



# **LEDBURY TOWN PLAN**

**Report of the survey of young people aged  
between 12 and 18**

**July 2014**

**On behalf of**

**Ledbury Town Plan Council Working Party**

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## EXECUTIVE SUMMARY

- In the autumn and winter 2013/14 385 young people between the ages of 11 and 18 completed a questionnaire on life in Ledbury. 344 were students at John Masefield High School and the remainder were either at schools and colleges outside Ledbury or were in work or looking for work. 65% of the young people lived in Ledbury.
- The age profile was weighted to those between the ages of 12 – 14 (66%), with 11% aged 17. Other ages were fairly evenly represented.
- Just over half of respondents were female.
- Nearly 75% liked Ledbury and 72% thought it was a friendly town. Most agreed that it was attractive and peaceful but only 28% found it interesting and 44% clean.
- When asked of the good things in Ledbury those things mentioned most were shops (Greggs and Tesco particularly mentioned), the recreation ground and parks, history/historic buildings, the swimming pool and the fact that Ledbury is a safe place to grow up in.
- When asked of the things to make it a better place to live in the most frequently mentioned things were shops aimed at young people particularly clothes and games shops, more leisure activities, a cinema and a better swimming pool.
- The recreation ground is popular especially as a place to chill out with friends and the use of the open space generally is appreciated. Most felt that toilets were needed along with more shelters and the provision of a café/soft drinks outlet.
- Nearly half of the young people use the woods for recreation and the New Mills play area and the Walled Garden were popular for a substantial minority.
- The most popular out-of-school sport was swimming and the use of Halo Gym/leisure centre was mentioned by a significant minority.

- Nearly three quarters would watch films in Ledbury if suitable ones were available and more than half were keen to have a drop-in café. One third wanted a sound recording studio.
- 68% would use play equipment suitable to teenagers and nearly half mountain biking facilities. More seating and more open spaces for sport were also popular.
- Three quarters felt safe all or most of the time in Ledbury. 45% felt that drinking alcohol and drug taking were problems in Ledbury with the Recreation Ground, the Line Bank, the Walled Garden, Lawnside and Tescos mentioned as areas of concern especially in the evening. The most mentioned ways in which Ledbury could be made safer were better lighting (especially on the Line Bank), more visible policing and CCTV on the Recreation Ground.
- Nearly three quarters felt that parking in the streets was an issue and 45% thought that speeding was an issue. Popular sitings for pedestrian crossings were Bye Street Bridge Street and Hereford Road.
- More than half felt that they needed advice and information concerning careers and college and university education, while a significant minority wanted more information on clubs and facilities and health problems.
- 40% felt they were not given to opportunity to have their say about what happens in Ledbury (20% thought they were and the rest had no opinion). Frequently mentioned thoughts included that they are not listened to and people have a poor opinion of younger people (stereotyping). A number mentioned that this was the first time they had been asked for their opinions and it was good! Just over half thought that a Youth Council would be a good idea with 30% having no opinion. 17% would be interested in being involved in a Youth Council.
- Just over half do not expect to stay in Ledbury once they are adult. Reasons given were for more career/work opportunities, university, travelling to new places and the fact that there were no jobs in Ledbury and that it was boring.
- Items topping a wish list were a cinema, fast food outlets, bigger skate park, better swimming pool, better and more jobs and clothes shops for young people.

JUNE 2014

## 1. INTRODUCTION

In the autumn of 2013 pupils of John Masefield High School were invited to participate in the survey. Pupils were given the opportunity to fill in the survey on-line during citizenship lessons. A total of 344 surveys were completed in this way. In addition, other schools in Herefordshire and Malvern where children from Ledbury attend were invited to make the survey available on-line to pupils from Ledbury. 14 were completed in this way so this was thought to be an unsuccessful attempt to involve those going to school/college outside Ledbury. We therefore handed out paper copies at the railway station and on the school buses. In total 98 copies were handed out. Paper copies (20) were also given out at the Friday evening caravan in the car park and copies were also available in the council office. Details of the survey and where to pick up copies were given on the Voice of Ledbury Facebook site. A letter was printed in the local paper giving information of the survey and where copies were available. Altogether 27 paper copies were handed into the town council office. Therefore a total of 385 surveys were completed.

## 2. PERSONAL INFORMATION

A certain amount of personal information was collected on each student; not enough to identify individuals.

### 2.1 Gender

Are you a boy or a girl?	Number	Percentage
Boy	146	38%
Girl	174	45%
Not answered	65	17%
<b>Total</b>	<b>385</b>	<b>100%</b>

### 2.2 Area of residence

Where do you live?	Number	Percentage
In Ledbury	190	49%
In surrounding villages	104	27%
Not answered	91	24%
<b>Total</b>	<b>385</b>	<b>100%</b>

### 2.3 Age group

Age	Number	Percentage
11	7	1.81%
12	60	15.58%
13	96	24.93%
14	59	15.32%
15	25	6.49%
16	31	8.05%
17	37	9.61%
18	2	0.51%
19	2	0.51%
Over 19	5	1.29%
Not answered	61	15.84%
<b>Total</b>	<b>385</b>	<b>100%</b>

### 2.4 Main activity/activities

Main activity	Number	Percentage of respondents
Go to JMHS	254	86.10%
Go to college school outside Ledbury	39	13.22%
Work full time in Ledbury	8	2.71%
Work full time outside Ledbury	6	2.03%
Work part time in Ledbury	23	7.80%
Work part time outside Ledbury	22	7.46%
In an apprenticeship in Ledbury	6	2.03%
In an apprenticeship outside Ledbury	8	2.71%
Looking for a job	37	12.54%
Waiting to go to University	14	4.75%
Gap Year	10	3.39%
Not answered	90	
<b>Total of respondents</b>	<b>295</b>	

The percentages add up to more than 100 because some respondents ticked more than 1 box.

### 3. OPINIONS ABOUT LEDBURY

#### 3.1 What do you think about Ledbury?

Young people were asked if they agreed or disagreed with eight statements about Ledbury.

Statement	Agree		Disagree		Total	Not answered
Ledbury is friendly	272	72.73%	102	27.27%	374	11
Ledbury is O.K.	334	88.59%	43	11.41%	377	8
Ledbury is peaceful	218	58.76%	153	41.24%	371	14
I don't like Ledbury	98	26.06%	278	73.94%	376	9
Ledbury is interesting	104	27.96%	268	72.04%	372	13
Ledbury is clean	163	43.94%	208	56.06%	371	14
Ledbury is busy	200	54.05%	170	45.95%	370	15
Ledbury is attractive	219	58.87%	153	41.13%	372	13

#### 3.2 What do you think is good about Ledbury?

Respondents were invited to say what they felt was good about living in Ledbury. The most frequently mentioned in order of frequency were the shops with Greggs and Tesco mentioned by name (76), history/historic buildings (41), recreation ground and parks (38), Ledbury is a safe place to grow up in (35), the High Street (33), the swimming pool (24), skate park (20), it's friendly (19), cafes and eating places (17), Ledbury's pretty (15), it attracts tourists (14) and it has a good community spirit (11). **357 comments**

#### 3.3 Things that could make Ledbury a better place to live.

The most frequently mentioned things that would make Ledbury a better place to live in in order of frequency were shops aimed at younger people, (examples given being clothes, games and sports shop – 107), more leisure activities for young people (87), a desire for Ledbury to be cleaner with less litter and more litter bins (46), fast food outlets (39), a cinema (25), a better swimming pool (20), and a better skate park (17). **352 comments**

## 4. CHILL-OUT TIME

### 4.1 Ledbury Recreation Ground

Young people were asked about their frequency of use of the Recreation Ground, which facilities they enjoyed and what else they would like to see provided.

#### How often do you use the recreation ground or walk or cycle through it?

	Number	Percentage of respondents
At least once a week	139	37.17%
At least once a month	75	20.05%
Not very often	103	27.54%
Never	57	15.24%
Not answered	11	
<b>Total respondents</b>	<b>374</b>	

#### What activities do you enjoy in the recreation ground?

Activity	Number	Percentage of respondents
Play equipment	97	31.70%
New fitness equipment	70	22.88%
Skate park	70	22.88%
Football	126	41.18%
Open space	39	12.75%
Playing with friends	106	34.64%
Basketball	242	79.08%
<b>Total respondents</b>	<b>306</b>	

The number add up to more than 100% because in many cases more than one box was ticked. There was the opportunity to state other activities that were enjoyed in the recreation ground. These included in order of frequency walking, cycling, walking the dog and eating.

#### 71 comments

#### Please tick any of the following if you think they are needed in the recreation ground.

Facility/improvement	Number	Percentage of respondents
Toilets	218	63.56%
Shelter	208	60.64%
More seating	181	52.77%
Café	188	54.81%
Sculpture/art work	82	23.91%
Soft drinks outlet	199	58.02%
More planting	71	20.70%
Obstacle/circuit training course	109	31.78%
<b>Total respondents</b>	<b>343</b>	

They were asked to state what other facilities could be provided. The 2 items mentioned more than once were more equipment (8 times) and a better skate park (8). **66 comments**

#### 4.2 Other areas for chilling out

Young people were asked where else they played/chilled out.

##### Where else do you play/ chill out?

Location	Number	Percentage of respondents
Riverside area	55	24.66%
Woods	107	47.99%
Oatleys meadow	36	16.14%
Walled garden	77	34.53%
St Martins Way play area	13	5.83%
New Mills play areas	85	38.12%
<b>Total respondents</b>	<b>223</b>	

Young people were asked where else they played/chilled out. The most frequently mentioned locations were 'near home', around town and the Market House. **84 comments**

#### 4.3 Sporting Activities

Young people were presented with a list of sporting and exercise activities and asked which ones they did outside school PE lessons.

Activity	Number	Percentage of respondents
Swimming	155	49.05%
Cricket	55	17.41%
Gymnastics	34	10.76%
Tennis	78	24.68%
Football	105	33.23%
Rugby	73	23.10%
Dancing	56	17.72%
Hockey	42	13.29%
Athletics	39	12.34%
Martial arts	40	12.66%
Cycling	105	33.23%
Horse riding	55	17.41%
Netball	48	15.19%
Golf	31	9.81%
Badminton	81	25.63%
Archery	41	12.97%
Boxing	28	8.86%
Squash	26	8.23%
<b>Total respondents</b>	<b>316</b>	

Many other activities were mentioned in the 'other' box. Those most often mentioned in order of frequency were walking, going to the gym, yoga, skateboarding, trampolining, go karting, and shooting. **71 comments**

#### 4.4. Possible new facilities in Ledbury

Young people were given the opportunity to select from a list those things thought there should be in Ledbury for them to do. Findings are in the table below.

Activity	Number	Percentage of respondents
Drop-in café	166	52.70%
Disco	75	23.81%
Sound recording studio	95	30.16%
Films	229	72.70%
<b>Total respondents</b>	<b>315</b>	

They were further asked if they would use a further list of activities.

Activity	Number	Percentage of respondents
Play equipment suitable for teenagers	163	67.92%
Scooter school	49	20.42%
Adventure playground	68	28.33%
Mountain biking facilities	113	47.08%
<b>Total respondents</b>	<b>240</b>	

They were asked if they thought Ledbury needed more of certain things already in the town.

Further facilities	Number	Percentage of respondents
Nature trail	77	26.83%
More open spaces for sport	135	47.04%
More open green spaces	129	44.95%
More seating	143	49.83%
Picnic area	124	43.21%
<b>Total respondents</b>	<b>287</b>	

Young people were asked what other sporting facilities they thought should be in Ledbury. Those mentioned by a number of people, in order of frequency were a better swimming pool (22), athletics/running track (7), free tennis courts (7), cricket (6), hockey, gymnastics and a climbing wall (4 each). **213 respondents.**

## 5. SAFETY

### 5.1 General perceptions of safety

Students were asked how often they felt safe in Ledbury.

Feeling safe in Ledbury	Number	Percentage of respondents
Always	69	19.55%
Most of the time	191	54.11%
Some of the time	71	20.11%
Never	22	6.23%
Not answered	32	
<b>Total respondents</b>	<b>353</b>	

Percentages given above were for those who answered the question. In total 73.66% of respondents felt safe all or most of the time. Girls living in Ledbury felt marginally less safe than boys.

### 5.2 Problems around drinking, drug taking and people hanging around

The survey included questions on problems around drinking, drug taking and people hanging around in Ledbury. Responses are shown below – percentages given for those who answered.

Activities	Yes		No	
Drinking alcohol	152	43.68%	196	56.32%
<b>Total</b>	<b>348</b>			
<b>Not answered</b>	<b>37</b>			
Taking drugs	160	46.38%	185	53.62%
<b>Total</b>	<b>345</b>			
<b>Not answered</b>	<b>40</b>			
Hanging around	105	30.61%	238	69.39%
<b>Total</b>	<b>343</b>			
<b>Not answered</b>	<b>42</b>			

Young people were asked to identify areas where any of the problems occurred. The areas are given in order of frequency. Alcohol consumption was seen as a problem around the Market House, the line bank, Tescos, the recreation ground and Lawnside. **143 comments** Drug taking was seen as a problem on the recreation ground, the Walled Garden, Lawnside and Tescos. **143 comments** People hanging around was seen as a problem on the recreation ground, the line bank, New Mills, Deer Park and Tescos. **103 comments**

### 5.3 Traffic

The survey included questions on potential traffic problems, namely street parking, parked cars outside schools and speeding traffic.

Traffic issue	Number	Percentage of respondents
Parking in the streets	177	72.24%
Parking outside schools	68	27.76%
Speeding traffic	111	45.31%
<b>Total respondents</b>	<b>245</b>	

### 5.4 Pedestrians crossings required

The survey asked if pedestrian crossings in various parts of town would help them to walk or cycle to school more safely.

Suggested crossing	Number	Percentage of respondents
Orchard Lane	29	21.97%
Bye Street	67	50.76%
Lower Road	44	33.33%
Hereford Road	63	47.73%
New Street	59	44.70%
Bridge Street	68	51.52%
<b>Total Respondents</b>	<b>132</b>	

In addition they were asked where else they would be helped by the presence of a pedestrian crossing. The sites mentioned most frequently were near John Masefield High School (9) the Ross Road roundabout (4) and near the railway station. Several also mentioned concerns about the width of the pavement in the Southend which gets very congested on the way to and from school.

**57 comments**

### 5.5 A safer Ledbury

Students were asked of any ways in which Ledbury could be made safer for them.

The most frequently given ideas were better lighting (22 mentions) with 8 specifically mentioning the recreation ground, more visible policing (21), patrols on the recreation ground (6) and CCTV (6).

**112 comments**

## 6. ADVICE AND INFORMATION SERVICES

### 6.1 Advice and information required

The survey included questions about the need for advice and information services in Ledbury for young people. From **242** respondents **154 (47.68%)** thought there was need for advice and information about services while **169 (52.23%)** thought there wasn't.

They were asked what sort of issues they wanted advice and information on.

Issues for advice and information	Number	Percentage of respondents
Careers advice	161	66.53%
Vocational training opportunities	44	18.18%
Information about clubs/facilities	83	34.30%
Apprenticeships	116	47.93%
Health problems	84	34.71%
Gap year schemes	74	30.58%
College/university education	132	54.55%
Funding for post-school/sixth form education	81	33.47%
Managing relationships	63	26.03%
Information in other languages	46	19.01%
<b>Total respondents</b>	<b>242</b>	

### 6.2 The availability of advice and information

Respondents were asked **when** they would use such a service if it were available.

	Number	Percentage of respondents
Morning	43	19.11%
Lunchtimes	31	11.22%
Late afternoon	69	30.67%
Daytime	66	29.33%
Evenings	80	35.56%
School holidays	117	52%
Saturday	92	40.89%
Sunday	78	34.67%
<b>Total respondents</b>	<b>225</b>	

## 7. INVOLVEMENT AND RECOGNITION

### 7.1 Opportunities to have their say

Young people were asked if they felt that adults gave them the opportunity to have their say about what happens in Ledbury.

	Number	Percentage of respondents
Yes	68	20.61%
No	132	40%
No opinion	130	39.39%
<b>Total respondents</b>	<b>330</b>	

If they answered 'no', they were asked to explain why they felt this way. The most common responses are set out below.

Not listened to/no one takes any notice of what they say	28
Never had a chance to say	14
People have a poor opinion of them	9
Stereotyping them all as 'bad'	7
They are not cared about	7

9 commented that this was the first time they had been asked questions like this and it was good.

**97 comments**

### 7.2 A Youth Council in Ledbury

Respondents were asked if they thought there should be a Youth Council in Ledbury.

	Number	Percentage of respondents
Yes	162	50.47%
No	62	19.31%
No opinion	97	30.22%
<b>Total respondents</b>	<b>321</b>	

They were then asked if they would be interested in being involved in a Youth Council.

	Number	Percentage of respondents
Yes	55	17.24%
No	176	55.17%
Don't know	88	27.59%
<b>Total respondents</b>	<b>319</b>	

## 8. WISH LIST

Respondents were invited to state an improvement or new opportunity in Ledbury that they would most like to see. There was a huge range of improvements and facilities and they have been grouped into a number of areas. Numbers refer to the number of youngsters making each request. In total there were **217 respondent**, with some making a number of improvements/opportunities.

The answers were many and varied and in many ways reflected answers in other parts of the questionnaire. The list below includes all those requests that were mentioned more than five times.

Fast food outlets – McDonalds and KFC	16
cinema	15
better skate park	13
better swimming pool	12
café for young people	10
big shopping complex	10
youth centre	10
clothes shops for young people	9
more jobs including part time	7

## 9. LIFE AFTER SCHOOL/COLLEGE

### 9.1 Expectations of staying in Ledbury

Young people were asked if they expected to stay in Ledbury as adults.

	Number	Percentage of respondents
Yes	55	17.24%
No	173	54.40%
Don't know	113	35.53%
<b>Total respondents</b>	<b>318</b>	

### 9.2 Reasons for leaving

Young people were asked to give reasons for expecting to leave Ledbury in the future if they answered no to the above. The main reasons for leaving are given below. Only those being mentioned more than once are given. **201 comments**

Career choices/work opportunities	59
Adventure/travel/experience new things	26
University/college	19
Boring/nothing to do	18
More opportunities – no reference to the sort of opportunity	14
Don't live in Ledbury	14
Go somewhere bigger and new	7
Join army/navy	3
Housing	3
Move on	3
Better shops	2
Unsafe	2

### 9.3 Careers

Respondents were asked about the careers they wanted to follow after finishing their education.

Career	Number
Don't know	34
Scientific	23
Teaching	22
The arts	21
Medical	15
Journalism/writing	13
Sports	10
Working with animals/vet	9
Sports coaching	8
Armed forces	7
Cooking	7
Childcare	6
Police	6
Languages	5
Law	5
Pilot	5
Beauty therapy	4
Business	4
Counselling	4
Countryside and environment	4
Designer	4
Engineering	4
I.T.	4
Retail	4
Photographer	3
Accountant	2
CSI	2
Gamekeeper	2
Historian	2
Mechanic	2
Advertising	1
Architect	1
Astronomer	1
Auctioneer	1
Carpenter	1
Cleaner	1
Diplomat	1
Electrician	1
Events management	1
Geographical	1
Immigration officer	1
Tourism	1
Not willing to answer	9
<b>Total respondents</b>	<b>250</b>