



## Ledbury Town Plan

# “Your Town, Your Plan, Your Say”

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Free text analysis Q2 & 3

Version 2.0  
Date January 2015  
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## Introduction

Ledbury Town Council is developing a Town Plan. To inform that plan the steering group developed a survey which was delivered to every household in the parish during October and November 2013. This covered all aspects of life of Ledbury and contained a range of questions about how residents live in and make use of the town today, as well as what they wanted to see provided in future.

This report presents an independent analysis of two questions from the survey by Data Orchard CIC, commissioned by Ledbury Town Council.

## Version history

Issue 1.0 – Initial release.

## Presentation of results

The total number of comments analysed may sum to more than the total number of respondents who made a comment given that they may have commented on several aspects of Ledbury in one question. For each section a number of residents' quotes have been used to illustrate the feel of the comments within each category.

## Survey methodology

Volunteers delivered questionnaires to every household in Ledbury, with enough questionnaires given out to allow every resident aged 18 years or over to complete one. Questionnaires were distributed between 26th October and 3rd November 2013 and collected one week later between 2nd and 17th November. Alternatively residents could drop their completed questionnaires in their sealed envelopes in one of the four drop off points within Ledbury Town Centre. The last date for receipt of completed Questionnaires was the 30th November 2013

## Results

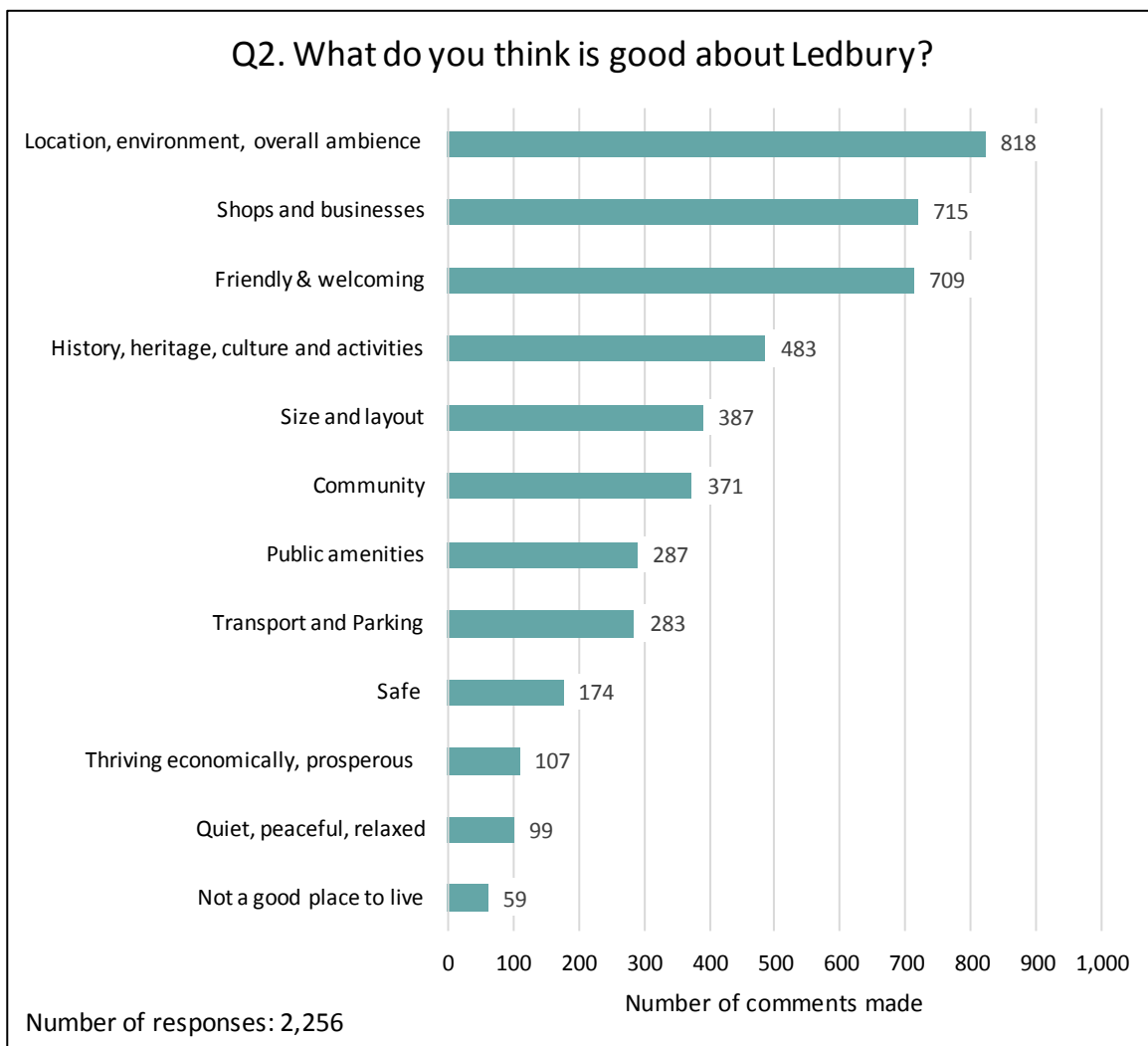
### Response to the survey

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2,859 responses were returned in January 2014, and entered in the survey software Survey Monkey during 2014 by a group of volunteers. Questions 2 and 3 were felt to be the most important aspects of starting off a Town Plan i.e. finding out what residents currently like and don't like about the town.

## Q2. What do you think is good about Ledbury?

In total 2,256 residents responded to this question, which returned 4,492 comments about what residents think is good about Ledbury. In total there were 12 categories of reasons why Ledbury is good. The total number of comments for each category are shown in the chart below and the proportion of residents who stated them are shown in table 2.1 at the end of this section.



### Location, environment and overall ambience

The most commonly cited aspects for making Ledbury good by around a third of respondents were the location, environment and overall ambience.

Comments about location specifically included the word 'location' and also proximity to other locations, being a rural town, beautiful countryside and access to the transport network be it roads or public transport.

Some examples are shown below:

*“A relatively decent place to live with good accessibility”*

*“A town full of character, compact with easy access to rail and bus transport. Little or no graffiti or litter”*

*“Access to other places and countryside is pretty”*

*“16 miles from major towns”*

The environment was also frequently mentioned as shown in a selection of comments below.

*“A pleasant and relatively unspoiled town with attractive local countryside. Stable and slow to change”*

*“A pretty traditional small English town in a beautiful and unspoilt rural setting”*

*“A very pleasant physical environment, good variety of local shops and transport facilities.”*

Overall ambience included comments such as:

*“Atmosphere and facilities”*

*“Bustling market town. Two good schools”*

*“Its old world charm and quiet atmosphere....”*

### **Shops and businesses**

Just under a third of respondents identified shops and businesses as making Ledbury good. The main positive residents commented on is that they are small, independent, family run shops where you can buy most of what is needed. A vibrant lively high street was also a key aspect with no major chain stores and a large variety of shops with good service.

*“The strong centre - lots of people going to lots of small shops and market stalls. Just about everything can be bought in the centre. The absence of "early Closing" day.”*

*“The location, friendly shop keepers, good places to eat. A pleasure to invite our friend”*

*“Thriving High Street with good shops and markets.”*

*“We have a bakers/butchers/individual shops some of which are family run and give a good service. No big chain stores. Also people are good.”*

*“Unspoilt by large retailers”*

### Friendly and welcoming

This aspect was commented on by about 30 per cent of residents - friendly and welcoming residents, shop keepers and the community as a whole, as demonstrated by a selection of such comments below:

*“Great shops, friendly, buzzing community. Easily accessible”*

*“General friendliness”*

*“Friendly shop keepers who treat you as an individual.”*

*“Friendly relaxed atmosphere”*

*“Everyone's friendly. Feels like a community where people work together. Not too commercial or spoilt by big superstores”*

### History, heritage, culture and activities

Over 20 per cent of respondents quoted Ledbury's history, heritage and culture and the number of activities going on for reasons that it is good. Residents quoted the long history that Ledbury has, but also the historical buildings that were still present in Ledbury. Cultural and social activities were cited as a positive, from the range of activities on offer to people of all ages to more specific mentions of the Poetry festival, food festival, Christmas lights, carnival, annual fair, choir, Boxing Day Hunt, Remembrance Day.

*“Attractive historic environment “*

*“Carnival, fair, Christmas light turn on“*

*“Combining historic character with modern activities. “*

*“The wonderful Georgian & Victorian Buildings and the shops“*

*“It has a lot of history to attract visitors and a lot of different "individual" shops and friendly atmosphere“*

*“It is a central location and reasonably well known. There are frequent social and community activities, festivals etc. It is a beautiful town in an architectural sense and its surrounding greenbelt, wildlife and countryside is a most pleasant environment“*

*“It is a thriving bustling town with a lot going on all the time. Whatever a person is interested in, you can do it in Ledbury”*

### Size and Layout

Some residents like the fact that Ledbury is small, compact yet well serviced by facilities and most of which can be accessed on foot with good transport links. Some examples are shown below:

*“Friendly, compact; good setting; a little different; easy to get around and good road and railways.”*

*“A small town, ideal for me to enjoy my retirement. Everything is here, it is all handy.”*

*“A town which is big enough to have a good range of shops and facilities, yet small enough to enjoy a close knit and friendly community.”*

## Community

Residents identified a strong sense of community as one reason why Ledbury is good, mentioning community spirit, the pulling together of the community for events and the large number of volunteers. Some examples of those comments are below.

*“A supportive community with very many people who work hard with voluntary groups offering local activities (sports/ arts/town welfare) and supporting Charities”*

*“The strong sense of community, in which many people know many neighbours & and others in the town. This results in a caring society, in which people look out for others' needs, for example, most elderly people feel safe I look after. ”*

*“The people are caring and welcoming. It is small enough to feel homely”*

*“Strength of community spirit”*

*“It's a happy environment - people are generally most polite and helpful. It's a lively town”*

*“I think there is good community spirit with the majority of individuals as proven by events like the Olympic torch, carnival, fun days on the rec”*

## Public amenities

10 per cent of respondents cited that services and amenities in Ledbury are what make it good, mainly that a good range that can be accessed on foot or by public transport or good motorway links.

*“Attractive, good facilities, good variety of local trade, good transport links.”*

*“Compact town - easy to access, library, shops, swimming pool, main line to London.”*

*“Friendly, with good train and bus services; of a manageable size and with good Primary and Secondary schools”*

*“Good array of essential amenities - doctor, dentist, shops and schools all within walking distance. Good transport links.”*

*“4 of the best traditional butchers in the UK. Generally a safe place to live, good places of worship”*

*“Most facilities required for family within walking distance”*

## Transport and parking

The majority of the comments under this theme were about the excellent transport links, but there were also a number who felt that parking is cheap and reasonable.

*“Not too big, but with excellent transport links to larger conurbations”*

*“It's excellent location linked to the railway network - direct trains to London and Birmingham, and close proximity to the motorway network”*

*“A railway station on a main line. Good bus links & roads.”*

*“It has a lot of small individual shops and plenty of parking in the main streets”*

*“Parking charges are reasonable which encourages use of the town”*

There were a number of other comments the highlighted that residents of Ledbury felt that it is safe, thriving economically and a quiet peaceful and relaxed place.

There were 59 comments stating that Ledbury was not a good place to live, a number of which were that it is not as good as it used to be or that there could be improvements to the facilities and services as shown by a selection below:

*“It's not as good as it was 20-30 years ago”*

*“At the present moment, nothing. It has bad roads, too many charity shops and estate agents. Overcrowded schools, over used facilities that cannot cope and atrocious parking. Amongst other things.”*

Table 2.1 below shows numbers and percentage of comments (where numbers are high enough to show percentages) in each of the categories emerging.

<b>Table 2.1 Issues which make Ledbury good</b>	<b>Number of comments</b>	<b>Percentage of respondents</b>
Location, environment, overall ambience	818	36%
Shops and businesses	715	32%
Friendly & welcoming	709	31%
History, heritage, culture and activities	483	21%
Size and layout	387	17%
Community	371	16%
Public amenities	287	13%
Transport and Parking	283	13%
Safe	174	
Thriving economically, prosperous	107	
Quiet, peaceful, relaxed	99	
Not a good place to live	59	

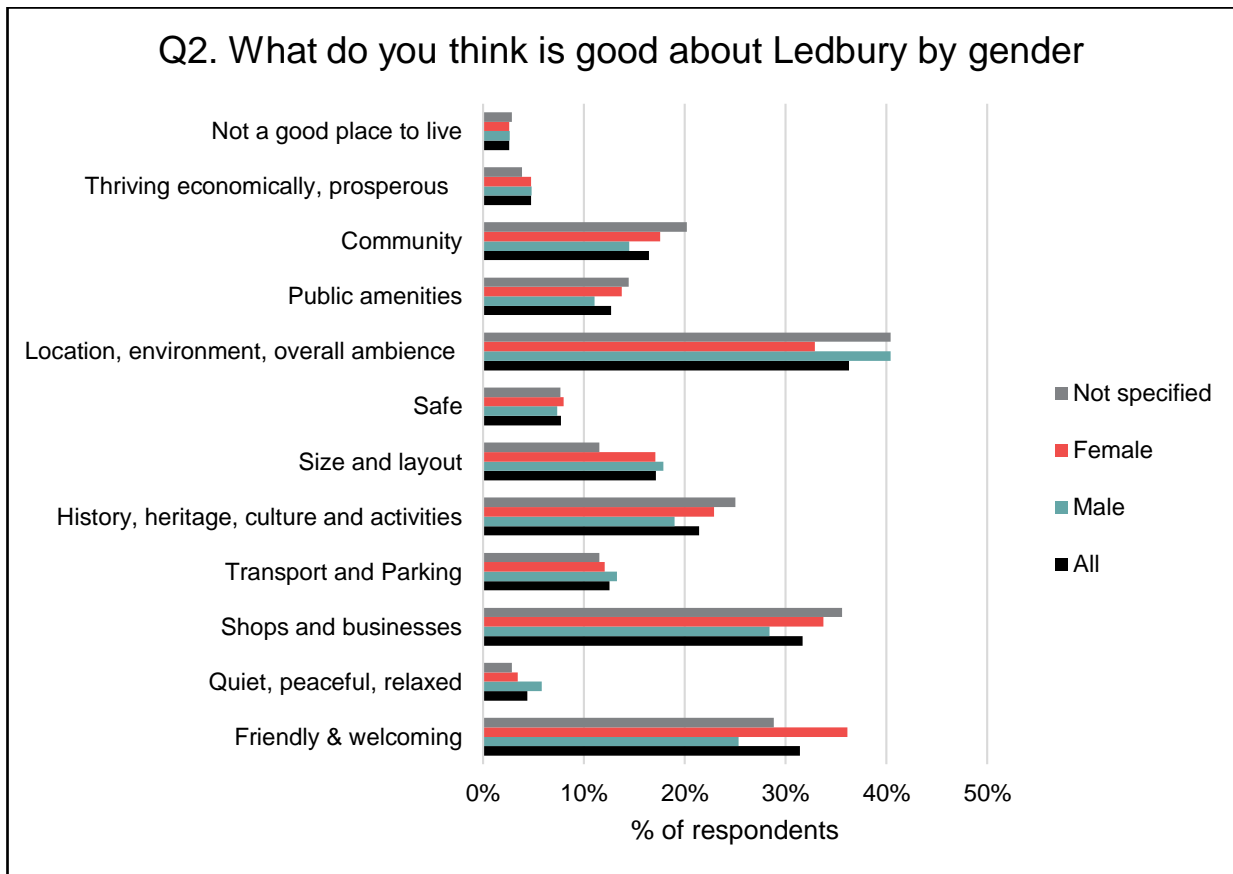


## What residents think is good about Ledbury, by certain characteristics

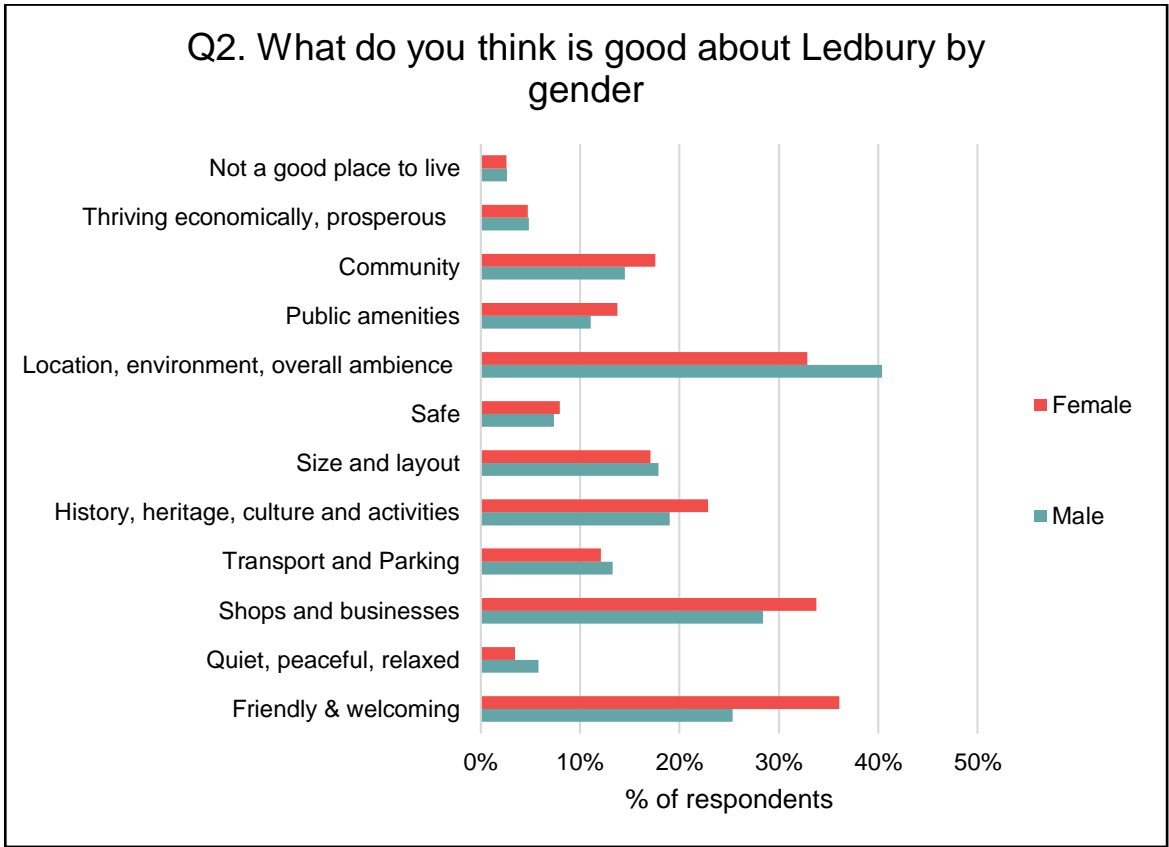
Differences in responses to this question were observed according to characteristics such as gender, age, the length of time lived in Ledbury or where they live in Ledbury.

### Gender

In total 2,152 residents answered question 2 and gave their gender. More women responded (1,241) than men (911). A further 104 answered Q2 but did not specify their gender. The base for this question is 2,256 which is the total number of people answering question 2.



The three main themes of response were the same for women and men: 'location, environment and overall ambience'; 'shops and businesses' and 'friendly and welcoming'. However the order of these differed by gender as shown in the charts. The most frequently cited type of comment by women was 'friendly and welcoming' followed by 'shops and businesses' whereas for men the most frequently cited was 'location, environment and overall ambience'.



The top three choices made by females were:

1. Friendly and welcoming
2. Shops and businesses
3. Location, environment and overall ambience

Compared to males where the top three choices were:

1. Location, environment and overall ambience
2. Shops and businesses
3. Friendly and welcoming

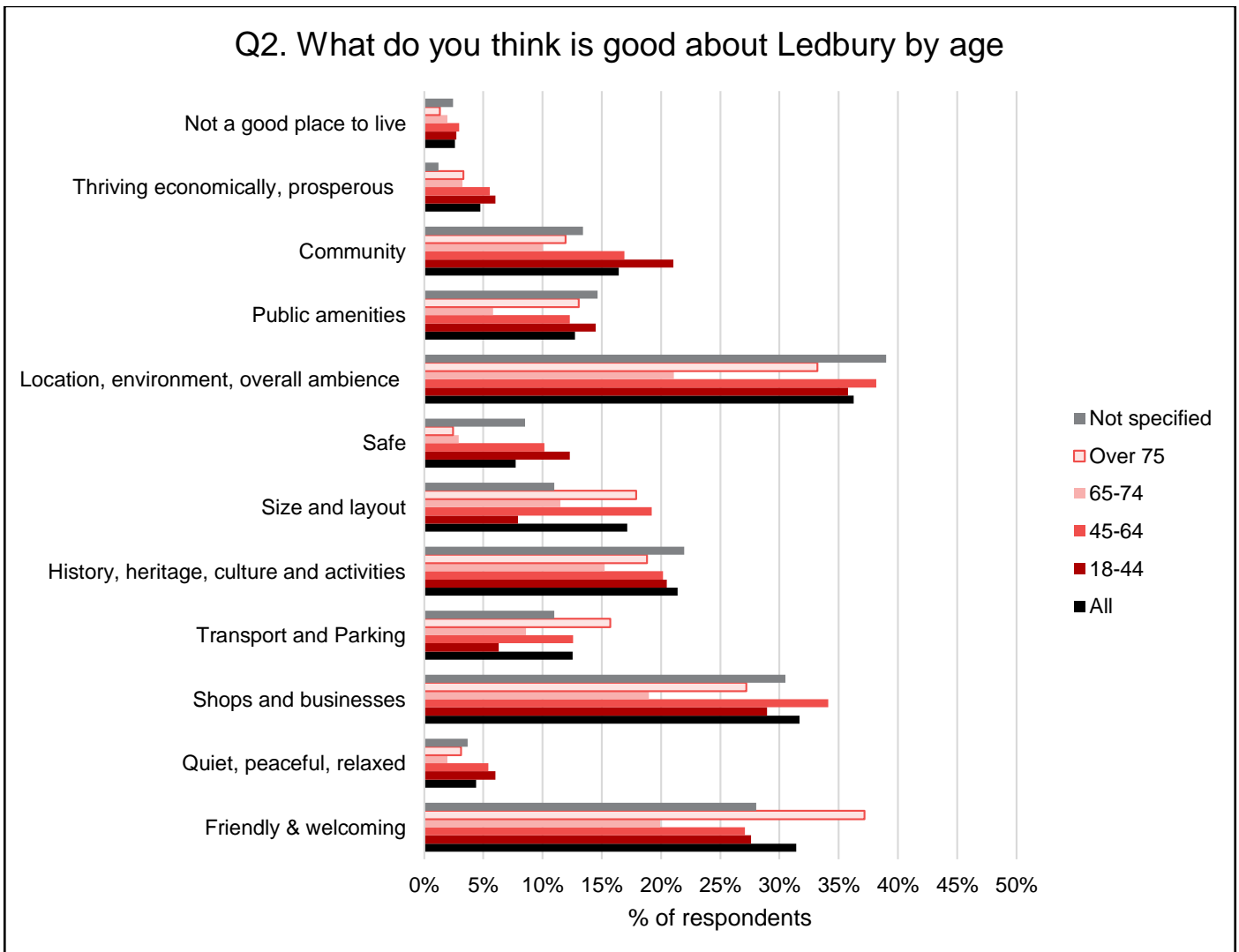
History, heritage, culture and activities was the fourth important point, in terms of making Ledbury good for both males and females however there was a higher proportion of females commenting on this compared to males.

## Age

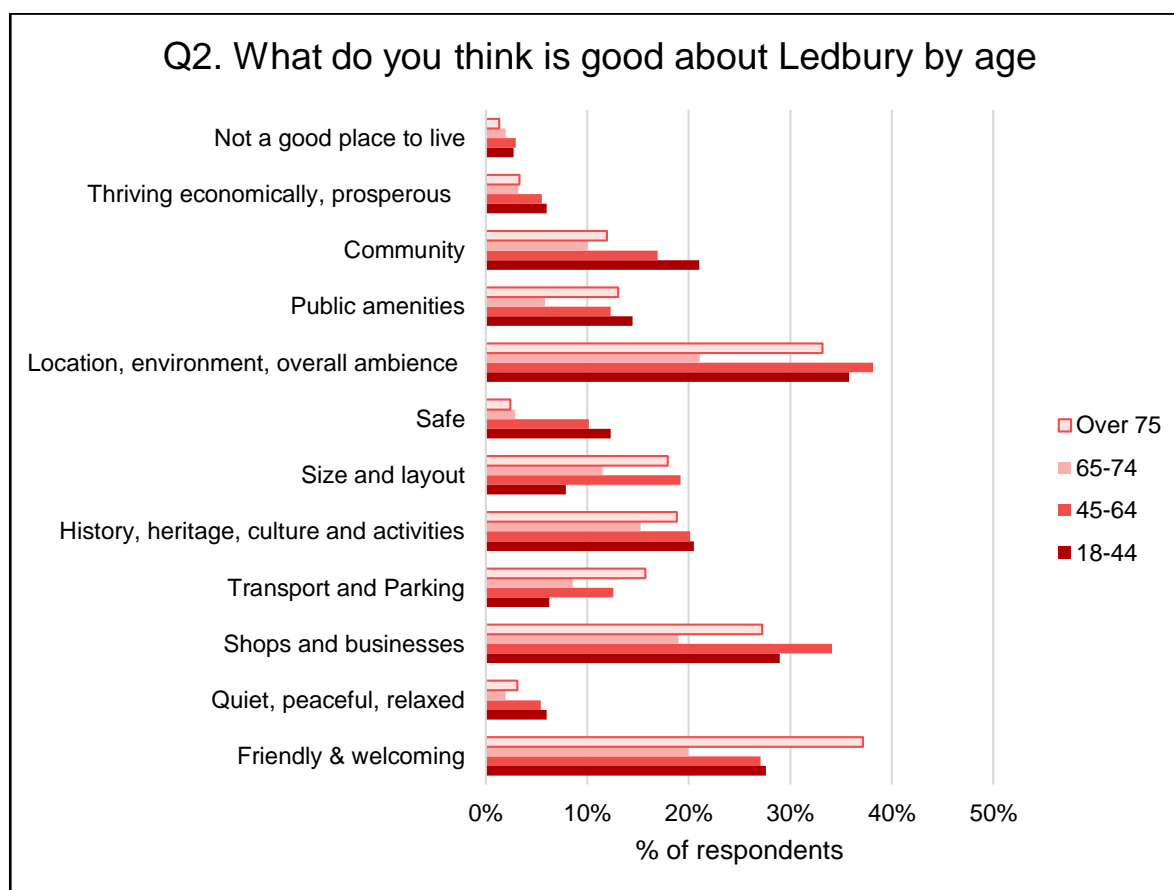
Most (2,174) of the 2,256 respondents to Q2 gave their age range. The two youngest age categories 18-24 and 25-44 were combined to give a more comparable number to the other age ranges. For numbers in each category see the table below and the percentages of comments per category and age group are shown in the following charts.

Age range	Number of respondents
18-44	366
45-64	739
65-74	617
Over 75	452
Not specified	82

There were a number of differences between the age ranges in terms of what they thought made Ledbury good.



Respondents from the age range 65-74 showed a more even spread of comments across the themes compared to other age groups, with lower proportions per issue.



From the 65-74 years old age group there was a lower proportion mentioning the following issues compared to some or all of the other age ranges:

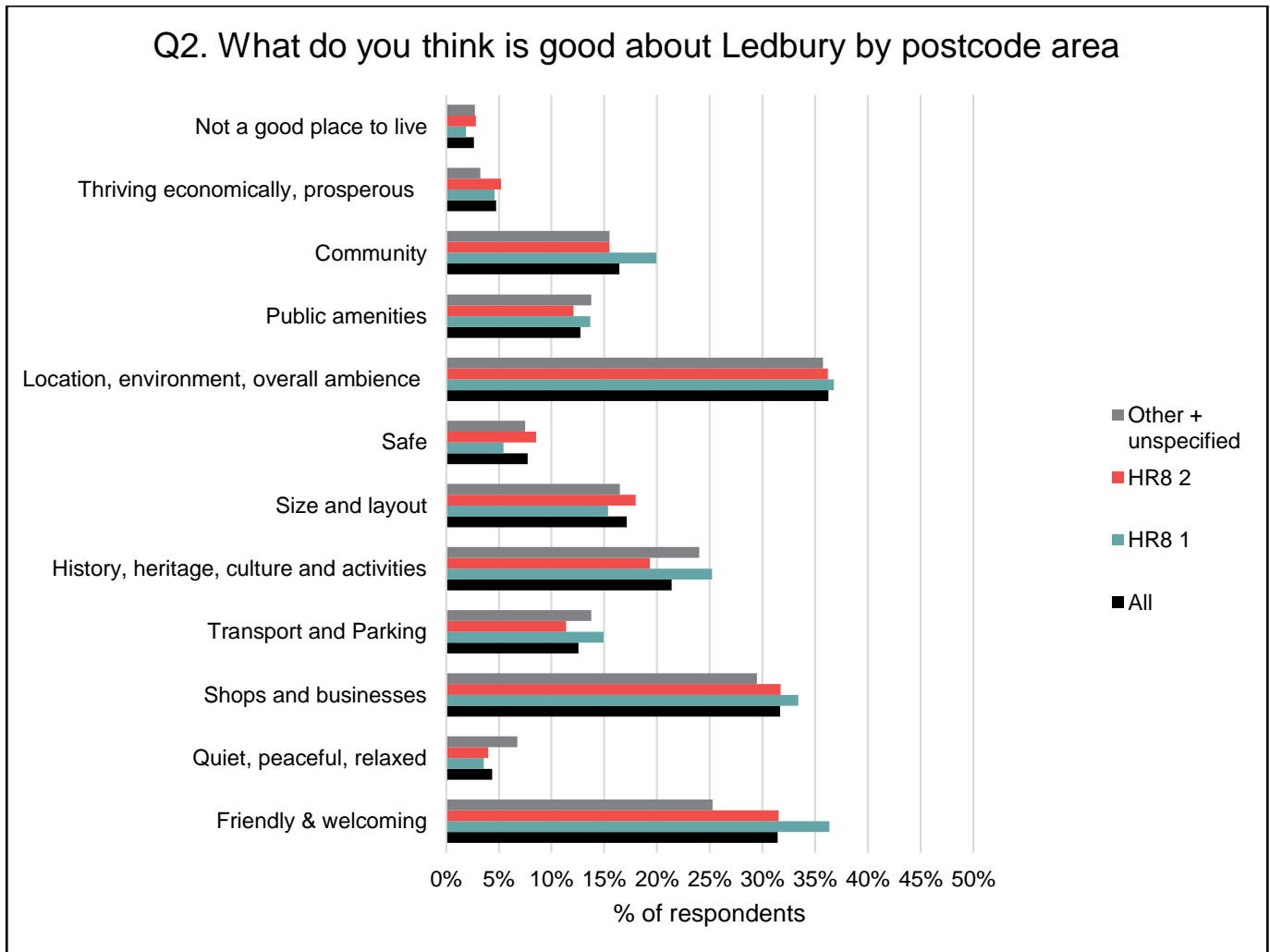
- Friendly and welcoming
- Quiet, peaceful, relaxed
- Shops and businesses
- Location, environment, overall ambience
- Public amenities
- Community

Other differences between the age ranges were:

- Over 75 year olds were more likely to cite 'friendly and welcoming' than the other age groups.
- 18-44s were more likely to mention Ledbury being 'quiet, peaceful and relaxed' compared to 65-74 year olds.
- Over 75's and 45-64 year olds were more likely to comment that 'transport and parking' which made Ledbury good compared to 18-44 year olds.
- Similarly over 75's and 45-64 year olds were more likely to comment on the 'size and layout' as positive compared to 18-44 year olds.
- The two younger age categories, 18-44 and 45-64 were more likely to cite Ledbury as being safe compared to the older age categories, 65-74 and over 75s.
- The two younger age categories (18-44 and 45-64) were also more likely to comment about the 'thriving economy and prosperous' compared to the older age categories, 65-74 and over 75s.

### Location of where respondents lived in Ledbury

About 60 per cent of the 2,256 respondents who answered Q2 live in the HR8 2 postcode area. 20 per cent live in HR2 1 and nearly 20 per cent either lived in another postcode area or did not specify as shown in the chart below.



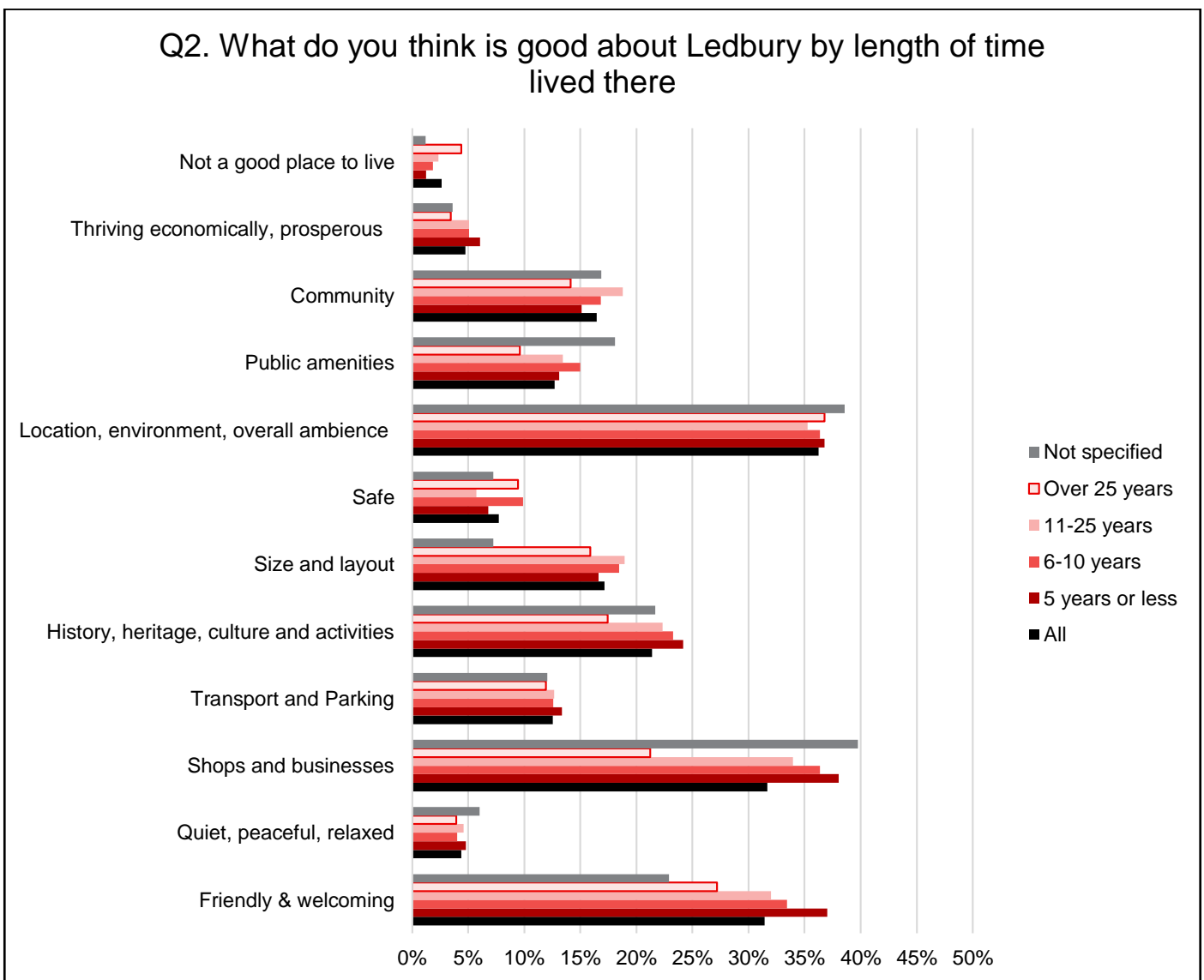
When comparing comments in response to Question 2 by the two main post code areas HR8 1 and HR8 2, there were only two differences:

- Respondents from the HR8 1 area were more likely to cite Ledbury’s history, heritage, culture and activities compare to those from HR8 2  
 Respondents from the HR8 2 were more likely to say safe than those from the HR8 1 area.

### Length of time living in Ledbury

Nearly two thirds of the 2,256 respondents who answered Q2 had lived in Ledbury over 11 years and about a third had lived in Ledbury for ten years or less. 4 per cent did not answer this question. The numbers by each category are shown below in the table below and the proportions by type of comment made shown in the following charts.

Time in Ledbury	Number of respondents
5 years or less	397
6-10 years	374
11-25 years	766
Over 25 years	636
Not specified	83



There were three main issues where there were differences between the comments made depending on the length of time lived in Ledbury. Those respondents who have lived in Ledbury

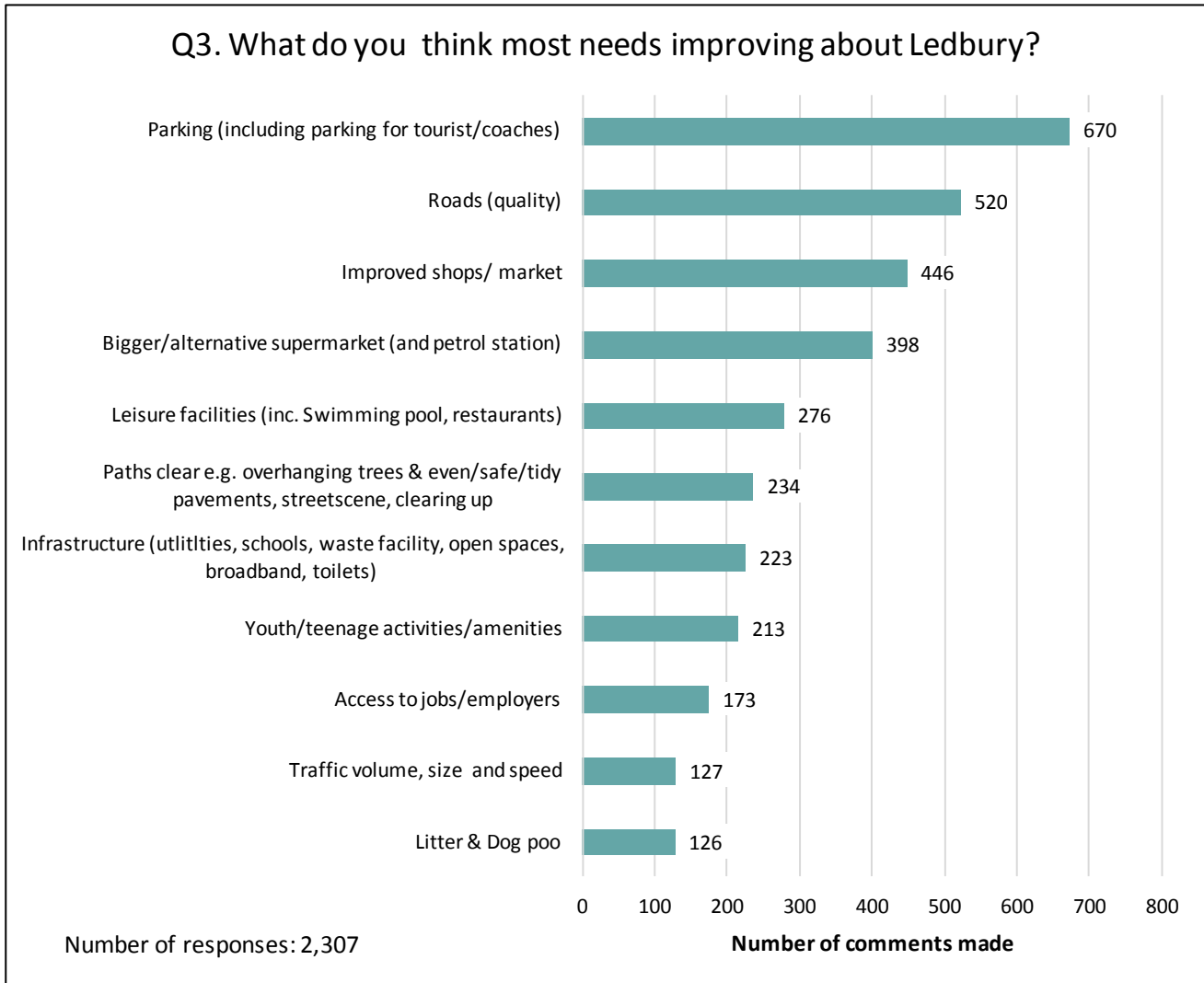
for over 25 years were less likely to cite the following reasons for why Ledbury is good compared to those who have lived in Ledbury for less time:

- Shops and businesses
- Friendly and welcoming
- History, heritage, culture and activities.

Those who had lived in Ledbury between six and ten years were more likely to comment that services and public amenities are one of the reasons why Ledbury is good compared to those who had lived in Ledbury for over 25 years.

### Q3. What do you think most needs improving about Ledbury?

A total of 2,307 residents responded to this question, which returned 4,199 comments about what residents think most needs improving about Ledbury. These were categorised into 11 groups as shown in Table 3.1 and the following chart, with each group explained in more details thereafter.





### Parking (including parking for tourists/coaches)

The issue that the highest number of residents felt most needed improving in Ledbury was parking (28 per cent of respondents). The amount of parking in the high street and residential roads, the cost of parking, lack of free parking and free parking for residents. Concern was expressed about the impact the parking had on shops, tourist visitors and the willingness to venture into the town centre as shown by a selection of comments below:

*“Free parking in town for Ledbury residents”*

*“Free car parking in/around town centre to encourage use of high street shops.”*

*“Parking on streets block roadways making it difficult to get to Ledbury town centre”*

*“Its parking facilities - for visitors and workers alike is not satisfactory - our main streets are choked all day with parked cars.”*

*“There are some roads/streets in Ledbury where cars park on both sides of the road allowing very little room for traffic to move. New St & Bye St for example”*

*“To stop so much parking on streets”*

*“We need free parking for the locals and visitors. This would make a big difference to the town.”*

### Roads (Quality)

The next most frequently cited comment was about roads - the quality in terms of the road surface and the number of pot holes, but also the time it takes to repair the pot holes as shown in the examples below:

*“Better road repairs”*

*“Pot holes inroads in/around town centre”*

*“Damage to road surfaces”*

*“Keep the roads in good repair - mend potholes as soon as possible”*

*“Road repairs”*

*“Road surfaces - currently in dangerous disrepair”*

*“Roads”*

*“State of roads off-putting for residents & visitors”*

### Improved shops/market

A large amount of comments were about the type of shops and what they sold, suggesting a need for more shops for everyday clothing and items for everyday use, such as electrical goods. However on the other hand some residents pointed out the attractiveness of the shops to tourists. Some specifically mentioned fewer shops for tourists, fewer charity shops and less empty shops. There were also a few negative comments about the attitude of some shop owners to customers. Some requested a retail park such as one in Malvern. A selection of these comments are shown below:

*“Too many charity shops. Too many cheap product shops appearing. Are business rates for shops too high?”*

*“More upscale shops - make it a retail destination, tidy appearance, get rid of shop fascias not in keeping with historic buildings”*

*“Need more variety of shops that cater for all budgets - more shops needed for those on a low income ”*

*“More shops - clothes and shoes”*

*“Also a more understanding of need of local requirements, e.g. Children’s wear shops and at a reasonable price”*

*“Better Necessity shops (less accessory/trinket shops)”*

*“More shops that cater for local needs as opposed to tourists”*

*“It would be great if the empty shops could be filled but with good quality locally run shops.”*

*“Friends from outside Ledbury are attracted to the individual, and boutique type shops. Cheap budget shops with goods out on the pavement do not help”*

*“Attitudes of shop keepers in local stores towards customers.”*

*“A central area of good quality shops / supermarket retail outlets / market in the centre of Town to maintain vibrant retail heart to the town i.e. Malvern Retail Park in Lawnside Road.”*

*“Could really do with a small retail park like Malvern which would attract more people”*

There were also some comments about the market.

*“Local people support local shops. Happy to have more stalls on the market so long as it sell different things to the shops”*

*“A larger market”*

*“Bigger, more varied market”*

### Bigger/alternative supermarket (and petrol station)

There were 398 comments made (17 per cent of responses) about a need for another alternative, better or bigger supermarket. Some commented on just needing another supermarket for competition, although some commented it would be needed if the further 800 proposed houses were built. Some residents mentioned they would like a new supermarket for particular aspects such as those selling clothes. There were requests for Sainsbury's, Morrison's, Aldi, Lidl, Waitrose and Marks & Spencers.

There were also 70 suggestions for the location of a new supermarket. 57 respondents said it should be on the outskirts of town or on the by-pass, ten said on the Gale breakers or Homebase site/ industrial or trading estate/Lower road estate and three wanted it in town. 26 said it should not be in town, Lawnside, Bye St., Bridge St., a side street or the recreation ground.

There were a further 13 residents who stated they did not want a new supermarket at all.

55 residents said they wanted an additional petrol station, mostly in conjunction with a new supermarket. A selection of these comments is shown below:

*"Another supermarket most definitely NOT in Lawnside Road"*

*"Another supermarket, but not off Bye Street, on the by-pass would be best"*

*"A bigger supermarket is needed, that provides clothing, a bigger selection of food and a petrol station."*

*"A decent supermarket on by-pass not in Town Centre"*

*"A large supermarket, such as Morrisons, Sainsburys, large Tesco, Asda - anything larger than we have now"*

*"If they're going to build 800 new dwelling then a new supermarket - not in Bye Street"*

*"An "upmarket" supermarket for increasing population - Present family shopping is inadequate. "*

*"New Superstore with affordable clothing as well as food"*

*"Supermarket on the bypass like ALDI, Iceland or LIDL. They built bypass to take lorries out of town - why bring them back in? "*

*"Supermarket on trading estate would be good. "*

*"With growing population, a new supermarket with petrol station will be needed possibly on Galebreaker site. Certainly not Lawnside. We need to keep community hall, swimming pool and fire station. "*

*"Stopping developers and council keep trying to get a large supermarket in Ledbury"*

### Leisure facilities (inc. swimming pool, restaurants)

General leisure facilities as well as specific facilities were mentioned by 276 residents (approximately 17 per cent of respondents) as in need of improvement in Ledbury. Most of the comments focussed more on maintaining what there is rather than improving it. The swimming pool, the sports centre and restaurants/night life were the leisure facilities mentioned the most, although there were some that were not specific at all simply saying "Leisure".

*"Better leisure facilities. Pool needs replacing with a "splash2" like leisure complex"*

*"Certainly about the future. The leisure Centre and in particular the swimming pool is very important to a lot of people. Times have changed and money is tight but the loss of such a facility would be detrimental to the town"*

*"More reasonably priced sports facilities"*

*"Cinema & more live music"*

*"Better quality EVENING restaurants"*

*"Leisure activities, e.g. adult education facilities, arts and craft classes"*

### Paths clear e.g. overhanging trees & even/safe/tidy pavements, Streetscene, clearing up

This category covered comments about the look of paths and pavements, the accessibility in terms of obstructions on pavements, the general tidiness of pavements/walks within Ledbury and also the safety of uneven pavements. A selection of these comments are shown below.

*"More attention needs to be given to hedge cutting and general path/roadside clearance of bushes/trees overhanging. General council cutbacks have become very noticeable and do not portray a good image of Ledbury."*

*"Deplorable road and pavement surfaces"*

*"Clean the streets. Tidy up all the grass off pavements"*

*"Common ground needs tidying. Grass cutting, tree and shrub pruning. More litter bins off the beaten track. Road sweeping around the housing estates. This may encourage a sense of pride about individual areas of the town."*

*"Keep town trails clear of weeds and rubbish"*

*"Over the past few years, Ledbury has begun to look dirty, litter-strewn and messy."*

*"Pavements to be even and safer."*

### Infrastructure (utilities, schools, waste facility, open spaces, broadband, toilets)

This category covers comments from residents about both general infrastructure and more specific services. The public toilets remaining open was mentioned most often (72 comments), often in light of Ledbury being a tourist town and for visitors as well as residents. A need for more open and green spaces was mentioned and also the maintenance of current ones (49 comments) – with the Walled Garden mentioned a few times. Comments also included a plea for more spaces at the primary school, improved waste and recycling facilities, opening hours of services and the availability of broadband in Ledbury. Other amenities that were mentioned less frequently were street lighting and drain clearing.

*“Assurances to keep local amenities.”*

*“Keep two sets of toilets open”*

*“Don't close the toilets this is a tourist town, we need to encourage them to come to Ledbury”*

*“More gardens and open spaces in the centre of the town. e.g. flower beds and sitting areas to enhance the area around the Master's house and ideally the same for the swimming pool/car park area”*

*“The Walled Garden - it is not maintained sufficiently and looks unkempt”*

*“More usable open space for sport and recreation”*

*“Open spaces need a face lift - recreation ground play equipment dated. New wooden play equipment only suitable for young kids (was supposed to be for older children). ”*

*“More school places to end the misery of over-subscription at Ledbury Primary School each year.”*

*“Enough school places and nursery provision”*

*“Skip open more hours.”*

*“Open the recycling waste centre more often. Queues are horrendous in summer.”*

*“Broadband speed in New Mills area”*

*“Better broadband access - lack of fast broadband limits our business”*

The number of comments by category and sub-category are shown in table 3.1 below.

**Table 3.1 Issues most need improving in Ledbury**

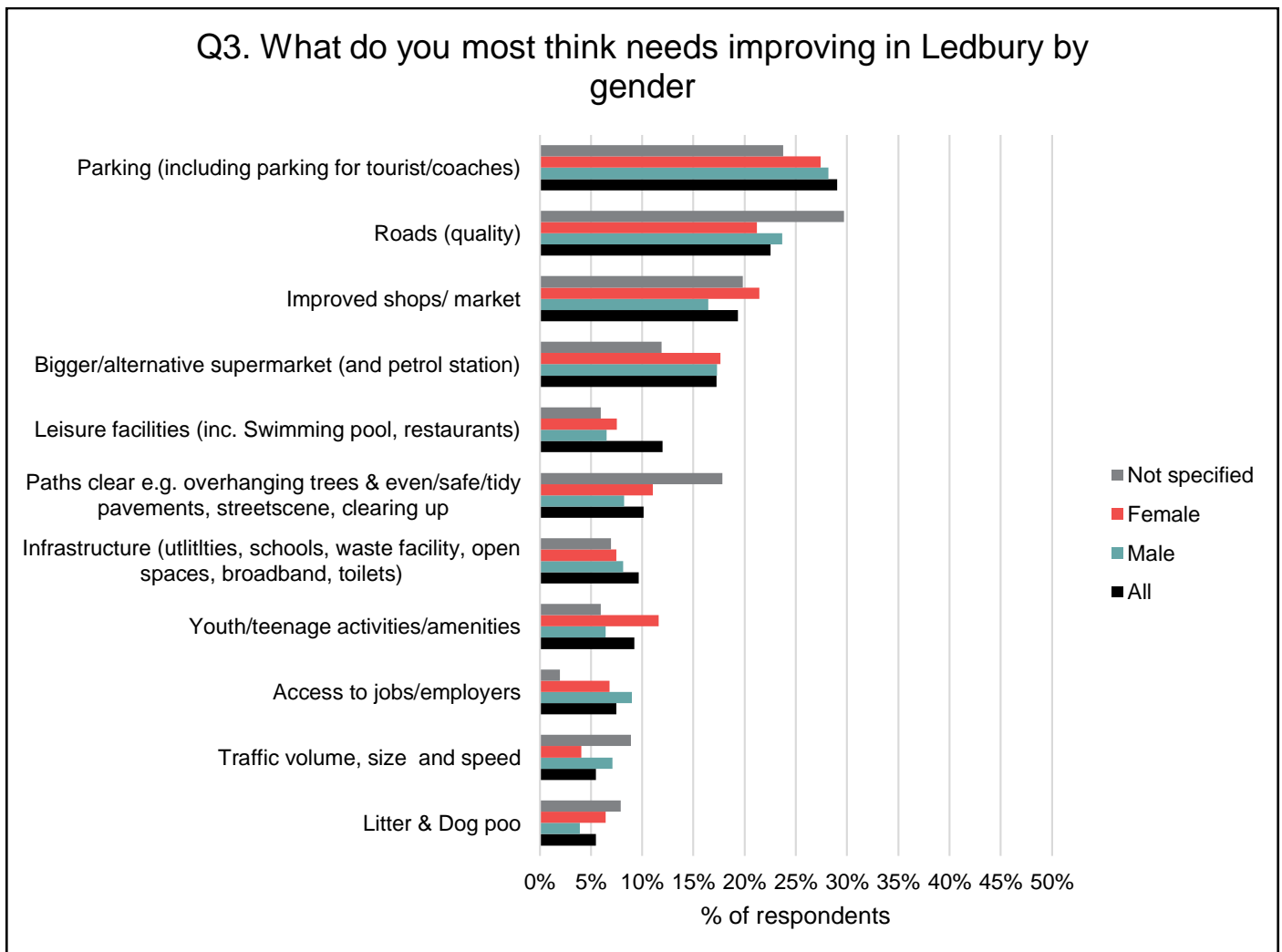
	Number of comments	Percentage of residents
<b>Parking (including parking for tourist/coaches)</b>	<b>636</b>	<b>28%</b>
Parking for tourists/visitors	34	
Roads (quality)	520	23%
Improved shops/ market	446	19%
<b>Bigger/alternative supermarket (and petrol station)</b>	<b>398</b>	<b>17%</b>
Petrol station	55	
Not in town/Lawnside/ Bye street/ bridge/ side street/ recreation ground	26	
Specified on By-pass or out of town	57	
Specified on Gale breakers/Homebase/industrial /trading estate/ Lower road estate	10	
In town/Lawnside road	3	
No supermarket	13	
<b>Leisure facilities (inc. Swimming pool, restaurants)</b>	<b>276</b>	<b>12%</b>
Swimming pool	89	
Sports facilities	36	
Restaurants/other nightlife	34	
Paths clear e.g. overhanging trees & even/safe/tidy pavements, streetscene, clearing up	234	10%
<b>Infrastructure (utilities, schools, waste facility, open spaces, broadband, toilets)</b>	<b>223</b>	<b>10%</b>
Toilets	72	
Open spaces	49	
Schools	38	
Waste/recycling	12	
Broadband	8	
Youth/teenage activities/amenities	213	
Access to jobs/employers	173	
Traffic volume, size and speed	127	
Litter & Dog poo	126	
Police & crime, emergency services	90	
Tourism - local historic buildings	67	
Parking for tourists/visitors	34	
TIC	18	
Negative tourism	4	
Community spirit - Coming together of two sides of Ledbury - community buildings	66	
Herefordshire Council/Town council	66	
Improved bus service/rail (public transport)	62	
Library	46	
Health services (Dentist, GP)	44	
Facilities for children	43	
Nothing	40	
Affordable housing	38	
By-pass	30	
Access for disabled/pushchairs	30	
Locals listened to	25	
Population make up of Ledbury lots old not enough young encouragement for young people/families	16	
More housing	15	
Road crossing - pedestrian safety	15	
Cinema/theatre	11	
No more housing estates	9	
Disabled services / care support	4	

## What residents think most needs improving in Ledbury, by certain characteristics

Differences were observed in the comments according to characteristics, such as gender, age, where they live in Ledbury or length of time living in Ledbury.

### Gender

Over half of the 2,307 individuals who answered Q3 are women and, 41 per cent are males and 4 per cent did not specify a gender. Comments by gender and category are shown in the chart below.



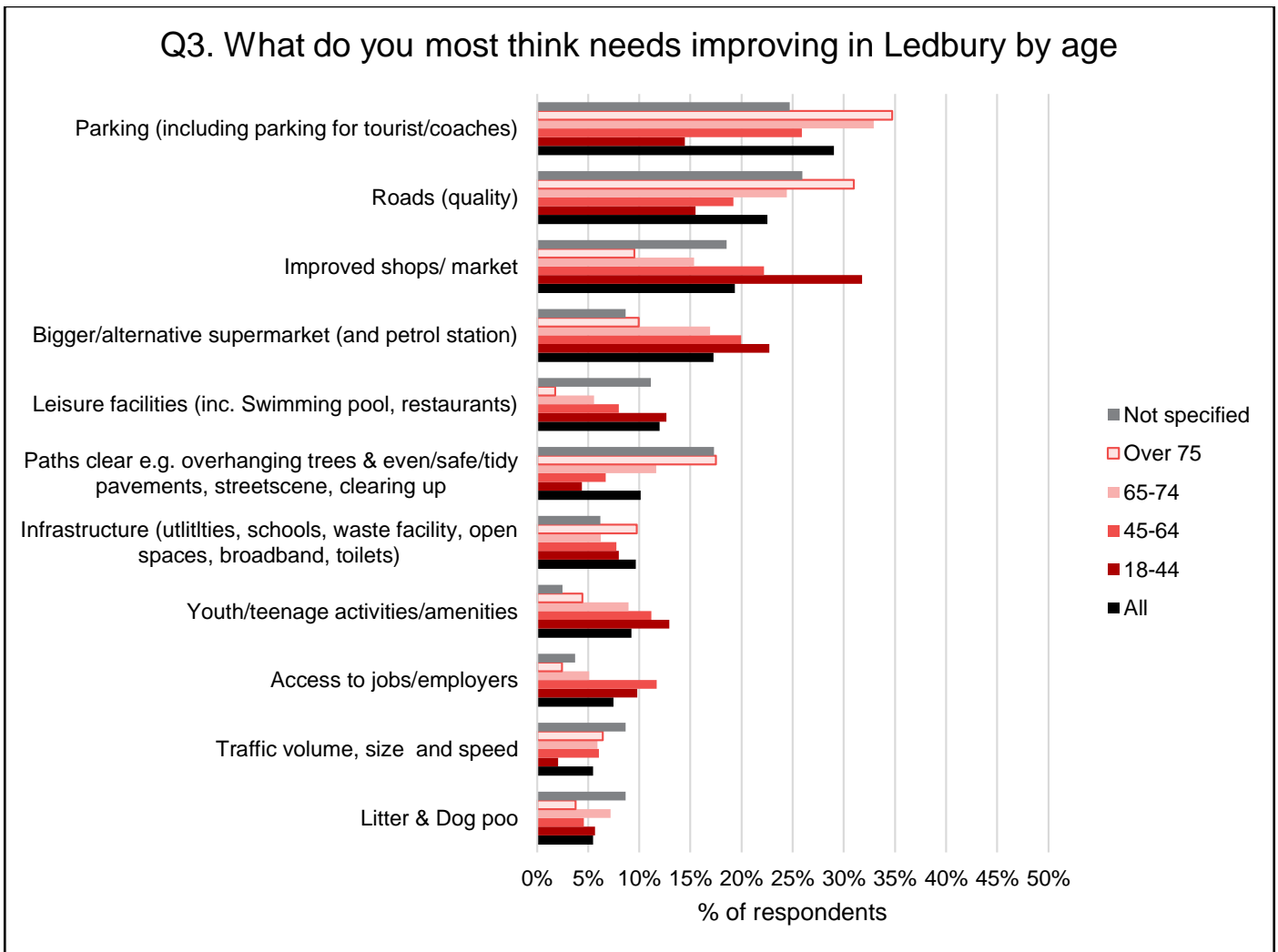
Women cited the following two aspect more frequently than men about what needs improving in Ledbury:

- Improved shops and market
- Youth/teenage activities and amenities.

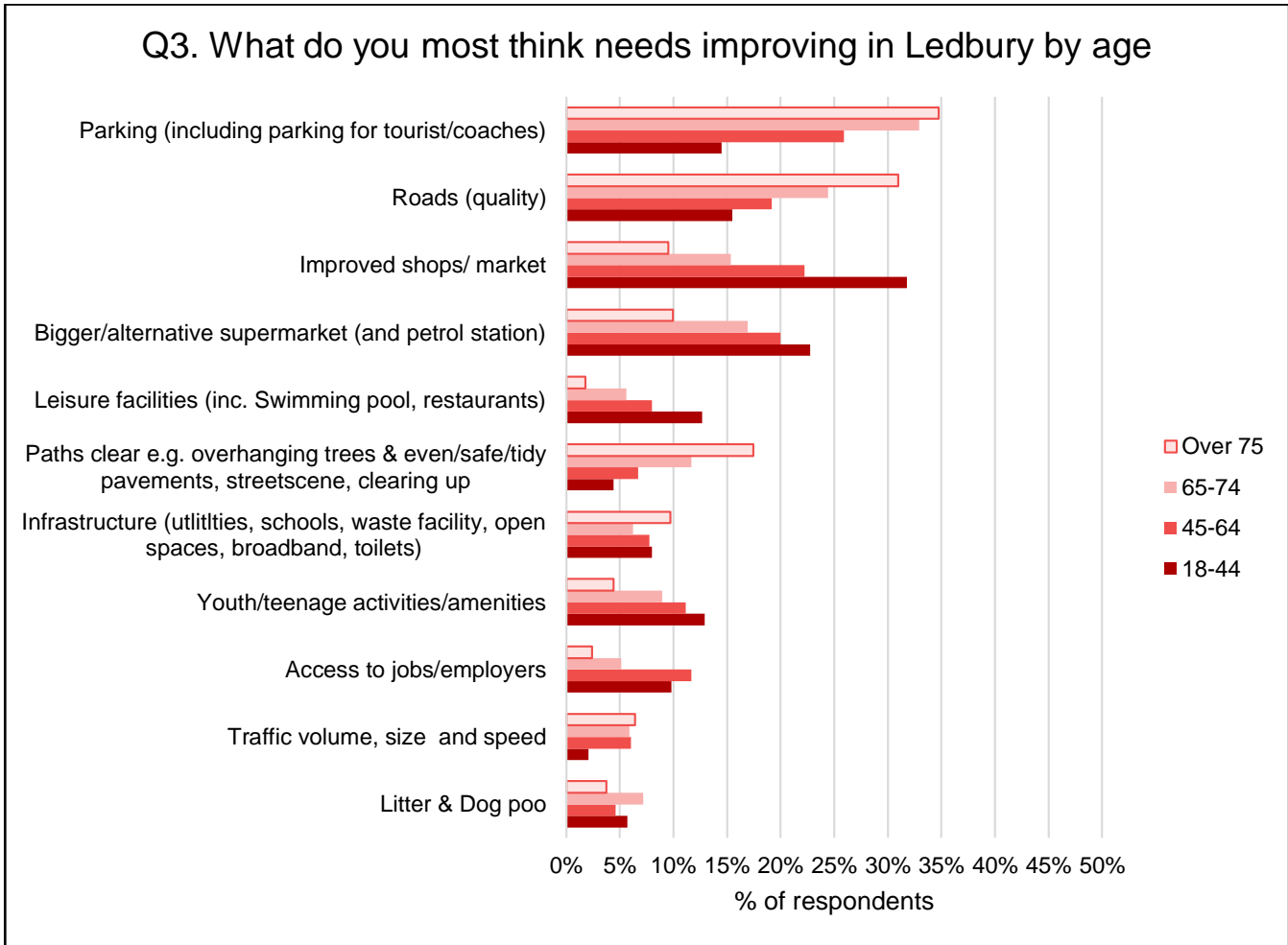
### Age

Most of the respondents to Q3 specified an age range. The two youngest age categories 18-24 and 25-44 were combined to give a more comparable number to the other age ranges. The numbers in each age group are shown in the table below. The responses to Q3 by category and age group is shown in the chart below. There were only a few differences between the different age ranges and in comparison to Q2, the 64-75 age group did not stand out as being markedly different from the other age categories across the board.

Age range	Number of respondents
18-44	387
45-64	761
65-74	626
Over 75	452
Not specified	81







There were four issues that were commented on more frequently by the two younger categories (18-44 and 45-64 year olds) compared to the oldest category of over 75 year olds:

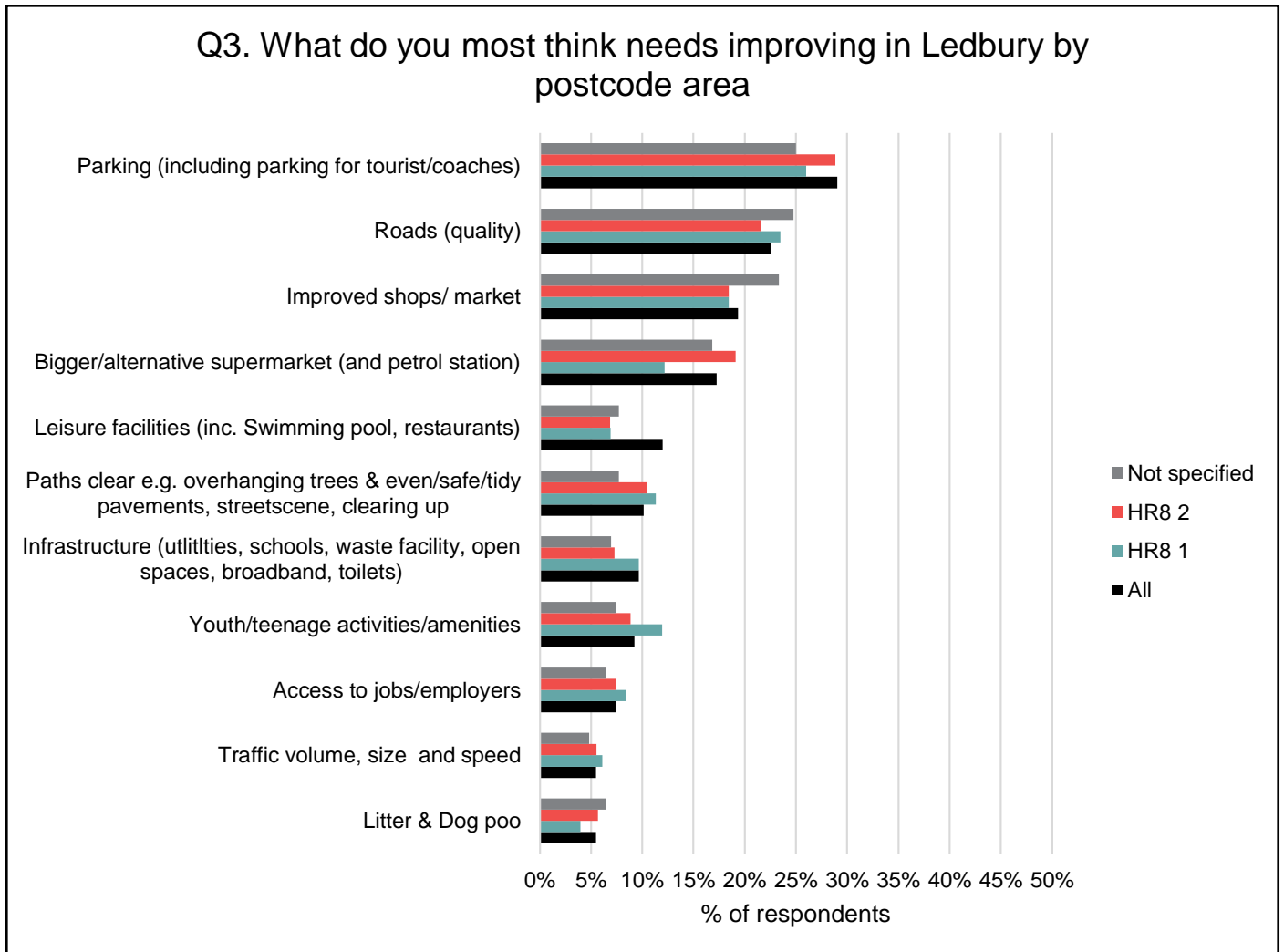
- Bigger/alternative supermarket and petrol station
- Leisure facilities
- Youth/teenage activities/amenities
- Access to jobs/employers

Other differences between the age categories were:

- Parking was mentioned less frequently 18-44 year old than the other three age groups (45-64, 64-75 and over 75s).
- Road quality was also commented on less often by the younger age category 18-44 compared to the two older categories 65-74 and 75 years and over.
- The two older categories 65-74 and 75 years and over were less likely to comment that the shops and market needs improving in Ledbury compared to the two younger categories 18-44 years and 45-64 years.
- The older age categories both 65-74 year olds and the over 75s were more likely to say that the paths need to be kept clearer, tidier, more even/accessible than the youngest category of 18-44 year olds.
- The younger age category 18-44 year olds were less likely to state that traffic volume, size and speed to need improving in Ledbury compared to the other three categories.

### Location of where respondents lived in Ledbury

Just over 80 per cent of the respondents who answered Q3 live in either the HR8 1 or HR8 2 post code areas, with 60 per cent in the HR8 2 postcode area. This was a similar pattern to those answering Q2.



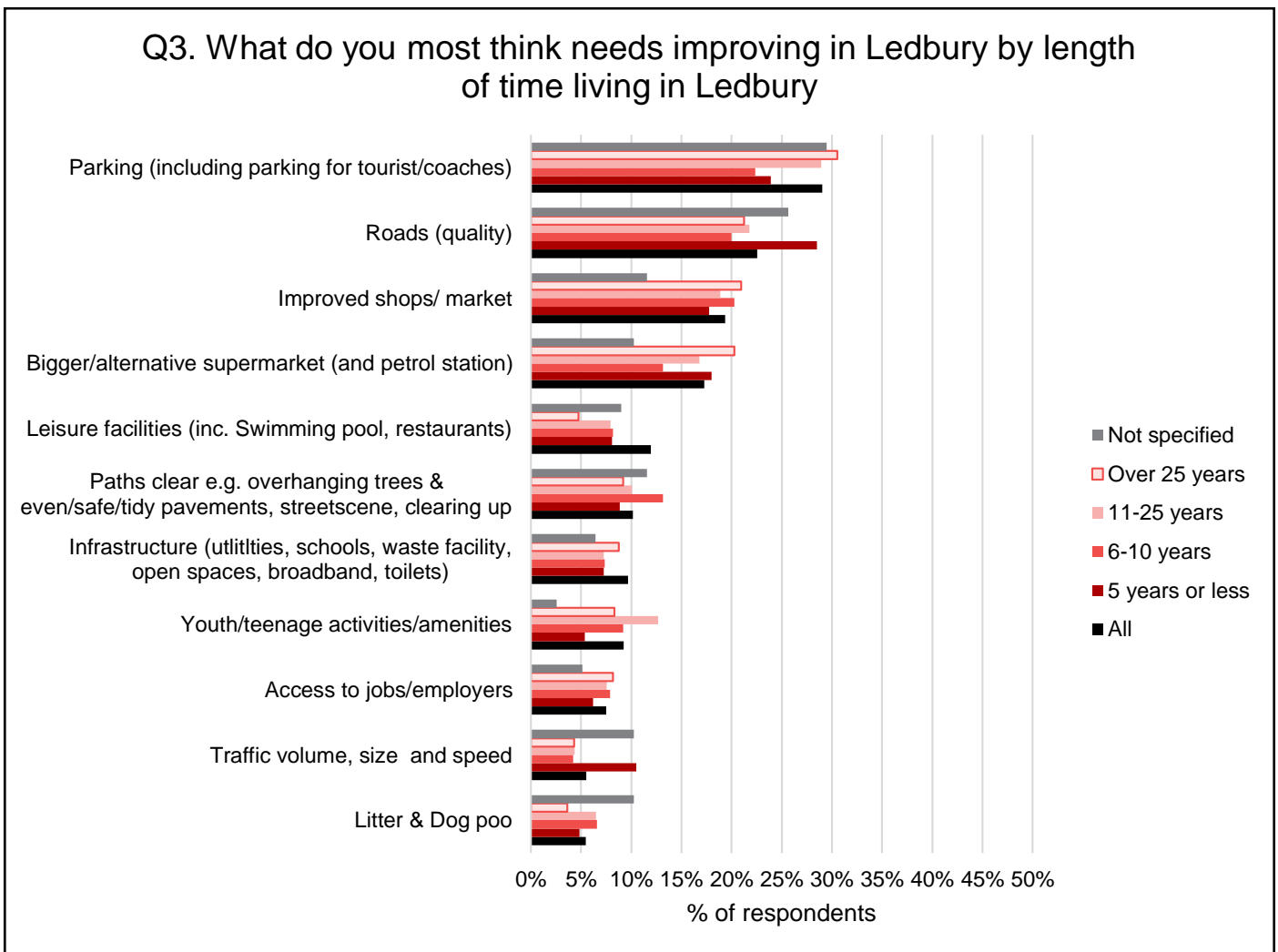
For all but one of the issues the views for those living in the HR8 1 as to those in the HR8 2 area were similar for this question.

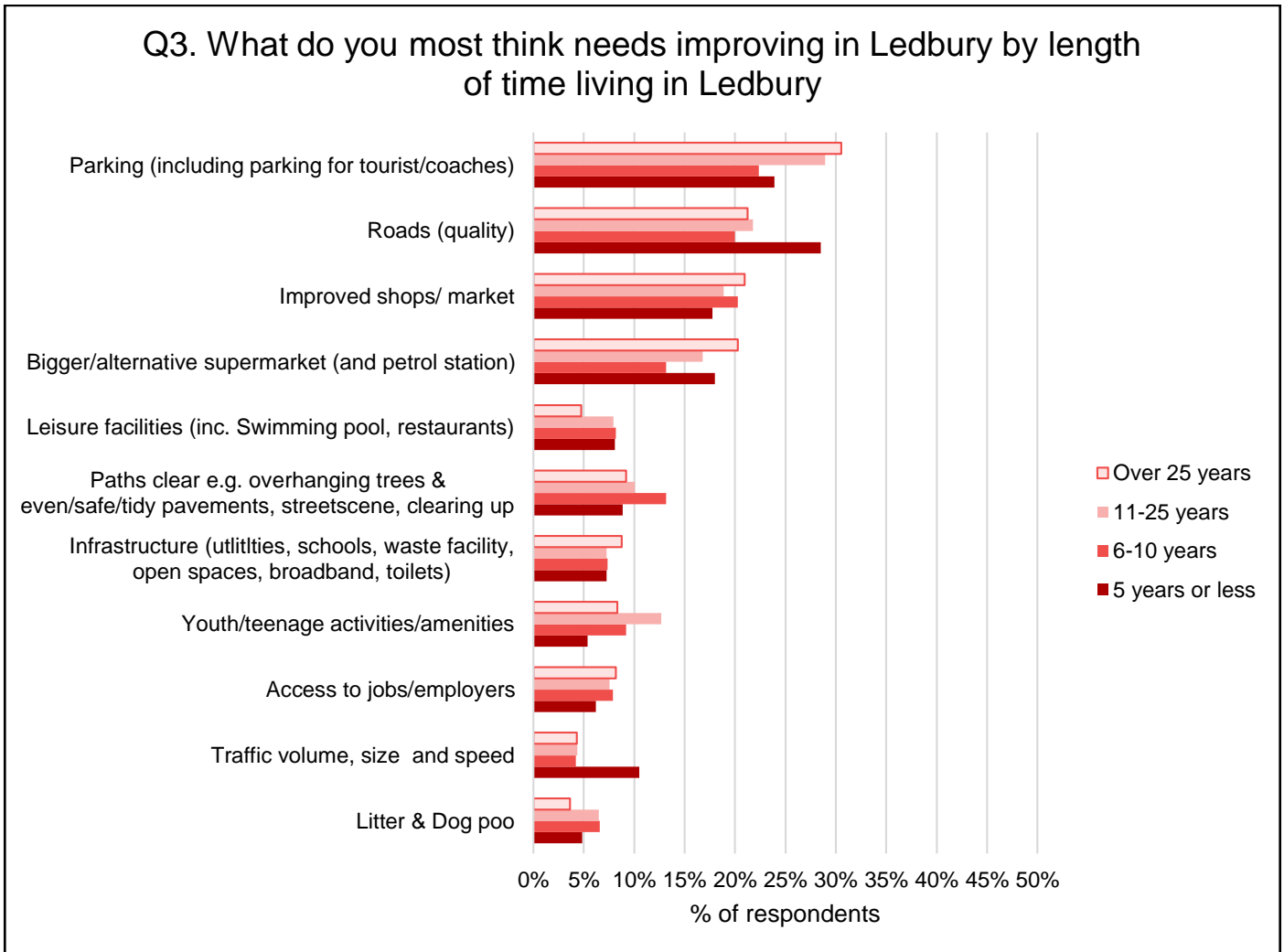
Respondents living in the HR8 2 area were slightly more likely to state that a bigger/alternative supermarket and petrol station was needed to improve Ledbury compared to those living in the HR8 1 area.

### Length of time living in Ledbury

Nearly two thirds of the respondents to Q3 have lived in Ledbury over 11 years and about a third ten years or less. The number of respondents by length of time lived in Ledbury are shown in the table below. The proportion who commented on each aspect of what needs improving in Ledbury by the length of time lived in the town is shown in the following charts.

Time in Ledbury	Number of respondents
5 years or less	372
6-10 years	380
11-25 years	757
Over 25 years	720
Not specified	78





There were a few differences between the length of time living in Ledbury categories:

- Those who had lived in Ledbury ten years or less were less likely to cite parking as an issue that needs improving in Ledbury compared with those who have lived in Ledbury for 11 or more years.
- Those who has lived in Ledbury for five years or less raised the issue of road quality more frequently than those who have lived in Ledbury longer.
- Respondents who have lived in Ledbury for over 25 years were more likely to say they wanted a bigger/alternative supermarket and petrol station compared to those who had lived in Ledbury for between six and ten years.
- Youth/teenage activities/amenities was stated more frequently by more those who had lived in Ledbury for 11-25 years compared to those who had lived in the town five years or less.
- Respondents who have lived in Ledbury for five years or less cited traffic volume, size and speed more frequently compared those who have lived longer in in Ledbury.