Neighbourhood Planning Guidance Note 29

Creating a questionnaire

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Herefordshire Council

Surveys and questionnaires are the single most widely used method of engagement. The key to effective questionnaire design is knowing exactly what you want to find out, but the structure of a questionnaire is equally as important as its purpose. The same may be said for the wording of the questions. This guide explains some of the basics and is designed to help you better understand why questionnaires are used and the process of constructing them. It should also help you to acknowledge the features of good questionnaire design.

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Firstly, it is necessary to define the term questionnaire. A questionnaire is a research tool consisting of a series of questions and other prompts for the purpose of gathering information from respondents. Its function is measured and they are best used to collect information that is not available elsewhere as a secondary resource.

Why use a questionnaire?

You may be wondering why a questionnaire should form the basis of your primary survey work. This is because questionnaires can:

- Target large amounts of people

- Be used to describe, compare or explain

- Cover activities and behaviour, knowledge, attitudes and preferences

- Include specific objectives, standardised and highly structured questions

- Be used to collect quantitative data (for example, information that can be counted or measured)

Strengths and limitations

Questionnaires have advantages over some other types of surveys in that they are relatively inexpensive, do not require as much effort as verbal or telephone surveys, and often have standardised answers that make it simple to compile data. There are, however, a number of drawbacks with using them. For example, respondents must be able to read the questions and respond to them and so for some demographic groups conducting a survey by questionnaire may not be practical. In addition, questionnaires also have many of the same problems relating to question construction and wording that exist in other types of opinion polls.

The advantages of using a questionnaire as a research tool typically include:

- Ability to target a large number of people

- Reaching respondents in widely dispersed locations

- Relatively low cost in time and money

- Getting information from people quickly

- Standardised questions

- Simple analysis of responses

- Low pressure for respondents

- They can be anonymous, so respondents may feel more able to say what they want

- Lack of interviewer bias (possibility of 'ghost interviewer' effect)

Conversely, the disadvantages of using a questionnaire typically include:

- Low response rates and consequent bias and confidence in results

- Scope for poorly worded questions (this can have major effect on answers)

- Misunderstandings which cannot be corrected

- Lack of opportunities to probe and develop answers

- Lack of control over the context and order questions are answered

- Seeking information only by asking; can we trust what people say?

- Unsuitable for some people (for example, those with poor literacy, visual impairment, young children or people for whom English is not their first language etc)

- No way of checking incomplete responses, especially if they are anonymous

Types of questionnaire

The table on the next page sets out the advantages and disadvantages of different types of questionnaire, in order to help you decide which type, if any, would be appropriate to your circumstances.

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Type of questionnaire	Advantages	Disadvantages
Face-to-face	People are more likely to answer the questions The interviewer can ask more complex questions and explain them if necessary Good for gaining views of particular groups of individuals excluded from mainstream consultations Flexible enough to allow new issues to be raised that you may not have thought of Can provide more detailed feedback than a group discussion Useful for obtaining the views of people who might not feel comfortable speaking in a group May help explore sensitive, personal or painful issues Good for people with literacy difficulties	It takes a long time As it's less anonymous, the interviewee is more likely to lie or to refuse to answer a question Trained interviewers are required Not necessarily representative Costs are high per individual particularly if a wide geographic area is to be covered Depending on sample size and type of questions, tends to give you the 'why' not the 'how many' Responses can be unwittingly influenced by the views of the interviewer High costs per individual but you get a lot of information in return
Phone	People may feel more comfortable answering personal questions because they can't see the interviewer Conducting the survey over the phone gives you the chance to explain questions if necessary, so good for some complex information Can control who responds for example particular target groups Good for wide geographical areas	Phone calls can be expensive May be unrepresentative – consider those who only have mobiles, ex-directory, time of calling (family/work time) It's difficult to get people's phone numbers Calling people at random can annoy them Removes visual prompts Requires interviewing skills

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Type of questionnaire	Advantages	Disadvantages
Phone continued..	Quick, as a well designed telephone survey can be entered directly into a computer screen by the interviewer as the survey takes place Good for people with literacy difficulties	People may say anything to get rid of the caller.
Postal, self completion	Very good for obtaining reliable statistical information from tick box answers Requires a relatively low level of interaction Can be low cost, particularly if supported by in-house expertise Good for wide geographical areas Respondents can fill in the questionnaire at a convenient time and think about their response Allows you to analyse large samples quickly and to track changes over time if you use the same questions in later surveys	There's no interviewer to explain questions that are not understood A poorly designed survey, with poorly drafted questions, can give misleading results If only a small number respond, results will be unrepresentative Lower response rates from younger age groups, people with literacy difficulties and non-English speakers. A lot of time and money can be involved in analysing results Difficult to obtain qualitative information Not well suited for very complex questionnaires or issues
Electronic	Saves time because you don't have to call or talk to people, cuts out data entry Answers are anonymous, so people are more likely to answer honestly Easy to fill in if set up properly Cheap once set up Works well with email notification and reminders	There's no contact with the people you're questioning May be difficult to represent small geographic communities May be unrepresentative - in particular, will exclude those without access to a computer or internet, and those who choose not to use electronic means Can be a higher level of concern that a response can be "tracked" back to an individual

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Type of questionnaire	Advantages	Disadvantages
Electronic continued..	Can use visual aids and more complex questions using 'routing' and breaking the questions into sections Well suited to providing additional help or background information as needed Good for wide geographical areas	

When thinking of types of questionnaire it is also important to think about the characteristics of the target audience. For example, if the questionnaire is aimed at older people, an online survey might not be appropriate - you may need to offer a postal version aswell. Also evidence suggests young males are less likely to respond to survey questionnaires than other groups, so again if this is the target audience a different engagement method might be more suitable.

Avoid Duplication

It is worth checking whether any previous research undertaken in the neighbourhood area can be recycled - if residents' views on a particular theme are already known then there would be no point in duplicating this data.

Preliminary consultations and scoping your questionnaire

If you are unsure about what to ask within a questionnaire, then perhaps it would be worth embarking on an informal preliminary consultation. This would help you to make sure that the scope of your questionnaire is relevant and meaningful by giving you a better idea of what residents' and businesses want the plan to address.

The following methods of engagement are typically used for preliminary consultations and will be known to Parish Councils who have completed Parish Plans:

- Planning for Real

- Focus Groups

- Online Forums

- Interactive displays

- Place audits

- Asset profiling

It is also possible to base your questions on local intelligence, which can be provided by expert witnesses. Whilst your Parish Council will hold much knowledge and expertise on local issues it is important that you look to those knowledgeable individuals outside the council to make sure you get a more representative view. One-to-one interviews can be undertaken with people who may have special insights into local issues. These might include:

- Professional and trades-people such as doctors, shopkeepers, businessmen, teachers, farmers, publicans etc.

- Local peoplewith special interests, knowledge or needs, such as people who are housebound or disabled, migrant workers, local historians, environmentalists, Police Community Support Officers, youth workers, travellers etc.

A set list of questions can be asked or a general conversation can be allowed to develop around the individuals area of interest.

Principles of ethical social research and the Data Protection Act

It is imperative to adhere at all times to the principles of ethical social research. This includes ensuring that all the information required for the respondent to make an informed decision as to whether or not to provide the information you

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are asking for is provided to them before inviting them to answer the questions.

This means that there should always be an introduction (or covering letter) that:

- Makes clear why the information is being collected and what you will be doing with it

- Who will have access to it

- Who should complete the questionnaire e.g. adults 18 or over, is it one questionnaire on behalf of the household or one per individual

- Who to contact with any queries or concerns

You must only collect information for which there is a clear purpose - if you don't know what you are going to do with the information (especially personally identifiable information as defined by the Data Protection Act) don't ask for it. For example, if you are asking someone to respond on behalf of an organisation you should not ask them for personal information about themselves.

All data must be handled in accordance with the requirements of the Data Protection Act (DPA) where appropriate. Confidentiality is not just a technique for minimising non-response it is an essential component of ethical research, unless the respondent makes an informed decision to consent to be identified. Depending on the information being collected, the data can be subject to DPA requirements and therefore if personally identifiable information is being collected a form of Privacy Notice should generally be included. For the purpose of the Data Protection Act, the parish council will be the 'data controllers' unless a third party is employed to prepare or analyse questionnaires on behalf of the parish council.

An example of a privacy notice can be seen in appendix 2.

Be sure also to avoid offensive or unnecessarily intrusive questions, or asking for information that, if given, places the respondent at an increased risk of harm or distress.

Information Security

The parish council will be responsible for any personal data collected as part of any

questionnaire, procedures should be put in place to ensure that;

- Any paper copies are kept in locked cupboards, access to which is restricted to defined and approved personnel only;

- Any electronic files are kept on a drive accessible only to appropriate personnel and encrypted to an appropriate standard;

- Ensure that all personnel with access to paper copies and electronic files (including temporary data entry staff), are familiar with, and agree to abide by, national and/or parish council data protection, confidentiality and information security policies and/or guidance;

- Ensure publicly available reports do not contain references to named or identifiable persons, for example by anonymising written comments where appropriate.

Questionnaire design in the context of the survey process

Here are some steps you can take to make the survey process more manageable:

Establish what you want to find out - what are your research aims and research questions?

Identify who you're going to ask - carefully select your sample group to ensure you collect a generalised view. Sampling choices can be more important than the overall number of people you question. It is essential to give your questionnaire to the right people. For instance, if you want to find out what older people think about something, then give your questionnaire to older people.

Decide how to collect replies - if carrying out a paper questionnaire, when possible, hand deliver and personally collect them.

Design your questionnaire - depending on finance, you may wish to use skilled researchers to design the survey.

Run a pilot survey - test your questionnaire on a couple of people first before your try doing the whole thing. That way you can make sure that it works well, and that you do not waste any time. It is a good idea to ask the Neighbourhood

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Planning team to check over your questionnaire to see if they have any suggestions on how it can be improved.

Carry out main survey - make sure that your questionnaire reaches your target population. If your questionnaire concerns every household within your neighbourhood area, this will require a paper-based method. However, a survey of local businesses that engage in specific activities would be better administered through telephone or face-to-face interviews.

Evaluate your questionnaire - to convince the Inspector that you've consulted properly, it's important to evaluate how successful your questionnaire was. There are many factors, often out of your control, which will affect the success of your questionnaire. In your evaluation, write about:

- Objectives
  - Were the objectives clear?
  - Were they relevant to the consultation itself and linked to the wider planning process?
  - Were they explained to, and understood by, members of the steering group?
  - Were they explained to, and understood by, those consulted?

- Who you consulted
  - Did you get views from those you wanted to hear from?
  - Did you successfully consult minority, disadvantaged or under-represented groups?
  - Did different groups respond to different methods?
  - Did you tell your consultees what the findings were and what will happen as a result?
  - Did the people you consulted feel that the consultation was worthwhile?

- Method(s)
  - Were the methods right for your objectives?
  - If you used more than one method, which worked best and why?
  - Did you get the required quantitative and/or qualitative information?
  - Did you get the required response rate?
  - Was it a representative sample?

- Timescale
  - Was the timetable clear?
  - Did you keep to it – if not, why not?
  - Did you allow enough time for responses?

- Information provided
  - Was the information easy to access?
  - Was it relevant to the consultation?
  - Was it produced in plain language and easy to understand?
  - Did you make it available in other languages and formats?

- Costs
  - Was your budget adequate?
  - What was the cost of volunteer time?
  - What was the cost of bought in goods and services?
  - Were there unforeseen costs? If so what were they?

- Effectiveness of the consultation
  - Did you get views, which you could use?
  - Have you actually used those views?
  - Has the consultation led to some identifiable change in your strategy?
  - Have you told your consultees about these changes?
  - Has the consultation changed the relationship between you and your community?

Report findings and dissemination - you should develop your spreadsheet for analysing data and your questionnaire at the same time. That way, you can be sure the questionnaire has the right sort of questions, which you know you can process. Spreadsheets are best at analysing numerical data. Be sure to publish the results of your surveys on your website and make printed copies of the results available at public amenities such as the local pub or library.

Structure of questionnaire

The questionnaire should always start with a brief sentence or two explaining the purpose of the questionnaire, and what the data will be used for. It should have a clear structure, and questions dealing with similar aspects of topics and themes should be grouped together. As a rule, questions should move from the general to the particular aspects of the topic/theme.

It is often a good idea to ask personal information about the respondent's background at the end of the questionnaire, as these types of questions can put people off at the start. However, this information is important and if the questionnaire is too long respondents may not have the time to

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complete it.

If you handle personal information about individuals, you have a number of legal obligations to protect that information under the Data Protection Act (1998)

Writing questions

Ask a sensible question, receive a sensible answer

It is important to bear in mind that a questionnaire is only as good as the questions it contains. Survey questions must be relevant. A few well-worded questions are a lot more useful than a long list of poorly-worded questions. Questions must be easy to understand, too. If respondents don't understand your questions, you'll find that they will not give the kind of answers you want. Therefore ask yourself what will you do with the information each question yields? If you are unsure of the answer, consider removing the question. Prioritising items in this way will help ensure that you make the most of the questionnaire.

Care should be exercised when including questions that present the respondent with a 'shopping list' of things it might be nice to have - whilst it is important to capture what respondents want, it is also important not to raise expectations that cannot be delivered through the planning system. If something clearly cannot be delivered if supported or you have no influence over whether it can be provided or not, it may be best not to ask about it.

Question wording – things to avoid

- Being personal

- Embarrassing or upsetting

- Biased or leading (leading: guiding a question which can interfere with the response given)

- Do not attempt to influence people's answers in any way.

- Abbreviations, acronyms or jargon

- Alternative meanings

- Ambiguous or vague wording

- Doubled barrelled questions (for example, 'do you speak English or French?')

- Double negatives

- Inappropriate categories

- Age bands which overlap (for example 1-24, 25-30 not 18-25, 25-30)

Question wording – other things to think about

You will need to consider whether to use 'open' or 'closed' questions. On the one hand closed questions have a choice of alternative replies, whereas on the other hand open questions revolve around written text (or spoken answers).

Closed questions are so called because the respondent has to answer in a prescribed way (for example, yes, no, no opinion). This type of question will give you clear results that are easy to convert into statistics. Examples of closed questions could include:

- Should the Neighbourhood Development Plan allocate sites for housing?

- Should the Neighbourhood Development Plan allocate sites for employment?

Open questions (free write) are different as they seek an unstructured response. In other words no option boxes are provided for them to tick. This type of question is useful for finding out people's opinions about something, though sentence answers can be difficult to analyse.

- Do you have any housing concerns? (please specify)'

In some circumstances it may be possible to combine open and closed elements in the same question. For example:

Do you have any concerns about the following housing issues?

- Family homes being built solely for the open market

- Provision of affordable housing for rent

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- Disused farm buildings being converted into affordable housing

- Agricultural dwellings being built in open countryside

- Lack of sheltered housing for elderly local residents

- Lack of low cost starter homes for young local families struggling to get on the housing ladder

The table below summarises the advantages and disadvantages of open and closed questions.

	Strength	Limitation
Open (free-write/text)	Freedom and spontaneity of answer Opportunity to probe Useful for testing perceptions about the neighbourhood or awareness	Time-consuming to collate, categorise and interpret answers More effort from respondents
Closed (tick boxes)	Requires little time No extended writing Low costs Easy to process Make group comparisons easy Useful for testing specific ideas	Loss of spontaneous responses Bias in answer categories Sometimes too crude May intimidate respondents

Question layout

When you include a question in your questionnaire, you will need to lay it out properly to make sure it is easy to read and understand.

There are a number of ways that a question can be laid out, so rather than specifying a layout for each question, the following are examples of different layouts.

The position of the tick-box relative to the text of each answer option (left, right or below) is up to you, but always make sure it is clear as many questionnaires cause confusion by not paying enough attention to this.

Questions for which the answer options are a scale (for example, a scale of good to poor, agree to disagree etc) normally look best with the options spread out horizontally across the page, for example:

What do you think of service x				
Very good	Good	Average	Poor	Very poor

Questions where you ask respondents to select one or more items from a list can be set out in a number of ways, for example with the items in one or more columns down the page.

Option1		Option 4	
Option 2		Option 5	
Option 3		Option 6	

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Remember that answer choices should allow for all potential shades of opinion to be expressed. For example, it can be important to include 'no opinion' and 'none of these' options where appropriate. Not answering a question for example can't be assumed to equate to a 'no'. Also include clear instructions as to how to answer i.e. tick all that apply or tick one box only.

Questions with a number of sub-questions, each of which has more than one answer option, need to be set out in a matrix, for example:

	Yes	No	No Opinion
Idea 1			
Idea 2			
Idea 3			

Conducting the survey

The overall success of your questionnaire depends greatly on a good quality response rate. The higher the response rate, the more representative the survey will be of the residents and businesses within your neighbourhood area. Ideally, a higher response rate will bring more assurances and reliability to the survey results. A higher response rate also allows more robust statistical calculations to be performed.

In contrast, a response rate that falls short of the anticipated response rate may bring into question the reliability and inclusivity of the questionnaire data. Receiving a low response rate from your survey will likely skew the results due to response bias, as certain types of people are more likely to respond to surveys than others, so certain views may prevail over genuine perceptions of what the Neighbourhood Development Plan needs to address.

Maximising the response rate

By following these simple guidelines, you can considerably increase the number of respondents who complete your questionnaire. Here are some actions you can take to maximise response rates.

Provide prior notification - Allow at least 4 weeks notice of its launch. Potential respondents should be made aware of the importance of the forthcoming questionnaire through the parish website and newsletters, or through other means of communication available. When the questionnaire arrives through its distribution channel or picked up from the village hall or local pub, it will receive a better reception.

Make a good first impression - The immediate impression made when the questionnaire arrives through the door is very important - presentation is everything. If sending via mail, make sure the questionnaire arrives in a white envelope with your parish council logo prominently displayed and include only the questionnaire itself. For online or mobile surveys, make sure the opening page is clean and contains clear instructions for completion.

Content and quality of the cover letter - Keep the cover letter of a paper questionnaire or the opening screen of an online survey simple. Use this opportunity only to explain the purpose of the questionnaire and assure the target population that any contact details provided will be kept in strict confidence. Personalise the content by addressing it to specific individuals where possible.

Keep the profile of the questionnaire high – Placing posters around the plan area reminding people to complete and return it, writing a press release or notice in the local section of the media, and parish magazine, or using a countdown that says 'Only x days left to complete your Questionnaire' and display it in a prominent place in the parish will all help to keep it in people's mind. As will, of course, mentioning it whenever you can when you meet people or groups in the parish.

Provide an Incentive – entering the names of people who return their questionnaire into a raffle or draw will be an easy way to increase the response rates, providing you choose a reward that is appealing to as many people as possible, however you may want to choose the prize carefully to make sure you don't encourage multiple returns from the same individual. Keeping a list of names or addresses that are being entered would help to eliminate this.

High-quality questionnaire design - As mentioned previously, the design and appearance of the questionnaire is of critical importance. Make sure the wording is clear and

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prepared in such a way that engages the respondent. If conducting a paper questionnaire, use a minimum of 12 point font size as a standard. The most commonly used fonts are Times New Roman and Arial. Try to confine your questionnaire to between 8 and 12 sides of A4 and ask only questions that are necessary - remember, you should ask questions on a 'need to know', not 'nice to know' basis.

Make sure the questionnaire is accessible - If administering a paper questionnaire, make sure large print copies of the survey can be made available to those who require them. Equally, if part of the survey population includes people whose first language is not English, make sure that they can obtain a translated copy of the survey. The Neighbourhood Planning Team can provide translated phrases such as 'If you would like this questionnaire in your own language then please contact .....'. Similarly there will be many people especially in disadvantaged or marginalised groups who may need assistance to fill in the form. Working with their helpers or carers will be the best way to make sure you are hearing their voice. This will also enable you to demonstrate that you are being as inclusive as possible in your consultation.

Provide contact information - Always provide respondents with telephone details or with an email address to allow them to raise any queries. It is also good practice to tell the respondent when they need to reply by and how to reply. For example, post to..... or we will collect the survey on ...... and to thank them for completing the questionnaire at the end. Both of these will help maximise the number of responses.

Remember to thank them – this is really important. They are helping you to help them, so do say thank you. You can also use this opportunity to remind them why they are completing it – 'to make x an even better place to live' etc. This will also help to maximise the number of responses.

Techniques for minimising non-response

The following can also increase the level of participation in your questionnaire and thus reduce the scope for bias in results:

- Explanation of selection if the questionnaire has a target audience

- Sponsorship (for example, letter of introduction/ recommendation from local business or elected Ward Member/Councillor)

- Incentives (for example, providing free light refreshments at drop-in sessions or small future incentives like prize draws for items which match the interests of the target population)

- Effective follow up (for example, sending reminder postcards to non-respondents)

- Confidentiality

- Anonymity

- Pre-paid return envelopes

Preparing your results

Once you've gathered the completed questionnaires, you'll need to analyse the results and present your findings. Sometimes this will involve you tabulating the results, that is adding them up and displaying them in a table.

For example, 100 questionnaires were returned in a survey about problems in the neighbourhood area, you would need to count the answers in an Excel spreadsheet.For arguments sake, the question asking people what they felt was the biggest challenge facing the neighbourhood area yielded 70 people mentioning lack of affordable housing, 10 cited access to services, 15 said potholes and 5 said noise. The result in cases like this would be clear and would appear very clearly in a graph or chart.

Analysing open questions can be more time consuming. If your questionnaire, for instance, asked an open question about how people feel about a service or problem, you may end up with a lot of answers which are unrelated. In this case, you will need to attempt to find patterns. The best way of doing this is to summarise the responses to open ended questions and keep a tally of how many respondents made a similar statement(s) or used a particular phrase or key word such as 'affordable housing' or 'buses' in their response.

However, analysis can be far more complex. For example you may want to find out what a particular sub-section of your population thinks are the most pressing issues. To do this you will

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need to have some way of isolating the responses that part of the population have made and then analyse them separately. This might reveal, for instance, that respondents with young families may have a big concern about access to play facilities. You may then also choose to analyse this in more depth by checking the addresses of those respondents to see if they come from a particular part of your NDP area. Analysis of subsets, and subsets of subsets can be time consuming but will frequently yield really interesting and detailed information.

Often responses are expressed in terms of percentages, but if this is done it is important to

• Make clear what the base that the percentage is calculated from is, for example is it the total responses to that question or total respondents to the survey as a whole?

• Advise caution about expressing a very small number of responses as percentages.

Following this you will then need to decide what to do with your information - to whom are you going to communicate the results, and how? As your Neighbourhood Development Plan concerns the community in which you live or work, the results should be made public as soon as possible.

Always look to see how you can represent your data in as visual a way as possible via graphs and charts. If you can make these colourful as well then this will help more people to understand the results.

You will need to question how your data will be processed and analysed. This takes time and resources (volunteer time and possibly specialist software), which are often overlooked.

Assuming you do require support, it is important to note that there will be a charge for some services.

In summary

A well-executed questionnaire can provide you with a wealth of information about your neighbourhood area and what residents and businesses want the Neighbourhood Development Plan to achieve. This guidance note should give you the tools you need to create and

conduct questionnaires that are effective and that give you the information you need to prepare a sound plan.

Finally, it is worth reiterating that alternative methods of consultation are available and can be used when a questionnaire is not the most suitable method. Further guidance on these is set within Guidance Note 12: Best practice community engagement techniques, which can be downloaded from our website.

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Appendix 1 – Sample Questionnaire

Designing a questionnaire can be difficult, challenging and time-consuming. Questions need to be framed in a manner which is easily understood, covers all possible options and avoids 'leading' the respondent. To assist you with this process some example questions are available. These examples attempt to demonstrate the different ways that questions can be framed, such as open or closed questions, multiple choice questions, and free-text questions.

Introduction

1. What is your postcode?

2. What is your connection with the Parish?

    a. Live
    b. Work
    c. Landowner
    d. Business
    e. Other

3. What do you like about the parish? (Free write/text)

4. What do you dislike about the parish? (Free write/text)

5. What changes/improvements would you like to see? (Free write/text)

6. The following are important to you?

    (Strongly agree, Agree, Neither, Disagree, Strongly disagree)

a. Unspoilt countryside
b. Good education/schools
c. Facilities for leisure and sport
d. Local health and caring services
e. The community and its spirit
f. Pleasant physical environment
g. Peaceful and safe neighbourhood
h. Local services and shops
i. Lots of things going on
j. Good public transport
k. Right housing available
l. Local employment opportunities
m. Having a say in decisions that affect the parish

    Additional Comments

Demographics

1. How many people including children normally live in your household?

2. Please enter the number of people in your household in each group

a. 0-18
b. 19-25
c. 26-49
d. 50-69
e. 70-84
f. 85+

3. What age group do you belong to?

a. 0-18
b. 19-25
c. 26-49
d. 50-69
e. 70-84
f. 85+

4. Do you feel that the current population contains:

a. Too many older people
b. Good mix of ages
c. Too many younger people
d. Not enough younger people

6. If the population were to increase, do you see the parish as primarily a residential village acting as a dormitory for larger areas of employment, or as an economic centre in its own right with new jobs created?

a. Residential dormitory
b. Economic centre

Housing

1. Should your Neighbourhood Development Plan allocate sites for affordable housing to meet local needs?

a. Yes
b. No
c. No opinion

2. Should your Neighbourhood Development Plan allocate sites for housing for sale on the open market?

a. Yes
b. No
c. No opinion

3. If your Neighbourhood Development Plan allocates sites for housing, what scale of individual housing development schemes should be given priority between now and the end of the plan period?

a. Schemes of no more than 10 dwellings
b. Schemes of between 11 and 25 dwellings
c. Schemes of between 26 and 50 dwellings
d. Schemes of over 50 dwellings

4. If new homes are to be built, which of the following tenures should be encouraged?

a. Social rented – Houses which are owned and managed by the Housing Association
b. Private rented – Privately owned houses rented directly from the landlord/owner
c. Shared ownership – Houses that are provided through Housing Associations but tenants can buy a share of the house and rent the remaining share
d. Owner occupied – The residents both fully own the house and live there

5. What types of homes are needed across the Parish?

   (Indicate as many as you prefer grading them from 1 (best) to 9 (least wanted).

a. Detached private houses (executive homes – 3, 4 or more bedrooms)
b. Private semi-detached/terraced houses (2 or 3 bedrooms)
c. Houses with workshops attached for cottage industries
d. Bungalows
e. Eco-homes
f. Affordable homes for sale or rent
g. Sheltered accommodation for elderly people
h. Lifetime homes
i. Houses for multiple-occupancy (i.e. small flats, hostels etc.)
j. Holiday accommodation
k. No new housing
l. Other

6. Should priority be given to:

a. Restoring and refurbishing current housing and empty homes
b. Barn conversions or similar re-use of existing redundant buildings
c. Self-building by local people for their own use
d. No opinion

7. What are your views on housing growth within the parish over the plan period?

a. About right at present
b. Would support more growth if needed
c. Would encourage more significant growth
d. No more growth, already too much

8. If new homes are built, where would you suggest is the best location?

a. Within the existing boundaries of the main settlement(s)
b. On the edge of the main settlement(s) or elsewhere in the parish

9. Are there any locations which you think are suitable for new houses? (Free write/text)

10. Are there any locations where houses should not be built? (Free write/text)

Employment

1. Where is your main place of work?

a. Hereford
b. Market Town (please give details)
c. Village (please give details)
d. Outside Herefordshire (less than 25 miles)
e. Outside Herefordshire (more than 25 miles)
f. Home
g. Unemployed
h. Retired

2. What is, or would be, your means of transport to work, training or study?

a. Car/Van
b. Bus
c. Train
d. Taxi
e. Bicycle
f. Motorcycle
g. Walking
h. Other

3. Should your Neighbourhood Development Plan make provisions for commercial development?

a. Yes
b. No

4. Should the following be encouraged around the parish to promote jobs and economic development?

   (Strongly favour, Favour, Reservations, Strong reservations)

a. Agriculture/horticulture
b. Small businesses on an industrial estate
c. People working from home
d. High-tech companies
e. Office development
f. Renewable energy generation
g. Retail/service companies
h. Tourism development/attractions
i. Major employers in Hereford and the market towns

5. Should your Neighbourhood Development Plan allocate sites for employment?

a. Yes
b. No

6. Which types of site should be allocated for employment use?

a. Greenfield
b. Brownfield
c. Disused buildings

7. Where should employment land be allocated?

a. In or around the village
b. Elsewhere in the Parish

8. Should employment sites be protected from change of use?

a. Yes
b. No

9. Is anyone in your family likely to seek local employment in the next 5 years?

a. Yes
b. No

10. What would encourage new businesses to locate in the parish?

a. More purpose-built premises
b. Better broadband
c. Other (Free-write/text)

Natural and historic heritage

1. Do you think that any future development in the parish should be in keeping with the existing landscape and character setting?

a. Yes
b. No

2. Should your Neighbourhood Development Plan aim to protect and enhance the quality of the built environment by promoting the following?

a. Design that respects that scale of the existing area
b. Minimum standards for living space in dwellings
c. Use of traditional local building materials
d. High levels of energy conservation in new buildings
e. Green space and parks within settlements
f. Better pedestrian and cycling access to other settlements/public transport pick up points
g. Signage, advertising and street furniture that respects the locality
h. Traditional styles and scale of shop fronts
i. Other (Free-write/text)

3. Should your Neighbourhood Development Plan aim to promote the following:

a. Increased provision of green space
b. Enhanced protection of historic and natural features
c. Enhanced protection of the landscape
d. Positive management of the varied local wildlife
e. Improved flood prevention measures

4. Are there any buildings, places or views which you believe are important to protect? (Free write/text)

Community services and facilities

1. How often do you go into the parish's villages to use its key facilities?

a. Everyday
b. More than once a week
c. Weekly
d. Monthly
e. Less than once a month
f. Never

2. Which of the following do you think your Neighbourhood Development Plan should improve?

a. Allotments
b. Broadband
c. Car parking
d. Public footpaths
e. Access for people with disabilities
f. Access to library facilities
g. Access to public transport
h. Road safety measures
i. Leisure and recreational facilities
j. Facilities for young people
k. Facilities for older people
l. Retail outlets

3. If improved public transport is needed, tell us how it should be improved

a. More convenient services to Hereford
b. More convenient services to the market towns
c. Greater reliability of services
d. Cheaper fares
e. Connection with surrounding areas
f. Connections to other forms of public transport e.g. rail
g. Other (Free write/text)

4. If car parking facilities need improving please tell us how this can be achieved (Free write/text)

5. If you think that better leisure and recreational facilities (e.g. green spaces, sports and play areas) are needed please tell us how and where this could be achieved. (Free write/text)

6. If facilities for young people need to be improved please tell us how and where this could be achieved. (Free write/text)

7. How necessary is a village shop/post office?

a. Essential
b. Quite necessary
c. Not necessary

8. How necessary is a village pub?

a. Essential
b. Quite necessary
c. Not necessary

9. Are there any other retail outlets which the parish needs to provide? (Free write/text)

10. Should your Neighbourhood Development Plan allocate land to encourage growing of local food?

a. Yes
b. No

Energy, water & waste

1. Is there a need for a localised renewable energy supply?   If so, would you support:

a. Domestic wind turbines powering a single home
b. Commercial wind turbines powering multiple homes
c. Hydropower from local streams
d. Biomass plants
e. Anaerobic digesters
f. Solar panels on either
   i. Designated fields
   ii. Poultry houses and other agricultural buildings roofs
g. Ground heat pumps

2. It is probable that, if the number of parish residents increase, there will be a need for additional sewage treatment facilities?

a. Agree
b. Neither agree nor disagree
c. Disagree

3. Should we plan for a green alternative to the current sewage treatment systems?

a. Yes

b. No

c. Don't know

4. Are there any other ways in which your parish could maximise its green energy use and / or minimise its waste? (Free write/text)

Roads, bridleways, cycle paths, pavements and footpaths

1. Are the current roads through the parish:

a. Adequate for the traffic they may carry over the next 20 years?
  i. Yes
  ii. No
b. Are they currently safe?
  i. Yes
  ii. No

2. If no, what improvements would you like to see? (Free write/text)

3. Are there any roads within the parish which you feel are not fully utilised and therefore could be un-adopted?

a. Yes
b. No – Please state which road(s) (free write/text)

4. If you consider that traffic in the parish is a problem, what would you suggest your Neighbourhood Development Plan should do to improve the situation? (Free write/text)

5. Are there sufficient bridleways/footpaths in the parish?

a. Yes
b. No

6. How could your Neighbourhood Development Plan encourage more walking and cycling? (Free write/text)

7. Are the local pavements, footpaths and public rights of way adequate and sufficiently well maintained?

a. Yes
b. No

8. What changes in access or other facilities for pedestrians and walkers would you like to see? (Free write/text)

Tourism

1. Should the parish encourage tourism?

a. Yes

b. No

2. Is so, what is required?

a. More holiday lets
b. More B&B accommodation
c. Hotel/Inn accommodation
d. Better marketing of the parish
e. New visitor attractions
f. Other (Free write/text)

Any other business

1. Are there any question(s) we've forgotten to ask? (Free write/text)

Appendix 2 - Example of a Privacy Notice

Privacy Notice

The information that you supply will be processed by ???, who are independently analysing the results of this survey on behalf of ??? Parish Council, who, for the purposes of the Data Protection Act 1998, are the Data Controller. The information you supply may also be shared with independent researchers employed directly by the Parish Council to undertake additional analysis of the results. Any information you provide will be treated as strictly confidential and will only be used for the purposes of developing the Neighbourhood Plan and any developments arising therefrom. Your information will not be shared with any other parties, but please note that any comments you make may appear anonymously in the published results. If you have any queries about the survey, or need assistance completing the questionnaire, please contact member of the Steering Group listed in Appendix A.

If you require any further general advice about the Data Protection Act, please contact the Data Protection Officer, Herefordshire Council, Plough Lane, PO Box 4, Hereford, HR4 0LE
email dataprotection@herefordshire.gov.uk

Neighbourhood Planning guidance notes available:

Deciding to produce a Neighbourhood Development Plan

1. Which is the right tool for your parish
2. What is a Neighbourhood Development Plan
3. Getting started
4. A guide to procedures
5. Funding

Plan Production

6. Developing a Vision and Objectives
7. Generating options
8. Writing planning policies
9. Environmental Assessment
10. Evidence base and information requirements
11. Implementation and Monitoring
12. Best practice community engagement techniques
13. Statutory consultees
14. Writing a consultation statement
15. Planning and other legislation
16. Web enabling your plan
17. Using OS based mapping
18. Glossary of planning terms

Topics

19. Sustainable Water Management in Herefordshire
20. Guide to settlement boundaries
21. Guide to site assessment and choosing allocation sites
22. Meeting your housing requirements
23. Conservation issues
24. Recreational areas
25. Renewable energy
26. Transport issues
27. Community Infrastructure Levy

Additional Guidance

28. Setting up a steering group
29. Creating a questionnaire
30. Community facilities
31. Conformity with the Local Plan (Core Strategy)
32. Examinations of Neighbourhood Development Plans
33. Guide to Neighbourhood Development Plan Referendums
34. Tourism
35. Basic Conditions
36. Your plan - Contributing to sustainable development