



## SUMMARY OF RESULTS FROM BRADFORD PEVERELL AND MUCKLEFORD VILLAGE SURVEY 2023

This document summarises the main findings arising from the village survey conducted during March and April 2023.

### INTRODUCTION

#### Why we ran the survey

Local estate agents often champion our active and vibrant village community, which is known for being friendly and supportive, with plenty happening throughout the year. While calamitous in many ways, the pandemic proved how special this community is, with friends and neighbours pulling together and looking after each other during a very difficult time.

Covid certainly impacted us all and significantly changed our everyday lives. Some of those changes have been positive, such as remote working, online shopping or signing up to new TV streaming services; but it's also clear that some changes are forever and that some have impacted on communities in ways that we might not have foreseen.

There has also been considerable churn in the village's population in recent years. Many people who used to get involved in the social life of the village no longer live here - and we have welcomed many new residents.

The parish of Bradford Peverell and Muckleford has a far smaller population than the other Chalkstream villages of Frampton, Stratton and Sydling. This makes it hard to mobilise the people and resources to run all the events we'd like. It was therefore important that we understand what sort of events and activities our present population wants and is likely to support.

So, we sent a survey to all households in March, requesting that responses be returned by the end of April. The resulting information will enable us to plan future events in the knowledge that they meet the needs of local residents and will be supported.

#### Response rate

The survey was delivered through letterboxes to 176 households. We also made it possible to respond online. 36 households responded (just over 20%).

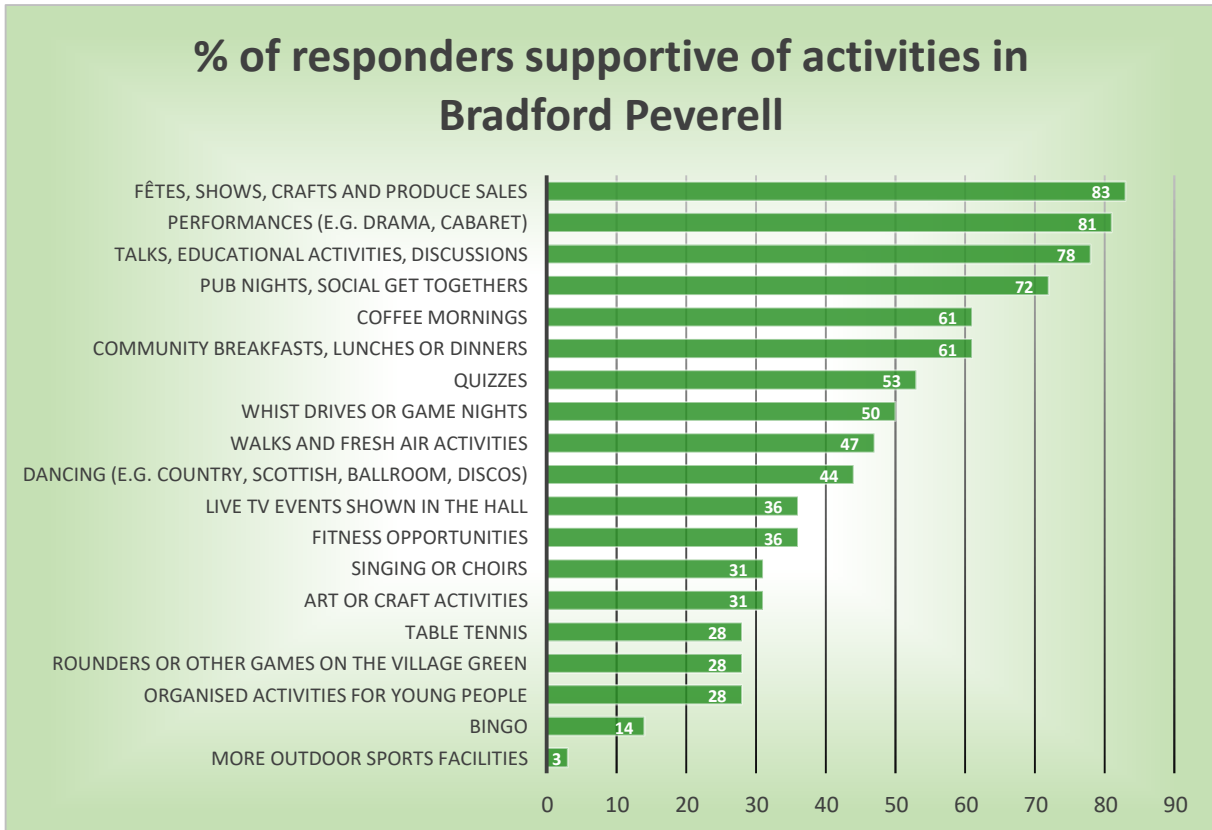
A 20% response rate may seem low but is in fact in line with typical response rates for surveys of this type. Generally, typical survey response rates can lie anywhere between the 5% to 30% range, with those at the higher end of the scale likely to have been driven by high levels of motivation, such as being paid or having a strong personal relationship with the survey requestor.

A 20% response rate does not indicate an 80% level of disengagement; We recognise that people lead busy lives and don't always have time to fill in surveys. However, the responses that we've received have given us a valuable indication of what people want and their preferences.

## SURVEY RESULTS: WHAT WE HEARD

### Support for specific events

The survey listed a number of activities and events, most of which have been tried over the years; We asked you to tick those which you would like to see happening in the village and would be prepared to support.



### Further changes or new facilities in the parish

We asked for your views about community facilities provided and whether you had any thoughts about changes or new facilities you would like to see provided in the village hall or elsewhere in the parish. We received the following suggestions:

- ❖ Picnic Bench next to the river
- ❖ Performance lighting in Village Hall
- ❖ Community Orchard
- ❖ Tool sharing facility
- ❖ Flower troughs at the entrance to the village
- ❖ Better use of Millennium field

The above ideas are things that we will keep in mind when deciding how village funds could be used in the future. Please let us know if you are particularly supportive of any of the above ideas or would like to help us raise funds for them.

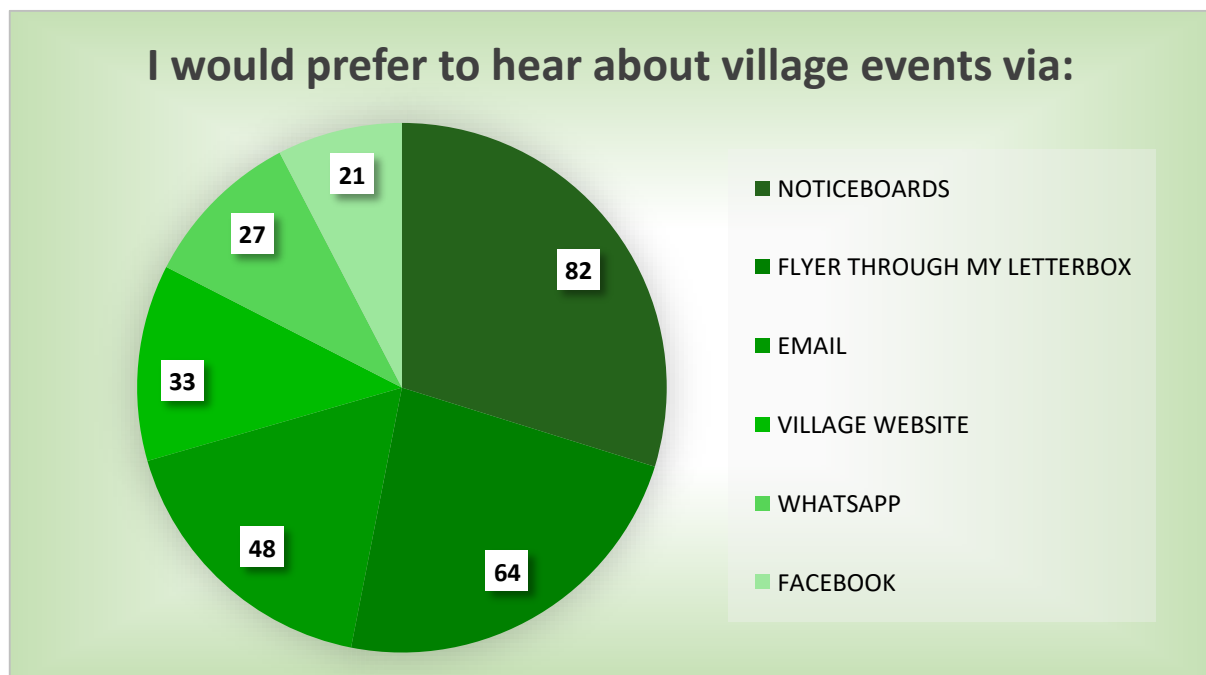
## Further ideas to enhance village life

We asked you if you had any additional suggestions which could enhance life in the parish. We received the following responses:

- ❖ Use the Church for more events
- ❖ Involve Children and Young People
- ❖ More activities and facilities are needed for young people in the parish
- ❖ Do we really need 2 outdoor spaces? (i.e. the Jubilee field and the Millennium field)
- ❖ Concern about vehicle speed limits

## Communications/Publicity preferences

In response to the question “How do you prefer to hear about village events?” here’s what we heard:



The above approaches are all things that we will continue to do to keep parishioners informed.

If you want to receive Emails or WhatsApp messages, please let us know by emailing the Village Hall mailbox ([Bradfordpeverellvillagehall19@gmail.com](mailto:Bradfordpeverellvillagehall19@gmail.com)).

If you wish to receive WhatsApp messages, please don't forget to let us have a mobile phone number!