



# **Binfield Community Research**

Supporting the delivery of community  
infrastructure  
12<sup>th</sup> December 2019

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## About Locality

The Locality network is for organisations that believe in the power of local communities to build a fairer society. We have over 600 members across the country all supporting local people in a local area. We work across housing, employment, health and wellbeing, arts and culture, the environment and more.

Behind the scenes, our network works tirelessly to create a fairer society.

We see a need and step in. To fill a need that's not being met. We create spaces at the heart of our communities where everyone belongs and where local people can shape their own future.

We know the place, the people, the needs and we care. Our work is cost effective and responsive. And our solutions work better.

Every week our membership network supports over 400,000 people, helping to transform lives.

That's the power of local community.



**11,000**

community groups supported by  
our members



**400,000**

people benefit from our members'  
services each week



**15**

different activities delivered on  
average by our members

## Executive summary

Locality was appointed by the Binfield Parish Council to undertake community research and engagement exercises to help inform its planned community infrastructure work over coming years.

Locality used a mixed method approach (desk research, stakeholder interviews and online/face-to-face interviews), which drew on the views of just under 250<sup>1</sup> people who live, work or serve Binfield.

The sample was fairly representative of Binfield community with the exception of young people under 18 not being represented and there being a gender imbalance (65:35) in favour of females. Some of the groups we spoke to were proactive in encouraging their members to also engage in the online survey (for example, the Bowmen of Warfield Archery Club). Finally, our covariate analysis<sup>2</sup> did not reveal any significant differences of opinion between different parts of the Binfield community.

People who live, work or serve Binfield (stakeholder and residents) feel very positive about it as a place – thinking that it is a well-functioning community served by good amenities, an and active community - *“What strikes me about Binfield is that everyone is involved in everything - everybody goes to everything. Everything is a village affair.”*

Typically, residents cherish its community spirit and ‘village feel’, which combines rural and urban access and means that there are shared spaces where people can bump into each other on a regular basis - *“We refer to it as the Beverly Hills of Bracknell”*.

People also value the area’s green spaces, it’s schools, the local heritage and sports clubs.

Foxes Den is a new addition to Binfield but (with one exception in the research) is viewed extremely positively and considered an important community asset - *“Foxes Den is the most brilliant thing that has happened to Binfield ever - I’ve never met anyone who has criticised it, there’s nothing to criticise.”*

Other important community assets in the area include: the Library, Binfield Club, Foxley Field, All Saints and Farleywood Community Centre.

However, there are concerns about the current and planned housing development and its impact on many of the area’s (above-mentioned) assets – particularly access to green spaces and community spirit/village feel.

There are also concerns about how the population increase will impact in terms of traffic, roads, services, conservation/heritage and social infrastructure

There was a feeling that there were no activities, services or spaces in the area for teenaged young people – this was a strong view amongst stakeholders interviewed but also by some residents.

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<sup>1</sup> Includes 230 residents interviewed f2f (104) and online (226), 13 stakeholder interviews and members of the Parish Council

<sup>2</sup> check to see if there are differences in research outcomes based on age, gender, ethnicity, housing tender, geography

Other important concerns related to house prices (and access into the area for young people); the full-to-capacity of Binfield GP Surgery

Priority improvements cited by residents focused on green-related improvements (protecting green spaces, more footpaths, more cycle paths and better/safer playgrounds), improvements to streets (improving streetscape, parking and road safety) and health (improve/build GP and provide more sports provision)

Specific project ideas focused on improving transport accessibility (e.g. buses, cycle paths, car sharing to reduce car use), community allotments and gardens, youth provision for teenagers, leisure and sports provision (purchase of new cricket pitch, Parkrun, swimming pool/lido); and improving community facilities (Memorial Hall, Farleywood Community Centre).

For those people interviewed, a large focus was on preserving Binfield – whether its community dynamics, its events, community organisations, community spaces, wildlife/green spaces, heritage and conservation.

A large proportion of those residents interviewed (38%) were keen to have an on-going participative role in the Parish Council's work.

# 1. Introduction

Locality was appointed by the Binfield Parish Council in summer 2019 to undertake community research and engagement exercises to help inform its planned community infrastructure work over coming years and also to help build a stronger connection between the Parish Council and its wider community.

The Council anticipates that the parish will benefit will with over £4m Community Infrastructure Levy (CIL) income generated from housing growth.

Locality's work has run in parallel with another assignment carried out by LCC (the consulting arm of [SLCC](#)), which has focused on helping the Council manage the change/growth in operations - making sure they are compliant and support a growth of expertise/knowledge amongst the key people putting in place appropriate systems (e.g. for managing contracts/projects/scrutiny etc).

To complete this assignment, the research team from Locality engaged local residents and key stakeholders in Binfield to help identify the area's key community assets, as prioritised needs and wants, and to help develop specific proposal for the use of the CIL income as well as help to inform the Parish Council's work more generally. The aim was to develop community investment opportunities to make life better for everyone in future.

Locality has been at the forefront of the Localism agenda in England – this is the transfer of power, decision-making and resources to a local level, including to Parish Councils. The Localism Act 2011 provided many opportunities for this transfer, but there are still too many barriers to localism. Localism can require nurturing community confidence within neighbourhoods, to grow experience of collective influence.

Community organisations like Binfield Parish Council, are rooted in the local area, are a key part of the localism ecosystem, supporting civic participation through volunteering, community organising and spaces and networks that bring people together. They can also have a powerful economic role, using assets and enterprise to drive regeneration and create economic opportunities.

This work is also aligned to the Ministry of Housing, Communities and Local Government's (MHCLG) own community framework "By Deeds and their results"<sup>3</sup>, which was developed in partnership with leaders in community sector and creates a vision for creating more active citizens in more empowered communities. Through this framework, the Government is developing its priorities for community policy and its partnerships with local government and VCSE sector, across four pillars:

- Trust, connectedness and local pride
- Active citizenship and local control
- Shared community spaces
- Shared prosperity with no community left behind

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<sup>3</sup> <https://www.gov.uk/government/publications/by-deeds-and-their-results-strengthening-our-communities-and-nation>

## 2. Methodology

### 2.1 Overview

The overall aim of the research was to:

*“To understand the hopes, aspirations, concerns and other perspectives of residents and other stakeholders in Binfield.”*

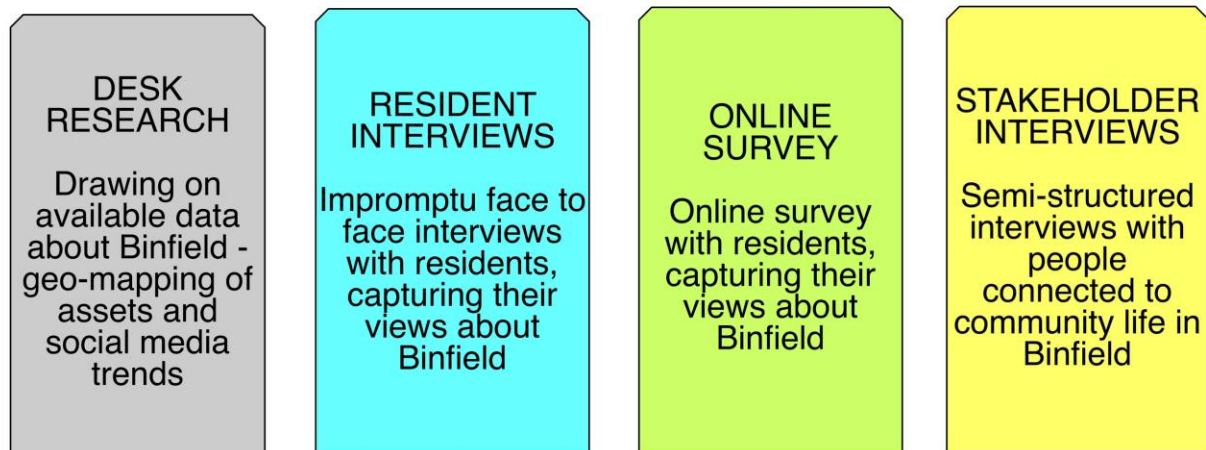
From this, the research would:

- Present a strong steer from the community for their priorities for improvements to social infrastructure support – meeting local needs and wants and accompanying the planned increase in housing in Binfield;
- Highlight issues, needs or opportunities that could be responded to by either the Parish Council or wider strategic partners (Bracknell Forest Borough Council);
- Activate local residents to be more engaged/involved with the Parish Council’s work.
- Provide a design research template that can be repeated to help update and benchmark changes in community priorities.

To meet these objectives, **the team deployed a ‘mixed methods’ approach** to the research. This is based on the view that no one single method would, on its own, adequately capture the experiences and perceptions of a whole community.

The diagram below sets out how the different methods overlapped. We then describe each element in more detail.

*Method diagram*



## 2.2 Desk review

We carried out a short review of existing information, data and statistics in relation to Binfield to build up a contextual understanding of the profile of the area. This enabled us to develop our anticipation of likely issues in the area and also allowed us to profile the local population so that our research methods would be successful at reaching all parts of the community. We were able to draw on:

- **Official national data** held by government or other agencies that can be broken down to small areas This included census data, Index of Multiple Deprivation data, other Office of National Statistics data, including for example, NOMIS for employment and benefits data. We used a service called [Local Insight](#) to help aggregate this information (See Appendix A).
- **Regional and borough level data** including previous resident surveys, the Joint Strategic Needs Assessment (covering health and wellbeing issues), and Metropolitan Police crime data. We also drew on already aggregated data sets such as those assembled by Bracknell Forest Council (Ward profiles)
- **Social media messages and trends** in order to develop an understanding of how people discussed Binfield and to identify any areas of tension or disagreement.
- **Websites, newsletters, and publicly available data from local organisations** which we used to augment the overall area profile and develop the simple asset map of physical assets as well as networks, organisations and associations.

Our desk review findings are set out in Appendix A

## 2.3 Stakeholder interviews

**We carried out 12/13 semi-structured interviews with local stakeholders**, often including more than one individual during an interview session. The organisations we interviewed:

- Foxes Den Community Interest Company
- Binfield Cricket Club
- Binfield Tennis Association
- Plus Three Nursery at Farleywood
- Bracknell Less Plastic Group
- Binfield Environment Group
- 1st Binfield Brownies
- Binfield BBQ Co-Ordination Group
- Binfield Football Club
- Binfield Women's Institute
- The Farleywood Centre
- Binfield Library
- Binfield Club

The interviews typically took between half an hour to an hour and were undertaken either face to face or by telephone, depending on convenience and the preference of the interviewee(s). The interviews covered:

- The individual's / organisation's **relationship to Binfield and their role within the community** (e.g. as a service provider, voluntary organisation, faith group etc)
- Their assessment of the **provision of amenities and services** in Binfield, including their views on gaps in local provision and the parts of the communities who were most and least well served;
- **Key attributes and assets** in Binfield, whether physical, cultural or social;



- **Challenges and concerns for the future**, including around the anticipated growth in population and housing; and
- Overall priorities and any specific project ideas for the new plan.

The notes from the stakeholder interviews are included in Appendix B and the interview template in Appendix C2

## 2.5 Resident interviews

In addition to speaking to key stakeholders, we wanted to **speak directly to a cross-section of Binfield residents**, including those less connected to existing community activities.

**We did this in two ways.** We conducted **semi-structured face-to-face interviews** at different times of day and at various locations (listed below) across Binfield. The semi-structured nature of the interview meant that, while we followed a prescribed format that allowed for quantitative coding and analysis, participants were also able to choose which topics they wanted to focus on and allowed for a more personalised narrative across the questions. See interview template in Appendix C1.

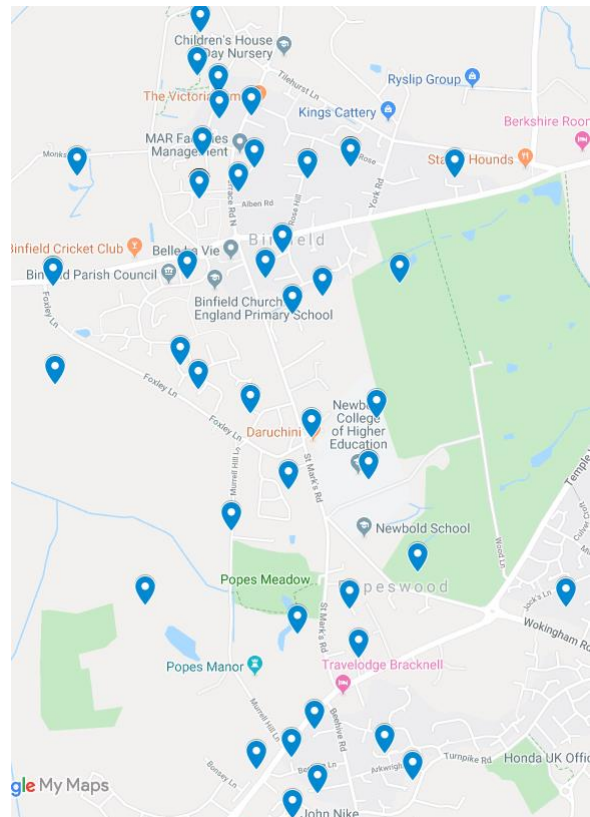
**We conducted 104 face-to-face surveys** in the following primary locations:

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Inside Foxes Den (44)</li> <li>• Oakmead Shops (19)</li> <li>• Foxley Fields (22)</li> <li>• Binfield Church of England School (2)</li> <li>• Co-op Superstore (6)</li> </ul> | <ul style="list-style-type: none"> <li>• Café Crema (3)</li> <li>• Binfield Club (2)</li> <li>• Estate Agency (2)</li> <li>• Binfield Library (1)</li> <li>• Charity Shop (3)</li> </ul> |
|--|--|

### *Postcodes of face-to-face resident interviewees*

Note: there were other miscellaneous locations throughout Binfield where individual interviews were also held). The **map right** provides an indication of the geographical spread of respondents – though not all interviewees gave their postcodes.

Of the 104, 75 were local residents in Binfield, 10 worked locally but did not live locally, and the remaining 19 were visitors.



The second way in which we surveyed residents was through an **online survey**. We were able to promote this through the Parish Council mailing lists and through our stakeholder interviewees and face-to-face resident interviewees who had given their permission to us to contact them by email to liaise with them further on the research. **We reached a further 126 residents via the online survey**, 100 of whom were residents, with the remainder those who visit or work in Binfield.

The survey covered the following key lines of enquiry:

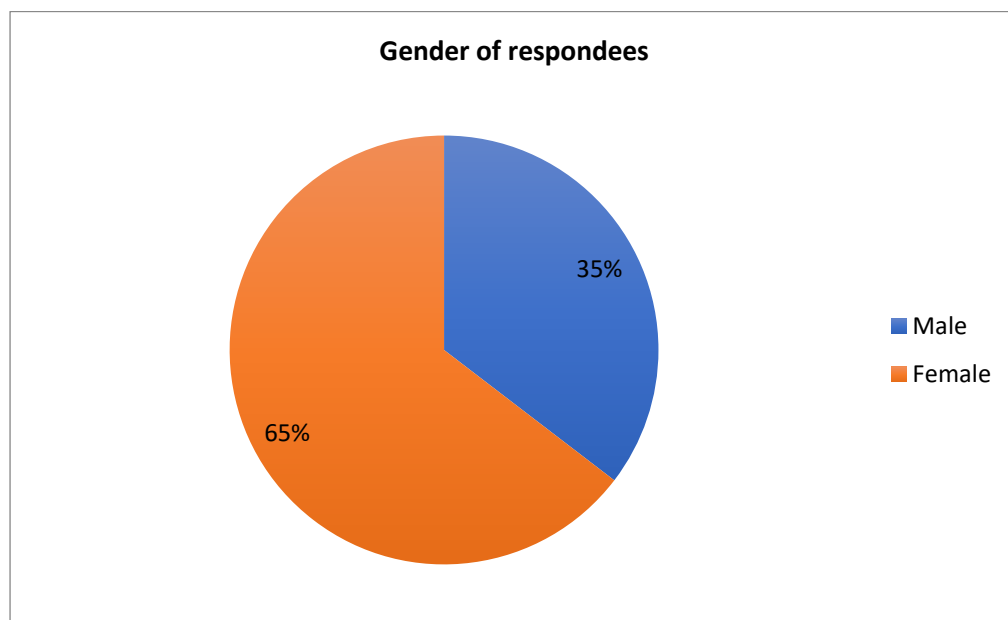
- How residents felt about living Binfield
- The services and facilities they used
- Thoughts on the key issues affecting the area
- Improvements they would like to see
- Motivation to become more involved in community decisions
- Ideas and opinions for new Binfield projects

In addition, at the end of the survey, we asked several demographic 'About you' question and asked if they would like to participate more in the Parish Council's work.

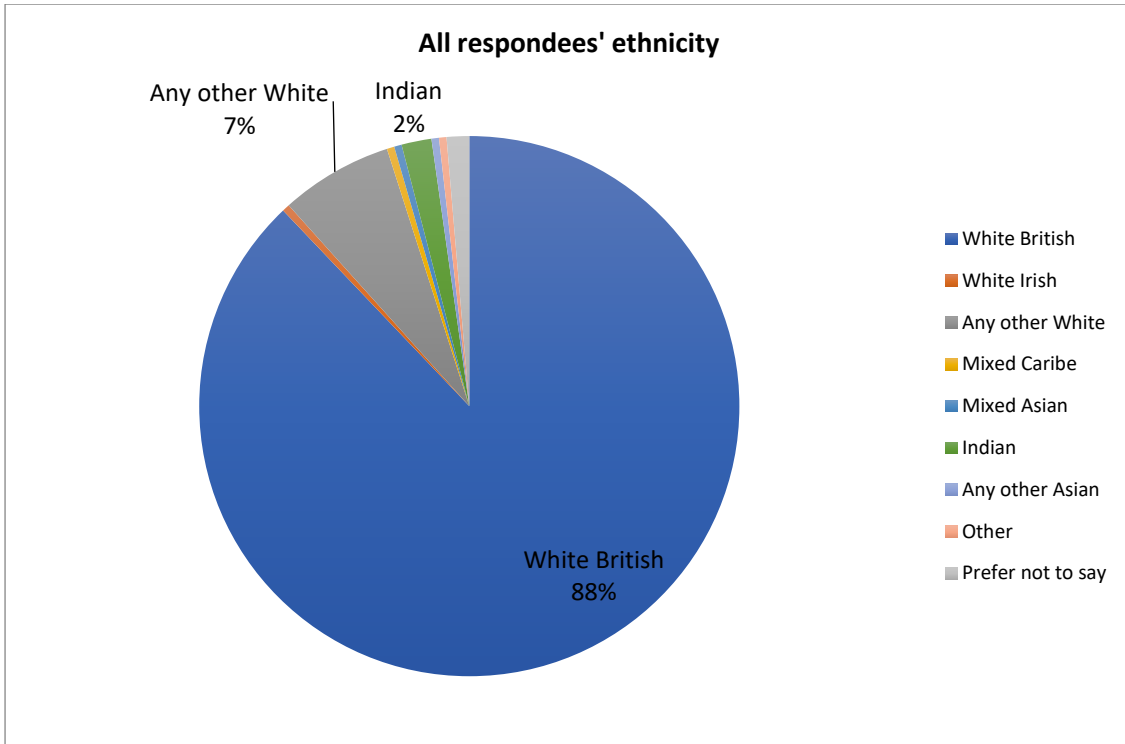
#### *2.5.1 Profile and representativeness of survey respondents*

**In total, across both methods, we completed 230 resident surveys.**

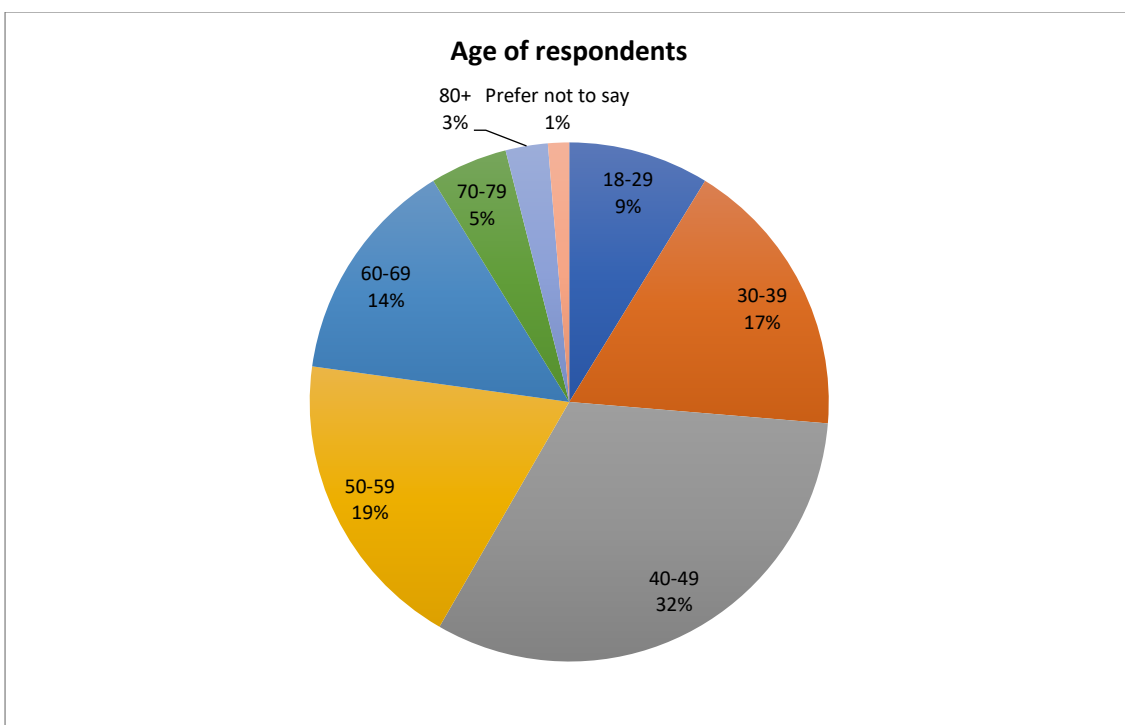
**There was an imbalance in the gender of respondents.** 65% of respondents identified as female. 35% of respondents identified as male. The rest identified as other or did not provide an answer. This compares with 50.4% of the Binfield population who identify as female and 49.6% who identify as male.



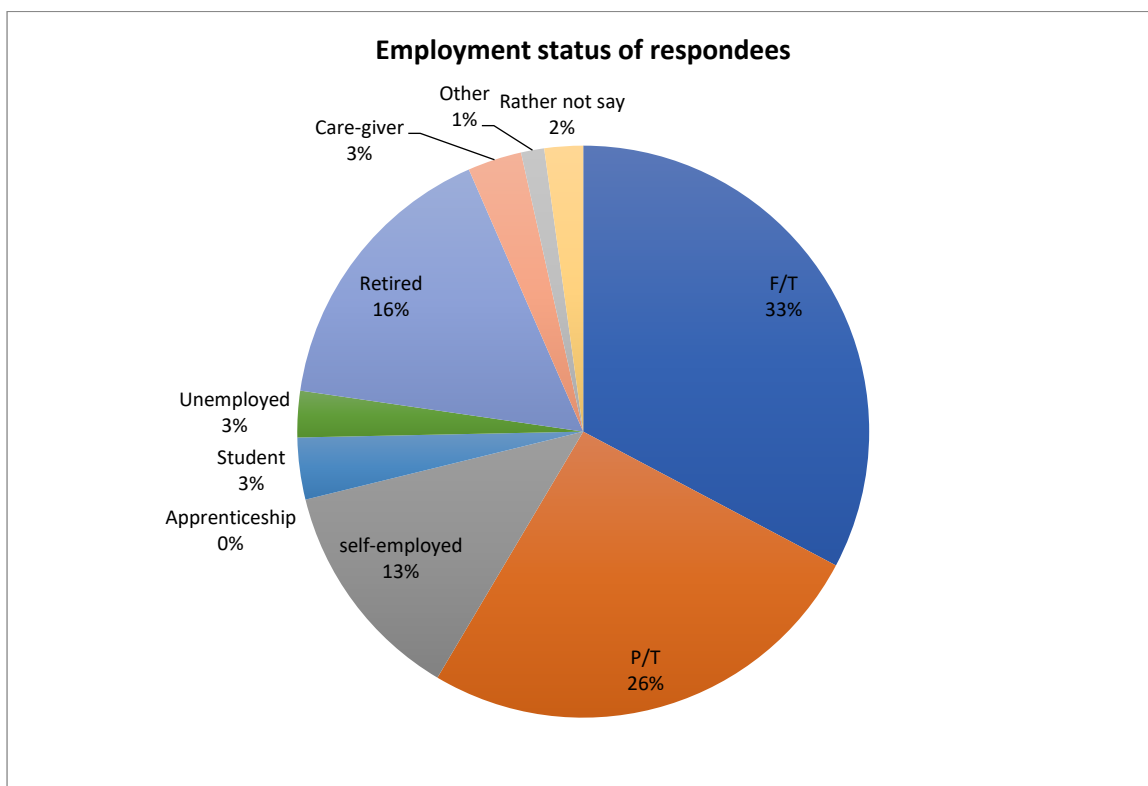
**The majority of respondents (88%) were White British**, followed by smaller samples other groups including 'Any Other White' and Indian. This is in line with the overall diversity of the population which is 79.8% White British.



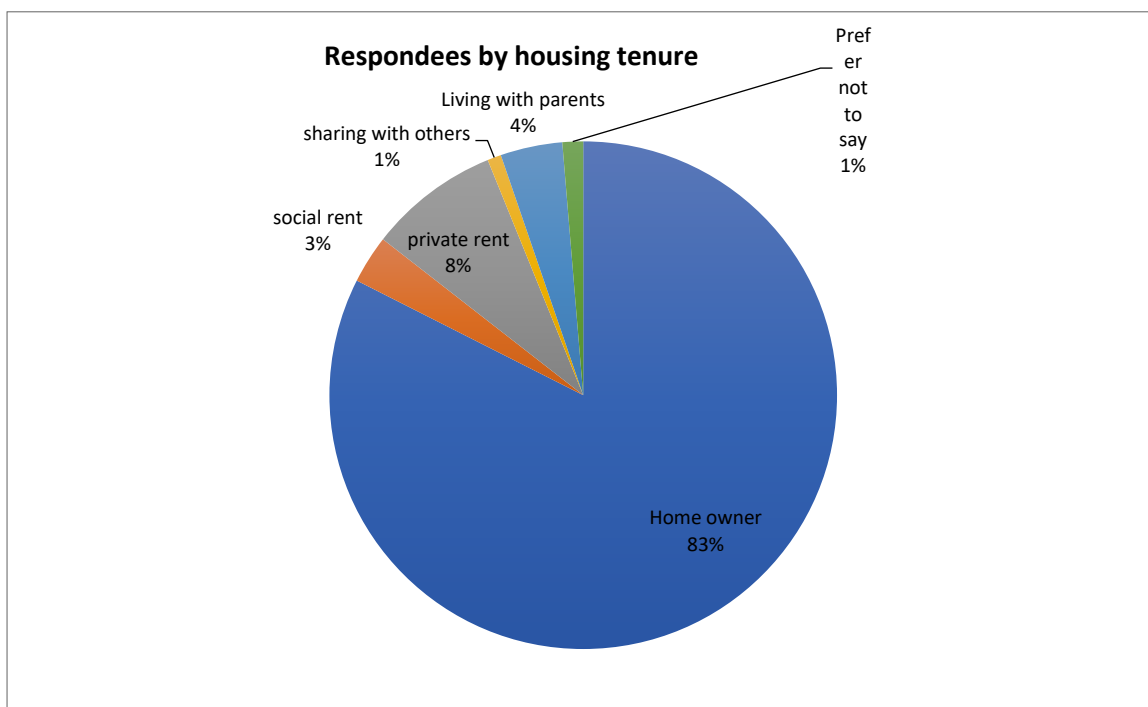
The **majority of respondents were aged between 30-59 (68%)**, with the 40-49 age group as the most represented group at 32%. This compares well with the age profile of the area's population (Local Insight – See Appendix D) and [Berkshire Public Health Ward profile \(2016\)](#). The 18-29 and 60-69 are slightly under-represented in our sample and we were not able to interview unaccompanied minors (under 18s).



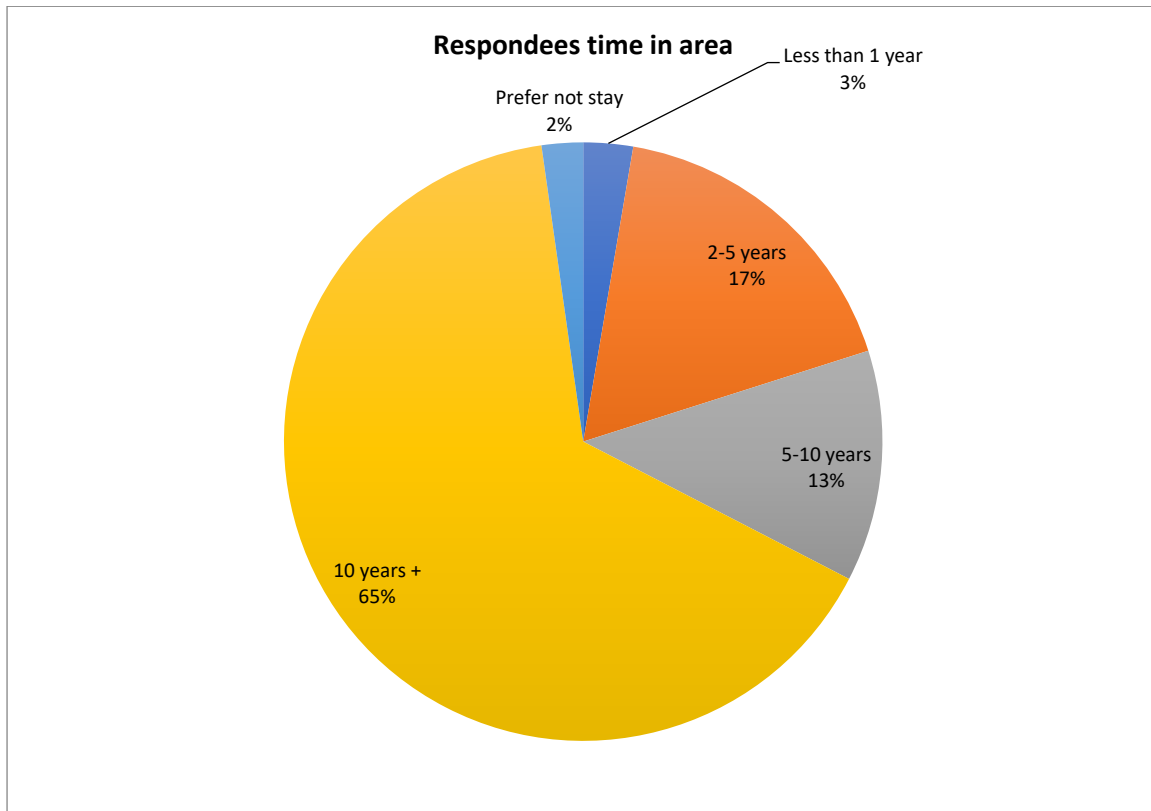
**Around three-quarters of respondents were in work** (33% in full-time employment 26% part-time; and 13% self-employed). These proportions are roughly in line with available the data profiles for Binfield.



**A large majority of the survey respondents were owner-occupiers**, followed by private renters (8%) and 'living with parents' (4%). With ONS data showing owner occupiers representing 69% of the population (Census 2011), there is the probability that owner occupier has been somewhat over-sampled.



The majority (65%) of respondents had lived in Binfield for more than ten years. There is no comparable data available for the general population.



## 2.9 Bringing together our methods

In the following section, we set out our findings, and the section subsequent to that, provide a narrative reflection of effectiveness of the methodology, both element-by-element and overall.

### 2.9.1 What we heard

In the subsequent section, we set out in order what we heard from the following methods:

- Stakeholder interviews
- Residents research – the survey (face to face and online combined)

### 2.9.2 Approach to categorising issues

As the research evolved, we also went through an iterative process in how we categorised the issues that residents were raising with us. For the face to face to survey we invited residents to identify in their own words the issues and opportunities they could see in Binfield. Through the analysis of responses, we grouped the responses under 13 headings. These were:

- Development
- Green
- Housing
- Traffic
- Transport
- Safety
- Parking
- Health
- Amenities, Facilities
- Streets
- Parents, Schools
- Youth
- Rural

We used these headings for the online survey, as it would be much more productive to ask people to respond to headings than fill in text boxes. The responses to the online survey underlined the overlaps between some of these issues e.g. transport and streets. They also gave greater salience to other issues, compared to the face-to-face survey, such as sports and

training. This may reflect the fact that the respondents to the online survey were, on average, younger and more likely to be in work.

### 3. Resident survey findings

In this section, we set out the main findings from the resident survey, **using merged face-to-face and online survey responses**.

In relation to each question, we present the findings from the entire survey dataset and then highlight any notable differences from the covariate analysis<sup>4</sup> of respondent demographic data in relation to age, gender, tenure, and length of residency in Binfield.

It should be noted that our **covariate analysis does not reveal significant differences of opinion** between different parts of the Binfield community. Views tended toward a common set of views and priorities across the demographic variables. There was somewhat more difference by housing tenure, but this was generally not significant.

We also provide boxed quotes taken from the free text responses to both surveys.

#### 3.1 How residents feel about living in Binfield

In the face-to-face (f2f) survey, we asked residents *“How do you feel about living in the area?”*. This is intended as a very open question to start out interviews with residents we met at the different locations in Binfield. How residents responded to this question gave a quick barometer of whether they felt positive or negative about their experience of living in the area and quickly highlighted the issue or issues connected to this response. In all, there were 300 positive responses and 59 negative responses<sup>5</sup>.

**The vast majority of responses to this question were positive (300 gave positive responses).**

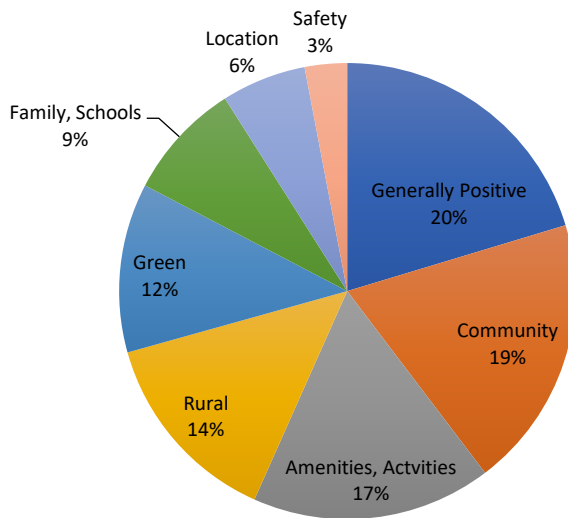
The **community aspect and ‘village feel’ of Binfield** was the most commonly mentioned positive aspect of life in Binfield, with good access to green/rural, good local amenities and services and family/schools also important. See chart and illustrative quotes below:

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<sup>4</sup> In general terms, covariate analysis examines research the research findings for different groups within the population (e.g. by gender, ethnicity etc)

<sup>5</sup> the figure is higher than the 230 sample because some responses had more than one elements to them (for example two separate positives, a positive and negative or two negatives)

**Categorised positive responses about Binfield (f2f only)**



*“It has changed a lot, more development, more traffic, but we also have more community activities now - especially with the Foxes Den opening, we came in for a coffee today.”*

*“I love the heritage of Binfield - there are 71 listed structures in the village, which should be preserved. It is a lovely setting with a village feel”*

*“I just moved to Bracknell six weeks ago. Before I lived here in Binfield for 16 months. It's a lovely place... I like the community spirit, it's clean and very well maintained. The people care about where they live“*

*“The community spirit is on number 1 of what I love about Binfield. The country side is beautiful.”*

*“It's great. It's friendly, there are lots of amenities, and good access to the countryside. Really good new open spaces have come with the development. Foxes Den is fantastic - more people are talking to each other. The activities and events that are held there are the best in Binfield.”*

*“We refer to it as the Beverly Hills of Bracknell”*

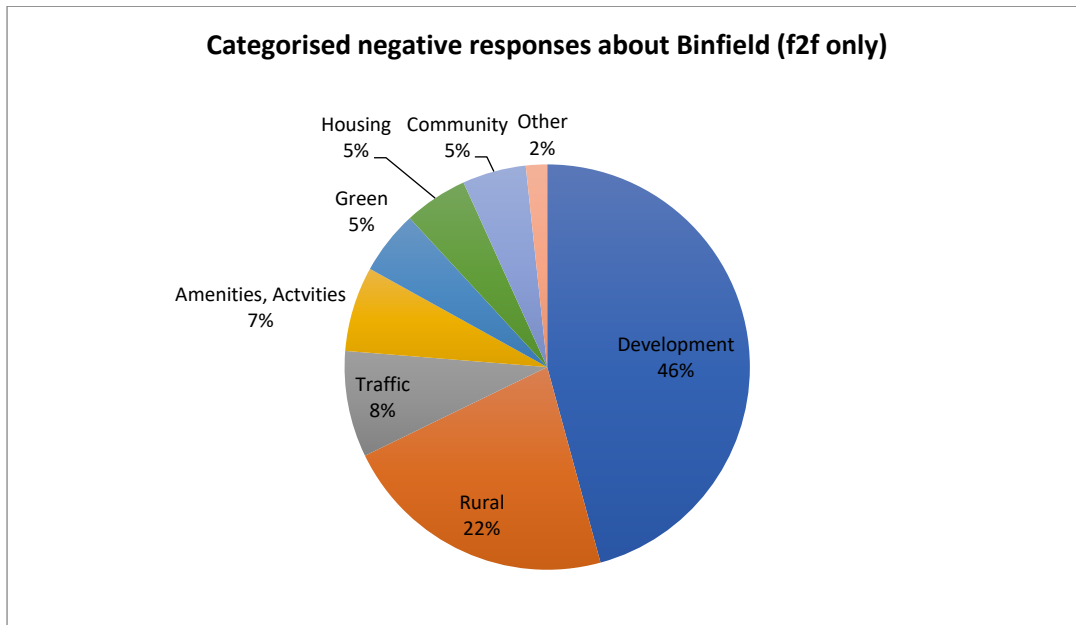
*“We're rather new, moved here in February. We love it. It feels like countryside, nice parks, nature walks, not too over-crowded. Very family friendly. All in all a very good experience.”*

*“I am happy to live here. I like that they invest a lot in the area, there is a good amount of greenery and preserved heritage buildings. I appreciate the considered way that the development is going on, we need more housing.”*

*“There's lots going on here, vibrant school and church events which bring the community together.“*

However, there were also negative responses (in total 59). The chart below shows how these responses have been categorised – which shows that ‘development’ was a key concern. Residents referred to their worry about the perceived over-development of Binfield and the

impact this would have on local services, traffic and the feel of the area. Free-text comments (displayed below) highlighted some of these issues further



*“I live here for 84 years. It has changed a lot. Everybody used to talk to each other, but now they don’t anymore. It used to be a nice place to live but not anymore. I will move away soon.”*

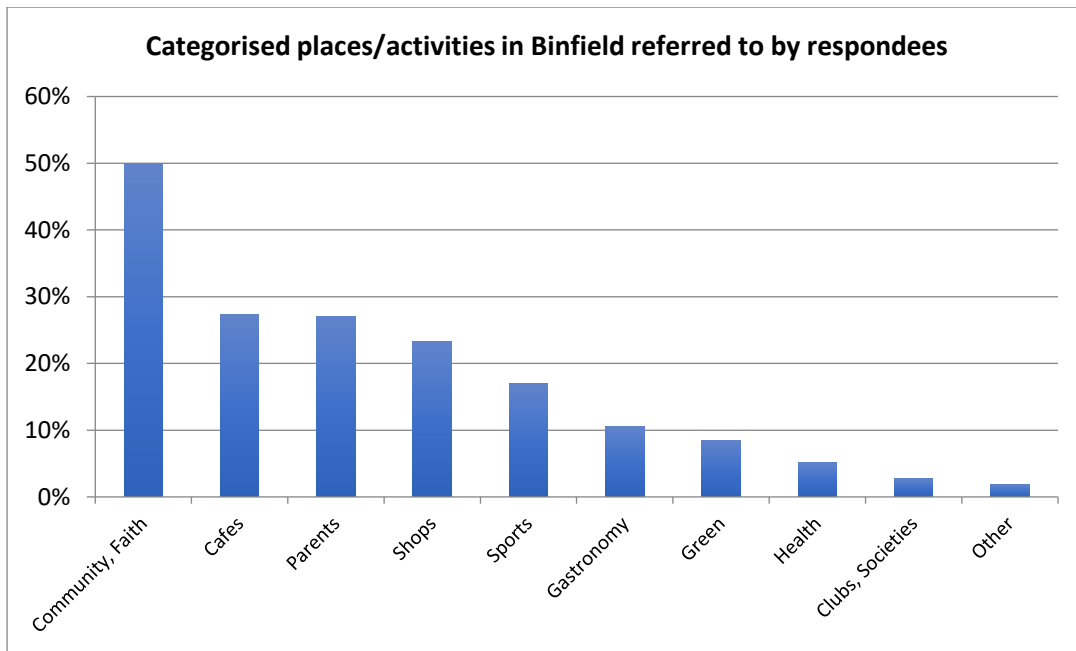
*“I like it, but not as much as I used to. All the building work is very disappointing. They took my golf course, and broke a legal covenant. The houses aren’t even very affordable”*

*“Has the benefits of an urban area but it doesn’t feel to overcrowded – yet (!). But there is lots of development going on and they need to be careful that we don’t become just another estate compound attached to Bracknell.”*

### 3.2 How residents interact with places, activities and services in Binfield

We asked survey respondents *what sort of services/community activities they use in the area?* This provides a useful sense of what residents considered to be important existing assets in their community – places, activities, services and events that are integral to community life and therefore which need to be maintained/preserved.





Generally, respondents were complimentary about the availability of facilities and services locally, citing access to good community facilities, an array of community activities and events and also green spaces and sports clubs for leisure and recreation. Residents also welcomed that there were good local services (schools, GP) the fact that they could do their shopping in Binfield – all adding to the ‘village feel’ seen by many as an asset to the parish. Specifically, residents referred (unprompted) to the following places most commonly in their responses:

- Foxes Den (73)
- Library (58)
- School (48)
- Local Shops (Oakmede) (41)
- Play Grounds (32)
- Pubs (29)
- Local green spaces and parks (26)
- Local GP (17)
- Binfield Club (16)
- Cafe Crema (9)

Foxes Den was referred to positively by many residents, who saw it as a thriving and welcome addition to the area’s social infrastructure. Respondees also highlighted the good community events taking place in Binfield, including fetes, community BBQ and valued the community work taking place in the area. See illustrative quotes from residents below.

*“I’m not a big supermarket shopper, I tend to use local shops. Post office - it’s great that you can take money out there. I go to the bakery for coffee and lunch everyday - I know everyone”.*

*“We went to the community BBQ on the Foxley Field just here, that was very nice. We use the library here, we regularly go to the Foxes Den and to activities they offer, like the bin collection next weekend. We use a lot of the Parish Council activities. I think they’re good.”*

*“We visit all the fetes, for example at the church, at the creche, there was a lovely Halloween event. The kids love it. Many people are active and involved, everybody gets together and gets involved, feels part of a community”.*

*"I am volunteering at the homeless shelter in the church. I visit the coffee mornings in the Binfield Club. We're members there, they have affordable meals, it's a really nice place. It's not only for working class men anymore, they've done it up to make it more attractive and it's a really nice place now. I am also a member of the Women's Institute at the Memorial Hall. I play tennis. We are very involved in the community."*

*"Foxes Den (though concerns about the amount of money spent on it) well run and like it, Library, open spaces, tennis courts"*

*"We come to the Foxes Den, go a lot to parks for dog walking. For the kids we use the Rainbows, go swimming at Bracknell. Have to drive a lot for some activities. Locally there's the cricket and tennis club, the library, co-op, pharmacy, local GP. They closed down the nursery."*

*It would be nice to have some more smaller community cafes and shops, not only the big chains. The sports facilities are all fee-based, would be nice to have more free stuff. I am very happy with the play areas, they're nicely done."*

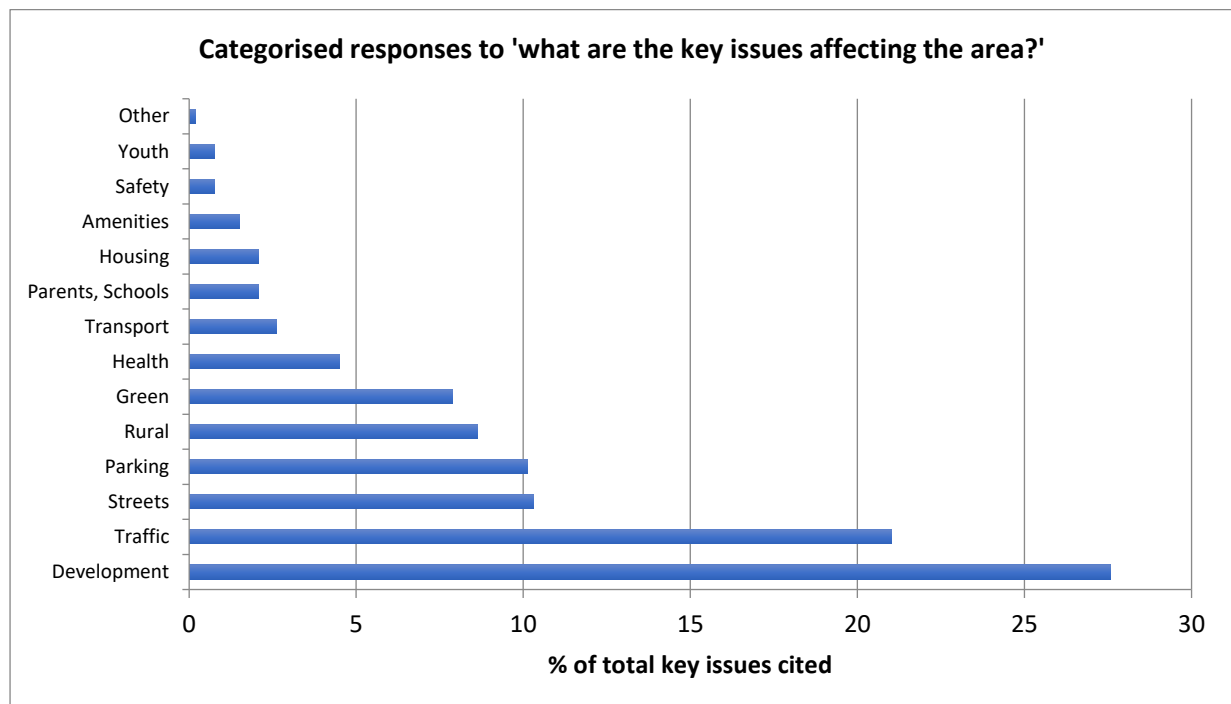
*"The cafes, co-op, public fields for dog walking. It's nice to have access to walking trails. One girl I walk to the school, the other one takes the bus. They like playing in the park"*

*"What could actually be done better is - the new school has a great sport facility, that should be more open and advertised to the public"*

### 3.3 Key issues

#### 3.3.1 Overall findings

Following on from the initial question about people's positive and negative feelings about Binfield, we **probed further into what respondents felt were the key local issues**. This open-ended question is used to generate an understanding of the main issues of concern for residents in relation to their local area.



'Development' was mentioned by 45% of respondents. This tallies with the same issue being highlighted as the most negative cited aspect of living in Binfield, as described above. Within this – the majority (32%) highlighted the issue as “over-development” referring to Binfield losing its identity, village feel, heritage and the composition of the community changing too quickly, while another 11% within this group highlighted the pejorative impact of development on local infrastructure (roads and local services).

*“The amount of housing and development is very concerning.”*

*“Overdevelopment. Seems like the council just gives permission for every single green land to just be built over. Bracknell Council is building everywhere.”*

*“Developers building housing close to our village and taking away our green space, beautiful views, and impacting on our community.”*

*“I don't mind for the area to grow, as long as it is done well and it doesn't lose its charm.”*

*“I think the building is a major issue, it is effecting the wild life around here. There's more traffic, every home here has two cars, it's crazy. The doctor's surgery has a parking problem, so they're using every space they find, also because of the local schools. We have great schools here so parents drive from further away, then they can't find parking.”*

*“The village is expanding... not per se a bad thing.. but needs to be carefully and sensitively managed. It is a huge opportunity for the village to develop and to deliver more for residents”*

*“Excessive development of rural/semi rural areas. Devastation of trees and wildlife to accommodate development.”*

*“The new houses are the main issue. They're expanding so that the green belt is disappearing. 15 years ago it was a distinct village. The centre still remains the same today but it's slowly losing its identity as a whole. The people who are living in the new houses don't get the same experience than us in the village centre, that great community spirit. They don't have any local facilities, they always need to drive everywhere.”*

*“There's a great danger in losing what we have. More conservation areas are needed - all around the village - we need ways of recognising our heritage”*

The **second most commonly identified issue was 'traffic'**, which was mentioned by 34% of respondents (across online and f2f). The issues identified under this heading were: a growth in traffic/congestion making accessibility difficult in, out and within Binfield, road safety, pollution, noise and specific referrals to construction-related traffic.

*“There's big problems with the lorry movement, I complained to the health and safety department and they never got back to me about it.”*

*“We live in the Temple Park development, bought one year ago. In the morning when I drive down from there, the roads are blocked all the time because of the works at the other new development there. I understand the need for new housing but you have to adjust the road infrastructure. They need to do some traffic studies and re-think the layout and see what makes sense for the future.”*

*“The roads are not made for that heavy traffic, lorries are driving up and down for all the building activity. It's dangerous. Now they are planning to build another site in one of these narrow lanes. It's too narrow. They're building everywhere.”*

*“The transit of the traffic between the M3 and the M4, it got much worse over the time, the volume of traffic increased.”*

*“Road Safety! Speeding in particular, e.g. on Terrace Road South. There is so much development going on at the moment, so these issues are getting worse.”*

Another key cited issue included **streets and parking**, with components including: the need for more crossings, streetscape and lack of parking – particularly around shops and services.

*“Infrastructure is a big problem, especially parking around the village because parking around the shops is expensive, so people park down here and on roads often - that's dangerous.*

*“Many cars are parked on the road and on the pedestrian bits - it's a safety issue because you can't see if there are cars coming when you want to cross the street. It's because of the excessive building going on.”*

*“Parking is a big issue. You should get 15 minutes free.”*

*“Parking - lots of people are getting fined because they don't understand how the ticketing system works. Paid parking causes losses for the charity shop because people don't stop for long enough to fill in the gift aid form.”*

*“Inconsiderate parking around Binfield School - extra spaces at the parish office have helped, but parking in such a way as blocks visibility doesn't help, nor does parking on blind bends.”*

*“For me the parking because I have to drive my children to school here and it is really difficult to park anywhere. At the shops it's paid. Residents complain if you park around the school. And the schools want to fill up their places but then they don't provide parking. That doesn't make sense. I think it would help if the parking spaces at the shops would be for free just for parents from the school during drop off and pick up times. That would be helpful for me.”*

Finally, other issues identified (with fewer overall respondees), included houses prices (including access for young people), preserving the area's heritage, the population growth affecting green space and community spirit; and access to health services.

*“I guess the main issue are the house prices, It's quite a posh area. I would love to move here, it's a nice area but I couldn't afford it, it's unaffordable for 1st-buyers and young people.”*

*“The main issue is affordable housing for younger people moving here. There are jobs here, but the rents and buying prices are just out of normal people's league. Over the past 20 years the prices increased a lot!”*

*“There's a great danger in losing what we have. More conservation areas are needed - all around the village - we need ways of recognising our heritage”*

*“The new houses are the main issue. They're expanding so that the green belt is disappearing. 15 years ago it was a distinct village. The centre still remains the same today but it's slowly loosing its identity as a whole. The people who are living in the new houses don't get the same experience than us in the village centre, that great community spirit.”*

*“It's difficult to get appointments with doctors and hospitals. There's not enough parking space at the surgery, so I often have to get a taxi. This is a real issue for the elderly population”*

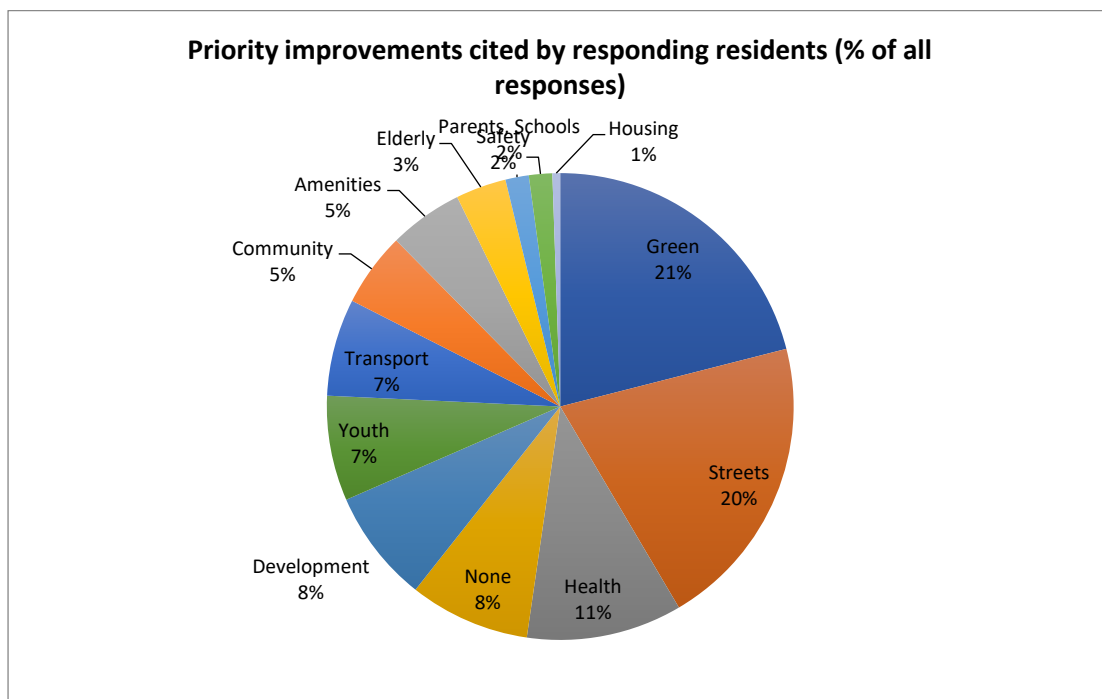
*“There is a disconnect between old Binfield and newer Binfield.”*

### 3.4 Priority improvements

#### 3.4.1 Overall findings

In light of the key issues that residents had highlighted (as above) we explored, through the survey, **which improvements local residents would prioritise**. This was an open question to help identify the areas that residents would see as a priority for the Parish Council to help address. Typically, there is a correlation between ‘key issues’ (explored previously) and ‘priority improvements’ but the findings show that while they are concerns on the new housing developments, there is an acceptance that there is unlikely to be an influence on changing the approach to these and therefore priority improvements are cited in other areas. Only 8% of responses saw ‘Development’ as an area for priority improvements. ‘Green’ (21%) and Streets (20%) were the biggest categorised priority areas (see chart below).

Within the ‘Green’ theme, 18 respondents referred to ‘protecting green spaces’, 15 for ‘more footpaths’, 13 for ‘more cycle paths’ and 8 for ‘better/safer playgrounds’. The ‘Streets’ themed responses focused on ‘improving streetscape’ (30 responses cited this) and improving parking (28) ‘improving road safety’ (13). There were also 40 respondents who cited ‘health’ as a key improvement area – referring to a need to ‘improve/build GP’ (12) and provide ‘more sport offers’ (12) amongst others. Youth was another common theme (27), with respondents citing the need for more youth offers/facilities in the area. Elderly were another group cited as a priority. See quotes below for an illustration of these key issues.



*“More activities for teenagers and the elderly. There are lots of church groups, but not everyone is religious. There are too many government cuts”*

*“A place for the kids - somewhere they can just be themselves and not be moaned at!”*

*“We need a new doctor surgery. They just built a new, fancy community centre. If they have money for something like that, why don't they build a new doctors surgery?”*

*“The first priority should be young people. We need a youth club! I have a teenage son and there's nothing for him here. Not all teenagers want to go to the church club and otherwise there's not much. The Memorial Hall would have been perfect but it needs to be renovated.”*

*“A second GP practice has to be a top priority! It is already difficult to get an appointment and the more people are moving into Binfield the worse this will become.”*

*“Provision of safe walking routes from the centre to Kings development would be good. There are no safe crossings on Forest Road, people are speeding.”*

*“Binfield is a beautiful semi rural area and I love living here. I have no improvements to suggest, but hope it doesn't become over developed in the future.”*

*“Something for the more mature residents. The Foxes Den is great but sometimes its too full of children and nursing mums for it to be restful. I'm thinking more about people who live on their own but who want to socialise.”*

*“Putting pedestrians first. We are fortunate to have everything within walking distance (or we did before preschool closed and Wyevale shut) with the increase in traffic this becomes less easy or appealing to walk to places.”*

*“Secure the legacy of the buildings within Binfield, ensuring that those buildings that make the village what it is are protected from developers looking to exploit the village infrastructure.”*

*“Encourage more exercise and use of our great green spaces - make more of the local paths suitable for walkers and runners year round, publish a map of great local walks – and set up the Binfield ParkRun - with a dedicated 5k path designed in the new Blue Mountain SANG”*

### 3.5 Ideas for projects

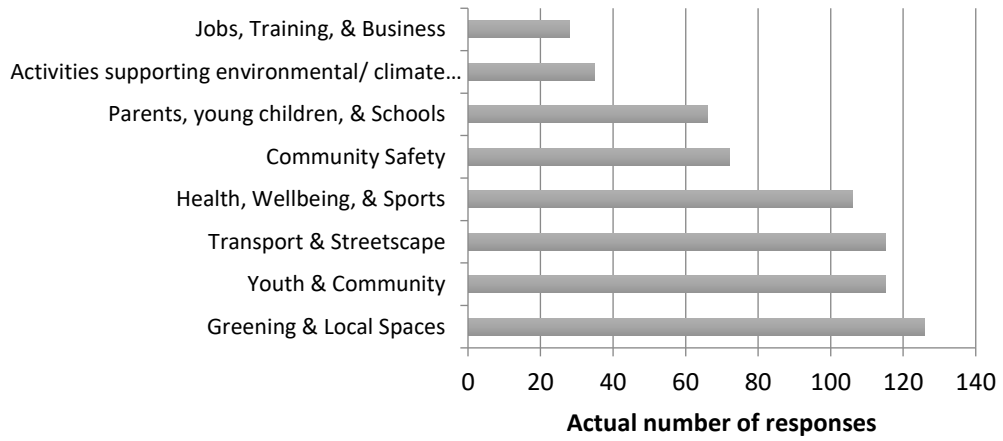
Finally, through the survey, we explored respondents' **ideas for projects/initiatives that would improve the parish**. The format for this was eight presented project themes and respondents asked (f2f and online) to pick up to three as being 'the most important'. This was intended to help the Parish Council understand from local residents, where to prioritise its future spend and influence (noting a limitation on the Parish Council's role across many areas). We set out below the overall categories, the number of respondents against each. The table further below sets out the results of a follow up question where respondents could provide details of any specific projects they had in mind<sup>6</sup>.

Four theme areas were highlighted as most important by at least 100 respondents: Greening and local spaces (126); Youth and community (115); Transport and Streetscape (115); and, Health, Wellbeing and Sports (106).

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<sup>6</sup> NB - the tables presented here may show differences in theme priorities because of the way the questions are asked. The first question presents themed options, from which they picked up to 3 category themes as being the most important (we received responses from all those interviewed). The following up question asked for specific project ideas – which had fewer responses. In the presented table we have placed these projects within the theme areas.

### Respondees' selection of priority project themes



<b>Category</b>	<b>Project ideas</b>
<b>Transport and streetscape</b>	Improve local busses (6) Improve regularity of train service (4) Improve streetscape to cope with increased traffic (15) Improve Road Safety (9) Reduce Speeding (7) Better Parking (7) Address transport/accessibility generally (4)
<b>Greening and local spaces</b>	Protect local greenery (16) Improve walking paths (10) Improve cycling routes (7) Community Garden, Allotment (3)
<b>Youth and community</b>	Youth work in general (21) Open Youth Club (14) More support and leisure provision for the elderly (7) More community projects (4) Refurbish memorial Hall (2) Build a Museum (1) More provision like Foxes Den as good example (2) Build a Skatepark (1) Blue Mountain - new community Centre venue (1) Cricket Club, King's Academy - new community Centre venue (1)
<b>Community safety</b>	Safety generally (3) More police (9) More street lights (6) More camera surveillance (1)
<b>Activities supporting environmental/ climate change concerns</b>	More environmental and outdoor activities (16) Improve recycling and littering (4) Carsharing (1) Green Energy (3) Treeplanting (4)
<b>Parents, young children/schools</b>	More playgroups, pre-school, nursery (7) More offers for children (8) Improve educational facilities (1)
<b>Health, wellbeing and sports</b>	Improve GP Service (4) Gym (11) Swimming (3) Funding for sports clubs (9)*
<b>Jobs, training and business</b>	More local shops and businesses (4) More training and job opportunities (3) Support local gastronomy (1)
<b>Support for elderly</b>	Lunch club Accessible community centre
<b>Others</b>	Stop the development (2) Protect distinct village feel (1) More affordable housing and activities (4) Protect heritage buildings (1)

We have set out further details of how respondents articulated project ideas in Appendix E



### 3.6 On-going interest to participate

We also asked those participating in the online and f2f research, whether they would be interest in participating more in decisions and activities connected to the Parish Council's work. 39% said they would to stay informed and involved and of those who stated reasons for not staying connected – the most common stated was 'not enough time'. Of those expressing an interest in staying connected, 12% said they were interest in coming to an event to discuss the Parish Council's priorities and spending, 8% were interested in volunteering locally, while the largest proportion (28%) were interested in hearing more by email.

## 4. Stakeholder interview findings

### 4.1 What's valued about living and/or working in Binfield?

We asked key stakeholders to summarise their positive feelings about Binfield (whether working or living there) in order to build up an understanding of what is special/or cherished about the parish. The idea behind the question was to, through an open-ended (but biased toward positivity) question, build up an awareness of Binfield's identity and character assets, which would highlight to the Parish Council, what needs to be maintained or preserved.

As with the resident research, the stakeholders interviewed were also very positive about their experience of Binfield citing: a strong close knit community; good local services (including schools, community organisation and sports clubs) and positive events bringing people together – with people motivated to put on community event and activities and also to attend each others. These stakeholders, representing community organisations, service providers and social/sporting groups had very little negative to say about their experience of the Parish and were often glowing in their pride in being part of its community. The table (below) gives a flavour of these sentiments.

*“Somehow manages to be a strong and close-knit community even though it's on the edges of Bracknell. Really strong sporting clubs, which supports a strong sense of community.”*

*“What strikes me about Binfield is that everyone is involved in everything - everybody goes to everything. Everything is a village affair.”*

*“It is very convenient for accessing both town and countryside - great infrastructure in terms of access.”*

*“Level of greenery is good, though that's disappearing, and that's a real shame - hopefully that won't go too much further, though it does seem to be happening very fast”*

*“I have been living in this area since 1990. At that time it was all fields, so the connection to the countryside for these locations is much more obvious, you have fields and trees around.”*

*“If you look at Bracknell - it was a classic post 2nd WW satellite town where a lot of people moved after the war when London was destroyed. So lots of city dwellers moved there and changed the atmosphere, that's why you still hear the same cockney accent in Bracknell. Binfield is different than that, more rural and at the same time more professional for the specific companies located in the proximity. That gives it a very different social mentality and environment than a lot of the surroundings. That makes it more receptive for our work.”*

*“I love Binfield. Lived here for nearly 30 years. Huge sense of community - supportive neighbours. Nice area! Community from church, from school (huge part of the community), Parish Office including the community cafe is absolutely amazing - sums up everything that Binfield is - I feel proud to live in Binfield, it's a special place. I can't imagine ever leaving. Happy medium between town and rural. I wouldn't want to live somewhere completely isolated”.*

### 4.2 Gaps in provision for local people

We asked the key stakeholder we interviewed to identify any people within the community who were not currently being adequately catered for and also other (physical community assets)

which were underused or neglected. The question aimed to build up an understanding on potential area of focus for the Parish Council in the future.

Teenaged young people was a section of the community that stakeholders regularly cited as being a group less catered for. The feeling amongst those interviewed was that there were lots of provision for younger people (connecting to school and sports) but there was a marked cut off at 14. This is also compounded by it not being obvious what types of provision would be wanted by this age group.

The other groups mentioned in this vein were young adults 18-25 – with the feeling that the area does not really offer anything to this group; older/retired people who are at risk of social isolation and the associated health risks that this brings; and disability support was also mentioned as lacking by one interviewee.

Other issues raised was the fact that Memorial Hall as a community-owned asset was seen as an under used resource by stakeholders. Despite plentiful sports provision in the area, there was also a strong argument that this could be further added to benefit the community in a variety of ways. Some also felt that whilst Farleywood has a community centre for organised activities, it lacked the informality of an flexible meeting space (like the Foxes's Den facility or a local pub).

See illustrative comments below.

*“Memorial Hall gifted to community but is not transparent or accountable.”*

*“This area benefits from younger families and young active mothers who are at home and get active in the community and for this, the Fox Cafe is a great hub. During the week many mums with young kids come and that's nice. I think it would be nice for more males to take a more visible role in community work as well. “*

*Youngsters have guiding and scouting for primary school up to 14, but the later teenagers don't have a lot to do.*

*“With the increase in population, the demand for football pitches is going to increase dramatically. Trying to give kids the opportunity to run energy off, have fun and build relationships. 400 new kids in the area need this. I can provide that, with more grass.“*

*“Major gaps - particularly in terms of activities for the youth. We have scouts and football club, and cricket club, but they're all creaking at the seams. We also need stuff for young adults and mid teens to do in the village.”*

*“Community is also getting older, and older people need more provision in terms of social activity. We need to think about how we can do that better.”*

*“Nothing here in Farleywood in terms of community drop-in space - we are the best part of a mile from Binfield Centre, - no community gathering space in the immediate area - no cafe, or pub. Would be great to add a coffee shop”*

### 4.3 Activities that bring people together

Stakeholders were also asked to identify the most important locations and events that brought people together in Binfield. The purpose behind this question is to gauge, from those closely connected to community life, what the most important community assets are in Binfield.

The following locations were identified as important community assets

- Churches
- Pubs
- Foxes Den and café
- Schools
- Ice rink (in Binfield, but Bracknell facility)
- Binfield Club
- Library
- Foxley Fields
- (Jubilee Field/Wicks Green, Memorial Hall and Farleywood community centre identified as potentially valuable community assets but not currently fulfilling generating full value)

The following activities and events were highlighted as being important for community interactions and bringing people together:

- Scout groups
- Yoga classes
- Church groups
- Cricket club events (e.g. Party Bye The Pitch)
- Binfield 10k fun run
- Church fete
- Homeless fundraiser events

See illustrative comments below.

*“Foxes Den does a brilliant job day in and day out.”*

*“Cricket Club is brilliant for Party Bye The Pitch, but that’s only once a year.”*

*“Pubs, Scout groups, Yoga classes, church groups - all those kinds of places they all contribute to the community.”*

*“Binfield Club is quite niche, but for the residents that use it, it’s important - feels like a working mens’ club, took me a long time to understand, feels a bit closed to outsiders, but for some people it’s really important.”*

*“Foxes Den is fast becoming amazing, valuable place”*

*“Church is very relevant for the people that use it - amazing church community, still integral part of the community. Trying to reach out to people who wouldn’t normally consider themselves part of the church. BBQ in summer - free, so really inclusive. Lovely. Bucks the trend.”*

*“School very much at the heart of the community for younger families.”*

*“Foxley Fields is imperative - parents and social groups use it a lot, particularly in the summer. Great open space.”*

*“Foxes Den is the most brilliant thing that has happened to Binfield ever - I’ve never met anyone who has criticised it, there’s nothing to criticise.”*

*“I’ve never met anyone who liked the Memorial Hall.”*

*“Jubilee Fields is underused, and more could definitely be made of it - do people moving into it even know about it?”*

#### 4.4 Biggest challenges facing the community

In terms of Binfield’s challenges for future, most of the stakeholders interviewed identified, as the key issue, the impact of the growth in housing and population on the parish. This concern had various strands (mirroring the issues raised in the resident research), including: loss of Binfield’s identity; pressure on local services; traffic, congestion, parking and road safety; and loss of green space and environmental concerns (e.g. pollution). Young people and new residents understanding Binfield’s community offer were also referred to.

*“Too much building. Subtle but really significant changes are happening. I think that there is an optimal size of community where you can maximise community spirit because the activists in this community can make a difference. When you get beyond a certain size it becomes much more anonymous.”*

*“We’re losing the open spaces and greenery and we have a basic human need for nature.”*

*“There isn’t any serious commitment of adapting the environmental infrastructure to the housing building, we need holistic approaches even if it’s more expensive.”*

*“As the community grows, the biggest challenge is the pressure on the community infrastructure.”*

*“For the environment - with more buildings there is an issue of water - more pollution washed into the river, the water rushes off faster and finds new routes. Streams die out, new ones emerge. - this is important for oak trees and old trees and habitat which are very susceptible in the drainage around them.”*

*“Village is beginning to sprawl and it’s changing the feel. But of course change is always difficult and controversial, and things that were built 50 years ago are now really integral to the village, so it’s really difficult. Large community of deer that are being pushed off their green fields. Wildlife is suffering, and the village feel.”*

*“I want to see the younger generation involved in the community, but I worry that they’ll stay on the periphery because things move too fast.”*

*“People often don’t know what the village has to offer - a welcome pack for the incoming community would be a good thing.”*

*“Loss of identity is a challenge. Depends what you mean by ‘the community’ - the existing community isn’t going to change that much - the roads will get busier. Lots of developments since the 60s, but they just feel part of Binfield now. Personally, I’m not particularly fearful about the new developments in themselves, as long as we have the facilities to support the increased populations.”*

#### 4.5 Parish priorities for coming years and ideas for new projects

Finally, stakeholders were asked to prioritise the key themes and projects for the Parish Council to focus on in coming years. The responses to this were quite varied and some, but not all, were connected to the challenges of ‘development’ (as above). They included: community transport, walking and cycling routes (the encourage the reduction of car use; supporting additional sports provision (further building on Binfield’s good sports provision); provision of

adult education in the evenings (use of Kings Academy); making better use of green spaces and access to countryside from Binfield (to offset the feeling of lost green space to development); traffic calming and road safety education for children; positive activities for teenagers and involving young people in community life; Binfield's response to the climate emergency; and relieving pressure on local health services.

The table below sets out some project ideas/themes and some illustrative quotes.

<b>Project</b>	<b>Stakeholder Quote</b>
Extra sports provisions	<p><i>"The Parish Council could buy the field next to the cricket club. Both cricket club and football club are full to capacity, and growing, with the increase in young families, more facilities will urgently be needed. Hope that we could get that for £1m/1.5m. Could even be a good space for a skate park."</i></p> <p><i>"Even though sport is well catered for, we could do with badminton courts."</i></p> <p><i>"We need another cricket pitch, related facilities. Sport brings people together."</i></p>
Adult education	<i>"King's Academy has just been built, but adult education in the evenings would be a good thing. I don't know what there is for public hire at the school."</i>
Young people	<p><i>"We need to properly involve young people in the community, otherwise they'll leave and the community will be broken up."</i></p> <p><i>"Activities for older teenagers who do have anything at the moment"</i></p>
Coffee shop / Farleywood Community Centre	<i>"A drop in community space in area less well catered for in terms of community facilities"</i>
Community walks	<i>"I would like to get more people involved, more community walks."</i>
Activate more local people in community work	<i>"Get more people involved in the community so it is not just about funding."</i>
Pedestrian crossings	<i>"More pedestrian crossings. And also would be nice for pedestrian crossings to have lights on them - cars drive way too fast and it's really dangerous."</i>
Tree planting	<i>"We should be planting more trees - ongoing or one-off activity. Do our bit to put back greenery. Would also be a lovely thing to involve the community in. Everyone's a winner!"</i>
Transport and streetscape	<i>"Rush hours in Binfield are mad, you cannot move in traffic. It'll be interesting to see how the roads will cope with the increase in population. We might need some speed calming around the roundabout, and speed cameras on the road coming in. Child safety is also a priority."</i>
Stimulating local economy	<i>"There are actually quite a few jobs around here - apprenticeships etc. I don't see this as a massive challenge. The IT industry generates a lot of money, and people have disposable incomes, but we want to encourage them to spend locally - Lexicon in Bracknell is very good. Foxes Den is great for that, people have a cup of tea in the cafe, not at home, which brings people together."</i>
Health, wellbeing and sports	<i>"The GP surgery is over stretched, and if you don't have a car getting to another surgery is very difficult. Older people particularly often don't feel that they want to drive anymore, or are unsafe to drive, and for them getting around without a car is very difficult."</i>
Memorial Hall	<i>"If the Hall was refurbished and run properly. If that happened I think the whole village would be really thrilled."</i>

## 5. Reflections on the methodology

We provided a factual description of the method we used to explore residents' views on Binfield. Here, we offer our reflections on the effectiveness of the different methods in terms of reach and representativeness.

For each element of the method, we set out the advantages of the method to our, the drawbacks and limitations, and recommendations for the future, should a version of our research be replicated.

### 5.1 Stakeholder interviews

#### 5.1.1 Advantages

Stakeholders are an essential part of the process of developing a detailed appreciation of a place as it currently is and gaining insights and ideas for the future. Our appreciation of the issues identified through the desk review was greatly enriched by the subsequent semi-structured interviews with stakeholders. Local Parish councillors and those involved in running community activities provide us with the original list of stakeholders.

As well as gaining insights into the issues, stakeholder interviews can also be used to identify additional ways to engage the local community. Through the stakeholder interviews we learned about local events, local methods of communications (which we could use to promote the survey), and places to conduct the face-to-face survey.

They are also an effective method for gaining the buy-in of local stakeholders to the process.

#### 5.1.2 Drawbacks / limitations

Individual interviews are necessarily subjective. This is not a drawback in itself but must be recognised in the interpretation of findings.

#### 5.1.3 Recommendations

Stakeholder interviews should be considered an integral part of a research project to develop a community plan. It is important that:

- A range of stakeholders are sought e.g. those involved in different aspects of life in a place (planning, the local environment, youth work etc).
- One organisation is not treated as speaking for all similar organisations. In our research, we spoke to different community groups and did not assume that one organisation spoke for 'all' groups.

### 5.2 Resident survey (face to face and online)

#### 5.2.1 Advantages

**This method engaged by far the largest number of people, which adds significant weight and a quantitative dimension to the research.**

The survey gave us an opportunity to hear directly from residents about their perspectives, concerns, ideas and ambitions for Binfield.

Approaching residents face-to-face meant the researcher could build a rapport. Conducting the survey locally meant that the respondent was on 'home turf' and more likely to be relaxed and amenable to conversation. Conducting the survey in person also allowed for a more discursive conversation, compared to an online survey, with the respondent able to raise issues and shape

the conversation. Also, the process of engaging people to conduct quick f2f interviews, meant that we able to speak to individuals who perhaps would not otherwise take part in research of this kind (or would complete an online survey).

Online survey provided a research method that was more conducive to reaching a greater number of residents, including residents that our face-to-face researchers were less likely to be able to speak to e.g. busy commuters leaving Binfield early and coming back in the evening.

### *5.2.2 Drawbacks / limitations*

Surveys are not designed for in-depth reflection on issues. Online surveys in particular allow for less of a discursive conversation. Respondents can provide additional views via free text responses, but the interpretation of these can be difficult if the views expressed are unclear.

Different recruitment methods are also biased to different demographics. Some of these findings were explained by the fact that **some residents were more likely to be in area in the middle of the day**, when most of the face-to-face interviews were conducted. Other findings had more specific explanations. Most notably, for safeguarding reasons, the researchers were instructed not to interview unaccompanied minors under 18.

### *5.2.3 Recommendations*

**As the method which engaged by far the largest number of people, we can significant weight to the survey.** However, it is also important to recognise the limitations of surveys in terms of in-depth reflection and use alternative methods to delve deeper and enable collective group reflection on issues.

Surveys are a very powerful tool for this kind of community research. To use them to optimal effect, it is recommended that:

- An overall sample grid is agreed at the outset of the research, with the aim of attaining a generally representative sample, or one which is deliberately geared toward section(s) of the community that have been under-represented in previous research.
- A variety of methods is built-in at the beginning of the research, including face-to-face surveying, online surveying, and paper surveying where necessary.
- Similarly, the survey is communicated through different media and in different locations, from social media promotion and QR codes to more traditional methods like posters in recognised community locations.
- The sample is kept under regular review and method of targeting respondents are developed / refreshed / refined to attain the desired sample.
- Publicity and recruitment are spread out over a period of time (that is reasonable within the overall project timescale), so that targeting and recruitment can be sequenced and targeted at different parts of the community.

There is no right or wrong, best or worst approach to a successful resident survey. The priority should be to build in a range of ways for the researchers to promote the survey and, equally, a variety of methods through which people can complete it.

**As above, we can attach significant weight to the survey.** However, it is also important to recognise the limitations of surveys in terms of in-depth reflection and use alternative methods to delve deeper and enable collective group reflection on issues through methods such as focus groups.



## APPENDICES

### Appendix A: Binfield area profile

#### *A1. Overview*

Binfield is a village and civil parish in Berkshire, England, which at the 2011 census had a population of 8,689. The village lies 2 miles (3.2 km) north-west of Bracknell, 3 miles (4.8 km) north-east of Wokingham, 8 miles (13 km) south east of Reading on the westernmost extremity of the Greater London Urban Area.

Based in the middle of what was historic ancient Windsor Great Forest, Binfield is a large parish (1.6HA). The parish benefits from a rural feel but with good transport access (easy reach of the M3 and M4 motorways, easy access to Bracknell, Twyford and Reading train stations giving access to London Paddington & Waterloo).

It is an area grown significantly from a small village centre, tripling in population size between 1970 and 2000 and is in a new expansion phase with 1,500 more houses being build accommodating approximately 3,500 more residents.

#### *A2 – The Parish Council*

It is served by a thriving Parish Council made up of 11 elected members plus a small staff of 6 part time employees (2.7 FTE equivalent). The Council is committed to serving its communities/neighbourhoods to feel part of "Binfield" – by helping to build a sense of identify and belonging and improve accessibility to community infrastructure & facilities for all residents throughout the Parish (rejecting the idea that you need to get into a car to access things). The Parish Council's current strategic focus (till 2020) is a focus on: Road Traffic Management; Proactive Planning; Community Facilities; Influence on the Local Plan; and Community Cohesion

In terms of Community Facilities, its focus is on:

- Community facilities both indoor and outdoor.
- The Foxes' Den Community Café at Foxley Field adding flexible community space to contribute to the health and wellbeing of all residents
- New allotments at Blue Mountain and Amen Corner North
- Improving accessibility and biodiversity at Wicks Green
- Looking to overhaul facilities at York Road open space and park

The Parish Council distributes 10% of its income back to local community groups and organisations through grants. It has become much more visible to the community through its development of Foxes Den, a combined community centre, café and Parish Council office.

#### *A3 Binfield population profile and socio-economic features*

By local and national standards, Binfield is an **affluent community with a range of amenities and assets**. We have undertaken a Local Insight data capture for Binfield – focusing on 5 LSOA areas (with population of 9,800). This presents an area with the following characteristics:

- A less ethnically diverse population than the national average, but with growing numbers from BAME (Indian Asian in particular) and those born outside the UK.
- Unemployment and people claiming benefits is well below the national average
- Higher than average owner occupier rates for housing tenure and lower social housing than the national average

- House prices are 60% above the national average
- Life expectancy and health inequalities are lower in Binfield than the national average
- Crime

## A2. Asset mapping

Binfield is an area rich with social physical, environmental assets.

### A2.1 Community Organisations

There are several community groups operating in Binfield. The list in the table below is unlikely to cover all the groups operating but gives a flavour of some of the main operational ones.

<b>Binfield PC</b>	<b>Type</b>
Binfield ARC Project (All Saints Repair and Care)	Religious
Binfield Garden Club	Community
Foxes Den Community Interest Company	Community
Binfield 10K	Community
Binfield BBQ Co-Ordination Group	Community
Binfield Concert Band	Community
Binfield Women's Institute	Community
Binfield Memorial Hall	Community
Binfield Tennis Association	Sport & Leisure
Binfield Welfare Charities	Charity
Farleywood Community Centre	Community
Friends of Binfield School (FOBS)	Education
The Farleywood Centre / Farleywood Community Association	Community
Bracknell Less Plastic Group	Environment/Community
Binfield Environment Group	Environment/Community
Binfield Neighbourhood Action Working Group	NAWG
Royal British Legion	Community

#### Foxes Den

As aforementioned, Foxes Den is a new facility resourced by the Parish Council. It is in its 8th month of trading and host crafts, a bereavement group, church groups, etc. They look to sell local produce and aim to appeal to broad range of local people – but is particularly appealing to parents with young children. They also have ways on encouraging interactions between people there – for example there are coasters on the tables that tell other people whether they're open to talking to others (depending on which way up the person leaves the coaster).

#### Farleywood Community Association

The Farleywood Centre has been operational for 20 years and is run by Farleywood Community Association. It is volunteer run and its committee is made up of local residents and the main hall users. Their purpose is to make sure the Hall is well-maintained and it meets user requirements. Regular users include: nursery (8.30 - 3pm every day); dance school (4-6pm every day); and keep fit/sports groups in the evening. It is also used for birthdays and other party/events hire and for polling during elections.

#### Bracknell Less Plastic

Bracknell Less Plastic is a grassroots organisation operational in the Parish, but as its name suggests, covers a broader remit. They are affiliated to Surfers against Sewage – whose focus has been on water pollution, initially the sea and now further inland. Their mission is “Refuse, reuse, recycle” and they create a framework for communities to focus on with simple targets to work towards – with businesses and schools being a key focus.

#### Environmental Group

The environmental group exists to try and get people of Binfield to know more about the nature of the village and get them more involved in doing things that are good for local nature. The group has existed for 5 years and has a membership structure and receive support from the Parish Council in terms of tools and space.

#### Binfield 1st brownies

Binfield Rainbows and Brownies brings together about 50 girls across the 2 groups aged 5-10. Running for over 8 years, they meet every Monday afternoon, every week in term time and go on residential and sleepovers in summer. They are volunteer run, are up to full capacity with numbers (and have a waiting list) and have strong links to All Saints Church. Other uniform groups include 1st Binfield Air Scouts; 1st Binfield Beavers; 1st Binfield Cubs; 1st Binfield Scouts; 1st Binfield Explorer Scouts; 2nd Binfield Brownies; Binfield Explorer Scouts; and Binfield Guides.

#### Binfield BBQ Coordination Group

One of a number of activities run by the Anglican Church management team – to work with church on pastoral and social activities. As well as delivering the popular BBQ, they organise a Men's breakfast and walk, and arrange the tidying church grounds for remembrance day parade.

#### Women's Institute

The Binfield branch of the Women's Institute has 64 members ranging from 17 to 92 years in age. They cater for wide range of women and provide a friendship offer, learning experience and socialising. They meet once a month – and have a selected speaker at each meeting - on wide range of subjects, monthly walk, monthly coffee mornings, outings twice a month - theatre, stately homes, sea side, skittles evening, Christmas parties and summer lunches.

### *A2.2 Churches and faith groups*

All Saints and St Mark's Church has been there for over 700 years and is currently led by Reverend Luke Taylor. As well as its religious functions, the Church delivers a range of community-related work including:

- Holiday lunches - school lunches for 3 out of the 6 weeks of the summer holiday, for families that get free school lunches during term time.
- Homeless shelter, hot meals - December, Jan, Feb, March. The church collects people who are homeless up from the train station and brings them to church, feeding them, giving them a shower, providing hair cuts, and sometimes give them clothes/sanitary stuff etc.
- Clothes bank give away - good quality 2nd hand clothes that we give away to families in need.
- Community BBQ in summer - Friday that schools break up for summer. It is free and the church provides food, and people bring their own drink (tends to bring around 150-200 people).
- Parish magazine - goes out 10 times a year - Binfield Beacon..

### *A2.3 Educational amenities*

There are a variety of schools in the Binfield area, supporting students of all ages within diverse learning environments.

#### Pre-school

- Plus Three Nursery (Farleywood)
- Binfield Pre School
- Children's House Day Nursery

Primary and secondary

- Binfield Church of England Primary School
- Newbold Primary School
- Kings Academy
- Newbold College of Higher Education

#### *A2.4 Health provision*

Binfield has one GP Surgery in the area – [Binfield Surgery](#).

In 2018, it carried out a patient survey to get feedback on the quality of its services – which can be found [here](#). The top positive areas identified about the surgery were doctors and nursing and staff being friendly and helpful, the quality of healthcare provided by GP and nursing team. The areas that were identified for improvements were appointment access, appointment punctuality (waiting times being poor) and the surgery premises and facilities.

The area also has a [Bupa Dental Surgery](#) and [Lloyds Pharmacy](#).

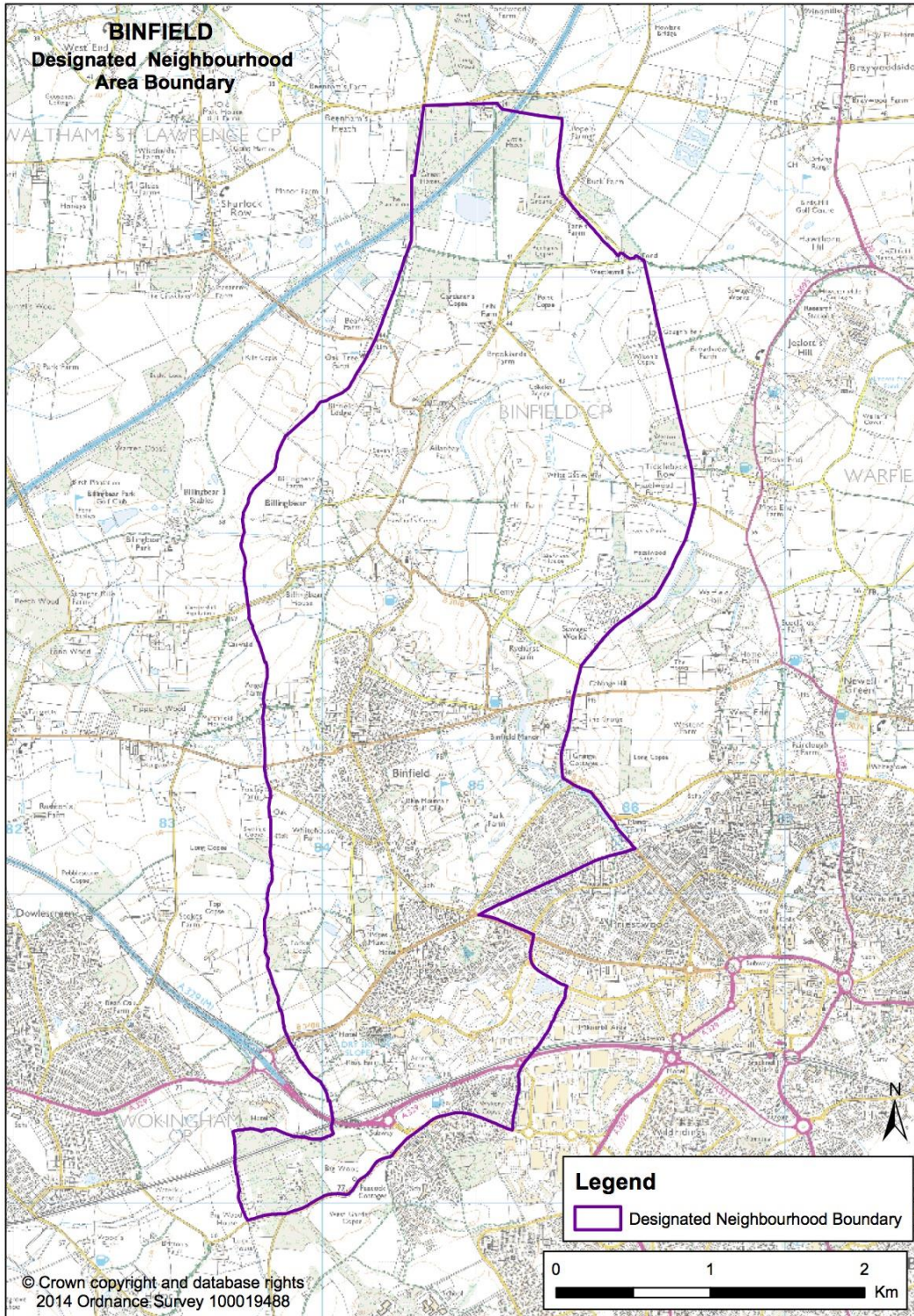
#### *A2.5 Sports clubs and facilities*

Binfield has a strong tradition of sports provision and activity. [Binfield Cricket Club](#) been running for 154 years and has 4 teams on Saturday and a further 2 on Sunday. There's a Ladies team with 200 junior members and 80 senior members. The annual Party Bye the Pitch is one of the main social/community events in Binfield. [Binfield Football Club](#) is also very active, accredited by the FA and running a popular annual tournament. Other prominent clubs are [Latika Tennis Club](#) and [The Bowmen of Warfield](#). The annual [Binfield 10k](#) is also a very popular community-focused event.

#### *A2.6 Neighbourhood Policing*

Binfield is in the Thames Valley Police force area. They hold drop-in sessions every Monday and Friday from 9am until 11am at the Parish Office.





## Appendix B: Full data workbook

SEE MASTER WORKBOOK Excel document

## Appendix C – Interview/topic guide templates.

### C1. Resident Interviews

Date:	Interviewer:	Location:	Code:
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The purpose of this survey is to get your views and ideas about what is now and in the future in Binfield. Binfield Parish Council have asked us (Locality) to talk to residents to help guide their future spending. With new housing planned, we want to work with residents to plan for improvements to services, facilities and buildings to ensure that Binfield evolves in the way the community wants.

**1. Connection to the area [tick all that apply]:** resident  visiting  work locally  other  [pls state]

**2. How do you feel about living in the area?**

*How long have you lived here? Do you plan to stay? What's good or bad about the area?*

--

**3. What sort of services/community activities do you use in the area?**

*Family connections, local friendships, neighbourhood groups, TRAs, other community networks? Church. Favourite local spots*

--

**4. What are the key issues facing the area?**

*Has this changed over time? What do you think about the expected increase in housing?*

--

**5. What improvements would you make to Binfield to improve it for the community?**

*How will this relate to the expected increase in the local population?*

--

**6. Would you like to become more involved in decisions about the future of Binfield?**

*Consultation event / Volunteer / Run activities there / involved in management decision about the running*

--

**7. What in your opinion are the most important new projects/activities?**

Pick 3)

Transport and streetscape	
Greening and local open space	
Youth and community	

<b>Community Safety</b>	
<b>Health, wellbeing and sports</b>	
<b>Jobs, training and business</b>	
<b>Parents, young children and schools</b>	

**8. Do you have specific ideas for projects relating to the above areas?**

(Or any other area/theme)

**About you:**

1. Postcode [of home address]: \_\_\_\_\_

2. Are you currently in work?

F/T  P/T  Self-employed  Apprenticeship/training   
 Student  Unemployed  Retired  Care-giver  Other  *Rather not say*

3. How long have you lived in the area?

Less than 1 year  2-5 years  5-10 years  10 years +  *Prefer not to say*

4. Gender: Male  Female  Other  *Prefer not to say*

5. Age: 18-29  30-39  40-49  50-59  60-69  70-79  80 or above  *Prefer not say*

6. Ethnicity:

<b>White</b>	British = 1	Irish = 2	Any other White background = 3	
<b>Black</b>	Black or Black British = 4	Caribbean = 5	African = 6	Any other Black background = 7
<b>Mixed</b>	White & Black Caribbean = 8	White and Black African = 9	White and Asian = 10	Any other mixed background = 11
<b>Asian or Asian British</b>	Indian = 12	Pakistani = 13	Bangladeshi = 14	Any other Asian background = 15
<b>Other</b>	Chinese = 16	Latin American = 17	Other = 999	<i>Prefer not to say</i> - 0

7. How would you describe your housing tenure?

Home owner  Social rent  Private renting  Sharing with others   
 Living with parents  *Prefer not to say*

8. *Disability* - Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

*Yes, limited a lot*  *Yes, limited a little*  *No*  *Do not wish to declare*

*If yes, in what way (please tick all that apply)?*

*Visually impaired*  *Hearing impaired*  *Mobility disability*  *Learning disability*  
 *Communication difficulty*  *Mental health problems*  *Other (please specify)* .....

9. Are you interested in staying involved in decision about Binfield? We will need you telephone number or email and consent to send you information related to the research.

(On a separate form with consent information / email address /telephone / name / signed consent)



## C2. Stakeholder Interviews

### Binfield Parish Council – community engagement/research

<b>Name of interviewee:</b>	
<b>Role (if relevant):</b>	
<b>Organisation or group (if relevant)</b>	
<b>Date:</b>	
<b>Interviewer:</b>	
<b>Additional notes:</b>	

#### Preamble

Thanks for making time for this interview.

Locality has been commissioned by Binfield Parish Council to undertake some research and engagement with the community in Binfield. The work is intended to help the Parish Council understand its priorities for investment (economic, social and environmental) in the short, medium and long term.

- We are trying to understand what the community is like here, what are its strengths, needs and what might be needed in future.
- We want to understand the scope and quality of existing community services, activities and representation in Binfield and how these can be preserved and improved [and schools, parks, transport, shops and cafes etc]
- As someone who works closely with/as part of the local community, we hope to gain a better understanding of the area by asking you some questions.
- We will also ask you for some advice and support on our delivery of other parts of this project – including finding others to interview.

Do you have any questions before we get started?

#### About you and your relationship to Binfield

1. **Can you tell me a bit more about your role(s) at [organisation] / in the local community?**
2. **What's nice about living/working in Binfield?**

*Further prompts: What's special about it? // What positive attributes would you list to someone who was thinking of moving there?*

#### Your service/role

3. **What kind of services/activities does [your organisation/group] deliver?**

*Further prompts:*

*What is the level of demand – are you able to meet that demand?*

*How do you deliver the service? (e.g. Through volunteers or paid staff? From what location/building?)*

*Do you see this service/activities being delivered into the future? (What are the threats to it in the future – funding/resources, location/building etc)*

*What is needed to retain and/or expand the service/activities in the future? (How would you extend the service/activities if you could and why?)*

#### **Wider provision and need**

- 4. Thinking about Binfield as a whole, what kind of gaps do you think there are in terms of community provision?**

*Prompts: Are there particular groups of people or particular needs that aren't being met?*

- 5. What activities or events tend to bring people together in this area? Who tend to go and who doesn't?**
- 6. Which, in your opinion, are the most important community locations in Binfield – where residents gather together?**

*Prompts: name around 3, can be pubs, shops, green spaces etc as well as community facilities*

- 7. How might a growth in the local population affect community life, facilities and need in Binfield?**
- 8. In your opinion, what are the biggest challenges facing the community here?**

#### **Future opportunities**

- 9. What do you think are going to be the priorities for Binfield in coming years?**

*Prompts: Transport and streetscape // Greening and local open space // Youth and community // Community Safety // Health, wellbeing and sports // Jobs, training and business // Parents, young children and schools*

- 10. Do you have ideas for new projects, activities, services or changes that would help improve community life in Binfield**

#### **Further research and support**

- 11. Are there other people in your organisation or in the community who we might consider interviewing?**
- 12. Do you have any questions, or is there anything we haven't covered that you wanted to raise?**

*Thank you for your time.*

## Appendix D – Local Insight Report On Binfield

SEE ATTACHED PDF FILE

## APPENDIX E - Do you have specific ideas for projects?

- Youth library
- Gravel or bark all the footpaths, make them accessible for all, add new ones, insist on new footpath connections in all development including low level solar powered lighting
- Transport - looking at Forest Road and Terrace Road and calming schemes on Tilehurst.
- More Youth groups especially for teenage children - place to hang out with adult supervision.
- Community safety - safer pedestrian crossings with lights, more visual police.
- Something like Daisy runs at church (Oasis for girls) but something that includes boys. Maybe a weekend group?
- Planting of more trees for the future
- More playing fields for sport
- More contact with elderly neighbours initiative. Looking out for rota/ coffee
- Raised roundabout to significantly slow traffic approaching the centre
- Infrastructure first before building works for non affordable housing
- Keep our churches school and green spaces kept to a high standard.
- Better cycle route for all roads into Kings not just from the village.
- More children's activities in the area. Enlarge roads in and around Binfield to manage increased traffic
- Youth club, better use and management of Binfield Memorial Hall for this purpose.
- Tree planting initiatives.
- Toddler okay area improvement in jubilee fields and enforcement of dogs on leads on that side of the park.
- More bus services, places for youth to go to and groups where they can enjoy activities
- Better GP and healthcare provision especially with additional new housing and ageing population
- Allotment/play park
- Binfield newsletter
- Park Run
- Youth Running Club
- Girls Team sport. E.g. Binfield Hockey or Netball club
- **Small community veg/herb garden**
- **Bike/scooter track like they have other at Finchampstead CC. Skateboard park at Park behind Stevenson drive.**
- **A show in the summer and carol singing or Christmas show/nativity put on for the older community in our sheltered accommodation and retirement homes in the village. Get them involved, I'm sure it would make their year having the local youth coming to entertain them. This could come from Binfield school, local Drama clubs and Rainbows/Beavers, Cubs/scouts etc.**
- **Local fitness groups, maps for walking, traffic calming, traffic free days**
- Youth club for teenagers
- More allotments to allow people to grow their own produce
- Not specific ideas but I like the idea of bringing old and younger generations together to learn new skills/share experiences.
- **What is happening to the old club house on Blue Mountain?? Could that be a new community centre? Hall for hire? Social/entertainment space? Youth club venue?**
- Better street lighting, e.g. Wicks Green and top end of Terrace Road North
- **Some of the local roads, especially Temple Way, have become very busy with speeding traffic and will only get worse. Traffic calming measures or lights are needed to help people joining from the side roads are needed. Many junctions have poor sight lines due to overgrown vegetation, the exit from Boltons Lane and on the roundabout at Harvest Ride/Binfield Road. The crossing just to the North of that roundabout is dangerous in both directions.**
- Encourage residents to plant trees etc in their street and gardens, in addition to the existing initiative to adopt a street for collecting rubbish. Protection of heritage assets
- An active campaign to discourage people from making unnecessary car journeys in the village (and to stop people leaving their engine running when parked e.g. school pick-ups).
- Encourage people to make more use of footpaths, perhaps by creating new paths to make more circular walks possible.
- Expand the cricket club to meet demand for recreational facilities in the village.
- Further tree planting. I also feel that promotion of adopting care of (eg litter picking and alerting authorities, blocked drain etc also when a streetlight etc is out) the space immediately in front of our properties.
- **Plant wildflowers that help pollinators rather than sterile/pretty flowers**
- **Formalization of footpaths that are at present unofficial**
- Surveillance cameras at littering hotspots
- Traffic calming/cycling/neutralising carbon footprints
- **Outdoor fitness equipment for adults**
- **More community areas involving large flowerbeds/planters planted by schoolchildren/scouts in the area**

- Potentially a gym or sports centre, could be linked to the school for use too
- Enforce speed limits and take offenders off our roads
- Possible use of King's Academy hall for community classes/social events
- Maybe opening foxes den for youth club
- Improved facilities at the Bowmen of Warfield Archery Club to allow for greater participation by members, especially the young and disabled
- Improvements at Bowmen of Warfield facilitated
- Added amenities and facilities to local archery sports club to support our aspiring athletes to progress in their training
- Dedicated cycle lanes throughout the borough, connect Bracknell and Wokingham with cycle lanes
- Improvements to Bowmen of Warfield club site
- Linking with local archery facilities
- Development of existing clubs/social activities, eg. Bowling to enable more people to enjoy
- Support advanced facilities of Bowmen of Warfield - all weather and disabled facilities
- The new lighting has created some dark spots particularly once you leave the pavement. It would help to have solar powered, motion activated lights to provide illumination only when needed
- Involved as a sports coach working with visually impaired ex service people in the sport of archery
- Support advanced facilities of Bowmen of Warfield - all weather and disabled facilities
- Encourage small business so people don't have to commute.
- **Buy the field next to the cricket club for sports/preschool/bowls etc.**
- At the moment Binfield is quite safe but I think crime is on the increase, so we need more of a police presence
- Better access to nature
- Maintain the busses for the elderly and people with young families. It's a nightmare if you don't drive round here. We need transport other than cars.
- Street lighting should be maintained.
- Paths need to be looked after so vegetation doesn't take over.
- More busses, more regularly, into Bracknell and Wokingham. The traffic will get heavier with the increase of local population and the roads will need to be maintained.  
There isn't anything for teens in the village - especially boys. We need a youth club or something, but it needs to be cool! Something in Memorial Hall or foxes den?  
Environmental activities for parents and young children
- A swimming pool and a leisure centre would be great. Jubilee Park is underused!
- A lido! Jubilee Park is under used - people don't even know it exists.
- More social groups for kids and young people. A youth club, or sports groups not associated with schools. We need to modernise a bit - there are lots of new families coming to the area
- Fun, educational activities that educate people about climate change. e.g. environmental theatre projects
- Free parking facilities
- Green spaces need to be preserved
- Better local busses  
New developments provide cost efficient avenue to get on housing ladder, but we don't want to lose green spaces  
Foxes den is a god send. The school is great. The memorial Hall needs to run more community activities and have better outreach
- **Keep up the good work! Binfield is a wonderful example for other areas**
- Maintenance on an on-going basis
- Use less electric, plant seeds, use less plastic  
Keep the pubs open!
- Green spaces benefit everyone  
It's an up and coming area, so lots of young families are moving here.
- More doctors
- Better roads, more parking
- More police
- We need more and better public transport connections.  
We need more open spaces for dog walking, jogging, kids, some nice parks.  
We need more local shops so people don't have to drive.
- The roads are dangerous, especially for children. People are driving with 70/80m an hour through our town, that's unacceptable.
- more policing
- **We definitely need more youth work, there's not going on much for that age group. There are more and more young families with children moving here and they have specific needs. It would be good to have more family based things to do, like offers on the weekends and in the school holidays as well. I think it's good as well if the community is getting involved in organising these things.**
- More projects like the foxes den, I think it's a fantastic place. I think my family who lives here is very happy with the services, they're satisfied with the doctors surgery. I think for the under 11 years old it's great like it is, there's many opportunities.

- **We definitely have enough for parents and young children, what is needed is offers for teenagers. We need to protect the nice green spaces we have and which makes this area also attractive. Every bit of land within weeks they sell and sold signs pop up. I think they could put in place better walking and cycling paths, for example to Tesco in the next village. We have a few paths that just stop in the middle, so you have to walk on the embankment which is dangerous. We had 3 fatalities at this one corner already. I think if there are better pavements and cycle paths that would also reduce the amount of cars because people could cycle to go shopping. Also for the teenagers it would be good, encourage them to cycle more.**
- **Definitely more parking, and free for school parents. Youth club activities would be good, now that the new secondary school just opened. They need more outside school activities, especially now they opened the new secondary school. More offers for teenagers after school, on weekends or in the holidays. I also think that our decisions and planning should be more based on environmental concerns, also in terms of building, not cutting down too many green areas. I often visit the environmental projects at the foxes den, I think they're great. I am into recycling and try to be aware about reducing our overall consumption, my children are inspiring me in that regard.**
- Youth work - that's what is lacking. There is enough for babies and young children. But we need more for the 7 to 1 years old. Regarding the safety I can't think of any particular concerns but it's always good to keep it on the agenda.
- Can't think of any. Not sure about young people, I think there could be more, like for teenagers.
- It's important to maintain and keep the nice green areas we have as they are. We need a youth club for teenagers. It would be good to have more environmental projects, think more about the litter, lightbulbs, make all the facilities more eco-friendly, like schools, cafes, shops.
- Generally it's a very safe space. But recently our neighbour had a burglary. At the moment safety is not a big issue but I am fully aware that this might change with an increase and change in population. Because at the moment we don't have many people coming in and out but if that changes could become a concern. **I think it's good that they built a new school but the schools need more funding to make good use of the facilities.**
- More local playgroups
- They should improve the bus route. It is very complicated to get anywhere without a car. The nursery we go to is like a 10 min drive away, it would take me 2 hours on public transport. You have to drive here really. But it's difficult to drive alone with children. Public transport would also be cheaper, it could save us some money. There should be more affordable options for shopping locally, better shops. There should be a local nursery, they closed one down recently and the other one is really expensive.
- Serious thought needs to be given to traffic calming, improving the street parking restrictions and enforcing rules that allow pedestrians to use pavements which are currently blocked by parked cars.
- No, I've mentioned everything.
- More pedestrian crossings, greater road safety.
- Youth club activities. And more community policing. I wish they were more visible.
- Pre school closed down, it would have been walkable. I've just signed my 6 yr old up for ballet, that would be nice if it was in Binfield.
- A gym, cheaper take-aways/restaurants - places that young people on small incomes can hang out
- Skatepark
- Heritage museum / open space
- **There should be more affordable houses for young people and young families. They're not building all those new houses for those who are actually affected by the so-called housing crisis - they're all expensive luxury flats. Or they build new office space. I don't understand why they build offices if we need houses for people to live in.** I really like the Foxes Den, it provides a space for everyone to interact, they allow you to buy environmentally friendly produce at affordable prices and locally, it's a really nice atmosphere and good community spirit.
- **Compared to where I lived before I really don't have much criticism because it has so much going on and on offer and it's so nice. I guess the road infrastructure just needs to be ensured to be able to cope with increased traffic.. The Foxes Den is really good, it's also good that the council comes in dialogue like this with the residents. But the parish council needs to have a strong voice and stand their ground to make sure not to lose too much green space, maintain its distinctiveness and not allowing too much urban spread. I think in terms of climate change activities there's already happening quite a bit, so it's just about developing those further.**
- I see a lot of young people hanging around and having nothing to do. I don't think there's much on offer for teenagers. We have a good collection of parks with nice equipment, so I can't complain. They do most of it really well here.
- I think especially considering the new housing - we really need more industry. There's nothing except for a couple of small shops. You have to travel to Bracknell to get everything. It's really important to have somewhere to gather for young people, so they don't hang out on the streets.

- More frequent fast trains to Waterloo would make such a major difference. Not the distance that is the issue but there's just one fast train per hour.  
Car sharing to go to supermarkets, more initiatives like this, linking people, better organising.
- There are many different alternative energy sources nowadays. For example we have solar panels in our home. I think around these options we need more awareness, more education. But they also need to take advice from experts in different areas, like land developers, finances. Make new developments sustainable and also functional. Also housing can be done much more ecological (or not!) but sometimes it makes the mortgages more complicated. So you need to take good advice and try not to create more issues and making the area less attractive.
- Bracknell Less Plastic is a great project - more like that.  
More recycling bins in parks.
- Better public transport to London.
- Give young people something to do.  
Protect the green spaces from overbuilding.  
Integrate and care better for the older generation.
- They need more activities for teenagers to socialise, work out what they want to do in life, explore opportunities, universities..
- Find a new venue for the GP.
- More sports facilities.  
More speeding control.  
More cycling and pedestrian paths. I drive everywhere because many foot paths are too narrow, they're dangerous, especially with children. If they improve it for walking and cycling I would love to drive less.
- Traffic safety is a big issue, especially speeding.
- There is a real need for teenagers in this area, there is literally nothing for them - they could do with building a youth centre.
- Fewer traffic lights at the roundabouts  
Green spaces should remain a priority - this also takes care of environmental issues  
Improvements to jobs and training flows into improvements for the local economy
- **Young teens in particular need more activities - not just a youth club, but things that will take them outside**

**Making use of local resources and reducing prices for young people would help them to be less sedentary**

**More focus on training, and meaningful apprentices - with local employers working with further education colleges. There's a lot we could be doing locally.**

- We need to make sure there are activities available for young people going up to secondary school
- Streetscapes need more forward planning - anticipating the changes in use as the population increases

There are lots of young families, and plenty to do for young children, but there isn't enough for older kids

- I don't have any particular ideas for new projects, but adult and baby groups are great.
- It would be great if there was more off-road parking so that the main roads could be clearer  
More activities for mums and babies. What they have is great, but we want even more!
- I want to see a local policeman. There is no crime problem in Binfield  
The waiting time at the doctor's surgery has improved, but it's still a bit slow
- Stop developing and leave our green spaces alone!
- Get kids more involved in sports
- There are too many cars here - like everywhere - we need a better public transport network
- Young people need somewhere to go  
You very rarely see a policeman on the streets - there's a lot of joy riding
- **Crossing near crema. The closure of the pre-school is sad. There isn't much for young people to do. It would be nice for crema to have a late licence - Foxes Den has had a negative impact on our customer base**
- They are the future! Swimming is good for youngsters, but it's very expensive  
Children eat badly, so healthy eating and sporting initiatives are so important - also good for making new friends and developing new interests
- Keep the green spaces that are left
- We need to make sure there is somewhere for young people to go  
Local job fairs, apprenticeships, and opportunities for local young people  
Promoting the issues, and making sure that people understand how important they are.
- It used to feel safer round here, when I was growing up  
We need to make sure that young people know what opportunities are open to them  
Speak about the issues of climate change in primary schools
- **A community centre would be nice - especially with projects for older teenagers, there's nothing really to do for them. They need a place to get together, make friends – instead of hanging out on the streets.**  
**It is important to maintain the countryside of Binfield.**  
**Education and awareness about Activities supporting environmental/ climate change concerns are**

**important. My commute is very long. If there was a proper good cycling lanes to get to the next train station that would be great. We also need the public transport coming more regularly.**

- It doesn't matter what I say. They (council) do whatever they want anyway.
- More Activities supporting environmental/ climate change concerns, for example planting more trees.
- The green spaces disappear over the years, such a shame if they build on greenery.
- Across the area there are places where there's not enough lighting and security camera surveillance. Implementing these is more about the 'feeling' of safety that increases. We need more educational offers across the ages, including mental health needs.
- Traffic Safety is a big issue, there should be more pedestrian crossings on Terrace Road because it is really dangerous as it is. There's a tiny round-a-bout - can't cope with the amount of traffic that goes through there. More drop-in sessions and activities for the people in the community, like talks on well being. More awareness of jobs in the area. More affordable rents and house prices for young people!
- Keep the crime down. Crime will go up in the area with Eastern Europeans continuing to come in.
- there is no youth club here. real gap,
- More regular and on time busses. I don't drive and it's annoying to wait for the bus.
- The road infrastructure can't cope with the traffic.
- It's catered well for the babies but there is nothing for teenagers, Where is this generation gonna go when they grow up?  
I can't remember when I last saw a policeman.