

Appendix 2f

**Somerby Parish  
Household Questionnaire Results  
July 2017**



**A total of 661 questionnaires were delivered across the Parish in January 2017 by a team of volunteers with 397 returned, giving an excellent response rate of 60.1%. Thank you to everyone who participated.**

The majority of residents who returned their questionnaires responded to all the questions, although there were some gaps and omissions. Sometimes this was because the question did not apply to them, other times the resident may simply have chosen not to answer. Consequently individual sections will not usually add up to the full 397.

There are national and local limitations on what a Neighbourhood Plan can say and do. However these questionnaire results are being used to ensure that as far as permissible the Somerby Parish Neighbourhood Plan reflects the expressed wishes of parishioners.

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## Questions 1 – 3

### Number of responses by village, age and gender

#### Burrough on the Hill

Age group	Number Total	%	Male No	%	Female No	%
19-29	3	3.8	2	2.5	1	1.3
30-39	5	6.3	2	2.5	3	3.8
40-49	9	11.4	7	8.9	2	2.5
50-59	28	35.4	12	15.2	16	20.3
60-69	18	22.8	8	10.1	10	12.7
70-79	12	15.2	8	10.1	4	5.1
80+	4	5.1	2	2.5	2	2.5
<b>Total</b>	<b>79</b>	<b>100.0</b>	<b>41</b>	<b>51.9</b>	<b>38</b>	<b>48.1</b>

#### Pickwell

Age group	Number Total	%	Male No	%	Female No	%
19-29						
30-39	5	7.7	2	3.1	3	4.6
40-49	11	16.9	3	4.6	8	12.3
50-59	20	30.8	9	13.8	11	16.9
60-69	11	16.9	7	10.8	4	6.2
70-79	11	16.9	6	9.2	5	7.7
80+	7	10.8	3	4.6	4	6.1
<b>Total</b>	<b>65</b>	<b>100.0</b>	<b>30</b>	<b>46.2</b>	<b>35</b>	<b>53.8</b>

#### Leesthorpe

Age group	Number Total	%	Male No	%	Female No	%
18-29	1	9.1	1	9.1		
30-39	1	9.1		0.0	1	9.1
40-49	1	9.1	1	9.1		0.0
50-59	5	45.5	3	27.3	2	18.2
60-69	3	27.3	3	27.3	0	0.0
<b>Total</b>	<b>11</b>	<b>100.0</b>	<b>8</b>	<b>72.7</b>	<b>3</b>	<b>27.3</b>

## Somerby

Age group	Number Total	%	Male No	%	Female No	%
19-29	17	7.6	10	4.5	7	3.1
30-39	17	7.6	7	3.1	10	4.5
40-49	49	22.1	19	8.5	30	13.5
50-59	52	23.4	24	10.8	28	12.6
60-69	53	23.9	26	11.7	27	12.2
70-79	25	11.3	15	6.7	10	4.5
80+	9	4.1	4	1.8	5	2.2
<b>Total</b>	<b>222</b>	<b>100.0</b>	<b>105</b>	<b>47.3</b>	<b>117</b>	<b>52.7</b>

## Total responses - Burrough on the Hill, Pickwell, Leesthorpe and Somerby

Age group	Number Total	%	Male No	%	Female No	%
18-29	21	5.6	13	3.4	8	2.1
30-39	28	7.4	11	2.9	17	4.5
40-49	70	18.6	30	7.95	40	10.6
50-59	105	27.9	48	12.7	57	15.1
60-69	85	22.5	44	11.7	41	10.9
70-79	48	12.7	29	7.7	19	5.0
80+	20	5.3	9	2.4	11	2.9
	<b>377</b>	<b>100.0</b>	<b>184</b>	<b>48.8</b>	<b>193</b>	<b>51.2</b>

20 people did not state one or more of their village (perhaps they do not live in a village), age or gender hence the total here of 377 rather than the 397 who did complete the questionnaire. Leaving aside age and gender, total responses by settlement were:

Somerby	227	Pickwell	65
Burrough	84	Leesthorpe	12
Not stated	9	<b>TOTAL</b>	<b>397</b>

Even at an excellent return rate of 60.2% these tables should not be taken as showing the demographic make-up of the Parish. The 2011 Census might be a better indication of that. What they do show however is a very good cross-section of people and settlements across the Parish. We therefore believe the questionnaire results to be fair and representative.

People under 18 years were not included in the Household Questionnaire. It is intended to obtain their views with a separate, shorter questionnaire.

## Question 4

### How many people including children normally live in your household?

379 people answered this question which is 95% of respondents. Unfortunately although it is possible to add up the responses (we have done it) the result is not very informative because:

- We do not know when more than one person was describing the same household. Not everyone gave an address and anyway these were only used for the prize draw to preserve anonymity.
- Some people included themselves in the breakdown of household, some did not.
- A few people only listed children not adults
- For adults, Questions 1 to 3 are much more accurate ie. Details of each respondent given by themselves.

For these reasons we only present here the results for household members aged 18 and under, because they aren't included in Questions 1 – 3:

#### Aged under 6 Years

Number in household	Somerby	Pickwell	Burrough	L'sthorpe	Unknown
1	17	4	4	0	0
2	8	1	1	0	0
3+	0	0	0	0	0

#### Aged 6 to 18 Years

Number in household	Somerby	Pickwell	Burrough	L'sthorpe	Unknown
1	17	1	7	0	0
2	20	2	0	3	0
3	3	0	1	0	0
4	0	0	1	0	0
5+	0	0	0	0	0

This gives us only a rough idea of the distribution of family sizes among respondents. It does not tell us how many children they have in total.

## Question 5

**In which of these ways does your household occupy your current accommodation?**

379 people answered this question (95% of respondents)

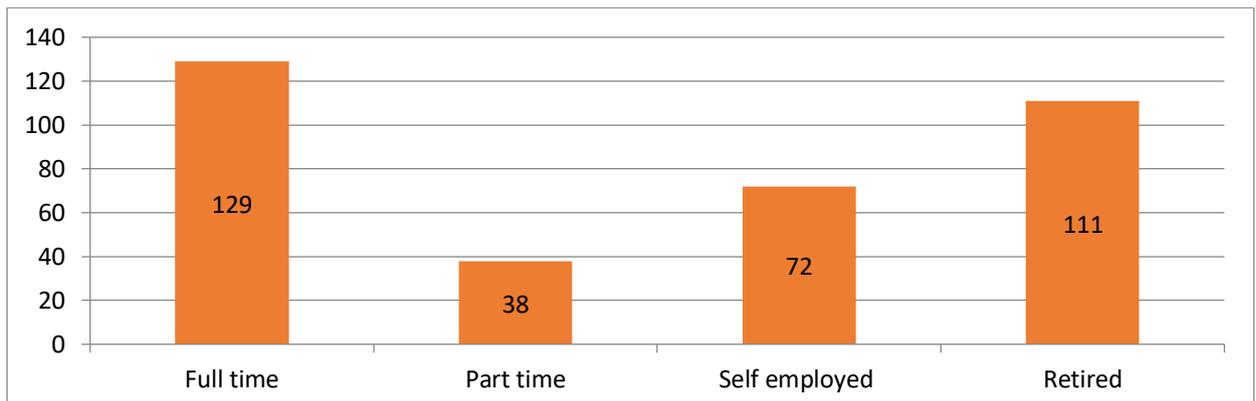


This is valid information on occupancy type.

## Question 6

**Which of the following best describes what you are doing at present?**

382 people answered this question (96% of respondents). The 350 most frequent responses were:



The remaining 32 responses were:

Looking after the home	15	Full-time education	3
Disabled or permanently sick	8	Gone Travelling	1 (lucky person)
Unemployed, available for work	5		

This is valid data on the occupations and activity of respondents.

## Question 7

### What do you feel are the distinctive strengths or positive features of our Parish? Please tick all that apply.

391 people selected one or more of these features (98% of respondents).

82 people selected all of them (except for 'other') and only 6 people selected none of them.

Here are the responses in order of popularity:

Feature of the Parish	Number of times selected
Rural nature of the parish – open fields, rolling hills, pastures	368
Easy access to the countryside	325
Peaceful / quiet environment	322
Traditional appearance of the villages & conservation areas	274
Community facilities (pubs, shop, churches etc.)	244
Historic houses and buildings	212
Ancient churches and prominent spires	196
Equestrian / outdoor pursuits	186
Parish activities / community groups	178
Other	15

The great importance attached to the peaceful, rural nature of the countryside and traditional appearance of the villages is a theme which continues throughout this questionnaire. The overall 'feel' of the Parish appears to be more valued than the limited amenities and facilities in it.

Question 14 tells us 93% of respondents moved into the Parish rather than being born here and Question 15 tell us why they did so. People tend to have *chosen* to live here and presumably knew what it was like when they did so.

## Question 8

### What do you feel are the weaknesses or negative features of our Parish? Please write.

This was a free-text question. 258 people made comments (65% of respondents) and they came from locations as follows:

Somerby - 156, Pickwell - 46, Burrough - 46, Leesthorpe - 7, not stated - 4.

Some made only one comment, some made several. Every single comment has been recorded and they are summarized below. There was enough difference in responses to break down answers by village. Here are the perceived negatives, with the number of comments on the right:

Somerby	No. of comments
Traffic volume, congestion, parking and heavy vehicles on the High Street. This included 8 statements that pedestrians were being endangered. (Somerby High Street also attracted 15 complaints from other villages)	79
Traffic volume, congestion, parking, heavy vehicles generally. )	21
Threat of excessive housing development	28
Poor provision of public transport	15
Lack of (or distance to) shops / post office	11
State of the roads (surfaces, also farm and animal waste).	7
Speeding (and inconsiderate driving)	7
Flood risk and drainage.	6
Appearance / cleanliness of High Street (farm and animal waste)	6
Parish Council unresponsive, underpowered, or get over-ruled.	6
We like it as it is. Don't change it	5
Melton Borough Council does not represent / support the Parish.	4
Lack of community involvement or spirit	4
Lack of affordable homes	4
Poor broadband	3

*The following negatives were identified by two people each:*

- Poor mobile phone signal. Footpath needed towards Cold Overton. Footpath need to Burrough Hill. Poor street-lighting. Not enough church services and needs a permanent vicar. Lack of facilities for the old. Dog fouling. More or better pubs needed.

*The following negatives were identified by one person each:*

- Excessive parking charge at Burrough Hill. Lack of facilities for the young. Lack of job opportunity. Lack of sporting facilities. Poor advertisement of activities. Needs a community forum website. Needs public toilets. Needs a café. Mains gas supply is needed. Village Hall difficult to heat. Too many horses. Lack of cultural diversity. Too many horses. Christmas tree was poor. Parish Council are Orwellian tyrants. Newcomers moaning.

**Pickwell****No. of comments**

Poor mobile phone signal and/or poor broadband. (Actually 10 for phones, 7 for broadband, but usually both together)	17
Traffic volume, congestion, parking, heavy vehicles. (6 specified Somerby High Street)	17
Speeding	8
None. Very pleasant do not change it.	6
HGV traffic through villages (4 specify Stygate Lane and disregard of weight restriction there)	5
Threat of excessive housing (or industrial) development	4
Maintenance of roads (including gritting) and mess on them	4
Lack of shops / post office / facilities (in Parish)	4
Poor provision of public transport	3
Lack of mains gas supply	3
Lack of provision for children / younger generation	3

*The following negatives were identified by two people each:*

- Village halls (both) need upgrading. There are too many equestrian centres. Keep the pavement to Somerby clean and unobstructed. Doctor's Surgery hours are too short. Pickwell needs a pub.

*And the following negatives were identified by one person each:*

- Parish needs a café. Parish needs a permanent priest. Lack of community facilities. Lack of community involvement. Melton Borough Council overlooks the Parish. Limited local restaurants. Untidy front gardens. Too many groups of horses on the road. Not enough families. Not enough going on. Dog and horse mess. Would benefit from a travelling fishmonger.

**Burrough-on-the-Hill****No. of comments**

Traffic volume, congestion, parking and heavy vehicles. (9 said they meant Somerby High Street)	17
Poor public transport (3 were concerned the bus service might be lost)	9
Lack of facilities (shops, pubs, park, post office)	9
Threat of excessive housing (or commercial) development	5
Speeding	5
Poor broadband	5

*The following negatives were identified by two people each:*

- Lack of a community hall. High cost of living (house prices). Unsightly recycling point in Burrough. No Negatives – leave it alone.

*The following negatives were identified by one person each:*

- Poor phone reception. Parish activities mostly Somerby-based. Lack of entertainment for older children. Not enough younger people. Lack of good places to eat/socialise. Noise from the pub. Lack of affordable housing. Threat of wind turbines. Needs allotments. Needs a community get-together such as a 'big lunch'. People are apathetic in some areas. Grit is not provided for steep hills. Foxhunting and shooting. Not many takeaways deliver here. Burrough should have a museum (just a small one).

### **Leesthorpe and 'Not specified'**

These were combined not out of disrespect for Leesthorpe but to help preserve anonymity among small numbers of people.

*The following negatives were identified by two people each:*

- No mains gas supply. Poor internet/broadband. Traffic congestion in Somerby.

*And the following were identified by one person each:*

- Excessive traffic. Speeding. No mains sewer. No bus service. Offers little to keep young people in the Parish. Self-interest and cronyism among influential people.

## Question 9

**How often do you use the following existing Parish amenities / facilities?**

<b>FACILITY</b>	<b>Frequently (weekly)</b>	<b>Sometimes (monthly)</b>	<b>Occasionally (&lt; monthly)</b>	<b>Never</b>
<b>Village Hall Somerby / Pickwell</b>	32	49	219	66
<b>Somerby shop</b>	202	87	89	18
<b>Post Office facility</b>	64	105	112	80
<b>Churches / Chapel</b>	22	43	153	118
<b>Doctor's Surgery</b>	42	97	148	86
<b>Play Areas</b>	18	35	60	223
<b>Football Pitch</b>	13	16	32	271
<b>Local Bus Service</b>	20	29	77	225
<b>Footpaths / Bridleways</b>	222	82	51	18
<b>Burrough Hill Fort</b>	39	100	171	46
<b>Pubs</b>	103	104	116	38
<b>Knossington Road Tip</b>	75	138	105	31
<b>Other (specify)*</b>	4			

\*Other – Allotments x 2, school bus, fields and walks.

Pickwell, Burrough and Somerby residents gave very similar responses to this question with the majority of people using the shop and footpaths / public bridleways most weeks, followed very closely (and with equal numbers) by the tip and the pub.

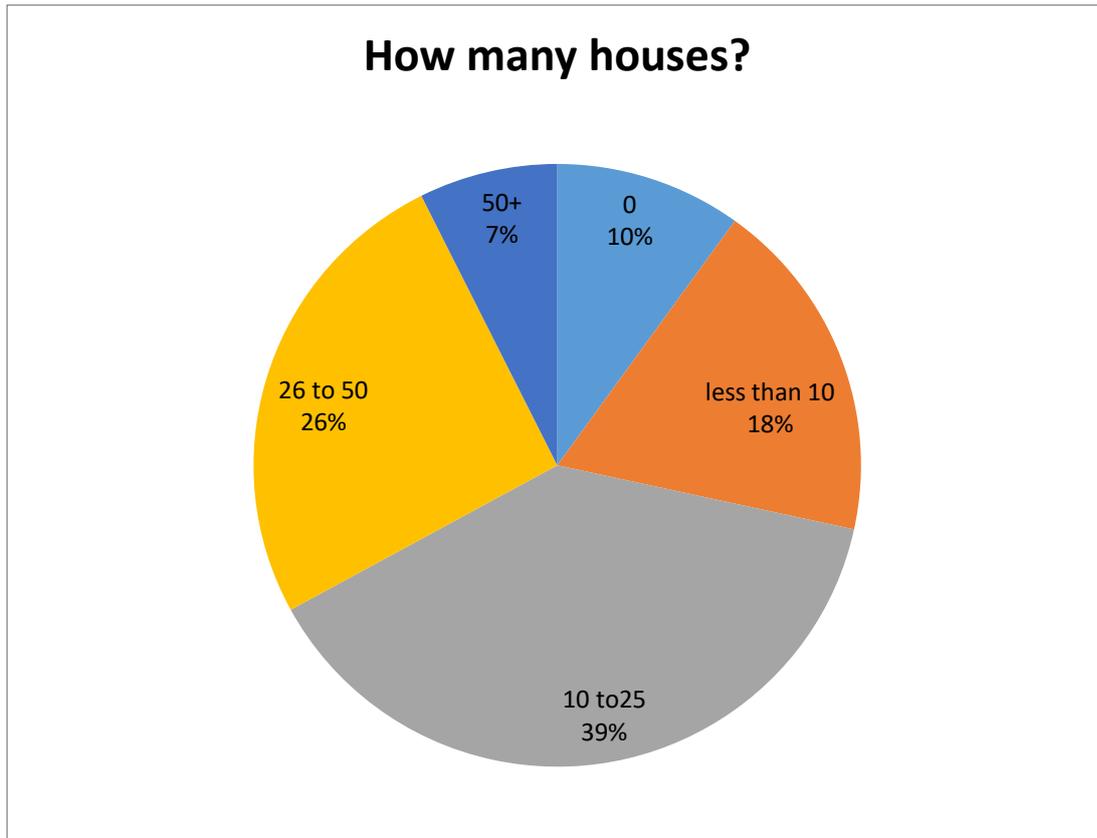
Across the same villages, the least used facilities, with the majority of respondents saying they never used them, were the bus service, the football field and the playground.

A majority of Leesthorpe respondents hardly used Parish facilities, saying that they occasionally / less than once a month used the surgery or the shop.

## Question 10

The draft Melton Local Plan has said Somerby Parish will need to build at least 49 new houses over the next 20 years. Irrespective of this, in your opinion, how many houses should be built in the Parish in the next 20 years?

352 people answered this question which is 89% of respondents.



From this we can say that:

93% want 50 houses or less.

67% want 25 or less.

28% want 10 or less.

The 10-25 range is the most popular at 39%.

## Question 11

**Thinking about housing developments of any size, to what extent do you agree with the following statements?**

374 people answered this question which is 94% of respondents.

	Strongly disagree	Disagree	Neither	Agree	Strongly agree
Some homes could be built in open countryside outside of village boundaries	154	74	32	96	18
New houses should be contained within the existing boundaries of the villages (In-filling)	25	56	51	146	89
Significant new housing development should have provision specifically for older people	21	45	110	153	42
Significant housing development should have provision for starter homes or low cost housing	25	41	50	191	65
Any new development should have suitable off road access & parking for residents & visitors	2	3	5	41	248
New buildings should be designed to fit in with existing buildings & surroundings	1	6	11	115	241
New developments should reflect existing densities	1	7	44	158	151
Any new developments should be of 10 or less houses	9	24	39	115	184
Sites should be of 25 or more houses	226	62	34	20	7

- Strongest agreement is therefore that new development should reflect existing surroundings and densities, consist of developments of 10 or less houses, and include suitable off-road access and parking. These are closely followed by the inclusion of low-cost housing and housing for older people.

80.6% agree that new developments should be of 10 houses or less.

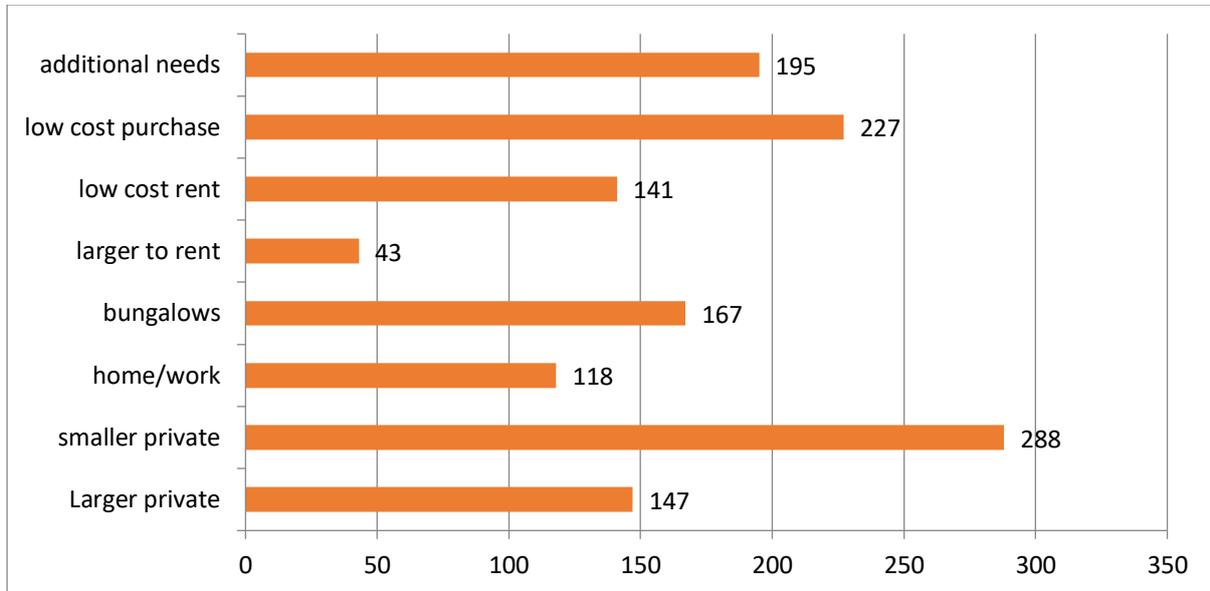
- Strongest disagreement is that developments should consist of 25 or more houses or be built outside village boundaries in open countryside.

82.5% disagree that new developments should be of 25 houses or more.

## Question 12

**If new homes are to be built in the Parish, should these be of a particular type? (Tick all that apply)**

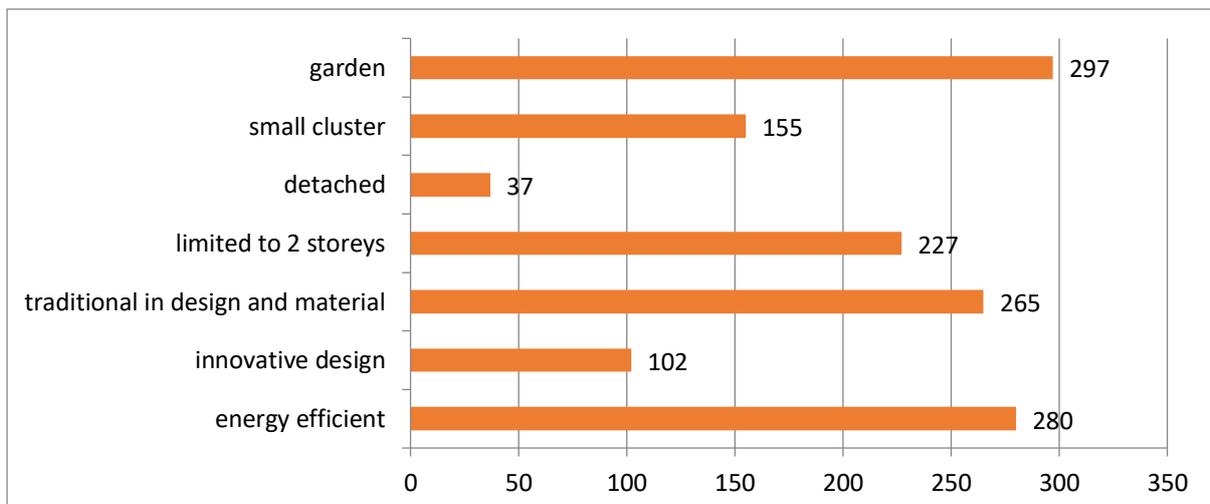
More than 300 people answered this question



## Question 13

**What principles should influence the design of new houses?**

More than 300 people answered this question.

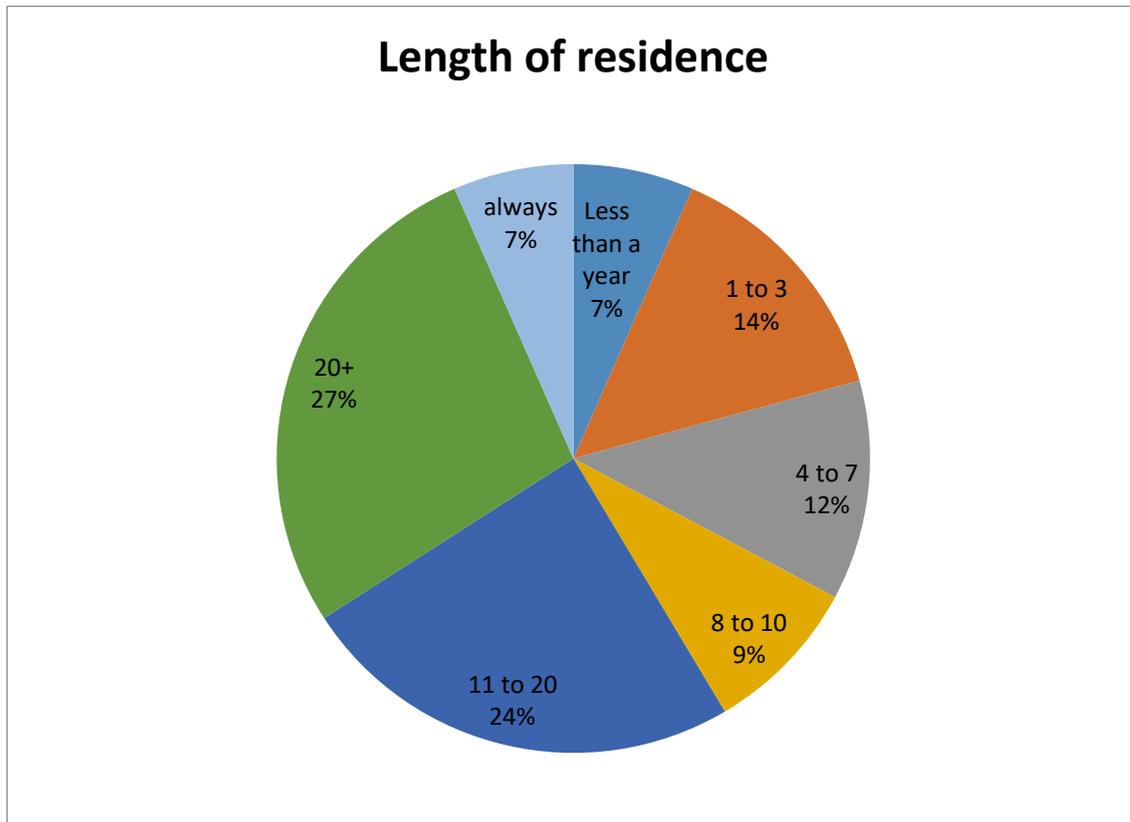


These two questions may assist in consideration of housing policy.

## Question 14

**How many years have you lived in the Parish? (Please indicate the total number of years, including any moves)**

381 people answered this question which is 96% of respondents.



The obvious observation is that very few parishioners were born here. However this might not be greatly different to anywhere else; this is a sample of 397 people or the equivalent of perhaps 3 or 4 city blocks. What percentage of people in the city live within one block of the house where they were born?

## Question 15

### Why did you move into the Parish? (e.g. Family, work, housing, rural setting etc.)

This was a free-text box in which people could write anything. Total number of respondents was 355 (89% of respondents) broken down by settlement as follows:

Somerby 203, Pickwell 60, Burrough 74, Leesthorpe 11, Unknown 7

Most people gave several reasons.

We do have the results by individual village (available on request) but there was no great difference between them especially not in the most frequent reasons given. For this reason and because the list of single comments is very long the whole Parish is combined below. Starting with the reasons given by the most people:

Reason for moving into the Parish	No. of comments
Rural setting / unspoilt countryside / views	209
Work / business related	85
Peace and quiet, tranquillity, remoteness	50
Family reasons (usually to be closer to them)	48
Attractive appearance of village	40
Found a particular home they liked	35
Village life, community spirit, friendliness	25
Housing / suitable housing available (no details)	25
Facilities / amenities (surgery, shop, pubs, churches)	18
Equestrianism	17
Proximity / access to market towns (sometimes cities)	13
Schooling (not Somerby Primary School – Melton, Oakham)	13
Downsizing	12
Born here or brought by family when young	12
Affordable housing available (rental or part-ownership)	9
Married a local or came to join a partner	8
Little traffic volume (complaints this is increasing)	7
Somerby Primary School	6
Good place to raise a family	5
Hoping to avoid excessive housing development	5
Dark skies (lack of light pollution)	4
Retirement	4
Country walks	4
Upsizing	3
Wildlife / nature	3
Friends in the Parish / village	3

*The following reasons were given by two people each:*

Central location of Leicestershire in England. Quiet for an autistic child. Personal reasons. Rental property allowing children and pets. Village conservation areas. Active farming community and agriculture.

*The following reasons were given by one person each:*

Outdoor pursuits. Rural activities. Availability of childcare. Cycling. A (poor) bus service. Mains gas supply (Burrough). History and Burrough Hill Fort. To support local producers. Middle-aged madness. Pure chance. Luck. 'I wanted to live in Somerby!' and finally 'For Love!' (*We hope you found it...*)

The figure for 'work' as a reason is potentially misleading. It doesn't mean that those respondents work in the Parish – their answers to Question 24 (Distance for Work) were no different to other respondents.

High value attached to the rural setting, countryside and peace and quiet is again very evident.

## Question 16

### Are you intending to move house within the next 5 years?

391 people answered this question. The selections below actually total 405 because 8 people ticked both 'within' and 'out of' the Parish, presumably because they are considering both.

	Somerby	Pickwell	Burrough	Leesthorpe	Unknown	TOTAL
<b>Yes, out of the Parish</b>	24	4	11	1	0	<b>40</b> (10%)
<b>Yes, within the Parish</b>	13	2	8	0	0	<b>23</b> (6%)
<b>No</b>	122	39	53	6	5	<b>225</b> (57.5%)
<b>Not sure</b>	69	19	15	5	3	<b>111</b> (28%)
<b>No answered</b>	4	1	0	0	1	<b>6</b> (1.5%)

This indicates that 10% of all respondents intend to move out of the Parish in the next 5 years, with a further 5.8% wanting to move *within* the Parish. The next two questions explored the possible reasons why.

## Question 17

### If you are considering moving OUT of the Parish please say why (please tick all that apply)

114 people answered this question which is slightly surprising as only 40 people said in Question 16 that they intended to move out of the Parish. It may be that although only 40 people *intend* to move out, 114 might be *considering* it. Perhaps the question wasn't very clear.

We didn't separate the villages as differences were minor and the total number of selections too small to meaningfully compare villages (on average people only chose a couple of options).

Here are the reasons you gave:

<b>Downsizing</b>	32
<b>Upsizing</b>	20
<b>Broadband problems</b>	19
<b>Lack of public transport</b>	18
<b>Work reasons</b>	17
<b>To be closer to family</b>	17
<b>Unsuitable accommodation in Parish</b>	15
<b>Distance to travel to local towns</b>	15
<b>Lack of facilities in the Parish</b>	11
<b>School reasons</b>	5
<b>OTHER*</b>	36

*\*Reasons given under 'OTHER' were as follows:*

<b>Threat of enlargement / excessive house building</b>	16
<b>Increasing traffic volume and congestion (Somerby)</b>	5
<b>Lack of High Street parking (Somerby)</b>	3
<b>High property prices</b>	3
<b>Brexit and emigration</b>	2
<b>Reliance on electric heating (Leesthorpe)</b>	1

*Plus the following reasons given only once each:*

No path from home to village; The Melton Local Plan; Just for a change; Main road not good for children; Dirty roads and pathways; Issues with neighbours; To move to a quiet location with equestrian facilities; No longer peaceful; Loss of views; Not enough Doctor's appointments; Positive aspects of rural living being lost; Industrial development (Pickwell); Too isolated (Leesthorpe).

## Question 18

**If you are considering moving house WITHIN the Parish please say why (tick all that apply)**

55 people answered this question. This is more than twice as many as said in Question 16 that they intended to move within the Parish. Presumably more are *considering* moving than actually intend to in the next 5 years. Again we haven't separated the villages due to the low overall number of selections (most people only gave one reason).

Here are the reasons they gave:

<b>Downsizing</b>	22
<b>Upsizing</b>	15
<b>Work reasons</b>	5
<b>To live closer to family</b>	4
<b>Lack of public transport</b>	3
<b>School reasons</b>	1
<b>OTHER*</b>	10

*\*Reasons given under 'OTHER' were as follows:*

<b>To buy our own home</b>	3
<b>To build a new house</b>	2

*Plus the following reasons given only once each:*

For a larger garden; For an unspoilt location; Melton Local Plan; Just for a change.

## Question 19

**Have you tried to sell your house to move and found it difficult?**

270 people answered this question.

17 people answered 'YES' they had tried to sell their house and found it difficult. The next question asks them why this might be.

## **Question 20**

### **If YES do you have any comments as to why this might be?**

17 people told us why they had experienced difficulty selling their house. 12 of these were from Somerby and for privacy we thought it best not to break down the answers from the smaller villages:

#### **Somerby:**

- Inflated house prices, village school too small for some families.
- Too far from access to key train stations.
- No parking in Church Lane and Somerby High Street, due to people with off-street parking not using it.
- Not sure. Poor parking, issues with traffic volume through Somerby village being used as a 'rat run'.
- Lack of parking, Somerby High Street too busy.
- Parking issues and nearby council properties.
- Buyers have commented on the traffic. Parking problems.
- No off-road parking, people with multiple cars not using their off-road parking.
- The village has very little to offer.
- No demand for this type of house.
- Lack of parking space.
- Difficulty with the amount of new building surrounding our house, and an intolerable clogging of Church Lane by vehicles from those new houses.

#### **Other villages:**

- Outline planning permission in front of my house.
- Nothing in the village.
- Prospective buyers were not honest.
- Only because of behaviour of potential purchaser.
- Too isolated for many people. Slow broadband.

## Question 21

**Bearing in mind the implications any development would have on the whole Parish, are there any sites not already put forward in the Parish you think would be suitable and available for development?**

71 people made comments or (much more rarely) offered suggestions. Sometimes we weren't entirely certain where they meant.

<b>Comment / suggestion</b>	<b>No. of comments</b>
Unsure, None or a strong 'NO'	42
There are already too many, don't want any more	12
Nesbit's site (Somerby) or behind it	16
Brownfield sites (not specified)	6
Spread across the Parish, not only Somerby	5
Between Burrough and Twyford / Twyford Road (Burrough)	5
Behind the village hall (Pickwell)	4
Between Somerby and Pickwell / next to the equestrian centre	4
Burrough Road (Somerby)	3
Yard and garages next to the school (Somerby)	3
Southfield Farm (Somerby)	3
Manor Lane (Somerby) the barns on the right	3
Firdale Farm (Somerby)	3
Melton Airfield (Melton)	3
Corner of Melton Lane (Burrough)	2
Cream House Farm (Somerby)	2
Field opposite Rosie's next to the tanker (Pickwell)	2
Adjacent to Burrough Court (Burrough)	2
Use of infill, and dividing up larger houses	2
Not on infill. Protect internal village green spaces	1
Area behind Southview (Burrough)	1
Stygate Lane (Pickwell)	1
Next to the cemetery (Somerby)	1
Black's field, Pickwell Road (Somerby)	1
On a new road / bypass between Burrough and Pickwell	1
Next to the surgery, Oakham Road (Somerby)	1
Opposite the surgery, Oakham Road (Somerby)	1
Towards Cold Overton (Somerby)	1
Owston Road (Somerby)	1
Kings Lane on right hand side (Burrough)	1
The field next to the church (Burrough)	1
The playing fields (Somerby)	1
House and garden of a named person (Somerby)	1
House and garden of another named person (Somerby)	1
Barn conversions and rural developments only	1

3 people point out that Somerby village has the worst access to the major road network. It is necessary to pass through other villages to get to it.

## Question 22

### Do you work outside the Parish?

225 people answered this question which is a very good return rate of 89% of all 252 respondents who are employed or self-employed. In fact an answer could be clearly inferred for the remaining 27 people (252 minus 225) from their answer to Q24 'mileage to work' giving almost a 100% return.

Response:	YES	NO	BOTH	UNKNOWN	TOTAL
Number	194	46	11	1	252
Percentage	76.9%	18.3%	4.4%	0.4%	100%

The combined figure for 'Yes' and 'Both' is 81.3%. This corresponds very closely with the result of Question 24 that only about 22.8% of respondents travel less than 5 miles to work.

## Question 23

### If YES how do you usually travel to work?

223 people answered this question.

METHOD	Somerby	Pickwell	Burrough	Leesthorpe	Unknown	TOTAL
Car / van	128	34	45	8	4	219
Bus	1	0	2	0	0	3
Train	2	5	1	0	0	8
Bicycle	1	0	0	0	0	1
Other	1	3	1	0	0	5
No answer	98	29	38	4	5	174

The response of 223 is almost exactly the number who answered 'Yes' to the previous question which is what was intended. In fact however the result wasn't quite that accurate as a few people answered inconsistently with Question 22 i.e. Answered 'No' to Question 22 but answered this one anyway, or 'Yes' and did not.

Also about 12 people ticked two options, quite rightly because they combine modes of transport e.g. Car and train. This is why all the numbers in the table add up to 410, more than the total of 397 questionnaires.

Nonetheless predominance of car use is obvious. Approximately 93% of respondents who work outside the Parish usually get there by car.

## Question 24

**Approximately how far do you travel regularly for work / school / grocery shopping / leisure / healthcare? (Miles, one-way)**

### HOW FAR DO YOU REGULARLY TRAVEL FOR WORK?

242 people answered this question.

Miles	0 - 3	4 - 5	6 - 10	11 - 20	21 - 30	31 - 50	51 - 99	100+	Total
Number	42	13	49	55	23	19	14	27	242
Percent	17.4%	5.4%	20.2%	22.7%	9.5%	7.8%	5.8%	11.2%	100%

Bands can be assigned to the mileages we have in any number of ways but the example above is thought most meaningful. In particular **the 0 – 3 mile band equates to the ‘less than 5km’ range** generally taken by MBC (and others) to indicate ‘medium value’ for an employment site or employment opportunity. Some conclusions from this table (and the full list we compiled it from):

- Only 17.4% of respondents live within 5km of their employment site. This includes homeworkers. (Actually a further 9 respondents gave no mileage so cannot appear in the above table, but said they worked outside the Parish, so almost certainly more than 5km / 3 miles, reducing this figure to 16.7%).
- A maximum of 22.8% of respondents *might* work within the Parish (less than 5 miles)
- There are strong ‘peaks’ in the mileages around 5 – 8 miles (probably Melton and Oakham) and 15 – 20 miles (probably Leicester).
- Almost all of the 100+ mile respondents commute to London.

**Average daily mileage travelled for work, one way - 26.5 miles**

The London mileages do contribute a lot to this. If they were removed the figure would be 17.3 miles, but they are in fact travelled so there is no reason not to include them.

## HOW FAR DO YOU REGULARLY TRAVEL FOR SCHOOL?

49 people answered this question, presumably the ones with children.

Miles	0 - 1	2 - 4	5 -8	9 - 16	17 - 20	60+	Total
Number	12	12	20	0	3	2	49
Percentage	24.5%	24.5%	40.1%	0%	6.1%	4.1%	99%

This return does not indicate at all how many children live in the Parish, their ages or where they go to school. The obvious point however is that 'school' altogether represents very little of the total travel in the Parish compared to work, shopping or leisure. This is unsurprising as more people shop or work than have children.

## HOW FAR DO YOU REGULARLY TRAVEL FOR GROCERY SHOPPING?

288 people answered this question.

Miles	0 - 4	5 - 8	9 - 12	13+	Total
Number	12	235	33	8	288
Percentage	4.2%	81.6%	11.4%	2.8%	100%

Some conclusions from this table (and the full list we compiled it from):

- Somerby Village Shop, whilst valued, does not much reduce travel for groceries.
- It is clear from the mileages that about 93% of respondents shop for groceries in Melton, Oakham or (as some people from Burrough do) Syston.
- Average distance travelled is **6.7 miles**

We do not know how many people shop on-line for home delivery. Certainly such delivery vehicles are becoming more commonly seen in our Parish. We think this practice may increase because it reduces costs for both supplier and consumer.

## HOW FAR DO YOU TRAVEL REGULARLY FOR LEISURE?

191 people answered this question.

Miles	0 - 3	4 - 5	6 - 10	11 - 20	21 -30	31 -50	51 -99	100+	Total
Number	8	27	90	52	8	2	1	3	191
Percent	4.2	14.1	47.1	27.3	4.2	1.0	0.5	1.6	100%

Actually 198 people answered but 7 gave answers which whilst undoubtedly true did not lend themselves readily to interpretation e.g. 1 – 500 miles and 5 – 200 miles so we omitted them from this chart, leaving 191.

Mileages tend to indicate Melton or Oakham as the destinations, or else enjoyment and use of the local countryside. There was also a noticeable spike of 26 people at 20 miles which might indicate travel to Leicester.

Average distance travelled is **12.6 miles**.

## HOW FAR DO YOU TRAVEL REGULARLY FOR HEALTHCARE?

191 people answered this question.

Miles	0 - 4	5 - 8	9 - 12	13+	Total
Number	98	59	7	27	191
Percentage	51.3%	30.9%	3.7%	14.1%	100%

Interpretation was quite difficult as a few people gave two figures, one for Somerby surgery and another for a hospital they presumably (hopefully) have to visit less often. We used bands which best reflected the observed distribution.

We can interpret which facilities people are talking about. The first band mean Somerby Surgery, the second Oakham or Melton, the third probably Market Overton, and the fourth probably hospitals in Leicester.

The usefulness of Somerby Surgery is obvious. Within the lowest 0 – 4 mile band 19.9% of respondents gave their distance as '0' or 'less than 1' indicating that they live in Somerby village and rely mostly on that surgery. It remains true that half of all respondents rely on more distant facilities but this might be similar in Melton or even a city.

## Question 25

### Do you run a business in the Parish?

246 people answered this question which is a high return as 145 respondents are retired or otherwise not economically active.

Response	YES	NO	NOT STATED	NOT WORKING	TOTAL
Number	55	191	6	145	397
Percent	13.9%	48.1%	1.5%	36.5%	100%

Excluding the 145 people who are not working we can say that of the economically active respondents 21.8% are running a business. This is fairly consistent with Question 6 where 18.6% of all adults are self-employed and Census 2011 where 17% of working-age population are self-employed. The data appears reliable.

## Question 26

**Would you support the establishment or development of the following business types or employment opportunities in the Parish? (Please tick your preferences)**

In order of popularity:

Arts, crafts, creative industries	244
Artisan food and drink production	225
Domestic and garden services	210
Care services for the elderly	195
Cafes / restaurants	188
Childcare services	139
Financial and professional services	84
Offices	67
Medium scale manufacturing	33
Warehouses, distribution and storage facilities	22
Large scale food processing	10
Other *	16

**\*Other:**

Farming (4)

Equestrian (2)

Tennis club (2)

Property services (2)

Campsite (1)

Bookshop (1)

Classes (1)

Library (1)

Small offices (1)

Pet care (1)

## Question 27

**The Melton Local Plan has a section on tourist development including equestrianism. In your opinion, should we support the sustainable growth of tourism and tourism related activities within our Parish?**

351 people answered this question which is 88% of respondents.

	For tourism growth	%	Against tourism growth	%	Respondents
Somerby	169	82.8	35	17.2	204
Burrough	62	82.7	13	17.3	75
Pickwell	47	75.8	15	24.2	62
Leesthorpe	10	100.0	0	0.0	10
TOTAL	288	82.1	63	17.9	351

- Support is therefore quite strong for the sustainable growth of tourism in the Parish. This will be taken into account in the 'economy and employment' section of the Neighbourhood Plan.
- Some of the responses to Question 26 are also relevant here (arts and crafts, café / restaurant, food and drink) and should perhaps be considered alongside this question.
- The slightly lower level of support in Pickwell is also recognised.
- Further detail and opinions on possible tourist development are to be found in Questions 28 to 31.

## Question 28

### If YES (for tourism growth) which of the following might improve the visitor experience?

315 people answered this question. 57 had already said they were opposed to tourism growth (Question 27) and these are included in the calculation of overall percentage support. Responses are shown below in order of overall (total) popularity across the villages.

FACILITY	Somerby	Pickwell	Burrough	L'sthorpe	Unknown	Total
<b>Footpath / circular walk maps</b>	156	45	57	9	4	<b>271 (73%)</b>
<b>Observation points with information</b>	125	30	39	7	4	<b>205 (55%)</b>
<b>Dog waste bins</b>	117	26	30	7	2	<b>182 (49%)</b>
<b>Café / teashop</b>	114	29	27	8	3	<b>181 (49%)</b>
<b>Seating / benches</b>	109	20	33	5	3	<b>170 (46%)</b>
<b>Tourist info points</b>	92	21	34	5	4	<b>156 (42%)</b>
<b>Car parks</b>	90	18	23	4	3	<b>138 (37%)</b>
<b>Online tourist info</b>	73	25	31	4	4	<b>137 (37%)</b>
<b>Wi-Fi hotspot</b>	77	17	20	3	2	<b>119 (32%)</b>
<b>Bicycle hire</b>	67	17	21	5	2	<b>112 (30%)</b>
<b>Public toilets</b>	66	17	21	6	2	<b>112 (30%)</b>
<b>Other *</b>	3	4	0	0	0	<b>7(2%)</b>
<i>None selected</i>	40	17	20	0	5	<b>82</b>
<i>None selected and 'NO' to Q.27</i>	27	14	13	0	3	<b>57 (15%)</b>

*\*Other – single suggestions were more footpaths and bridleways, cycle routes, online information for the disabled, mobility scooter hire, Parish geocaches, an art gallery, dog-friendly stiles, and preventing recreational off-road motor vehicles.*

- The return rate was high for this question. 315 people made at least one selection (usually many) and of the 82 who didn't 57 had already answered 'No' to Question 27 i.e. They were the 17% opposed in general to tourist growth. It is important to consider the two questions together, which gives us a clear opinion from fully 372 people.
- Responses were very considered and selective with people thinking carefully about their choices. Only 22 people ticked all of the boxes and some ticked only one or two.
- It can be seen that the order of preference is quite similar across all the villages. There are exceptions; for example Burrough is more enthusiastic about tourist information but less about a café, and Somerby is less concerned about online information. Overall however there are no strong conflicts.
- Some of the options were quite similar to each-other. For example walking maps, tourist information points and observation points with information all represent kinds of 'signage' to assist visitors. They attracted 632 expressions of support between them. **However** taking into account the very strong importance attached to the attractive appearance of our countryside and villages throughout the questionnaire, it is clear that any such items would have to be carefully designed and positioned. 'Don't make the Parish look like Disneyland' as one respondent put it.
- Some of the facilities under consideration could be located together. For example a café could contain tourist information, maps, possibly arts and crafts such as were popular in Question 26, and would have toilets. Our pubs and shop already offer tourist information to some extent. Such a joined-up approach could make these facilities less intrusive and take into account concerns about over-development or spoiling the appearance of the Parish.
- Car parks attracted moderate support. From comments made and the responses to Question 8 (negatives of the Parish) the conclusion might be that any increase in visitors must not be allowed to worsen our existing problems with parking.
- With hindsight and having noted suggestions from the questionnaire, we could have asked specifically about the Arnhem / paratroopers connections of the Parish. Thank you to those who mentioned it.

## Question 29

### Do you support the provision of additional visitor accommodation within the Parish?

360 people answered this question. As the question was 'yes/no' percentages could also be given, which we did to identify possible difference between our villages.

	<b>Somerby</b>	<b>Pickwell</b>	<b>Burrough</b>	<b>Leesthorpe</b>	<b>Unknown</b>	<b>TOTAL</b>
<b>Yes</b>	168 (81.5%)	42 (71.2%)	56 (74.7%)	10 (83.3%)	6 (75%)	<b>282 (78.3%)</b>
<b>No</b>	38 (18.5%)	17 (28.8%)	19 (25.3%)	2 (16.7%)	2 (25%)	<b>78 (21.7%)</b>
<b>Total</b>	206	59	75	12	8	<b>360</b>

It can be seen that Somerby and Leesthorpe were more in favour of visitor accommodation than the others but the difference is not extreme.

This is quite strong support at 78% and so also close to the overall 82% support for sustainable tourist development in Question 27.

However caution must be exercised as respondents were very specific about the *type* of visitor accommodation they would support. This can be seen in Question 30.

## Question 30

### If YES, which type of accommodation would you be generally supportive of?

299 people answered this question. 78 had already said they were opposed to developing tourist accommodation (Question 29) and these are included in the calculation of overall percentage support.

Responses are shown below in order of overall popularity.

	Somerby	Pickwell	Burrough	L'sthorpe	Unknown	Total
<b>B&amp;B within existing homes and pubs</b>	169	43	60	10	5	<b>287 (78%)</b>
<b>Holiday lets within existing buildings</b>	99	23	34	7	3	<b>166 (45%)</b>
<b>Development of new holiday lets, camping sites</b>	36	2	9	2	1	<b>50 (14%)</b>
<b>Caravan sites</b>	24	2	8	3	1	<b>38 (10%)</b>
<b>Other *</b>	4	0	1	0	0	<b>5 (1%)</b>
<b>None selected</b>	50	20	22	2	4	<b>98</b>
<b>None selected and 'No' to Q.29</b>	34	14	17	2	2	<b>69 (19%)</b>

\*Other – one for lodges, four for a touring campsite.

- The return rate was high for this question. 299 people made at least one selection (sometimes several) and of the 98 who didn't 69 had already answered 'No' to Question 29 ie. They were the 22% completely opposed to additional visitor accommodation. It is important to consider the two questions together, which gives us a clear opinion from 368 people.
- Support appears quite strong for diversification of existing homes or buildings into visitor accommodation, but not at all for new building developments.
- Visitor accommodation might be able to contain some of the facilities thought desirable in Question 28, minimizing the environmental impact should any of them be provided.

- With hindsight the question should have separated 'campsite' – meaning a touring site – from 'new holiday lets'. However as the question stands there is minimal support for either of them.
- Also with hindsight we should have clarified whether 'caravan site' meant permanent, static caravans or a touring site. In any case there is not much support (and 5 people made very strong comments against caravans).

## Question 31

### What features (landscapes / facilities / historical) of our Parish do you consider important for a thriving tourist based economy?

This was a free-text box in which people could write anything. Total number of respondents was 218 broken down by settlement as follows:

Somerby 143, Pickwell 39, Burrough 28, Leesthorpe 6, Unknown 2.

Most people gave several reasons.

We do have the results by individual village (available on request) but there was no great difference between them in the features most frequently identified. For this reason and for brevity all settlements are combined below. They are grouped together under themed headings.

<b><u>Feature</u></b>	<b><u>Number of mentions</u></b>
<b>Rural Character:</b>	
Landscape, countryside, rural nature	107
Burrough Hill Country park	77
Views	31
Leicestershire Round	13
Wildlife and nature	9
<b>Outdoor pursuits:</b>	
Walking and public footpaths	82
Equestrianism and bridleways	43
Cycling and cycle routes	26
Hunting and shooting	1
Running	1
Unspecified	1
<b>History and architecture:</b>	
Churches	40
Historical buildings and villages, archaeology	35
Historic landscapes and parks	10
Unspecified historical features or just 'historical'	26
<b>Facilities:</b>	
Pubs	43
Village shop	12
Food and drink	8
'Facilities' (unspecified)	16

<b>Miscellaneous:</b>	
No change or addition is necessary	7
Proximity to Rutland Water	5
Special events / village hall events	4
Tourism not wanted at all	4
Proximity to market towns	3
Peace and quiet	3

Less common answers:

*The following were identified by two people each:*

Rural feel. Dark skies. Arnhem and the Paratrooper Regiment

*The following were identified by one person each:*

Post Office. GP Surgery. Family visits. Deserted settlements. Friendly people. Shared social fellowship. Bed and Breakfast. Garden centre.

In the case of 'facilities' it wasn't always clear whether the respondent meant only that the ones we have are important or that we need more. Possibly Question 28 is a better indication of this. However a number of comments were clearly intended as suggestions to help the visitor-based economy:

<b>Suggestions to help tourism:</b>	
A Café	17
Information, signage, plaques, leaflets	15
Visitor parking	14
Resolve traffic problems on Somerby High Street	9
Avoid development which spoils walks, villages or views	7
More visitor accommodation	4
Clean and tidy roads	4
Public toilets	3

Less common suggestions:

*The following suggestions were made by two people each:*

Better pubs and food. Open gardens. Farm visits. Guided walks. Farm shop.

*The following suggestions were made by one person each:*

Crafts. Family attractions. Better phone reception. Better transport / access. Small caravan / camping site. Promote 'Brand Melton'. A footpath from Burrough to Burrough Hill. Twin with Oosterbeek (Arnhem, Netherlands). Ask the visitors !

## Question 32

### Does your household have a car / van?

392 people answered this question.

	Somerby	Pickwell	Burrough	Leesthorpe	Unknown	Total
Yes	219	65	84	12	8	388
No	4	0	0	0	0	4

Care must be taken with this result because the question is about households and questionnaires were completed by individuals i.e. Several people can be describing the same household. We can however say that 99% of respondents live in a household with one or more cars. This is high, but to be expected in small rural settlements with very limited public transport.

All but 3 of the people who answered this question 'Yes' also answered Question 33, and all but one answered Question 34.

## Question 33

### If YES please indicate how many

389 people answered this question.

CARS	Somerby	Pickwell	Burrough	Leesthorpe	Unknown	TOTAL
0	4	0	0	0	0	4
1	55	17	26	1	0	99
2	106	37	37	6	4	190
3	42	4	19	5	3	73
4+	12	6	2	0	1	21

This result is an indication of car ownership but of limited statistical value because we don't know which respondents live in the same household. For example we cannot say what percentage of households own a given number of cars. (Addresses given on the questionnaire were only used for the prize-draw).

### Question 34

#### Do you rely on your vehicles(s) for work, grocery shopping, school run, leisure, other?

391 people answered this question selecting one or more of the uses.

USE	Somerby	Pickwell	Burrough	Leesthorpe	Unknown	TOTAL
Work	142	39	52	8	5	246
Groceries	199	57	74	11	6	347
School	34	8	10	4	0	56
Leisure	191	51	76	12	7	337
Other	58	14	12	3	1	88

Reliance on a car is greatest for grocery shopping and leisure than for work because many parishioners do not work (mainly because they are retired – see Question 6). Also 17 respondents were probably home-workers.

Despite this, because average distances travelled for work are 2 to 4 times greater than for other uses (see Question 24) and usually daily, work accounts for the vast majority of car use by parishioners.

Car use for school is low mainly because only a minority of parishioners have children of school age. Somerby School (for primary aged children) and the school bus (for children educated outside the Parish) will also have reduced car travel for school somewhat.

It can be concluded that at least 98.5% of respondents rely on a car for one or more of these uses. The remainder (at most 5 or 6 people) might rely on public transport or might not regularly travel at all, for example due to illness.

### Question 35

**Do you use the local bus service? If YES do you use it for work / shopping / school or college / leisure / other?**

98 people told us they use the local bus and what they use it for:

	Somerby	Pickwell	Burrough	L'sthorpe	Unknown	Total
No use or no answer	175	43	63	12	6	299
Work	0	0	3	0	0	3
Groceries	31	12	6	0	0	49
School	4	2	0	0	0	6
Leisure	27	12	13	0	1	53
Other	13	6	9	0	3	31

This question tells us that 24.7% of all questionnaire respondents use the bus sometimes. It doesn't tell us how often.

Grocery shopping and leisure are the main uses; use for work appears to be unviable due to the very restricted timetable.

Of the 98 people who use the bus, 94 also have a car on which they rely as per Question 34. The four who don't have a car use the bus for shopping (2 are retired, 1 disabled, 1 working part time but doesn't use the bus for work).

The 31 people selecting 'Other' did not specify except for two who visit friends.

## Question 36

### If NO – why is this?

Detailed below is a selection of the many similar comments about the bus service. There were no positive comments about the service even though the majority of people who responded to the questionnaire answered question 35.

Not practical

Not convenient

Quicker and cheaper to use my car

No evening service

Inconvenient

It's expensive and unreliable

A single ticket costs £3.50 from Somerby to Melton – that's the same price as travelling from Nottingham to Melton with the same bus firm

I tried to use the bus but it never turned up

Services being cancelled with no advance notice can mean a 4 hour wait

Arrival times in Oakham and Melton don't tie in with train times

I would not have moved here unless I had my own transport as the bus service is unreliable, expensive and does not link with other public transport

Not sure what I'm going to do when I can't drive any more

Got a car

Bus didn't arrive

I have no idea of the timetable

Easier to use my car

It's impractical. I can't carry a week's shopping on the bus

I work in Oakham and the bus doesn't get me to and from work at the right times

I'd like to use it but it's expensive and unreliable

After waiting 20 minutes after the timetable arrival time I gave up and walked

### Question 37

#### How important is it to maintain the distinctiveness of the villages in the Parish through protecting the green spaces between them?

387 people answered this question though not necessarily every row.

GREEN SPACE:	Not at all important	Not important	Neither	Important	Very important
Burrough to Twyford	2	3	24	89	248
Burrough to Somerby	2	3	10	90	268
Somerby to C.Overton	4	10	11	100	245
Somerby to Owston	2	7	10	94	253
Somerby to Pickwell	5	12	13	91	253
Pickwell to Leesthorpe	3	10	22	84	189
<b>Approximate %</b>	<b>1%</b>	<b>2%</b>	<b>4%</b>	<b>25%</b>	<b>68%</b>

We have the responses by settlement but they are not reproduced here for reasons of space. They are available on request. There was only a very slight tendency for people to value the separation of their own village more highly than others.

About 7% of people didn't fill in every row, usually the last one.

There are different ways this data could be analysed but the simplest statement to make is that 93% of responses said maintaining separation of the villages was 'important' or 'very important'.

## Question 38

### How important is it that the Neighbourhood Plan includes the following policies?

More than 300 people answered this question.

A Parish policy that...	Not at all important	Not important	Neither	Important	Very important
Preserves important landscapes	1	1	5	81	281
Preserves significant views	2	2	7	89	269
Considers expansion of the conservation area boundaries	11	13	30	109	193
Protects settings and buildings of historical and cultural significance	1	4	5	100	255
Maintains & enhances rights of way across the Parish	2	5	17	115	231
Protects hedges and trees	4	3	16	85	163
Encourages and promotes a rich diversity of wildlife	2	4	8	83	172
Protects wetlands including ponds, streams and aquifers	3	3	9	87	165
Preserves local green spaces that form the layout of the villages	4	1	5	82	178

## Question 39

### In terms of conserving and protecting the green infrastructure within the Parish, how important are the following to you?

386 people answered this question (97% of all respondents). Results are shown below with the overall 'most important' first and 'least important last:

<b>Feature:</b>	<b>Not at all important</b>	<b>Not important</b>	<b>Neither</b>	<b>Important</b>	<b>Very Important</b>
Undisturbed wildlife habitat	2	1	14	131	231
Wide range of plants and trees	3	1	17	133	223
Open countryside around villages	2	1	6	110	243
Ancient trees and avenues	2	2	13	146	207
Peacefulness and tranquillity	1	2	19	116	235
Wide views across historic landscapes	1	2	15	142	209
Quiet lanes and footpaths	1	3	17	149	201
Hedgerows between fields and by roadside	2	3	21	141	209
Village greens and playing fields	2	3	16	170	180
Historic parkland areas	2	2	17	158	189
Easily accessible by foot	1	5	33	166	166
Ponds with vegetation and wildlife	1	4	28	122	206
Neat, tidy and well cared for	4	6	26	162	169
Green and well kept verges	4	6	40	187	136
Dark skies at night	1	10	41	116	197
Ridge and furrow fields	2	10	63	128	159
Feelings of remoteness and timelessness	3	25	62	123	141
Involves community in the care of the site	2	19	84	186	66
Easy and cheap to maintain	6	33	114	144	61
Accessible by bike	18	46	97	122	83
Other (please say) *	-	-	-	7	12

- The descending order above was arrived at by adding together 'Important' and 'Very important', then subtracting 'Not important' and 'Not important at all'. The order could have been determined in other ways but this was thought most representative. In any case every single response is included in the table.
- It has been commented that this question was something of a list of 'nice things' which few people were likely to dislike. This is true. However only 38 people ticked down the whole list as 'important' or 'very important' so most did show some priorities and make distinctions. The overall high importance attached to these aspects of green infrastructure is very clear.
- This was a long and potentially quite tedious question for people to answer. Some did not make a selection in every single row, but only about 5% of all ticks are 'missing' so the result is still very convincing.
- Break down by villages (Somerby, Pickwell, Burrough, Leesthorpe) is not included above for reasons of space. The table is large enough already. However this information is available if anyone would like to see it. There was no great difference between the villages.

*\*Other:*

*There were 19 issues raised as 'other' by single individuals:*

- *Do not build on the green space between Somerby School and the pub.*
- *Co-operation for mutual benefit between business, landowners, residents and environment.*
- *The play area (Somerby).*
- *Churchyards and church environs.*
- *The 'local' feel of each parish, each having its own character.*
- *Leave verges natural for wildlife (road safety permitting).*
- *Preserve open paddocks to support recovery of the raptor population.*
- *Retain the brick and ironstone vernacular in the villages.*
- *Do not obscure views to and from historical / traditional buildings.*
- *Birds (rooks) nesting in house guttering.*
- *Importance of bees.*
- *Safe roads with enforced speed limits.*
- *A skate park in Pickwell (in the field near the tanker).*
- *Policing, safety and security, visibility.*
- *Indiscriminate tree and hedge planting blocking open views and light (x2).*
- *Keep the Parish as it is now (x2).*
- *Quiet !!*

**That is all.**

# Household Questionnaire - Methodology

## Designing the Questionnaire

Questions were designed and selected from a combination of the following sources:

- Analysis of the open day of 18<sup>th</sup> June 2016, to include the many headings and issues raised by parishioners.
- Suggestions and discussions at the three Theme Groups, which were then fed into the Advisory Committee.
- Suggestions, discussion and selection over the course of five public Advisory Committee meetings at which the questionnaire was a formal agenda item.
- Extensive research into and consideration of questionnaires used by other neighbourhood plans.
- The professional advice of *Yourlocale*.

By this process 39 questions were designed and selected. They were grouped under six headings: demographics, the parish, housing, economy, transport and environment. It was felt this layout would make it easier for a person to complete the questionnaire in stages if they preferred to.

Questions were in a variety of styles: yes/no, tick-box, scalars from 1-5, and numbers to be inserted. 19 of the questions included an option of 'other – please specify' or a box for free text.

The final draft was formatted digitally by a volunteer.

## Preparing for distribution

The intention was to deliver a questionnaire to every person aged 18 or over in Somerby Parish. Consideration was given to starting at a younger age but any minimum age other than recognised voting age of 18 would have been subjectively chosen and without authority. Also issues around parental consent would have arisen. Instead it was decided to produce a separate questionnaire for 11-17 year olds (below).

We did not have a list of every person living in the parish. Even the voters' register would not have provided this. However the 2011 Census recorded 387 household spaces and 683 people aged 16 and over in the parish. (The Census contains no figure for those aged 18 and over.)

We knew more homes had been built since 2011. The parish magazine 'Towards' had a circulation of 400 (households and businesses) which led us to estimate an absolute maximum of 800 adults. The commercial options available meant 820 questionnaires were professionally printed.

Questionnaires were numbered individually and distinctively by hand to ensure full accounting for them would be possible. Numbering also facilitated a prize draw from

completed questionnaires; an anonymous donation allowed us to offer three prizes of £100, £50 and £25.

Maps and the Royal Mail postcode finder were used to make a list of all the roads in the parish and the number of addresses on them, not forgetting the isolated homes and farms not actually in any village. This approach was of limited accuracy and we knew it would have to be supplemented by local knowledge, careful observation and common sense on the ground.

The parish was then divided up into roads and groups of roads (some are very small) and physical packs prepared, each consisting of an address list and a quantity of blank questionnaires estimated to be about 10% more enough for that street or group.

20 volunteers were found to distribute the questionnaires, wherever possible in their own neighbourhood (8 in Somerby, 8 in Burrough on the Hill, 2 in Pickwell, 1 in Leesthorpe, 1 covering some outlying addresses). This increased the ease of distribution and collection for the volunteers as well as offering the opportunity to give information face-to-face to parishioners about the Neighbourhood Plan and encourage them to complete the questionnaire. Volunteers were emailed information regarding the process of distribution, recording and collection as well as guidance relating to the confidentiality of completed questionnaires.

A small locked box suitable to receive completed questionnaires was placed in Somerby General Store.

The coming questionnaire was advertised via the parish magazine, parish website, posters in the parish noticeboards, pubs and meeting places, and word of mouth from Parish Council, Advisory Group and Theme Group members.

### **Distribution and collection**

The questionnaires were hand-delivered by the 20 volunteers over the weekend of 7<sup>th</sup> – 8<sup>th</sup> January 2017. Every effort was made to hand them to parishioners in person, including repeat visits to any addresses where there was no reply. If no-one was spoken to, questionnaires were put through the door. It was usually easy to ascertain from neighbours how many people lived at the address. In the very rare cases where we didn't know, the default was to leave two questionnaires. The questionnaire included instructions on how to obtain more if necessary from Somerby shop, from a volunteer or by email. No such requests were made.

661 questionnaires were distributed. Volunteers had sheets on which they recorded when and where each questionnaire (by serial number) was delivered. This was considered necessary to ensure statistical integrity.

This number of 661 adults was slightly lower than expected. However volunteers did not leave questionnaires at houses they knew to be completely unoccupied. A handful of parishioners declined one due to being unable to complete it due to poor health, but in at

least two cases volunteers sat with a parishioner and filled it in for them because they could not physically write themselves.

Only one remote property is now known to have been missed. If there are any more they must be extremely few. Best evidence from the 2011 Census tends to confirm this.

The questionnaires were collected by the same volunteers two weeks later over the weekend of 21<sup>st</sup> – 22<sup>nd</sup> January. Again multiple visits were made if necessary to find people at home. Meanwhile some completed questionnaires had been deposited in the box at Somerby shop (which was emptied daily) or handed or posted to volunteers. In such cases volunteers were informed of returned questionnaires to be crossed off their collection lists.

397 completed questionnaires were collected. This represents a 60.1% return rate which we consider to be very high and an indicator of effective engagement and consultation. The Parish Council and Advisory Committee have accordingly attached considerable weight to its findings and we respectfully ask Melton Borough Council and the Independent Examiner to do the same.

### **Prize draw**

A simple book of raffle tickets was purchased and the tickets corresponding to eligible questionnaires (by serial number) were separated. Each was folded up and put in an opaque cloth bag by a member of the Advisory Committee. The winning tickets were drawn at a public Parish Council meeting on 6<sup>th</sup> Feb 2017 by three different parish councillors. The winners were announced at that meeting and in the next edition of the parish magazine. Prizes were delivered by the neighbourhood plan administrator.

### **Collation and analysis of results**

Completed questionnaires were reverse-cascaded to the Neighbourhood Plan administrator.

Collation of the returns was a large task involving approximately 170,000 selections from 'tick box' questions and 7500 opportunities to select 'other' and comment, or make free text comments. Consideration was given to outsourcing this task, however it was decided volunteers would complete it for three reasons:

- To reduce costs
- Although requiring many hours of concentration the task did not require expert skills. It consisted of reading, recording and addition followed at most by some calculation of percentages and a lot of typing.
- Volunteers with proven competence were available.

Collation and adding-up of results was carried out by two pairs of volunteers each including a member of the Advisory Committee. The paired system ensured that every count was made at least twice. Also if any question was not answered it was recorded as 'no answer', enabling a final check to be made that every response (or non-response) to every question totalled 397. We therefore have high confidence that the collation is accurate and sound.

Almost all results (not all of the verbatim comments) were known by the counting volunteers and the Advisory Committee in time for the engagement days which took place in March 2017 (below). It took until July 2017 to check those results and compile them into a single document which was then posted on the Parish Council website, emailed to all parishioners who had requested it, and signposted in the parish magazine.

All volunteers' lists and records, collation of returns and the completed questionnaires themselves have been securely retained in their original hard copy and are available for inspection if required.