



# **Report of the Brundall Parish Survey of Village Opinion 2014**

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# Introduction

The village of Brundall lies 11 km to the east of Norwich. Brundall retains a sense of its origins as a village associated with the landscape of the Broads, with a range of businesses along the linear village form including boatyards and marinas on its southern fringes. Occasional views towards the Broads landscape are available on the eastern and western fringes of the village, across ground that falls away from the valley-side position that Brundall itself occupies

Brundall has grown and developed over time and its historic focus remains The Street. There are a variety of building styles in Brundall, especially in The Street, ranging from bungalows to three storey houses. Beyond The Street there are several estates built within the last 60 years or so. The main estates are to the north of The Street, including the most recent at Berryfields (to the east of Cucumber Lane) in the 1980s, and to the south a circa 1960s bungalow development around Beverley Road/Springdale

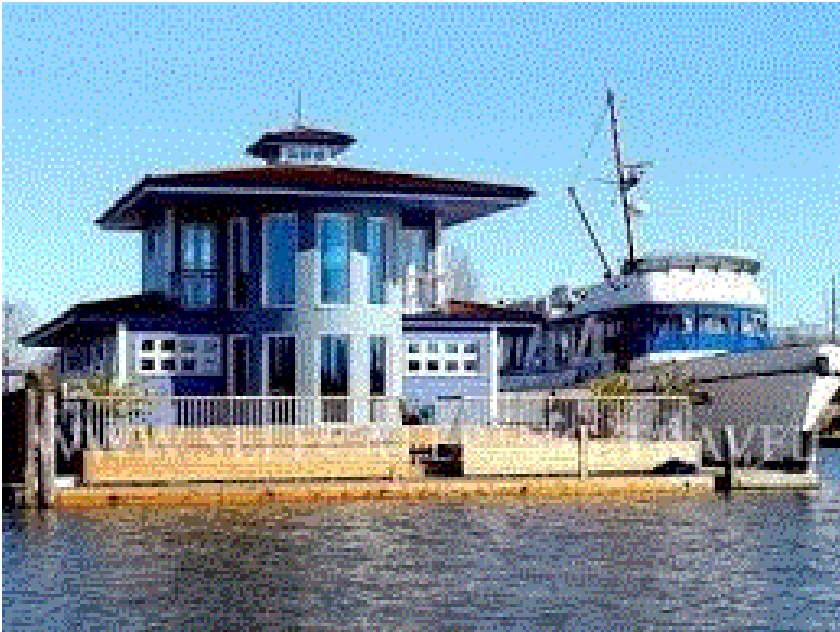
The commercial and retail activity is largely associated with The Street, Cucumber Lane is the main access point into the village from the A47. Comprising largely of residential development, the density and age of the settlement increases towards the junction with the village street, where the first elements of commercial and retail activity are present.

Brundall, known in the Domesday Book as 'Brundala' meaning 'Broomy nook' is a thriving village in the Norfolk Broads National Park situated six miles from Norwich.

## Waterways of the Broads



Brundall's position on the northern bank of the River Yare with the entire 150 mile network of waterways and Broads stretching away down river helps attract many visitors wishing to explore this picturesque area by land or by water. Marinas both large and small cater for all manner of private craft while Brundall's boatyards offering craft ranging from tiny day-boats to luxurious cruisers.



Most water activities and sports are available while a trip on a restored Norfolk Wherry evokes the not-so-distant past when they were the main mode of transport on the river.

Just across the river in Surlingham Broad the skeletons of several wherries can be seen jutting above the water. Only a five minute row from the village the broad offers magnificent fishing.

### **Wildlife and the countryside**

For nature lovers the Brundall Church Fen is a must. Its status as a Local Nature Reserve (LNR) is formal recognition of the area's importance for wildlife. If you like to keep your feet on dry land, it's also a lovely area for fishing and it has a 24 hour mooring with support from the Broads Authority.



## Village life

The closeness of different amenities to the centre of the village helps to foster a positive and friendly community spirit. Close by is the Memorial Hall, which is a regular home to many sports and other local groups.



As the village has excellent road access and regular bus and train services it's not surprising that many people decide to make it their permanent home.

## Historic Brundall

Brundall's history is inextricably bound up with the River Yare, once the main artery for trade between Norwich and the sea.

The remains of a Roman villa, and traces of pottery, brick, and tile manufacture have been found in the village. With the settlement of the Anglo Saxons, probably complete by the end of the 5th century, the story of Brundall really began. By the time of the Domesday Book in 1086 Brundall had grown into a thriving village. Local remains from the Anglo Saxon period can now be found in Norwich Castle Museum.

For the purposes of local government, the parish falls within the district of Broadland. As in other Broadland villages, the land lying directly adjacent to the river falls into the executive area of the Broads Authority.

The village is famous for its boat building business. Positioned in the heart of the Norfolk Broads area, it still serves an important role in the industry.

The village is served by Brundall and Brundall Gardens railway stations, which are both on the Norwich to Great Yarmouth and Lowestoft Wherry Lines.



## **Brundall and Braydeston Churches**

Before they grew into one large village, Brundall and Braydeston used to be two small separate communities each with its own parish church. Although the communities merged in 1883, the two churches still survive.



### **St Laurence's Church**

St Laurence Church, situated off The Street at the heart of Brundall, dates from about 1250. The original nave and chancel were extended by the addition of a north aisle in 1900 and a further extension to the west in the 1970s. The church has no tower; instead a small double bell turret containing a single bell, dated 1778.

The church's 13th century lead cased font is the only one of its kind in Norfolk, while among its stain glass windows, a small roundel of St Laurence is of particular interest.

### **St Michael's Church**



The mid 15th century church of St Michael, Braydeston is separated from the village in a picturesque setting surrounded by fields. It is probable that the village moved away from the church after the ravages of the Black Death in 1349. Evidence exists that a church predating the current building was built on the site in the Saxon period.



Brundall C. 1940

## 1. Background to the Parish Survey

On 21 October 2012, there was the inaugural meeting of the Brundall Parish Plan Steering Group attended by Sharon Smyth, the Clerk to Brundall Parish Council, Councillors John Warne and Ian Walters plus John Philp Chairman and Tom Aldred Vice-Chairman of Brundall Memorial Hall. Subsequently, David Ward an independent resident and Rob Hetherington a Parish Councillor joined the Group.

Meetings were held to devise a household survey form, based on Parish Plan surveys that had been done elsewhere in Norfolk and having regard also to the specific features of Brundall.

The sections of the survey form comprised Household Information, Home Energy, Environment, Recreation and Sport, Housing, Transport, Education, Health Services in Brundall, Communications, Local Government Services and Business.

The Steering Group appointed Avalon Research, an independent market research organisation based in Wrenningham near Wymondham, to set up a data base of the information gathered by the household survey forms and to provide both a summary and detailed analyses of the data gathered.

Between 4 and 6 December 2013, 1640 household questionnaires were distributed to households in Brundall. The completed survey forms were returned to various locations in Brundall – the Library, Brundall School, Brundall Memorial Hall, Budgens, Brundall Home Hardware and Cards and Candy.

Rob Aram, Alison Fuller, Rob Hetherington, Ian Walters and Pamela Welsh were responsible for the input of data from the survey forms to the Avalon Research database, between January and March 2014.

In April 2014, Avalon Research provided Brundall PC with tables summarising the household responses to the survey form's specific questions plus a much more substantial document that set out the responses to the open ended questions on the survey forms. In total, the household survey form comprised 25 such questions and the responses run to 91 pages of answers. Due to the self-completion methodology of the survey, not all respondents answered all the questions and therefore the basis of each question will vary.

The purpose of this report is to present a summary and analysis of the data gathered by the household survey, following the sections of the survey form.

This information will be used by Brundall PC as a basis for actions and activities relating specifically to the village. Such actions by the Parish Council may include direct action, working with other partners to address issues raised in the survey, making representations to other organisations responsible for services and facilities in Brundall, etc.

Copies of this report will be posted on the Parish Council's website and will also be available to read in Brundall Library, at the Parish Council's office, in the foyer of Memorial Hall and in Brundall Church.

## 2. Household and Home Information

1640 household questionnaires were distributed in 2013, 353 of which were returned representing 21% of the total households in Brundall. These returns represented 638 people, which is 16% of the total parish population recorded in the 2011 Census of Population. Avalon Research has indicated that this level of response is a good one, by comparison with other similar surveys conducted elsewhere.

There was a fairly even split on gender – 44% male and 51% female. The average age of respondents was 59 years old.

The age structure of the household survey sample shows an under-representation of the numbers of persons in the age groups up to 15, 16 to 24 and 25 to 44 plus an over representation of persons in the age groups 45 to 64 and over 65, by comparison with the 2011 Census data for the Parish of Brundall.

Avalon Research has advised that this bias in the age structure of the responses received is typical of such surveys, as young families do not respond to these types of surveys.

As regards household energy information, mains gas is the main form of heating in 93% of households. Although only 4% of households surveyed were members of an energy consortium, a further 52% would be interested in joining an energy consortium. There was low use of green energy (solar panels) recorded in only 40 households (11% of the survey sample) and limited interest in considering green energy options (8% of the survey sample).

**Action Point 1 To investigate the setting up of a Brundall Energy Consortium.**

## 3. The Environment

69% of respondents agree strongly that Brundall is a great place to live. However, there was a somewhat lower rating of 63% for those respondents aged 16 to 24 years.

The three key aspects of Brundall, which are most valued by residents are proximity to Norwich (77%), the rural situation (73%) and tranquillity (45%). Other aspects cited by respondents included local identity (27%), wildlife (20%), scenic beauty (17%), openness (14%) and a feeling of history (5%).

58% of the survey's respondents also indicated what other aspects of Brundall they liked. These replies cited the good local transport links by bus, train and road plus the good array of local shops and other services available i.e. the Post Office, Doctors, Dentists, the Library, etc.

Footpaths are used at least once per week by 44% of respondents and 22% were very satisfied and a further 43% were slightly satisfied with the upkeep of footpaths. However, 21% of respondents indicated their dissatisfaction with the footpaths and cited dog fouling, overgrown vegetation and insufficient maintenance as their main concerns. Woodland and countryside areas are visited by 24% at least once per week and by a further 7% on a fortnightly basis.

**Action Point 2 To ensure the maintenance and upkeep of footpaths throughout the Parish.**



**Action point 3 To raise awareness of the network of footpaths throughout the Parish and neighbouring parishes.**

86% of respondents felt that the Brundall landscape is aesthetically pleasing. However 12% of the respondents mentioned the need for improvements i.e. more public access to the River Yare, in addition to Church Fen, for walking, the need for a parish staithe and the need to limit the amount of new housing development.

**Action Point 4 To explore opportunities for a parish staithe with access to the Yare and associated parking space.**

77% of respondents indicated that litter and dog mess is a problem in Brundall. However only 20% of respondents considered this to be a major problem, 57% indicated that this was a minor problem and 20% said it was not a problem. 17% of respondents made suggestions to alleviate this problem i.e. provide more dog waste bins, educate the owners and enforcement measures such as a 'dog poo patrol person'.

**Action Point 5 To review the usage, provision and location of dog bins.**

51% of respondents considered that the street lighting was very satisfactory and a further 28% were slightly satisfied. However, 21% were either slightly or very dissatisfied and their reasons for dissatisfaction related to the need for locational improvements, mainly in Station Road, Cucumber Lane, Highfield Avenue plus 11 other locations in the village. Other general comments were made about the need for more inspections to identify lighting faults, overgrown trees and the adverse effects of lighting on properties.

**Action Point 6 To improve information about maintenance of street lights.**

49% of respondents were satisfied with the provision of public benches in Brundall, 25% were not satisfied and the 27% remainder were don't knows. Of those persons expressing dissatisfaction with public benches, the main need expressed was for seats at bus stops/shelters throughout the village.

**Action Point 7 To review the provision of public benches at bus stops and shelters.**

52% of respondents considered that there was no need for public toilets to be provided in the village, whereas 35% were in favour of such provision and 13% were don't knows.

16% of respondents indicated that they were disabled, a carer of a disabled person or had difficulty in walking. 34% of respondents indicated that movement and access around the village is acceptable, whereas 22% thought it was not acceptable and 44% were in the don't know category. The main locations suggested the improvement of provision for the disabled and infirm were The Street and Highfield Avenue.

**Action Point 8 To continue monitoring the encroachment of hedges onto footpaths and take appropriate action**

#### **4. Recreation and Sport**

30% of respondents participate in recreational activities in Brundall and of those that do so 17% participate on a daily basis 51% on a weekly basis and 25% on a fortnightly or monthly basis.

As regards the provision of recreational activities in Brundall 52% of respondents felt that there are sufficient recreational facilities available in Brundall, whereas 48% did not think that there was sufficient provision.

**Action Point 9 To investigate the viability of further provision of recreational facilities.**

8% of respondents visit the play areas at least once a week plus a further 14% on a fortnightly or monthly basis. 21% of respondents felt there should be more play areas suitable for all age groups i.e. pre-school to high school whereas 38% did not consider that such provision was necessary.

## 5. Housing

82% of respondents stated that there should be no more land should be made available for housing in Brundall.

The 5 main reasons cited were the impact on local services, the traffic implications, the loss of village identity, the village is large enough and the impact on agriculture and the countryside.

**Action Plan 10 To strive to limit inappropriate housing development.**

12% of respondents said that there should be more sheltered, social and affordable housing available in the village. Only 8% of respondents indicated that members of their households will be in need of such housing in Brundall in the next 5 years.

**Action Plan 11 To monitor the provision and demand for sheltered, social and affordable housing.**

## 6. Transport

In overall terms, 78% of respondents, as pedestrians, were satisfied with the current speed limits in the village. However, 26% of the survey's respondents indicated the need for 20mph speed limits on Cucumber Lane, the whole of The Street, Postwick Lane, Station Road and Strumpshaw Road.

37% of respondents suggested additional traffic calming measures, which included more speed bumps, more flashing speed signs and more enforcement by the Police. The specified locations for these measures were Cucumber Lane, Postwick Lane, The Street, Strumpshaw Road and Highfield Avenue.

Other methods suggested to improve the overall safety of all road users included pedestrian crossings (47%), car parks (39%), better pavements (38%), off road spaces (38%), double yellow lines(32%) and street lights(19%).

**Action Point 12 To encourage the provision of alternative traffic calming measures in appropriate locations.**

36% of respondents used public transport on a daily or weekly basis and a further 25% use it at least fortnightly or monthly. 55% of respondents indicated what changes should be made to public transport serving the village. There were 3 main suggestions – reinstate the through bus service to Great Yarmouth, more later bus and train services and the provision of Sunday bus services.

**Action Point 13 To lobby the principal authorities for improved public transport services.**

## 7. Adult Education

48% of respondents indicated that they would wish to attend educational courses in Brundall and the two most popular subjects requested were computing and foreign languages in equal proportions.

**Action Point 14 To approach the Workers Educational Association (WEA) and Norfolk County Council as to the potential for adult education classes in Brundall.**

## **8. Health Services**

57% of respondents were very satisfied with the provision of healthcare in Brundall and a further 30% were slightly satisfied with health services. However, when asked for other comments on these services, 15% of respondents commented on the difficulty of getting appointments.

## **9. Communications**

The key sources of information about the activities of local elected Councils were The Parish Community News (79%), Broadland News (65%), local newspapers (44%) Parish Noticeboards (43%), TV (30%) and Radio (25%).

The most used sources of information about Brundall's village activities and events were The Parish Community News (78%), The Village Book (30%) and others (11%) i.e. the Library, the PC and Church noticeboards plus the PC's website.

## **10. Local Government Services**

The overall levels of satisfaction with Council services, in terms of being either very or slightly satisfied were 81% for Broadland DC, 76% for Brundall PC, 63% for Norfolk CC and 55% for The Broads Authority.

Respondents were also asked to rank the Parish Council's specific activities, which were as follows, in priority order - street lighting 60%, grass cutting of public areas 18%, play areas 9%, bus shelters 8%, Church Fen 6% and the Cemetery 3%.

## **11. Business**

48% of all the completed survey forms indicated what types of business respondents would like to see in Brundall. The main suggestions were a café/coffee shop, a butcher's, a family pub and a bank.

19% of respondents were aware of the local business group, Ingenuity in Brundall. This response is not unexpected because, at the time of the household survey, the group had only just been set up.

A website has now been created and the member businesses have all been issued with membership stickers to display on their premises. This website [www.visitbrundall.co.uk](http://www.visitbrundall.co.uk) includes a business directory, information about events, the history of Brundall, links to local facilities, etc.

9% of the survey's respondents work in Brundall.

### **Community Planning Group Members**

*Ian Walters- Chairman of the Working Group for the Parish Survey*

*Sharon Smyth – Parish Clerk*

*Councillors: John Warne, Rob Hetherington, Martin Davies*

*Residents: John Philp, Chairman of the Memorial Hall and David Ward, Pam Welsh, Tom Aldred, Alison Fuller.*

# Appendices:



Document: **Bullet point summary  
Parish Plan 2014**  
Prepared for: **Brundall Parish Council**  
Prepared by: **Avalon Research**  
Date: **4 April 2014**

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## **TECHNICAL SPECIFICATION**

1640 household questionnaires distributed  
353 returned representing 638 people  
Data processed by Brundall Parish Council committee, members and volunteers

## **HOUSEHOLD INFORMATION**

Gas is the main form of heating (92%)  
Very low membership of energy consortium (4%) but further 52% are interested  
Low use of green energy (40 households) and limited interest in considering green options  
(26 households)

## **DEMOGRAPHICS**

Fairly even split on gender (46% male, 54% female) of respondents  
Average age of respondent 59 years old

## **BRUNDALL**

94% agree Brundall is a great place to live  
Lower rating for the younger respondents (63% of those aged 16 to 24 years)  
Key aspects are:  
Proximity to Norwich (77%)  
Rural situation (73%)  
Tranquillity (45%)  
Footpaths used at least once a week by 44% of respondents  
Two thirds (65%) were satisfied with the upkeep of the footpaths  
Woodlands used by 31% at least once a week  
86% felt the Brundall landscape aesthetically pleasing  
Dog mess and litter seen as a minor problem

## **SERVICES**

Street lighting is satisfactory for 79% of respondents  
Half of respondents (49%) are satisfied with the number of benches with a quarter not so happy  
Only 16% of respondents were disabled or carer but half of these (24 people) felt movement around the village was not acceptable

## **RECREATION**

Less than a third (30%) of respondents participate in recreational activities in Brundall  
Of those that do, 68% participate at least once a week  
Just over half (52%) felt there are sufficient recreational facilities in Brundall  
18% of respondents visit the play areas at least once a week, more so for those with young children (39%)  
One fifth of respondents (21%) felt there should be more play areas suitable for all age groups

## **HOUSING**

A high proportion of respondents (82%) stated there should be no further land made available for housing in Brundall

Of those that stated there should be (12%), this was for sheltered (67%), Affordable (67%) and social housing

26 households stated there will be a need for accommodation in Brundall for a person in the house within the next 5 years

### **TRAFFIC**

Overall, people were satisfied with the speed limits in the village (78%)

Extra methods for road users suggested include:

- Pedestrian crossings (47%)
- Car parks (39%)
- Better pavements (38%)
- Off road spaces (37%)
- Double yellow lines (32%)
- Street lights (19%)

### **TRANSPORT**

36% of respondents used public transport at least once a week.

A third (31%) use it less than once every 3 months

### **HEALTHCARE**

87% of respondents were satisfied with the healthcare on Brundall

### **INFORMATION**

Key sources of information about councils were:

- Parish newsletter (79%)
- Broadland news (65%)
- Local newspapers (44%)
- Parish notice board (43%)

Key information for Brundall activity information were:

- Parish newsletter (78%)
- Village Book (30%)

### **PARISH COUNCIL RESPONSIBILITIES**

Key priority for local council services were:

- Street lighting (Average ranking 1.8)
- Bus shelters (3.4)
- Play areas (4.0)
- Church Fen (4.2)
- Cemetery (4.7)
- Grass cutting (5.7)

### **COUNCIL RATING**

Brundall Parish Council 76% satisfaction

Broadland Council 81% satisfaction

Broads Authority 55% satisfaction

Norfolk county Council 63% satisfaction

### **WORK**

Only 56 of respondents (9%) work in Brundall

There was low awareness of the business group, Ingenuity in Brundall, 9% knew about it a further 10% were just aware of it.

