

CONSULTATION TOOLKIT

Community involvement is crucial to neighbourhood planning and for delivering the changes made by the Government for planning future local housing and employment needs.

Local communities are being encouraged to have more input into what they want in their area. This includes everyone, from young people to the elderly, commuters, businesses, individuals and families.

Town and parish councils need to involve their communities in the neighbourhood planning process in order to find out what their community thinks about more housing, employment opportunities, open spaces, and so on.

This consultation toolkit is designed to support town and parish councils when they undertake a consultation exercise in their communities and especially for neighbourhood planning. It includes ten important points to note during consultation, practical guidance in holding an event, example questions, analysing your results and giving feedback.

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SECTION 1 – Ten Important Points

These points are a quick guide for consultation. They give a very brief overview of the things you should consider when planning any consultation.

There are many ways of consulting the community and the key methods used in neighbourhood planning are listed below. However, there are many more you could consider and a list of these included in appendix A below.

There is no requirement for you to choose one consultation method in preference to another, but you should consider the one that you think will work well in your area.

Ten Important points for consultations

1. **Community and residents** make up is most important to consider. Do they have regular meeting places? Are they mobile? Do they have access to computers and the internet? Are there any literacy issues within the community? Plan your consultation so that everyone has the opportunity to participate.
2. **Equality of opportunity** must be ensured to participate by overcoming barriers that some individuals or groups may face. You should recognise any special needs of your community and select any venues and communication methods with care. Diversity must be acknowledged and consultation must be as inclusive as possible.
3. **Consultation aims must be clear**, and decision makers must be agreed on what you are trying to achieve. It helps when explaining to others and ensures consistency.
4. **Plan your questions**. What information do you want to gather? What do you want to find out? Ensure someone is responsible for taking actions forward. Use the HDC resource pack to record actions, allocate tasks and timescales.
5. **Easy to understand questions are essential**. When drafting questions write them in a way that people will understand. Group relevant questions together and ensure the sections flow logically from one to another.
6. **Set aside enough time** to draft, conduct and analyse your consultation. You may need adapt your timetable of the needed, however keep people informed.
7. **Data Protection Act** must be adhered to when handling personal details. Personal questions will help your analysis for neighbourhood planning. A list of usual categories is included in this document. The responses to these questions should not identify who the respondents are.
8. **Display any copyright** for maps, including Ordnance survey-based maps.
9. **Thank people** for their contributions. Don't forget to let them know what you learnt and what you will do as a result.
10. **Analyse your consultation process**. Have you achieved what you set out to do? If not, why not and how could you have done things differently?

Common mistakes and things to avoid when consulting

1. Don't stand in the village hall with a massive document and expect people to read it
2. Don't preach to people at a public meeting – make sure you listen.
3. Don't engage a consultant to produce options before consultation
4. Don't publish a draft document or masterplan and then try and defend it
5. Don't bore people into submission – their views are just as valid.
6. Don't assume people are just too stupid to understand.
7. Don't assume that because the project group has strong members and leadership that this can replace consultation.
8. Don't predetermine the outcome.

SECTION 2 - PREPARING YOUR CONSULTATION

Who, when, how and where to consult?

2.a. WHO TO CONSULT

Recognising the diversity of people in your community will help to ensure everyone can engage with the consultation exercise. The number of respondents may reflect how inclusive your questionnaire was, although it should be recognised that some people will just not respond no matter how much the outcome may affect the.

The more creative your plans are the more interested people will be. They will want to get involved and this will make the consultation more robust.

It is always easy to get certain groups within the community to respond to consultation, however it is important that the harder to reach groups are also engaged. Recognising that these people may fall into a stakeholder groups can be useful.

Typical stakeholder groups include:

- Schoolchildren (aged 5-16)
- Young people (aged 16-30)
- Older people
- Commuters (people living in the community but working outside)
- Housing estate representatives
- Community groups and societies
- Single parent families
- People with physical needs
- People with learning needs
- Faith groups (from a range of different faiths)
- People employed in the community
- Black and minority ethnic groups
- Travellers and gypsies
- Families
- Migrant worker

It is also important to engage other key local partners. These might include:

- Local councillors
- Local shopkeepers and businesses
- Local trusts and project groups
- Local trusts and project groups representing minority groups
- Education establishments

- Landowners
- Health and Social Care organisations
- Local branches of professional bodies

2.b. WHEN TO CONSULT

The length of time needed will vary depending on:

- The method of consultation you choose
- The time of year you are consulting
- The number of responses that you are seeking

It is usual to plan for between 6 to 12 weeks for your consultation exercise, but this will of course be dependant on the method/s you use.

It would be sensible to allow at least three weeks for respondents to reply to a simple questionnaire, however stakeholder groups need time to discuss their reply and may only meet monthly, so allow them longer.

Things to consider

1. **Time of year.** What else is happening? Try to avoid major holiday times such as Christmas or key school holidays.
2. **Other events or occasions.** Your consultation may:
 - a. clash with these and reduce the number of responses, or
 - b. use these events to communicate with a ready audience.
 - c. clash with other big sporting or media events
3. **Plan when decisions will be taken** - and work back from that to get a timeline.
5. **Use a project planner** to develop a realistic timetable. A sample project plan is contained later in the document.
4. **Dates and times of day/evening for events** should be varied, as some residents may not wish to be out at night or working people may not be able to get to a day time event. Using a combination of both will ensure that you are attempting to reach everyone.
6. **Allow sufficient time for analysis and** identify any key themes emerging.
7. **Allow time for feedback** and evaluation.

2.c. HOW TO CONSULT

The range of consultation methods that are particularly suited to neighbourhood planning includes:

- Self-completion questionnaires
- Public meetings
- Focus groups
- Stakeholder seminars
- Open days
- Exhibitions

Several methods may have to be used to get the whole community involved.

To ensure successful engagement with you target audience and encourage them to respond to your questionnaire you should choose a way to communicate with them that they are used to using.

Good Practice for community engagement

- **Front Loading** – don't start work on your plan until you have consulted the community, or you won't know what is important to your residents and stakeholders
- **Awareness raising** – ensure everyone is aware about what neighbourhood planning is and the purpose of your plan and the likely issues it will deal with
- **Open process** – make sure you have a representative group of people to engage in the process
- **Avoid tokenism** – consultation should inform the content of your plan, not the other way round. Do not predetermine the outcome of the plan.
- **Specialist advice** – bring in some specialists if needed to help with delivering the information. Links can be found in the toolkit.
- **Be Creative** – the more interesting you make it the more people will want to engage
- **Manage Expectations** – explain the scope of the plan and do not allow unrealistic expectations to become prevalent, as this will only lead to disappointment.
- **Targeting** – make sure your audience is representative and inclusive.
- **Accessibility** – location, timing, media and formats are all important to ensuring as many people can engage as possible.
- **Feedback** – provide feedback to the community, and tell people how the consultation responses informed the plan

Selecting the best method

The series of questions below should help guide you to the right method:

1. What am I trying to find out?
2. From whom do I need this information?
3. How would they like to respond?
4. What information do they need before they can respond?
5. Do we need something besides a simple exchange of information?
6. How will I record this information?
7. What resources do I need and have?
8. How much time do I need and have?

Check a list of other Consultation Methods in appendix A with information about their strengths and weaknesses.

Quantitative or Qualitative consultation methods?

Quantitative methods – are usually based on a representative sample of people who will give you an accurate picture of the population. If you want to find out how people think the quantitative method should be used.

Quantitative data is generally collected through offering a multiple choice of responses, which makes it easier to analyse the data. Data results are usually expressed as percentages and frequencies.

Most frequently used quantitative methods include:

- Self-completion questionnaire
- On-street face to face questionnaire
- On-line questionnaire
- Referendum / poll

- Public meeting

Qualitative methods – have more to do with attitudes, views and opinions and the reasons why people feel a particular way. If you want to know ‘why’, then a qualitative method is used.

Qualitative research typically involves group discussions or in-depth interviews to gain information, but is less about the number of people involved and more about the type of information you are trying to get. Analysing qualitative data takes longer as it involves grouping those strands of opinion that are related to one another.

The most frequently used qualitative methods are:

- Focus groups
- In-depth interviews face to face
- Exhibition event
- Questionnaire - ‘open’ questions
- Stakeholder meetings
- Documentary consultation
- Forums - area, local, web
- Developing parish plans
- Community meeting
- Workshop or group discussion
- Open day event
- ‘Mad, sad, glad’ boards
- Photo survey

For other consultation methods in more detail check appendix A Consultation Methods or visit

http://www.communityplanning.net/methods/methods_a-z.php

2.d. WHERE TO CONSULT

Considering different consultation venues to help you reach the whole of your community will help engage more people. More people means better results

Possible venues include:

1. Community centre / village hall
2. Schools
3. Pubs
4. Places of worship
5. Shops / Post office
6. On-the-street
7. Drop-in events
8. Public meetings
9. Community days / Village fetes / Summer festivals
10. Focus groups / Workshops
11. Existing community clubs & societies

See section 4 of the HDC resource pack for more detail in planning and running a consultation event

SECTION 3 - DEVELOPING QUESTIONNAIRES

3. a. Questionnaire design

Before designing a questionnaire think about the objectives you want to achieve and the key points you want answered as well as whose views you want to hear.

A questionnaire could be used to support an open day or exhibition. They can also be used on their own as a feedback tool for the community. However, when you use a questionnaire ensure that the reasons you are seeking the views and opinions of the community are given. A separate leaflet giving an explanation could be used, or web based information.

when producing a questionnaire

1. Keep the subject matter simple. More detailed questions can be asked separately if needed.
2. Use multiple-choice or ranking questions where possible – its easier.
3. Make sure the questionnaire is planned logically and similar questions are grouped.
4. Use a simple explanation to provide context to complex questions or different subjects covered by the survey.
5. Keep the questionnaire short.
6. Test the questionnaire. Ask someone not involved in its design to test how long it takes to complete – if it's over 15 minutes it maybe off-putting to some. If a single questionnaire is not sufficient following up with qualitative questioning.
7. Add a confidentiality statement, to reassure participants of your security / data protection.
8. The questionnaire should always end thanking participants and the closing date for replies.

3. b. Question type

Open ended/closed answer questions

In 'open ended' questions respondents write in their own answers, whereas in 'closed' questions respondents choose from a list of possible answers.

Closed answer questions – typically choosing from a list of options is easier and less expensive to analyse than open answer questions. Aim to make as many as of your questions 'closed' answer as you can.

Rating scales can be used in 'closed' questions, so you can get a mean score, as well as count the percentage,

eg 'How satisfied or dissatisfied are you with affordable housing in XX parish'

Very satisfied	5
Quite satisfied	4
Neither satisfied nor dissatisfied	3
Quite dissatisfied.....	2
Very dissatisfied	1
Don't know/not sure	0

When designing questions, it is essential to provide an equal number of negative and positive options on the list.

Open ended questions - only use open answer questions where they add value to your overall survey. Ideally they should only be used to probe specific closed answer questions,
eg 'And what makes you say you are satisfied/dissatisfied with affordable housing in xx parish?' (Please write in)

It is time consuming to analyse open ended questions so don't ask them unless this is the only or best way to get the information you need.

Classification questions - These questions are used to help with analysis and identify what groups of interviewees feel about different issues. Any classification questions asked give personal information of the responder, so only ask those categories that you will use the replies in analysis.

In community led consultation, the classification questions most commonly asked are:

- Age
- No. in household
- Housing type
- Occupation
- Disability
- Ethnicity
- Postcode, and
- Street/village.

Using these demonstrates that you have been inclusive in your consultation and therefore that your results are robust.

3.c. Question wording

A clear and concise survey will improve response rates. Developing the wording of questions is very important.

Things to remember

1. **Avoid using jargon** and use everyday language wherever possible.
2. **Write in short sentences** of no more than 15 words.
3. **Use multiple choice questions** wherever you can – it's easier for respondents to tick a box than think how to phrase their comments - and it's easier to analyse.
4. **Keep the questions short.**
5. **Do not ask questions that might be hard to answer.** For example participants will have difficulty imagining where they might be living in ten years time.
6. **Route respondents** to different parts of the survey if answers are not applicable.
7. **Avoid leading questions**, such as 'Do you agree.....'.
8. **Avoid vague phrases** such as 'Do you use the bus service regularly' – 'regularly' is subjective. Instead, list a variety of time scales, such as daily, weekly, twice monthly and so on, in closed answer format.

3.d. Increasing response rates

If well promoted, distributed and collected by hand, response rates for self completion questionnaire will usually be very high.

Door to door collection, supplemented by collection boxes in local outlets such as shops, pubs and places of worship will help the response rate as it reminds people to complete it if they haven't already.

Creating awareness in the weeks running up to your questionnaire launch ensures that the community know about your plans. Village and parish newsletters are an ideal way to identify local interest.

3.e. Analysing your responses

1. **Merge the responses** from any paper and online questionnaires, by inputting any paper replies into your chosen software programme. Whilst doing this you can check the returns for accuracy (eg have people put in two ages?).
2. It does not matter if all questions aren't answered. Some people may feel uncomfortable answering some questions – a good reason why you should include a 'Don't know/not sure/can't remember' option to prevent this putting people off completing it.
3. Using **survey software** makes analysis easier; how you interpret the findings requires more skill.
4. Start by looking at the **basic statistics and percentages** around which you will develop your findings, eg 25% are aged under 30, and so on.
5. The next stage is to '**cross tab**', **looking for trends** in your data by analysing two questions together. For example, knowing that just under half of parishioners agree that it would be more convenient if local shops were open later, you can say how important this is for certain age groups. (Note: A quick search in the early planning stage of your consultation may identify if there is anyone in your parish with experience in producing questionnaires, undertaking market research or with experience of data collation, input and analysis that may be able to help. Use the Neighbourhood Skills resource in the HDC resource pack to help).

3.f. Feedback and reporting

Don't use all the feedback in your report as it will be too long. Only use statistics to support the conclusions you have come to, ie those that have informed your findings and any decisions moving forward.

Select those most relevant and important and organise into summary tables and graphs. (You can provide the full data set as an appendix rather than in the main report body if you wish).

Things to remember

1. Make sure that what you have concluded is supported by the data.
2. Ensure you feed back the results to residents in a timely manner.
3. Let people know what you found out, as well as what you are going to do with this information.
4. If using other consultation methods don't be tempted to merge the results, they are not comparable, but complementary. However you can present them side by side.

SECTION 4 - PLANNING AND RUNNING AN EVENT

As with all forms of consultation, planning is most important to holding a successful event. The HDC resource pack has further information about planning and running events.

Where you decide to hold your event is important. Community buildings are perhaps the obvious choice although not always the only option and not all communities have one. Is there a local school, scout/guide hut, sports pavilion, or does the local public house could also be used.

The venue should have good access and be able to cater for those with disabilities and preferably with public transport and/or parking nearby.

4.a. Formal events

Formal events, such as public meetings or seminars, are more structured and often include presentations. Introduced and managed by someone acting as chairman, they usually involve speakers and other experts.

Public meetings are usually more successful in attracting a range of people at the weekend. Whilst weekday evening meetings may be convenient for commuters, others such as elderly members of the community or single parents may not wish to attend at night.

Many people may be put off by formal events.

4.b. Informal events

Informal events such as open days and exhibitions have a more relaxed environment and encourage people to have their say in a less conspicuous way. These can run from morning to night, making it easy for people to 'drop in' at a time that suits them ensuring people with time constraints are more likely to attend. Less formal events give people the opportunity to look around, find out what's going on, meet attendants and ask questions in relative privacy. You get more time to network with stakeholders as well as engaging with people on the issues.

4.c. Utilising existing community events

Consider taking your consultation to the public, rather than the public coming to you. Try and use venues where people already meet to hold an event.

If the timing of your consultation coincides with that of a popular local event such as a village fete, local society event or community club, it maybe possible take a stand at that event and engage a wide and ready made audience.

Be creative and make your stand or activity as interesting and eye catching as possible to ensure people notice it. Remember to have a team of people to answer questions and look after your display.

4.d. Publicising an event

Publicity is essential if people are to attend an event.

Inviting local organisations and authorities gets them involved from the start, creating good working relationships and benefiting you in the long term when addressing future actions.

There are lots of different ways to publicise an event, but timing is key to its success.

4.e. Equipment

Make a list of all the equipment you are likely to need. The resource pack has more information concerning this.

4.f. Insurance

Investigate if you need to get public liability insurance, which protects your parish council from claims by members of the public for death, illness, loss and injury caused by negligence. This may already be covered by the venues' existing public liability insurance or it may be possible to arrange one-off cover.

In most cases if you are hiring or borrowing equipment it will be covered against loss or damage by the owner, but check this is the case. If needs be you may have to get separate insurance.

4.g. Attendance lists and contact sheets

Attendance lists and contact sheets should be used to record who has attended and contacting them again if needed. Use the resources in the HDC resource pack for these templates.

Remember to include a statement at the top explaining that people's details will only be used for the purpose of the exercise.

Records of the type and amount of interaction over a period may be used as evidence to justify a Neighbourhood Plan

4.h. Maps

Providing a large scale map for people to place a sticker on or cocktail stick in to illustrate where they have travelled from will allow you to identify the localities that have not been well represented and may require additional consultation.

Maps can also be used in the same way for people to highlight areas of concern, e.g. where they feel there are particular traffic issues, or perhaps a good location for a new youth shelter.

It is important all maps are referenced and include copyright protection.

4.i. Flip charts/Question boards

Flip charts can be used to record thoughts and comments, with people posting notes that can be discussed more widely within a public meeting or seminar.

Alternatively, three boards can make an instant 'Mad, Sad, Glad' board at an open day event. People post comments using sticky note pads under the heading that describes best what they feel or what features they like/dislike about the area.

Using sticky note pads means people can write their comments in relative privacy and you can lift them and group into 'themes' easily.

4.j. Facilitators

It is advised there is at least one facilitator to lead focus groups or seminars on the day, as well as several others for group work. Ideally you would have one facilitator per table as well as a 'roaming' person.

Facilitators will need to be objective and ensure that the event works towards its objectives. The most articulate or the loudest people must not be allowed to dominate the event and it is important everyone has an opportunity to participate.

Facilitators are also useful for question boards, linking comments being made and encouraging people to write down their opinions that may have otherwise gone unwritten.

4.k. Photographs

If you intend to use the photographs for publicity purposes you should explain what the photographs will be used for and ask for written consent from people who attend.

Alternatively, invite the local newspapers for publicity photographs.

In addition, you can use photography as a form of consultation on its own. Invite a group of people to do a photo survey, going around their neighbourhood, individually or in teams, taking photos of places and images of the things they like, dislike etc. After sorting they can be used as part of a wider discussion.

Using pictures is a good way to get young people to get involved. By using their own digital camera/mobile phones and sending the results in electronically also keeps costs down.

4.l. Post event

Keep people informed and let people know how the event went. Produce a summary of the event and send it to those that provided contact details.

Send a summary of the day (with photographs) to the local community newsletter / newspaper and on the community website.

5. SURVEY SOFTWARE

Using any survey software to create your questionnaire will make the data analysis much easier.

There are several online survey software companies to choose from. HDC may be able to help parish councils with advice on survey software to enable parishes and town councils to complete their neighbourhood planning exercise. Using survey software should make composing and analysing questionnaires much less time consuming and less expensive to conduct.

If you choose to use Toluna 'Quick Surveys', Survey Monkey or similar you don't need to install anything or read up manuals, as the software is online and easy to follow. As the survey is hosted online, it's easy to send the survey link by email, via Facebook, as a pop-up on your website, posting on HDC's website, and publish the link in parish newsletters.

You can also print a downloadable paper version. Contact [Planning Policy at HDC](#) if you want to know more about how to access software.

In addition there are some sample questions that cover the key issues in neighbourhood planning, see appendix C. Neighbourhood Planning Groups are invited to use this and add or omit questions as appropriate

HDC aim to be as helpful as possible to support councils in their consultation, from advice and assistance in conducting a questionnaire, to holding an event. Any lessons learnt will be shared with others.

APPENDIX A :

LIST OF CONSULTATION METHODS TO SUIT NEIGHBOURHOOD PLANNING

Further information about the pros and cons of different methods can be found [here](#)

Community group and societies

Utilising existing events and groups, such as youth or faith groups, residents associations, fetes and festivals, school open days and other social clubs, is a good route into engaging residents.

Try to get people involved by making it fun. Have an action plan stand with flipcharts, post-it notes, maps and a photo wall for people to make suggestions and comments - remembering to take flipcharts, marker pens, post-it notes and sticky dots with you.

Community meeting

This is a gathering of individuals to hear about or discuss a local issue that enable a community to find out and express their opinion on a particular issue.

A community meeting is usually designed to offer a two-way flow of information, with views normally captured through questions, feedback forms and comment boxes.

This is a relatively quick and inexpensive method of engaging with people, though meetings need to be well managed to avoid confrontation when discussing controversial subjects.

Through 'questions and answers' sessions, a local meeting can help clear misunderstandings and facilitate understanding of the nature of local views and allow decision makers to hear them at first hand.

Exhibition /open day

Some people find open meetings intimidating, so organise an open day so that people can drop in to leave suggestions in an informal way. Views can be left about how they see the housing and growth issues in:

- a suggestion box
- a graffiti wall or with post-it notes
- maps where people can identify hot and grot spots, or
- a mini questionnaire supporting an exhibition

In an open day you can ask community groups to take stands, covering topics such as traffic, education, leisure, environment, heritage, business, as well as housing.

This provides good networking opportunities.

Face to face - door knocking / interviews on the street

Visit people in the home or at clubs and societies, to explain what you're doing and ask for their opinions. Have a draft short questionnaire ready record their views or ask them to complete a few questions.

Focus groups

Once you've got some basic data from your community, you can run smaller groups with up to 10 people to focus on one particular issue or geographical area.

Having a facilitator present is essential to keep the discussion targeted on the issues with a note taker on hand so that all comments are captured.

Online social networking

Networking sites such as Facebook and Twitter are actively used as a by a predominately younger age group. There may be few young people willing to actively use a Council social network site and therefore expected numbers responding to consultation carried by this format may be very low.

They may be useful however to encourage younger people to get involved if actively publicised in any promotional materials and press releases.

Online/web surveys

Web based questionnaires are a cost effective means for capturing the views of everyone at a time that suits them, particularly young people who are less likely to fill in a paper questionnaire.

Use a website to keep the community updated on progress and news of the progress and news of the action plan. An online questionnaire can be used to gather more feedback. You can run a paper version of a web based survey to mirror it so findings can be merged successfully.

Posting your questionnaire on-line, gives it wider coverage. Using this method means people can access it and reply online at a time that suits them.

Public meetings

This is often the most effective way to inform the community about plans that can be presented in a structured way. It can also be supported with slide show and video. Guest speakers, other experts and a chair are essential to talk, answer questions and manage the meeting well.

You can capture views by raising questions, show of hands, feedback forms and comment boxes.

Sometimes it can be difficult to handle hecklers at a public meeting, or the a very vocal member of the public and, sometimes, local politicians. Public meetings are not a reliable means of judging a communities response, as it may fail to reach some 'hard to reach' communities, eg non-English speakers and can be intimidating to a large number of people.

Self-completion questionnaires

When carefully planned, designed and piloted, questionnaires can be a useful tool to get views from the community. Simply mailed to residents or distributed via parish newsletters, you should restrict the length of time it takes to complete a self-completion questionnaire to a maximum of 10 minutes.

Whilst you can include, pictures and maps within the questionnaire, it is more expensive to print pages of colour maps. Self-completion postal questionnaires miss the opportunity for interactive discussion and explanation.

Seminar

This provides a formal opportunity to meet, and present information on an issue, to debate and exchange views with a small number of people, often stakeholders.

A seminar may be broken down into topics and group discussions, allowing a large amount of information to be provided to an interested audience, using audio-visual support if preferred.

Seminars suit complex issues and are useful for building relationships with stakeholders, allowing a high degree of interaction through question and answer sessions - views are normally captured by noting the questions raised, feedback forms and comment boxes are also available.

Suggestion boxes

Boxes and slips of paper can be placed in pubs, shops, at parent's evenings, at the doctor's surgery.

Text messaging

People may offer suggestions or pictures by sending in a text message. Build up an issue or 'Graffiti wall' at an event. This helps people begin to unpick issues and offer potential solutions.

For other consultation methods in more detail visit

http://www.communityplanning.net/methods/methods_a-z.php

APPENDIX B :

PERSONAL CLASSIFICATIONS FOR NEIGHBOURHOOD PLANNING

SAMPLE QUESTIONNAIRE

About you

To aid analysis of consultation results, we would like to know a bit more about you.

Those categories marked * are essential.

All individual responses will be treated in the strictest confidence and will only be used to monitor the local authority's services. The information you give will have no relevance to any other contact or business you may have with us and will not be linked in any way to you as an individual.

*1. Postcode

*2. E-mail address

*3. Are you male or female?

PLEASE TICK ONE BOX

Male..... . Female

*4. What age group do you belong to? PLEASE TICK ONE BOX

. 5-11 years

. 12-17 years

. 18-24 years

. 25-34 years

. 35-44 years

. 45-54 years

. 55-64 years

. 65 and over

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

PLEASE TICK ONE BOX

Owned outright Buying on. mortgage.....

Rent from
Housing

Association/Trust Rented from private landlord.....

Other (PLEASE WRITE IN)

.....

6. Which of these describes your household size best?

PLEASE TICK ONE BOX

- Single young person
- Two young adults sharing
- Single older person
- Two older adults sharing
- Single adult with children living at home
- Two adults with children living at home.
- Single adult with children living away from home most of the time
- Two adults with children living away from home most of the time

7. Which of these activities best describes what you are doing at present?

PLEASE TICK _ ONE BOX

- | | |
|---|--|
| Employee in full-time job (30 hours plus per week) | On a government supported training programme (e.g. Modern Apprenticeship/ Training for Work) |
| Unemployed and available for work.... | Looking after the home..... |
| Employee in part-time job (under 30 hours per week) | Full-time education at school, college or university..... |
| Permanently sick/disabled..... | Doing something else (please write in)..... |
| Self employed full or part-time | |
| Wholly retired from work..... | |

8. To which of these groups do you consider you belong to?

White

- British.....
- Caribbean
- Irish.....
- African
- Any other White background (PLEASE WRITE IN).....
- Any other Black background (PLEASE WRITE IN).....

Mixed

- White & Black Caribbean.....
- White & Black
- White & Asian.....
- Any other mixed background..... (PLEASE WRITE IN)
-
- Chinese.....

Black or Black British

- Caribbean
- African
- Any other Black background.....
- (PLEASE WRITE IN).....

Mixed Asian or Asian British

- Indian
- Pakistani
- Bangladeshi
- Any other Asian background.....
- (PLEASE WRITE IN).....
-
- Other ethnic group.....
- (PLEASE WRITE IN)
-

9. Do you have any long-standing illness, disability or infirmity?
(Long-standing means anything that has troubled you over a period of time
or that is likely to affect you over a period of time)
PLEASE TICK ONE BOX

Yes..... No.....

10. Does this illness or disability limit your activities in any way?
PLEASE TICK ONE BOX

Yes..... No.....

11. Name and address (should you wish to receive feedback)

Name.....

Address.....

.....
.....

APPENDIX C:

Example Questions

The following pages set out some example questions that provide possible ways of asking about the issues related to new development. They should not be taken as prescriptive and are aimed to help to guide on different types of questions and what they could say.

The questions are written for a self completion questionnaire; however they could be delivered with amendments to be used in other forums.

Each question has with a brief description in the side bar as to why the question is worded in a particular way. Where personalisation of the question is required a square bracket [] has been used.

Five types of questions have been considered here, as these are the most common issues that may be raised by a neighbourhood plan.

These are:

- Scoping Questions
- Housing Questions
- Employment Questions
- Infrastructure Questions
- Phasing Questions
- Other issues

Scoping Questions

The questions here are a number of preliminary questions included to allow the person completing the survey to get into the correct mindset. If

questionnaires start too abruptly with detailed and contentious questions, the respondent will give 'gut' reactions rather than a more considered view. We would advise you to have at least one of these types of questions at the beginning of the questionnaire or the start of any discussions.

Scoping Questions

Q how long have you lived in [*insert name of place*] parish?

- Under 1 year
- 1 – 5 years
- 5 – 10 years
- 10 years +

Or.....

Q Which of the following attracted you to live in [*insert name of place*] ? (Please tick as many as apply)

Or.....

Q Which was your main reason ? (Please tick one option)

- Good environment
- Good school catchment
- Good local facilities (e.g. shop, pub or GP surgery)
- Strong sense of community
- Peaceful / quiet
- Easy access to other places [list specific places that are relevant to your town/village– for example Market Harborough, Lutterworth, Leicester, London etc]
- Clean and tidy
- Cost of housing
- Good transport links
- Other please write in.....]

Scoping Questions

(it should be noted this question does not have a middle option, so it forces the respondent to make a choice)

Or

Q What are the most important issues to you when you decide on somewhere to live ? (Please tick as many as apply)

- Low level of crime
- Nice environment
- Good school catchment
- Good transport links
- Good facilities (e.g. GP, shops, pubs etc)
- Cost of housing
- Peaceful / quiet
- Easy access to other places [list specific places that are relevant to your town/village– for example Market Harborough, Lutterworth, Leicester, London etc]
- Other please write in.....]

Or

Q Please indicate for each of following what you think about [insert name of place]? (tick only one box for each row)

	Strongly disagree	Disagree	Agree	Strongly agree
It has a nice environment				
It has good facilities				
It has low housing costs				
It is quiet / peaceful				
It has good transport connections				
[insert your own examples about your community.....]				

Or

Q. Generally speaking, how do you feel about living in [insert name of place]? Please rate how you feel where 1 is not at all good and 10 is very good.

	1	2	3	4	5	6	7	8	9	10
It has a nice environment										
It has good facilities										
It has low housing costs										
It is quiet / peaceful										
It has good transport connections										
[insert your own examples about your community.....]										

Housing Development

The next questions are designed at getting responses about new homes. The issues surrounding this are complex and it is important to get as much information as possible about how people feel about new housing. It is also important to ensure that people are at least given some information about the issues through the questions

Housing Development

For Example:

[insert name of place] has grown by *[insert number of homes from local information]* new homes over the last 5 years, and there are *[insert number from fact pack]* homes with planning permission but that are not yet built.

[insert number of affordable homes] of these were affordable homes, and there are *[insert the number of people on the housing register from local information]* people in our local community on the housing waiting list still waiting for homes.

Q Thinking about the above information, over the next 19 years to 2031 do you agree that there will be a need for more homes in *[insert name of place]*?
(tick only one option)

Strongly agree	Agree	Neither agree not disagree	Disagree	Strongly disagree	Not sure	Don't know

Q Thinking about the possible number of new homes (irrespective of their type) in *[insert name of place]* for the next nineteen years, which of these do you think is appropriate *[insert name of place]*? (tick only one box)

None less than 10 10-25 26-50 51-100 more than 100

If new homes have to be built in *[insert name of place]*, should these be of a particular type? (tick only one box per row)

	Strongly disagree	Disagree	Agree	Strongly agree	Not sure/don't know
General market homes					
Affordable homes					
Homes for rent (for anyone)					
Homes for rent (for people from <i>[insert name of place]</i> only)					
Retirement/sheltered homes					
Smaller homes (e.g. 1– 2 beds)					
Larger/Family homes (e.g. 3+ beds)					

Employment Development

These questions are aimed at getting peoples views about potential new places of employment. This issue is a complex one and again it is important that people are informed to an extent about the issue prior to answering the questions

Employment Development

For Example:

Reviewing the population of *[insert name of place]*, around *[insert figure of employed as a % - obtainable from HDC]* are employed. They travel to a number of places to work including: *[insert where people travel to information from HDC]*.

When new homes are built about half the jobs for the new population come from 'employment sites' e.g. industrial estates and offices. The remaining come from other employers such as services, schools, shops, healthcare etc.

Q taking the above information into account, over the next 19 years to 2031, do you think that there will be a need for more places of employment in *[insert name of place]* (tick only one option)

	Strongly disagree	Disagree	Agree	Strongly agree	Not sure/don't know
<i>[Insert name of place]</i>					
Market Harborough					
Lutterworth					
Elsewhere within 10 mile radius of where I live					

Q Thinking about the number of new of jobs for each new home built (irrespective of their type) in *[insert name of place]* over the next twenty years, which out of the following options do you think would be best (please tick only one box)

- None
- 1 job for 1 home
- 2 jobs for 1 home
- more than 2 jobs for 1 home
- don't know

Q If there is new employment development in *[insert name of place]* what type do you think would suit? (Please tick only one box per row)

	Yes	No	Possibly	Don't know
*Small employment buildings				
**Large Employment Buildings				

(*small means less than 10 people working there)

(** large more than 10 people working there)

Q If you answered 'yes' or 'possibly', where do you think any future employment developments should be located? (Please tick only one)

- separate to existing homes
- integrated with new homes
- alongside existing employment

I don't think there should be further employment development in *[insert name of place]*

Infrastructure

One of the issues that many people have strong views on is infrastructure. The following question is aimed at finding out whether people think more infrastructure is needed and what sort of infrastructure that should be

Infrastructure

For Example:

There have been concerns raised in the past that new homes and jobs will place additional burdens on already stretched infrastructure and facilities in *[insert name of place]*.

(Infrastructure and facilities means everything from transport and roads, to leisure facilities, local amenities such as shops and schools. In addition it is important to consider utilities such as water and sewage and connectivity such as broadband).

New development can mean that infrastructure has more burdens placed on it but it can also bring funding to help to minimise the affects of new development and provide funds to spend on new infrastructure projects.

New homes and businesses mean that there is an increased population in one place, which can also mean that services in an area might get more support. For example, more people living or working in a village might mean there are more customers at an existing shop or public house and more children attending the local school making these amenities more sustainable.

With these issues in mind, please indicate which of the following you think might apply in *[insert name of place]*? (Please tick only one box per row)

	We need more of this now without new development	We have enough of this now, but will need more with new development	We will not need anymore of this with development	Don't know
Local shops				
Local school				
Built leisure facilities				
Parks and play areas				
Local health (eg GP) facilities				
Core utilities (gas, electricity, water)				
Broadband				
Community facilities for all to use				
Parking capacity				
Road capacity				
Rail capacity				
Bus capacity				
Emergency services (eg Police, Fire Ambulance etc)				

[insert your own examples that are locally relevant]				

Phasing

This question concerns all development and attempts to find out how people would prefer it to take place.

Other Issues

There will be a need to give the community an opportunity to make comments on other issues they feel are important. However allowing this can present some problems in analysis. It may be prudent to develop a code for possible answers in this section so that similar issues can be bulked together. This will need to be done after the comments have been received.

Phasing

For Example

Because the community is looking at development over a period of up to *[insert time]* years from now, it is possible to phase development over this time.

Phasing can help to reduce the feeling of impact on the community, and spread the opportunity to meet housing need over the time period. It can however also mean that the disruption of building occurs over a longer period, and if the new development brings new infrastructure to the community this might not be provided until all the homes are built.

Q Taking this into account, do you think that new homes these should be:

- Available all in one block at the beginning
- Phased to provide some now and some later on
- Phased to provide a regular pace across the *[insert time]* years
- Only release all homes and/or employment towards the end of the *[insert time]* years

Other Issues

Is there anything else related to new homes or new employment that you think we should take into account when thinking about your response?

APPENDIX D: SAMPLE –CONSULTATION PROJECT PLAN Title Date.....to

Activity	week number	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
BRIEF																										
Discuss and agree objectives		■	■																							
Discuss and agree process and methods		■	■																							
Agree timeline			■	■																						
QUESTIONNAIRE																										
Draft questions				■	■	■																				
Agree questions					■	■	■																			
Finalise questionnaire format						■	■	■	■																	
Pilot questionnaire									■	■																
Agree findings from pilot										■	■															
Finalise questionnaire																										
FIELDWORK																										
Draft introductory letter																										
Distribute questionnaires																										
Collect questionnaires																										
DATA & REPORTING																										
Data input																										
Analysis & reporting																										
Report headline findings Internally																										
Detailed analysis																										
PUBLICITY –pre questionnaire																										
Parish newsletter																										
Press release to local media																										
Community website																										
FEEDBACK & POST PUBLICITY																										
Discuss findings within parish / town council																										
Summarise findings for parish newsletter / local media																										
Respond with findings to those who asked for feedback																										
Exhibition of findings																										
Misc. e.g. hols																										

