

Analysis of WPC “Survey Monkey” results re Mill Lane Sports & Recreation site.

Methodology and response rates

1. The Masterplan was delivered in paper form to most households in the parish
2. A Survey Monkey online questionnaire sought “Yes/No” answers to establish whether respondents support the Masterplan
3. Free text comments were also invited from respondents
4. A total of 258 responses were received (see “Baseline Data” below). This compares with 123 responses received to an earlier survey conducted by Wickham Parish Council (WPC) and 653 responses to a Wickham Residents’ Association (WRA) survey. So twice as many as previously achieved by WPC but only 40% of that achieved by WRA
5. Of the 258 responses 54 (21%) were received from respondents from post codes outside the parish.
6. A further 10 responses were received from respondents not providing a post code
7. The baseline of responses with confirmed residence in the parish, therefore, was reduced to 192
8. Responses from the under 18 age group were collected courtesy of Wickham Primary School. These responses were collected by year group and so are not indicative of individual views. In the analysis below, however, each year group response is given as one response and so has to be interpreted with caution compared with responses from other age groups

Summary Observations (all data based on responses from Wickham and Knowle residents only, except where stated)*

The Masterplan

1. When responses from outside the parish are included in the analysis, support for the Masterplan reached 37% of respondents (See “Baseline Data” table below).
2. When responses from outside the parish are excluded support for the Masterplan drops to 20%. In other words, 80% of respondents resident in the parish do not support the plan
3. All age groups oppose the plan except for the under 18s and those aged 25 – 34 (Figure 4).
4. Under 18s all support the Masterplan, but examination of the free text responses demonstrates that their support is predicated mostly on support of the individual facilities that would be expected to be attractive to that age group
5. Although the 25-34 age group voted in support of the Masterplan only 13 responses came from residents, and even among these the support for the Masterplan was marginal

Positive comments about the Masterplan (Table 2)

1. General approval was expressed by 26 respondents.
2. Excluding the under 18s (5 classes at the primary school expressed general approval) only 21 (11%) wrote generally in favour
3. Individual support was expressed for specific facilities but surprisingly few commented on the site being a home for the local football team

Negative comments about the Masterplan (Table 3)

1. There is a significant number of objections. It is inevitable that many of these are highly personal and so individual in nature. It would be impossible to cater for all the concerns that have been expressed

2. Nevertheless there are a number of concerns around which a majority of respondents have gathered, namely –
 - 78 respondents (41%) resident in the parish consider that the proposed 3G adult turf football pitch is not suitable for the Wickham and threatens the status of the parish as a “village”
 - 74 (39%) expressed concern over increased traffic in Mill Lane and the village generally
 - 49 (26%) feel that the facilities on the site, and the business case supporting them, are orientated towards non-residents and not those who live in the Parish
 - several respondents (27, 14%) are suspicious of the Parish Council’s motivations and are concerned that Councillors are not listening to residents
3. The opposition to the 3G pitch in the WRA survey conducted in October 2021 was centred around the prospect that a 3G pitch would become the home of Infinity FC and Wessex League football would be played at Mill Lane. It is interesting that this survey, conducted some 6 months later, came to the same conclusion about the 3G pitch, but only 2 residents of Wickham and Knowle in their free text responses mentioned Infinity and only 7 mentioned Wessex League. It would seem therefore, that the objection to a 3G pitch is centred on the impact that the pitch itself would have on Wickham regardless of who would use it.
4. Only 3 residents mentioned Wickham Dynamos in their responses: none was negative about the Club, but none supported the Club’s use of a 3G pitch at Mill Lane (on the basis of hiring fees cost – although the Parish Council has said that it would offer discounts for local users).

**cautionary note: analysis of high volumes of free text data is not easy and inevitably there are difficulties in presenting conclusions from them. Nevertheless, the general trends do emerge and can be relied upon.*

Conclusions

1. There is insufficient local support for the Masterplan for it to be taken forward to the planning authority as a community-supported project
2. The size of the sample in the WPC survey (192 resident respondents, with year groups at the Primary School aggregated into single responses) is greater than previously achieved by the Parish Council but is still relatively small. However, inasmuch as the survey closely matches responses from the WRA survey of 653 residents it can be regarded as a valid reflection of resident views.
3. The Masterplan needs further work and resident involvement before a revised version can be taken forward.

Wickham Residents’ Association, July 2022

Baseline Data

WPC Survey Monkey: Mill Lane Sports Site					
Classification	Support (Yes)	Not support (No)	Total Yes/No responses	Number respondents not giving Yes/No response	Total Responses
All responses	94	162	256	2	258
%	36.7	63.3			
All responses Wickham & Knowle Post Codes/addresses only including responses with no address/post code given	40	162	202	2	204
%	19.8	80.2			
All responses Wickham & Knowle Post Codes/addresses only excluding responses with no address/post code given	36	156	192	2	194
%	18.8	81.3			

Analysis of responses received from Wickham & Knowle Post Codes only

Figure 1: Number of respondents by age profile

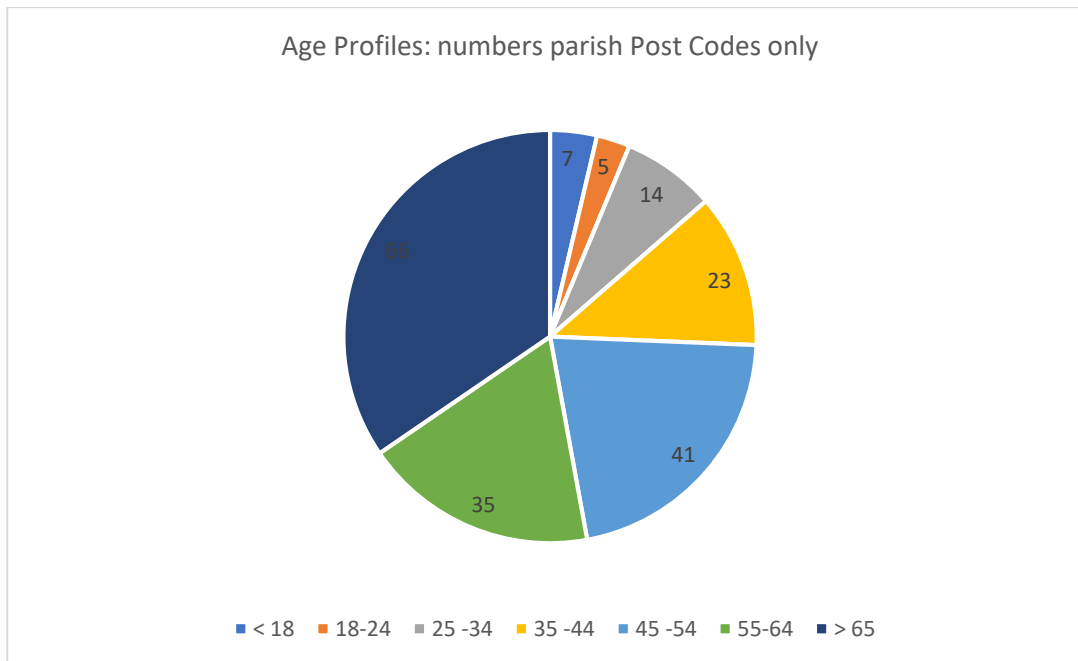
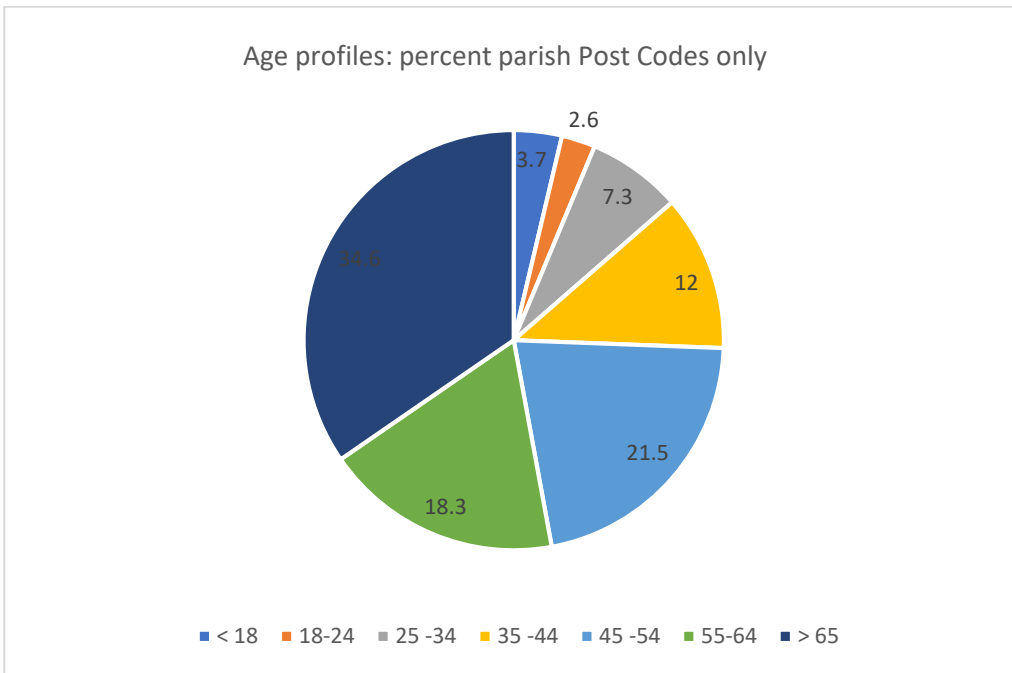


Figure 2: Percentage distribution of respondents by age profile



Note: responses from under 18 - year group were mostly gathered through the primary school. They were not all individual responses but aggregated by class groups. This is important when considering the positive/negative responses: in many cases they are the responses of several pupils aggregated up by year group: they can then be interpreted as being shared not individual responses, so lending them greater significance.

Figure 3: Overall “Yes/No” response (i.e. support/do not support the masterplan)

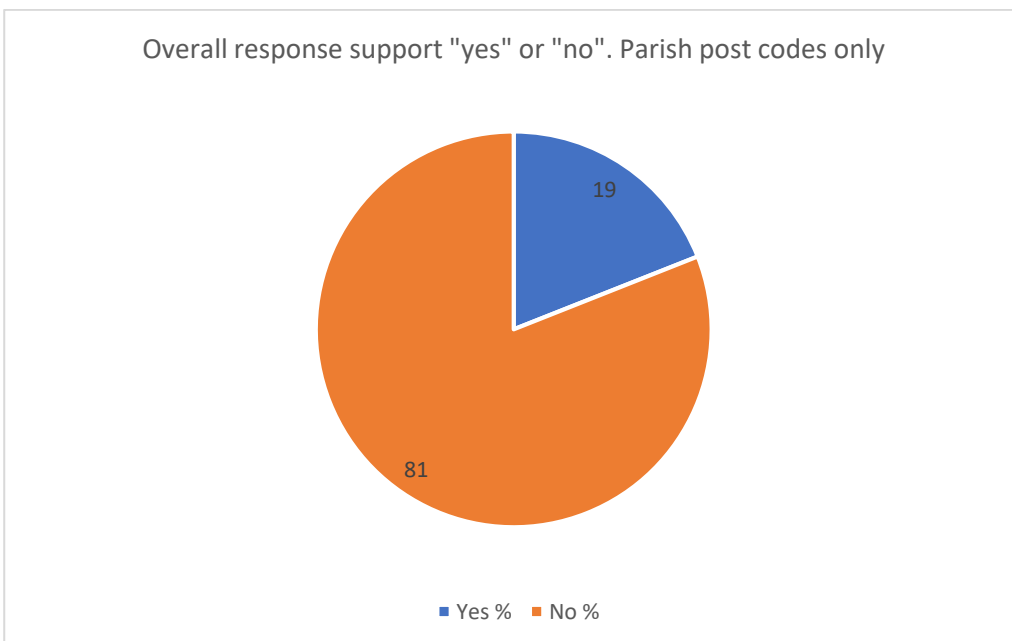
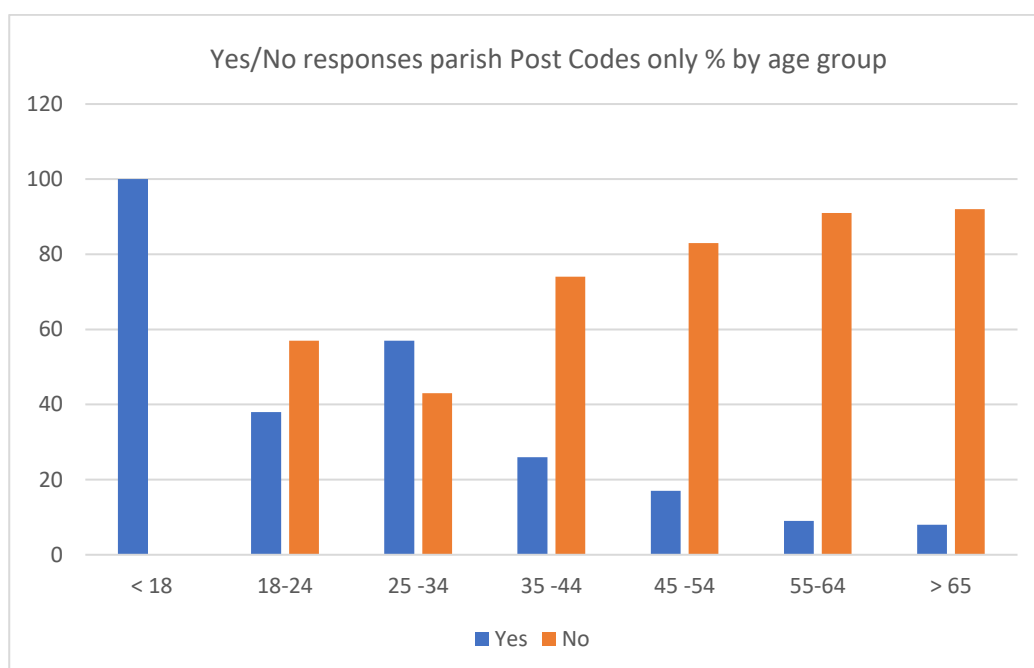


Figure 4: Per cent response rate by age group (i.e. support/do not support the masterplan)



Note: these data should be read with a certain degree of caution. Although the under 18 – year group showed clear support for the masterplan it should not be considered that this indicated support for each element of it. Attention should be drawn to the comments analysis (see below) to determine which particular elements of the masterplan have led to the level of support for it. In many cases, support for it among older age groups was accompanied by negative remarks about elements of it. Again, see response results below.

Analysis of free text comments: responses from Wickham & Knowle post codes only

Respondents were asked to add any comments they may have to the “Yes” (“I support the Masterplan”), and “No” (“I do not support the Masterplan”) answers requested in the survey.

Table 1: Respondent Profiles

Number of respondents		
Age group	Number	%
under 18	6	3.3
18 -24	4	2.2
25 -34	13	7.1
35 -44	21	11.5
45 -54	40	21.9
55-64	34	18.6
>65	62	33.9
no age given	3	1.6
Total	183	

Table 2: Positive comments about the Masterplan

Positive Comments										
Age group	Variety/general approval	Multi age football pitch	Pump track	Outdoor Gym	Basketball /netball	Bowls OK	Runniung track	Junior football pitch	Youth Club	Home for local football team
under 18	5	3	4	2	2	0	1	0	0	0
18 -24	2	0	1	0	0	0	0	0	0	1
25 -34	5	0	0	0	0	0	0	0	0	0
35 -44	2	0	0	0	0	0	1	1	0	0
45 -54	6	0	2	2	3	0	2	2	1	0
55-64	3	0	1	0	0	1	1	2	0	0
>65	3	0	1	1	0	0	0	0	0	1
no age given	0	0	0	0	0	0	0	0	0	0
Total	26	3	9	5	5	1	5	5	1	2

Table 3: Negative Comments about the Masterplan

Negative Comments										
Age group	Not enough for smaller children	General disapproval/ not wanted	no demand for bowls	No tennis	Nothing for disabled adults/children	Negative impact on wildflfe/Nothing/insufficent for trees & wiildflife	No hockey	No rugby	No cricket pitch	Astro/3G pitch not suitable for village/suitable for towns; threatens "village" status
under 18	1	0	1	1	1	1	1	1	0	0
18 -24	0	0	0	0	0	2	0	0	1	2
25 -34	0	1	0	0	0	0	0	0	0	2
35 -44	0	0	0	0	0	2	0	0	1	9
45 -54	0	5	0	2	1	1	0	0	0	16
55-64	0	0	1	1	0	1	0	0	0	17
>65	0	4	0	0	0	2	0	0	1	31
no age given	0	0	0	0	0	0	0	0	0	1
Total	1	10	2	4	2	9	1	1	3	78

Age group	Parish Council not listening/pursuing own agenda, suspect motives	Too orientated to non-residents/business case based on them and not residents	Traffic increase, infrastructure in Wickham & Mill Lane unsuitable	Floodlights	Noise & pollution	Increase in anti-social behaviour	Running track poorly designed/surfaced	Drainage concerns/threat to village	Junior pitch next to pond/safety hazard/layout concerns	Junior pitch should be artificial turf
under 18	0	0	0	0	0	0	0	0	0	0
18 -24	0	0	0	0	0	0	0	0	0	0
25 -34	1	1	5	2	3	2	1	1	1	1
35 -44	3	4	11	3	3	1	0	0	1	0
45 -54	5	9	16	0	2	1	0	1	0	0
55-64	3	9	17	1	2	0	0	0	1	0
>65	15	25	24	1	2	1	0	0	2	0
no age given	0	1	1	0	0	0	0	1	0	0
Total	27	49	74	7	12	5	1	3	5	1

Age group	No fun assault course	No outdoor table tennis	No allotments	Concentration on improving the Rec pitch	Too football orientated	Will encourage more development	Higher priorities than new sports/open space	More ambitious pavilion design/stage build over time	Running track with grass football inside plus track & field markings	poor pedestrian and cycle access: suggests not designed for local use
under 18	0	0	0	0	0	0	0	0	0	0
18 -24	0	0	0	0	0	0	0	0	0	0
25 -34	0	0	0	0	0	0	0	0	0	0
35 -44	1	1	2	2	2	1	0	0	0	0
45 -54	0	0	0	1	5	0	1	0	0	0
55-64	0	1	0	2	0	0	0	1	1	2
>65	0	0	0	2	0	0	0	0	0	0
no age given	0	0	0	0	0	0	0	0	0	0
Total	1	2	2	7	7	1	1	1	1	2