

Wilburton Parish Council

Report on Camp's Field Community Survey 2020

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Camp's Field is a proposed development on a 60 acre site within Wilburton Parish. This survey aims to inform the Parish Council how Wilburton residents feel about the development, why they feel that way, and their opinion on development in Wilburton in general.

Method

An online survey using the platform SurveyGizmo was created. Paper copies of the survey were also made available at the Wilburton Post Office. To submit a response, participants required a random, 7 digit password, unique to their household. These were distributed through a postal campaign on a small survey invitation aiming to reach every household in the Wilburton Parish.

Approximately 503 of these invitations were posted to houses within the Wilburton Parish between 17/01/20 and 24/02/20. 8 further invitations were later emailed to residents. 25 paper copy responses via the post office were received.

In total, 179 responses from 99 households were received.

Survey Invitation

The survey invitation was as follows:

Wilburton Parish Council wants to hear your view!

Wilburton Parish Council would like to hear from you about the proposed development on Camp's Field.

Alongside the regular Council meetings, we would now also like to invite each member of your household to complete a short, anonymous online survey about development in our community. If you're unsure about what the proposed development is, some information is included in the online survey.

The closing date for submission is 14/02/2020.

The survey can be found at: <https://www.surveygizmo.eu/s3/90200438/WPC>

The unique, random and anonymous password for your household to access the survey is: XXXXXXXX

This password can only be used once, so please make sure everybody in your household who would like to submit their anonymous response is available before you enter your password!

Should you be unable to access this survey online, please take this invitation to the Wilburton Post Office, where some paper copies are available.

For any further information or assistance, please email james.wilburtonsurveys@gmail.com

Survey

Introduction:

Wilburton Parish Council would like to hear your view about the SWCLT's proposed development on Camp's field!

If you are unsure about what the proposed Camp's Field development is, a PDF with some information provided by the SWCLT can be found here:

<https://www.strethamwilburtonct.co.uk/app/download/24136354/Boards+from+Public+Exhibition+Nov+2019.pdf>

It should take around 5 minutes to answer all of the questions in this survey. The closing date for submissions is 14/02/2020.

To get a clear picture about how we all feel about development in Wilburton, you will have been given a password for the members of your household to access the survey. Each person can submit their own comments, but your password can only be used once and on a single device, so please make sure that everybody is available first!

Anything you respond will be kept anonymous, and a report on what our community has to say will be submitted to the Parish Council.

Please take a moment to consider the fact that this survey has been proposed, designed, distributed and will be analysed by a volunteer from the community, just so that you can easily have your say. This isn't a referendum, this isn't a vote. The Parish Council is not bound to follow anything reported by this survey. This is simply an opportunity for you to share open and honest comments to the Parish Council about development in our community.

If you have any questions or comments, please contact james.wilburtonsurveys@gmail.com

Thank you so much for your time!

Questions:

How many people in your household would like to take the survey?

(1-5, the survey was then repeated this number of times)

Please enter the password found on your survey invitation:

(7 digit random password)

Q1. How do you feel about the proposed development on Camp's Field?

(Strongly Opposed, Opposed, Neither Opposed nor in Favour, In Favour, Strongly in Favour)

Q2. What is it about the proposal that makes you feel this way?

(Open text)

Q3. How do you feel in general about any new developments in Wilburton?

(Strongly Opposed, Opposed, Neither Opposed nor in Favour, In Favour, Strongly in Favour)

Q4. What makes you feel this way about new developments in Wilburton?

(Open text)

Q5. Do you have any further comments you would like Wilburton Parish Council to consider?

(Open text)

Wilburton Parish Council would like to make it easier for you to share your views with us, so we would like to look at putting together a panel of people in our community who want to complete similar surveys for us in the future.

Would any of the respondents from your household like to provide their email address to be contacted with similar surveys for Wilburton Parish Council in future?

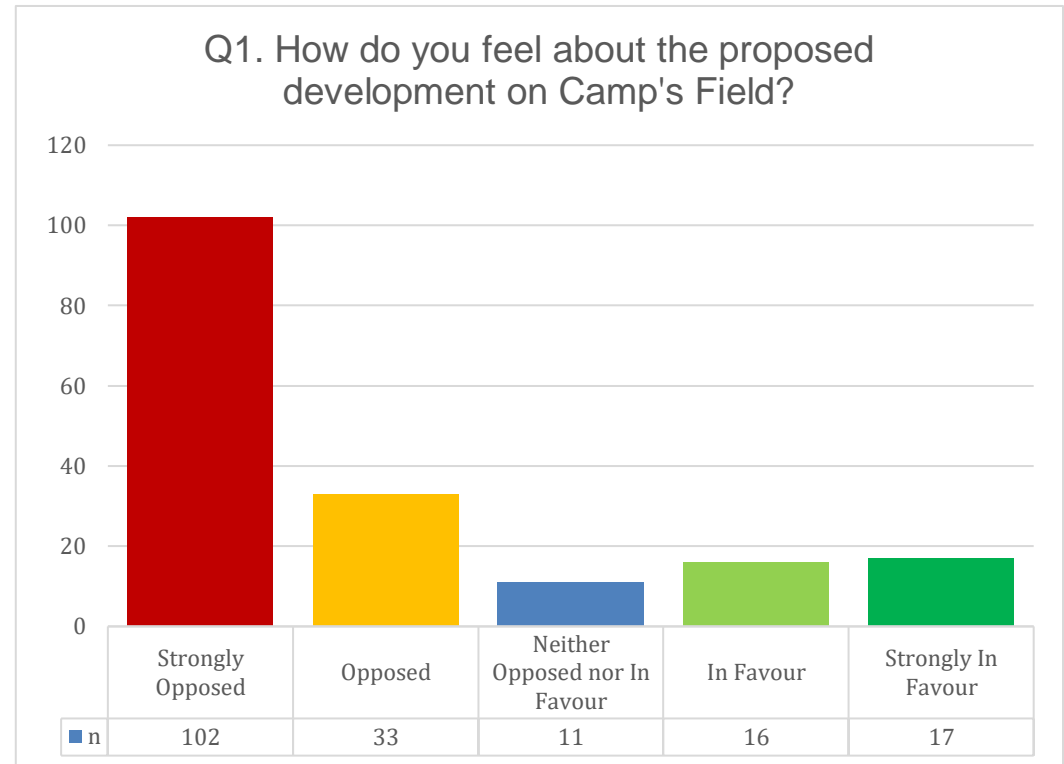
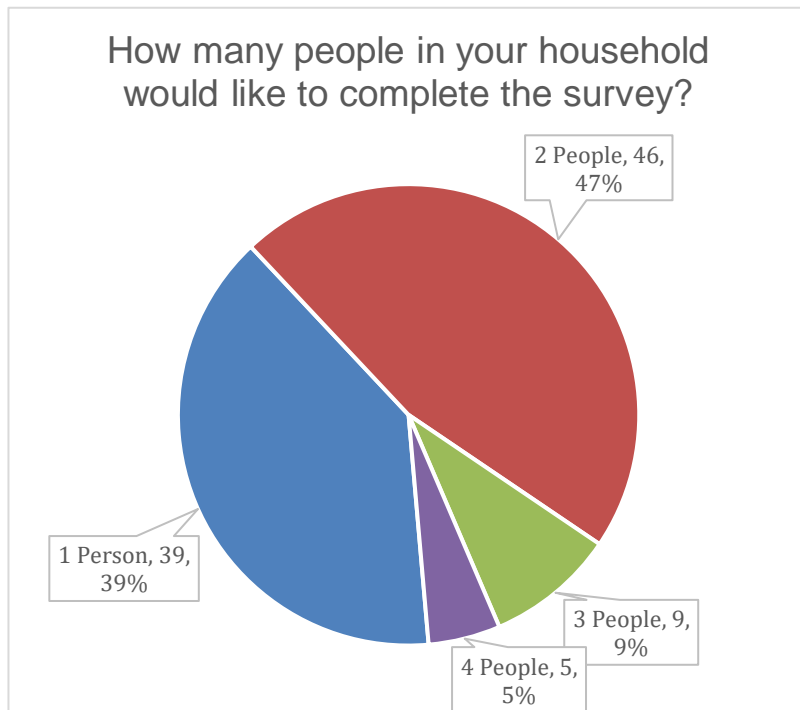
(Yes or No)

If Yes:

Please enter any email addresses that you would like future surveys to be sent to:

(Open text)

Results



Q2. What is it about the proposal that makes you feel this way?

N.B. For open text questions 2 and 4 in this survey, these graphs display the frequency of a particular point being made in a response. The graph is read left to right, following the graph headings. If multiple specific points being made fall under a wider 'theme,' this theme is shown above them all as their sum total. This is aims to give a digestible overview of all of the open text responses received. Only the points that appeared multiple times by multiple people are graphed. There are a greater number of points made here than responses received as each response gave multiple points in their argument.

172 comments were received, all giving at least one point that has been included in these graphs.

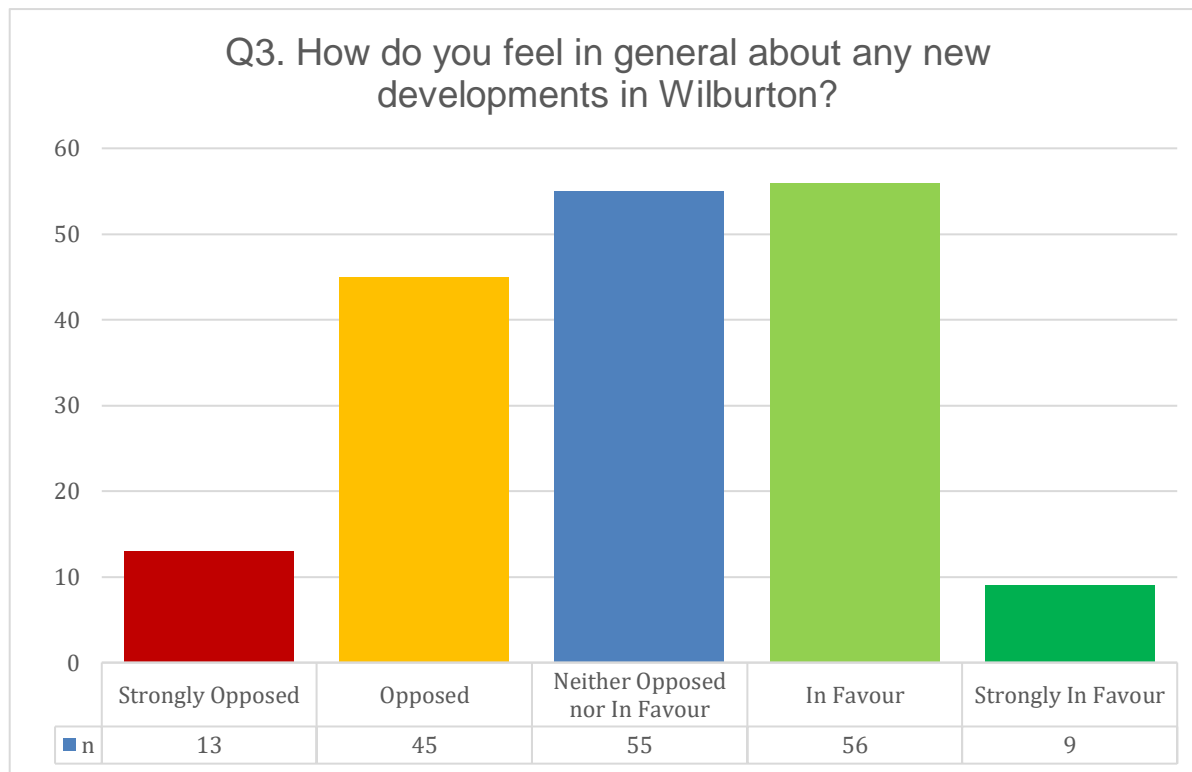
The respondent is...	A reason given for this is...	Specifically...	Frequency
Strongly opposed to the Camp's Field development	The scale of the development		71
		The development is too big for the village	55
		Too many houses	16
	The area's infrastructure and amenities will not cope		58
		Infrastructure and amenities in general will not cope	26
		Too many pupils for the school	18
		Too much demand on local surgeries	9
		Public Transport is too limited	5
	The way that the development has been handled		55
		The way that the SWCLT has handled the project	18
		Will lead to further development	14
		Seems to be a for-profit development	12
		Plan has been led by developers	6
		Distrust in the developers	5
	There is/will be too much traffic		54
	Pollution levels are high/will increase further levels are high/will increase further		34
	The impact on Wilburton's community		30
	Loss of small village identity	17	
	Will be a 'Separate community'	7	
	Disruption caused by construction	6	
The location chosen is unsuitable		28	
	Outside village envelope	18	
	The access to the site is unsuitable	10	
There is already enough current development		21	
The proposed housing is too expensive		19	
The impact on the landscape		19	
	Loss of green space to the development	9	
	The look of the development is not aesthetically pleasing	5	
	Loss of agricultural land	5	

The respondent is...	A reason given for this is...	Specifically...	Frequency
Opposed to the Camp's Field development			
	The area's infrastructure and amenities will not cope		21
		Infrastructure in general	10
		Too many pupils for the school	6
		Too much demand on local surgeries	3
		Public Transport is too limited	2
	There is/will be too much traffic		18
	The scale of the development		15
		The development is too big for the village	9
		Too many houses	6
	The location chosen is unsuitable		10
		The access to the site is unsuitable	6
		Outside village envelope	4
	The way that the development has been handled		8
		The way that the SWCLT has handled the project	4
		Distrust in the developers	2
		Plan has been led by developers	1
	Will lead to further developments	1	
Pollution levels are high/will increase further levels are high/will increase further		8	
Enough current development		7	
The impact on Wilburton's community		4	
	The loss of Wilburton's small village identity	2	
	Disruption caused by construction	2	
The proposed housing is too expensive		4	
The impact on the landscape		2	
	Loss of green space to the development	2	

The respondent is...	They gave a reason...	The reason given was...	Specifically...	Frequency
Neither opposed nor in favour of the Camp's Field developmental	In opposition to the Camp's Field development	The area's infrastructure and amenities will not cope	Too many pupils for the school	4
			Too much demand on local surgeries	1
			Public Transport is too limited	1
			Infrastructure in general	1
		The scale of the development	Too many houses	3
			The development is too big for the village	2
		The impact on the landscape	Loss of agricultural land	2
			Aesthetics	1
		The location chosen is unsuitable	Outside village envelope	2
				2
		Enough current development		1
		There is/will be too much traffic		3
		Pollution levels are high/will increase further		1
		The way that the development has been handled		1
	Distrust in the developers		1	
In favour of the Camp's Field development		More affordable housing is needed	6	
		The proposed development is of a high quality	2	
		The proposed location is good	1	

The respondent is...	A reason given for this is...	Specifically...	Frequency
In favour of the Camp's Field development	More affordable housing is needed		10
	Community involvement in the process	The community has a say	5
		Support for the SWCLT	4
	The proposed development is of a high quality		1
	Bringing of improvement to the village's infrastructure		5
	The proposed location is good		3
	Added park/recreation space		2
	It is important to keep the village alive		2
	Careful management of development is needed		2
			1

The respondent is...	A reason given for this is...	Specifically...	Frequency
Strongly in favour of the Camp's Field development			
	More affordable housing is needed		14
	The proposed development is of a high quality		8
	Added park/recreation space		7
	Community involvement		3
		Support for the SWCLT	2
		The community has a say	1
	It is important to keep the village alive		1



Q4. What is it that makes you feel this way about new developments in Wilburton?

N.B. For open text questions 3 and 5 in this survey, these graphs display the frequency of a particular point being made in a response. The graph is read left to right, following the graph headings. If multiple specific points being made fall under a wider 'theme,' this theme is shown above them all as their sum total. This is aims to give a digestible overview of all of the open text responses received. Only the points that appeared multiple times by multiple people are graphed. There are a greater number of points made here than responses received as each response gave multiple points in their argument.

167 comments were received, all giving at least one point that has been included in these graphs.

The respondent is...	They gave a reason...	The reason given was...	Specifically...	Frequency
Strongly opposed to development in Wilburton in general	In opposition to development in Wilburton in general	Infrastructure would not cope		7
			The general infrastructure and amenities wouldn't cope	4
			Public transport is too limited	2
			Too much demand on local surgeries	1
		There is no need for any more development		5
			There is enough development already planned	2
			No more development whatsoever	2
			There are Too many houses already	1
		There is/will be too much traffic		4
		Impact on Wilburton's community	Loss of small village identity	2
		Impact on the landscape	Loss of green space to the development	1
No big developments		2		
Pollution levels are high/will increase further		1		
	In support of development in Wilburton in general	The village should grow slowly		5
			There is a need for natural, controlled growth	3
			Support for infill/development within the village envelope	1
			Support for smaller scale developments	1
	Infrastructure should be developed		1	


































The respondent is...	They gave a reason...	The reason given was...	Specifically...	Frequency
Opposed to development in Wilburton in general				
	In opposition to development in Wilburton in general	Infrastructure would not cope		36
			There is/will be too much traffic	16
			The general infrastructure and amenities wouldn't cope	11
			Too many pupils for the school	3
			Public transport is too limited	2
			Parking in the village is too limited	2
			Too much demand on local surgeries	2
			Impact on Wilburton's community	13
			Loss of small village identity	13
			There is no need for any more development	9
			There is enough development already planned	5
			No more development whatsoever	3
			Too many houses already	1
			No big developments	8
			Concern about the nature of future development	2
			Worried about development increasing outside envelope	1
	Will lead to more development	1		
	Impact on the landscape	2		
	Loss of green space to the development	1		
	Loss of agricultural land	1		
	Contradicting village plan	1		
	No faith in parish council/CLT	1		
	Pollution levels are high/will increase further	1		
In support of development in Wilburton in general				
	In support of development in Wilburton in general	The village should grow slowly		18
			Support for smaller scale developments	10
			Support for infill/development within the village envelope	6
			There is a need for natural, controlled growth	2
			More affordable housing is needed	3
	A new town should be built	1		

The respondent is...	They gave a reason...	The reason given was...	Specifically...	Frequency		
Neither opposed nor in favour of development in Wilburton in general	In support of development in Wilburton in general					
	In support of development in Wilburton in general	The village should grow slowly	Support for smaller scale developments Support for infill/development within the village envelope There is a need for natural, controlled growth		31 17 14 9	
		More affordable housing is needed			9	
		Focus on the community	Development that is inkeeping with the village The community will have a say Keep the services/village alive		8 5 2 1	
		Support the infrastructure	Infrastructure should be developed Keep the current infrastructure in mind		4 3 1	
		A new town should be built			1	
		In opposition to development in Wilburton in general				
		In opposition to development in Wilburton in general	Infrastructure would not cope	There is/will be too much traffic The general infrastructure and amenities wouldn't cope Too many pupils for the school Public transport is too limited Parking in the village is too limited Too much demand on local surgeries		8 8 3 2 1 1 1
			No big developments			9
			There is no need for any more development	There is enough development already planned Too many houses already Worried about development increasing outside envelope		8 5 2 1
			Impact on Wilburton's community	Loss of small village identity		6 6
	Impact on the landscape		Loss of green space to the development		3 3	
	Concern about the nature of future development		Will lead to more development Distrust in developers		2 1 1	
	Pollution levels are high/will increase further				1	
	Neither opposed nor in favour to new developments					
	Judge each proposal on their own merits				6	

The respondent is...	They gave a reason...	The reason given was...	Specifically...	Frequency
In favour of development in Wilburton in general	In favour of development in Wilburton in general	The village should grow slowly	Support for smaller scale developments There is a need for natural, controlled growth Support for infill/development within the village envelope	49 21 14 14
		Focus on the community	More affordable housing is needed Keep the services/village alive The community will have a say Development that is inkeeping with the village In favour of CLT model	44 20 13 4 4 3
		Support the infrastructure	Infrastructure should be developed Keep the current infrastructure in mind	12 7 5
		Look to the future		3
	In opposition to development in Wilburton in general	Infrastructure would not cope	There is/will be too much traffic The general infrastructure and amenities wouldn't cope Parking in the village is too limited	6 4 1 1
		There is no need for any more development	There is enough development already planned	4 4
		No big developments		3
		Impact on Wilburton's community	Loss of small village identity	2 2
		No faith in parish council/CLT		2

The respondent is...	They gave a reason...	The reason given was...	Specifically...	Frequency
Strongly in favour of development in Wilburton in general	In favour of development in Wilburton in general	Focus on the community	Keep the services/village alive In favour of CLT model	5 4 1
		The village should grow slowly	There is a need for natural, controlled growth Support for infill/development within the village envelope Support for smaller scale developments	3 1 1 1
		More affordable housing is needed		1

Q5. Do you have any further comments you would like the Parish Council to consider?

	Frequency	
Traffic issues		22
Listen to the community		21
Distrust in SWCLT		21
Distrust in the parish council		17
Affordable housing is needed		14
Develop infrastructure/amenities		12
Against Camp's Field		12
Pollution levels		11
Distrust in developers		11
Keep wilburton a village		11
Transparency from SWCLT/Council		10
No more houses/too many homes already in development		10
Focus on community needs		8
Everybody should keep civil		8
Keep the village alive		7
Strong village plan is needed		7
In support of Camp's Field		7
Support CLT model		6
Concerns about sustainability of the school		5
Local infrastructure is insufficient		5
Camp's Field is too big for the village		5
Consider all other developments equally		5
Camp's Field will lead to further development		4
Against large scale development		4
No more development		3
Concern over loss of green spaces		3
Safe road crossings are needed		3
Strain on local surgeries		2
Keep development inside village boundary		2
Camp's Field will be a 'separate community'		2
Gradual growth is needed		1
Focus on more current issues		1
Disruption caused by construction of Camp's Field		1

Discussion

Steps were taken to ensure that these results are as representative of the views of the community as possible. The following is an outline of aspects of this study which both support and discredit the validity of these findings.

Data cleaning

To ensure no respondent submitted multiple responses by completing both paper and online copies, all passwords provided on paper copies were checked to see that the password had not also been used online, which was not the case for any. One paper copy response was unable to be analysed and has not been included in the report as no password was provided, with simply 'no password provided' written in the requisite space. The maximum number of password uses on paper copies was 2. It was decided during the data cleaning process that there was not sufficient evidence of deliberate or targeted tampering of responses to justify removing any further responses from analysis. 7 respondents simply responded to all open text with a comment to the effect of 'see above' or 'see first persons comments,' in which the appropriate response referenced was then entered and analysed by the researcher following this statement. For 6 of these responses, it was decided that as the answers to the rating questions (Q1 and Q3) were not the same, that this was not a clear case of tampering with responses. There was 1 case of two exactly duplicate responses, in a collection of 4 responses from one household. However, it was decided that this was not an organised response tampering as the duplication arises only from 'see above' text responses and follows a non-duplicate response, and so the decision was made for the response to be left in.

Passwords

Each household was provided with a unique, single-use password to access the survey and leave their responses. Each household could select how many responses to give up to a maximum of five. Although allowing all village residents to answer the survey individually, this gave the opportunity for a single individual to submit multiple responses. To combat this, a clear explanation of the rationale of the study alongside clarification that it is simply to collect comments was given, and during the data cleaning process evidence of the same comments being submitted more than once was checked for and managed as the researcher deemed appropriate. The results of this is that the most common number of responses was 2, with no household submitting 5 responses, the maximum responses per household being 4 from 5 households.

Online/Paper

An online survey design was chosen for a number of reasons. Firstly, it may have encouraged more responses, saving residents the trouble of collecting and returning paper surveys. This is evident by the 154 online and 25 paper copies received when both were made available. Secondly, it allowed the easy use of password protection to make as sure as possible that only Wilburton residents responded to the survey. Thirdly, it reduced the chance of any mistakes being made during data entry of comments, as all responses were able to be exported exactly as inputted. Fourthly, it has saved a lot of paper in the distribution of the survey. Fifth, it helped to ensure anonymity of responses, allowing respondents to be more open and honest with their comments than completing or returning them in person. Having paper copies as a backup has helped to ensure that as many village residents as possible have been given the opportunity to share their views, including those who may not have had access to the internet or a computer.

Overall it is the opinion of the researcher that a combination of online and paper surveys with an emphasis on the online option was appropriate and justified.

Distribution

A postal campaign was undertaken by the researcher to provide households with their passwords to access the survey. This was a way to make sure that only Wilburton residents had the opportunity to submit their views alongside being an effective means of spreading the word of the survey. The invitations were a small strip of white paper, about the size of a cheque. Due to the limited capabilities of a single volunteer to print in colour and substantial quantity, some posted slips may have been easily lost or missed due to their size and plainness. It was the case that 2 people emailed the researcher to say that it had been thrown away. It is also extremely likely that a small number of houses may have been missed in the postal campaign. Overall 13 invitations were later distributed to people who emailed requesting a new code. Before being provided to those who had lost their invitation, it was confirmed that the invitation was not in an outdoor letterbox or stuck in a door. One person did locate their original slip by this method. 9 of these people were happy to receive a new password by email, and 4 new invitations were posted. One person who emailed requesting a new password was not provided one, as they had already completed some responses but wished to re-do. Their original response could not be located and deleted so this request was denied.

Overall, this postal campaign still cannot be said to be sufficient for the survey to have completely captured the entire view of the village, due to houses being missed and invitations not being obvious enough. Although, it is the researcher's opinion that the method of a postal campaign was the most appropriate course of action.

Questions

The questions were designed to most accurately capture a feeling of opinion rather than a binary choice on the Camp's Field development. Two 5-point Likert scale questions alongside 3 fully open text response boxes ensured the opportunity for discourse and opinion. After each question, participants were given a freely open opportunity to explain why they felt that way, giving as clear and open an opinion of the community as possible, whilst keeping the survey short, accessible and easy to understand.

Misinformation

The questions that this survey is looking to answer are worded as 'how do you feel...'. However, there was distribution of information within the community referring to the survey as a 'vote', a specific example from an email distributed to a number of Wilburton residents being: 'We encourage you all to please vote on this issue...The Wilburton community has the opportunity to decide its future.' After discussion with the sender, 2 days later they distributed a follow-up email clarifying this as a survey of opinion. This is important to note when considering the construct validity of this survey, i.e. how well do the results answer the question that has been asked. For an uncertain period of time some respondents may have thought that this was a vote, possibly leaning to more binary opinions and withdrawing from leaving comments they may have had on both sides of an argument. On the other hand, no respondent used the word 'vote' in any of their responses, and the purposes of the survey were clearly outlined in its introduction. It is unclear whether this has had an effect on any results, however it is certain from correspondence between the researcher and members of the community that for a period of time there was the notion that this survey was in fact an actual vote, not just an opportunity to share a full and open opinion.

The researcher feels it necessary for the Parish Council to be aware of this should there be any continuing confusion in the community following the submission of this report.

Text Analysis

The analysis of open text responses in this report is a subjective process that has been conducted by an experienced research volunteer, however has not been peer-reviewed for

accuracy. To do as best as possible under the circumstances of a single volunteer to ensure the validity of the analysis, each comment was read and re-read multiple times, and checked that the notes assigned were relevant and valid. Predominantly only themes that appeared throughout the responses were assigned; single, unique suggestions have not been included so as to not make the graphs of overall opinion too large. In order to ensure that the survey is seen as representative and that the graphs presented here are valid and understood, the full raw data table for each text answer contains the researchers analysis of the points made by each comment so that these too can be judged for accuracy, and each comment read individually.

Conclusion

In conclusion, the respondents to this survey have shared a majority opinion of opposition to the Camp's Field development most frequently due to the scale of the development, but most are in favour of development in Wilburton generally as long as the village grows slowly. This cannot be said to be a bona fide accurate nor representative result of the views of the community primarily due to the small and easily lost invitations that were distributed. However, the majority opposition to the Camp's Field development is large, which alongside the reasons given against it being consistent with reasons being given in support of other developments, helps to support the notion of some validity of these findings as representative of the views of Wilburton.