

	<b>Interpretation of the Questionnaire</b>
	<b><i>NB All information and interpretation relates only to those residents who responded to the questionnaire. It will be taken, however, for the purposes of this survey, that the large sample is representative of the whole. Interpretation relates to the numerical analysis of the survey, except where indicated by “(See textual responses section)”.</i></b>

NB There were 88 questionnaires collected out of approximately 350 which went out. This is a 25% return. There are about 350 dwellings in the parish of Selling.

<b>Qu.</b>	<b>1. Background Information</b>
1.3a 1.3b	<b>Residents by age</b> In the data given, the greatest number of residents (66) falls within the 26 to 64 age range, with nearly as many (59) being over 65. In other words, there is a large proportion of people over 65. There are very few children. This suggests that facilities for people are as or perhaps even more important than those for the young. It may well be that there is a tendency towards conservation of what we have, and disinclination to change in the village and surroundings.
1.4 1.5	<b>Years lived in Selling</b> Half of respondents have lived in Selling from less than 1 year to more than 10 years. However, the other half have been here for more than 20 years, and 17 of those over 20 years of age were actually born here. With (as shown in 1.3a and 1.3b above) a large portion of the populace being over 65 and half the population having been here a long time, it might be thought that there is a tendency towards conservation of what we have, and disinclination to change in the village and surroundings.
1.6	<b>Where in Selling do you live?</b> (see numerical analysis)

<b>Qu.</b>	<b>2. Traffic</b> <b>How concerned or unconcerned are you about traffic problems (if any) in Selling?</b>
2.1a	<b>Volume of traffic</b> As much as half the population is concerned about the volume of traffic on Selling's roads.
2.1b	<b>Commercial traffic</b>

	54 replies are concerned about the volume of commercial traffic (as against 28 unconcerned). This was at a time of large movement of great lorries and illustrates the considerable level of concern if/when large commercial vehicles are re-introduced.
2.1c	<b>Speed limits</b> 59 as against 21 people are concerned or very concerned about the speed of traffic.
2.1d	<b>Signage</b> There is some concern over signage (one might guess this relates particularly to the Selling Station area). The fact that 46 are little concerned, as against 26 concerned, should not be dismissed.
2.1e	<b>Parking</b> Again, 2:1 unconcerned about parking. This may be a secondary concern, but again, not to be ignored, especially in the area of the school (see relevant sections).
2.1f	<b>Lighting</b> There is little concern about lighting, with many of the opinion that light-pollution should be avoided. However, several people felt good lighting in the station approach and crossing the road from the station was necessary.
2.1g	<b>Enforcement of traffic regulations</b> No great concern here.
2.1h	<b>Potholes</b> The most enormous concern about potholes and damage to vehicles caused by potholes (66:16)
2.1i	<b>Verges</b> Also great concern over road verges, which have been damaged by heavy vehicles, narrowing the road in places and making it more difficult to draw into the edge to pass oncoming vehicles.
2.1j	<b>Flooding</b> Flooding is a concern (54:25), particularly: <ul style="list-style-type: none"> <li>• under the bridge on Fox Lane</li> <li>• in the dip between the Station and Gushmere</li> <li>• on the Perry Wood end of Grove Road</li> </ul>
2.2	<b>Other</b> (See textual responses section) Constant expression of concern about: <ul style="list-style-type: none"> <li>• traffic volume and speed</li> <li>• the lack of safety in walking to the school, hall or pub</li> <li>• heavy lorries</li> <li>• flooding</li> <li>• the needs of cyclists, walkers, horse-riders in respect of speeding traffic</li> </ul>
2.3	<b>If you are aware of any traffic problems, do you have any solutions?</b> (See textual responses section) The problem of large lorries was reiterated, and calls were made in

	<p>respect of traffic calming, reducing the pressure of the school run and parking outside the school.</p> <p>One clear solution, that of the improvement of footpaths, both on roads and through fields, was brought forward. This is a big issue!</p>
2.4	<p><b>What is your experience of the state of the roads within the village?</b></p> <p>The state of the roads is a very big concern (81:8).</p>
2.5	<p><b>What, if any, are your major concerns about road maintenance?</b></p> <p><i>(See textual responses section)</i></p> <p>Damage to verges is mentioned, decreasing road width, along with potholes being a danger (particularly to cyclists). Maintenance of passing places was called for. Flooding and damage caused by large vehicles were repeating themes.</p>
2.6	<p><b>If you have any further comments about traffic in the parish, please write them here.</b></p> <p><i>(See textual responses section)</i></p> <p>Concern was emphasised about the school run, school parking, lorries, speeding, damaged verges and the poor quality of footpaths. Two suggestions were made, 1) splitting the parking in front of Neames Forstal to provide a passing place, and 2) traffic calming measures as at Doddington.</p>

<b>Qu.</b>	<b>3. Amenities and Facilities</b>
3.1	<p><b>What facilities do you (or your family) use in the parish?</b></p> <p>The most important facilities are:</p> <ul style="list-style-type: none"> <li>• The footpaths 66</li> <li>• Woodland 65</li> <li>• The Station 63</li> <li>• The Public Houses 57</li> <li>• The Village Hall 51</li> </ul>
3.2	<p><b>Other amenities, facilities, clubs, etc., not mentioned above.</b></p> <p><i>(See textual responses section)</i></p> <p>There was one call here for recreation space on the village side of the railway tracks.</p>
3.3	<p><b>Is there anything else you would like to say about the Amenities and Facilities of our parish, or are there other facilities or activities, which you believe would be beneficial (for children, for example, or adults, or retired people)? What would be good for you yourself?</b></p> <p><i>(See textual responses section)</i></p> <p>The following were recorded:</p> <ul style="list-style-type: none"> <li>• a safe play area (9), against a play area (1)</li> </ul>

	<ul style="list-style-type: none"> <li>• allotments</li> <li>• a shop (many people)</li> <li>• footpaths to be able safely to get about the village</li> <li>• a call for what sounds like more integration, socialisation (e.g. coffee mornings at the Village Hall (as at Sheldwich)</li> </ul>
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<b>Qu.</b>	<b>4. Education</b>
4.1	<p><b>If you have children of school age, where do your children go to school?</b></p> <p>Again illustrates that there are few children in the village (amongst respondents, only 8 at Selling School, 11 elsewhere).</p>
4.3	<p><b>If you have children who go to school outside Selling, are they of nursery, primary or secondary school age?</b></p> <p>Only 2 children attend nursery. 6 of primary school age attend school outside the village.</p>
4.4	<p><b>Are there any people in your household who are at university?</b></p> <p>Only 3 people attend university.</p>
4.5	<p><b>If you have children, how easy was it to get the school placement you wanted?</b></p> <p>There is no great concern over obtaining required school placements.</p>
4.6	<p><b>If applicable, how many of your children obtained your 1st, 2nd or 3rd choice of school?</b></p> <p>There is no great concern over obtaining required school placements.</p>

<b>Qu.</b>	<b>5. Services</b>
5.1	<p><b>Do you feel there is sufficient police presence in Selling?</b></p> <p>There is a general feeling that little police presence in Selling.</p>
5.2	<p><b>If you have any comments about police presence, write them here.</b></p> <p><i>(See textual responses section)</i></p> <p>However, generally people are of the opinion that this low police presence is adequate and appropriate and illustrates the safety of living at Selling APART FROM AT THE STATION. Several residents report unpleasant incidents (intimidation of women by Eastern European men (need for CCTV?).</p> <p>It is also reported that trouble-makers on trains are sometimes ejected at Selling Station rather than Faversham or Canterbury, and</p>

	that they cause trouble. It is agreed that occasional patrols would help.
5.3a	<b>Refuse collection</b> Refuse collection is good.
5.3b	<b>Recycling services</b> Recycling collection is good.
5.3c	<b>Maintenance of roads</b> Maintenance of roads is very unsatisfactory (see 2.1h-j, etc.)
5.3d	<b>Street cleaning</b> There is general dissatisfaction with street cleaning. This most likely relates to litter and fly-tipping in certain, but not all, parts of the village.
5.3e	<b>Snow clearance</b> People are not happy with snow clearance.
5.3f	<b>Street-light maintenance</b> No great problem with street-light maintenance is reported.
5.3g	<b>Dog waste-bin provision/emptying</b> This is hard to understand and interpret, because there are no dog bins. Why did people say they were dissatisfied with dog bins? Was it a question of being dissatisfied with the lack of them?
5.3h	<b>Verge maintenance</b> There is great dissatisfaction here (see also 2.1, etc.). It is a recurring topic.
5.3i	<b>Pavement maintenance</b> Residents are not happy with pavement maintenance.
5.3j	<b>Maintenance of footpaths, greenbelt and woodland</b> There is dissatisfaction with the maintenance of field footpaths, which are so important to this village.
5.3k	<b>Mobile library service</b> The mobile library service generally is very satisfactory.
5.3l	<b>Post Office service (White Lion, Tuesday a.m.)</b> The Post Office service is generally satisfactory, but many people are not aware of it.
5.3m	<b>Road-gritting bins</b> Opinions on road-grit bins are just about even between satisfactory and not satisfactory.
5.3n	<b>Village Hall</b> The village hall is generally approved of and supported.
5.4	<b>Do you have any other comments about services in Selling?</b> (See <i>textual responses section</i> ) The following opinions are expressed: <ul style="list-style-type: none"> <li>• dog bins are unnecessary and people should (and in fact do) pick up</li> <li>• necessity for further improvement in broadband</li> <li>• a call for better footpaths</li> </ul>

- a call for a shop
- need for improvement of the Village Hall, in particular in respect of the kitchen arrangements
- the problems of lighting and anti-social behaviour at the station are raised again
- the recycling arrangements at the station are criticised

<b>Qu.</b>	<b>6. The Local Economy</b>
6.1	<b>How often do you use the Post Office at the White Lion?</b> Few people actually use the Post Office at the White Lion.
6.2	<b>How often do you use the local public houses?</b> The public houses are not used by a high proportion of the population, but ... (see 6.3)
6.3	<b>How important do you think the public houses are to the village?</b> most people think the pubs are very important.
6.4	<b>What other businesses, if they were possible, would you like to see and use locally?</b> <i>(See textual responses section)</i> People consider 'big-time' that a shop would be a wonderful addition to the village. The words 'community shop' and 'mobile shop' are mentioned. A café would also be nice.
6.5	<b>How do you think Selling could attract trade into the parish?</b> People mention: <ul style="list-style-type: none"> <li>• improved broadband</li> <li>• cycle paths</li> <li>• inter-connecting the hamlets of Selling</li> <li>• small business units in the village</li> </ul> Two voices call for stasis in the village in respect of increasing trade.
6.6	<b>What, in your opinion, might be done to improve the local economy?</b> <i>(See textual responses section)</i> Little of great help here.
6.7	<b>How often, if at all, do you work from home?</b> <i>(See textual responses section)</i> Few people work from home. One wonders to what extent this would be increased by improved broadband.
6.8	<b>In your experience, are there opportunities for employment within the Selling area?</b> There was little interest in this question.
6.9	<b>Please write here any comments on the availability of</b>

	<p><b>employment locally.</b>  <i>(See textual responses section)</i>          Answers here illustrate the general (mild?) concern in respect of immigrant labour - not 'anti', but there is an element of tension.</p>
6.10 and 6.11	<p><b>Would you like to set up a business in Selling?</b>          and  <b>If you replied Yes to the previous question, how likely are you to set up a business here in the next 5 years?</b>          Virtually no interest is shown in setting up a business locally.</p>

<b>Qu.</b>	<b>7. The Environment</b>
7.1	<b>How important are the open spaces around Selling to you?</b>
7.1a	<p><b>Footpaths</b>          Footpaths are of prime importance. 81 respondents believe them to be very important. 2 were neutral.</p>
7.1b	<p><b>Perry Wood</b>          Perry Wood too is of prime importance.</p>
7.1c	<p><b>Neames Forstal roundabout</b>          28 people thought the Forstal (the grass circle) to be important, and 16 thought it unimportant. I.e. it is important to the residents of the Forstal itself.</p>
7.1d	<p><b>The churchyard</b>          The churchyard is of considerable but lesser importance, in general.</p>
7.1e	<p><b>The cricket field (Cadman's Meadow)</b>          The cricket field is of considerable but lesser importance, in general.</p>
7.1f	<p><b>The playground next to the school</b>          The playground next to the school also has considerable importance for many.</p>
7.1g	<p><b>The car-park down the hill from the school</b>          The car park is similarly seen as important.</p>
7.2	<p><b>Other open spaces</b>  <i>(See textual responses section)</i>          Hogben's Hill valley is mentioned, Hayes Wood and the roundabout in Selling Court.          There are comments on litter (the amount of) and also need for a recreation area.</p>
7.3	<p><b>If you use the local footpaths through woods, fields, orchards, in general, how well-maintained by the relevant authority do you think they are (Swale is responsible in Perry Wood, KCC and landowners elsewhere)?</b>          Opinion on the maintenance of footpaths is divided, but the majority view is that maintenance is below an appropriate level.</p>

7.5	<b>To what extent are you affected by any of the following?</b>
7.5a	<b>Flooding</b> Some people are badly affected by flooding. This is in the main localised, but where it occurs it is serious.
7.5b	<b>Litter</b> Litter is a problem for a majority.
7.5c	<b>Fly-tipping</b> Fly-tipping affects or does not affect people in equal proportions. This is a question of locality.
7.6	<b>To what extent do the following influence your life?</b>
7.6a	<b>Commercial practices</b> People think they are in the main affected by commercial practices, although earlier in the questionnaire a huge majority said they were very concerned about heavy lorries. Presumably this is not interpreted as a local commercial activity.
7.6b	<b>Agricultural practices</b> This more or less mirrors 7.6a. The general impression is that the economic activity of the area is not without significant impact on the population.
7.7	<b>Looking at the Selling area as a whole, what are your comments on our environment as a place to live, and/or any comments you may have about our environment, its opportunities or annoyances, here in Selling?</b> <i>(See textual responses section)</i> There is great emphasis on the beauty of the area, which must not be spoiled. Lorries are a problem and the speed and volume of traffic. Low levels of community spirit are seen as a problem. Litter is a problem. Great emphasis too on the need for improved social and physical links between the hamlets (bridleways and cycle ways are mentioned. There are calls for rural improvement (wayside flowers, bee and butterfly friendly areas, tree planting (but with control of over-growth), etc.

<b>Qu.</b>	<b>8. Housing and development</b>
8.1	<b>Are there people in your household who would like to move into a home of their own in Selling? If so, how many?</b> 9 people said members of their household would like to move into the village, but are prohibited by the price of housing
8.3	<b>There is always a demand for new development in villages. We would like to know how you think the parish should develop in the future. What kind of development (if any) do</b>

	<b>you think should take place?</b>
8.3a	<b>No development</b> As to no development in the village, the response was generally neutral, suggesting that some development is accepted.
8.3b	<b>Affordable housing</b> There is strong agreement that there should be affordable housing in the village.
8.3c	<b>Housing association/rental</b> An even spread on housing association property development, although some bias towards preference for this option is evident.
8.3d	<b>Accommodation suitable for older villagers, e.g. single storey homes</b> Suitable accommodation for older residents is strongly supported.
8.3e	<b>Shops</b> A call see here for some ability to shop within the village with 40:12 in favour.
8.3f	<b>Offices</b> Strong opinion against the construction of office space.
8.3g	<b>industrial</b> Very strong feeling against industrial development.
8.4	<b>Comment here on your feelings towards the expansion of housing in the village.</b> <i>(See textual responses section)</i> There were many comments here, mainly in support of judicious development on suitable sites, whilst maintaining the character of the village, and sympathetic to the AONB (Area of Outstanding Natural Beauty). Expressions of concern over the lack of amenities as the village expands. Call for provision for younger and older age groups.
8.5	<b>Should a proportion of new developments be set aside for local people (e.g. affordable housing for young people/social housing/etc.)?</b> Strong feeling here that there should be development set aside for local people.
8.6	<b>Any comments on this question</b> <i>(See textual responses section)</i> Opinion is divided with quite strong feelings as to whether there should be more social or affordable housing. Some of the strongest comments were over this issue.
8.7 and 8.8	<b>Has any member of your family had to leave Selling in the last 5 years through lack of affordable housing?</b> <i>(See textual responses section)</i> Sadness that for many (personally) the cost of housing is too high to move, or even to remain here.
8.9	<b>How able do you consider the infrastructure of Selling to cope with the development of more houses?</b>

8.9a	<b>Roads</b> Strong opinion that roads are unable to cope with more development.
8.9b	<b>Schools</b> It is thought that the school will be unable to cope with more development.
8.9c	<b>Public transport</b> Oddly, people feel that public transport cannot cope with more development. The station would appear to be adequate. Perhaps this stems from the opinion that the station needs improvement, that parking at the station may be problematic, and that the village lacks a bus service.
8.9d	<b>Police</b> Policing is thought to be unable to cope with development (perhaps this illustrates a fear that development will bring with it social problems).
8.9e	<b>Gas</b> Gas is thought to be insufficient to supply further development in the village. This, no doubt, relates to gas not being available in much of the village.
8.9f	<b>Electricity</b> Electricity supply, however, is adequate to support new development.
8.9g	<b>Sewerage</b> Sewerage is thought unable to cope with further development.
8.10	<b>Do you have any other comments about housing, accommodation, living space, infrastructure in Selling?</b> <i>(See textual responses section)</i> Parking at the station would be sadly lacking, should the village expand. Poor mobile 'phone signal is mentioned, along with poor broadband in parts of the village. There is also a continuation of previous themes - e.g. traffic, and considerable concern over injudicious development.

<b>Qu.</b>	<b>9. Transport</b>
9.1a-n	<b>Which of the following describe your main reasons for travelling out of Selling?</b> The main reasons for going out of Selling are: <ul style="list-style-type: none"> <li>• grocery shopping</li> <li>• medical appointments</li> <li>• leisure activities</li> </ul> As far as work goes, 12 work in Canterbury, 10 in Faversham and 20 work elsewhere. It the train is not suitable to get to these venues,

	<p>then, of necessity, this puts traffic on the roads. In an older population such as Selling's, travelling to work is not particularly important, whilst travelling for grocery, medical purposes and leisure are.</p>
9.3a to 9.3f	<p><b>How do you travel, and how often?</b> Travel is almost exclusively by car, although 22 people use the train on a frequent basis, 69 use the roads.</p>
9.5 to 9.8f	<p><b>Where do you most frequently do your main grocery shopping?</b> As most people do their day-to-day grocery shopping in Faversham, where they find it most convenient, and almost everyone goes by car, there is considerable pressure on Selling Road in particular, although some may go via New House Lane. Approximately half the population lives in the Selling Station area, and these are likely to use the Selling to Macknade road.</p>
9.10	<p><b>Where do you get access to medical` services, doctors, dentists, hospital, etc.?</b> Faversham is also the main destination for medical appointments, swelling traffic movements in this direction.</p>
9.12 and 9.15	<p><b>If any, how does your child (do your children) usually get to school?</b> and <b>How often do you typically use the train?</b> These responses again illustrate the importance of car transport, with only 12 people saying they use the train daily, and 39 using it occasionally.</p>
9.14	<p><b>If you think it necessary, do you have any ideas for making parking more convenient near Selling School?</b> (See textual responses section) Two ideas for avoiding parking problems at the school may be viable:</p> <ul style="list-style-type: none"> <li>• extend the car-park</li> <li>• create drop-off zones</li> </ul>
9.17	<p><b>In what ways could travelling in the Selling area, and Selling's transport links, be improved?</b> (See textual responses section)</p> <ul style="list-style-type: none"> <li>• Selling station should have a destination board (now, in fact, provided following Selling Parish Council intervention).</li> <li>• Selling station needs improved facilities (certainly as/if the population increases).</li> <li>• A cycle path to Faversham</li> <li>• Improved footpaths and cycleways</li> <li>• constant supervision of the state of the roads</li> </ul>

Qu.	<b>10. Community</b>
10.1	<p><b>There are 3 Parish Notice Boards in the village. Do you find them useful?</b>  The parish notice boards are reported as being useful (and should be maintained).</p>
10.2	<p><b>Comments (e.g. if you do not find the notice boards useful, why is that?)</b>  <i>(See textual responses section)</i>  Need to keep the notice boards up to date and attractive</p>
10.3	<p><b>How do you find out what is happening in the parish?</b>  The Parish Magazine is very important for carrying local news and information.  The Parish Newsletter is of lesser importance (unless it is made much more attractive and useful).</p>
10.4	<p><b>Other ways of finding out what is happening in the parish</b>  If the Magazine is going to be a local magazine, that will cover all local contexts, then it is useful. If it is only a church magazine, it does not really fit the need.  Illustrated are:</p> <ul style="list-style-type: none"> <li>• a) the importance of word of mouth and gossip</li> <li>• b) the need for the Parish Council to get accurate information out to the residents</li> </ul> <p>Need for a very good Parish Newsletter.</p>
10.5 and 10.6	<p><b>How safe do you feel when walking around the parish, especially at night?</b>  People appear to feel safe in Selling both by day and by night (although lighting in the vicinity of the station would be a great help).</p>
10.7	<p><b>Any details and/or comments on personal safety in the parish</b>  <i>(See textual responses section)</i>  Get the light by the school working properly  Traffic speed and density is a problem when one has to be out at night  The station area is again mentioned as problematic, with worrying people around at times.  Lack of footpaths on the roads is a big problem (farm workers dangerously on the road, walking to and from the farm and the station).</p>
10.8a to 10.8i	<p><b>How concerned are you about any antisocial problems you have personally witnessed in and around the parish?</b>  People are little concerned about any form of antisocial behaviour, apart from there being anxieties concerning the station, but ...</p>
10.8j	<p>they are very concerned about litter thrown from transient vehicles.</p>
10.10 to 10.12 and	<p><b>How aware do you feel you are of what Selling Parish Council does?</b>  Residents seem, on the whole, aware of the work of Selling Parish Council, and in general would like to know more.</p>

10.14	They believe that a good newsletter is the best way of communicating.
10.13	<b>Any comments or details (about Parish Council communication, for example)</b> <i>(See textual responses section)</i> There is a number of negative comments about the Parish Magazine, produced by St Mary's Parish Church, since it became less community orientated and more of a purely church magazine.
10.15	<b>Ideas for better communication between Selling Parish Council and residents</b> <i>(See textual responses section)</i> <ul style="list-style-type: none"> <li>• use of email for those who wish to participate</li> <li>• social media (e.g. Facebook)</li> </ul>
10.16	<b>How often have you, if at all, been affected by crime or anti-social behaviour in Selling in the past 5 years?</b> Very little crime reported in the village
10.17	<b>Make any comments or give any details here, if you wish (about crime or antisocial behaviour)</b> <i>(See textual responses section)</i> Little report of antisocial behaviour or crime
10.18 and 10.19	<b>There are Neighbourhood Watch schemes in parts of the parish. Would you like to see neighbourhood watch schemes in the whole village?</b> and <b>If you answered yes to the question above, would you be willing to take an active part in a neighbourhood watch scheme (i.e. meet with neighbours from time to time, help coordinate)?</b> A large majority of people would like to see neighbourhood watch schemes throughout the villagers but only half of those would be willing to take an active part.
10.20	<b>Tell us about your experiences of neighbourhood watch, where it exists:</b> <i>(See textual responses section)</i> The neighbourhood watch scheme in Hogbens Hill works well, and people have good experiences from other places.
10.21	<b>What is good about the parish of Selling, and should be preserved?</b> <i>(See textual responses section)</i> Many people wrote in this section, most of them saying that they very much liked the space here and the village character, the peace and quiet and the rural nature, the beauty of the place. They strongly advocated that all this should be vigorously preserved. There was support for public amenities: the public houses, Village Hall, , church and cricket ground.

<b>Qu.</b>	<b>11 Business</b>
11.1	<b>Where in Selling is your business located?</b> There are more businesses in Selling than one might think. The the large and obvious ones did not participate in the survey, but there are other, smaller businesses and businesses run from home.
11.2	<b>Other areas in which businesses are located</b> (See textual responses section) Stonestile
11.4a-b	<b>How many full- and part-time staff, if any, do you employ?</b> Very few businesses that replied have any employed staff.
11.7	<b>How easy is it to appoint local staff?</b> Thought not to be particularly easy to employ staff locally.
11.9a to 11.9d	<b>What, if any of the following, do you consider to be the main transport concerns affecting your business?</b> Although there are concerns about traffic in general, it does not appear to impinge deleteriously on local business.
11.11	<b>How often, if at all, has your business (and/or staff) been affected by crime or anti-social behaviour in the past 5 years?</b> Crime does not appear to have affected business respondents.
11.13 and 11.14	<b>How easy is it to find suitable premises for your business?</b> No difficulty reported in obtaining suitable premises to run local businesses of the nature of those reported ... and no desire to expand in the future.
11.16	<b>How important for your business is the quality of the local environment and surrounding countryside?</b> The environment is thought to be of value to local businesses.