

Report on Web Survey Data

The TOAD website invited visitors to complete a web-based survey that involved the ranking of 5 preferences from a menu of 14 items (below), the titles of which broadly reflect the issues identified in the public consultations (see report *“Report on Preliminary Survey Data from TOAD Meetings in November 2017 and January 2018”*). In addition, an email reminder was also sent to all those on the TOAD email database.

- Housing Needs
- Traffic Management
- Business & employment
- Drainage & flooding
- Community services & buildings
- Leisure facilities such as playground and sports facilities
- Public transport
- Footpaths & cycle ways
- Open & green spaces
- Historic buildings & heritage
- Use of Energy
- Village involvement
- Security & Crime prevention
- Communications including Broadband

The survey was designed by Rick Johns who collected and analysed the data to provide a ‘proportional rank order’ (i.e. using a weighting scale in which the number of 1st choices for a given item were multiplied by 5, 2nd choices by 4 etc.). The dataset also includes information on postcode allowing analysis by parish region (see *“Report on Preliminary Survey Data from TOAD Meetings in November 2017 and January 2018”* for details of how the regions were identified).

RESULTS

The survey was completed by 93 respondents but, it is not known how many of these are additional to those who completed a card in the 3 public consultations. The number of responses varied considerably across the parish, the four ‘rural’ regions, with dispersed habitation being particularly low (Table 1).

Response

Region	no. inhabitants	no. respondents	% response
Doverdale/Sytchampton	144	2	1.4%
Holt Fleet	167	3	1.8%
NE Ombersley	258	11	4.3%
NE Rural	265	6	2.3%
NW Ombersley	591	41	6.9%
NW Rural	429	10	2.3%
SE Ombersley	34	0	0.0%
SE Rural	143	3	2.1%
SW Ombersley	96	5	5.2%
SW Rural	75	0	0.0%
Uphampton	182	12	6.6%
total	2384	93	3.9%

Table 1 Responses analysed by region and population (from 2011 census)

Preferences

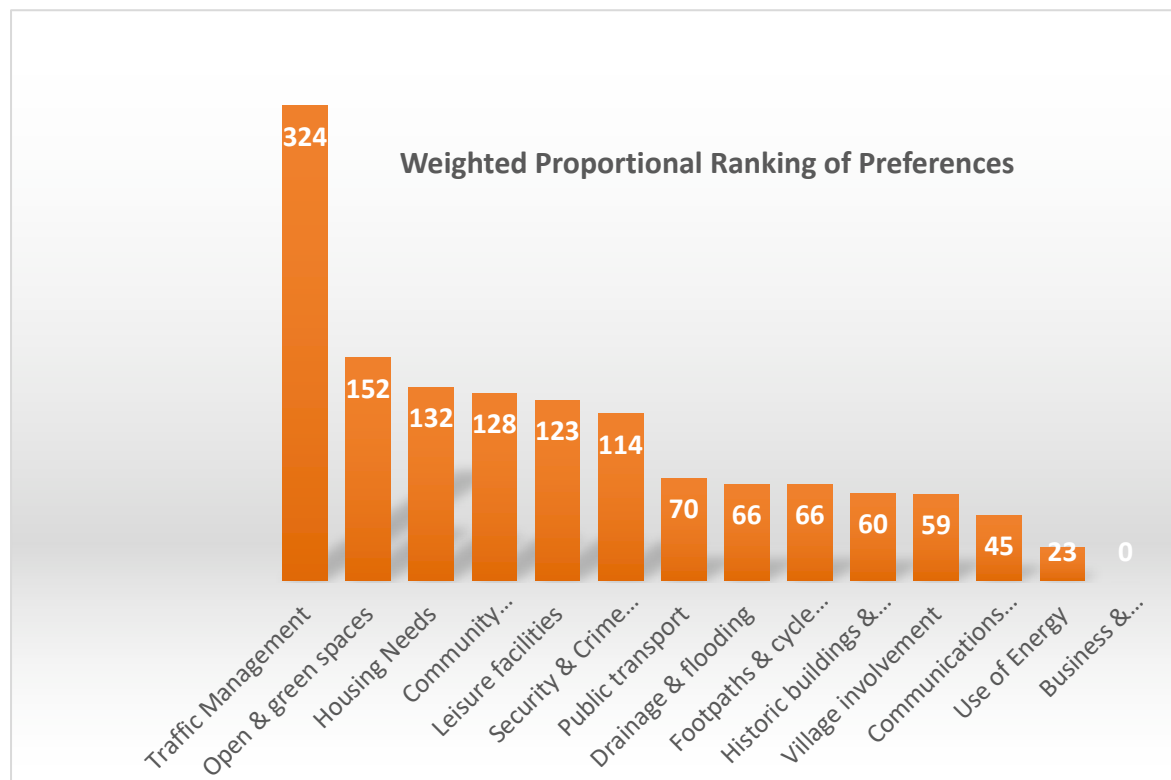


Fig. 1 Proportional rank order of issues identified (n=93)

As was the case for the results from the public meetings, the overwhelming issue identified by the respondents in the weighted analysis (Fig 1) was 'Traffic Management' with strong support also for Open and Green Spaces, Housing Needs, Community Services and Buildings, Leisure Facilities, Security and Crime Prevention.

Although the data collected can, potentially, be disaggregated to allow some analysis of differences in preference between regions of the parish, the numbers involved for several of the areas are too small to be meaningful as a comprehensive analysis. However, simple 'eyeballing' of the data does reveal some trends, for example, as might be expected, 9/11 respondents in NE Ombersley Village made Traffic Management their number 1 priority, whereas for a similar number of respondents in the NW Rural area, only 3/10 opted for Traffic Management as their first priority.

An additional way of presenting the collected data is shown in Fig. 2.

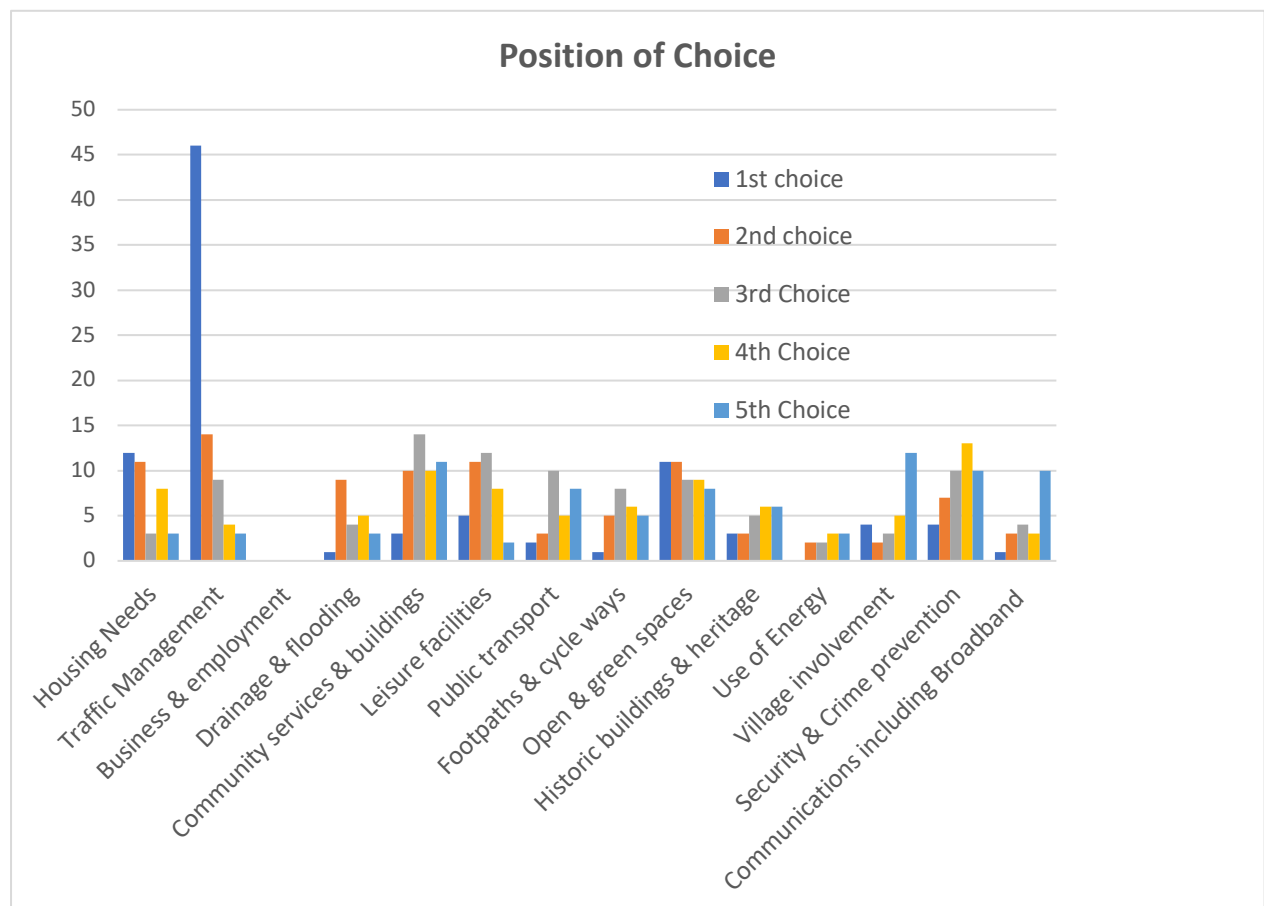


Fig. 2 Choice analysed by position (n=93)

James Callow, 14/3/2018