

NEIGHBOURHOOD PLAN - QUESTIONNAIRE DESIGN

Following last night's meeting and the decision to create a survey amalgamating input from different groups, I thought it would be helpful to give some guidelines. As discussed, we need to keep the questionnaire as short and punchy as possible.

- Until we have all the requests and see the format of the Housing Needs survey we cannot predict how to format and dovetail the questions
- So, do not try to generate final questions, instead
- Think about the underlying questions and/or hypotheses, i.e., what do you want to know and what sort of responses/options would you expect?

For example

1. The Housing Needs survey will almost certainly ask about household composition, numbers of people and ages. Another group, say Facilities and Local Economy may want to relate these data to economic activity and whether home-based. We would need to know the categories/types of home-based business you might expect.

2. Think about cross-tabulating the data collected. Again the Housing Needs survey will likely ask for educational attainment categories. You may have questions you would like to piggy-back on this data, e.g. how does educational attainment correlate with attachment to the parish. That is, are highly educated people more or less likely to be community engaged?

We cannot promise to incorporate all wish lists so keep to a few key topics and ensure that the information you seek is really important, bearing in mind the underlying purpose of the NP to provide evidence for the type of land use and infrastructure needed by our parishioners given the natural growth of the population – not HBC's projections for using the villages as commuter suburbs for Harrogate and other major towns.

Take a look at the data we already have from the Community-led Plan (CLP) survey. The questionnaire is being sent to you as an attachment. Can you build on this by unpacking some of the questions and digging a bit deeper?

We need to engage the population by making the survey interesting and thought-provoking - same way as the original CLP survey that had an excellent response rate.

Jackie Wootton (Deputy Chair) on behalf of NPSG

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