

Resident Survey Results

CONTEXT

Starting point: the 2021 Census

Before asking anyone anything, the census already tells us who lives here — the survey results that follow should be read against this baseline.

3,282

people

11 Output Areas best-fit to the parish

1,349

households

17.5% of them answered this survey

25%

aged 65 or over

821 residents — and rising in projections

90.7%

of households have a car or van

Heavy car dependency

81%

of homes have spare bedrooms

"Under-occupancy" by census definition

Source: ONS Census 2021 — East Peckham parish (OA best-fit)

EAST PECKHAM NEIGHBOURHOOD DEVELOPMENT PLAN

Community Survey Results

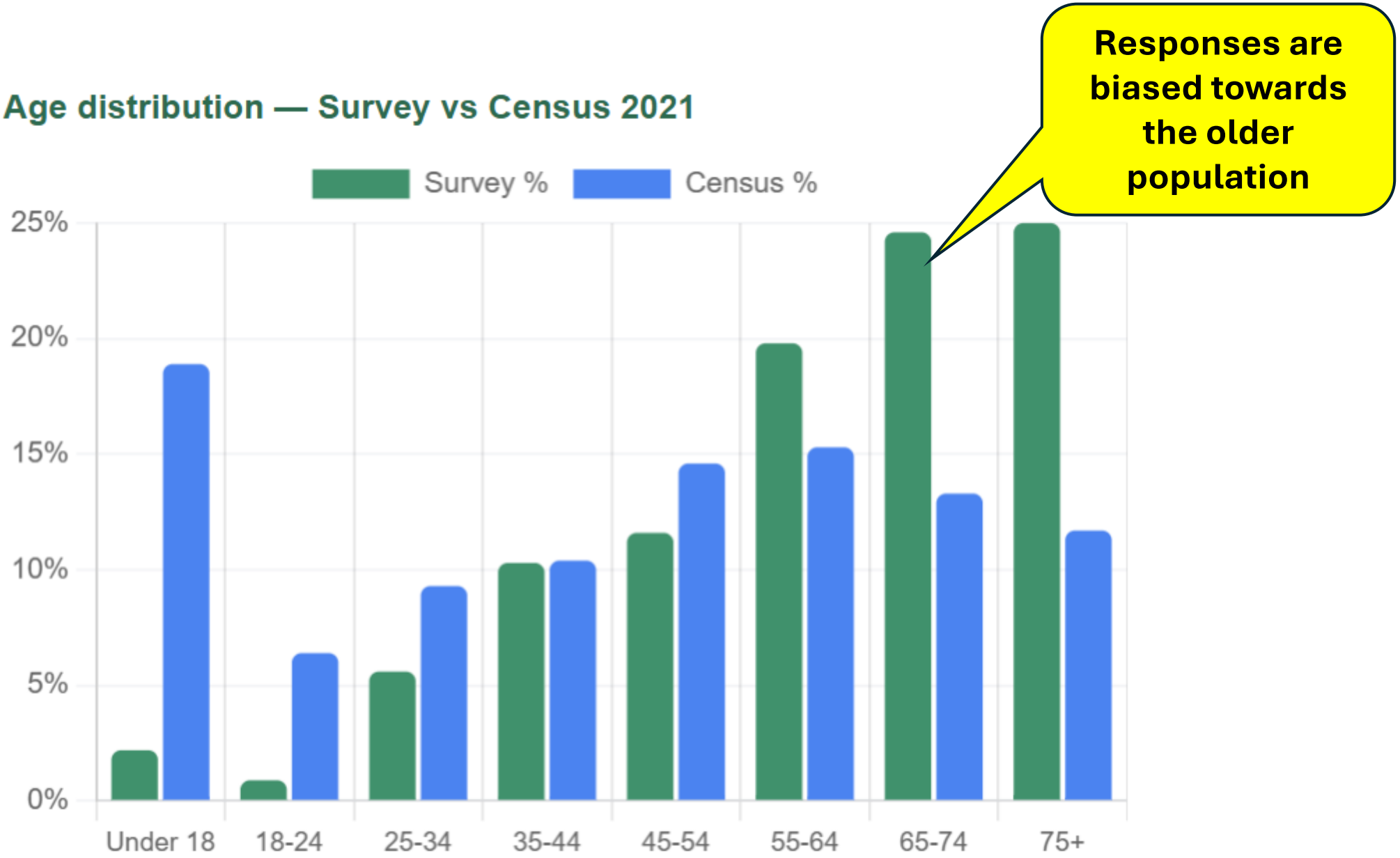
May–Jul
2026

236
responses

17.5%
of households

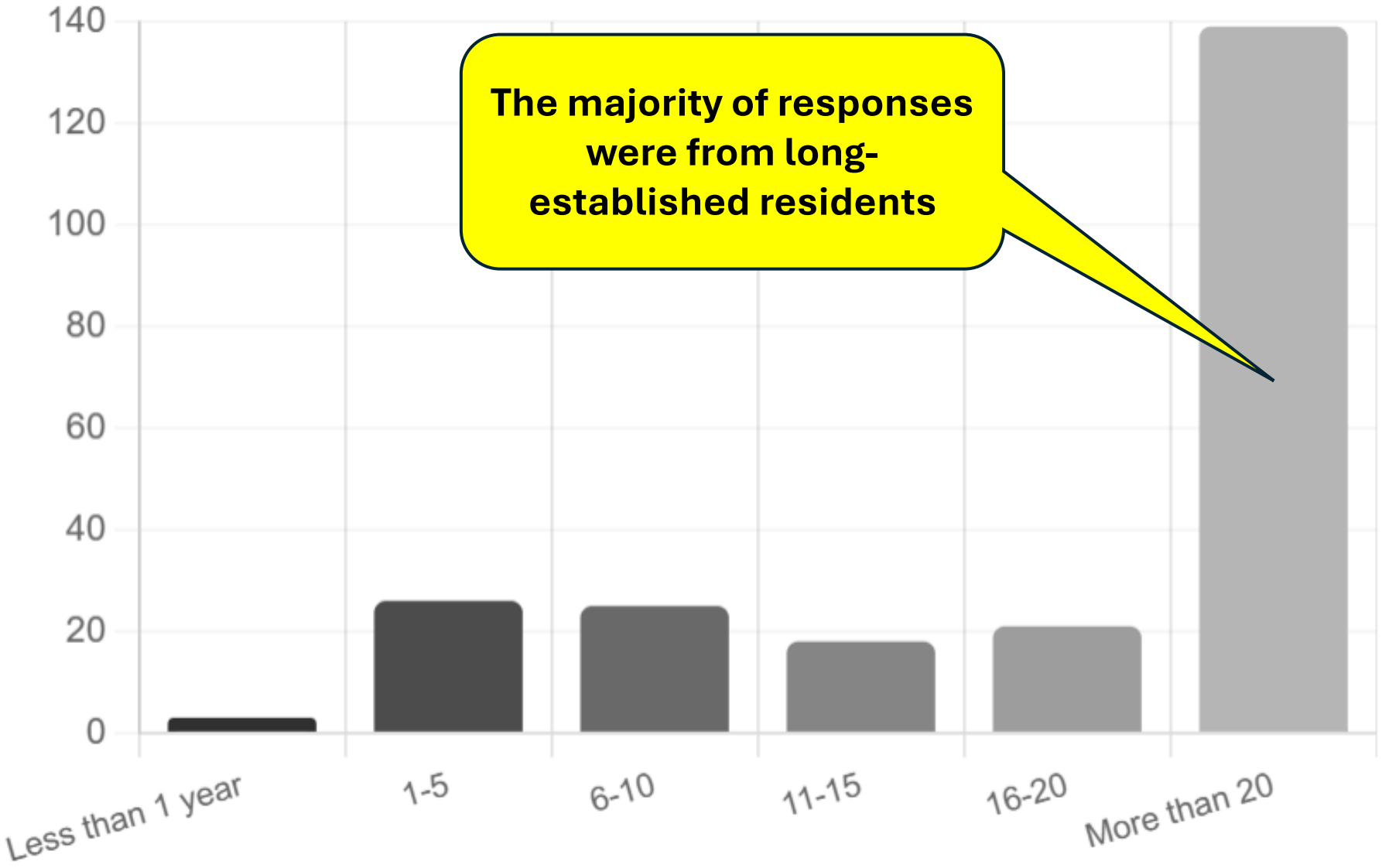
185 +
51
digital + paper

Who responded? By age



Who responded?

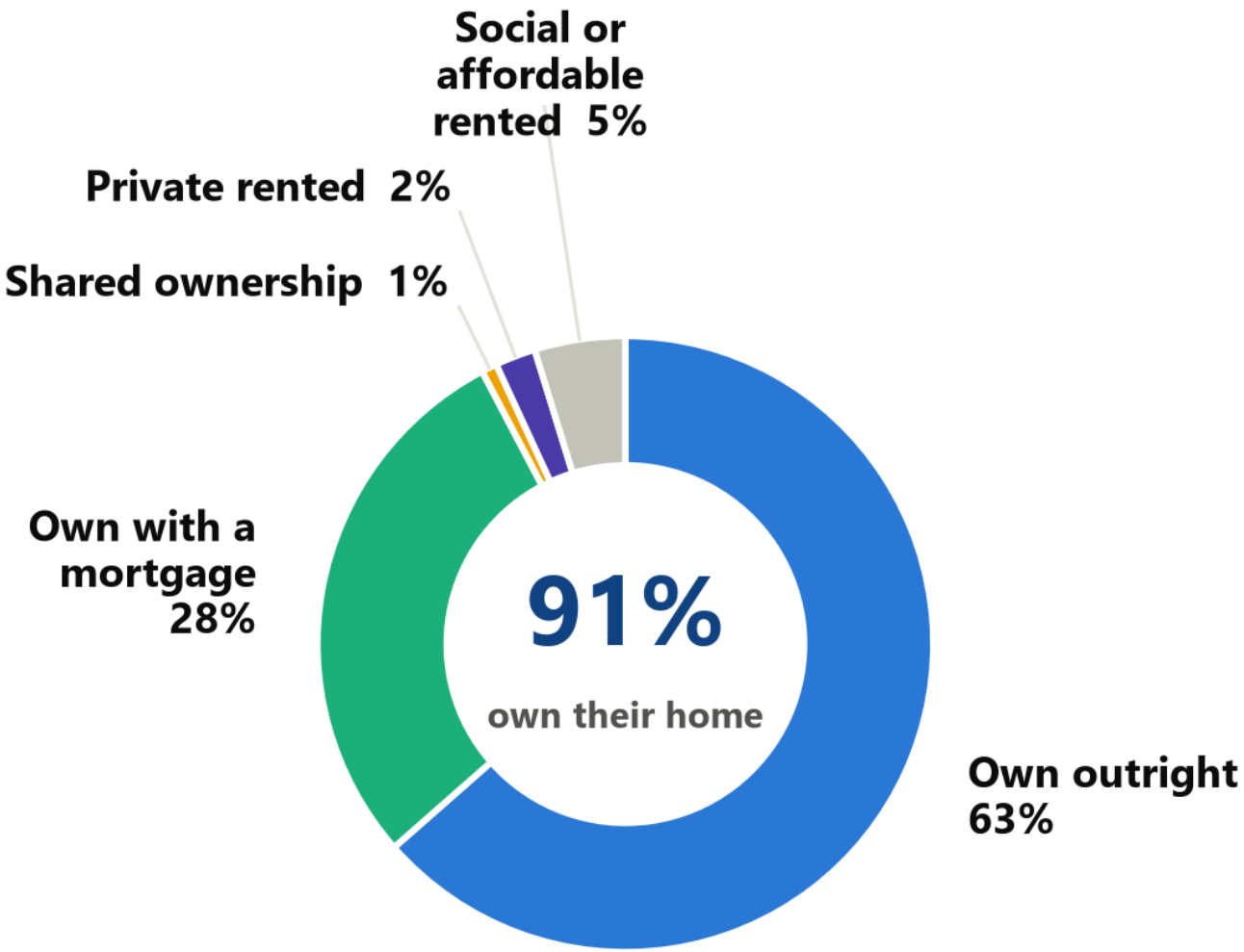
How long have you lived here?



WHO RESPONDED

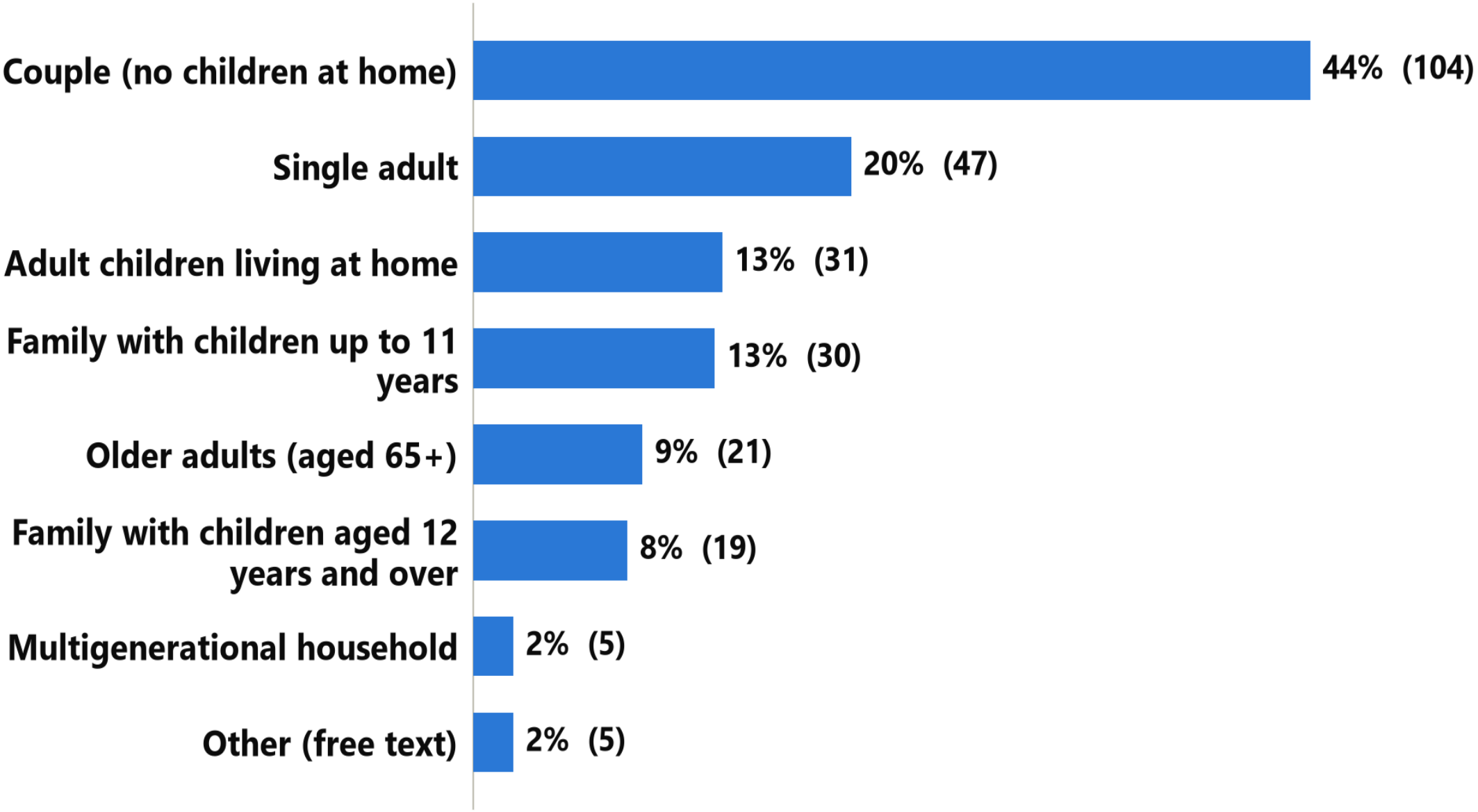
Most responses came from home owners

91.1% of respondents own their home — social renters, private renters and shared owners are under-represented against the census tenure mix.

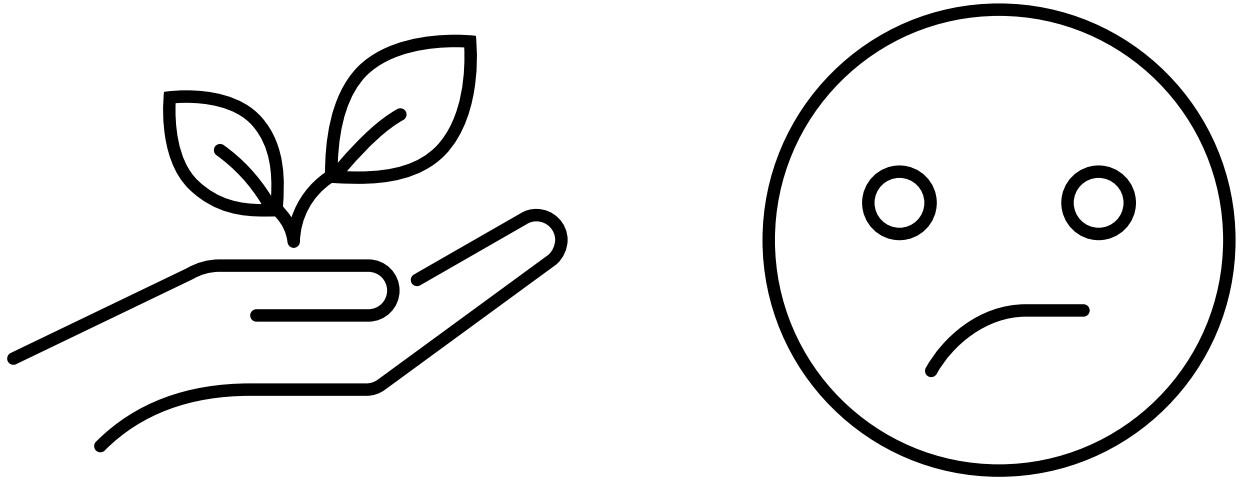


Source: East P

Respondents came from a mixture of household compositions



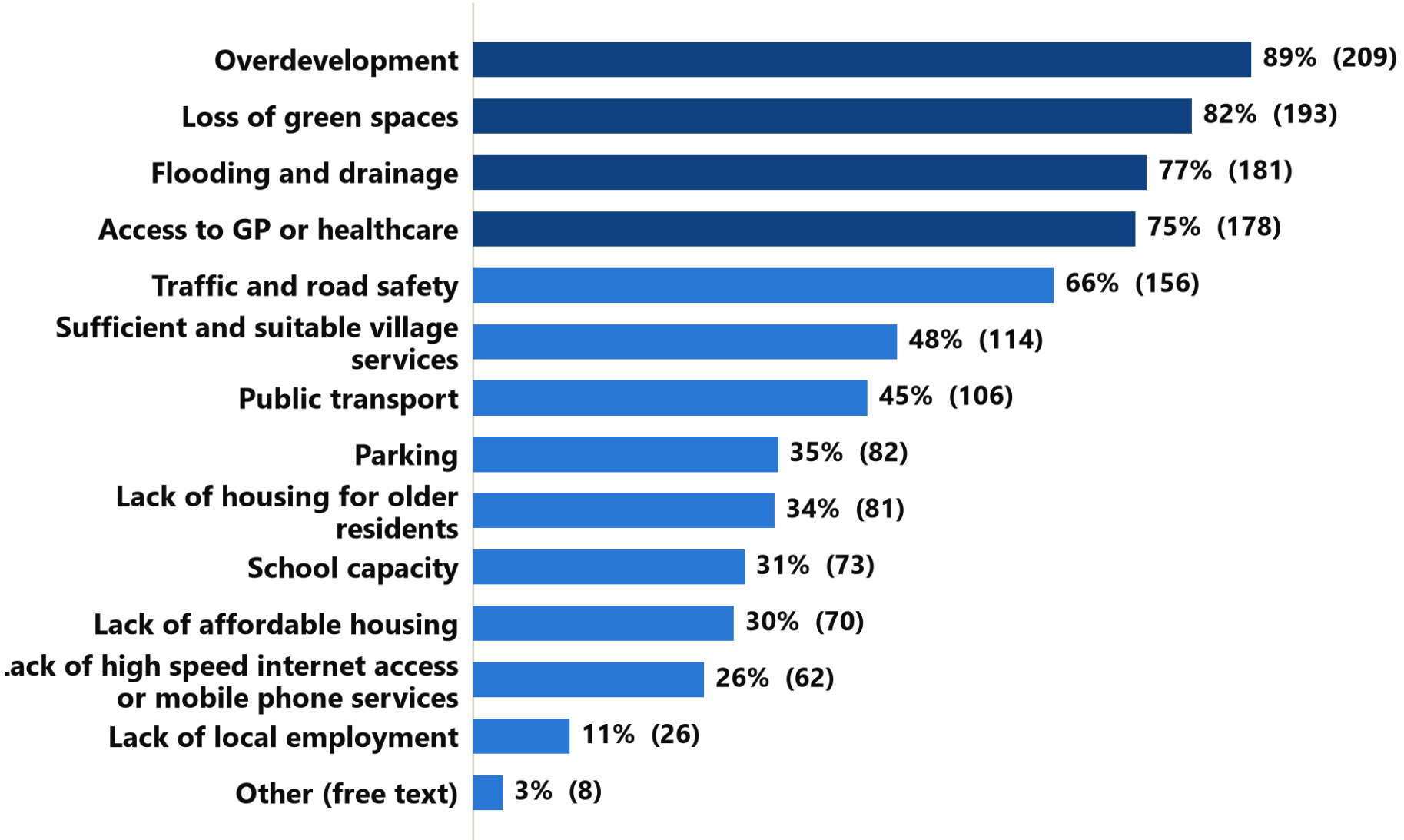
Concerns and the environment



Top concerns: overdevelopment (89%), loss of green spaces (82%), flooding and drainage (77%) and access to GP or healthcare (75%) were the most frequently cited concerns

What are the top concerns?

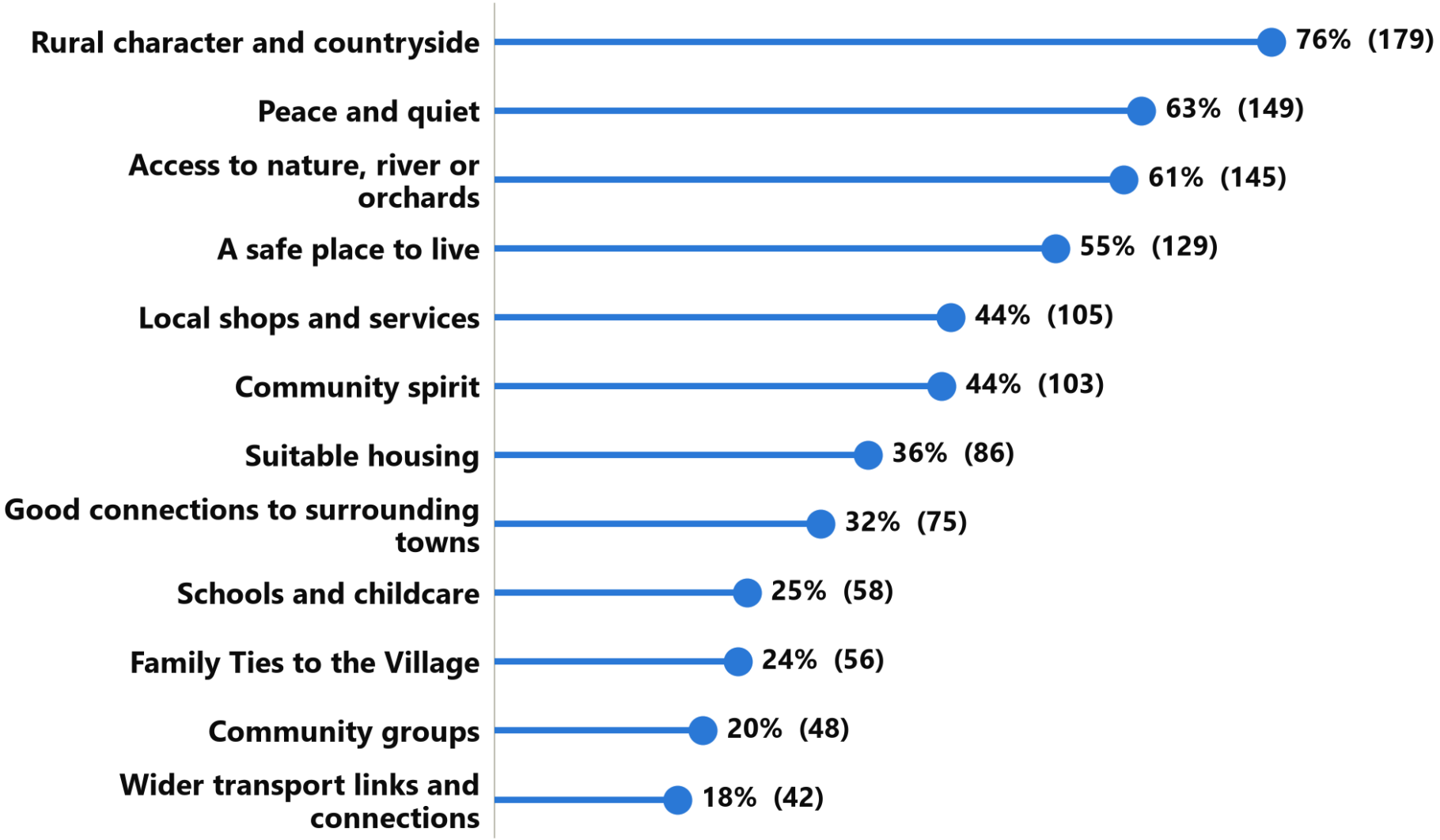
The top four concerns (dark blue) were each raised by at least three-quarters of respondents.



CONCERNS & ENVIRONMENT

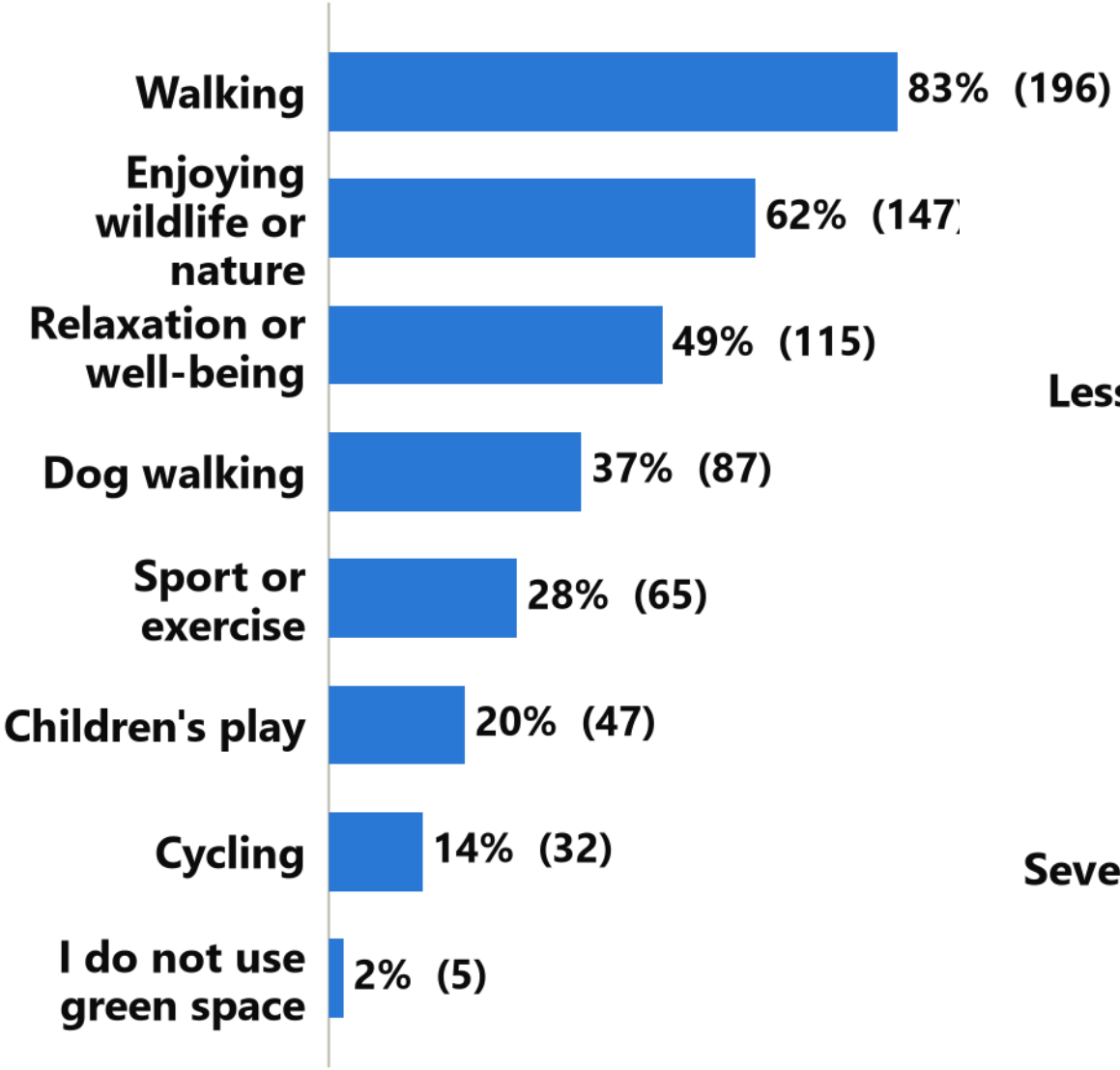
What attracted you to East Peckham?

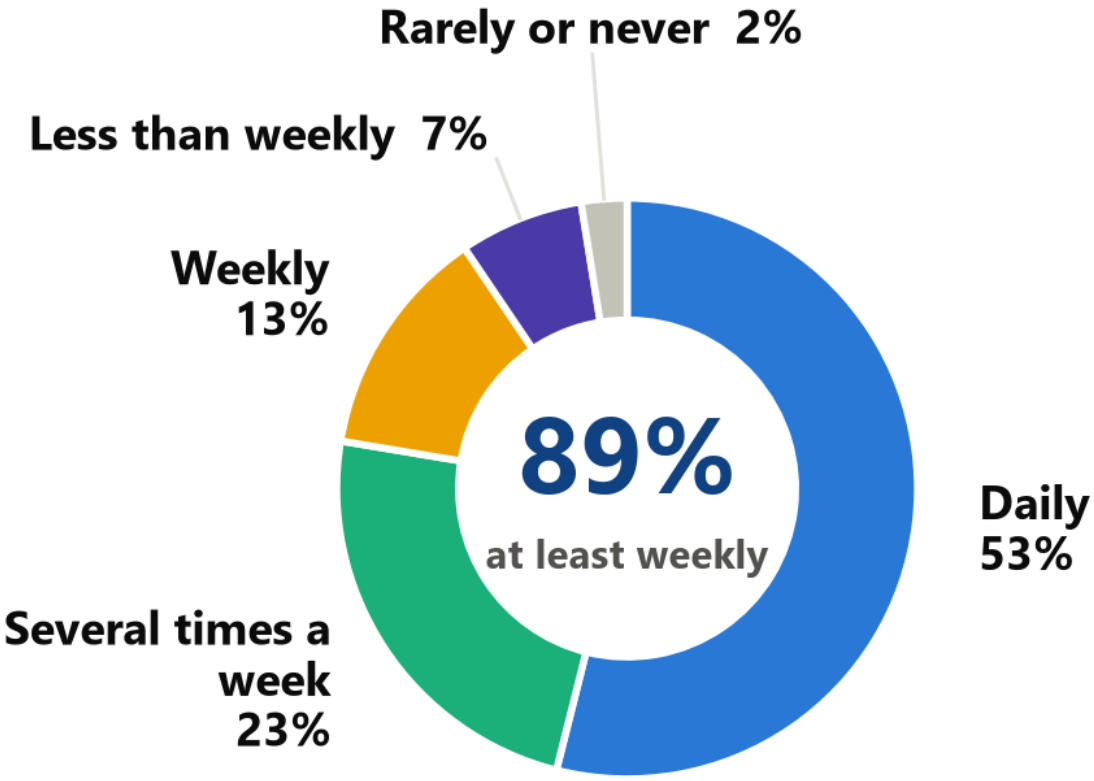
Rural character, peace and quiet, and access to nature top the list — the things residents came for are the things development pressure puts at risk.



How are the green spaces used?

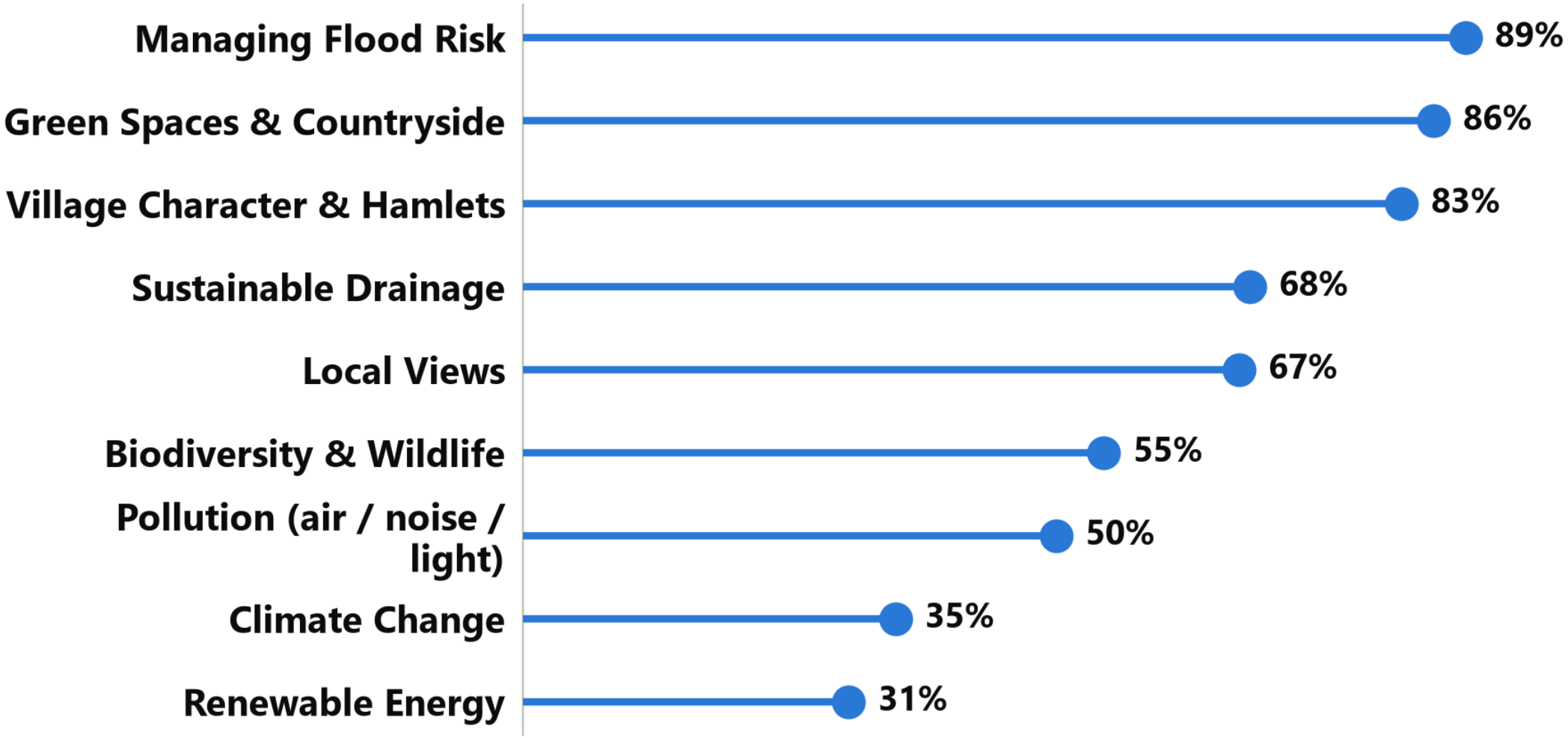
Most residents use the village green spaces at least weekly — primarily for walking and enjoying nature.



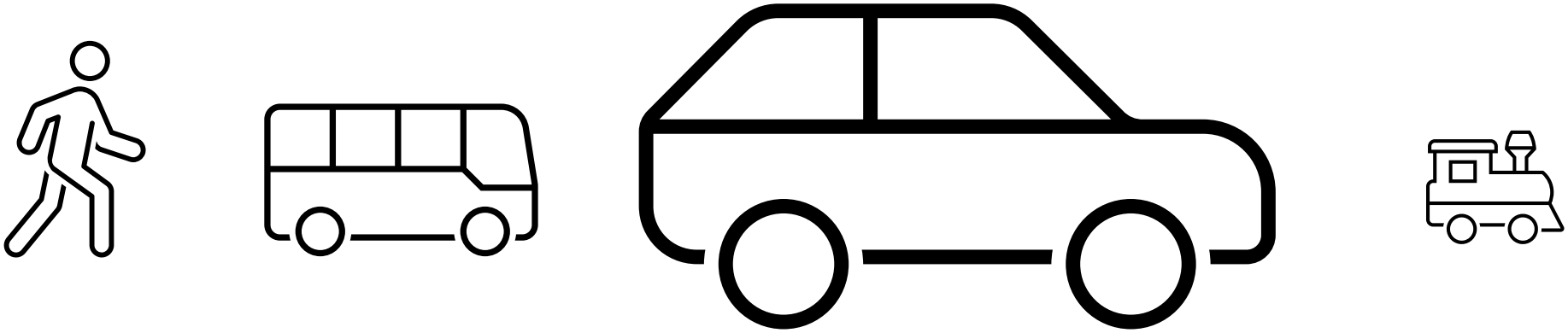


Environmental priorities

Share of respondents rating each theme "very important": flood-risk management and green spaces lead.



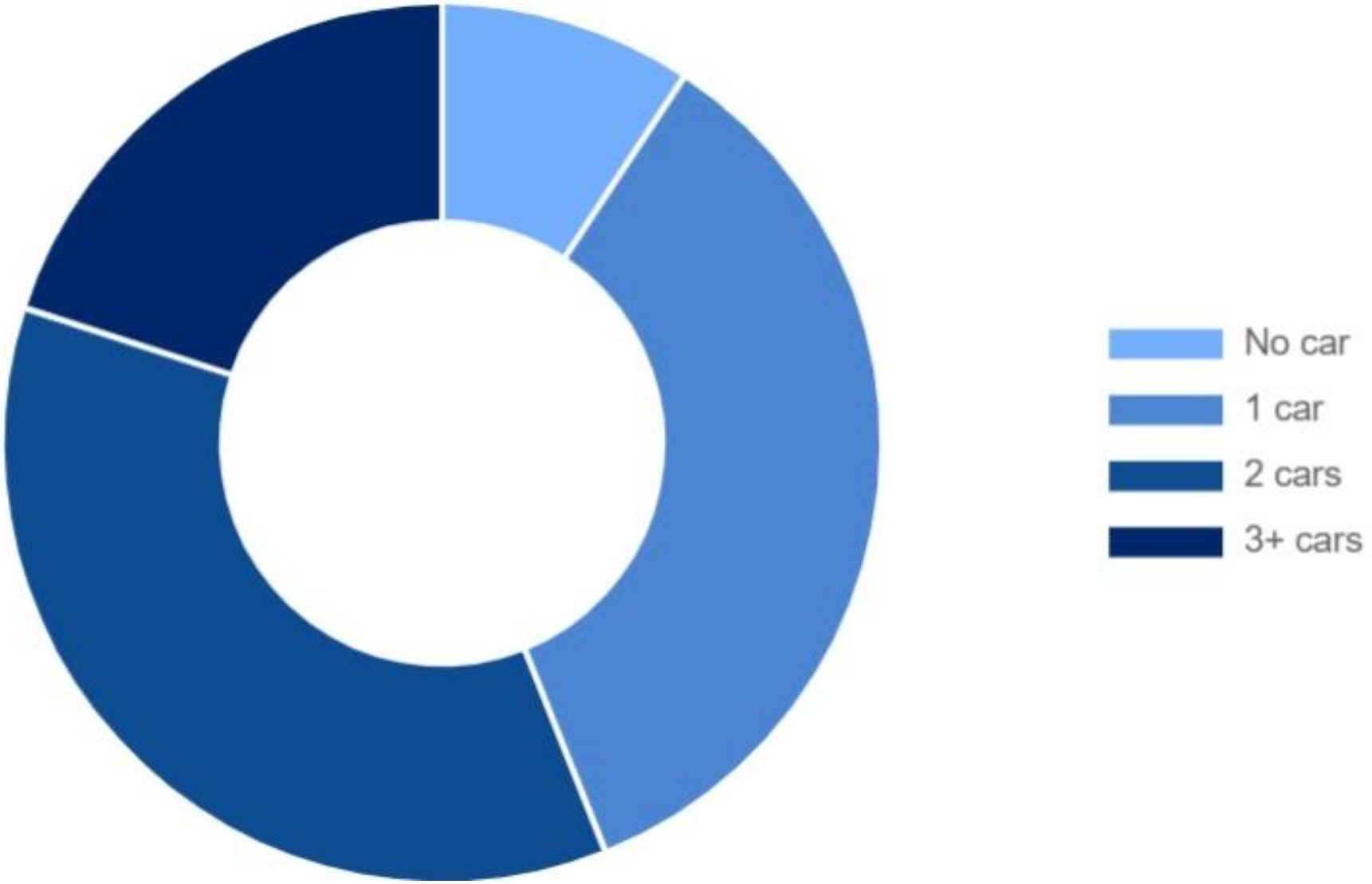
Transport



Key transport message: The heavy dependency of residents on private transport was confirmed by the survey. The census showed 90.7% of households have access at least one car/van. The survey reflects this: car/van is by far the dominant mode (87.3% drive). Public transport use is modest.

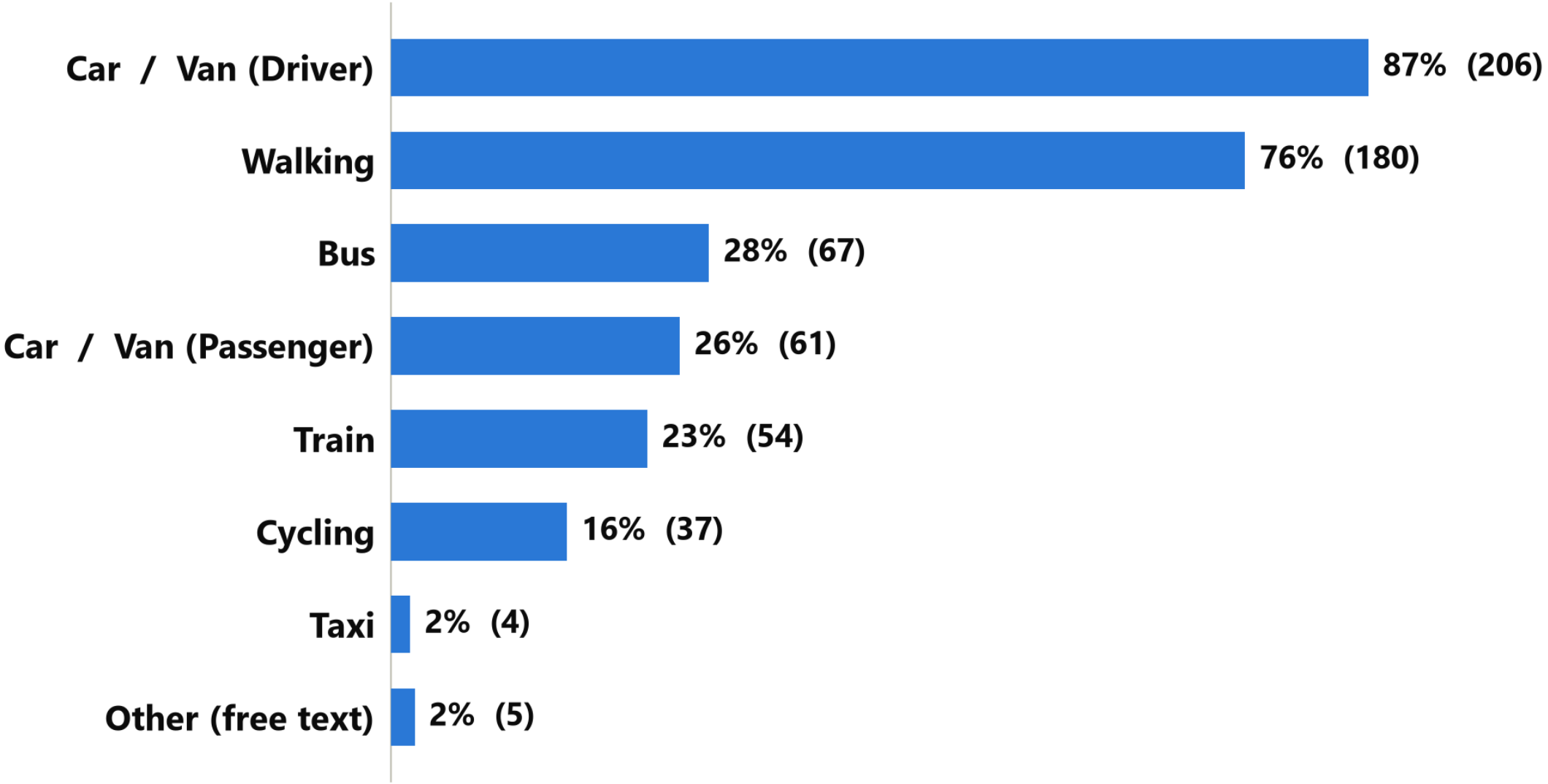
Car ownership — Census 2021

Census baseline: 90.7% of households have at least one car; 36.0% have two. 126 car-free households (9.3%) need alternative transport provision.



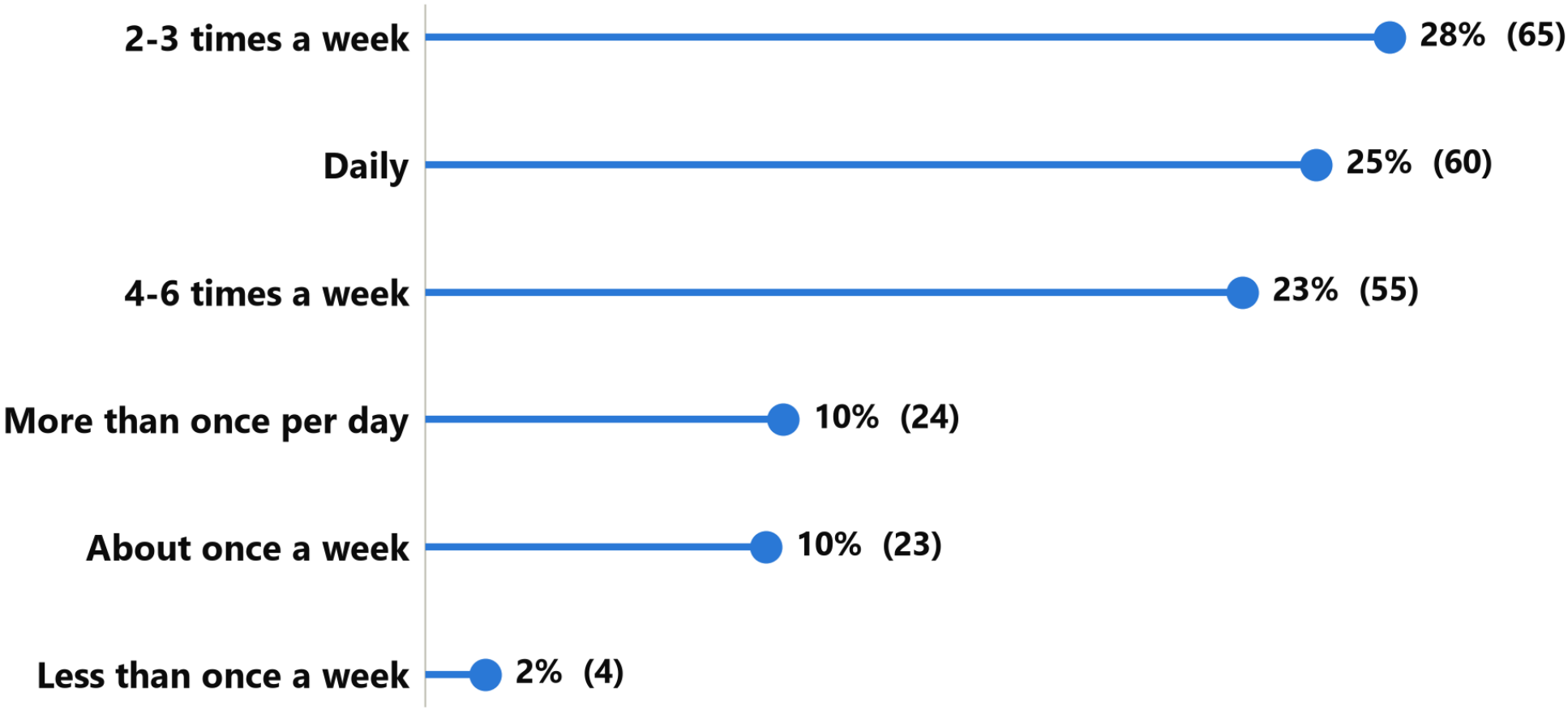
TRANSPORT

How do you get around?



TRANSPORT

How often do you travel out of East Peckham?

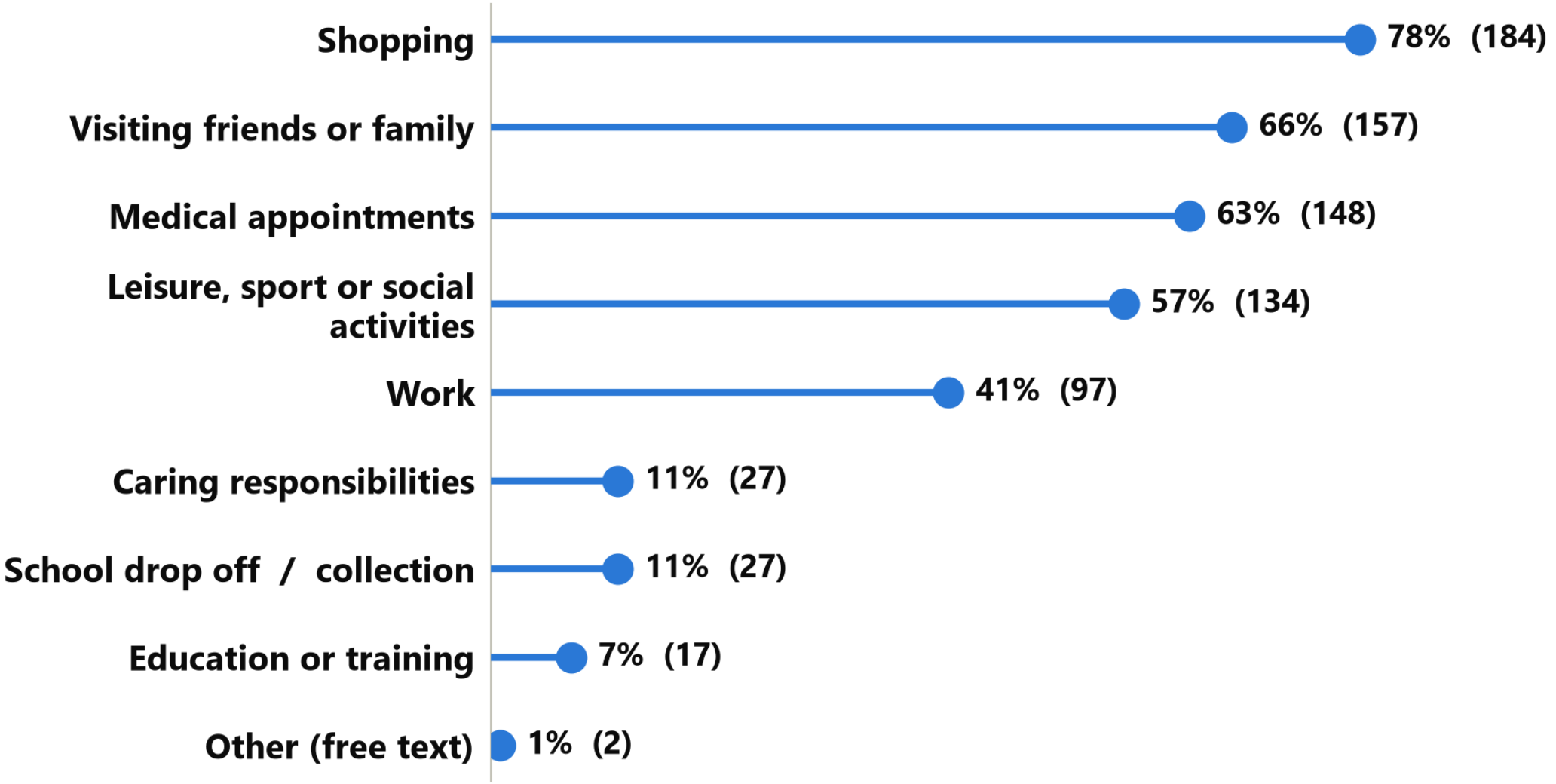


Source: East Peckham NDP Community Survey, May–July 2026 · 236 responses (185 digital, 51 paper)

TRANSPORT

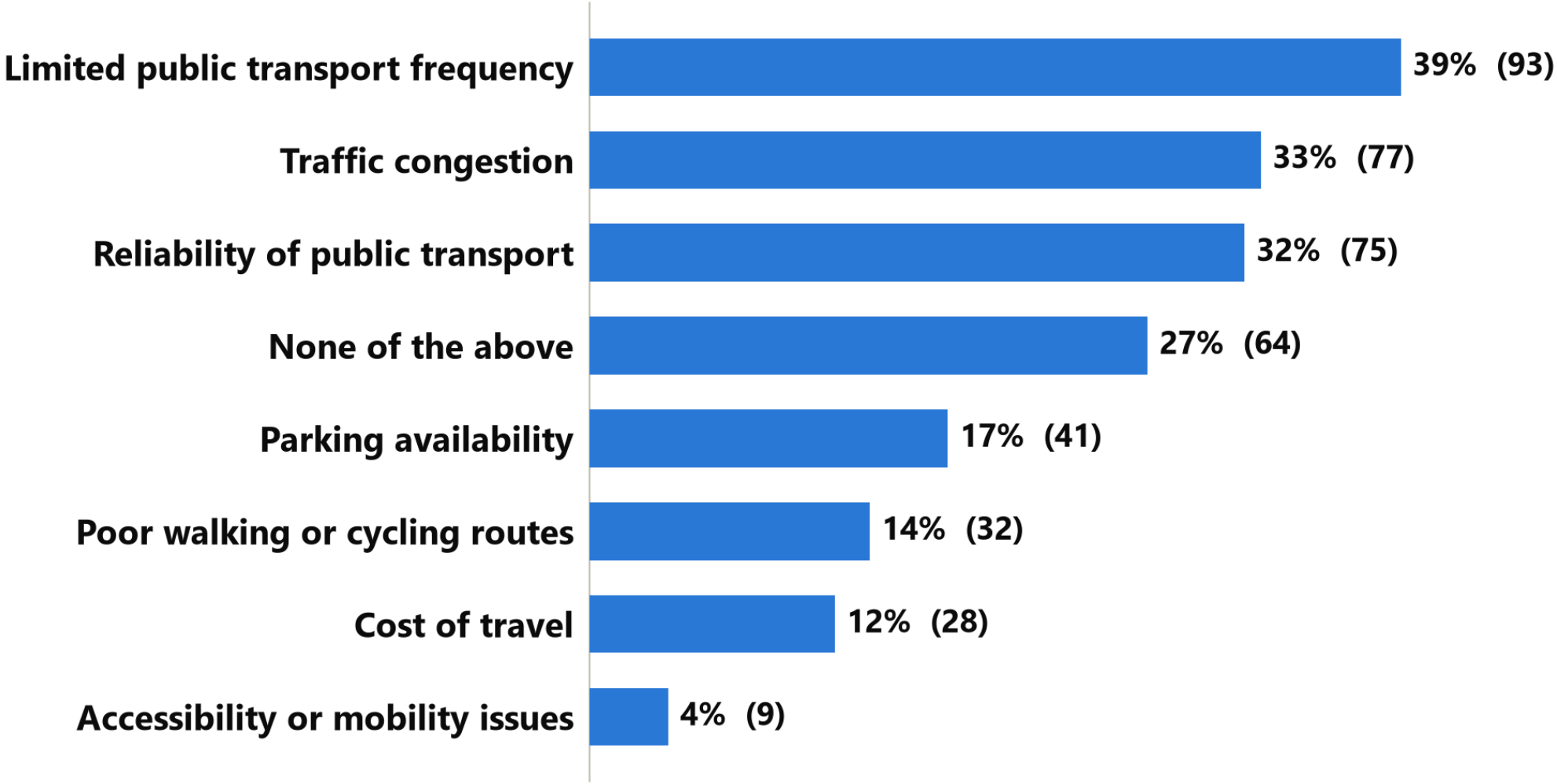
Why do you travel out of East Peckham?

Nearly everything — shopping, healthcare, work — requires leaving the village.



TRANSPORT

What transport issues does East Peckham have?

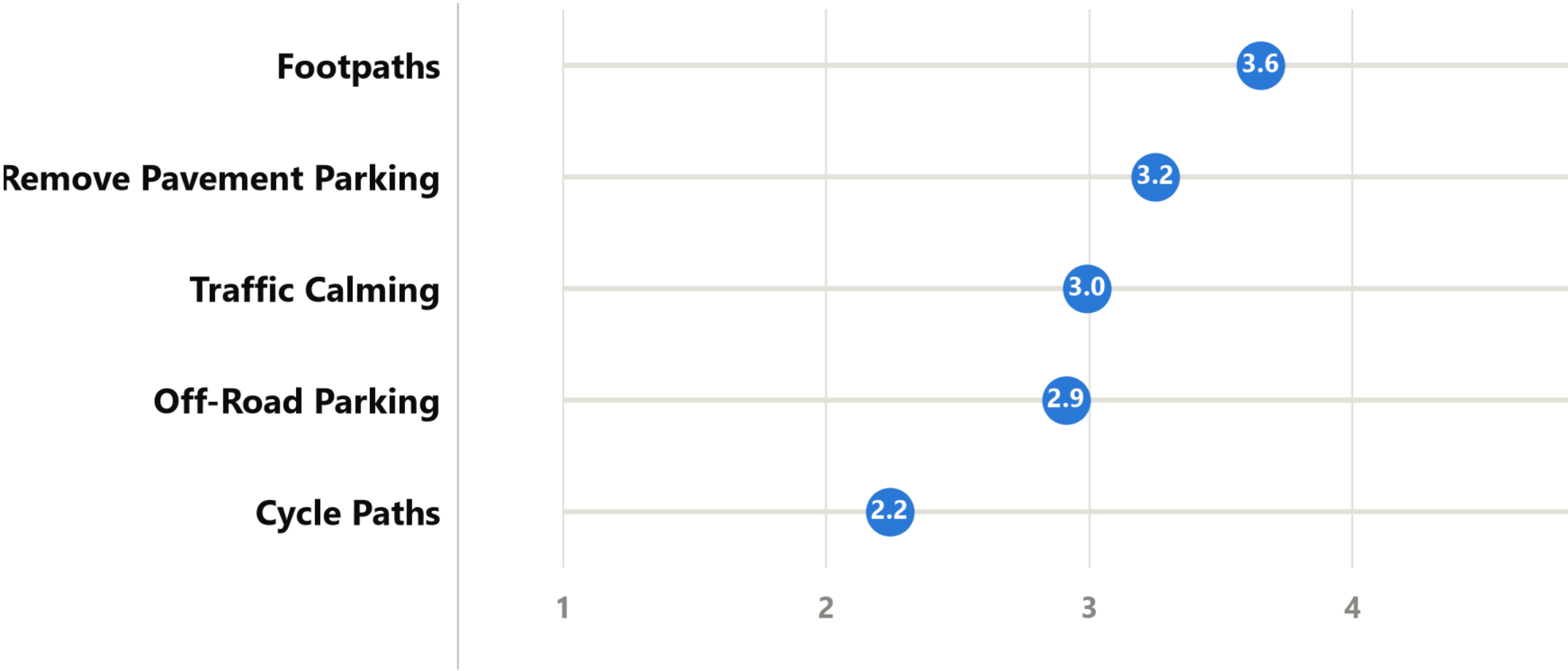


Source: East Peckham NDP Community Survey, May–July 2026 · 236 responses (185 digital, 51 paper) · multi-select questions sum to more than 100%

TRANSPORT

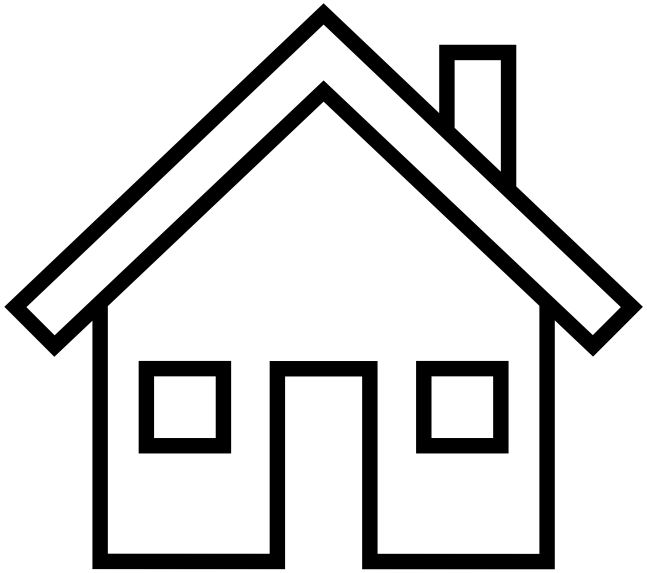
Transport infrastructure priorities

Average importance score out of 5. Better footpaths lead; cycle paths score lowest.



Source: East Peckham NDP Community Survey, May–July 2026 · 236 responses (185 digital, 51 paper)

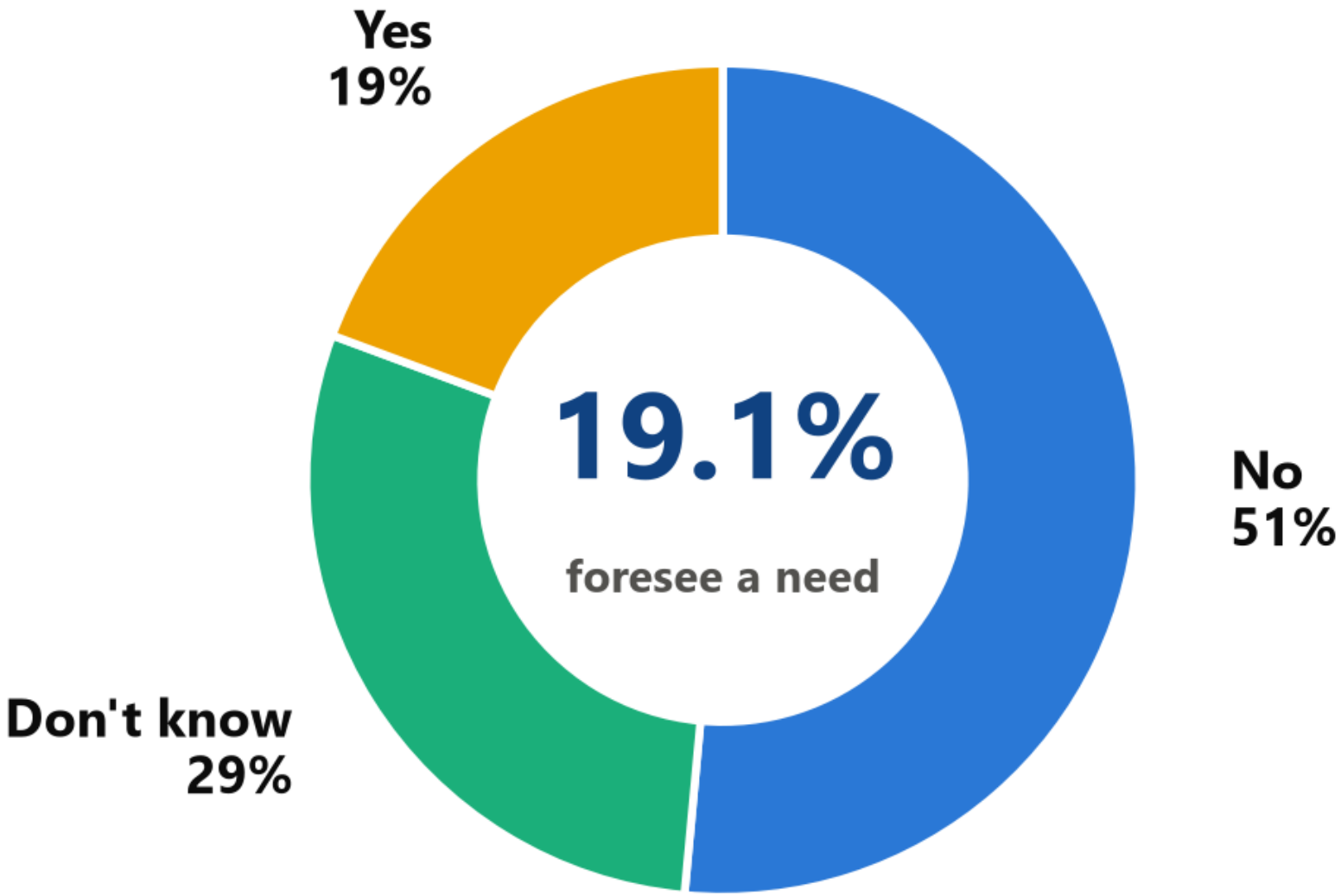
Housing and development



Key housing message: Future housing need was flagged by 19.1% of respondents, most often driven by downsizing — a need the current housing stock (81% under-occupied) does not serve.

HOUSING

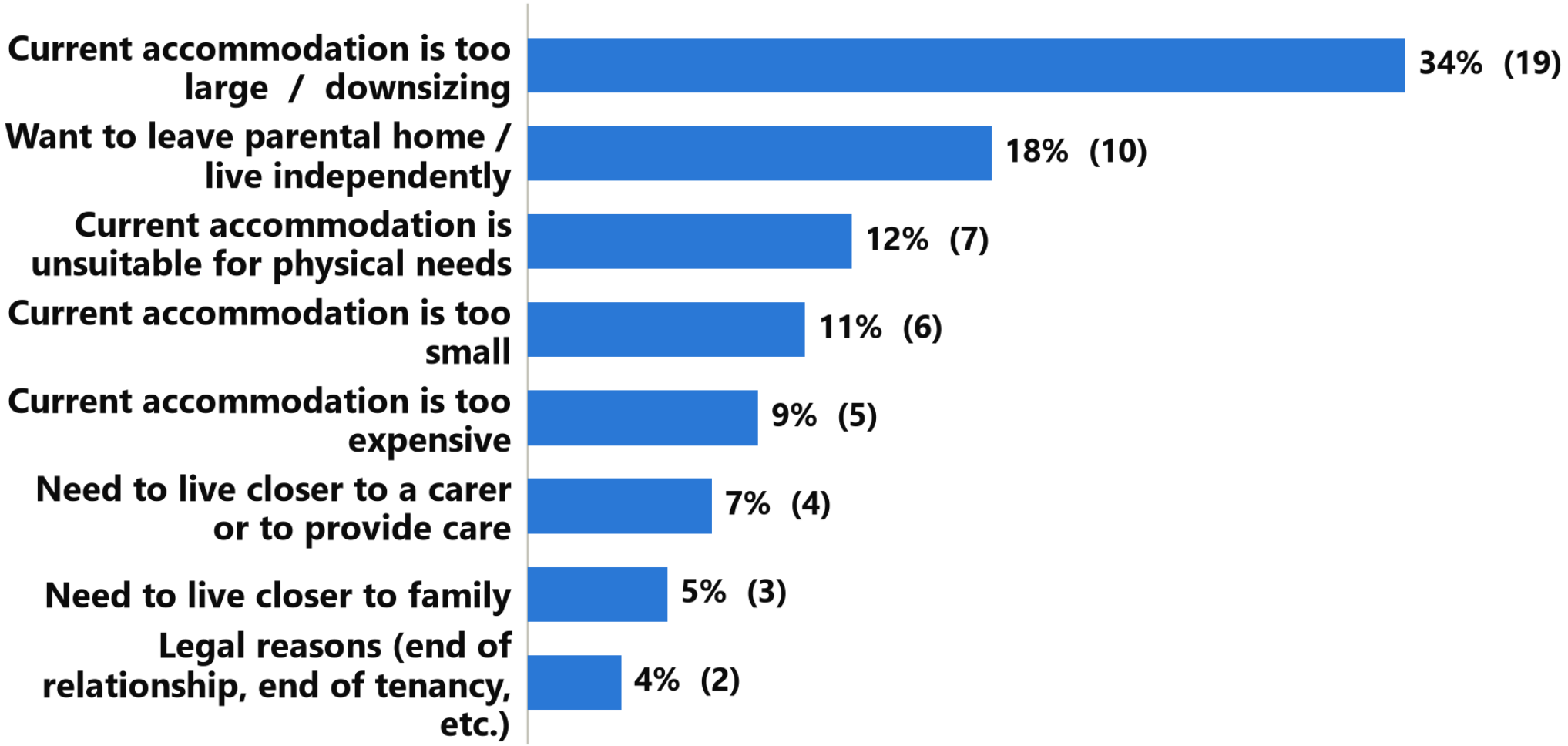
Do you foresee a housing need in the next 5 years?



Source: East Peckham NDP Community Survey, May–July 2026 · 236 responses (185 digital, 51 paper)

Why? — reasons given by those with a future need

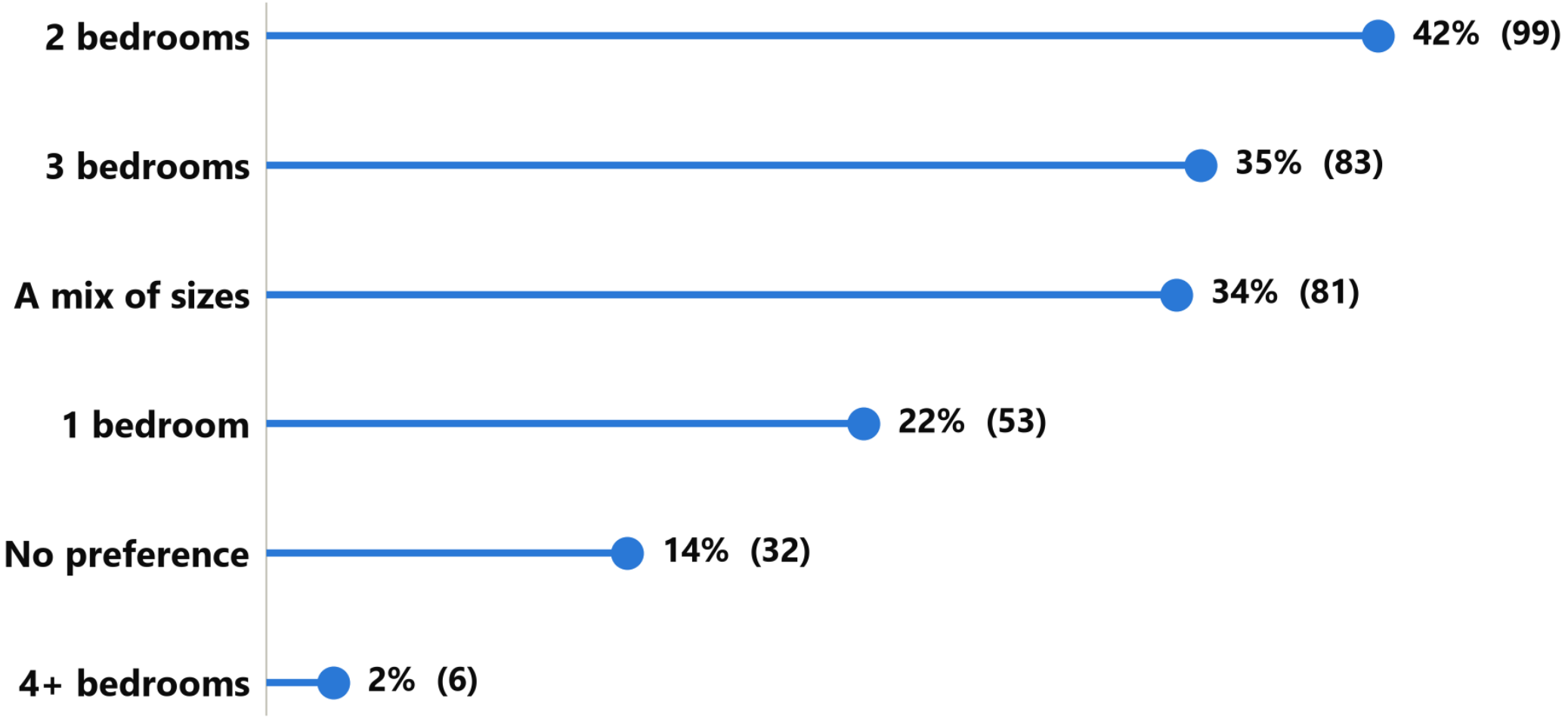
Downsizing dominates: the largest identified need is smaller homes for existing residents.



HOUSING

What size homes do you think are needed?

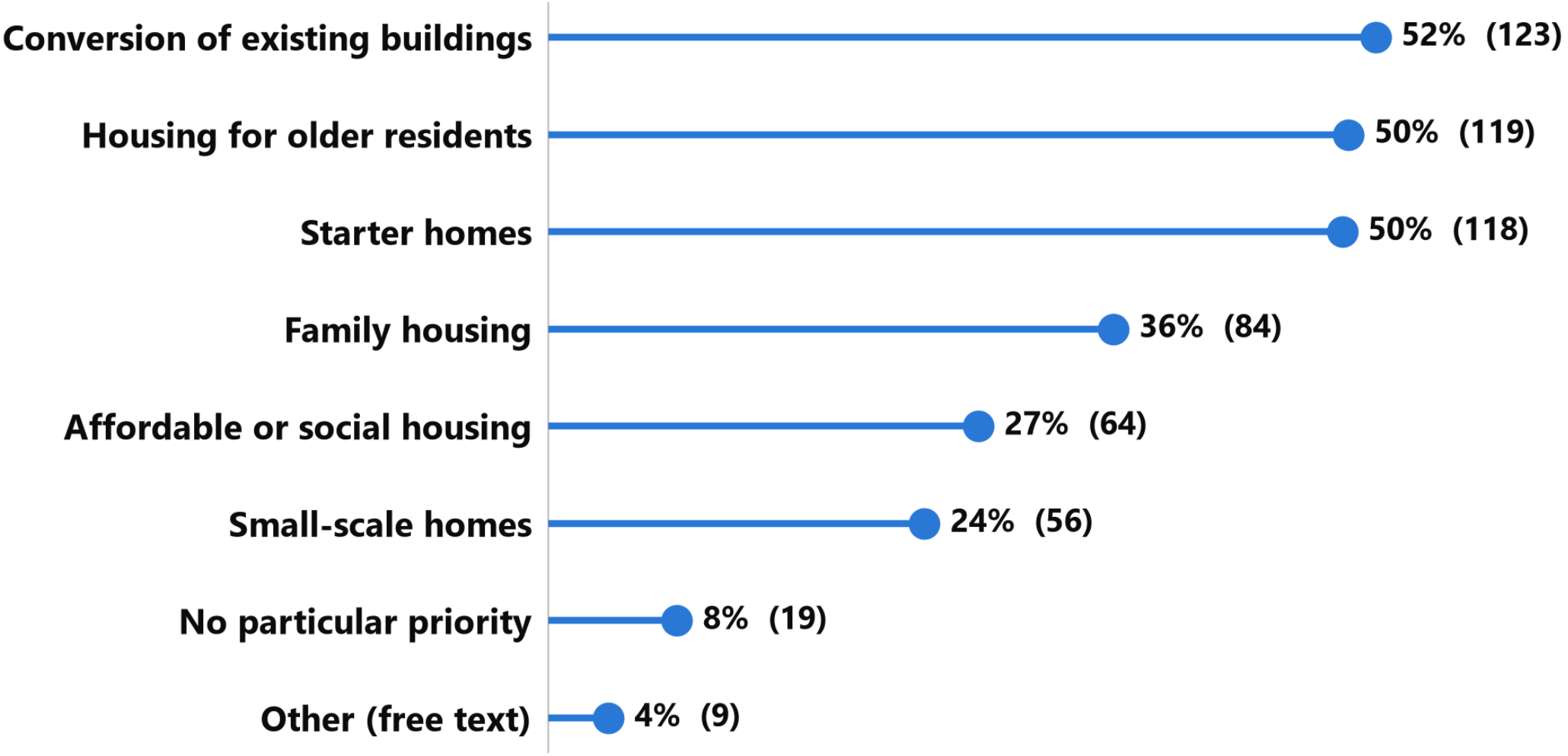
Only 2% of respondents wanted 4+ bed houses



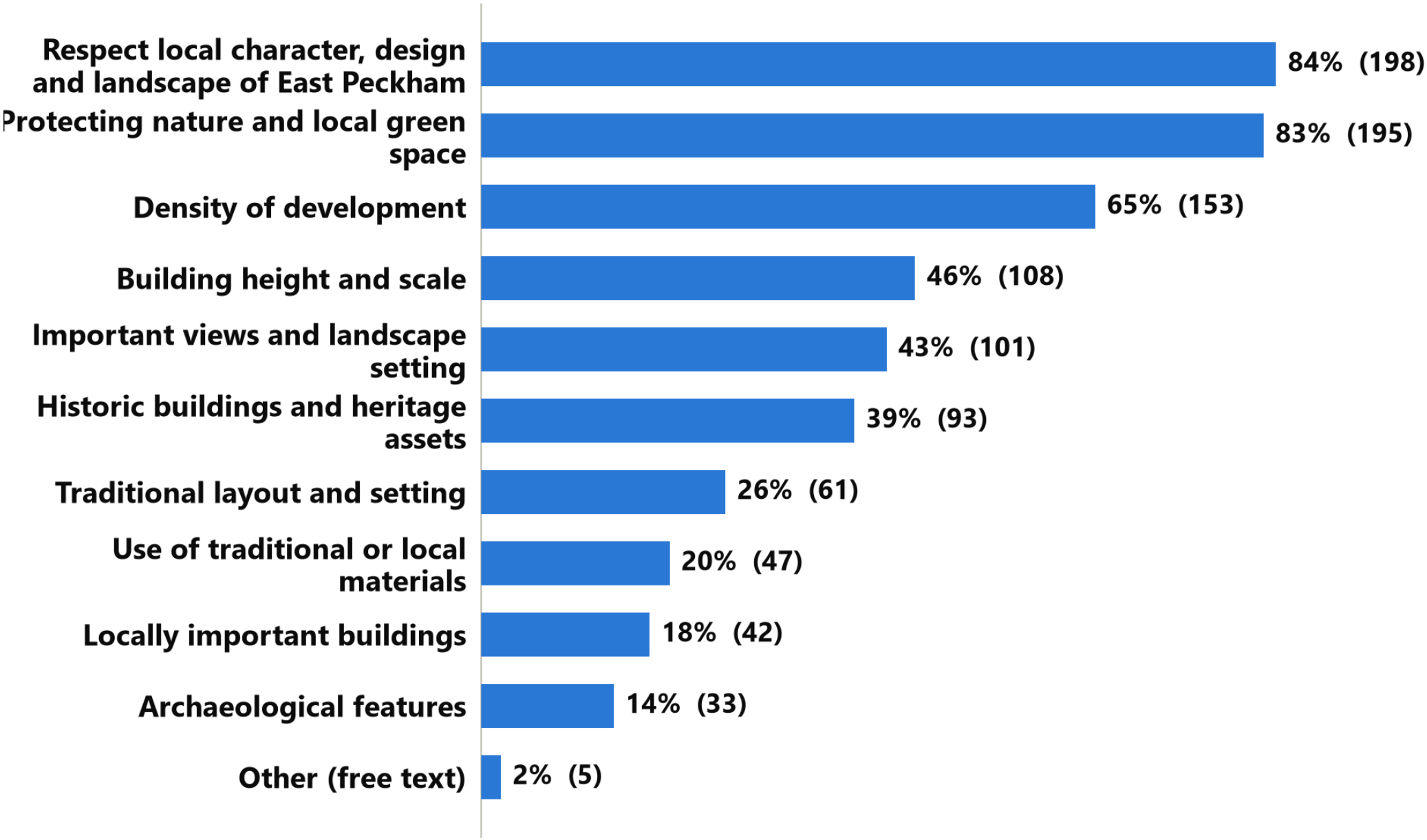
HOUSING

What types of housing would you support?

Conversions, housing for older residents and starter homes lead



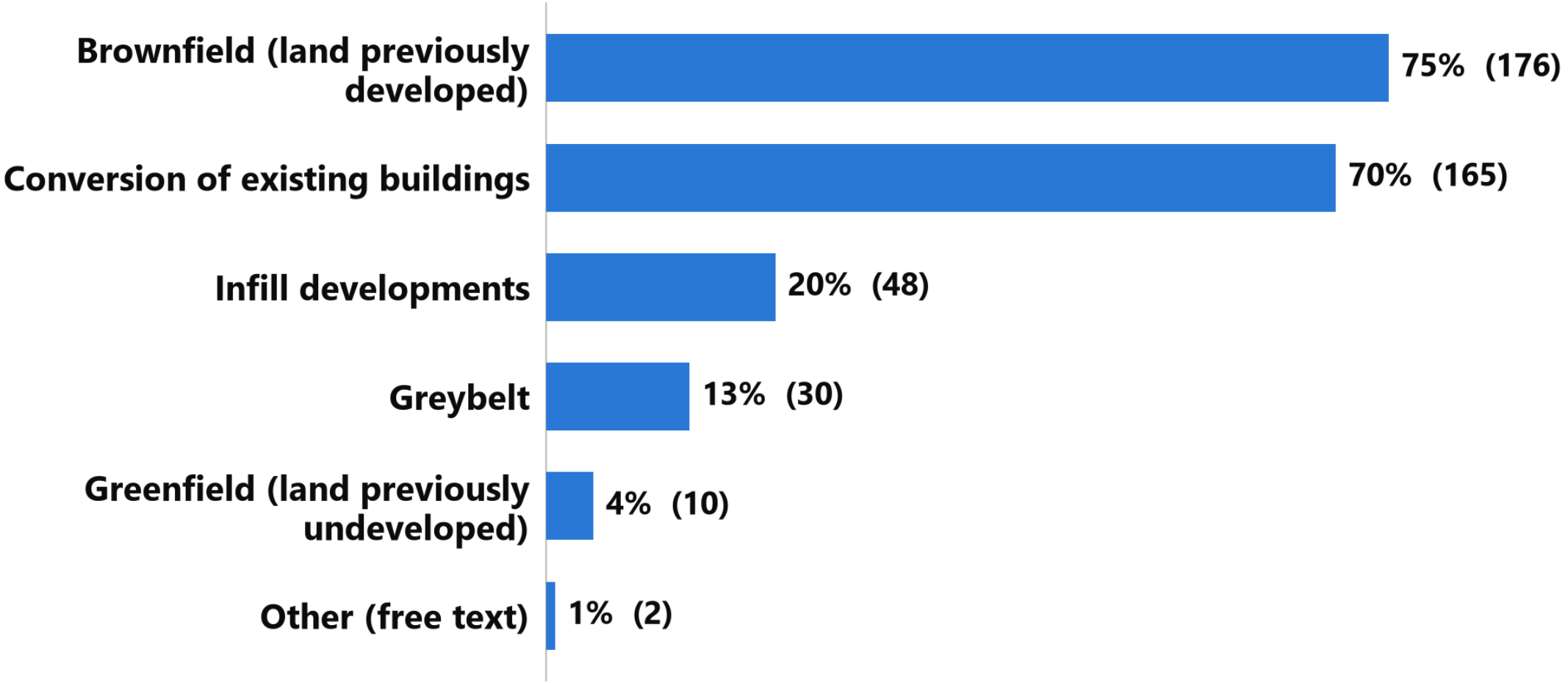
Design and planning protection priorities



HOUSING

If there were any new houses, where should they be built?

Most respondents favoured brownfield sites or conversion of existing buildings.



Source: East Peckham NDP Community Survey, May–July 2026 · 236 responses (185 digital, 51 paper) · multi-select questions sum to more than 100%

Support for affordable housing types

Average support score out of 5. Affordable homes to buy and sheltered 55+ housing score joint highest (3.9).

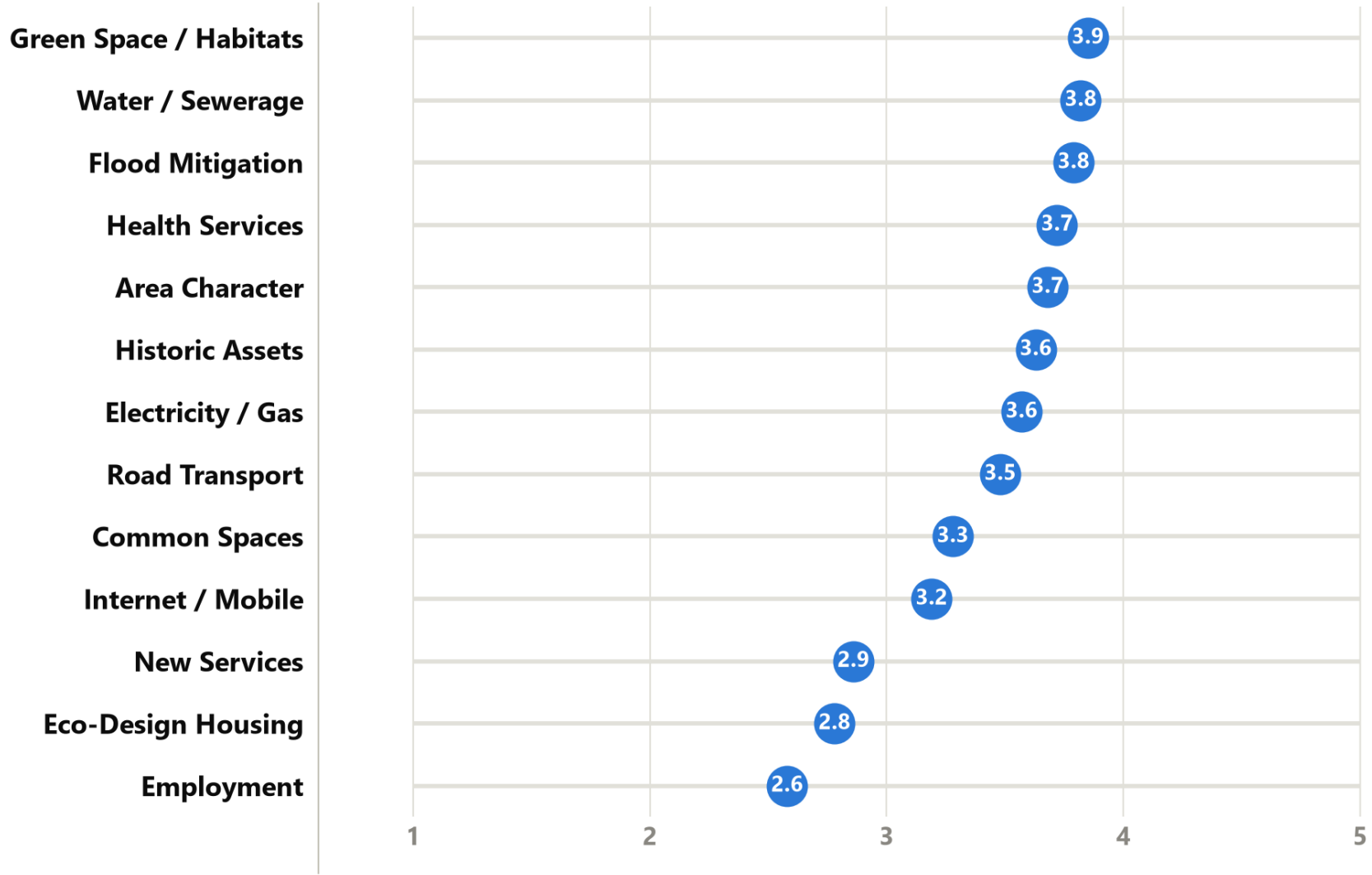


Source: East Peckham NDP Community Survey, May–July 2026 · 236 responses (185 digital, 51 paper)

HOUSING

If development happens, what must come with it?

Average importance score out of 5 for what any development must protect or deliver — green space, water/sewerage capacity and flood mitigation top the list.

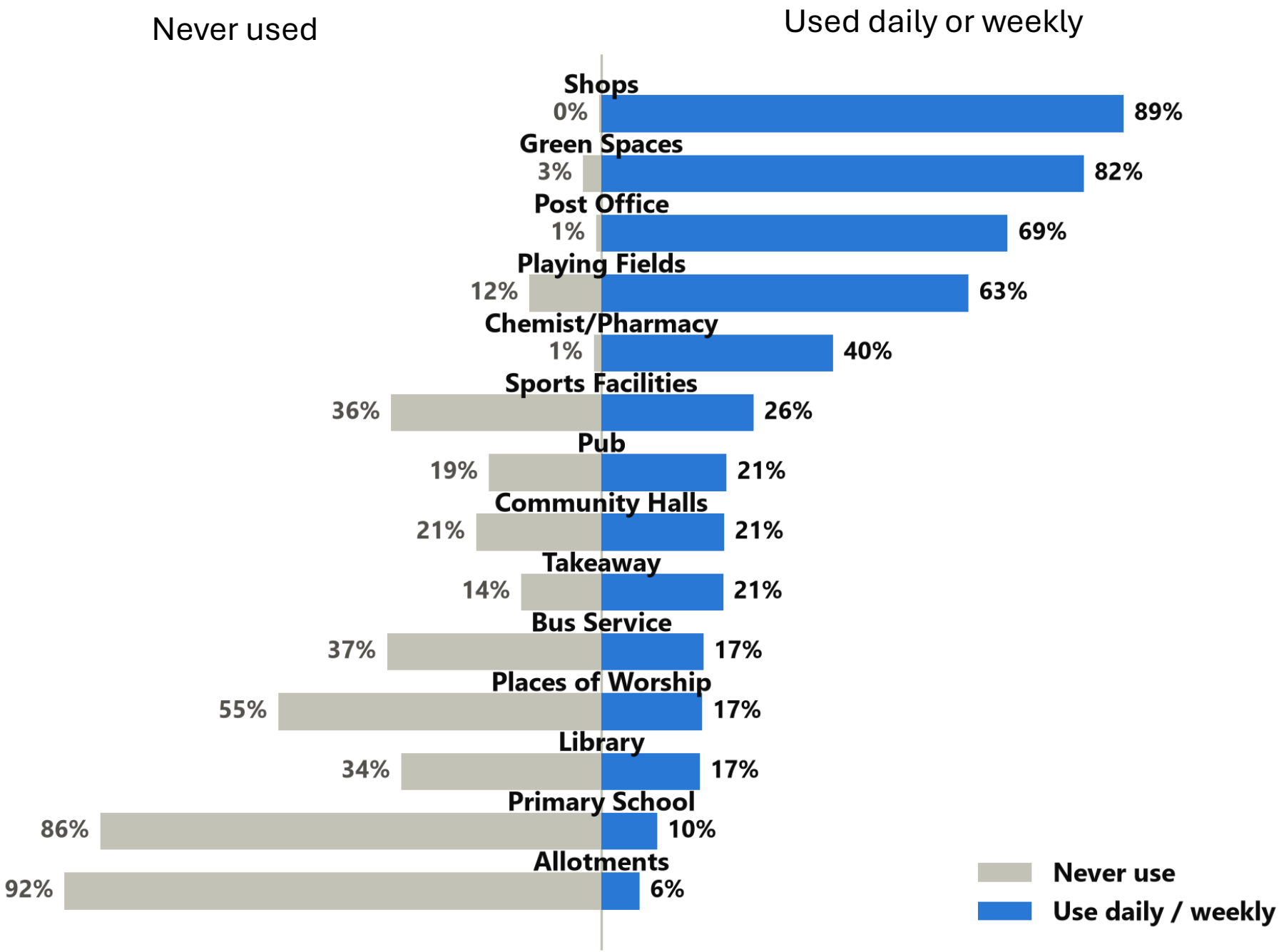


Services and community



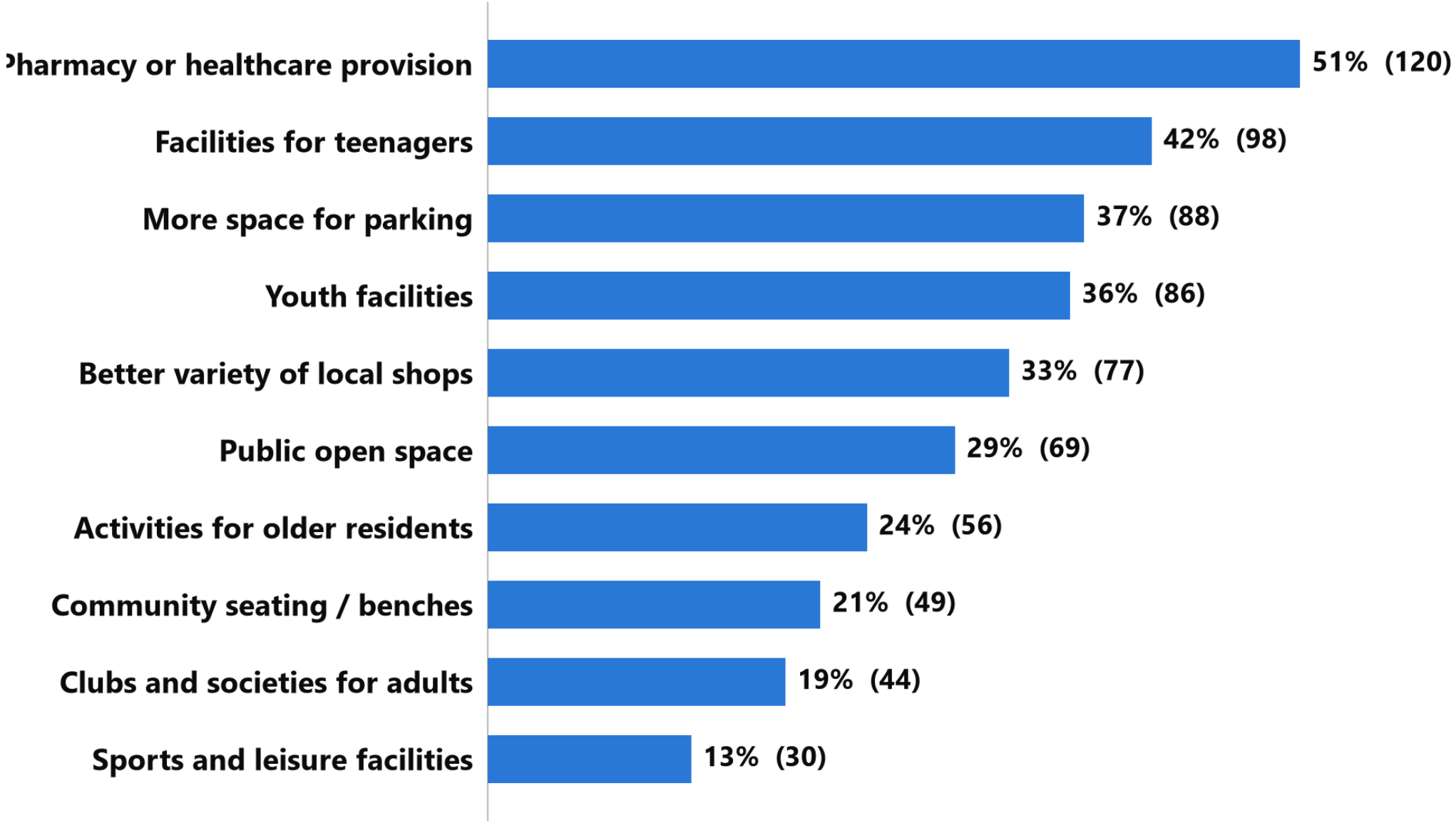
Service usage pattern: Post office, shops, playing fields and green spaces have the highest daily use.. Pharmacy/healthcare is the most-demanded additional service — a finding strongly corroborated by the census (16.5% report fair/bad/very bad general health, 25.0% aged 65+)

How often are village services used?



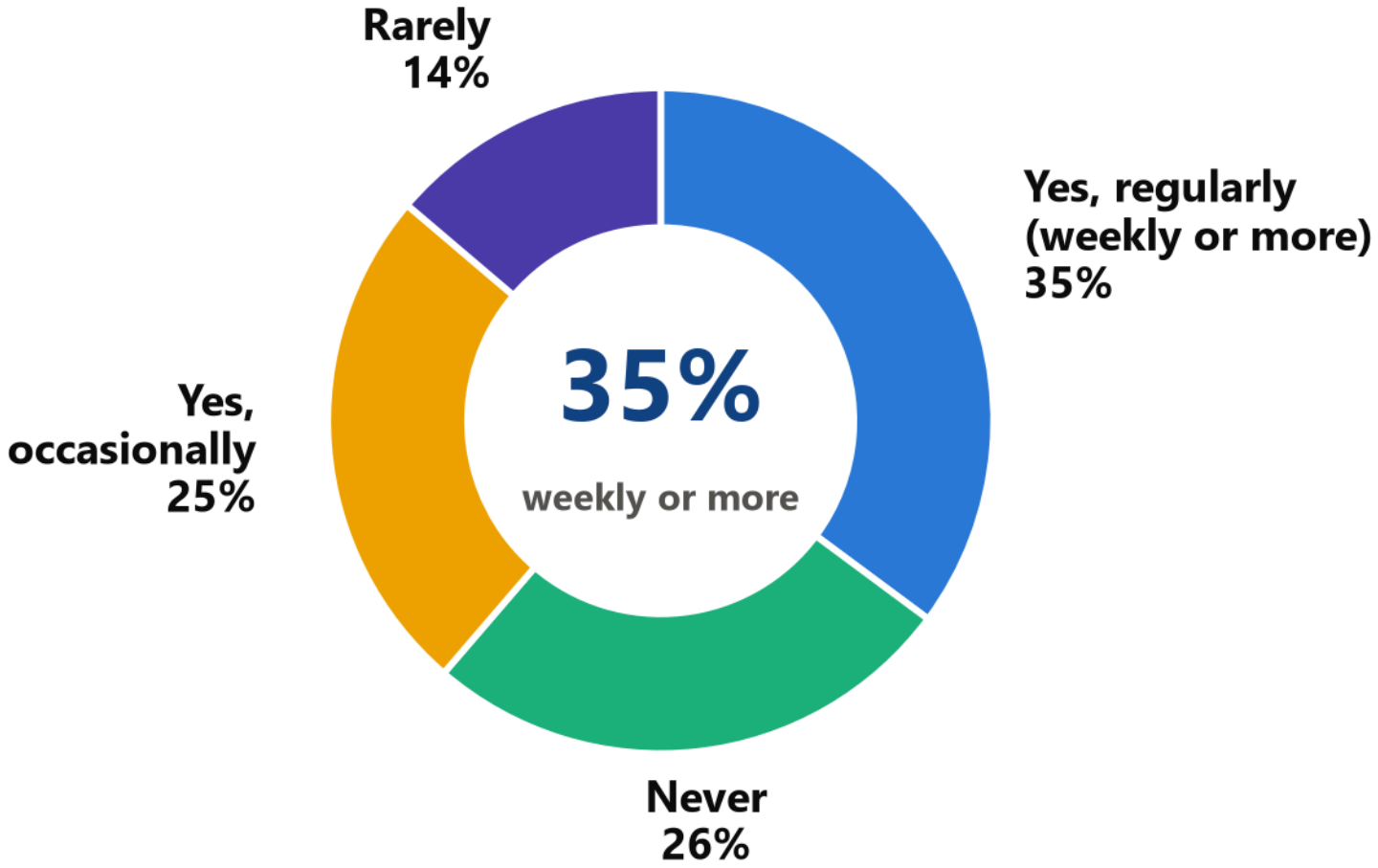
What services would you like more of?

Pharmacy and healthcare top the list — consistent with GP access appearing in the top four concerns.



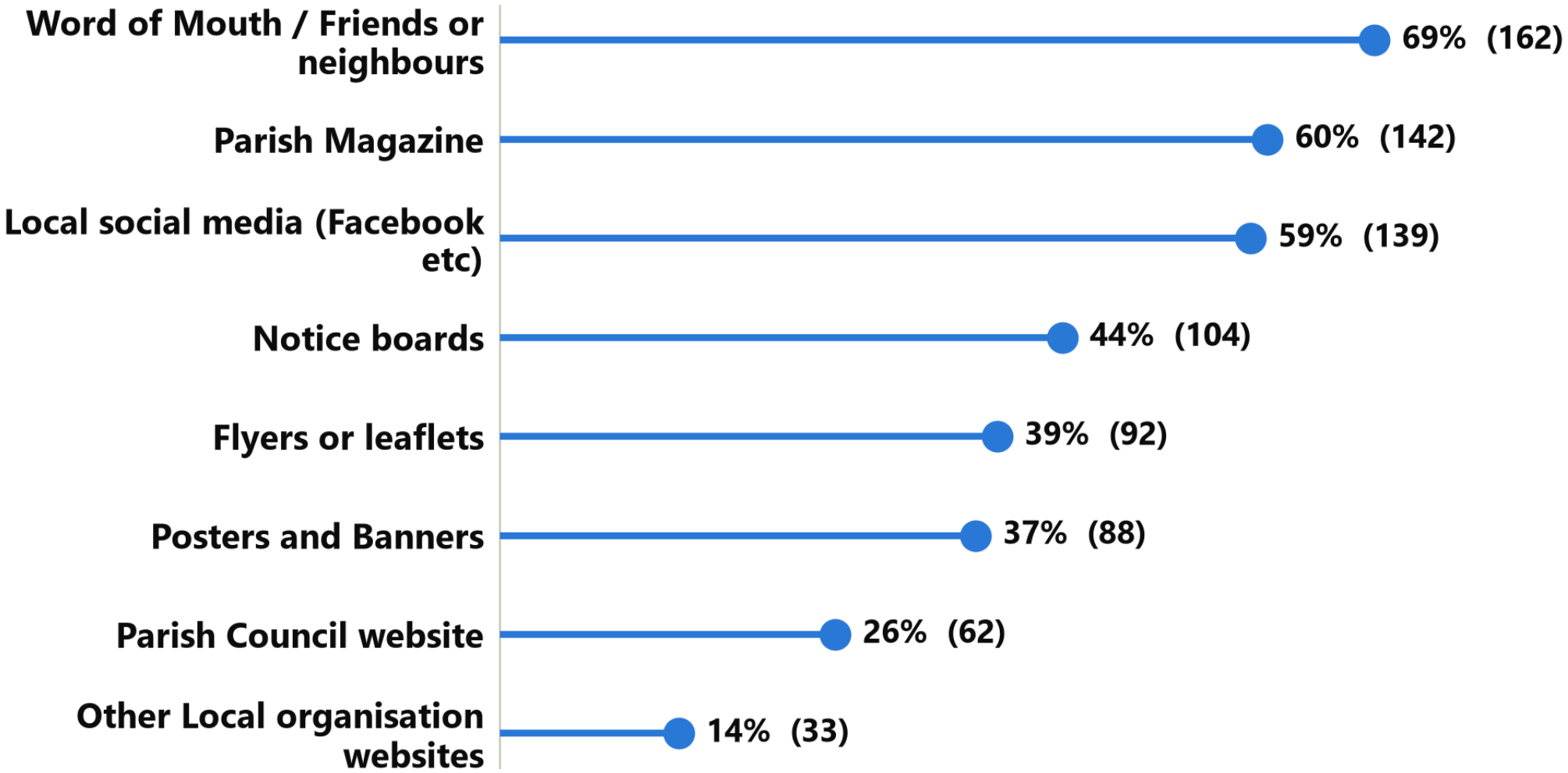
How often do you use home delivery services?

A third of households take deliveries weekly or more — but a quarter never do.



How do residents hear about village matters?

Word of mouth, the Parish Magazine and local social media dominate — the Parish Council website reaches only a quarter of respondents.

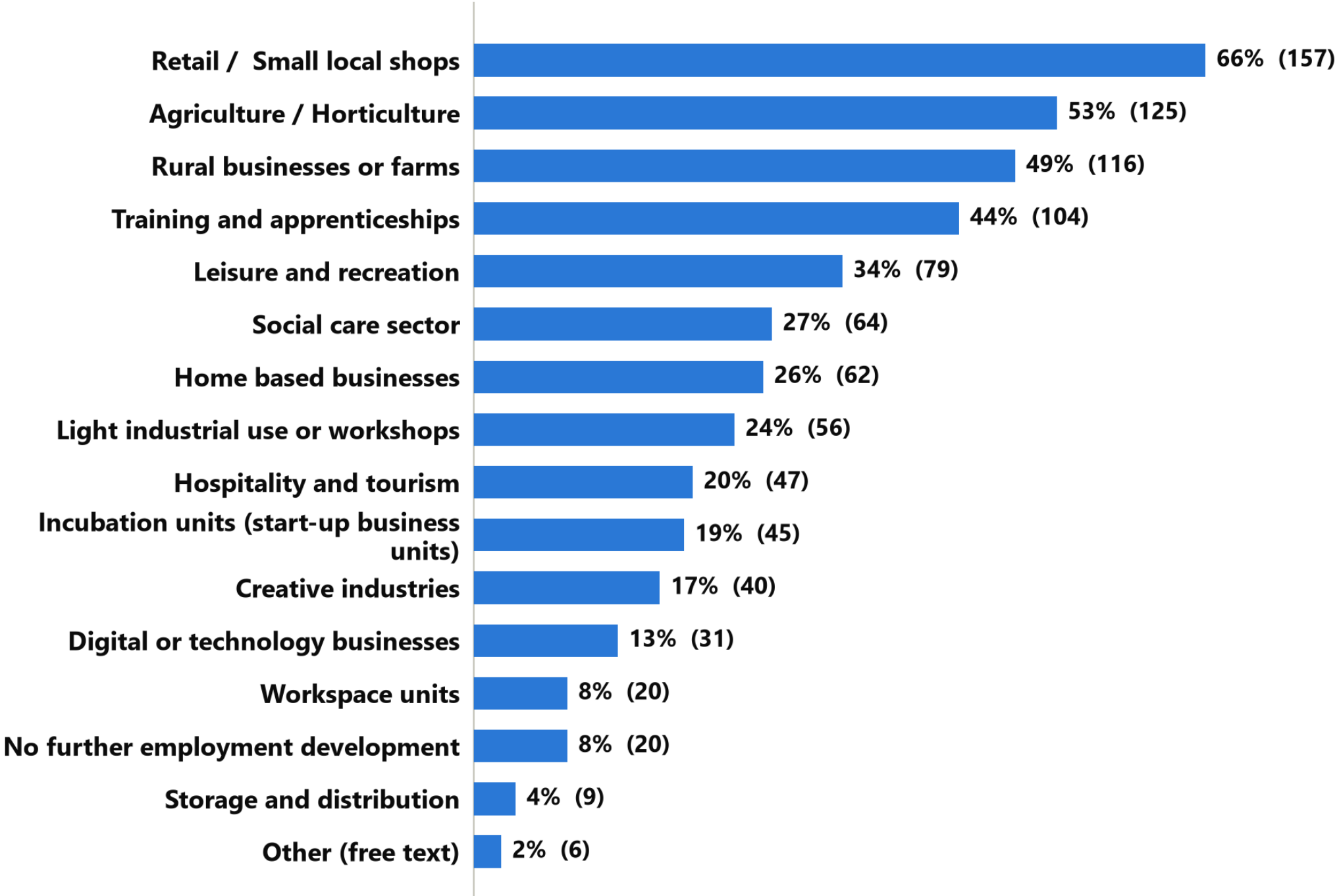


Employment and work



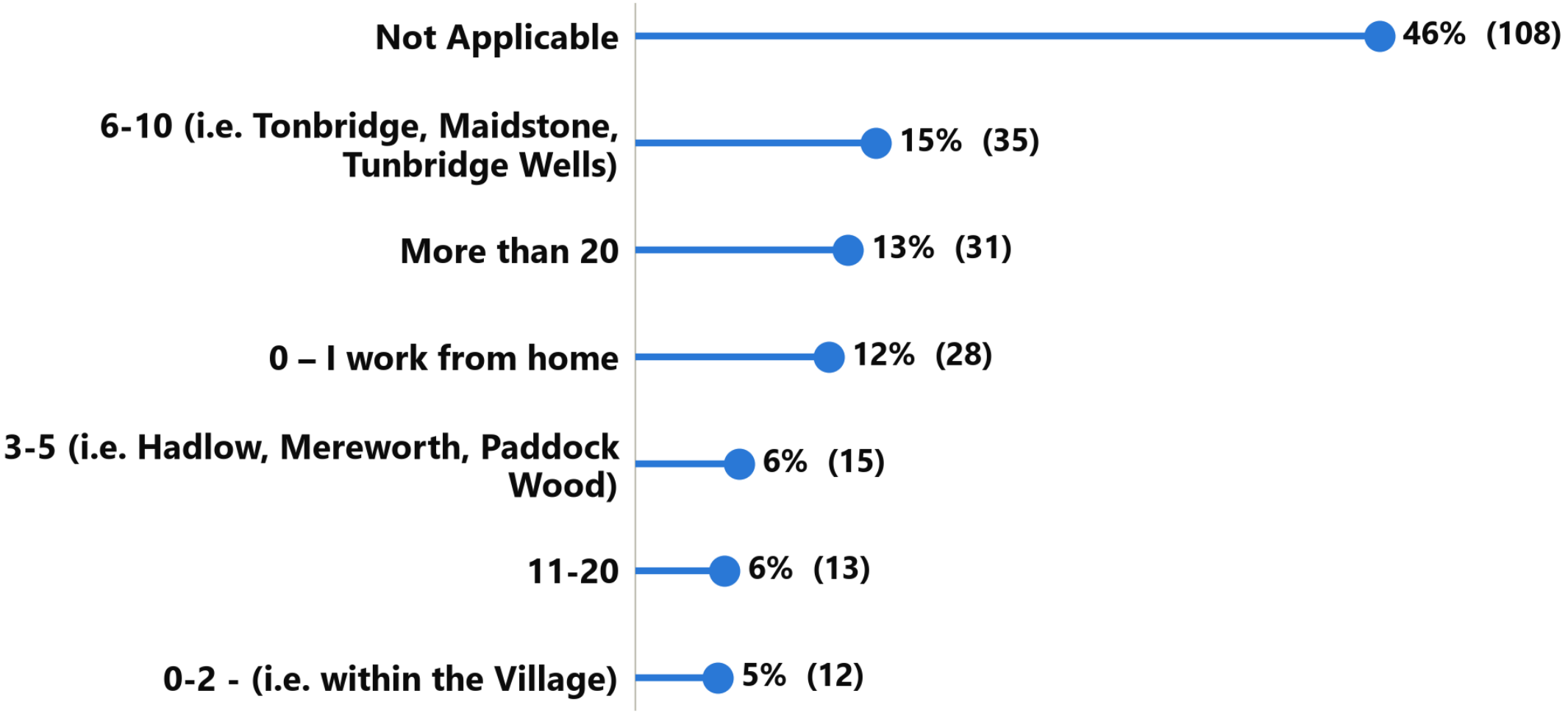
Of the 116 respondents in work, 24.1% work from home. Support for future employment development centred on small local shops, agriculture and rural businesses. 8.5% wanted no further employment development at all.

What types of employment would you support?

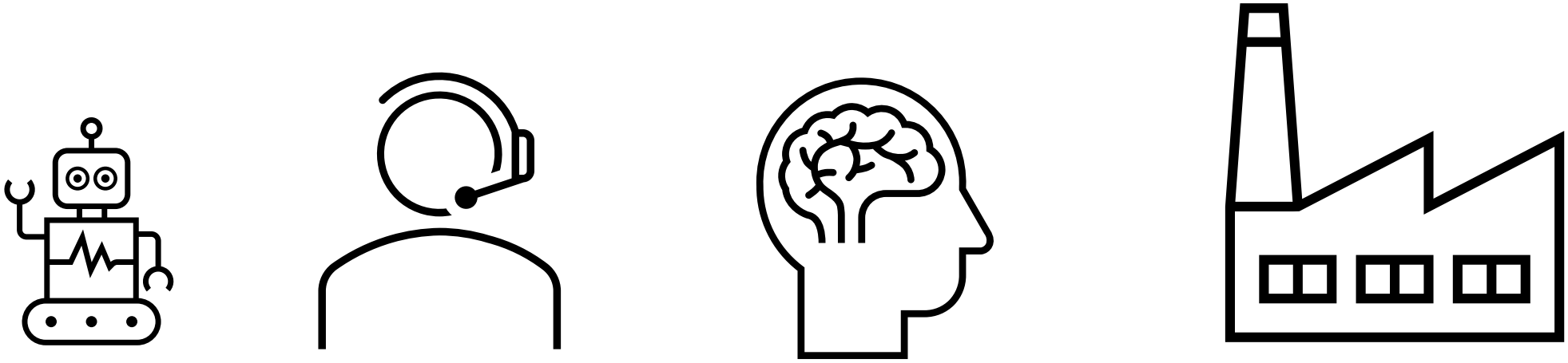


How far do residents travel to work?

Among those in work, the 6–10 mile towns (Tonbridge, Maidstone, Tunbridge Wells) are the most common destination; 11.9% of all respondents work from home.



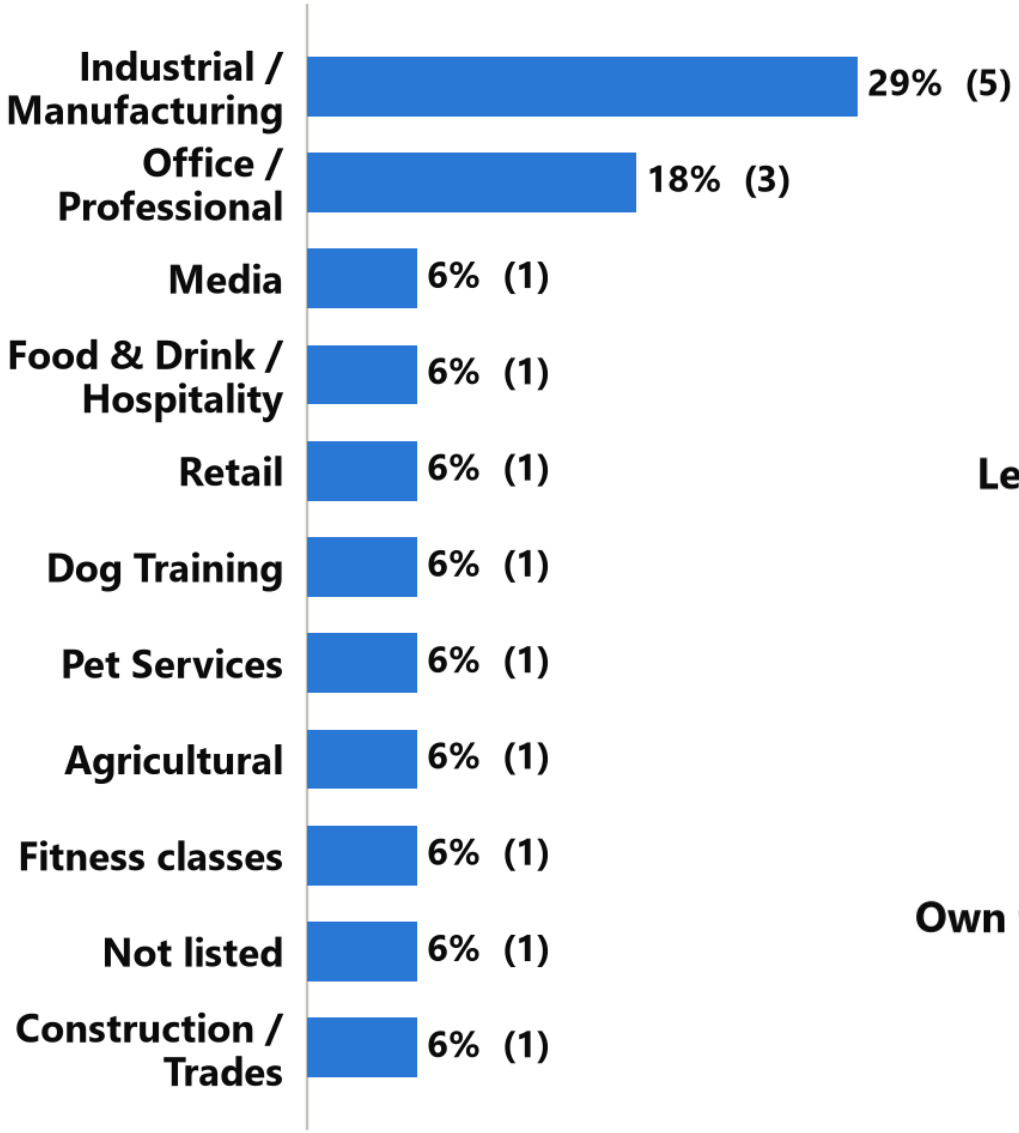
The business survey

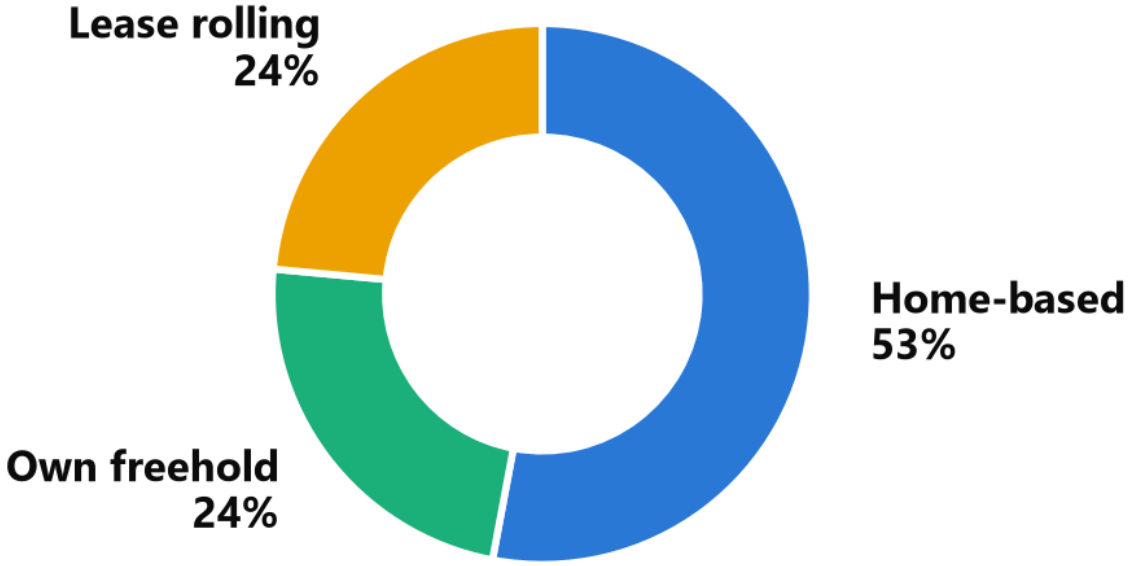


A separate survey of village businesses drew 17 responses. Although small numbers the responses showed the presence of long-established businesses (65% trading 10+ years), often home-based (53%), planning to stay put, with connectivity as the biggest complaint.

Who are the village businesses?

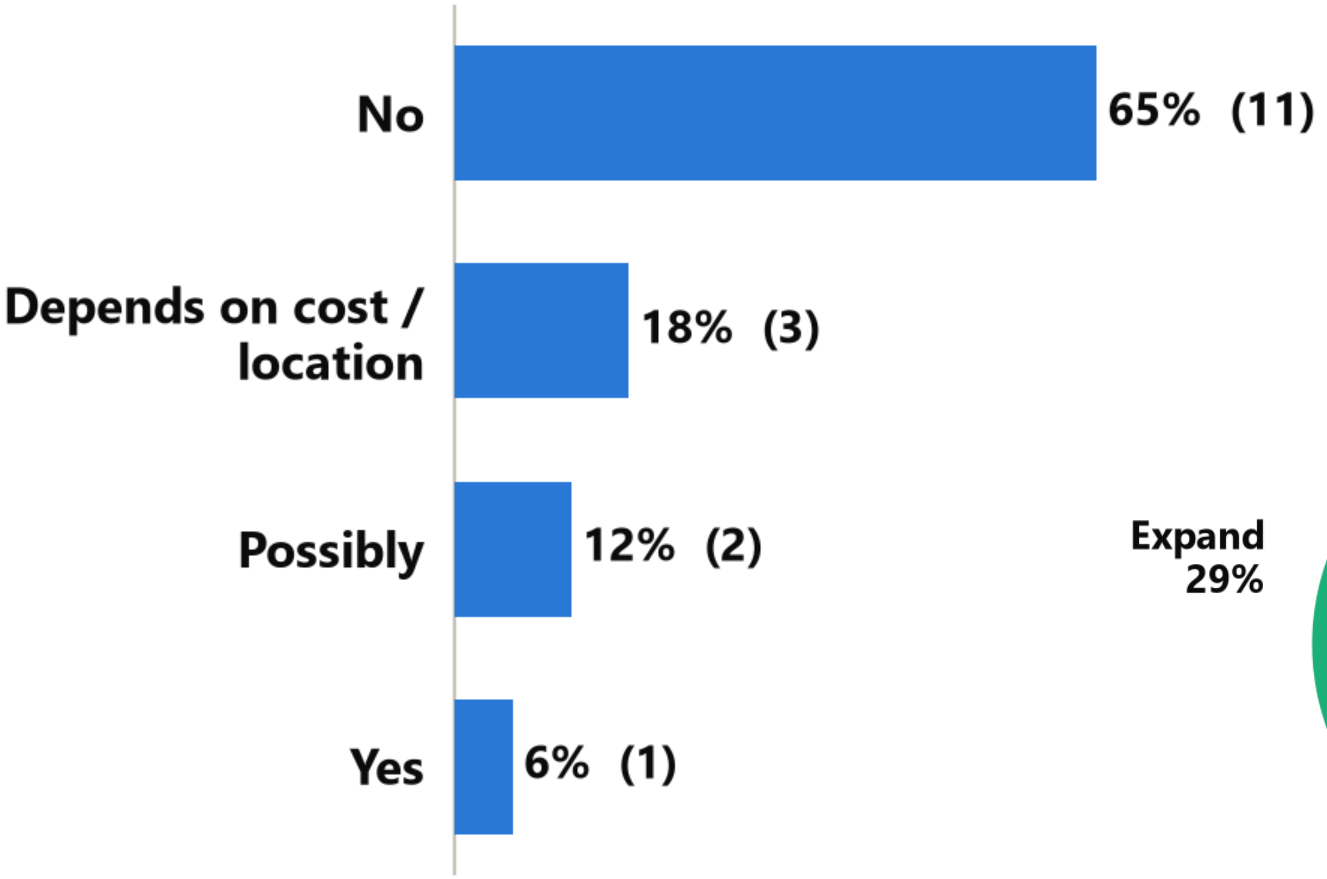
65% have traded for 10+ years; over half are home-based.

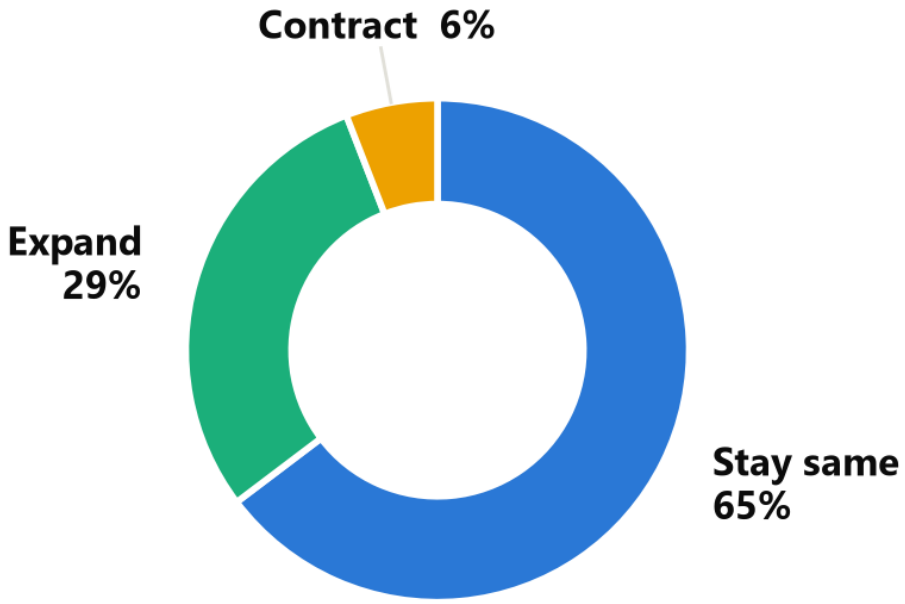




Business outlook and premises

29% plan to expand in the next 5 years, but most would not take new space — and none reported pressure to convert employment premises to housing.

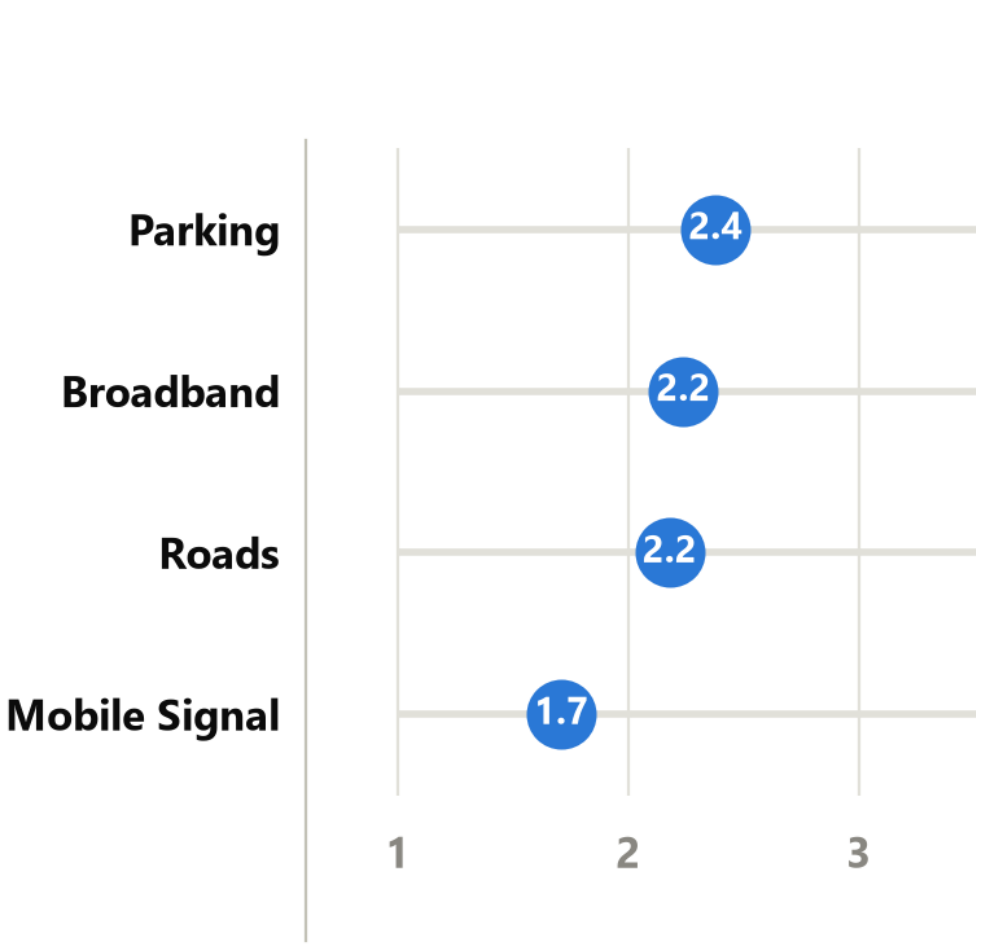


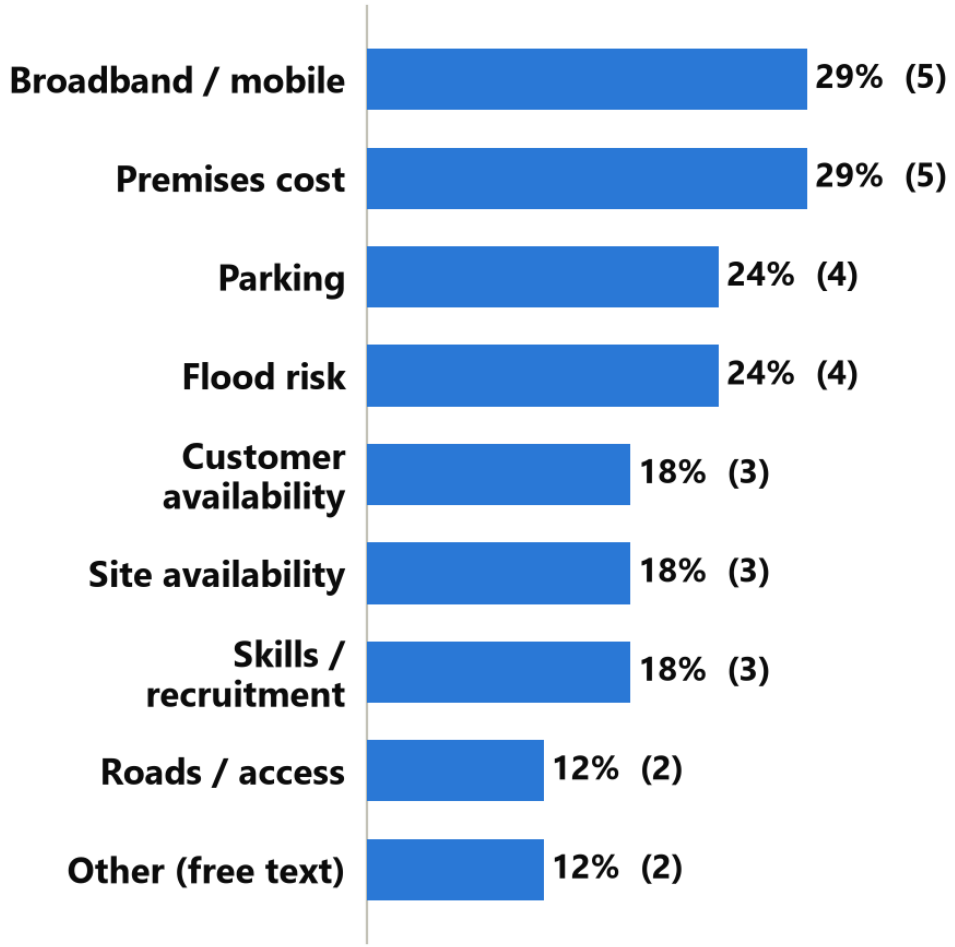


BUSINESS SURVEY

Infrastructure ratings and growth barriers

Average rating out of 4: mobile signal is the weakest-rated infrastructure (1.7/4) — and connectivity ties with premises cost as the most-cited barrier to growth.

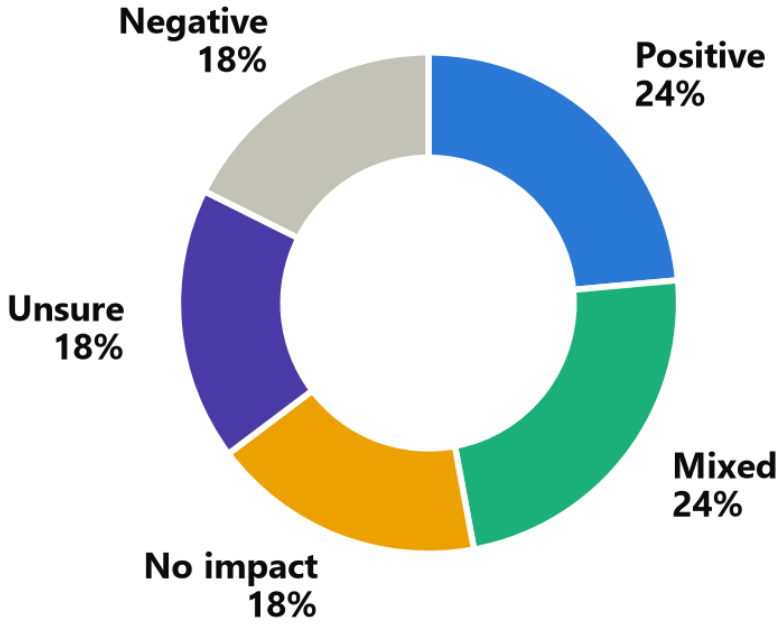




BUSINESS SURVEY

Impact on business of housing growth and flood risk

Views on housing growth impact on businesses are split



Nearly six in ten businesses report at least occasional flood impact.

