



EAST ILSLEY PARISH PLAN

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August 2003



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Final Report by The East Ilsley Parish Plan Team
August 2003

The East Ilsley Parish Plan Team

The Working Party

The Parish Plan Team acting on behalf of the Parish Council comprised:

Ali Allan, Rod Allan, Andy Bates, Sharon Bates, Anne Beake, Linda Blowfield, Lisa Davis, Clare Fraser-Jones, Graham Jessett, Bob Moulton*, Mo Moulton, Bruce Pocock, Nick Watkins, Joan Webster, Judy Whiscombe*.

The Working Groups:

<i>Utilities:</i>	Lisa Davis, Nick Watkins
<i>Environment:</i>	Clare Fraser-Jones, Lisa Davis, Sharon Bates, Bob Moulton
<i>Youth:</i>	Linda Blowfield, Judy Whiscombe, Graham Jessett
<i>Village Shop:</i>	Ali Allan, Clare Fraser-Jones, Nick Watkins
<i>Village Hall & Leisure:</i>	Bob Moulton, Rod Allan, Mo Moulton, Anne Beake
<i>Communication:</i>	Nick Watkins, Lisa Davis, Len Fletcher
<i>Editor Parish Plan:</i>	Nick Watkins

Throughout the preparation of the plan and at the *drop-in* events a number of other members of the village supported the initiative in various ways and their contribution was greatly valued and appreciated.

Acknowledgements:

Plan Preparation

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The Community Council for Berkshire
West Berkshire Council
Karen Kendick (Photography)

* East Ilsley Parish Council Member

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EXECUTIVE SUMMARY

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The East Ilsley Parish Council is delighted to be in a position to present this Parish Plan, which is possible as a result of the hard and diligent work carried out by a Working Party of the Parish Council. The Working Party represented a wide cross section of the village community and was not restricted to members of the Parish Council.

The report is designed to summarize the findings resulting from work undertaken by this committed group of people, keen to witness a revitalization of rural living. Over the past 12 months the views and opinions of the village residents have been sought with the Parish Plan Questionnaire acting as the principal source of intelligence gathering and the catalyst for the project.

The entire Parish Plan project has been made possible not only by the efforts of the Working Party but also as a result of the grant from the Countryside Agency, together with help from the Community Council for Berkshire and the West Berkshire Council. Most importantly of all, little would have been possible without support for the project by the majority of the village residents and the timely completion of their questionnaires, together with well-considered comments.

East Ilsley is a village steeped in history but also a village that in more recent times has seen its community spirit fade with the loss of a village shop and post office and a more itinerant mix of residents. The results of the Questionnaire clearly did indicate that there is a strong desire to see the village heart restored to good order.

The issues which were of prime concern are as follows:

- A Village Shop
- The Environment
- The Village Hall & Leisure Facilities
- Facilities for the Youth
- Communication
- Transport
- Utilities

Working groups were formed to investigate each topic more thoroughly and to make recommendations, together with an outline action plan. Collectively the Working Party assessed the findings of each Working Group from which a list of priorities emerged.

The Priorities are:

- (a) to re-introduce a village shop
- (b) to establish a village hall
- (c) to provide better facilities for the youth
- (d) to improve information flow and communication
- (e) to increase traffic calming and pedestrian safety
- (f) to reduce traffic noise from the A34
- (g) to provide a range of leisure and adult education activities
- (h) to lobby for more flexible local transport
- (i) to pursue the introduction of more utilities

The Parish Plan addresses each of these topics in far greater detail.

Critical to success will be the early introduction of some new service or facility in order to give the village confidence and comfort in the knowledge that something is beginning to happen or change. Proposals will require action and support from a variety of groups embracing local residents, local business, the Parish Council and the West Berkshire Council. We look forward to receiving this support. The Parish Council will ultimately be responsible for the close monitoring of progress and the endorsing of any action.

And finally, little would have been achieved without the support and assistance of so many and sincere thanks are extended to all those who have helped get us this far along the road towards a revitalized community.

1 - INTRODUCTION

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Vital Villages – What Is It?

- 1.1 The “Vital Villages” initiative is designed to achieve socially and economically active rural communities that have addressed their own priorities and are better equipped to shape their future. Underpinning this Government initiative is a three-year grant programme administered by the Countryside Agency through Rural Community Councils, which in the case of East Ilsley is the Community Council For Berkshire (CCB). The CCB formed a Rural Team to provide active support for rural communities in specific areas to include the “Vital Villages” initiative.

East Ilsley – A Village With A History

- 1.2 The Parish of East Ilsley is linked in name to the Hildesley family but at one stage in its history was known as “Market Ilsley” due to the fact that in the past, East Ilsley was second only to Smithfield as the most important sheep and cattle market in the country. The village is historically close to two major routes, the Ridgeway (East/West) and the A34 (North/South). Now a green lane, the Ridgeway was an important route for drovers to reach the sheep and cattle market, held fortnightly. The Swan Inn was a major stopping point for stagecoaches travelling between Newbury and Abingdon and beyond.

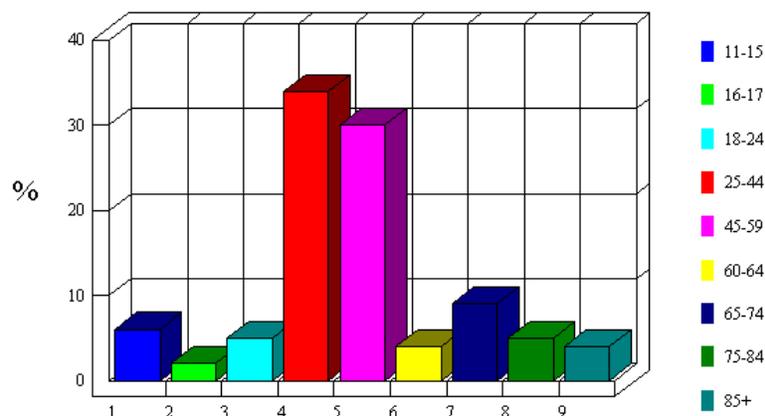
Reference to East Ilsley can be found in the Domesday Book and is believed to be built on or near an earlier settlement known as the Nachededron, or Lonely Thorn. In 1621, King James granted a Royal Charter for a market to be held in the parish. The 1840 Tithe Map and the accompanying book, The Terrier of East Ilsley, which detailed who owned and who occupied numbered plots of land and how each person earned a living, created a later reference point. The map also showed all the common land areas around the village where about 20 commoners exercised 109 grazing rights for cattle and 60 rights for sheep on Sheep Down.

Both East and West Ilsley have had extensive connection with racehorse training and East Ilsley’s connection goes back to the 18th century when the Duke of Cumberland (brother of George II) had stables built at his mansion, Kate’s Gore. These stables were demolished soon after the Duke’s death in 1765. Throughout the 20th century and continuing into the 21st century, there have been racehorse training stables in the village with a number of well-known trainers basing themselves in the area. However, partly due to the increase in traffic, there has been a gradual demise of racehorse training stables and the only business that does remain is on the outskirts of the village.

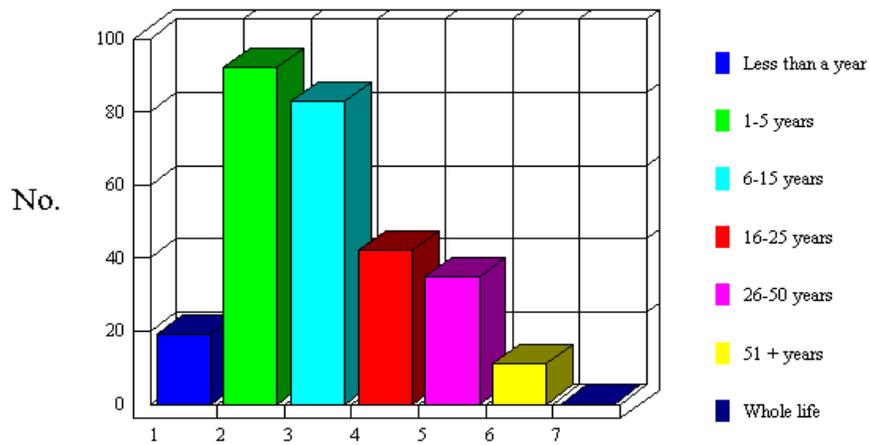
The loss of trades so long associated with farming, racing and the Sheep Fair has caused nearly all plots, once occupied by the farriers, saddlers and blacksmiths to be converted into private dwellings. The community was at one time well served by various builders, a butcher, a draper, a café, a bakery, a petrol station and the village shop and post office but they have all now ceased trading. The number of inns, once thirteen to serve thirsty workers and shepherds, was 5 in 1959 and is now down to three.

In 1851 there were 138 dwellings in the village, by 1891 this had reduced to 111 and today East Ilsley has 223 dwellings, housing a population of 480 with 398 registered electors.

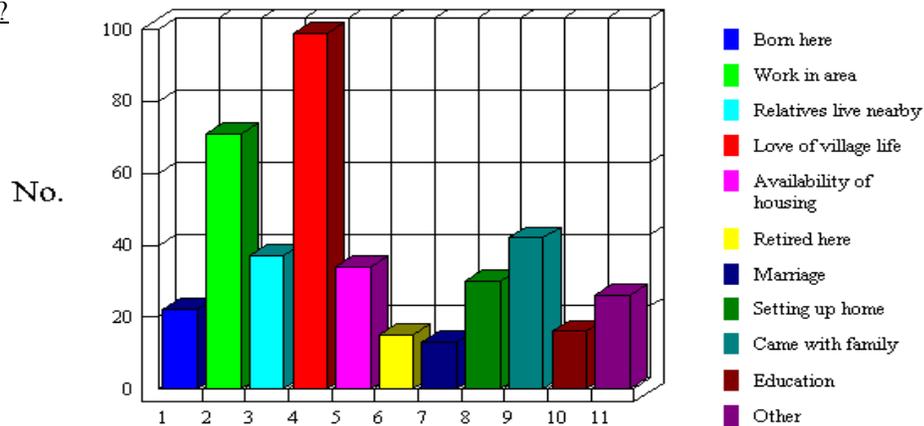
Age of population



Length of time in East Ilsley



How did you come to live in East Ilsley?

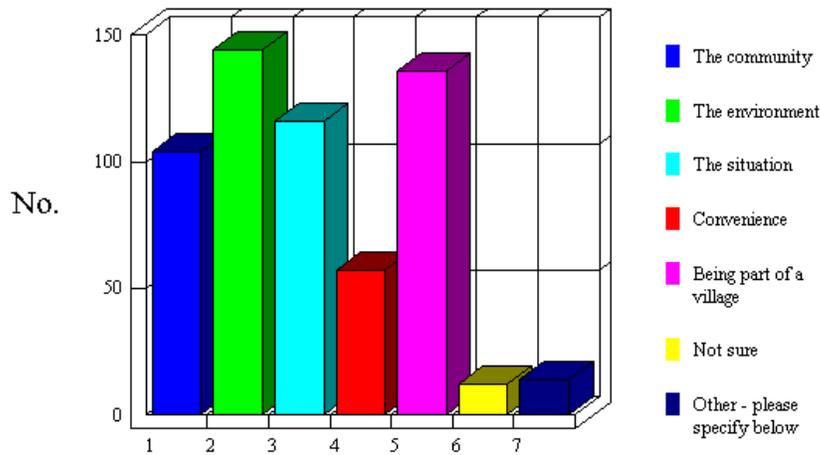


Why Is Vital Villages Important to East Ilsley?

- 1.3 East Ilsley is a picturesque village, in the folds of the Berkshire Downs and situated in the upper end of the Pang Valley. East Ilsley is a village steeped in history and with a great many assets but it is a village not without some problems. Ranking high on the problem agenda are:
 - a. the lack of a village shop, for so long the heart of the village
 - b. the lack of a village hall which acts as an impediment to engendering a genuine community spirit and the ability to promote or encourage a range of village activities
 - c. traffic volumes and speed that detract from the beauty of the village but more importantly pose a serious threat to safety
 - d. traffic noise, principally from the close proximity to the A34, which increasingly is eroding the tranquility and appeal of the village
 - e. limited facilities for the youth of the village that leaves them little option but to play on the streets and face the dangers posed by the traffic issues
 - f. the lack of amenities, be it mains gas or Broadband telecommunications
 - g. the lack of an official communications conduit to act as a bonding agent and to alert village people as to news or events and seek their support of same
 - h. a rural transport service that does not always serve the needs or requirements of the village population

- 1.4 Modern living methods in part contribute to the issues that East Ilsley is faced with. The increasing use of the motorcar not only contributes to the traffic pollution and noise but also gives rise to parking problems. However, most residents have the facility to travel outside of the village for both business and pleasure purposes. The accessibility of supermarkets and the range of products that are available at reputedly cost competitive prices, detracts from the value of a village shop. People are also becoming less community oriented, as they are able to pursue their leisure and social activities away from the village. A new and beating heart for the village would be a major contributor to the restoration of rural good health. This, in part, can be achieved via action from the Parish Council acting as a lobbying force and supported by the West Berkshire Council and other organizations and voluntary groups within the village, not to mention the most important lobby of all, the village residents themselves.

What is most important to you about East Ilsley?



- 1.5 West Berkshire Council, the Countryside Agency and the Community Council for Berkshire invited parish councils to attend a meeting at Thatcham on November 17th 2001 with the purpose being to explain, plan and to encourage active participation. East Ilsley was keen to support the initiative and in early 2002 began to promote the concept and encourage participation by village residents via a series of local meetings. Work began in earnest in June 2002.
- 1.6 The East Ilsley Parish Plan has been prepared by a Working Party, acting on behalf of the East Ilsley Parish Council. Two Parish Councillors were members of the Working Party.
- 1.7 The Working Party comprised of a dedicated, committed and enthusiastic team of people, drawn from all quarters of the village and who generously gave of their time, in an otherwise busy life. Our thanks go to them.

The Parish Plan as presented is an accurate reflection of the views of the residents of East Ilsley.

The process began in the summer of 2002 when a series of informal evening meetings were held at the local school where the aims of the Parish Plan project were discussed and an early “wish list” was created. During the autumn months the Working Party was formed and the outline of the Questionnaire was developed. The result was a Questionnaire that gave the project a very professional and positive image.

During the first week of March 2003 a number of “drop in” mornings and evenings were hosted inviting residents of the village to call in and to collect their Questionnaire. The “drop in” events received reasonable support. The Working Party thereafter divided up the village and hand delivered to each household those Questionnaires not collected at the “drop-in” events. Encouraged by a prize for early completion and by the quality of the Questionnaire over 66% of the village completed and returned the document. A separate Youth Questionnaire was also distributed to capture the views of the younger residents of the village which was also well received with 70% completed and returned

The Working Party then analysed the results to identify the key issues. Smaller working groups were formed to examine in more detail the issues raised and to report to the Working Party with the findings from which the priorities were established.

- 1.8 The introduction of the Community Plan, to be produced by the West Berkshire Partnership, provided the necessary momentum for action by the Parish Council. The Countryside Agency initiative and the attendant idea of a Parish Plan provided the incentive and the opportunity for action by East Ilsley

THE ACT OF PLANNING

THE ACT OF PLANNING

In The Beginning – A Series of Informal Meetings

- 2.1 The Parish Plan project got truly underway in the early summer months of 2002 with the first of a series of informal **drop-in** events hosted at the local primary school with support from a representative from the Community Council for Berkshire. The initial interest was varied and patchy, with a good deal of scepticism apparent amongst some of the more senior residents of the village.

However, those who did attend these early meetings were active in voicing their views and with the aid of Post-it notes a number of dominant themes began to emerge.

- (i) Village Shop – considered by many to be the most critical issue and central to restoring life and zest to the village. The village shop was seen as the epicentre of village life.
- (ii) Village Hall – a great many of the residents of the village held the building of a village hall very close to their hearts and felt that it would act as the catalyst for many activities that would bring the village together and provide a place for people to go and communicate.
- (iii) Traffic – traffic in all of its component parts was considered to be an issue, ranging from the speed with which traffic moved through the village with total disregard for speed limits, through to the increasing noise from the A34.
- (iv) Recreation Facilities For The Young – those voicing their views were unanimous in acknowledging that the village offered little in the way of recreation facilities for the youth of the village and their welfare was deemed to be of great importance, particularly in today's world.

Many other issues were raised at the time, including rural transport, internet access or lack of a mains gas supply but it was the distribution of the Questionnaire some months later, that brought these issues into sharper focus.

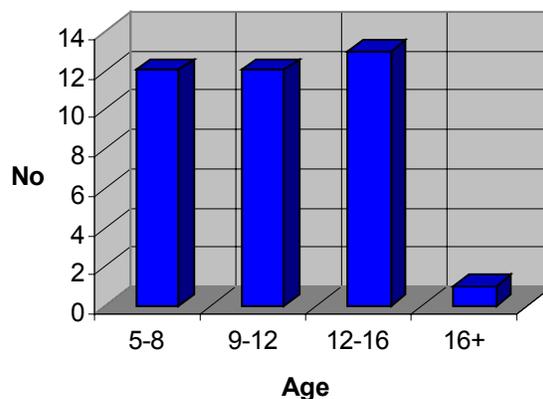
The Working Party

- 2.2 The informal **drop-in** events provided an opportunity for village residents to register their interest in supporting the Parish Plan initiative in whatever way they could and from this the foundations of the Working Party began to emerge. An inaugural meeting of the Working Party took place, again in the local village primary school, in August 2002 when the raw content of what was to become the Questionnaire was debated and discussed. Some ten individuals attended this first meeting, including some representing village organisations. Prior to the next scheduled meeting of the early Working Party, each person was issued with a rough draft of the proposed Questionnaire and invited to make comments and suggestions. Some weeks later a second meeting took place and the Questionnaire began to take shape.

Into the early autumn and the Working Party was beginning not only to find its eventual shape but also momentum was beginning to be generated. The Working Party in its final form comprised a wide cross-section of the village community and included a number of people with little previous involvement in village activities. Several members who had served for some considerable time as local and parish councilors and who were able to provide advice, guidance and wisdom complimented the Working Party. Throughout the autumn and winter months a sub group of the Working Party met on a regular basis to shape and mould what was to become The East Ilsley Parish Plan Questionnaire, endeavouring to reflect a number of the issues and questions raised in the early review meetings. Various members of the Questionnaire sub group took on specific tasks, one touring the archives of the East Ilsley Historical Society for suitable photographs, one working diligently on the final shape of the Questionnaire and supporting IT infrastructure, one liaising with designers and printers and one interviewing long standing residents of the village, seeking their views on key issues, which would help set a very local tone to the document.

The Questionnaire

- 2.3 The Working Party decided that in order to help overcome some pockets of scepticism, but more importantly to put the entire Parish Plan project on a very professional footing, that the Questionnaire should have care and attention lavished upon it. The results were very pleasing and the positive response from all recipients only served to confirm this decision.
- 2.4 The software package provided by the Countryside and Community Research Unit was used to generate the questions that formed the backbone of the Questionnaire. The final Questionnaire comprised 56 questions.
- 2.4 The Working Party crafted a letter that was hand delivered to every household during late February 2003, inviting every resident to attend one of three scheduled **drop-in** events, planned for the morning of March 5th or the evenings of March 5th and 6th. These events were held at the Baptist Chapel (morning) and The Star Inn (evenings). Each household in the village had been allocated a Questionnaire and attendees at the meetings were invited to collect their own Questionnaire. The drop-in meetings were supported by local village information, provided by the Local History Society and promotional material as supplied by the Countryside Agency and Community Council for Berkshire. Attendance was satisfactory.
- 2.5 Questionnaires not collected at the **drop-in** events were hand delivered to those households by members of the Working Party. Completion and return on a timely basis was encouraged and the lure of a prize draw for early returnees saw a strong response. Questionnaires were delivered to 215 households (other households were vacant at the time) and collections were followed up with door-to-door visits. In the final analysis there was a 66% response rate. A full set of results can be found in Appendix 2.
- 2.6 The door-to-door collection process allowed individual households to raise other topics which were of a particular concern to them directly with members of the Working Party. The Questionnaire itself made provision for individual comment but one concern was confidentiality and it was agreed to return all completed questionnaires to the respondents, after completion of the Parish Plan.
- 2.7 A Youth Questionnaire was devised by a sub group of the main Working Party and this was again hand delivered to each relevant household with children aged less than 16 years. As facilities for the youth was considered such a major topic, the Working Party felt that a dedicated Youth Questionnaire would yield an interesting and possibly different response from that of the main Questionnaire.



The Youth Questionnaire did indeed produce some well-considered views and focused on some areas that had not been addressed in the Adult Questionnaire or highlighted issues that were of specific importance to the youth of the village. The fact that a decision had been taken to specifically focus on the requirements of the younger generation led them to believe

- that for once they had a voice in the village.
- 2.8 The majority of the Questionnaires were collected by early April and the process of analysing the results got underway. Early results began to re-confirm that the topics of most concern and interest were those that had been voiced at the very first informal **drop-in** sessions. More importantly the Questionnaire served to qualify the thinking and to identify other issues that until now had not really surfaced. The number of motor vehicles to households was exceptionally high, and yet to some, particularly the young, a bus service that met their specific needs was an important issue. When asked about mains gas, over 63% would like to be connected if it was available. 66% of the responders fell into the 25 to 59-age bracket. Over 65% of the responders have lived in the village for between 6 and 50 years. The love of village life was the reason why over 35% of the responders had come to live in East Ilsley and over 50% felt that being part of a village was very important. The environment, the situation and the community also rated highly on the scale of importance.
- 2.9 At the annual East Ilsley Sheep Fair on June 8th 2003 the Parish Plan team manned a stand providing residents with an opportunity to check progress and to ask further questions. Some of the graphs resulting from the Questionnaire analysis were on display. The stand received many visitors and there was genuine interest in the project.
- 2.10 Arising from the information collected and collated a much clearer vision of what is important began to emerge and the development of a Vision Statement became more of a reality and would seek to address the following:
- to generate a much greater community spirit, a community that is attentive to the needs of both the young and the old for they are both the future and the history
 - to improve the flow of communication and to create a communications medium that can act as a bonding agent for village life
 - to re-introduce a local shop and services and then be prepared to support them
 - to enhance recreational and leisure facilities for both the village people (young and old) as well as for visitors to the village
 - to address some of the traffic issues through the introduction of more effective speed controls
 - to enhance the environment by seeking to reduce the noise levels from the A34
 - to support the provision of suitable public transport and encourage its usage
 - to restore a heart to the village

Through the entire process the Parish Council have been kept informed of progress.

Can It Happen? – The Art of the Possible

- 2.11 Emerging from the two Questionnaires came seven key headings, and each with its own sub agenda. Working Groups were set up to address each of these seven headings and their component parts. A chairperson was nominated for each Working Group and a small team of interested parties allocated to each. The Working Groups held a series of “focused” meetings and, where appropriate, seconded non Working Party members onto these Working Groups. On May 28th 2003 the Working Groups reported back with their submissions for carrying forward into the preparation of the Action Plan. To feel confident that the Action Plan could convert from concept to reality, each Working Group considered the following:
- The Future Vision – did their recommendations conform to the vision of the future for the village?
 - The Action – what action maybe necessary to realize the plan?
 - Responsibility – who will be responsible for implementing any action?
 - The Driving Force – what are the driving forces behind the proposal for action?
 - The Impact – what would be the likely impact of taking such action?
 - Funding – what funding may be necessary to implement the action and what sources are available?
 - Time Scales – what are the timeframes for each action point?
 - Measurable Results – could the results of any action taken be measurable?

- 2.12 Following the submissions from each Working Group the Working Party embarked on the task of establishing priorities. The factors governing the setting of priorities were:
- Is it realistically achievable?
 - Is it within the remit of the Parish Council?
 - What impact might there be on the village, immediate to long term?
 - Does it fit in with the vision being set for the village?
 - Which body or organisation will need to be lobbied and persuaded?
 - Is there sufficient support for the project?
 - What are the likely costs and where might the funding come from?

Making It Happen

- 2.13 The East Ilsley Parish Plan has now been distilled down to a basic Action Plan. Its implementation and ultimate success will be largely governed by a host of different considerations but in particular those organisations assumed to be responsible for accepting and carrying out each action. The destiny of certain aspects of the plan lies firmly in the hands of the people of East Ilsley and the recruitment of more village residents will be critical in making things happen.
- 2.14 The Parish Council will have a decisive role to play in its remit of serving the community and it has been appraised in outline as to the results of the Questionnaire. When the Action Plan is finalised a more formal meeting will be held with Councillors. The Parish Council can support in the following areas:
- The implementation of proposals that involve their own resources or in partnership with others
 - The active persuading and promoting to influential organisations within their orbit
 - The frequent monitoring of progress of plans for implementation
 - Helping promote the Village Vision
 - To be the ambassador of the cause
- 2.15 The Working Party and the Working Groups will at the request of the Parish Council remain intact to support as required.

Village Funds

- 2.16 There are two sources of capital funds in the village. The first is held by the Parish Council and arose from two easement payments for access over common land of £40,000 and £20,000. These have been used to improve the pond area, to establish the footpath to Sunrise Hill and to establish the Millennium Green. All three attracted external funds, with the green attracting £35,000 external funds for an outlay of £7,000. More recent capital use has been for a new Church gate £2,500, Church floodlights £4,500 and a community photocopier.£3,500. The fund now stands at about £40,000 and there may be a further input of £13,900 soon.

The second source arose from village hall fundraising efforts and stands at £10,000 nominal, the actual sum being dependent on the stock market value of COIF shares. The capital is retained for any future village hall project, and only the interest is deployed for things that benefit the inhabitants of East Ilsley.

External funds

- 2.17 There are many different funds available according to need but quite a few seem to be aimed at improving rural life. The Awards for All scheme provided the Local History Society with £3,600 to buy equipment and put on the Millennium Exhibition. A £4,000 award has just been obtained from the landfill tax fund to plant mature trees on the green. Many sources of funds require matching funding where Council funds can be usefully deployed. The CCB is providing consultancy on these sources for this Parish Plan project.

THE PRIORITIES

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PRIORITY A VILLAGE SHOP

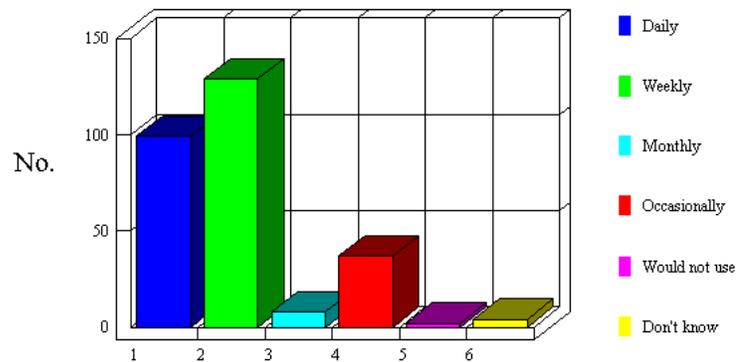
The Vision: To restore to the village a village shop that provides an essential service for all and also acts an important focal point for the community

The History: The East Ilsley village shop and Post Office closed in 1999, despite numerous attempts to find a new operator. In pursuit of its remaining open, a Motion was also presented to West Berkshire Council in February 2000, supported by CCB information. The premises that were once the shop have now been converted into a private dwelling.

The Findings:
The Adults

The Questionnaire revealed that 35% of the responders would use a community shop on a daily basis and a further 47% on a weekly basis. A post office facility was considered to be less essential given the accessibility to a Post Office at Compton and Chieveley.

How often would you use a community shop?



The Youth

The Youth Questionnaire gave a clear indication that the restoration of a village shop was a very important priority for them and outside of better sports facilities was highly ranked on their wish list. 90% said that they would use a village shop every week, and 40% said that it would be their first choice for new facilities in the village. (see Appendix 3).

Action:

The restoration of a village shop will require the following action points to be addressed:

- (i) to identify the most convenient and appropriate location, accessible to the elderly residents but also positioned to capture passing trade
- (ii) to secure new premises as the previous shop has now become a residential dwelling. (Two public houses in the village may be a potential source of premises and this is being investigated but one of the public houses in question is currently undergoing a change of ownership)
- (iii) to secure the required level of funding for both the rental of premises and the working capital necessary for initial stocking purposes
- (iv) to organize management and book keeping support, with volunteers from the village most probably required to operate the shop
- (v) to decide on the opening hours as convenience will be critical to success
- (vi) to determine what the shop should provide by way of stock and provisions
- (vii) to establish the enterprise as a community shop with all profits being re-invested
- (viii) to visit other village shops in villages of similar size that are enjoying success

Responsibility: The East Ilsley Working Group with advice from Virsa / CCB and CA retail advisors.

Funding: Possible sources of funding could come from the Local Community Investment, Defra and the Countryside Agency.

PRIORITY B

A VILLAGE HALL

The Vision: To construct a village hall that could act as a crucial community centre and function venue for the village, whilst also providing a facility with services that residents of the village could readily use in the pursuit of other recreational and leisure interests.

The History: The Old Church School in the Compton Road had been used for village functions for many decades up to the mid 1960’s when the Parish Council attempted to purchase it for the village. Eventually the hall was pulled down and the plot sold for development. Village activities continued to be carried out in the Primary School, in barns, courtesy of local farmers, and in the open air. Several attempts were made to find a new site for a village hall but timing, rapidly rising building costs, and planning regulations thwarted the attempts but the fund raising by the village had provided a common goal.

In 1993, a committee was formed to re-assess the possibility of establishing a hall at a time when substantial funds were available and building prices were low but there were difficulties in pursuing the project despite finding that 92% (222) were in favour.

In 1997, the project was restarted, inspired by a new initiative from the establishment of the National Lottery to support “21st Century Halls for England” and with support from the Community Council for Berkshire, A survey of the village at this time revealed that support for a village hall had waned to 104 for, and 86 against, out of 382 electors. However, an application was made which was accepted as viable by the funders but their funds were 7 x oversubscribed and not granted.

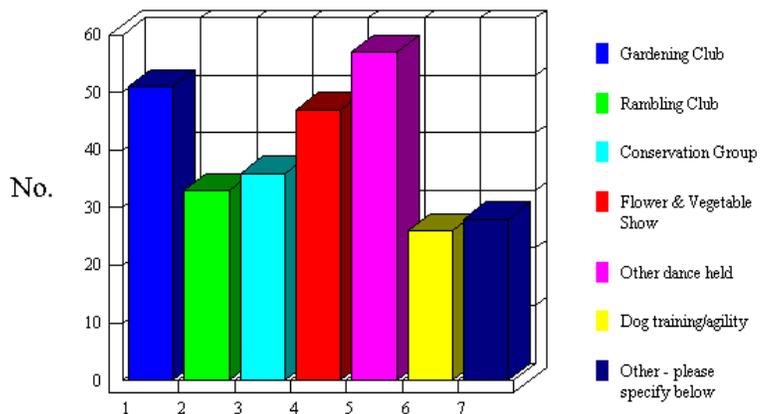
Little has moved on this issue since and two potential sites for a village hall have been identified but the time has come for some fresh thinking on the subject.

The Findings:

The Adults

The Adult Questionnaire revealed that 63% of those responding were in favour of a village hall and 34% were against. However, a great number of those responding to the Questionnaire were keen to see an increase in the level of social activity or leisure time pursuits in the village and in order to achieve this a village hall is essential.

Which new clubs or activities would you attend?



The Youth

The younger generation would dearly like somewhere that they go to in the village, as opposed to the bus shelter, that would offer them the facilities to play in door sports, operate a youth club and engage in other recreational / leisure pursuits out of school hours. This was strongly reflected in the written comments accompanying their questionnaires. (See Appendix 3).

Action:

The re-introduction of a village hall will require the development of a specification to meet residents’ requirements, together with:

- (i) the identification of potential sites
- (ii) the securing of an appropriate site
- (iii) the preparation of architect's plans
- (iv) the preparation of a building specification
- (v) the issuing of formal requests for tender
- (vi) the securing of planning permission
- (vii) the preparation of a business plan
- (viii) the securing of funding
- (ix) the construction
- (x) a management structure

Responsibility: The East Ilsley Village Hall Working Group with advice from the CCB's Village Hall Advisor.

Funding: Possible funding support from the Community Fund, local charities and independent funding.

**PRIORITY C
THE ENVIRONMENT (Traffic, Pedestrians and Safety)**

The Vision: Whilst acknowledging the external conditions affecting today’s living, the aim is to create an environment that offers safety and security for the community and that seeks to protect and preserve all that is important to rural living.

The History: Until the building of the dual carriageway, the A34 used to pass through the village, with two-way traffic in the High Street. At this time, despite the lower volumes of traffic, it was a pretty horrific situation and the older inhabitants of the village may feel that remembering the problems associated with the old A34, matters are significantly better than before. The noise now created by the volume and speed of traffic using the A34 has risen dramatically over the years and is today considered to be a major blight on the village. The building of the dual carriage way has also brought with it a hazard surrounding both the north and south bound slip roads.

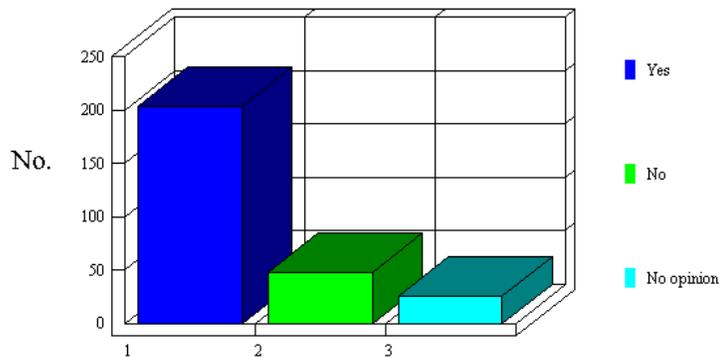
There has also been a steady increase in traffic volumes passing through the village, as vehicles seek to access the A34 both north and south bound.

As a result of some £10,600 of recently received funding, some road safety schemes are about to be introduced and a visit by the Highways officer has already been made to consider the proposals. The areas of concern include the junction of Sunrise Hill with Compton Road, speed on Abingdon Road and Fidlers Lane, and the exit and entry roads from the A34 Northbound.

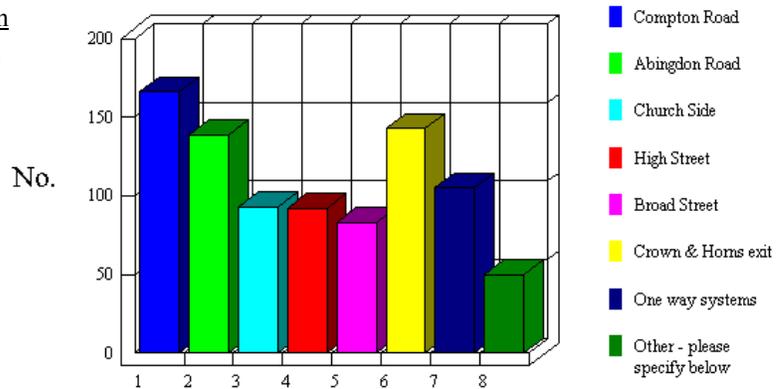
**The Findings:
The Adults**

The Questionnaire respondents were unanimous in their concerns regarding road safety in East Ilsley and considered many streets and roads to be “danger spots”. 74% of all respondents considered speeding traffic to be a serious problem.

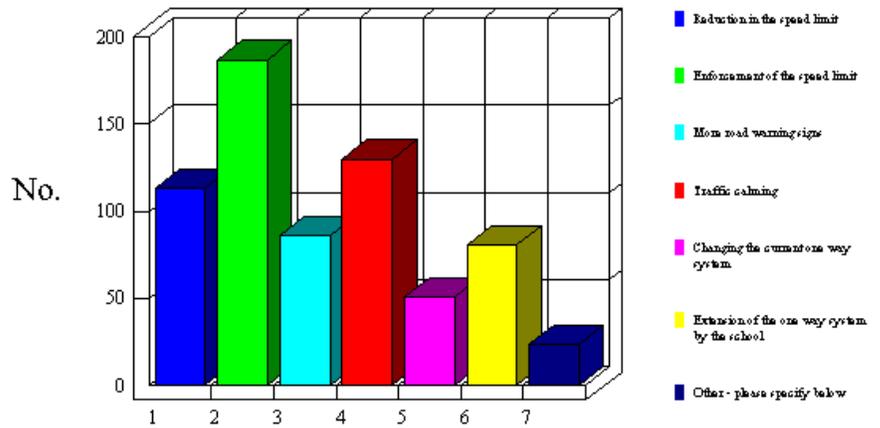
Is speeding traffic a problem?



Would you support action to improve road safety in these areas



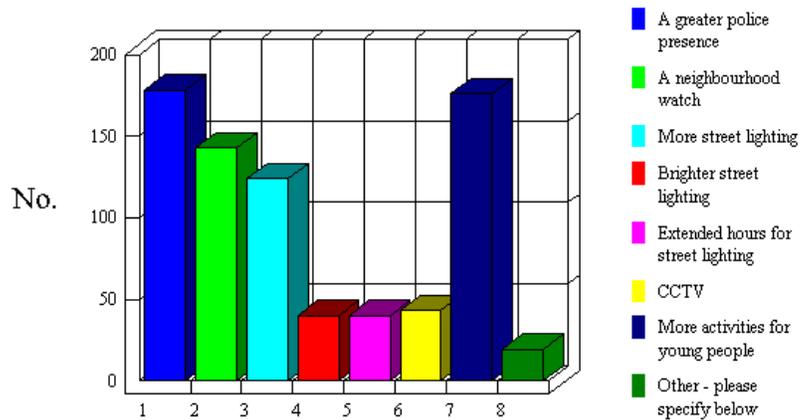
Would you support action to improve road safety in these areas?



With the village being home to a significant number of senior citizens and with an increase in the number of mothers with young children, the condition of the pavements and footpaths was raised as an important issue with over 50% of respondents classing the pavements as poor.

East Ilsley has very few streetlights, which is a major attraction and something to preserve, but there are certain areas of the village, which do require some low level street lights that, can be installed without harming the ambience or appearance of the village.

Do you think any of the following measures are needed?



On the subject of security, a high level of respondents requested a greater police presence and 54% supported the Neighbourhood Watch Scheme, something that has since been successfully extended in the centre of the village.

The Youth

In keeping with the adults the noise arising from the close proximity of the A34, allied to the sheer weight of traffic passing through the village was both an irritant and a concern, in particular with regard to safety and was seen as an impediment to playing outside when un-supervised. This was reiterated many times in the comments section of the questionnaire. Those within the older age range felt reasonably safe going out at night but this was not a view expressed as readily by the younger responders. Some felt that more streetlights would be an advantage.

Action:

To address the issues that are grouped under “The Environment”, approaches will need to be made to a variety of authorities and organisations. There is in place an existing dialogue with the Highways Agency, where discussions pertaining to the A34 noise are on going. A Working Party with specific responsibility for The Environment is to be established for the purposes of liaising with the appropriate authorities and organizations and also to second onto the Working Party, a number of village residents, who under their own initiative, have been attempting to address some of these very important issues already.

Responsibility:

The East Ilsley Environment Working Party together with the West Berkshire Highways department.

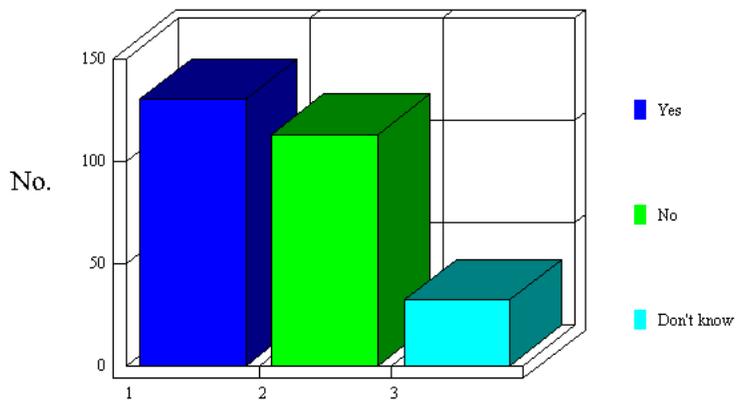
**PRIORITY D
COMMUNICATION**

The Vision: To use the art of communication as a principal driver in the creation of a cohesive and well-informed community, united in the support of issues that are of importance to the village.

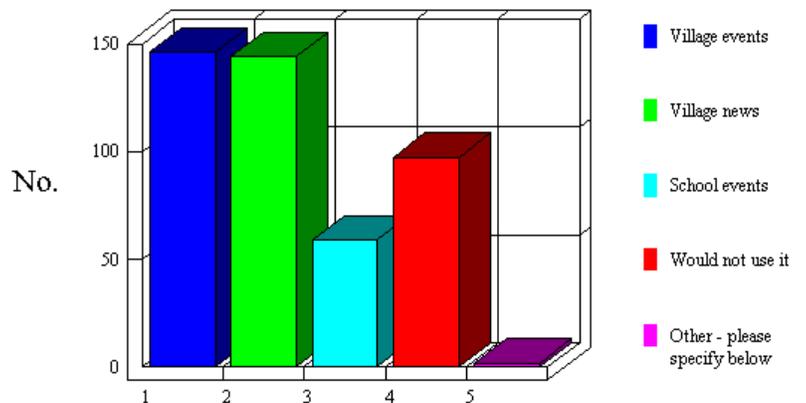
The History: It has been sometime now since village residents were active in supporting a communications initiative. With the demise of the village shop, people are left to rely upon village notice boards and “Compilations” a local Compton & East Ilsley bi monthly magazine, for information. Although a good magazine, it is a poor substitute for a regular, more rapid East Ilsley News Letter or a shop where people can meet and communicate informally but effectively.

The Findings:
The Adults In response to the questions relating to communication and the availability of pertinent information, only 14% felt that the communication flow was good, with 80% feeling that it was reasonable to poor.

Would you like a more regular newsletter?



Would you use a website to find out information about?



The Youth The Youth Questionnaire did not focus on communication issues and therefore did not solicit any specific response.

Action: A number of initiatives can readily and inexpensively be introduced in order to fill the information vacuum that currently exists. A focused and well-managed communications programme would be an important and much welcomed step in the village. The following action points are now required:

- (i) to launch effective August 2003 of an East Ilsley monthly newsletter.

- (ii) to create an East Ilsley Communications web site to sit alongside the East Ilsley Historical Society web site, soon to be launched
- (iii) to provide more copy for the editor of Compilations to give East Ilsley more coverage in the magazine and to improve the timeliness of distribution
- (iv) to enhance the appearance of the village notice boards and to keep the information posted on them, current
- (v) to seek sponsorship and advertising revenue for the East Ilsley Newsletter
- (vi) to identify an Editor in Chief for the East Ilsley Newsletter

Responsibility: The East Ilsley Communications Working Group and Parish Council.

Funding: Funding support from Awards for All, the East Ilsley Parish Council and local sponsorship.

**PRIORITY E
TRANSPORT**

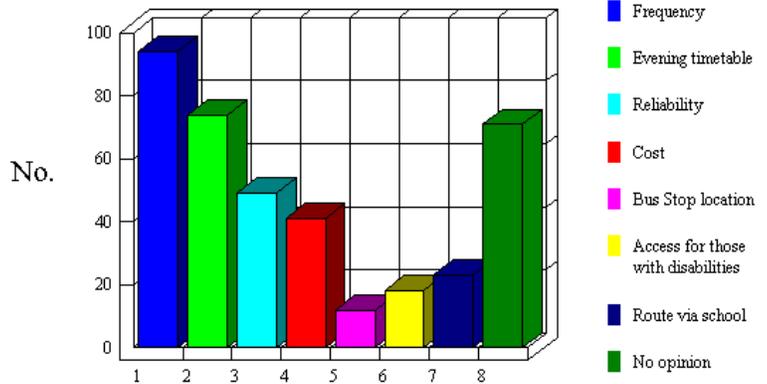
The Vision: To have access to a rural transport system that provides the required levels of flexibility both in terms of timeliness and destinations served that would allow inhabitants of East Ilsley reliant on some form of public transport, to pursue activities external to the village more readily.

The History: East Ilsley is conveniently located close to the A34 and only 7 miles from the M4 motorway. East Ilsley also lies in close proximity to the main towns of Oxford and Newbury. The Didcot Parkway train station is only 8 miles away. However, with recent cuts in rural transport, access to these towns and important travel facilities has become increasingly difficult for a wide cross section of the village community, be they the elderly, the young or those without private transport. The reduction in early morning and late evening bus services has proven to be a major inconvenience. Communication with the West Berkshire Council revealed that lack of demand and therefore, lack of financial viability was the cause of the cut backs. A meeting with West Berkshire Council has been requested to address this issue but such a meeting has not yet taken place.

The Findings:
The Adults

The Adult Questionnaire gave a clear indication that 75% of the residents of the village owned their own means of transport. The greater concern was the impact that the reduction in rural bus services was having on their offspring's ability to travel to Newbury, Reading or Oxford at convenient times of the day or evening and to be safe in the knowledge that they could return home via public transport. The elderly in the village were most anxious to retain what rural transport currently exists because without it, their ability to shop, visit friends or attend medical facilities would be seriously impeded.

Would you like to see any improvements in the bus service with regard to?



The Youth

The Youth Questionnaire attracted a 70% response rate, which is 38 children in total. Transport was a major feature of the Youth Questionnaire. It revealed that at weekends 23 travel to Newbury, 16 to Oxford and 16 to Reading, with 8 going elsewhere. During school holiday times this number is relatively static. Shopping, visiting friends and going to the cinema were given as the prime reasons for traveling. (See Appendix 3)

Action: To continue to present a case for re-consideration and to lobby the West Berkshire Council for a change in their transport policy with regards to a more flexible transport service.

Responsibility: The East Ilsley Transport Working Group.

Funding: To be advised.

PRIORITY F RECREATION & LEISURE

The Vision: To develop an array of recreational and leisure pursuits, designed to appeal to a wide cross section of age groups within the village and also to help promote a true sense of community cohesion.

The History: East Ilsley runs a well-supported and active Local History Society and there is the annual Sheep Fair Fete with a dance that acts as a pre-cursor to the main event. Beyond this the village offers little by way of recreational or leisure pursuits. The lack of a village hall, allied to poor communication, is the prime reasons why the village is inactive on this front.

The youth of the village have seen an erosion of facilities over the years with the demise of the Youth Club, the deterioration of the recreation area and the closure of the village shop. There was once an active Youth Club but the lack of adults not willing or unable to give time was to result in its closure. The recreation area holds little appeal with an uneven playing service and tired equipment on which to play. The village bus shelter has become the focal point for the youth in the village. The increase in traffic passing through the village gives parents a genuine cause for concern over the safety of their children playing outside.

Legislation governing child minders and those adults running youth groups does act as an impediment to finding volunteers.

The Findings: **Adults**

Analysis of the Adult Questionnaire would tend to indicate that the village residents are keen to see a more active and varied recreational and leisure offering to embrace inter alia the following: -

Gardening Club	(32%)
Rambling Club	(21%)
Conservation Group	(23%)
Flowers & Vegetable Show	(28%)
Annual Dance	(36%)
Dog Training	(18%)

(See graph on page 14)

Youth

The analysis of the Youth Questionnaire revealed that the majority of young people enjoyed living in the village and appreciated village life. Aside from noise and traffic reduction, the lack of recreational and leisure facilities were deemed to be important issues. The young people requested a covered shelter that they could use in the recreation ground, as opposed to the bus shelter. They also would like to see the recreation field leveled and better playing equipment provided. They would also like to see dog owners taking more responsibility for ensuring that dogs did not foul the playing area. A village shop ranked highly on their wish list and a village hall would provide them with a venue for a youth club and other leisure pursuits.

The children of the village indicated a keenness to offer their services for such things as car washing, dog walking and baby-sitting but there were limited means by which they could advertise these services.

(See Appendix 3).

Action: For any of the above to happen it will require the commitment and dedication of village members, other than just Working Group members. Therefore the key action points should be:

- (i) to determine which leisure pursuits are most likely to receive maximum support
- (ii) to identify a champion for each activity
- (iii) to make immediate improvements to the recreation area
- (iv) to use the introduction of the newsletter to determine precisely which leisure / recreational pursuits the village inhabitants would be most keen to support
- (v) to use the village newsletter as a medium for people within the village to advertise services such as baby sitting and dog walking
- (vi) to enlist the support of the local school in the design of various notices e.g. dog fouling, ducks crossing etc for placement around the village
- (vii) to examine the possibility of revitalizing the youth club

Responsibility: The East Ilsley Youth Working Group, with support from the following; Downland Youth Network, Berkshire Association of Clubs for Young People, BACYP, Young Farmers and Early Years Child Care Partnership.

Funding: Funding support from:
DEFRA
Children's Fund
Local Network Fund
Awards for All
Living Spaces
Berkshire Community Foundation
Give a Child a Chance

PRIORITY G UTILITIES

The Vision: To enhance the facilities of the village and improve the lifestyle of the villagers by enhancing the utilities available

The History: Like many small rural villages East Ilsley has no access to many utilities and services including mains gas, broadband, and ADSL.

The Findings:
The Adults The Questionnaire revealed that 67% of the responders would like to be connected to mains gas. In addition more than 30% would use ADSL if it was available.

The Youth The Youth Questionnaire did not cover these areas at all.

Action: The actions that will be undertaken include :

- (i) to lobby BT to explore the trigger levels in terms of population above which they would be happy to consider installing broadband.
- (ii) to contact other villages who have acquired broadband to understand the strategy undertaken.
- (iii) to lobby British Gas and provide evidence of the interest on the village. To understand potential costs to the villagers.

Responsibility: The East Ilsley Working Group with advice from CCB.

Funding: Possible sources of funding could come SEEDA Local Community Investment.

APPENDIX 1 - SURVEY RESPONSES

APPENDIX 1 - SURVEY RESPONSES

Main Questionnaire

- 215 houses surveyed
- 141 households responded (66%)
- 354 inhabitants represented
- 80 under 16's

Youth Questionnaire

- 55 youth questionnaires distributed
- 38 youth questionnaires returned (70%)

APPENDIX 2 - SURVEY RESULTS

APPENDIX 2 - SURVEY RESULTS

HOUSEHOLD SECTION

Question Number : **1**
 Number of households responding 141

How many people including children normally live in your household?
 354

Question Number : **2**
 Number of households responding 141

Please enter the number of people in your household in each age group:

	<u>Male</u>	<u>Female</u>
0-4	11	12
5-10	16	17
11-15	14	10
16-17	6	3
18-24	9	10
25-44	43	51
45-59	50	36
60-64	4	9
65-74	13	13
75-84	3	12
85+	4	8

Question Number : **3**
 Number of households responding 141

Is this dwelling?

Owner occupied	109 (77.3 %)
Private rented	13 (9.2 %)
Housing Association rented	12 (8.5 %)
Local authority rented	0 (0.0 %)
Tied or service tenancy	5 (3.5 %)
Second home	0 (0.0 %)
Other	1 (0.7 %)

Question Number : **4**
 Number of households responding 141

Which sewage disposal system do you use?

Mains drainage	135 (95.7 %)
Septic tank	3 (2.1 %)
Cess pit	1 (0.7 %)
Chemical toilet	0 (0.0 %)

Question Number : **5**
 Number of households responding 141

Do you have flooding problems with surface water or storm drainage?

Yes	20 (14.2 %)
No	119 (84.4 %)

Question Number : **6**
Number of households responding 141

Has any member of your household moved from East Ilsley in the last year?

Yes	8 (5.7 %)
No	125 (88.7 %)

Question Number : **7**
Number of households responding 141

If yes, how many people have moved? 10

Question Number : **8**
Number of households responding 141

How many left because of the following?

Job/Employment	4
Housing	4
Other	3

Question Number : **9**
Number of households responding 141

Is any individual in your household, or your whole household, currently in need of alternative accommodation?

Yes	8 (5.7 %)
No	130 (92.2 %)

Question Number : **10**
Number of households responding 141

If 'yes' who is looking for alternative accommodation?

Whole family	4 (2.8 %)
Parents	0 (0.0 %)
Son/Daughter	4 (2.8 %)

Question Number : 11
Number of households responding 141

If yes, would they like to stay in East Ilsley?
Yes 7 (5.0 %)
No 1 (0.7 %)

Question Number : 12
Number of households responding 141

Why does your household/Individual need to move?
Job/Employment 1 (0.7 %)
Housing 7 (5.0 %)
Other 0 (0.0 %)

Question Number : 13
Number of households responding 141

What type of accommodation is needed by the household/individual?
Owner occupied 4 (2.8 %)
Private rented 2 (1.4 %)
Housing association rented 4 (2.8 %)
Specially adapted housing 0 (0.0 %)
Sheltered accommodation 0 (0.0 %)
Other 1 (0.7 %)

Question Number : 14
Number of households responding 141

Enter the number of children under 16 in your household who attend the following :
Play group 11
Nursery school 6
Primary school 37
Middle school 3
Secondary school 22
School for those with special needs 0
Other 1

Question Number : 15
Number of households responding 141

How many roadworthy vehicles are kept by your household?
Cars 230
Vans 10
Motor bikes 10
Specially adapted vehicles 1
Lorries 1

Question Number : 16
Number of households responding 141

If mains gas were available, would you like to be connected? Tick one box only.

Yes	90 (63.8 %)
No	44 (31.2 %)

PERSONAL SECTION

Question Number :	17
Number of respondents	289

Sex	
Male	137 (47.4%)
Female	152 (52.6%)

Question Number :	18
Number of respondents	289

What age group do you belong to?

11-15	17 (5.9%)
16-17	7 (2.4%)
18-24	15 (5.2%)
25-44	98 (33.9%)
45-59	86 (29.8%)
60-64	13 (4.5%)
65-74	26 (9.0%)
75-84	15 (5.2%)
85+	12 (4.2%)

Question Number :	19
Number of respondents	285

How long have you lived in your current home?

Less than a year	18 (6.3%)
1-5 years	93 (32.6%)
6-15 years	96 (33.7%)
16-25 years	42 (14.7%)
26-50 years	33 (11.6%)
51 + years	3 (1.1%)
Whole life	0 (0.0%)

Question Number :	20
Number of respondents	282

How long have you lived in East Ilsley ?

Less than a year	19 (6.7%)
1-5 years	92 (32.6%)
6-15 years	83 (29.4%)
16-25 years	42 (14.9%)
26-50 years	35 (12.4%)
51 + years	11 (3.9%)
Whole life	0 (0.0%)

Question Number : 21
Number of respondents 281

How did you come to live in East Ilsley ?

Born here	22 (7.8%)
Work in area	71 (25.3%)
Relatives live nearby	37 (13.2%)
Love of village life	99 (35.2%)
Availability of housing	34 (12.1%)
Retired here	15 (5.3%)
Marriage	13 (4.6%)
Setting up home	30 (10.7%)
Came with family	42 (14.9%)
Education	16 (5.7%)
Other	26 (9.3%)

Question Number : 22
Number of respondents 269

What is most important to you about East Ilsley? Tick more than one box as appropriate

The community	104 (38.7%)
The environment	144 (53.5%)
The situation	116 (43.1%)
Convenience	57 (21.2%)
Being part of a village	136 (50.6%)
Not sure	12 (4.5%)
Other - please specify below	14 (5.2%)

Question Number : 23
Number of respondents 273

Are you at present?

Employed full time in village	22 (8.1%)
Employed elsewhere (more than 30 hrs/wk)	132 (48.4%)
Not employed	31 (11.4%)
Retired	55 (20.1%)
Housewife/husband	33 (12.1%)

Question Number : 24
Number of respondents 172

Where is your main place of work?

Work from home	21 (12.2%)
Within East Ilsley	13 (7.6%)
Within 10 miles of home	53 (30.8%)
11-30 miles from home	52 (30.2%)
More than 30 miles from home	33 (19.2%)

Question Number : 25
Number of respondents 266

What is, or would be, your main means of transport to work, training or study?

Car/Van	198 (74.4%)
Public Bus	24 (9.0%)
Taxi	0 (0.0%)
Bicycle	2 (0.8%)
Motor-cycle/Scooter/Moped	1 (0.4%)
Train	3 (1.1%)
Walking	12 (4.5%)
Other	0 (0.0%)
Not applicable	26 (9.8%)

Question Number : **26**
Number of respondents 228

If responsible for a vehicle, where do you usually park it?

Driveway	115 (50.4%)
In a garage	56 (24.6%)
Off road car parking	25 (11.0%)
On the road	32 (14.0%)

Question Number : **27**
Number of respondents 232

If you have a car, would you be prepared to take part in a voluntary transport service?

Yes	44 (19.0%)
No	188 (81.0%)

Question Number : 28
 Number of respondents 265

How often do you use the following services?

	daily	weekly	monthly	never
Bus	12 (4.5%)	22 (8.3%)	22 (8.3%)	201 (75.8%)
Surgery transport	0 (0.0%)	1 (0.4%)	16 (6.0%)	226 (85.3%)
Other voluntary transport	1 (0.4%)	2 (0.8%)	11 (4.2%)	225 (84.9%)

Question Number : 29
 Number of respondents 161

If you use the bus, what do you use it for and how often?

	often	occasionally	never
Work & Commuting	7 (4.3%)	11 (6.8%)	102 (63.4%)
Shopping	10 (6.2%)	38 (23.6%)	96 (59.6%)
Medical Visits	3 (1.9%)	3 (1.9%)	115 (71.4%)
Social or Leisure	7 (4.3%)	23 (14.3%)	104 (64.6%)
Other	2 (1.2%)	3 (1.9%)	76 (47.2%)

Question Number : 30
 Number of respondents 179

How do you rate the bus service for?

	good	reasonable	poor	no option
Route	14 (7.8%)	49 (27.4%)	33 (18.4%)	75 (41.9%)
Timetable	5 (2.8%)	39 (21.8%)	47 (26.3%)	73 (40.8%)
Reliability	16 (8.9%)	38 (21.2%)	27 (15.1%)	80 (44.7%)
Cost	7 (3.9%)	45 (25.1%)	26 (14.5%)	83 (46.4%)
Access for those with disabilities	2 (1.1%)	14 (7.8%)	20 (11.2%)	96 (53.6%)

Question Number : 31
 Number of respondents 205

Would you like to see any improvements in the bus service with regard to?

Frequency	94 (45.9%)
Evening timetable	74 (36.1%)
Reliability	49 (23.9%)
Cost	41 (20.0%)
Bus Stop location	12 (5.9%)
Access for those with disabilities	18 (8.8%)
Route via school	23 (11.2%)
No opinion	71 (34.6%)

Question Number : **32**
 Number of respondents 257

Would you support action to improve road safety in the following 'danger-spots'?

Compton Road	166 (64.6%)
Abingdon Road	139 (54.1%)
Church Side	93 (36.2%)
High Street	92 (35.8%)
Broad Street	83 (32.3%)
Crown & Horns exit	143 (55.6%)
One way systems	105 (40.9%)
Other - please specify below	50 (19.5%)

Question Number : **33**
 Number of respondents 277

Do you think speeding traffic is a problem in East Ilsley ?

Yes	203 (73.3%)
No	48 (17.3%)
No opinion	26 (9.4%)

Question Number : **34**
 Number of respondents 255

Would you support the following speed control measures in East Ilsley ?

Reduction in the speed limit	113 (44.3%)
Enforcement of the speed limit	187 (73.3%)
More road warning signs	86 (33.7%)
Traffic calming	130 (51.0%)
Changing the current one way system	51 (20.0%)
Extension of the one way system by the school	81 (31.8%)
Other - please specify below	24 (9.4%)

Question Number : **35**
 Number of respondents 271

How user-friendly are the pavements in East Ilsley to people with disabilities, pushchairs or wheelchairs?

Good	5 (1.8%)
Reasonable	89 (32.8%)
Poor	139 (51.3%)
No Opinion	38 (14.0%)

Question Number : **36**
 Number of respondents 238

Would you use the following?

Cable TV	77 (32.4%)
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ADSL	76 (31.9%)
Internet cafe	25 (10.5%)
Skip for garden waste	175 (73.5%)
Bottle bank	150 (63.0%)
Other - please specify below	17 (7.1%)

Question Number : **37**
Number of respondents 275

How important is the primary school to the local community?

Very important	225 (81.8%)
Important	20 (7.3%)
Not very important	2 (0.7%)
No opinion	28 (10.2%)

Question Number : **38**
Number of respondents 181

In relation to educational facilities for the under 16's, does East Ilsey need any of the following? Tick more than one box if appropriate

Nursery School	64 (35.4%)
Playgroup	69 (38.1%)
More registered childminders	42 (23.2%)
After school clubs	131 (72.4%)
Holiday play scheme for over 11's	119 (65.7%)
Other	11 (6.1%)

Question Number : **39**
Number of respondents 93

In relation to Adult education/ awareness does East Ilsey need any of the following?

Computer skills/awareness	89 (95.7%)
Internet skills	57 (61.3%)
Other (please specify below)	3 (3.2%)

Question Number : **40**
 Number of respondents 268

Do you think East Ilsley can accomodate more new housing?

Yes 64 (23.9%)
 No 168 (62.7%)
 Don't know 36 (13.4%)

Question Number : **41**
 Number of respondents 278

How does the patient get to the surgery in Chieveley or Compton?

Own transport 247 (88.8%)
 Gets a lift 24 (8.6%)
 Volunteer bus 22 (7.9%)

Question Number : **42**
 Number of respondents 256

Do you have any difficulty in getting to the following?

	often	occasionally	never
Hospital	8 (3.1%)	29 (11.3%)	212 (82.8%)
Doctor	6 (2.3%)	23 (9.0%)	214 (83.6%)
Chemist	5 (2.0%)	13 (5.1%)	221 (86.3%)
Optician	3 (1.2%)	17 (6.6%)	219 (85.5%)
Dentist	6 (2.3%)	21 (8.2%)	215 (84.0%)
Other medical facility	0 (0.0%)	11 (4.3%)	175 (68.4%)

Question Number : **43**
 Number of respondents 262

Do you think that any of the following measures are needed?

A greater police presence 178 (67.9%)
 A neighbourhood watch 143 (54.6%)
 More street lighting 124 (47.3%)
 Brighter street lighting 40 (15.3%)
 Extended hours for street lighting 40 (15.3%)
 CCTV 43 (16.4%)
 More activities for young people 176 (67.2%)
 Other - please specify below 19 (7.3%)

Question Number : 44
Number of respondents 272

How often do you use the following shops and services?

	daily	weekly	monthly	less frequently	never
Abingdon	1 (0.4%)	62 (22.8%)	57 (21.0%)	59 (21.7%)	56 (20.6%)
Chieveley	5 (1.8%)	15 (5.5%)	34 (12.5%)	84 (30.9%)	84 (30.9%)
Compton	17 (6.3%)	94 (34.6%)	44 (16.2%)	72 (26.5%)	20 (7.4%)
Didcot	3 (1.1%)	33 (12.1%)	30 (11.0%)	56 (20.6%)	101 (37.1%)
Newbury	19 (7.0%)	158 (58.1%)	57 (21.0%)	20 (7.4%)	7 (2.6%)
Oxford	0 (0.0%)	12 (4.4%)	47 (17.3%)	92 (33.8%)	78 (28.7%)
Reading	1 (0.4%)	17 (6.3%)	61 (22.4%)	112 (41.2%)	44 (16.2%)
Wantage	3 (1.1%)	35 (12.9%)	33 (12.1%)	68 (25.0%)	97 (35.7%)
Internet	32 (11.8%)	29 (10.7%)	32 (11.8%)	44 (16.2%)	75 (27.6%)

Question Number : 45
Number of respondents 279

If a Post Office & Community Shop were opened in East Ilsley how often would you use it?

Daily	99 (35.5%)
Weekly	129 (46.2%)
Monthly	8 (2.9%)
Occasionally	37 (13.3%)
Would not use	2 (0.7%)
Don't know	4 (1.4%)

Question Number : 46
Number of respondents 268

Are the facilities provided in the children's playground?

Good	13 (4.9%)
Reasonable	42 (15.7%)
Poor	120 (44.8%)
No opinion	93 (34.7%)

Question Number : 47
 Number of respondents 257

Do you support or take part in the following activities?

	1 weekly	2 monthly	3 occasionally	4 never	5 annually
Youth Group	1 (0.4%)	0 (0.0%)	5 (1.9%)	165 (64.2%)	2 (0.8%)
Sheep Fair	2 (0.8%)	1 (0.4%)	25 (9.7%)	39 (15.2%)	175 (68.1%)
Sheep Fair Dance	2 (0.8%)	0 (0.0%)	23 (8.9%)	95 (37.0%)	97 (37.7%)
Local History Society	1 (0.4%)	3 (1.2%)	44 (17.1%)	145 (56.4%)	9 (3.5%)
West Ilsley Toddlers Group	9 (3.5%)	0 (0.0%)	3 (1.2%)	174 (67.7%)	1 (0.4%)
Evergreens	3 (1.2%)	13 (5.1%)	11 (4.3%)	172 (66.9%)	1 (0.4%)
Variety Show	0 (0.0%)	0 (0.0%)	21 (8.2%)	150 (58.4%)	21 (8.2%)
Compton Players	1 (0.4%)	0 (0.0%)	21 (8.2%)	167 (65.0%)	1 (0.4%)
Quiz nights	1 (0.4%)	2 (0.8%)	48 (18.7%)	140 (54.5%)	4 (1.6%)
Race nights	2 (0.8%)	0 (0.0%)	43 (16.7%)	141 (54.9%)	4 (1.6%)

Question Number : 48
 Number of respondents 159

Which new clubs/activities would you attend in East Ilsley if they were provided?

Gardening Club	51 (32.1%)
Rambling Club	33 (20.8%)
Conservation Group	36 (22.6%)
Flower & Vegetable Show	47 (29.6%)
Other dance held	57 (35.8%)
Dog training/agility	26 (16.4%)
Other - please specify below	28 (17.6%)

Question Number : 49
 Number of respondents 265

Does East Ilsley need a village hall?

Yes	169 (63.8%)
No	96 (36.2%)

Question Number : 50
 Number of respondents 272

Where do you usually get information about events taking place in East Ilsley ?

Notice Board at bus stop	172 (63.2%)
Notice board at school	44 (16.2%)
Local paper	52 (19.1%)
Compilations	214 (78.7%)
Leaflets	123 (45.2%)
Other	59 (21.7%)

Question Number : 51
 Number of respondents 271

Do you think the amount of information available about what's going on in East Ilsley is?

Good	37 (13.7%)
Reasonable	161 (59.4%)
Poor	59 (21.8%)
No opinion	14 (5.2%)

Question Number : **52**
Number of respondents 272

Do you receive Compilations ?

Yes	266 (97.8%)
No	4 (1.5%)
Don't know	2 (0.7%)

Question Number : **53**
Number of respondents 275

Would you like a more regular newsletter?

Yes	130 (47.3%)
No	113 (41.1%)
Don't know	32 (11.6%)

Question Number : **54**
Number of respondents 248

Would you use a village website to find out information about?

Village events	146 (58.9%)
Village news	144 (58.1%)
School events	59 (23.8%)
Would not use it	97 (39.1%)
Other - please specify below	2 (0.8%)

Question Number : **55**
Number of respondents 266

Is the Parish Church important to the village?

Yes	248 (93.2%)
No	18 (6.8%)

Question Number : 56
Number of respondents 271

How should the results of this survey be made known?

By a public report	68 (25.1%)
By a public meeting	69 (25.5%)
By an information sheet through every door	240 (88.6%)
Via a village website	86 (31.7%)

APPENDIX 3 - YOUTH QUESTIONS

APPENDIX 3 - YOUTH QUESTIONS

What do you after School / Weekends / Holidays (Please tick all that you do)

	After School	Weekend	Holidays
Play at Home	29	28	25
Watch TV	33	38	29
Listen to music	19	26	26
Play on a computer/ Game console	14	18	19
Homework	34	19	12
See Friends in the Village	23	25	23
Walk by the Road	13	11	15
Use Bus Shelter	8	7	8
Walk around Village	10	14	14
Use Millennium Green	5	11	11
Use Rec	14	19	19
Cycling around Village	7	19	15
Off Road Cycling	5	11	11
Skates / Rollers	4	11	9
Brownies / Guides / Cubs / Scouts	12	2	2
Amateur Dramatics, Ballet etc	6	3	1
Youth Club	6	1	1
After School Club	15	1	2
Holiday Club	0	0	1
Cinema	1	15	17
Other Activities	3	5	4
Football	12	15	11
Tennis	2	11	6
Swimming	7	14	18
Downlands sports centre	0	1	3
Gym	1	3	2
Other Sports	5	6	4
See Family, Friends in Village	10	28	26
Holiday	1	8	29
Go into Newbury	7	23	23
Go into Reading	2	16	19
Go into Oxford	0	16	17
Go Elsewhere	1	8	7

If you go in Newbury, Reading or Oxford, do you?

	NEWBURY	READING	OXFORD
School	6	1	2
Cinema	0	24	9
Shopping	27	17	22
Attend Sports Clubs	8	0	0
Meet friends	15	5	3
Skate park	3	1	1
Other (watching Football)	4	0	2

If any of following were in the Village, would you use them?

	Every week	Every Month	Never
Skateboard Park	12	9	11
Flat Sports Pitch	19	7	7
A covered shelter in the Recreation Ground	7	12	11
Sit by the Pond if there were benches	6	13	11
Improved playground / adventure area	17	9	7
Cycle path in rec / Millenium Green	12	15	5
Tennis Court	12	13	7
Youth Club	12	4	12
Use a Village shop	34	3	1
Internet Café	15	5	7
Villages Disco	6	13	8
Village Hall (Clubs, Discos, Games Room, Parties, Band Practice)	16	12	4
Other	4	0	0

(other - Dirt jumps for bikes, Rugby Posts and Football Posts)

What would be your favourite 3 choices from the list

	1st	2nd	3rd
Skateboard Park	5	5	5
Flat Sports Pitch	5	2	2
A covered shelter in the Recreation Ground	0	3	3
Sit by the Pond if there were benches	0	2	4
Improved playground / adventure area	8	3	4
Cycle path in rec / Millenium Green	1	4	3
Tennis Court	3	4	2
Youth Club	2	4	1
Use a Village shop	15	3	3
Internet Café	1	3	6
Villages Disco	1	3	3
Village Hall (Clubs, Discos, Games Room, Parties, Band Practice)	3	4	4
Other (Swimming Pool, Dirt jumps for bikes)	1	1	2

Would you be interested in doing Part Time work in the village doing any of the following

Car Cleaning	12
Grass Cutting	4
Gardening	6
Baby Sitting	15
Dog Walking	18
Other	4

(other - clearing up litter, running errands for old people)

East Ilsley Youth Questionnaire responses

<i>If buses could be provided what would you use them for, where would you go and when would you use them? (e.g. travel to reading on a Saturday afternoon to go the cinema)</i>	<i>In your own words what do you most like about East Ilsley?</i>	<i>In your own words what do you least like about East Ilsley?</i>	<i>If you could wish for any change in the village what would it be?</i>
	It's a very pretty and friendly Village	Not much to do	Better things to do at the recreation ground at a youth club
Newbury on Sundays for my sports. Reading on Saturdays for social use e.g. going out with mates would save getting a bus into Newbury, then a train into Reading	Nothing	Nothing to do. Far away from Towns.	To be 10 times bigger, oh, and to have a multi screen cinema
Evening buses back from Newbury. Weekdays and weekends	Nothing	Boring and nothing to do.	Better transport
	My house	No shop. Too many housing estates	
	It is small. Has a friendly atmosphere	The A34 running through our village	Heavy lorries not being allowed through our Village
	It is safe and everyone will look out for you. You can feel safe walking to your friends house in the Village.	The noise from the A34 and all the lorries passing through the Village.	Improved recreation ground and more activities and shops available in the Village.
Shopping to Newbury on a Saturday	I like my school here and my friends. I like the countryside. The Village is friendly.	The noise of traffic. Mum won't let me go out on Abingdon road because of the speed of cars.	More things for children like me to do away from the school e.g. at a Village hall

<i>If buses could be provided what would you use them for, where would you go and when would you use them? (e.g. travel to reading on a Saturday afternoon to go the cinema)</i>	<i>In your own words what do you most like about East Ilsley?</i>	<i>In your own words what do you least like about East Ilsley?</i>	<i>If you could wish for any change in the village what would it be?</i>
Travel to Newbury on a Saturday to meet friends	Small and Friendly	noise of traffic on the A34	More places for children and teenagers to meet e.g. Internet café and better sports facilities e.g. snooker and games room
	The school, friends, the rec, the country walks.	Nothing	Village shop, less cars, swimming pools
	The rec, that it's near the Ridgeway. I've got lots of friends here.	Nothing	Swimming pool
I would go to the library and to the cinema with my mum at the weekends	I like the rec and going to see ducks. I also like going to school because it's fun	There's no shop	To be a shop here
I would go to the cinema and shops with my friends	The old buildings, the pond and ducks and the horses	There is no shop	For there to be a shop.
	School, pretty, know lots of people, small place, library bus, organised Village events, lots of friends at school, near and in Village	Dog mess, fireworks noisy, crossing road when it's busy, vandals at school	Shop for newspapers, magazines, sweets and ice cream
Travel to Reading/Newbury/Oxford etc at weekends or on holidays	East Ilsley is a nice small village, brimming with character	There are no shops near. (if you need important supplies like food you have to go a long way.	I would like a village shop most of all
I would use an earlier bus to Didcot to go to my lessons in Oxford. I would use those every day, weekly.	It is a very picturesque village and it is quite close to town.	People are not that friendly, especially to younger people. I dislike the lack of regular buses to Didcot and Newbury, and I feel that there should be more street lamps around the pond, up the hill towards Churchside, and some by the bus stop. No bins around bus stop.	An Island in the middle of the duck pond and more regular buses. But most of all we need a shop.

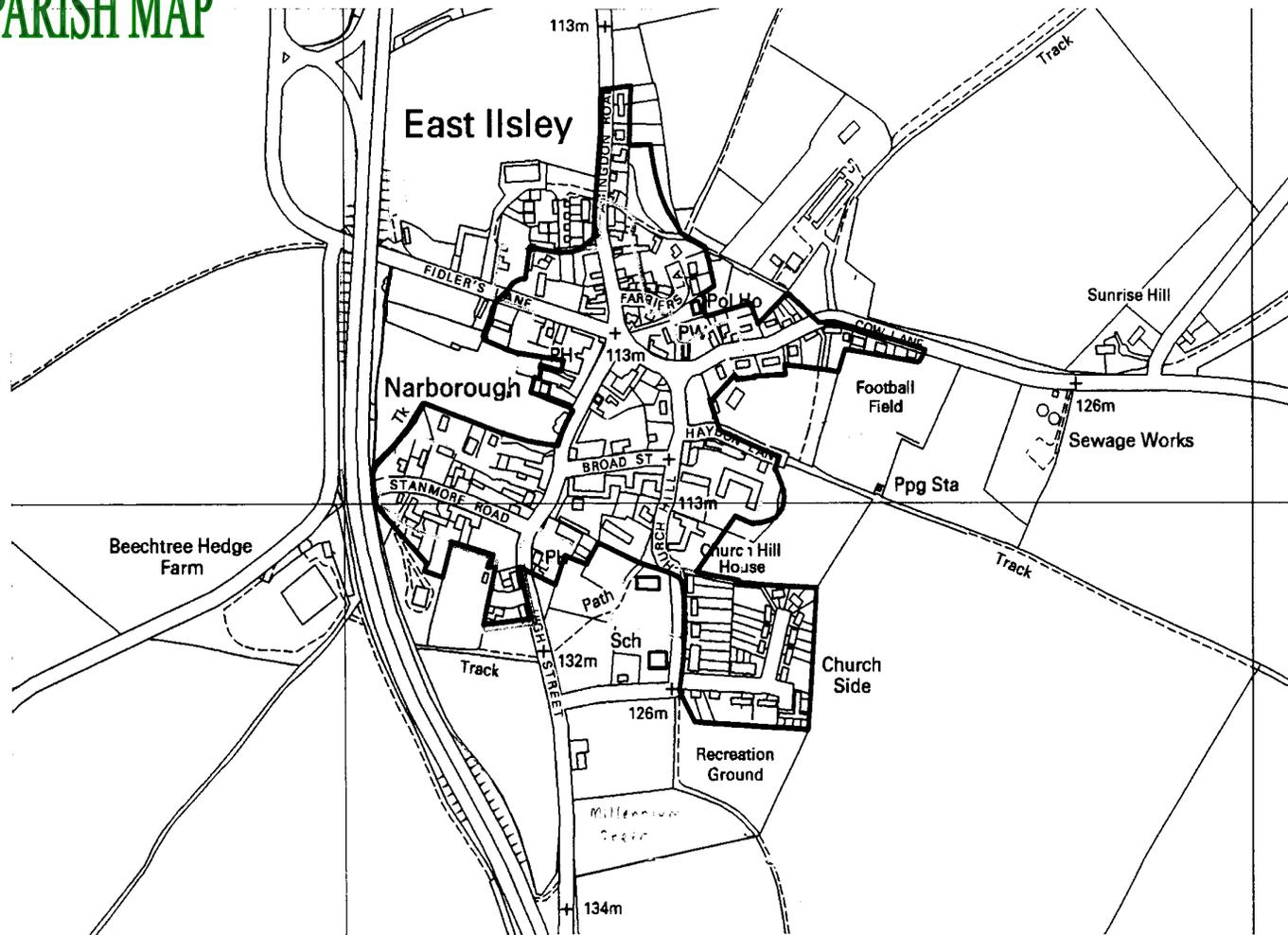
<i>If buses could be provided what would you use them for, where would you go and when would you use them? (e.g. travel to Reading on a Saturday afternoon to go the cinema)</i>	<i>In your own words what do you most like about East Ilsley?</i>	<i>In your own words what do you least like about East Ilsley?</i>	<i>If you could wish for any change in the village what would it be?</i>
	My school and house	Too near to the A34	a cycle track
When I'm old enough to ride on my own, every Saturday afternoon I might go shopping with friends on the bus	I love going to the Ilsley's primary school and cycling with my dad to post letters on a flat pavement	The recreation ground always has little lying around on the grass. There are lots of stinging nettles and people have dogs that poo on the ground and don't clean up.	For the recreation ground to have a better environment. For people to put rubbish in the bin and clean up dogs mess
I would go at the weekends and Holidays and I would go to Reading, Abingdon, Oxford and Newbury	I like the duck pond and the scenery	The cars going too fast	Open a Village shop. More streetlights in the Village.
During the holidays to go shopping in Newbury, Reading and Oxford	Close to school and friends. Some nice people	Lack of public transport and shop. Hardly any streetlights	More public transport, open a Village shop. More streetlights needed.
	The field in the middle of the village - quite special	The A34 too noisy. The traffic - too noisy and too fast.	Slowing the traffic down. Safer to cross Village to play with friends
Buses later at night into town	Nothing to like	nothing to do.	Village shop
If I could go on a bus on my own I would go to Reading to the cinema	The rec because I go there with dad to play rugby	The A34.	I would wish for a sound barrier to be put on the A34 because I live next to it
Reading at the weekends for shopping and go to the cinema	Nothing	There's nothing for the younger children to do. For teenagers there is nothing to do	A Village shop is needed definitely! A somewhere for the teenagers to go (not mixed with the younger kids)
I go to Newbury to meet friends on weekends. I go to Reading to cinema in holidays.	In countryside, easy access to A34, near Newbury and Oxford, lots of friendly people.	When there is traffic on the A34 cars and lorries cut through the Village. There is not that much for children to do.	I would bring Village shop back, Build skatepark, have some football goals, more light in dark places
I am too young to go on a bus	The park and the duck pond	There is nothing to do so we have to make our own fun	More to do.
			The park

<i>If buses could be provided what would you use them for, where would you go and when would you use them? (e.g. travel to Reading on a Saturday afternoon to go the cinema)</i>	<i>In your own words what do you most like about East Ilsley?</i>	<i>In your own words what do you least like about East Ilsley?</i>	<i>If you could wish for any change in the village what would it be?</i>
I would use the buses to go into Reading to go on the skate park with my BMX	The thing I like is there are quite a lot of kids	There's nothing for us to do.	More to do
	I like the ducks	I don't like the cars when they go fast because they are noisy	I would like some ducks and the duck pond
	I like the fact that we are near the Ridgeway and the bike rides	I don't like the rec because the goals are ruined and one is too big and the other is too small	Having a Village shop and improving rec facilities
Weekends - shopping library. Newbury, Reading			
Travel to Newbury on a Saturday afternoon to do shopping and visit friends.	I like the location because it's near the A34 so it's easy to get to Newbury, Oxford etc	There is not a shop and there is not enough activities for young people	For a shop to be built
Newbury, Meet friends and shop. Reading meeting friends and go to the cinema and Oxford, shopping	I like the atmosphere and the fact that people are making a respectable effort to improve the Village. I also like the location of the Village e.g. near The Ridgeway	I don't like the lack of facilities in the Village and the fact that you are restricted to a small amount of things to do in a dangerous area e.g. skateboarding near the road	Better facilities and activities to do for different ages. For example, to improve the rec and add more facilities lie put in a skateboard park
	I like East Ilsley because I can play with my friends	There's nothing to do and nowhere to go.	A better play area and more clubs and things to do
	It's quiet	There's nothing to do and nowhere to go.	A better play area and more things for us kids to do
			Better play areas in the park for my age group (5-8). Maybe fenced around with more things to do and play on and may be an after school club for my age group.

<p><i>If buses could be provided what would you use them for, where would you go and when would you use them? (e.g. travel to reading on a Saturday afternoon to go the cinema)</i></p>	<p><i>In your own words what do you most like about East Ilsley?</i></p>	<p><i>In your own words what do you least like about East Ilsley?</i></p>	<p><i>If you could wish for any change in the village what would it be?</i></p>
	<p>The recreation ground, the school and seeing friends after school. Our house</p>	<p>The school does not have a big enough playground. The roads are too busy to safely ride my bike. No shop for ice lollies.</p>	<p>Bigger school, better recreation ground, safer roads, so I could walk and see friends on my own.</p>

APPENDIX 4 - PARISH MAP

APPENDIX 4 - PARISH MAP



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The map shows the village and its boundaries as defined in the West Berkshire Local Plan and is in force until 2006. The black line defines the settlement boundary and seems somewhat arbitrary in places. The whole parish is within the North Wessex Downland area of outstanding natural beauty (AONB).

Note: For the purposes of completing the Questionnaire, in addition to the area shown on the map, houses in Sunrise Hill, Sheepdown, Abingdon Road, and West Ilsley Road were included.