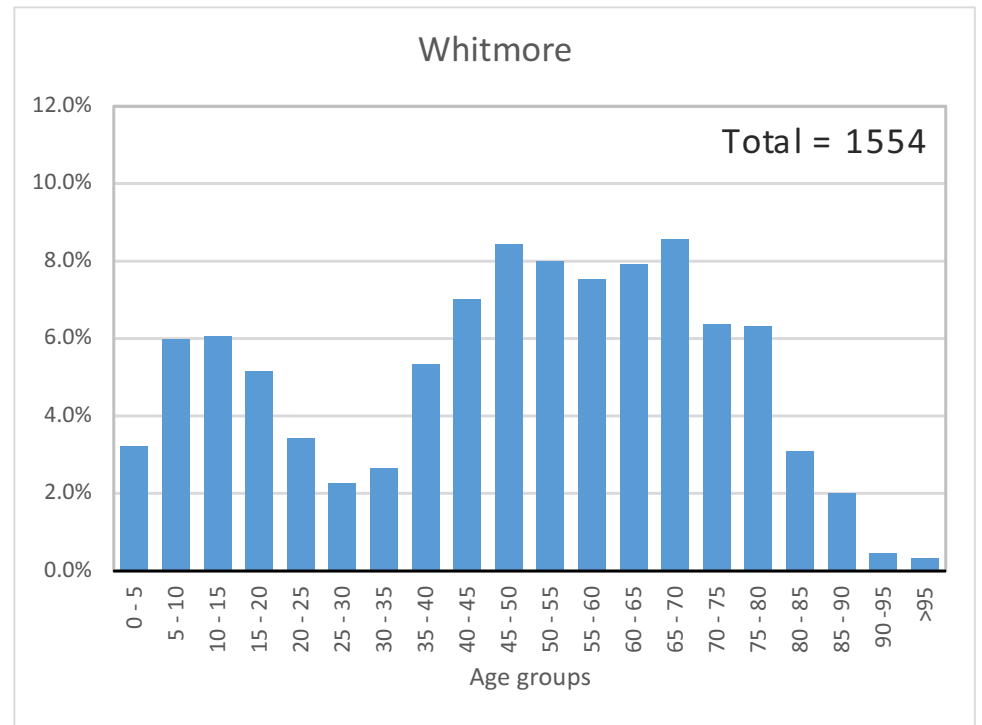
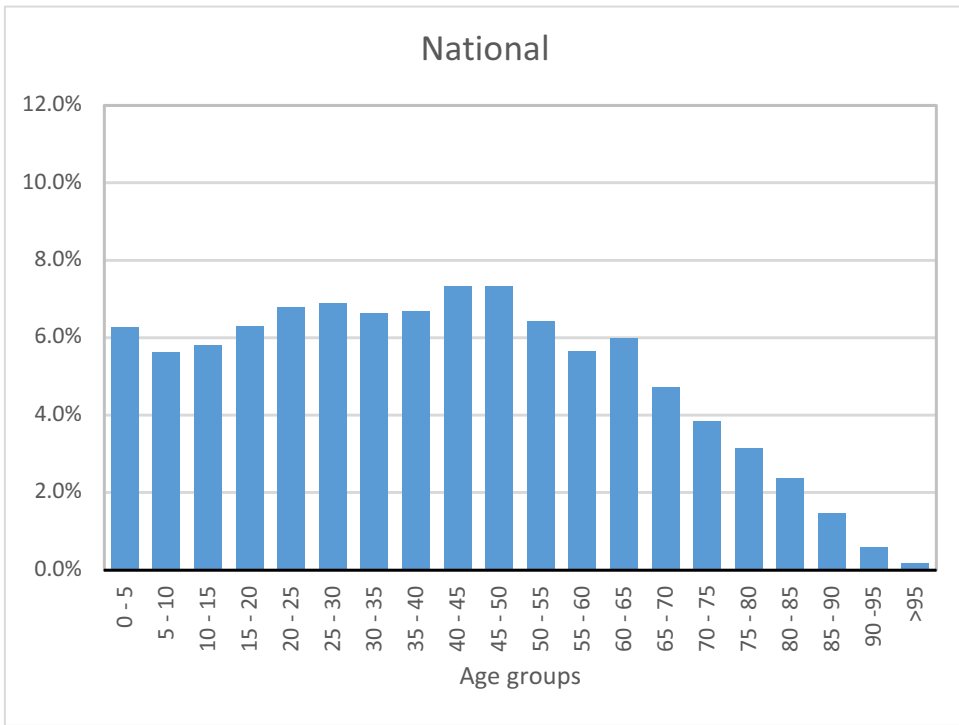


University



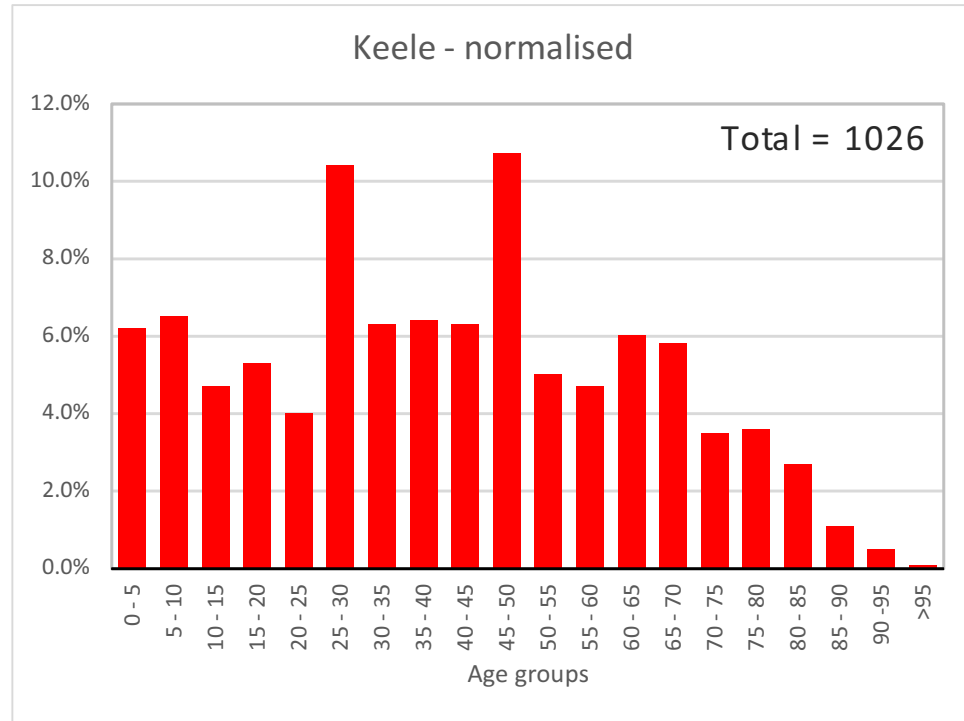
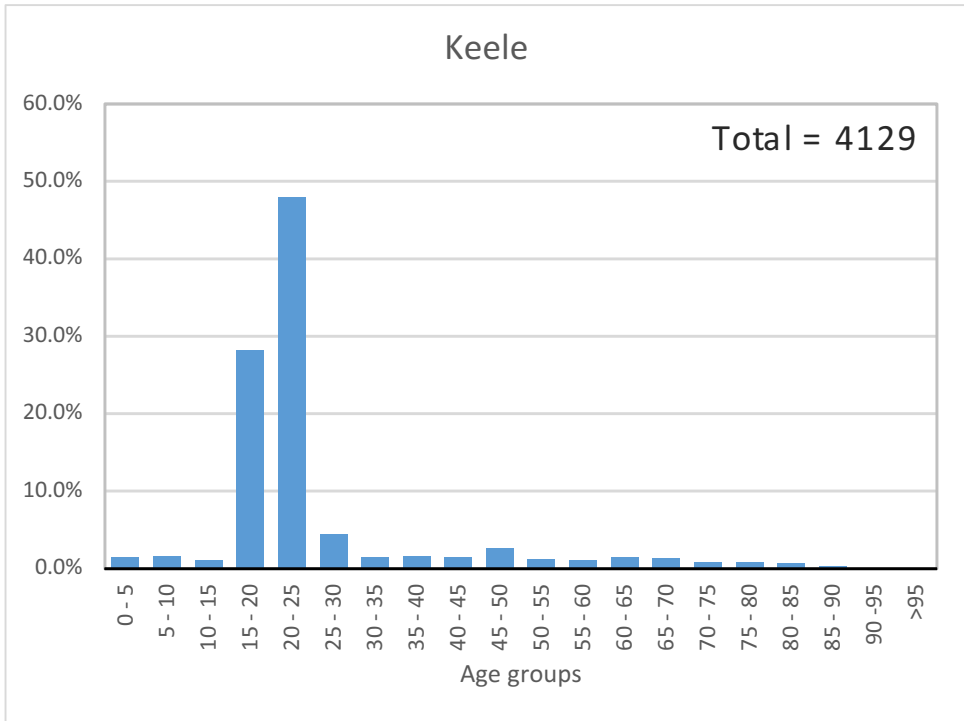
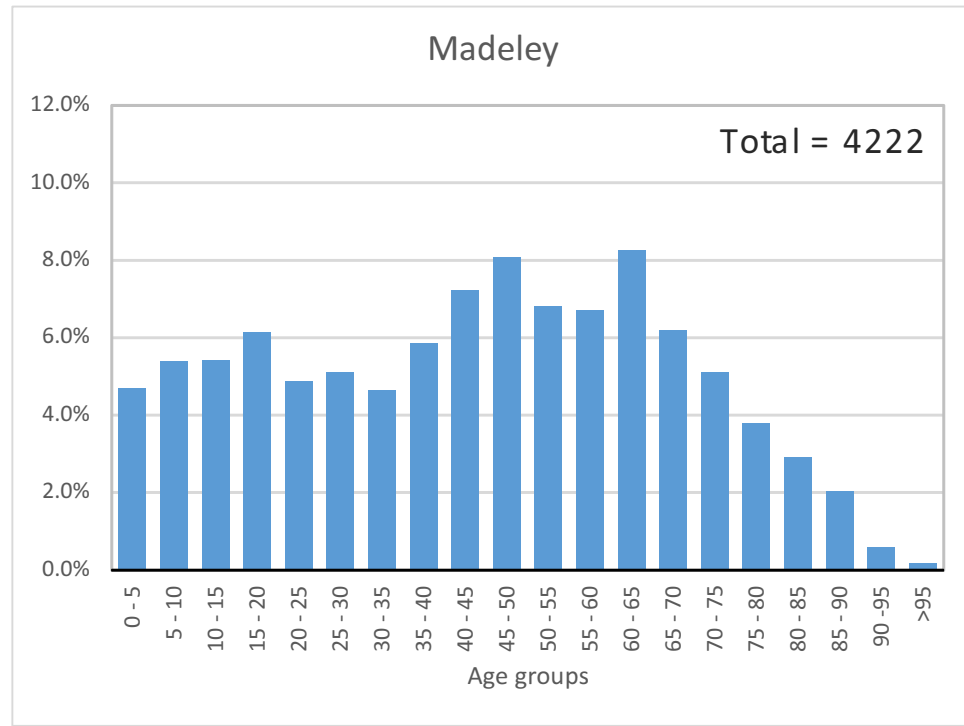
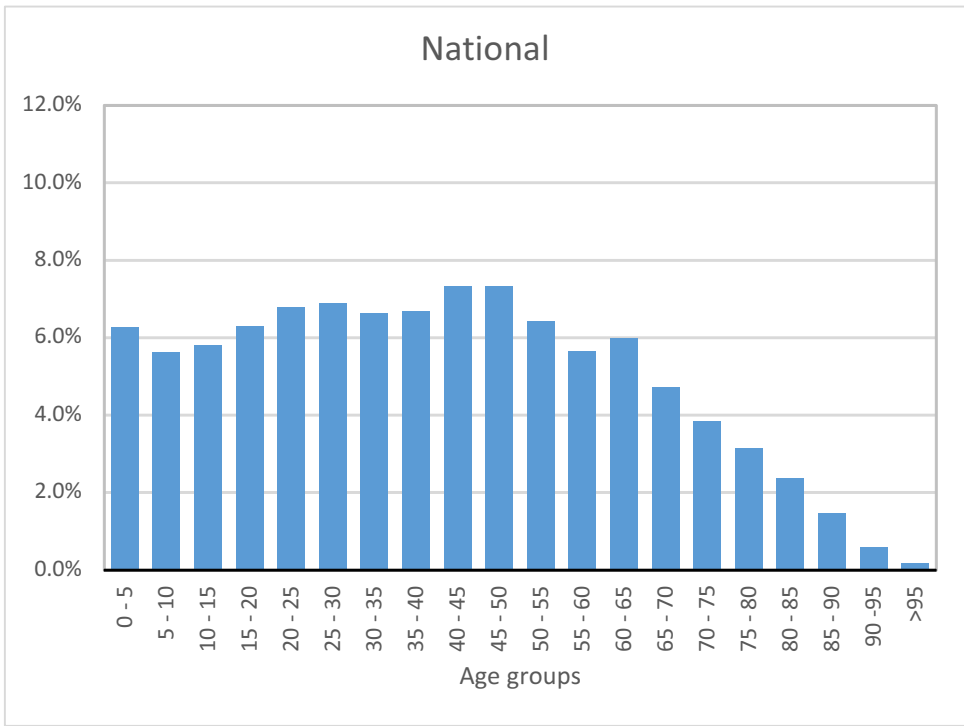
Some basic statistics - 2011 National Census

Parish	Households	Nominal population
Silverdale	2217	4957
Madeley	1826	4222
Whitmore	649	1554
Betley	460	1033
Keele	409	4129



NOTE: Silverdale more or less mirrors national age structure (small spike in University student age group reflects proximity to Keele campus)

NOTE: Neighbouring parishes to S and W of Keele deviate from national age structure in reduced number of young working age and increased number in retirement age groups



NOTES: 1) Keele's raw census population figure is dominated by student numbers. From point of view of Neighbourhood Plan this figure is meaningless without correction to exclude excess number in 15 - 30 age group caused by students. 2) When student numbers are excluded Keele population mirrors national trend more closely than Madeley trend, with peaks in 25-30 and 45-50 age groups representing anomalies caused by age profile of University staff

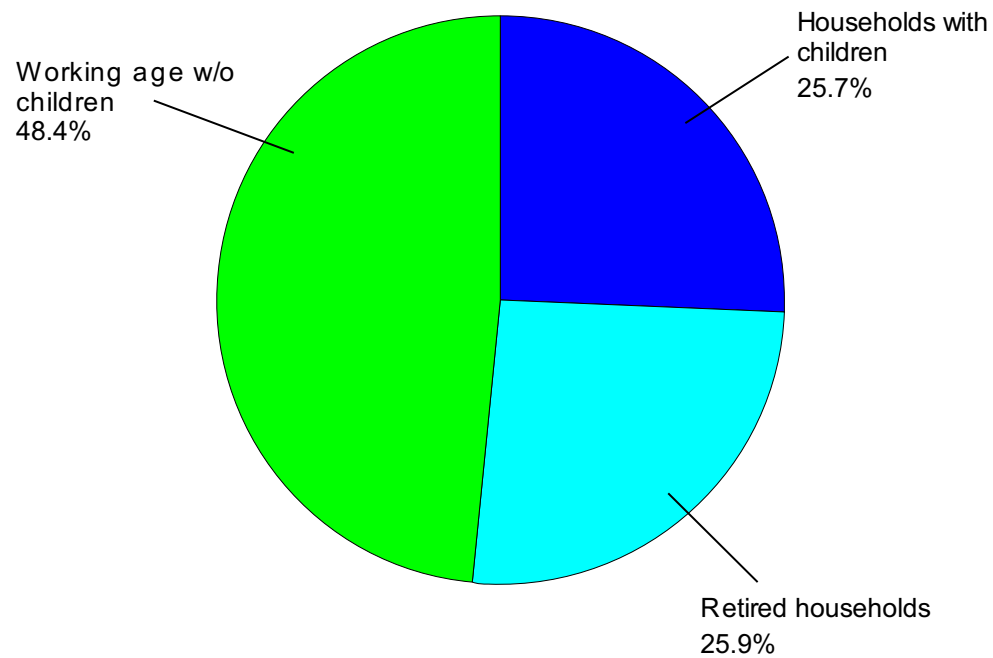
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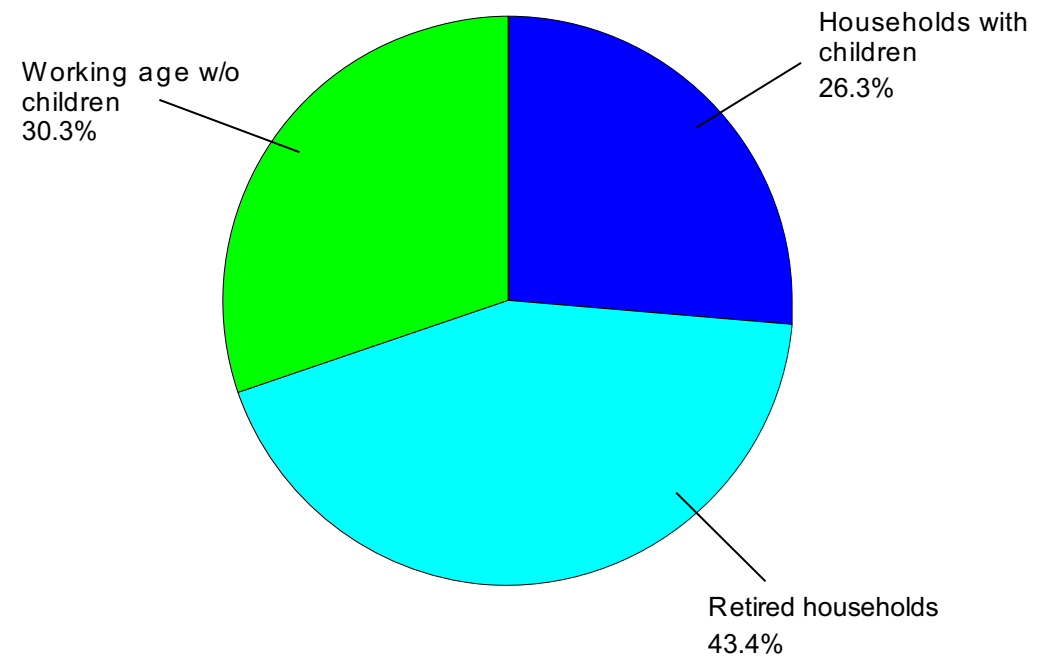
NOTES: If taken at face value Keele's population invites comparison with Madeley or Silverdale. Elimination of the population anomaly caused by student numbers shows that this is entirely misleading. In terms of household numbers and "permanent resident" population Keele is much more closely comparable with Betley (i.e. a true rural village rather than a rural hub or suburban settlement)

How representative is the questionnaire (1)?

Household types (2011 census)

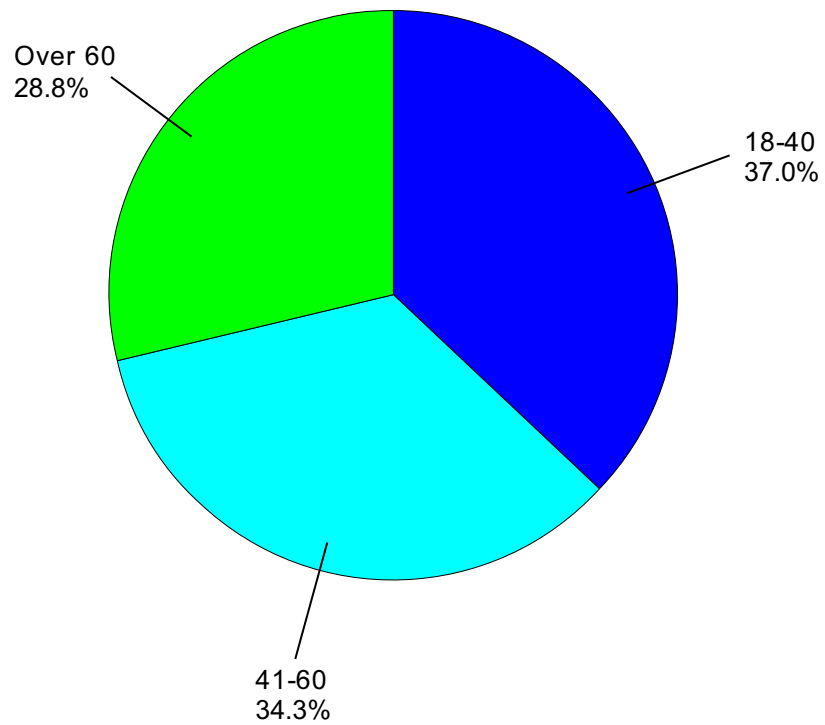


Household types (KNP questionnaire responses)

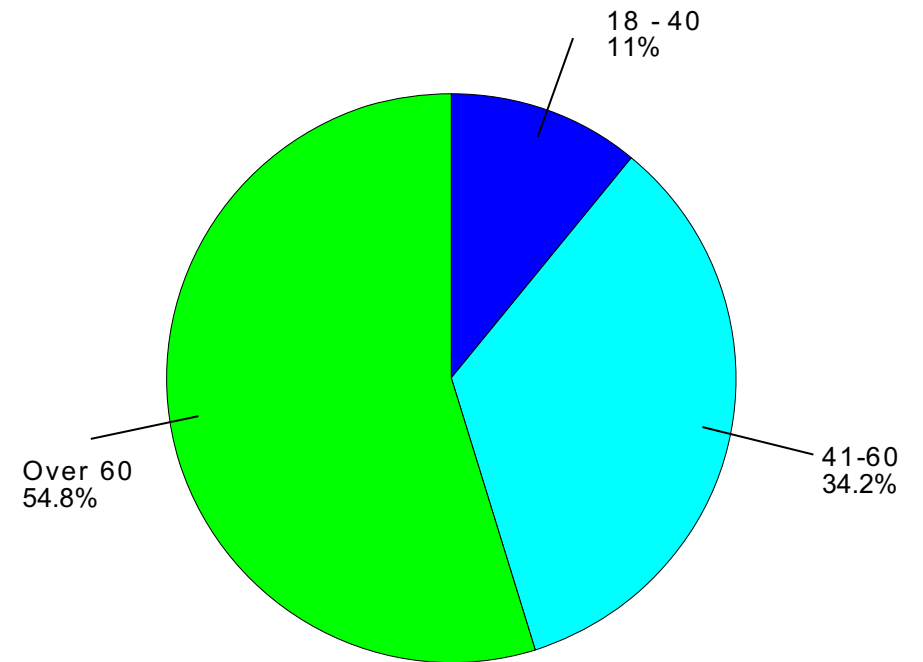


How representative is the questionnaire (2)?

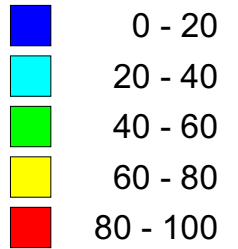
Household age profile (2011 census)



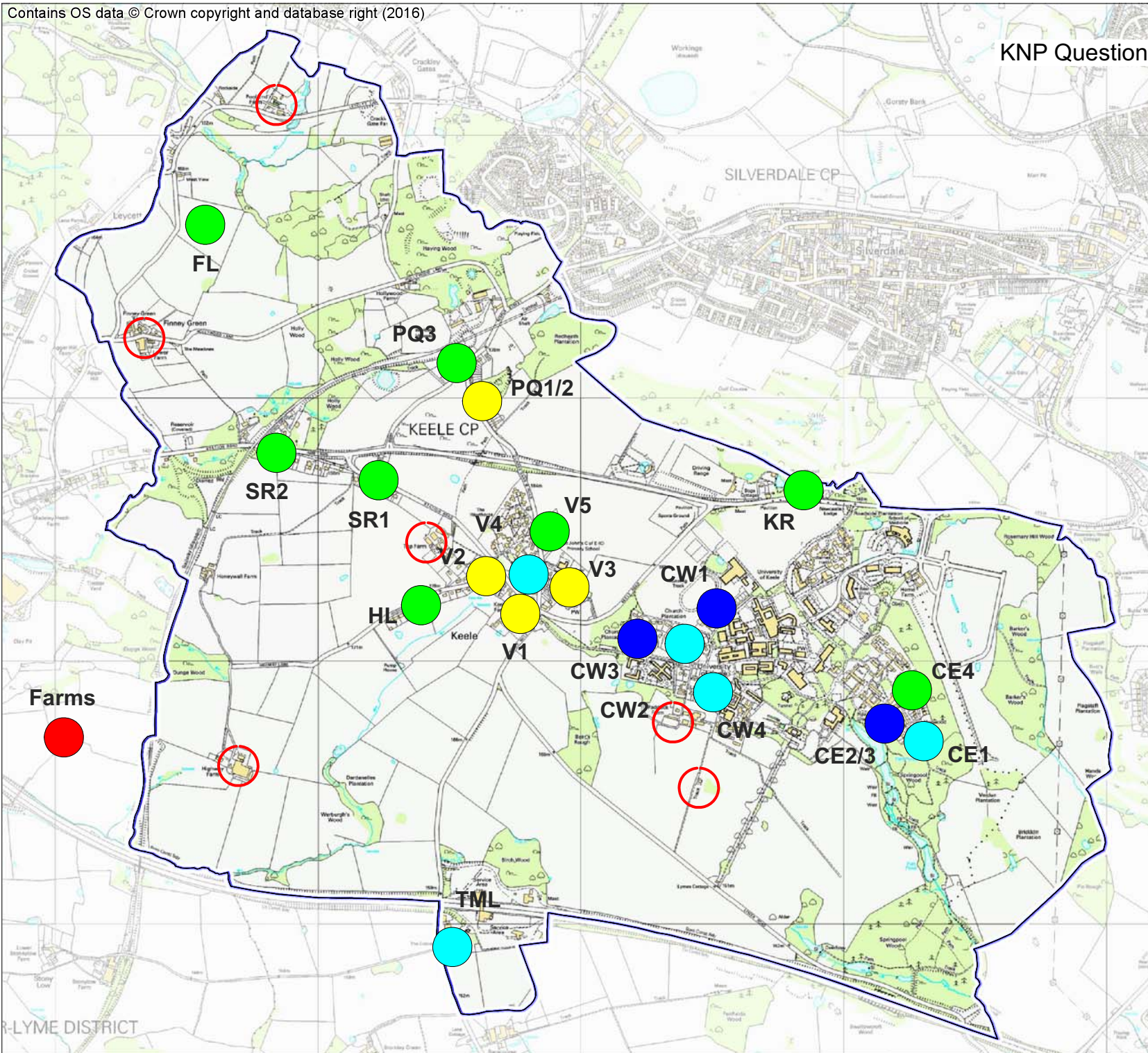
Household age profile (KNP questionnaire responses)



KNP Questionnaire - percentage response



Circles mark the centre points of the 19 Neighbourhood Areas used as the basis for distribution and collection of Questionnaire forms. Questionnaires for isolated farms (red circles) were distributed and collected as a separate group (100% response shown in margin)



Question 1: What THREE things do you like most about living in Keele?

Rural setting, low density of development	110	24.2%
Sense of community	66	14.5%
Local amenities (campus businesses+pub, church, school)	41	9.0%
Quiet / safe	40	8.8%
The fact that it is a village	38	8.4%
Proximity / access to larger centres	35	7.7%
University facilities and events	28	6.2%
Good public transport	27	5.9%
Historic character and built environment	25	5.5%
Environment / nature (incl Green Belt)	24	5.3%
Walking	14	3.1%
Family ties	7	1.5%

Total comments

445

Question 2: What THREE things do you dislike most about living in Keele?

Car parking	87	24.2%
Traffic (speeding)	59	16.4%
Poor relationship between University and village	26	7.2%
Lack of shops and community facilities	24	6.7%
Dislike of University (generalised and specific complaints)	23	6.4%
Threat of potential development	22	6.1%
Litter and fly-tipping; waste management	17	4.7%
Maintenance of public areas	16	4.5%
Poor digital connectivity (broadband/mobile)	14	3.9%
Poor community spirit / engagement	11	3.1%
Student behaviour	11	3.1%
Noise and pollution	11	3.1%
Poor public transport	11	3.1%
Lack of facilities for children	10	2.8%
Lack of health facilities and social care issues	8	2.2%
Housing issues	3	0.8%
Age profile of community	3	0.8%
Poor access to motorway	3	0.8%
Other	14	3.9%

Total comments

373

Question 3: What sort of changes in Keele parish in the next 10 years do you most worry about?

Housing development	113	32.2%
Traffic (incl construction traffic+noise)	66	18.8%
Loss of rural character and greenspace	42	12.0%
University expansion	31	8.8%
Loss of facilities (shop/pub/public transport/school)	28	8.0%
Loss of green belt	25	7.1%
Change in community structure	15	4.3%
Becoming a suburb	10	2.8%
Student presence in village	8	2.3%
Crime / nuisance	5	1.4%
Other	8	2.3%

Total comments

351

Question 4: What sort of changes would you most like to see in Keele parish in the next 10 years?

Improve / control traffic and parking	55	18.0%
Improved shops and facilities	51	16.7%
Development	43	14.1%
"Park" and / or play area	30	9.8%
Improve community spirit and engagement	20	6.5%
Enhancement of environment and countryside	19	6.2%
Little / no change	14	4.6%
Retention of current character	10	3.3%
Continued maintenance of public estate	10	3.3%
Better University / Village relationship	10	3.3%
Major capital investments (supermarket, school etc...)	10	3.3%
Better public transport	9	2.9%
Infrastructure improvement	8	2.6%
Reverse ageing population	8	2.6%
Sustainability awareness and action	6	2.0%
Miscellaneous	3	1.0%

Total comments

306

Question 6: What other facilities would improve the quality of life in the parish?

Shop	58	23.1%
Play area + other childrens' provision	36	14.3%
New / improved VH	29	11.6%
Community Centre / activities	22	8.8%
Post Office	20	8.0%
Village Green / Park	19	7.6%
Car parking	14	5.6%
Restaurant / Café / Takeaway	9	3.6%
Improvement / maintenance of foot / cycle paths	7	2.8%
Better broadband	7	2.8%
Improve traffic management	7	2.8%
Maintain / improve public transport	6	2.4%
Teenage provision	5	2.0%
Retention / improvement of pub	4	1.6%
Healthcare provision (doctor / dentist)	3	1.2%
Better mobile phone signal	3	1.2%
Other green space (allotments / shared gardens)	2	0.8%

Total N

251

Question 7: How might the environment be improved in Keele?

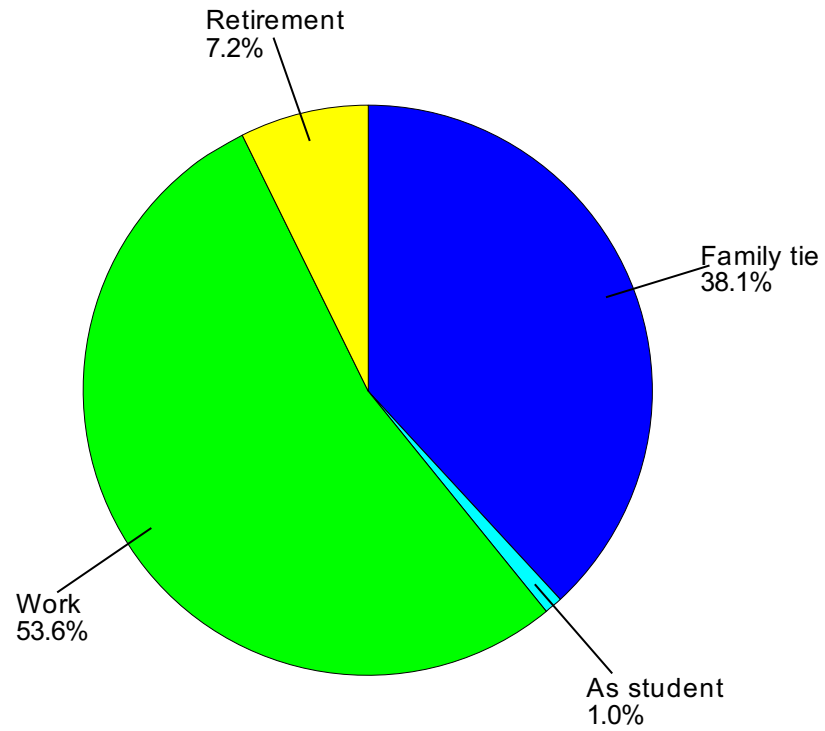
Better parking management	42	20.3%
Better maintenance of public estate	38	18.4%
Improve / modify traffic management	35	16.9%
Improved management of waste, litter and fly-tipping	28	13.5%
Tree planting and care	18	8.7%
Preservation / maintenance of existing green space	16	7.7%
New investments in public estate	10	4.8%
Perfect as it is / Nothing	7	3.4%
New / improved green spaces	6	2.9%
Community environment initiatives	5	2.4%
Smoke control	2	1.0%
Other	9	4.3%

Total N

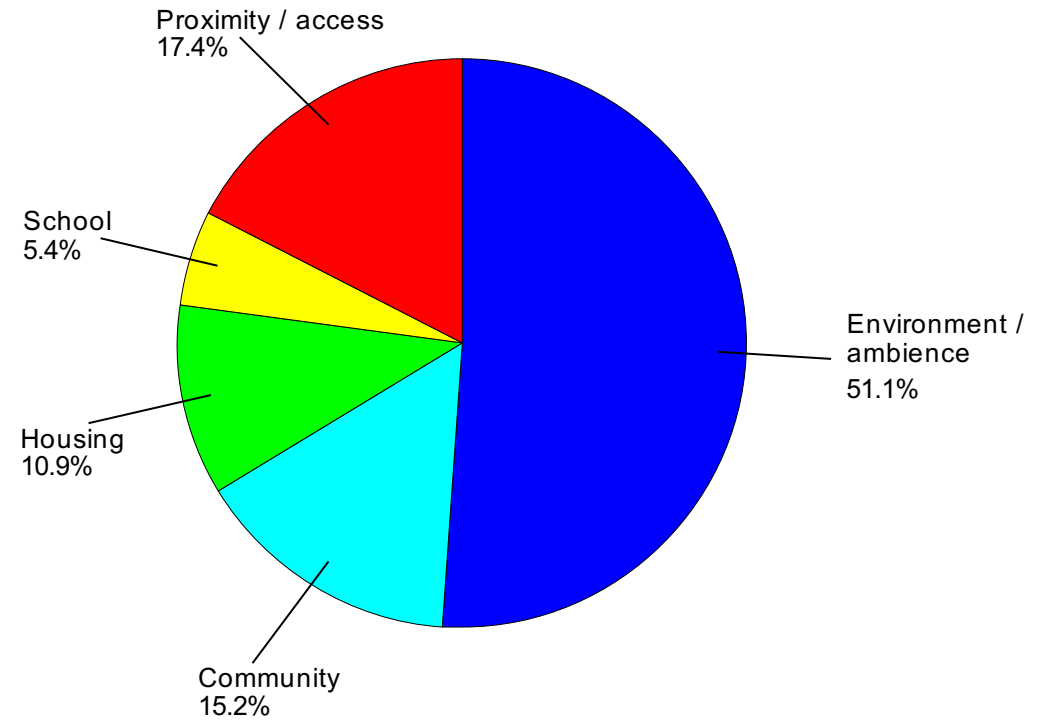
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Question 8: Why did you come to live in the parish?

Reasons for living in Keele - 1



Reasons for living in Keele - 2



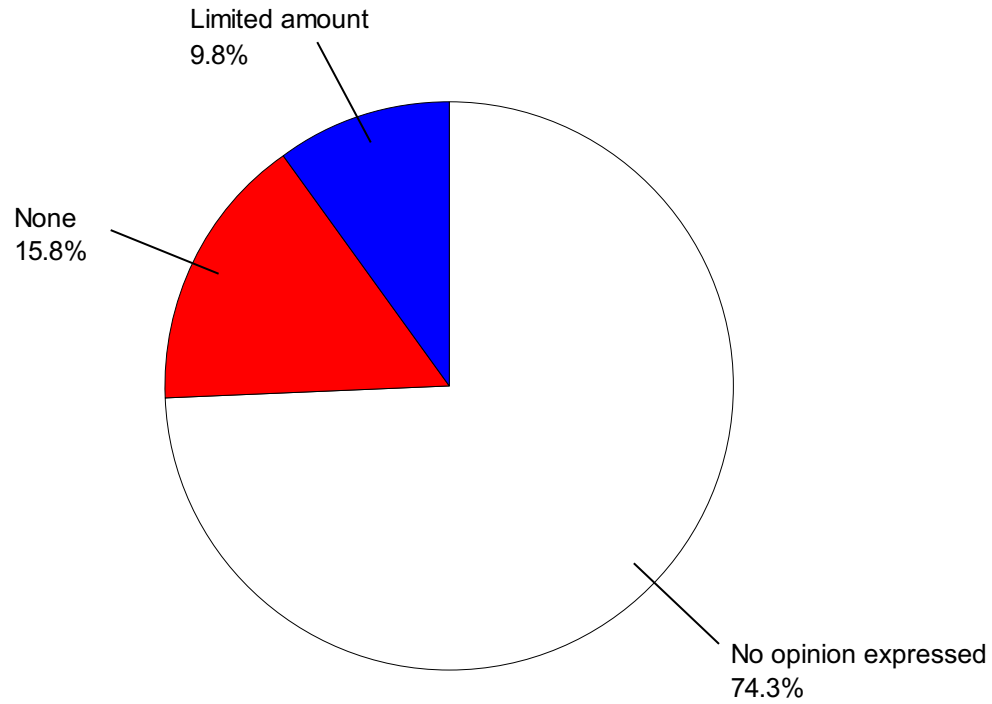
Question 9: Do you work outside the parish? If yes, how far do you travel to work?

Number of commuters	42
Maximum distance	177
Number travelling more than 10 miles	16

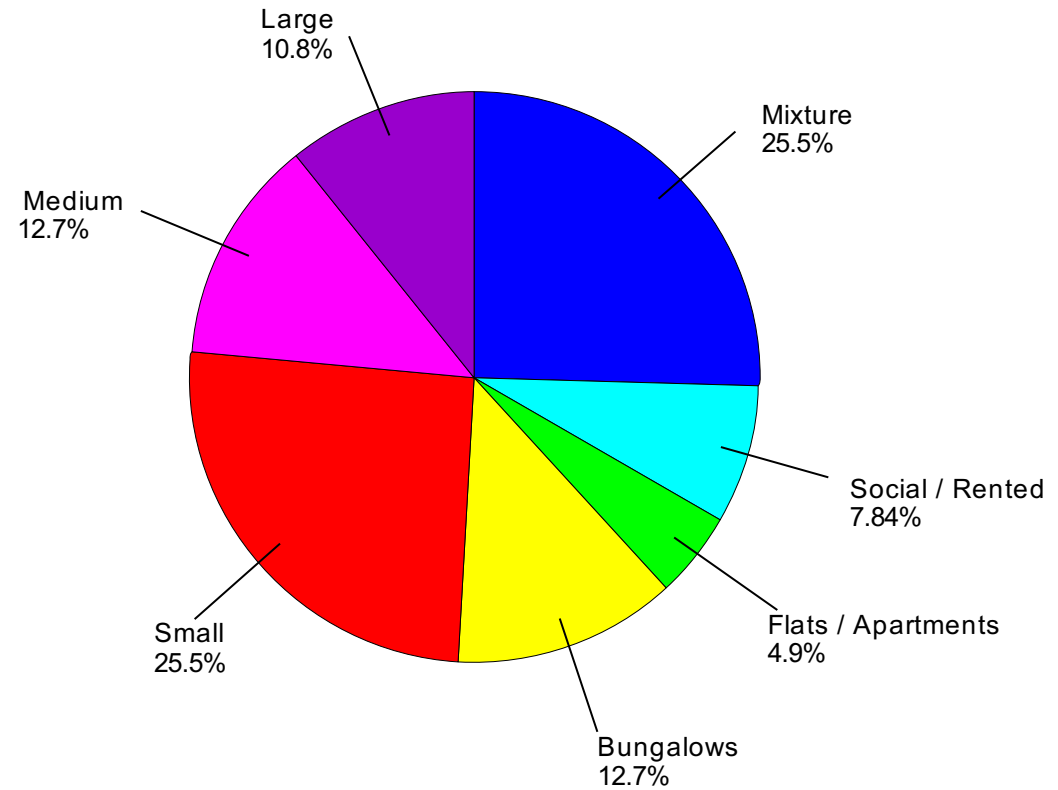
No of working age households	86
Percentage households containing one or more commuter	48%
Percentage households containing one or more long distance commuter	19%

Question 5: What sort of housing do you think Keele most needs? (1)

How much development?

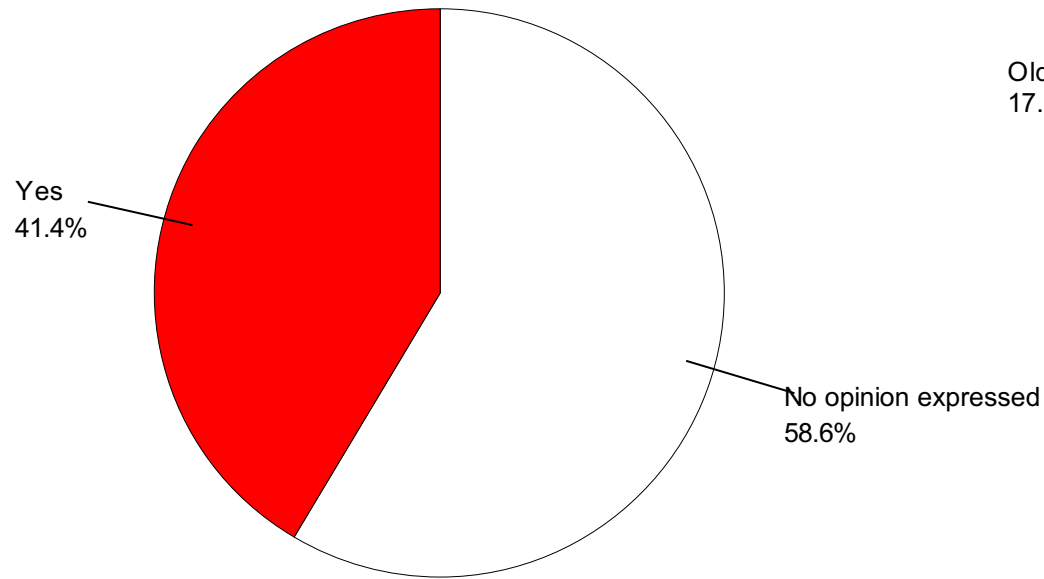


What sort of housing?

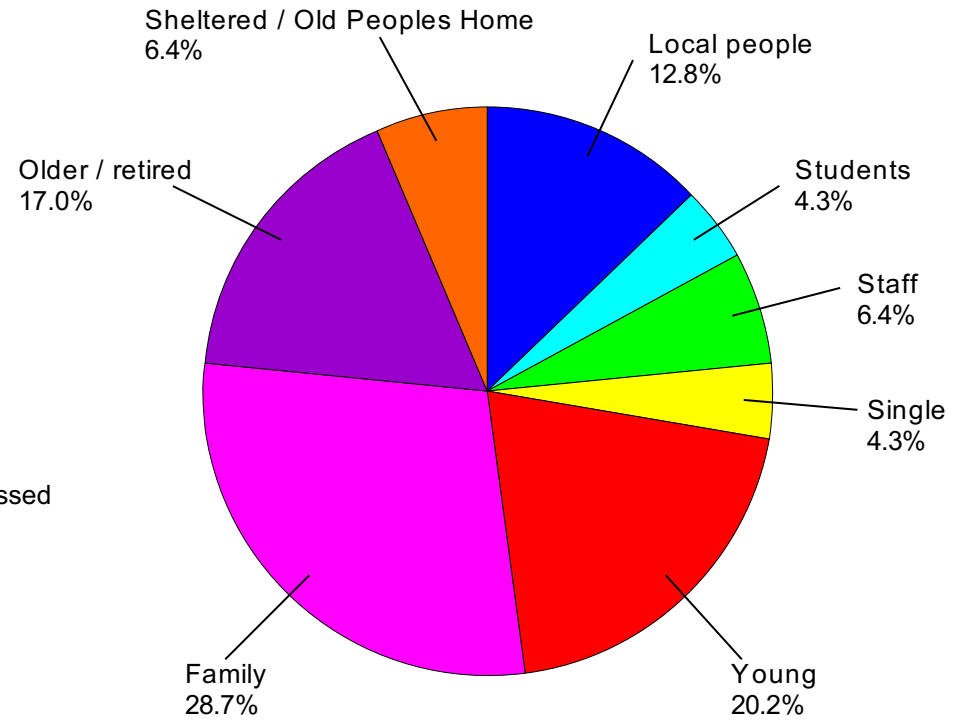


Question 5: What sort of housing do you think Keele most needs? (2)

Do we need affordable housing?

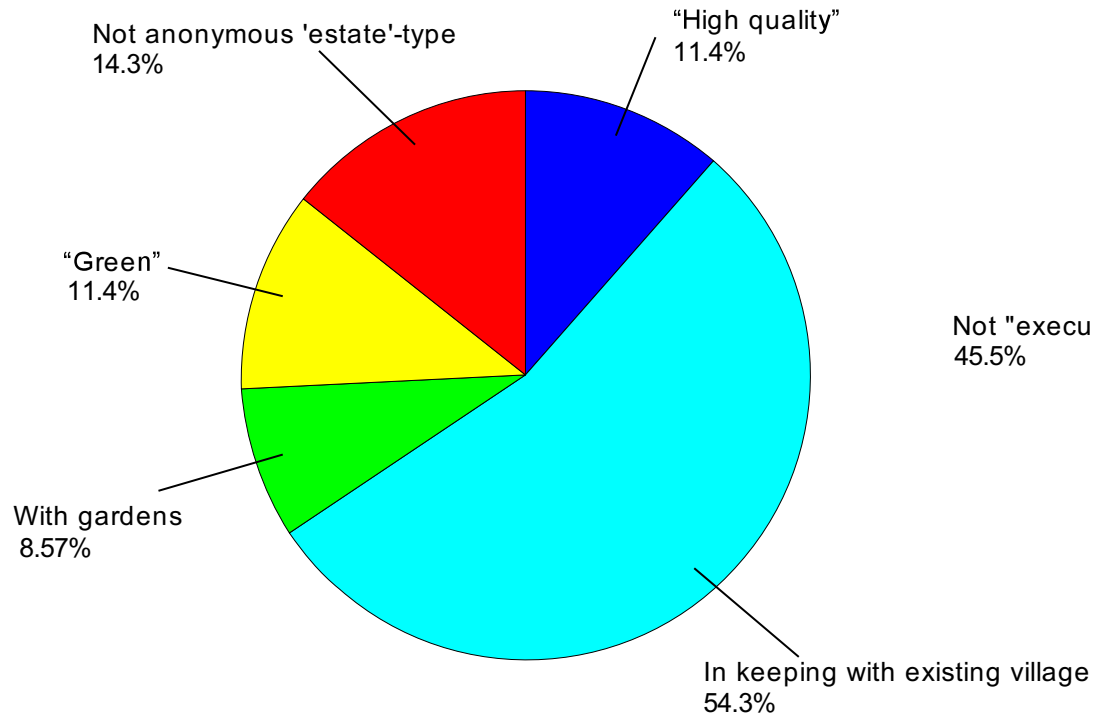


Who should the housing be for?



Question 5: What sort of housing do you think Keele most needs? (3)

What general character?



What should be avoided?

