

# Huish Champflower Parish Survey 2013

Report

Version 2

10 September 2013

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## **1 Introduction**

This document provides an updated report and analysis of the results from the 2013 Huish Champflower Parish Survey.

The first report was initially presented to and then reviewed by the Huish Champflower Parish Council meeting of 9<sup>th</sup> July 2013.

Following the Parish Council meeting, a copy of this report was posted to the Parish website ([www.huishchampflower.org](http://www.huishchampflower.org)) and made available for download.

This latest version of the Parish Survey results aims to provide further granularity of the results, comparing responses according to:

- Households with children vs. those households with No Children
- The number of years that the household has resided in the Parish

In addition this report now incorporates a number of charts.

Questions relating to the content of this report should be addressed to:

[ParishSurvey2013@HuishChampflower.org](mailto:ParishSurvey2013@HuishChampflower.org)

## **2 Background to Survey**

### **2.1 Initiation of The Survey**

Huish Champflower Parish Council discussed and agreed (11 June 2013) that the timing for an update to the 2010 Parish Plan was appropriate. The previous and more detailed Parish Plan Survey had been conducted in May 2010. The next more detailed survey is not due till 2015. A shorter, interim survey was agreed to be “best practice”.

The Parish Council discussed the content of the survey questionnaire and agreed a set of questions to enable:

- A quick update to the existing Parish Plan Survey
- Inclusion of views of residents new to the Parish since 2010
- Assessment of the views of residents toward a number of locally controversial (current and prospective) issues – enabling the Parish Council to better understand and represent the views of residents

### **2.2 Survey Process**

- Survey questionnaires were printed, back-to-back on a coloured paper.
- The surveys also included physical handwriting on both sides, detailing where to deliver responses and also reminding respondents that the survey continued onto the back page.
- Surveys were hand delivered to all households in the Parish by a number of volunteers. Deliveries commenced on Friday 21<sup>st</sup> June 2013.
- Residents were also provided with an option to request an electronic version of the survey.
- Residents were presented with 3 options for the returning of surveys:
  1. By email to [ParishSurvey2013@HuishChampflower.org](mailto:ParishSurvey2013@HuishChampflower.org)
  2. At a “Survey Drop Box” located outside The Castle, The Field House and Watercombe House
  3. By hand to a named “volunteer”
- Following a similar approach as adopted for the 2010 Parish Survey, all households were revisited by volunteers to collect completed surveys. For the purpose of this update, empty properties (For Sale, occupants absent, etc.) were not visited more than once.
- All survey responses are treated anonymously.

### **2.3 Data Processing & Interim Reporting**

As per the 2010 Parish Plan Survey, all survey data was processed by Stephen Kimsey, a member of the Huish Champflower Parish Council and who has many decades experience of working as a market analyst. Analysis was undertaken using a market research application called Snap (quantitative responses) and also MS Excel (qualitative responses).

All survey data is available for inspection (subject to advance request).

### **2.4 Survey Funding**

To date there have been **NO** costs charged to the Parish Council for any aspect of the current survey.

- Paper & Printing were donated by a Parish Councillor
- Volunteers hand delivered surveys to residents
- Data processing was undertaken for free

### 3 Summary of Top Line Results

*Results have yet to be examined by segment (see 8.2 Segmentation of Analysis). A variation in the priorities is expected to be observed when responses are segmented.*

The 5 most important issues to households in Huish Champflower are:

Preservation of the local and surrounding landscape (4.81)  
Preservation of the local environment & wildlife (4.72)  
Access to GP Health services (4.63)  
The security of your household, property & land (4.61)  
The cost of heating fuel (4.51)

It is also important to ADD Rising Household Bills to this list as this is the most important issue facing families in our Parish that have children.

The 5 least important issues to households in Huish Champflower are:

Part-Time Employment in or within 15 miles of our Parish (3.02)  
Availability & accessibility to local (within 10 miles) leisure amenities (3)  
Full-Time Employment in or within 15 miles of our Parish (2.84)  
Access to good or outstanding education services (2.83)  
Availability of affordable housing in our Parish (2.72)

20 Households commented on issues which are of current concern to themselves. Of these 20:

30% relate to concerns with possible development of Wind Turbines  
25% relate to concerns with possible development of “Solar Farms”  
20% relate to the desire to have much faster Broadband  
15% relate to concerns with Traffic driving the Parish (mainly speed)  
15% relate to concerns with any development of Open Fields

In descending order of Support for 6 prompted possible issues to face the Parish:

Housing development on existing developed land (2.5)  
Widening of Washbattle Bridge (2.41)  
Development of small scale industrial units (2)  
The development of a commercial size solar farm (i.e. several acres) (1.51)  
Erection of 50m+ high Wind Turbines (1.28)  
Housing development on open fields (1.26)

The profile of the average survey respondent was:

A household of 2.2 adults and 0.4 children (under 18 years)  
Resident for 12.6 years at current property in Huish Champflower

#### 4 Demographics of the Survey Sample

	No. Responses	No reply	Count	Mean	Sum	Minimum	Maximum	Range
How many adults reside at your residence?	58	5	53	2.2	115	1	4	3
How many children (up to and including 18 years old) reside at your property?	58	5	53	0.4	19	0	4	4
How long have you lived in your current property? (Years)	58	5	53	12.6	667	0	40	40

Of those providing information about their household:

- an average of 2.2 adult residents per household
- An average of 0.4 children (under 18) per household
- A total of 134 residents (115 adults and 19 children) covered by the survey (excluding 5 No Replies)
- An average occupancy of 12.6 years

#### Segmentation of Analysis

To provide additional granularity to the results it was suggested that the data could be further explored using the following segments:

- Households with children vs. those without children (under 18 years)
- Number of years living at current property

A further possible segmentation was also considered.

- Number of residents (adults & children) in a household

Due to the number of No Responses, particularly relating to the Number of Children in a household, it was decided to NOT review this area.

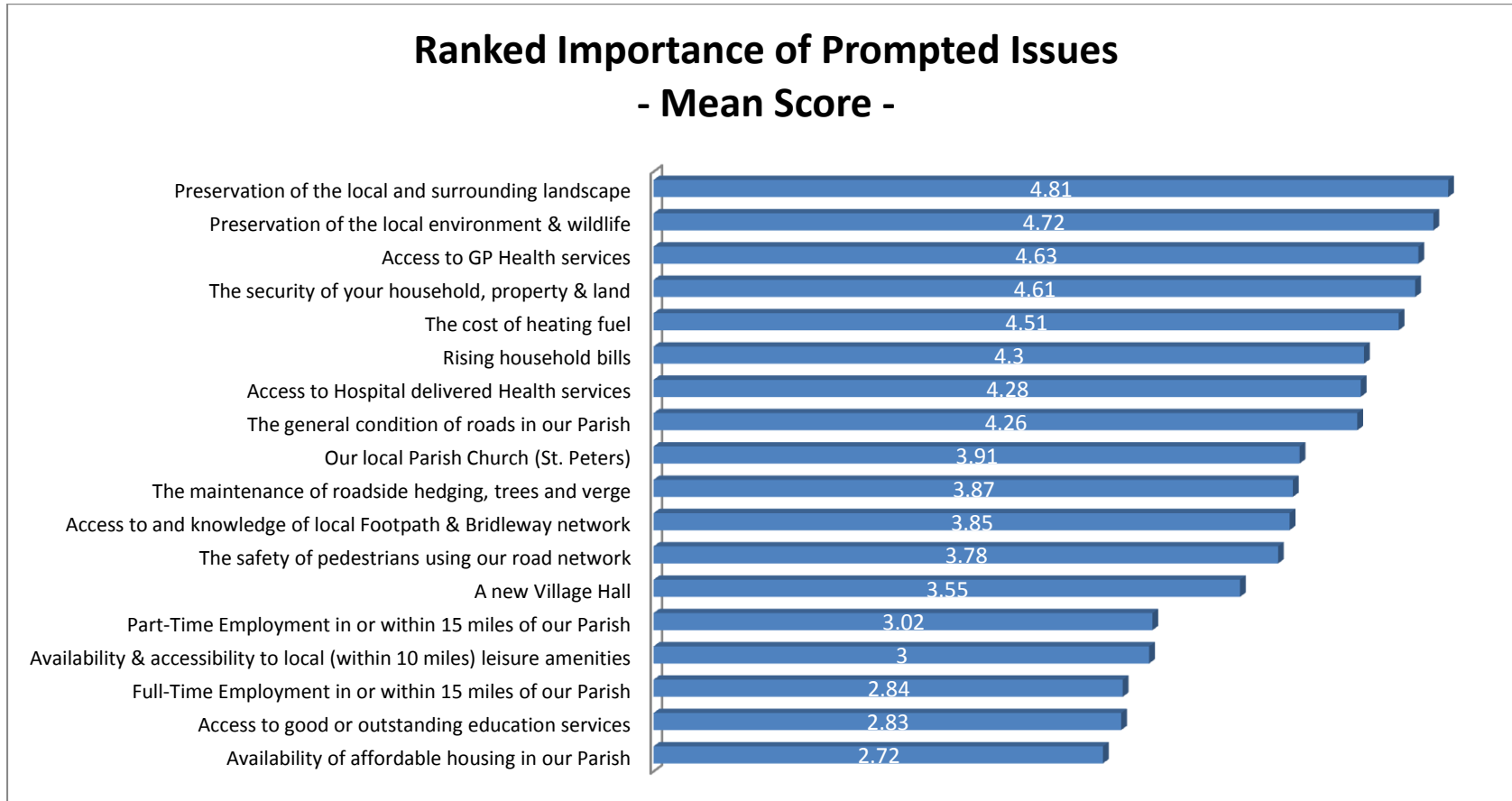
## 5 How important for your household are the following?

### 5.1 Headline Review

Residents were asked to rate the importance of each of the following using a rating scale of 1 to 5, where 1 is the lowest and 5 the highest.

The following presents the distribution of recorded results and also the Mean score of Importance achieved for each prompted area.

	No. Responses	Mean	No reply	Not at all important	Slightly important	Important	Fairly important	Very important
Full-Time Employment in or within 15 miles of our Parish	58	2.84	7	17	5	10	7	12
Part-Time Employment in or within 15 miles of our Parish	58	3.02	9	16	2	10	7	14
Rising household bills	58	4.3	4	2	2	7	10	33
The security of your household, property & land	58	4.61	4	1	-	3	11	39
Access to good or outstanding education services	58	2.83	6	18	4	12	5	13
Access to GP Health services	58	4.63	4	1	-	4	8	41
Access to Hospital delivered Health services	58	4.28	4	1	1	10	12	30
The cost of heating fuel	58	4.51	5	1	1	4	11	36
Access to and knowledge of local Footpath & Bridleway network	58	3.85	4	2	4	13	16	19
Preservation of the local environment & wildlife	58	4.72	4	-	1	2	8	43
Preservation of the local and surrounding landscape	58	4.81	5	-	1	-	7	45
Availability & accessibility to local (within 10 miles) leisure amenities	58	3	4	10	8	13	18	5
The safety of pedestrians using our road network	58	3.78	4	4	4	11	16	19
The general condition of roads in our Parish	58	4.26	4	-	1	10	17	26
Our local Parish Church (St. Peters)	58	3.91	5	3	2	12	16	20
Availability of affordable housing in our Parish	58	2.72	5	14	10	13	9	7
A new Village Hall	58	3.55	3	4	6	18	10	17
The maintenance of roadside hedging, trees and verge	58	3.87	4	-	-	21	19	14



The above charts the Mean Score achieved for each of the prompted topics/areas.

- 1 is Not at All Important
- 2 is Slightly Important
- 3 is Important
- 4 is Fairly Important
- 5 is Very Important

## 5.2 Segment Review

The following table compares the Mean Score of Importance attributed to each area/topic by each of the Segments as well as including the Total Response (as a comparison).

Mean	All	Households with Children		Years Residing in Parish		
		Children	No Children	0-13 Years	14-20 Years	21+ Years
Full-Time Employment in or within 15 miles of our Parish	2.84	4	2.53	2	3.04	3.07
Part-Time Employment in or within 15 miles of our Parish	3.02	3.9	2.79	2.09	3.48	2.93
Rising household bills	4.3	4.73	4.19	3.5	4.48	4.53
The security of your household, property & land	4.61	4.55	4.63	4.5	4.56	4.87
Access to good or outstanding education services	2.83	4.09	2.49	2.55	2.58	3.27
Access to GP Health services	4.63	4.73	4.6	4.33	4.68	4.73
Access to Hospital delivered Health services	4.28	3.91	4.37	4.08	4.2	4.47
The cost of heating fuel	4.51	4.73	4.45	4.45	4.4	4.73
Access to and knowledge of local Footpath & Bridleway network	3.85	3.82	3.86	3.83	3.6	4.33
Preservation of the local environment & wildlife	4.72	4.45	4.79	4.58	4.72	4.87
Preservation of the local and surrounding landscape	4.81	4.6	4.86	4.67	4.83	4.93
Availability & accessibility to local (within 10 miles) leisure amenities	3	3.55	2.86	3.08	3.08	2.8
The safety of pedestrians using our road network	3.78	4.27	3.65	4.08	3.32	4.27
The general condition of roads in our Parish	4.26	4.36	4.23	4.25	4.12	4.53
Our local Parish Church (St. Peters)	3.91	3.55	4	3.75	3.88	4
Availability of affordable housing in our Parish	2.72	2.55	2.76	2.64	2.56	3
A new Village Hall	3.55	3.25	3.63	3.17	3.52	3.87
The maintenance of roadside hedging, trees and verge	3.87	3.82	3.88	3.67	3.8	4.2

A number of interesting differences can be observed in the priorities of households (importance of issues) dependent on whether they have children, or how long they have resided in the Parish.



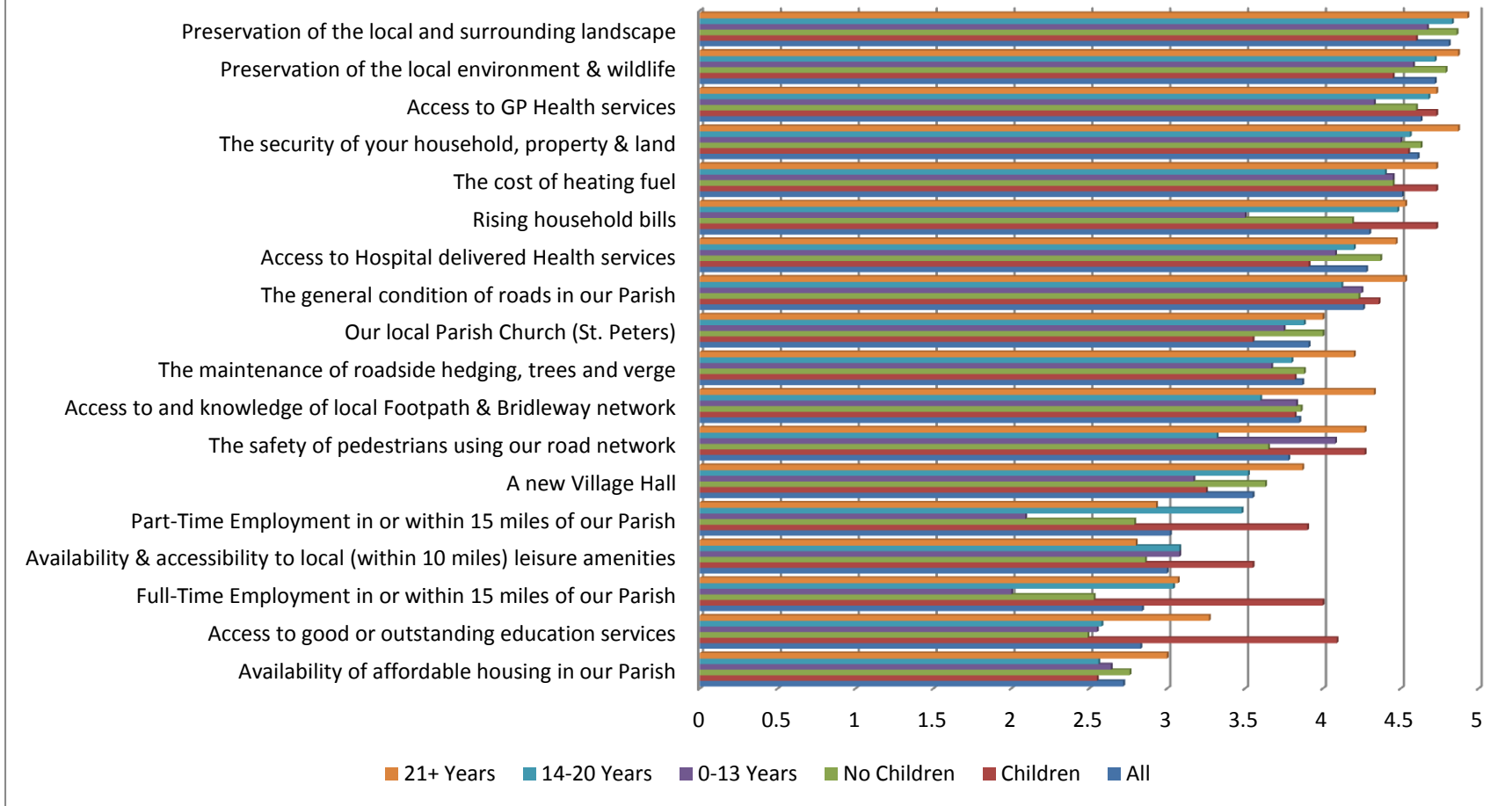
*Huish Champflower Parish Survey 2013*

Ranked (Most Important First)	All	Households with Children		Years Residing in Parish		
		Children	No Children	0-13 Years	14-20 Years	21+ Years
Full-Time Employment in or within 15 miles of our Parish	16	10	17	18	16	15
Part-Time Employment in or within 15 miles of our Parish	14	12	15	17	13	17
Rising household bills	6	1	8	12	5	6
The security of your household, property & land	4	5	3	3	4	2
Access to good or outstanding education services	17	9	18	16	17	14
Access to GP Health services	3	2	4	5	3	4
Access to Hospital delivered Health services	7	11	6	7	7	8
The cost of heating fuel	5	3	5	4	6	5
Access to and knowledge of local Footpath & Bridleway network	11	13	11	9	11	9
Preservation of the local environment & wildlife	2	6	2	2	2	3
Preservation of the local and surrounding landscape	1	4	1	1	1	1
Availability & accessibility to local (within 10 miles) leisure amenities	15	15	14	14	15	18
The safety of pedestrians using our road network	12	8	12	8	14	10
The general condition of roads in our Parish	8	7	7	6	8	7
Our local Parish Church (St. Peters)	9	16	9	10	9	12
Availability of affordable housing in our Parish	18	18	16	15	18	16
A new Village Hall	13	17	13	13	12	13
The maintenance of roadside hedging, trees and verge	10	14	10	11	10	11

The above Ranking of the Mean Score of Importance aids in the identification of the differences existing in priorities between households.

Understandably households with children attach more importance to a number of practical day-to-day issues – for instance Rising Household Bills is the most important issue for this group vs. Preservation of the local and surrounding landscape for those households without children residing at home.

## Ranked Importance of Prompted Issues Segment Comparison of Mean Score



The higher the Mean Score the more important the issue.

## 6 Listing of other local issues of concern to households

### 6.1 Headline Review

34.5% of those responding to the survey commented on a Local Issue of concern to their household. The responses are:

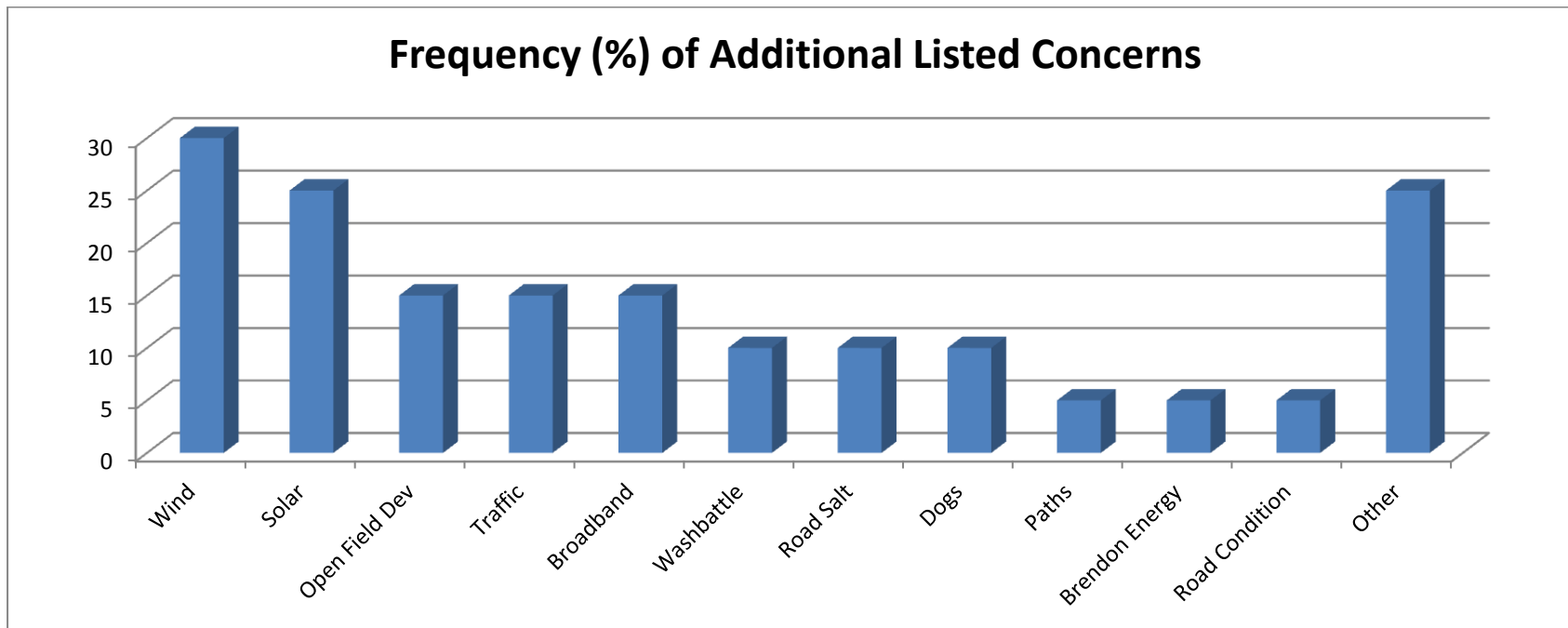
Comment
Big no to wind farms and solar panel farms (though not small solar installations e.g. As Jews Farm, or on roofs).
Biased parish councillors composing surveys with slanted questions using public money to promote their views.
Development on open fields should not be allowed. No solar farm and wind turbine to fill up people pockets.
Clearance and salting of roads in winter months. They should be cleared from Huish Champflower up to Sperry X as they used to be.
Dog owners allowing their pets to foul on private land and not taking responsibility for removing these "accidents" of nature.
1; Better Broadband speed would be useful. 2; Concerned to have fields of solar panels - use on property is fine 3; Concerned about wind turbines in inappropriate places especially if not supported by the community 4; Widening of Washbattle Bridge may encourage more traffic using Huish Champflower as a rat run 5; Development of small scale industrial units - depends if on an already developed site and for a resident and not impacting directly on others
Government pressure on new build will result in inappropriate development of the village; Widening of Washbattle Bridge - Why? Leave it alone it protects the village!
We need full support for local rural workers to work and live on the land as this landscape will not stay looking as nice as it is without these people
The pressure of Brendon Energy on our parish and surrounding district
1; The apparent fracturing of our community over recent years due in the main to the selfish agenda's of a few residents 2; A safe walking route from the village to the field would be useful for children and encourage use of hall, field and Church 3; Dogs off the leads wandering the roads 4; Badly driven agricultural vehicles - usually by teenagers trying to be farmers!
Need for improved Broadband speeds
Gritting the roads in winter; Faster broadband; Encouraging wildlife initiatives
Lack of reasonably priced petrol
Wind turbines
It is of paramount importance to us that the special nature of this area is preserved at all costs. Development of any kind could put these special qualities in jeopardy.
Strongly against wind turbines and Big Solar!
Possible solar and wind turbine sites - strongly against
Constant damage by large vehicles to Washbattle Bridge. Instead of widening the bridge - dig out an area of the bank to the left side of road approaching the bridge to allow lorries - wide loads to approach bridge in a straight line. We do not want a bridge similar to the one in Clatworthy. Maybe a weight/width restriction could be put in place. Speed of traffic travelling through village - we don't want street lights but we would like slower traffic.
Very bad pothole halfway up Castle Hill
We are concerned with the speed of traffic passing through the village, both light vehicles and heavy tractors included.

	Wind	Solar	BEG	Washbottle	Open Field Dev	Road Condition	Road Salt	Traffic	Broadband	Dogs	Path	Other
No.	6	5	1	2	3	1	2	3	3	2	1	5
%	30	25	5	10	15	5	10	15	15	10	5	25

The above table summarises the previously listed responses.

The most frequently mentioned issue is: Wind Turbine – related

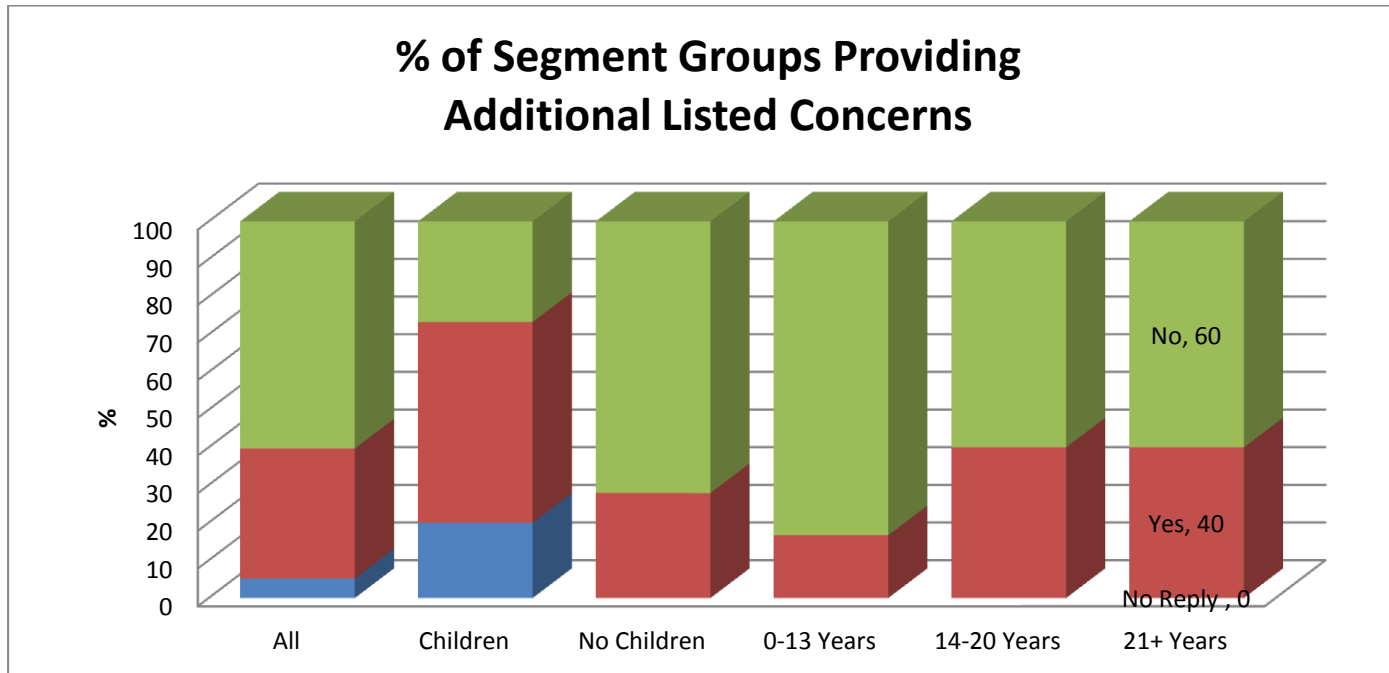
The second most mentioned issue is: Solar



## 6.2 Segment Review

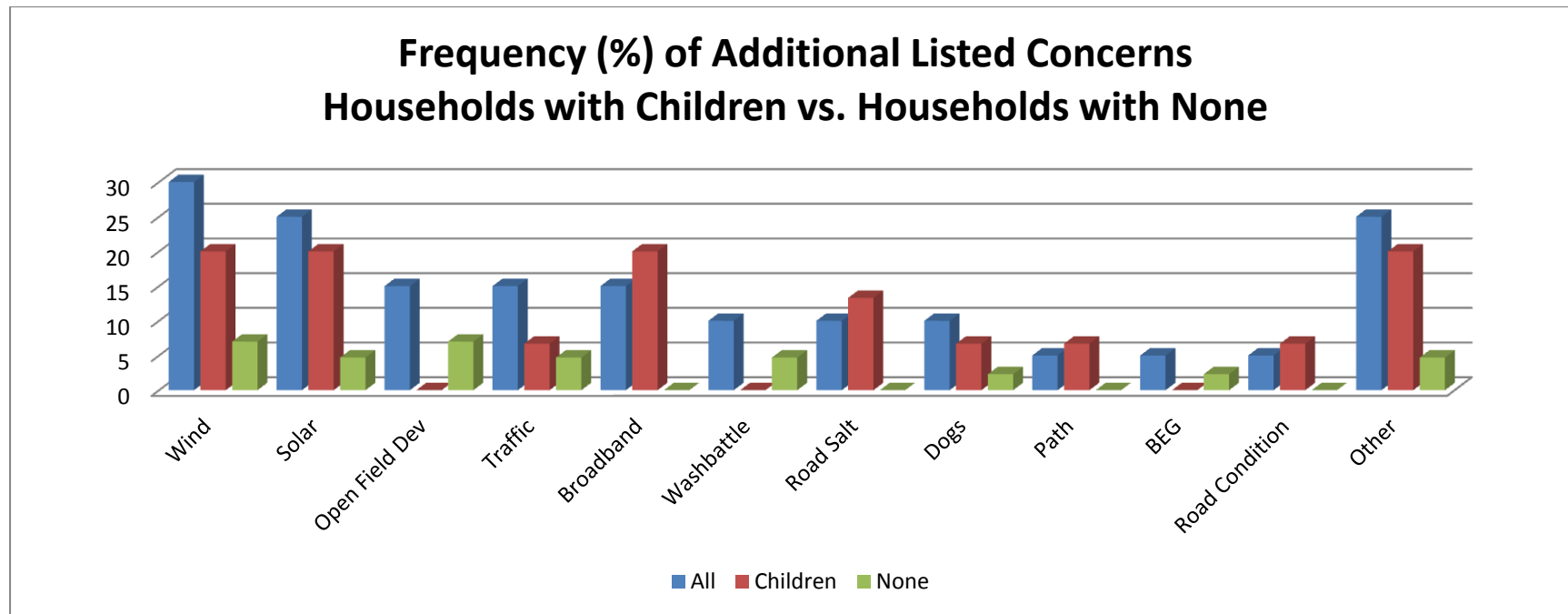
Comparison of those listing an issue of concern

	Base	No Reply (%)	Yes (%)	No (%)
<b>All</b>	<b>58</b>	<b>5.2</b>	<b>34.5</b>	<b>60.3</b>
Children	15	20	53.3	26.7
No Children	43	0	27.9	72.1
0-13 Years	12	0	16.7	83.3
14-20 Years	25	0	40	60
21+ Years	16	0	40	60



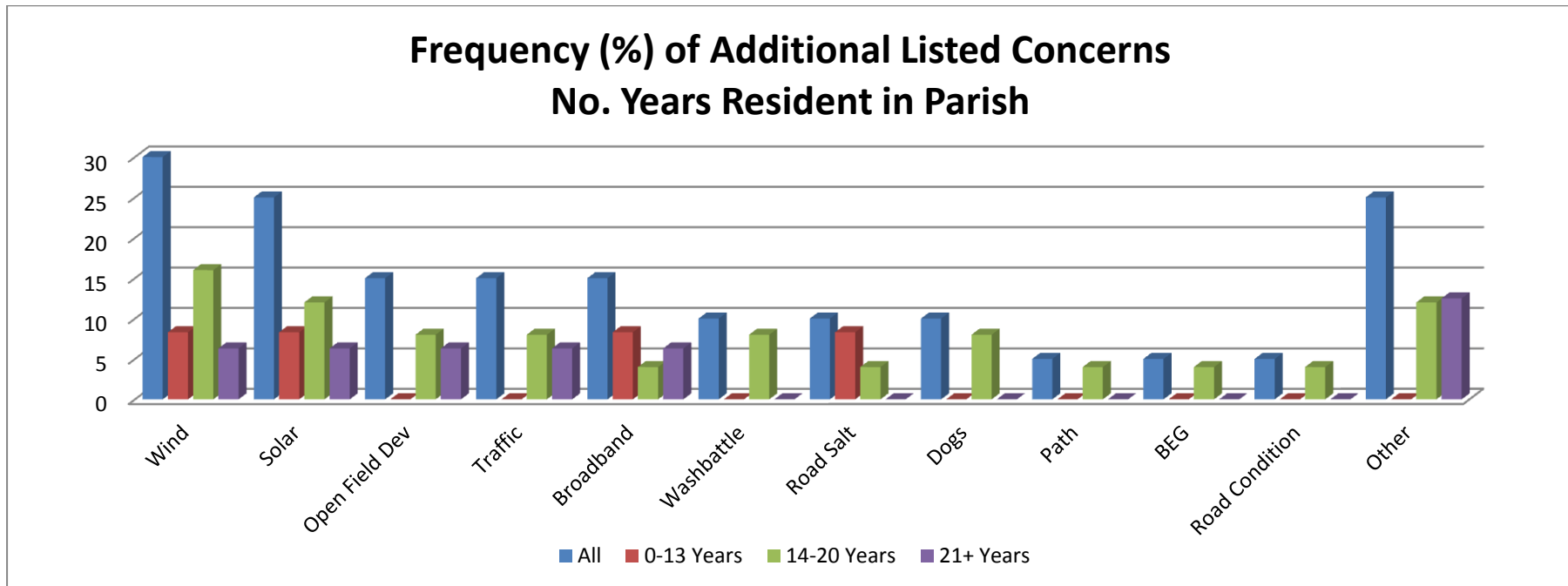
The following tables and chart review the grouped responses occurring within the Households with Children vs. Households with No Children segment.

		Wind	Solar	Open Field Dev	Traffic	Broadband	Washbottle	Road Salt	Dogs	Path	BEG	Road Condition	Other
<b>All</b>	No.	6	5	3	3	3	2	2	2	1	1	1	5
	%	30.0	25.0	15.0	15.0	15.0	10.0	10.0	10.0	5.0	5.0	5.0	25.0
<b>With Children</b>	No.	3	3	0	1	3	0	2	1	1	0	1	3
	%	20.0	20.0	0.0	6.7	20.0	0.0	13.3	6.7	6.7	0.0	6.7	20.0
<b>No Children</b>	No.	3	2	3	2	0	2	0	1	0	1	0	2
	%	7.0	4.7	7.0	4.7	0.0	4.7	0.0	2.3	0.0	2.3	0.0	4.7



The following tables and chart review the grouped responses occurring within the Years Spent Living in the Parish segment

		Wind	Solar	Open Field Dev	Traffic	Broadband	Washbottle	Road Salt	Dogs	Path	BEG	Road Condition	Other
All	No.	6	5	3	3	3	2	2	2	1	1	1	5
	%	30.0	25.0	15.0	15.0	15.0	10.0	10.0	10.0	5.0	5.0	5.0	25.0
0-13 Years	No.	1	1	0	0	1	0	1	0	0	0	0	0
	%	8.3	8.3	0.0	0.0	8.3	0.0	8.3	0.0	0.0	0.0	0.0	0.0
14-20 Years	No.	4	3	2	2	1	2	1	2	1	1	1	3
	%	16.0	12.0	8.0	8.0	4.0	8.0	4.0	8.0	4.0	4.0	4.0	12.0
21+ Years	No.	1	1	1	1	1	0	0	0	0	0	0	2
	%	6.3	6.3	6.3	6.3	6.3	0.0	0.0	0.0	0.0	0.0	0.0	12.5



## 7 To what extent do you support the following?

### 7.1 Headline Review

Residents were asked to indicate their support for a list of issues which either are or are expected to be faced by the community.

A scoring system of 1 to 5 was used – with 1 indicating “No support at all” and 5 indicating “Strongest Support”.

	No. Responses	Mean	No reply	No support at all	Slight support	Support	Some support	Strongly support
Housing development on open fields	58	1.26	4	48	1	3	1	1
Erection of 50m+ high Wind Turbines	58	1.28	4	46	2	5	1	-
Development of small scale industrial units	58	2	5	23	12	13	5	-
Housing development on existing developed land	58	2.5	4	19	7	14	10	4
The development of a commercial size solar farm (i.e. several acres)	58	1.5	4	40	4	7	3	-
Widening of Washbattle Bridge	58	2.41	4	25	4	10	8	7

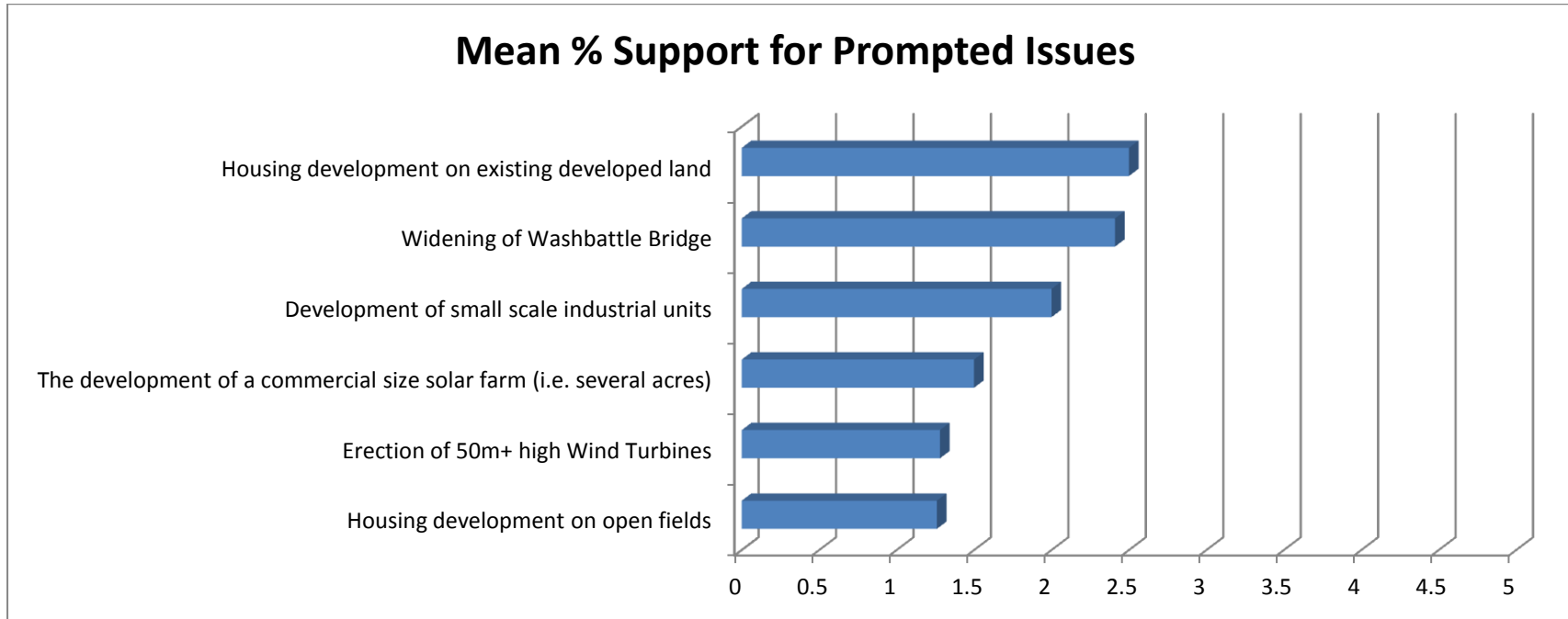
### Ranking of Support for Prompted Issues

The following lists the prompted topics according to the mean rating score, with the Strongest Level of Support at the top of the list.

Ranking of Support		Mean
1	Housing development on existing developed land	2.5
2	Widening of Washbattle Bridge	2.41
3	Development of small scale industrial units	2
4	The development of a commercial size solar farm (i.e. several acres)	1.5
5	Erection of 50m+ high Wind Turbines	1.28
6	Housing development on open fields	1.26

The higher the Mean, the greater level of support.





The greater the Mean Score the higher the level of support.

A Mean Score of 5 would equate to Very Strong Support.

As is observed there is very little support for any of the prompted issues/topics.

More specifically it is observed that there is hardly any support for 3 issues:

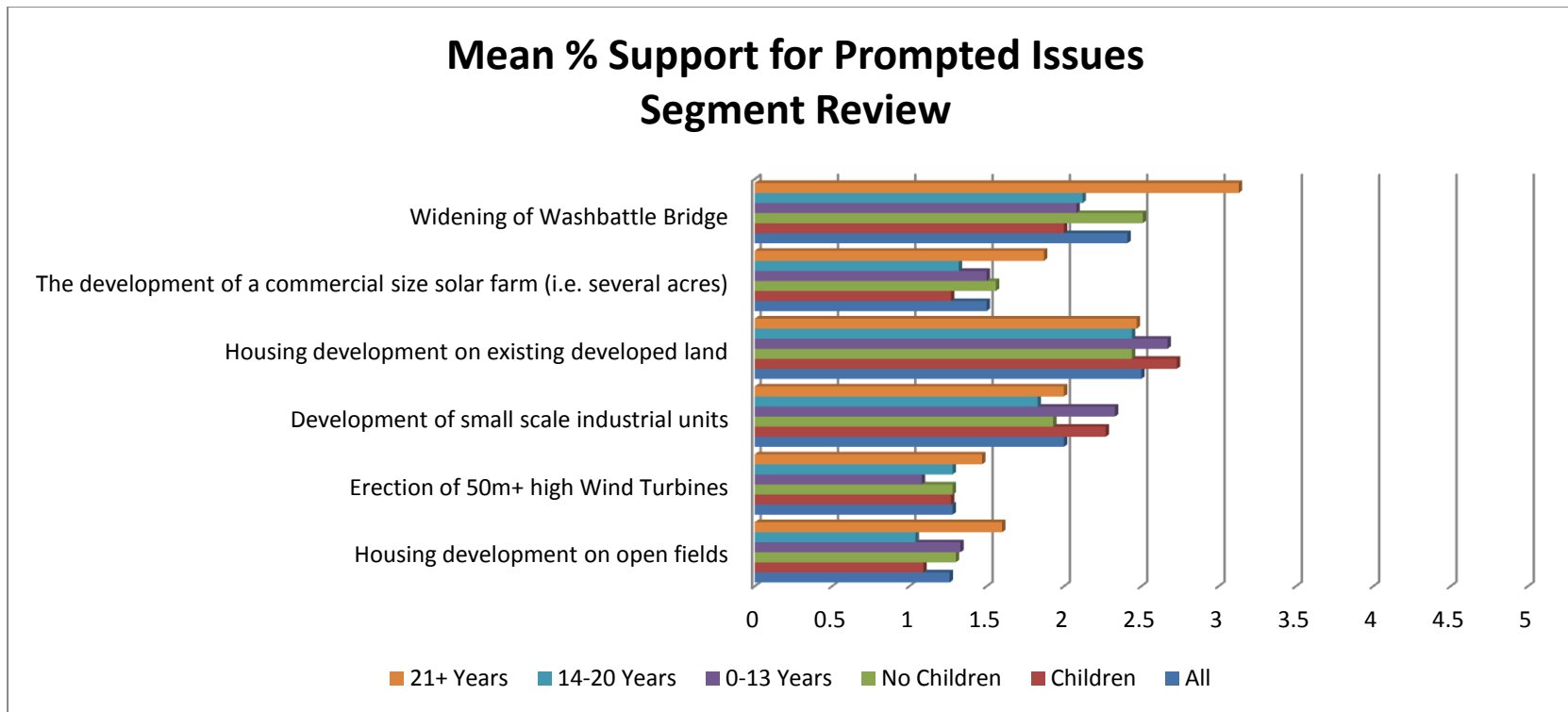
- Housing development on open fields
- Erection of 50+m high Wind Turbines
- The development of a commercial size solar farm

**7.2 Segment Review**

<b>Mean</b>	<b>All</b>	<b>Children</b>	<b>No Children</b>	<b>0-13 Years</b>	<b>14-20 Years</b>	<b>21+ Years</b>
Housing development on open fields	1.26	1.09	1.3	1.33	1.04	1.6
Erection of 50m+ high Wind Turbines	1.28	1.27	1.28	1.08	1.28	1.47
Development of small scale industrial units	2	2.27	1.93	2.33	1.83	2
Housing development on existing developed land	2.5	2.73	2.44	2.67	2.44	2.47
The development of a commercial size solar farm (i.e. several acres)	1.5	1.27	1.56	1.5	1.32	1.87
Widening of Washbattle Bridge	2.41	2	2.51	2.08	2.12	3.13

<b>Ranked</b>	<b>All</b>	<b>Children</b>	<b>No Children</b>	<b>0-13 Years</b>	<b>14-20 Years</b>	<b>21+ Years</b>
Housing development on open fields	6	6	5	5	6	5
Erection of 50m+ high Wind Turbines	5	4	6	6	5	6
Development of small scale industrial units	3	2	3	2	3	3
Housing development on existing developed land	1	1	2	1	1	2
The development of a commercial size solar farm (i.e. several acres)	4	4	4	4	4	4
Widening of Washbattle Bridge	2	3	1	3	2	1

The following chart (overleaf) compares the Mean Scores provided by each of the segments for each prompted topic/issue.



It is observed that:

Respondents who have lived in the Parish for the longest period of time (21+ years) are generally more in favour of the widening of Washbottle Bridge – though the Mean Score of 3.13 (from a scale of 1 to 5, where 5 would indicate the highest level of support) cannot be regarded as suggesting any real support for this particular initiative (proposed by Somerset County Council Highways).

## Appendix - Survey Questionnaire

Dear Resident,

Firstly a BIG thank you to everyone who participated in the first Parish Survey in 2010. The results of that survey have proved invaluable in driving forward new community schemes such as the parish website ([www.huishchampflower.org](http://www.huishchampflower.org)) and the proposed New Village Hall, whilst at the same time confirming that the overall desire of residents is to preserve the integrity of our environment.

It is important that the Parish Plan is kept up to date both to include the views of new residents and also to insure that the focus and priorities of the Parish, District and County councils reflect current views and desires.

The following short survey aims to achieve this update. All responses will be aggregated.

A digital copy of the survey can be requested via email: [ParishSurvey2013@HuishChampflower.org](mailto:ParishSurvey2013@HuishChampflower.org). The survey closes on June 30<sup>th</sup>, with initial results available July 9<sup>th</sup>.

We do hope that you will participate. As with all surveys the greater the numbers responding, the greater the credibility and influence of the results, particularly when it comes to framing a response to new initiatives.

*Huish Champflower Parish Council*

**The majority of the following questions use a rating scale of 1 to 5, where 1 is the lowest and 5 the highest.**

**How IMPORTANT for your household are the following?**

	1	2	3	4	5
Full-time employment either in or within 15 miles of our Parish					
Part-time employment either in or within 15 miles of our Parish					
Rising household bills (food, utilities, etc.)					
The security of your household, property and land					
Access to good or outstanding education services					
Access to GP Health services					
Access to Hospital-delivered Health services					
The cost of heating fuel					
Access to and knowledge of our local Footpath and Bridleways network					
Preservation of the local environment & wildlife					
Preservation of the local and surrounding landscape					
Availability and accessibility to local (within 10 miles) leisure amenities					
The safety of pedestrians using our road network					
The general condition of roads in our Parish					
Our local Parish Church (St. Peters)					
Availability of affordable housing in our Parish					
A new Village Hall					
The maintenance of roadside hedging, trees and verge					

**Please list any other local issues which are of concern to your household:**

--

**Our community is facing an ever increasing range of pressures from various bodies. Using the rating scale of 1 to 5 (1 would indicate “No Support At All”, and 5 would indicate your “Strongest Support”) to what extent would you SUPPORT the following if they were to happen in or close to our Parish?**

	1	2	3	4	5
Housing development on open fields					
Erection of 50m+ high wind turbines					
Development of small scale industrial units					
Housing development on existing developed land					
The development of a commercial size solar farm (i.e. several acres)					
Widening of Washbattle Bridge					

**And finally a small set of questions about your household:**

How many adults reside at your residence?	
How many children (up to and including 18 years old) reside at your property?	
How long have you lived in your current property?	

The results will appear on the Parish website after 11<sup>th</sup> July ([www.huishchampflower.org](http://www.huishchampflower.org))

Thank you for your cooperation.

The completed survey can be returned:

1. By email (if you have access to a scanner or have requested a digital copy of the survey from the website) to [ParishSurvey2013@HuishChampflower.org](mailto:ParishSurvey2013@HuishChampflower.org)
2. At one of the Survey Drop Boxes (available 8am~8pm) located outside The Castle, The Field House & Watercombe House
3. By hand to: