

# Consultation

...taken care of

**Q11** What type of housing do you think is needed? (Please tick all that apply)

Properties to buy on the open market

Properties to rent privately

Housing association rented or shared ownership properties

Sheltered/retirement housing

Other

If other, please specify: \_\_\_\_\_

**Q12** If new building is planned, should it be (Please rate in order of importance where 1 = high importance to 3 = low importance)

Infill sites within the village

Sites at the edge of the village

Reusing redundant / brownfield buildings

**Q13** Do you consider design, materials, height and size important when new buildings or extension to existing buildings are planned?

Yes  No  No opinion

**Q14** Would you like to see any of these developed in your community? (Please tick all that apply)

Business Park  Workshops  No opinion

Rural businesses  If other, please specify: \_\_\_\_\_ Other

**Q15** Which town/s do you use for main household/food shopping?

\_\_\_\_\_

**Q16** Do you use or would you also support? (Please tick one box per row as appropriate)

	Yes	No
Newbold Stores / Post Office	<input type="checkbox"/>	<input type="checkbox"/>
Talton Mill, Farm Shop and Butchery	<input type="checkbox"/>	<input type="checkbox"/>
Online shopping - food	<input type="checkbox"/>	<input type="checkbox"/>
Online shopping - other	<input type="checkbox"/>	<input type="checkbox"/>
Timebank	<input type="checkbox"/>	<input type="checkbox"/>
A mobile shop	<input type="checkbox"/>	<input type="checkbox"/>

**Q17** Would you use a central collection point for home deliveries? (ie online shopping)

Yes  No  No opinion

Surveys for  
Parish, Town and  
Neighbourhood Plans

Consultation Solutions from



## Importance of the Consultation Process

You have the idea of a Parish, Town or Neighbourhood Plan approved by your local Council.

You need to start thinking about the consultation process.

So now you contact SDC's Performance, Consultation & Insight Unit who provides a low-cost "One-Stop Shop" service for all your market research needs.

The questionnaire stage of the Plan process is potentially the most important as results will underpin the development of the Plan.

Questionnaires provide everybody with the opportunity to have their say and carefully planned surveys give you the answers you need.

## Who we are

The Performance, Consultation & Insight Unit at Stratford-on-Avon District Council provides a service within the Council, but also offers its services as a market research agency to other District Councils, Parish and Town Councils, the private sector, and other public bodies.

All work undertaken by the Unit is done in line with the Market Research Society's Code of Conduct.

We have extensive experience of survey design from draft questionnaire to the final report.

An advantage of using us is our independence from the Parish, Town or Neighbourhood Plan process in your area.

We have successfully helped in the design and consultation process for over 75 Town and Parish Councils. Those we have worked for include; Balsall Common, Bidford-on-Avon, Ettington, Gaydon, Harbury, Hockley Heath, Meriden, Stratford-upon-Avon, Tredington and Wilmcote.

We are not confined to working within the Stratford District Council boundary; we will work for any Parish or Town Council in the country.

## How we do it and what we can do for you

- Have an initial meeting to discuss your requirements for creating the survey including the correct methodology to use;
- Working with you to create a paper questionnaire or an online version. We use the Snap Survey software package, the most widely used system in the UK;
- Print the questionnaire using SDC's Print Unit;
- Provide a comprehensive list of all known addresses in your parish or town;
- Questionnaires are collected or posted back – you could use our postal service where we supply you with FREEPOST envelopes for return of the questionnaires directly to us at the Council offices;
- Data entry of your returned paper questionnaires – it is important that the data processing is via an unconnected and unbiased third party with anonymity assured;
- Produce headline results for each question in a summary report;
- Produce a detailed report which includes full analysis of each question, illustrated with graphs and tables, including the coding of open ended questions or the typing of all literal results. This can also include a presentation of the results to the Parish or Town Council and/or the public.

You do not have to undertake every element with us, as we offer a "Pick and Mix" approach on all the above. Our service is totally flexible, we give you as much help as you need either for the whole process or just a part.

### COMMENTS ABOUT OUR WORK

***"Just wanted to say a big thank you  
for doing a cracking job on our village survey"***

***"Again thanks to you and your staff  
for a professional job – and lots of patience!"***

## About the Consultation Unit

Simon Purfield has over 29 years' market research experience having worked previously for public bodies such as the Heart of England Tourist Board and West Midlands Police, plus in the private sector for a research agency where he worked for blue chip clients such as Tesco's and Esso. Simon has a Master of Social Science Degree and is a member of the Market Research Society.

Melanie Jeffery has a Masters in Psychology and is experienced in survey design, quantitative & qualitative research and data analysis.

## Get in touch now to find out how we can help you

**Simon Purfield**, Performance, Consultation & Insight Manager

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