

SCNPSG Meeting on 9 May 2017 MINUTES

Present: Geoff Armstrong, Rita Atkinson, Catriona Brodribb, David Hignell, Martin Howell
Mike Jenkins, Anne Morgan Smith & Clare Pennicott

1. Apologies: Fred Cabbage, Jo O'Callaghan & Peter Morris
2. Welcome to Simon Purfield: (*Performance, Consultation & Insight Manager Stratford on Avon DC, who has worked with a number of NPs and Parish Plans & allied questionnaires, he also helped with our SC Community Led plan*).
Simon took us through effective ways of producing a housing questionnaire that is part of the consultation process for a Neighbourhood Plan.

CONTENT-KEY POINTS:

- * *talk with relevant stake holders & focus groups.*
- * *aim for meaningful content to generate useful data*
- * *avoid too many open questions as these may not be helpful in the long run*
- * *concentrate on asking questions such as types of housing*
- * *issues such as traffic and transport are not NP but can be used as other project-wish topics at end of NP (they are not about land use. Cycle tracks and foot paths ARE about land-use, so can be used as such. Environmental topics / natural habitat / biodiversity / open spaces are about land use.*

- * *decide whether we are opting for one questionnaire per household, or one per person (ie 18 plus), the questionnaire cannot be both, so we must choose what is likely to work best. NB with community led plan, only 1 per household was returned, though 2 per household had been distributed.*

- * *FORMAT: include an introductory paragraph for each section. Colour (image / logo) could be used on front page, but otherwise print in black and white to save costs. An online version can be generated.*

COLLECTION & DISTRIBUTION: methodology of distribution & collection to approx. 1,200 households, we could hand deliver questionnaires to houses with accompanying covering letter, we could use the Parish Magazine to distribute.

Collection: aim to collect within 3 weeks, visiting every house for collection is most effective, online less effective, and posting less effective (costs 40p for free-post per item). Instead of paying for free-post maybe we could offer small incentives to collect? We would need about 20 collectors (based on community led plan which had 19 collectors, and the village has expanded since then).

Length of questionnaire probably 10-12 pages, based on other effective ones.

Simon provided briefing notes for the group and samples of other useful questionnaires

TASKS: Simon to email sample questionnaires and briefing notes to the steering group by end of this week.

RA to email the group with a template, each steering group member to fill in preferred housing questions (having looked at what other questionnaires ask). The group to meet on Weds 24th May to FINALIZE the questions.

Once we have agreed all the content and introductory paragraphs- to email our questionnaire to Simon who can complete the overlook look & design, with comments fed back to steering group.

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QUESTIONNAIRE ANALYSIS: once completed they are fairly easy to analyse, the better the questionnaire, the easier to analyse. Simon uses a marked up copy to create a report based on findings. Open questions & comments are passed onto another body for analysis (if used).

Likely costs of using Simon's services: 4k plus, including the data processing, does this include printing costs?

3. Minutes of meeting on 20 February 2017 - *agreed*
4. Matters arising from minutes - *NA*
5. Project plan and budget (*not discussed this time*)
6. Will Sparling feedback (*not discussed this time*)
7. Way forward timetable (*not discussed this time*)
8. Way forward survey needs e.g. historic character analysis and housing needs-see no 2 above, mainly covered here)
9. Any other business- Recreation space(s) topic to be added in under land use, although initially a parish matter, also needs to be a neighbourhood plan matter, the NP group can work with the parish council on this

10. Date of next meeting Weds 24th May 7pm