



Newton Flotman Research Project

Summer 2021

Newton Flotman Parish Council

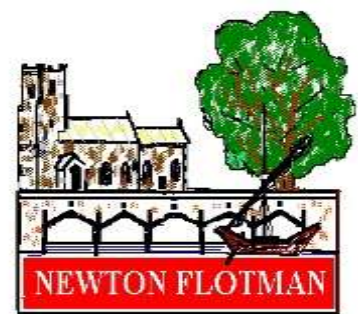


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1. Introduction

In 2021 the Newton Flotman Parish Council decided to undertake research into the residents' concerns about the village and what they felt were the issues that should be addressed by the Parish Council over the next five years. The following report will provide the results of the research programme which was undertaken between June and September 2021 and recommendations on the areas which the Parish Council should address.

1.1. Background

Newton Flotman Parish Council undertook market research in 1997 and 2007 to identify and address the issues of importance to the residents which were then used to create an action plan for the Parish Council. A report of the 2007 research findings was published in 2008 and distributed to every household in the village. The decision was taken in early 2021 to carry out another survey to establish the residents' concerns and identify the issues which the Parish Council needed to address in the first half of this decade (2020-2025).

The objectives for the research programme were as follows:

1. To ascertain the level of satisfaction with the services and facilities provided at the present time in the village.
2. To identify if there are any problems with the services and facilities or anything that the residents would wish to be changed or added to.
3. To determine the residents' level of satisfaction with the Parish Council and if there was anything they would like the Parish Council to do differently.

The aim of this research programme was to identify the attitudes and opinions of the residents of Newton Flotman using a combination of qualitative and quantitative research methods.

1.2. Context

Two issues which had arisen in the village prior to the research programme being undertaken and may have had an influence on the responses from residents are noted below.

1.2.1. Covid-19 pandemic

At the time when the research programme was undertaken, the UK was coming out of a series of lockdowns and restrictions to social activities due to the global pandemic of the COVID-19 virus which meant that the residents had not been able to participate in social activities at the village centre or church from March 2020.

1.2.2. Housing developments on Alan Avenue

Prior to the research programme being undertaken, a developer who had permission to develop housing at the top of Alan Avenue in the village began investigation work prior to making a planning application. At the same time, South Norfolk District Council had launched the South Norfolk Village Clusters Housing Allocations Plan Regulation 18 Consultations which included some potential housing developments in the village including on Alan Avenue. These two issues may have influenced some residents in their responses to the research questions.

1.3. Methodology

The research programme was carried out by a graduate from the University of East Anglia who was employed by the Parish Council for the duration of the research programme. The graduate was recruited through UEA's career service, MyCareerCentral.

The research programme consisted of qualitative and quantitative research. The qualitative research programme consisted of one-to-one interviews and a focus group with 10 people. The quantitative research programme was carried out online using the Smart Survey website, with respondents asked to complete the survey on the Facebook group Newton Flotman Village and Nextdoor Newton Flotman. 60 responses were received.

Part way through the research programme it was decided to have a paper-based survey so that residents who did not use social media could complete the survey as well. The survey was distributed at the beginning of September 2021 with the Partnership magazine and respondents were asked to drop off the completed survey at one of eight locations in the village. 90 complete surveys were received at the end of the programme.

1.4. Ethical Considerations

Ethical considerations have been implemented into the research carried out. Ethics forms were used during interviews, as well as a confidentiality notice provided on the questionnaires. Participants throughout the research project were informed about the conditions of the research and where their details would go. All participants will remain anonymous throughout the report and this data will not be shared or used elsewhere.

1.5. Support for the research programme

The Parish Council would like to thank all those people who supported the research programme by completing the questionnaires on-line or on the paper copies that were distributed with the Partnership magazine.

They would also like to thank the following organisations and people who helped with the distribution and receipt of the questionnaires:

- The people who distributed the questionnaires with Partnership magazine
- RSS Convenience Store
- Long Stratton Medical Partnership
- Newton Flotman CE VC Primary School
- Mrs and Mrs A Cox
- Mrs and Mrs C Remer
- Mrs and Mrs D Gibbs
- Mr and Mrs J Billings
- Dr and Mrs P Weeks

The cost of printing hard copies of this report was funded by Cllr Florence Ellis, District Councillor Newton Flotman ward.

2. Data Analysis and Findings

2.1. Data analysis methods

The data was analysed using the Statistical Package for the Social Sciences SPSS software package to analyse the quantitative research findings from the questionnaires and the NVivo software package to analyse the findings from the one-to-one interviews and focus group data. The results from the analysis of the data are presented below.

2.2. Profile of Respondents

It was noted in the introduction that 150 people completed the market research questionnaire either on-line or by completing the paper questionnaire. The estimated total population is 1,445 which means that the response rate at 10.4% was a good response rate and the results are reliable

2.2.1. Gender split

The ratio of males to females who completed the survey was 43% male and 57% female. This result identified a reduction in the share of the male population compared with the results of the survey in 2008 when the gender split was 48% male and 52% female. An estimate for the village total population gender split at 46.4% male and 53.6% female also indicates that the male population has declined since 2008.

2.2.2. Age profile

The comparison of the respondents in terms of their age groups and the estimate of the village population indicate that the level of response in the age groups 0-20 and 21-30 were low as a percentage of the total compared with the age spread in the village. The level of response in the other age groups were higher (i.e., 31-40; 41-50 and 61-70 age groups) than the age ranges in percentage terms in the village.

Table 1: Breakdown by age group of the respondents to the market research survey vs the estimate of the population of the village

Age group	Respondents	Age group	Village population ¹
0-20	6%	0-20	22%
21-30	7%	21-30	9%
31-40	16%	31-40	13%
41-50	16%	41-50	11%
51-60	17%	51-60	15%
61-70	18%	61-70	11%
70+	20%	70+	18%

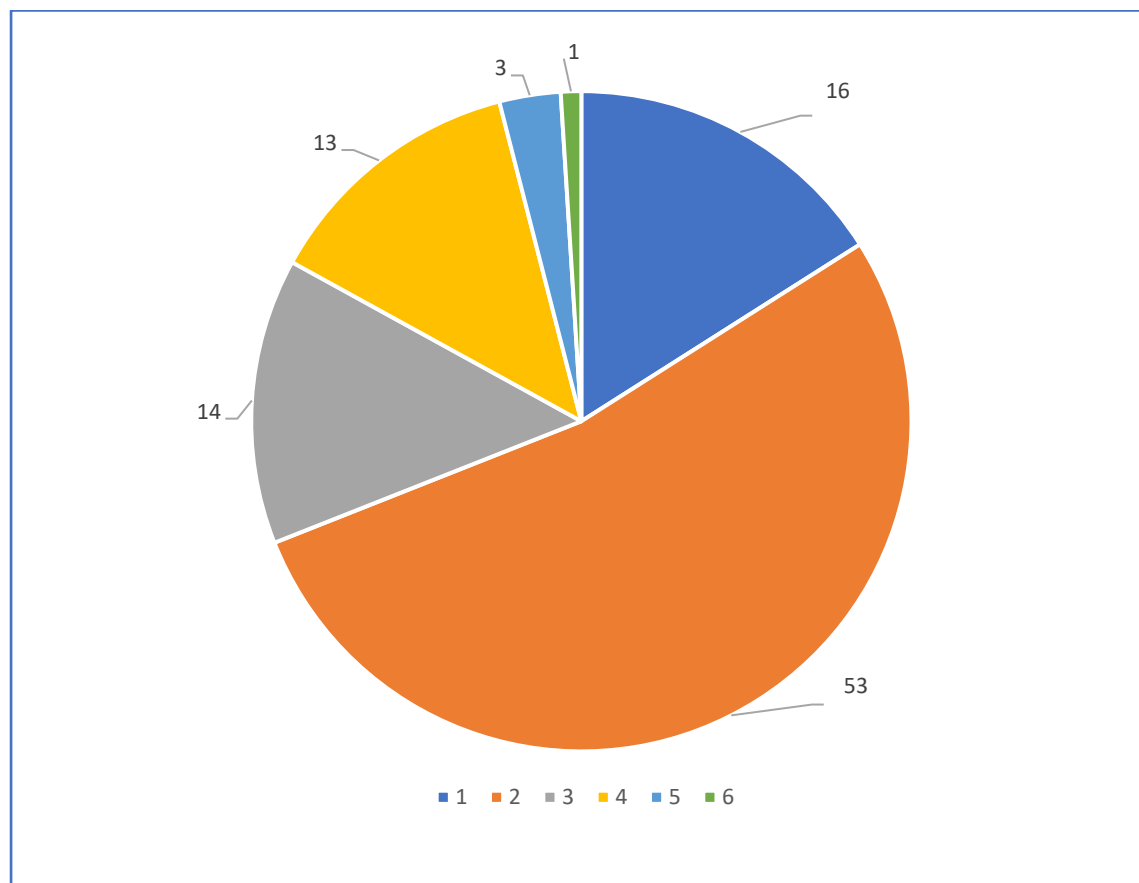
¹ Source: *Thomas Brinkhoff: City Population*,
https://www.citypopulation.de/en/uk/eastofengland/norfolk/E34003790__newton_flotman/

2.2.3. Household composition

The number of people making up a household in the village ranged from 1 to 6 with 53% consisting of 2 people. The second highest group were one person households (16%) followed by 3 (14%) and 4 (13%) households (see chart 1 below).

The result for household occupancy is consistent with the results for the previous surveys in 2008 and 1997 where the average number of people in a household was 2.3 and 2.5 respectively.

Chart 1 Breakdown of people in households in Newton Flotman (figures in percentages)



2.2.4. Length of residence in the village and likelihood of living there in 10 years' time

Most of the residents in Newton Flotman have been living in the village for a long time and like the community, which they want to be a part of.

32% of respondents stated that they had lived in Newton Flotman for 11-20 years, and 35% of respondents stated more than 20 years. 40% of respondents suggested that they were very likely to live in Newton Flotman in 10 years' time, and 27% likely. This links to the fact that 18% of respondents were 61-70 years old and 20% were 70+.

Chart 2 Number of years that respondents have lived in the village

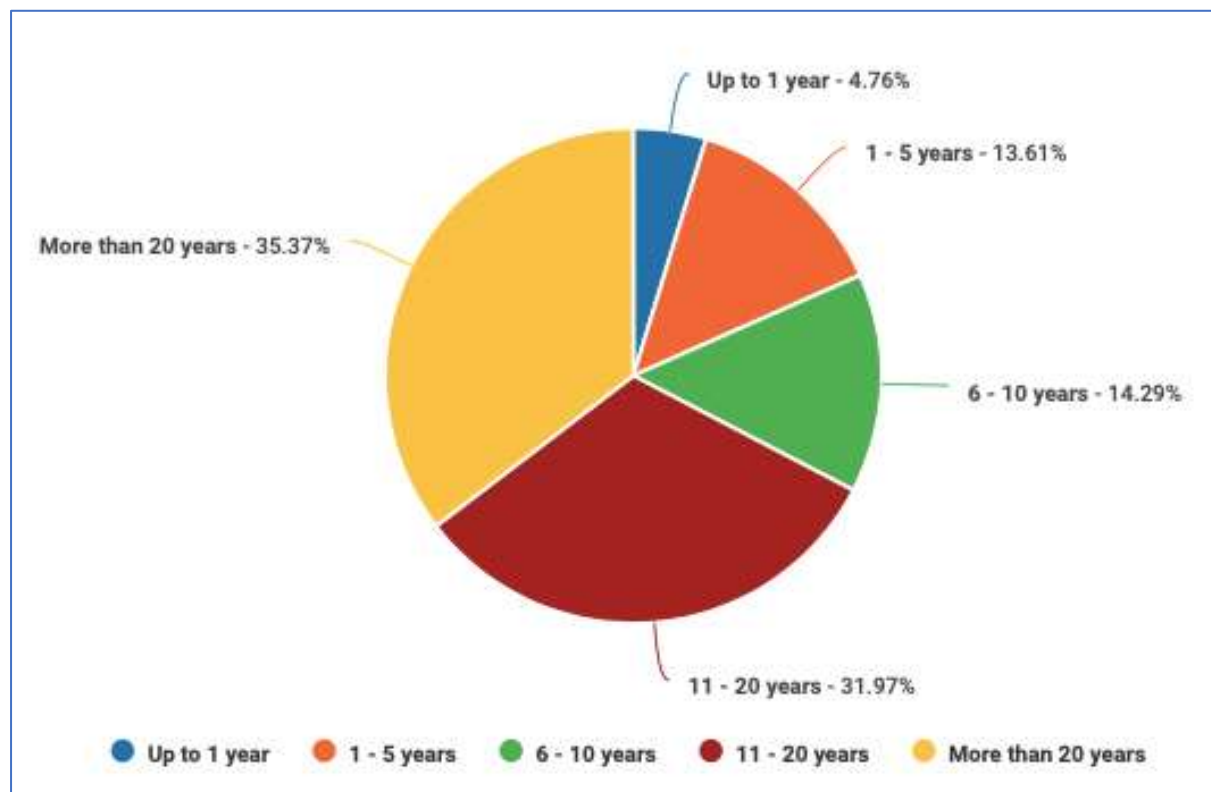
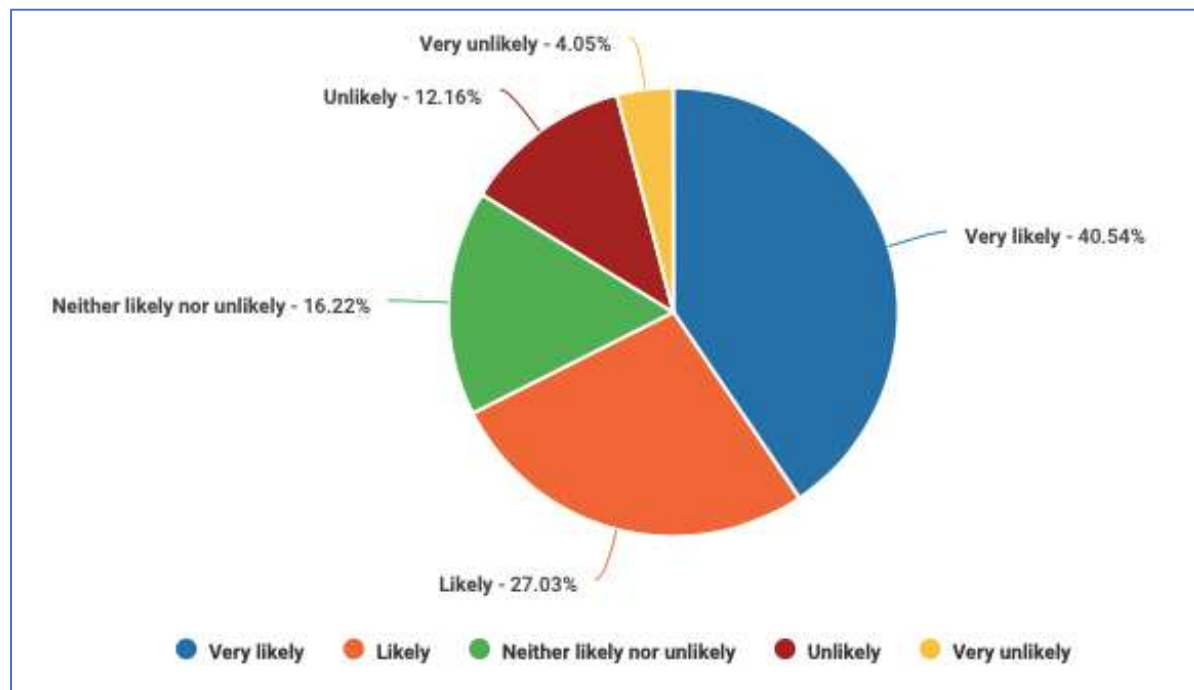


Chart 3 How likely residents are to live in the village in 10 years'



The view of residents about whether they would be likely to still be living in Newton Flotman in 10 years' time varied across gender, age group and location.

A higher percentage of males indicated that they were very likely to be living in the village in 10 years' time compared to females as can be seen in table 2 below.

Table 2 How likely residents are to live in the village in 10 years' time by gender

Gender	Very Likely	Likely	Neither Likely nor Unlikely	Unlikely	Very Unlikely
Female	35%	25%	18%	16%	3%
Male	44%	28%	14%	7%	4%

Variation was noted across the age groups in answer to this question with the respondents in the age group 41-50 least likely to be living in the village in 10 years' time. The age groups with the highest percentages that were very likely to be living in Newton Flotman in 10 years' time were the 21-30; 61-70 and 70+ groups.

Table 3 How likely residents are to live in the village in 10 years' time by age group

Age group	Very Likely	Likely	Neither Likely nor Unlikely	Unlikely	Very Unlikely
21-30	50%	25%	25%	0%	0%
31-40	33%	41%	25%	0%	0%
41-50	14%	15%	28%	21%	14%
51-60	31%	36%	15%	15%	0%
61-70	55%	20%	15%	10%	0%
70+	50%	16%	0%	20%	12%

Regarding the location, more than 50% of the residents in Church Road, Grove Close, Short Street, Longs Close, Clabburn Close and Greenways indicated that they were very likely to be living in the village in 10 years' time. Whilst most respondents were very likely, likely or neither likely nor unlikely to live in Newton Flotman in the next decade, participants from Newton Close were unlikely (66%), Higher Green Close unlikely (100%) and Waterside Gardens unlikely (50%). 100% of participants from Rectory Close were very unlikely to stay. Despite these high percentages, it is important to note that only 2.64% of participants were from Newton Close, 1.32% from Higher Green Close, 1.32% from Waterside Gardens and 0.66% from Rectory Close.

Table 4 How likely residents are to live in the village in 10 years' time by location

Location	Very Likely	Likely	Neither Likely nor Unlikely	Unlikely	Very Unlikely
Alan Avenue	33%	28%	17%	17%	2%
Flordon Road	37%	25%	14%	22%	0%
Church Road	62%	25%	0%	0%	12%
Dell Close	28%	14%	42%	14%	0%
Grove Close	85%	0%	14%	0%	0%
Blunderville Manor	16%	16%	33%	16%	16%
Joy Avenue	16%	33%	16%	16%	16%
Olive Avenue	0%	50%	50%	0%	0%
Newton Close	0%	0%	33%	66%	0%
Short Street	66%	33%	0%	0%	0%
Brighton Road	50%	25%	0%	25%	0%
School Road	0%	100%	0%	0%	0%
Sewells Close	0%	100%	0%	0%	0%
Higher Green Close	0%	0%	0%	100%	0%
Ipswich Road	0%	100%	0%	0%	0%
Lime Kiln Close	50%	50%	0%	0%	0%
Longs Close	100%	0%	0%	0%	0%
Old Street	50%	50%	0%	0%	0%
Waterside Gardens	50%	0%	0%	50%	0%
Clabburn Close	100%	0%	0%	0%	0%
Greenways	100%	0%	0%	0%	0%
Rectory Close	0%	0%	0%	0%	100%

2.2.5. Location of respondents

The highest number of respondents who completed the survey lived on Alan Avenue (24%) and Flordon Road (19%), followed by Church Road (5%), Dell Close (5%) and Grove Close (5%). Therefore, this may have impacted different answers proportionately.

2.2.6. The feeling of residents towards the village

67% of the residents felt that the village was 'a community they wanted to be part of' compared with 29% who regarded it as 'a place to live'.

The breakdown by age group of the residents' opinions about the village identified that the age groups with the highest percentages that saw the village as a community were 31–40 (93%); 51-60 (61%); 61-70 (70%) and 70+ (74%). The residents who were involved in volunteering opportunities had a higher feeling of community in the village (89.3%) compared with those who didn't volunteer (64.9%)

Chart 4 How residents felt about Newton Flotman

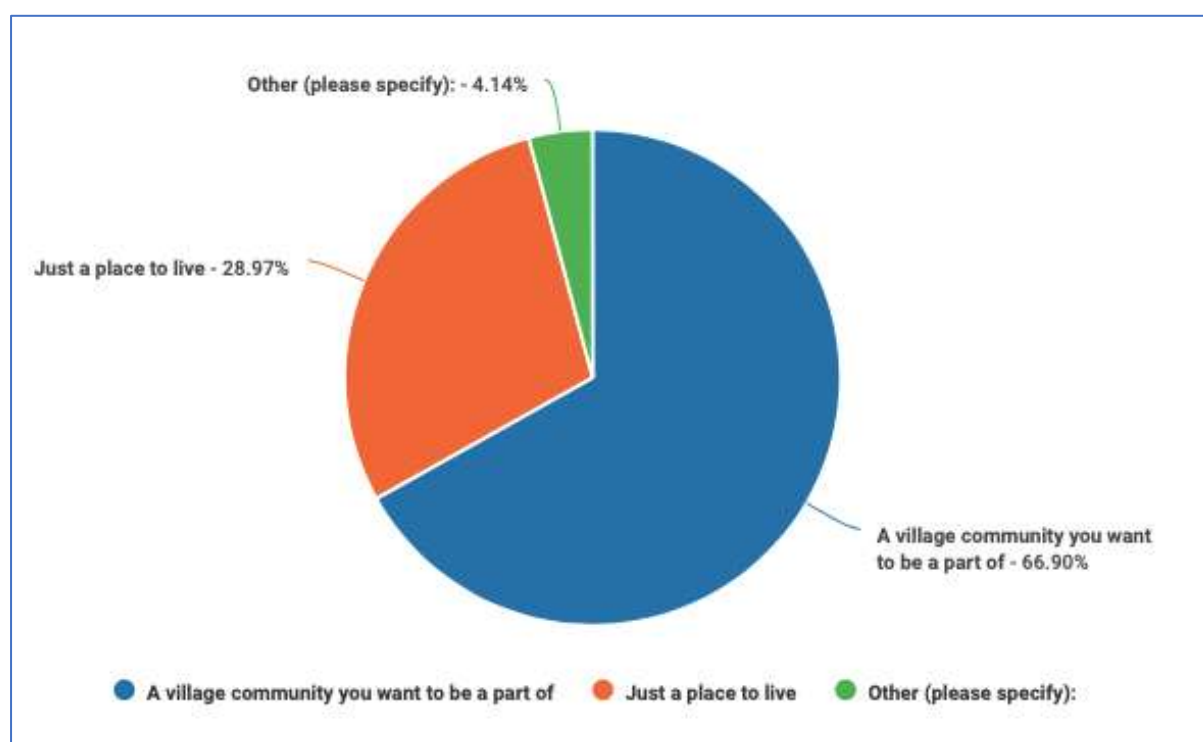


Table 5 Breakdown of feeling about the village by age group

Age group	Community	Just a place to live	Other (e.g., 'in between')
21-30	28%	28%	44%
31-40	93%	5%	5%
41-50	35%	64%	0%
51-60	61%	39%	0%
61-70	70%	25%	5%
70+	74%	26%	0%

Table 6 Comparison of residents' involvement in volunteering opportunities and their feelings about the village

Are you involved with volunteering opportunities?	What are your feelings towards the village?	
	A community I want to be part of	Just a place to live
Yes	89.28%	35.13%
No	64.86%	10.71%

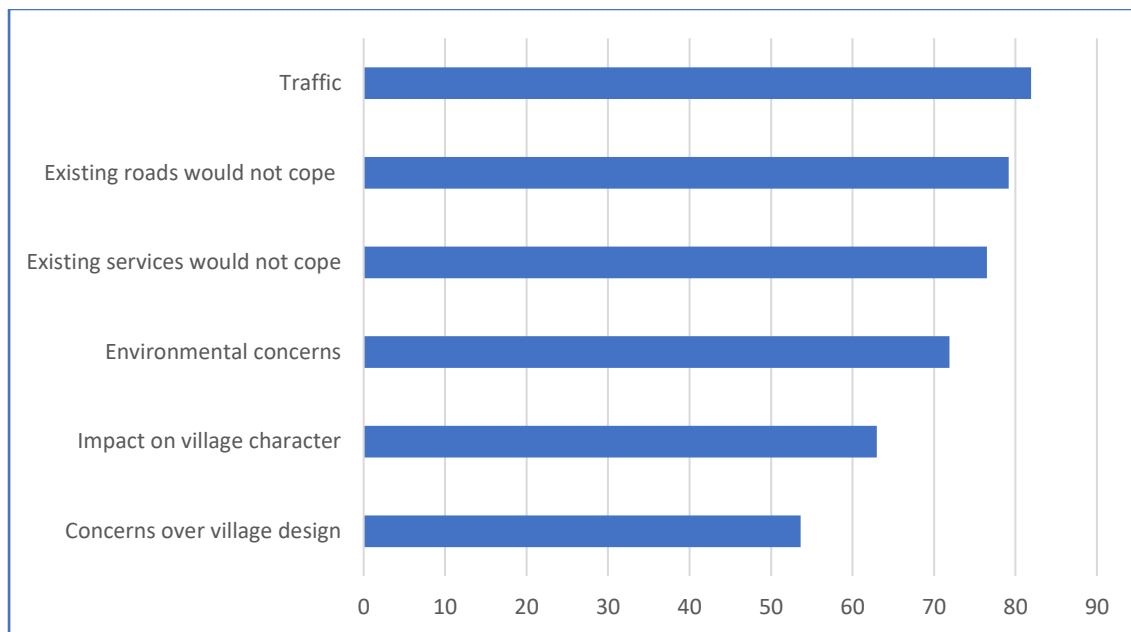
2.3. Infrastructure

2.3.1. Concerns arising from the potential housing developments in the village

As was noted in section 1.2.2 on page 2 in the introduction, at the time when the research programme was undertaken there was a lot of concern by residents about potential housing developments that were proposed for the village.

Residents were asked to rank their concerns over the future housing developments (with 0 being unconcerned, and 100 being very concerned) (see chart 5 below). The highest-ranking concern was traffic (82), followed by concerns that existing roads would not cope with increased cars (79) and existing services would not cope (76). Respondents were not as concerned over village design changes (53). However, in similar questions they were concerned about the potential destruction of green spaces.

Chart 5 Ranking of concerns identified by residents about potential housing developments in the village



2.3.2. Road safety

Following on from the concern expressed about traffic in the section above, residents were asked if they were concerned about road safety. 88.5% of residents indicated that this was of concern to them.

This issue was of most concern to residents in the age groups 31–40 (100%) and 41-50 (93%) as can be seen in the table below.

Table 7 The level of concern about road safety by age group

Age group	Yes	No
21-30	75%	25%
31-40	100%	0%
41-50	93%	7%
51-60	85%	15%
61-70	87%	13%
70+	88%	12%

Residents were asked to identify the areas of the village where they were concerned about road safety. The table below provides details of the location and percentage of residents who identified the areas of concern about road safety:

Table 8 Locations identified by residents as areas of concern for road safety

Location	Percentage of residents identifying this location
Flordon Road	51.93%
A140 Junction	43.30%
Alan Avenue	17.05%
Church Road	13.17%
Ipswich Road	5.42%
School Road	5.42%

The results of the survey are similar to the results in the 2008 survey with the exception that this time Flordon Road was identified as of more concern to residents than the A140 junction. In 2008 the Flordon Road/A140 Junction was identified as the most important area where road safety needed to be improved.

To improve road safety residents identified the measures listed in table 9 below.

Table 9 Locations identified by residents as areas of concern for road safety

Measure	Percentage of residents identifying this measure
Speed calming measures	46.61%
Roundabout by the junction	20.33%
Pedestrian crossing	14.40%
Streetlights	11.80%
More yellow lines	6.77%
Designated parking	6.77%
Speed enforcement	7.62%
Speed cameras	5.08%
Speed signs	3.38%
Speed watch	2.5%

Speed calming measures was the most important issue as reflected in the 46% who identified this and the 19% who suggested a range of methods to reduce speeding – speed signs, speed cameras, speed enforcement and speed watch. The second most important measure was a roundabout at the junction of Flordon Road and the A140 (20%), followed by a pedestrian crossing by the bus stops (14%) and streetlights around the village (11%).

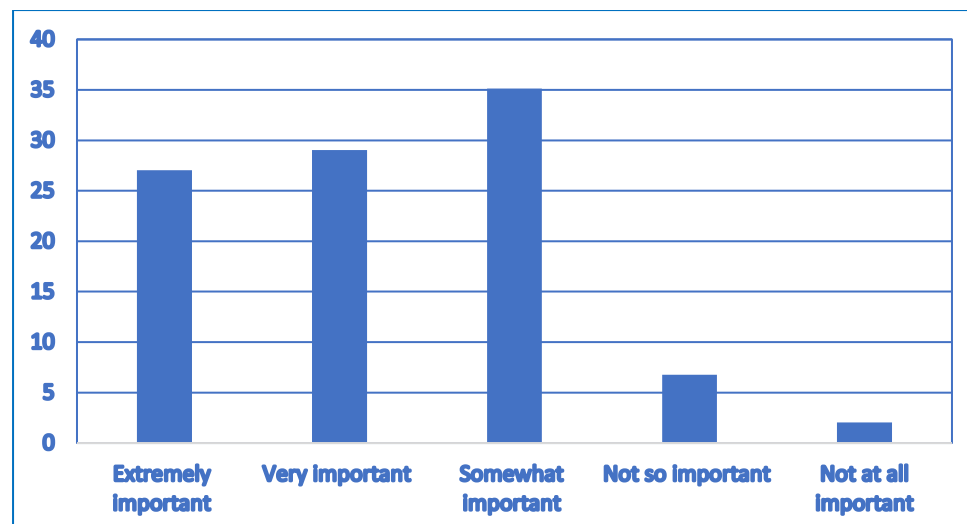
The results are identifying the same issues that were identified in 2008 when the installation of traffic calming measures was raised by most of the residents as an area of concern for the roads in the village.

2.3.3. Footpaths

A measure to improve road safety is the installation of footpaths. Residents were asked how important new/improved footpaths were to them.

The installation of new and improved footpaths was important for 91% of the residents with 35% stating that it was somewhat important; 29% identifying that it was very important and 27% regarding the issue as extremely important (see chart 6 below).

Chart 6 Breakdown of importance of new/improved footpaths in the village



Residents in the age group 31-49 at 36.4% had the highest figure for the issue being 'extremely important'; the 21-30 age group at 63% were the highest group to identify the issue as being 'very important' (see table 10 below).

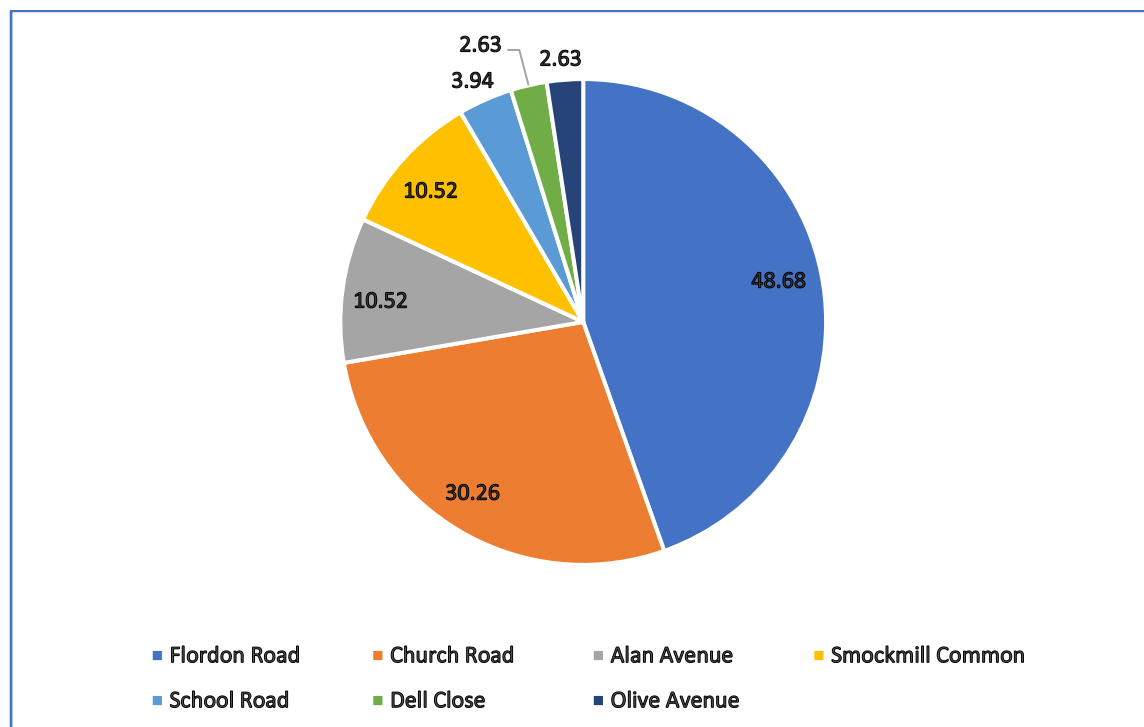
Table 10 Breakdown of importance of new/improved footpaths by age group

Age group	Extremely Important	Very Important	Somewhat Important	Not so important	Not at all important
21-30	0%	62.5%	37.5%	0%	0%
31-40	36.4%	45.5%	27.3%	0%	0%
41-50	28.57%	35.71%	1.42%	1.42%	7.14%
51-60	27.77	27.77%	38.88%	5.55%	0%
61-70	15%	35%	45%	5%	0%
70+	32%	28%	32%	8%	0%

The residents were asked to identify the locations where additional footpaths should be located. Flordon Road (48%) followed by Church Road (30%) were the main locations where residents wanted to see additional footpaths being built. Other locations identified were Alan Avenue (10%) and Smockmill Common (9%), School Road (4%), Dell Close (3%) and Olive Avenue (3%) (see chart 7 below).

10% of respondents stressed that existing footpaths are most important to fix before adding more around the village.

Chart 7 Breakdown of location where residents would like to see additional footpaths



In the 2008 Parish Plan the issue of footpaths was not considered as important as it is in this report. In 2008 61% of the residents answered 'no' to the question 'Do we need more footpaths?' and 30% answered 'yes'. The locations where residents did want new footpaths is the same for the top two locations in 2008 and this report, namely Flordon Road and Church Road.

2.4. Services and facilities

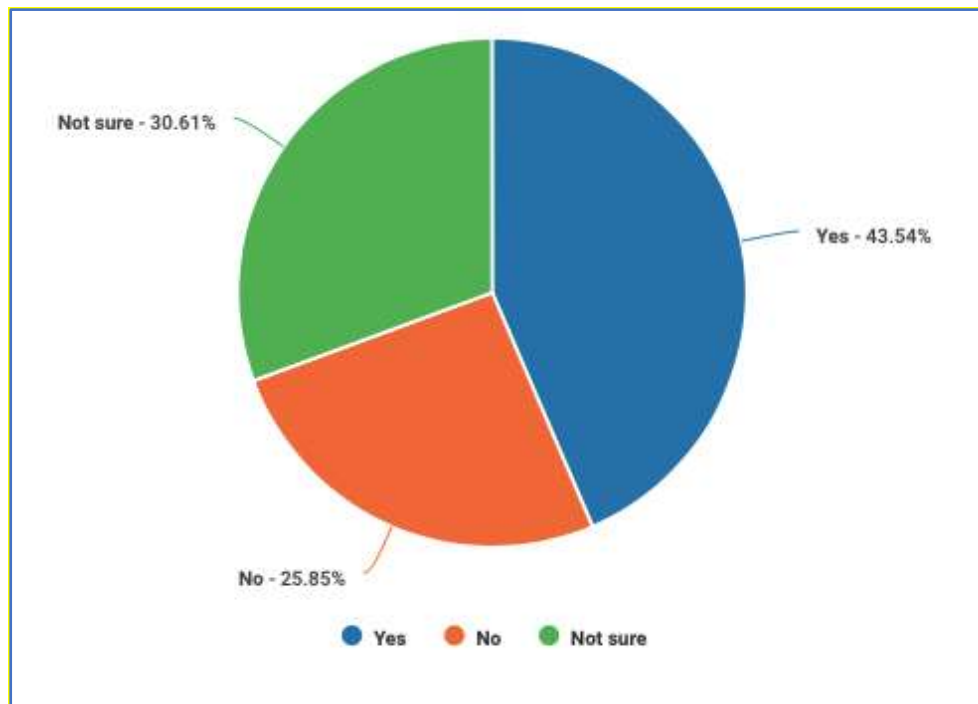
The research programme sought to establish the views of residents to the services and facilities operating in the village.

2.4.1. Litter and dog bins

Residents were asked if there were enough litter and dog bins in the village.

44% answered 'yes' compared with 26% who answered 'no'. There were a further 30% who were 'not sure' when they answered this question (see chart 8 below).

Chart 8 Breakdown of residents view as to whether there were enough litter and dog bins in the village



Residents who answered 'yes' identified the locations where they wanted to see more litter and dog bins. The two most important areas were the playing field and village green. (See table 11 below).

Table 11 Locations where residents would like to see more litter and dog bins

Location	Percentage of residents
Playing field	31%
Village green	24%
Play area	17%
Alan Avenue	12%
Church Road	12%
Bus stop	7 %

2.4.2. Usage of facilities in the village

Respondents were asked to identify how often they used a range of services and facilities in the village. Table 12 below provides the results for this question.

Table 12 How often do residents use the village services and facilities

Services and facilities	Never	Less than once a month	Once a month or more	Once a week	More than once a week
Village hall	42.66%	46.15%	6.99%	1.40%	2.80%
Church	53.52%	33.10%	7.04%	2.82%	3.52%
Playing field	15.17%	17.93%	14.48%	21.38%	31.03%
Village shop	8.28%	22.76%	29.66%	26.21%	13.10%
Theatre school	92.91%	2.13%	0.00%	2.13%	2.84%
GP/health centre	31.72%	32.41%	33.79%	0.69%	1.38%
Public transport	37.50%	29.17%	18.75%	7.64%	6.94%
Allotments	88.65%	1.42%	1.42%	4.96%	3.55%

The facilities and services with the highest usage were the playing field (31% 'more than once a week' and 21 % 'once a week') and the village shop (13% 'more than once a week' and 26% 'once a week'). The highest facilities and services which had never been used by the residents were the theatre school (93%); allotments (88%); church (54%) and village hall (43%).

It was noted in the introduction that the research programme was undertaken towards the end of a period of restrictions caused by the Covid-19 pandemic. It is possible that the results were impacted by the covid restrictions and therefore does not give an entirely accurate account of the usage of these facilities. In consideration of this point, 8% of participants said that due to Covid-19 or closures they have not been able to access their usual facilities but would do once they reopened.

Despite not using these facilities regularly over the past year, 66% of respondents said that the facilities mentioned in the questionnaire had been maintained well. Despite this, 53% of participants suggested that they would like to see improvements and developments to these facilities.

Respondents identified the following improvements and developments they wanted to see:

GP needs to be open more/full time	23
Improve shop and post office hours	6
Village hall used as a social club/bar/pub	5
Playground needs repairs/playground should be fenced off	5
More equipment for older children at the park	5
Village hall needs updating (aesthetically and facilities inside)	4
Bins needed by playing field	3
Maintain green spaces better	3
Footpaths improved: where there are none (to access facilities), by the church (need repairing)	2
Dog free run area on field	2
Better public transport	2

2.4.3. Playing field

Respondents were asked about the playing field and the activities they would like to see and consider supporting on the field.

68% indicated that they used the playing field with the highest number being female and in the age group 31-40 (see tables 13 and 14 below).

Table 13 Percentage of residents using the playing field by gender

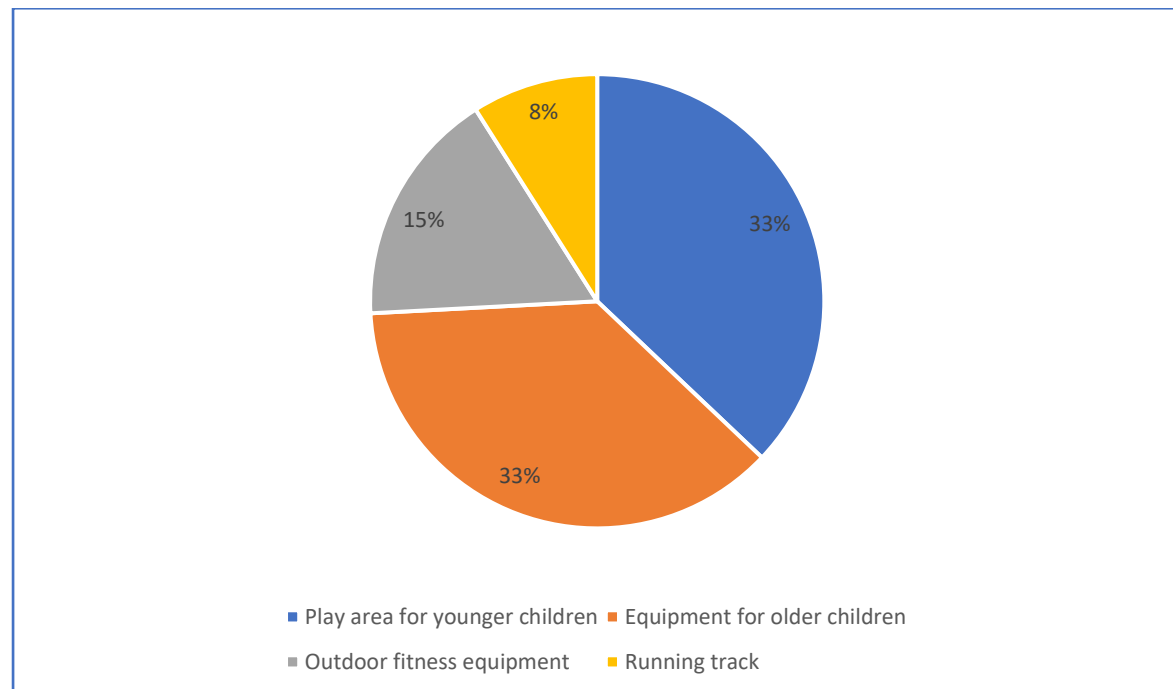
Gender	No	Yes
Female	25%	75%
Male	40%	60%

Table 14 Percentage of residents using the playing field by age group

Age group	No	Yes
21-30	25%	75%
31-40	18%	82%
41-50	21%	79%
51-60	21%	79%
61-70	55%	45%
70+	24%	76%

The residents were asked to identify what activities they would like to see and consider supporting at the playing field. The two ideas which residents mentioned the most were play areas for younger children (33%) and equipment for older children (33%). The other two ideas were outdoor fitness equipment (15%) and a running track (8%) (see chart 9 below).

Chart 9 Activities residents would like to see and support at the playing field

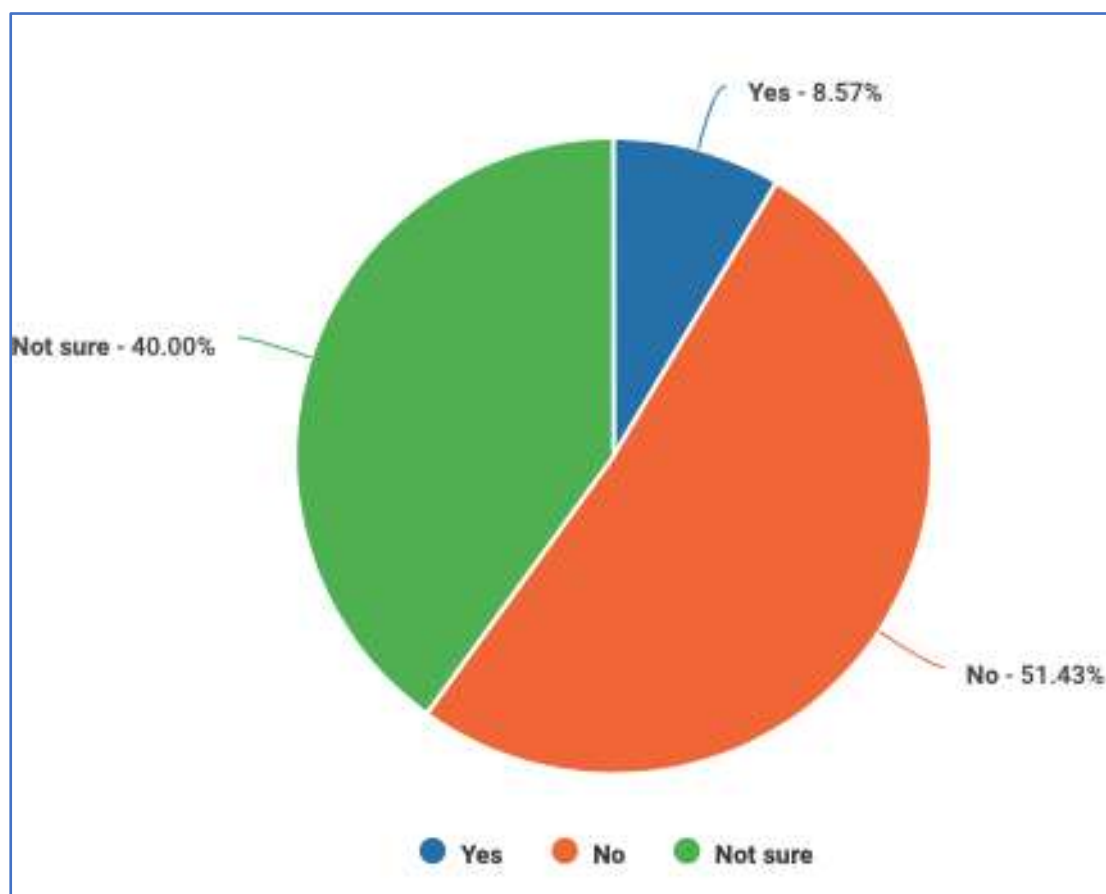


2.5. Youth services and facilities

The research programme sought to find out the views of the residents on the youth services and facilities in the village.

51% of respondents said that there were not enough youth facilities and activities in the village and 40% said that they were not sure about this issue whereas only 9% felt that there were enough facilities and activities for the young people in the village. (See chart 10 below).

Chart 10 Extent to which residents felt that there were enough youth facilities and activities in the village



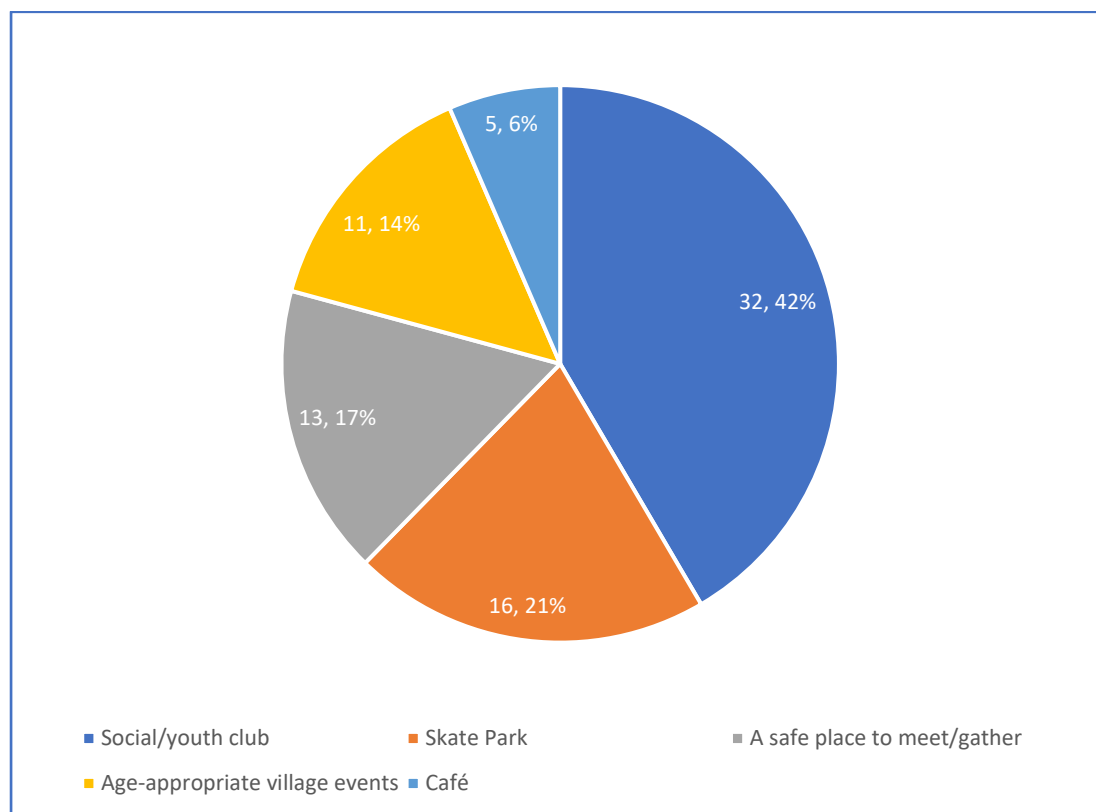
Residents were asked what facilities and services they would like to see for young people in the village. Table 15 below identifies the facilities and services which the residents would like to see in the village for young people.

Table 15 Facilities and services residents would like to see in the village for young people

Facility/service	Percentage of residents
Youth/social club	59%
Skate Park	17%
Sports clubs	14%
Fitness equipment	14%
BMX track	7%

As can be seen in the table above, the facility which received the most support from residents was a youth/social club. Added to this, 31% of respondents suggested that this would be the main improvement in the village for young people. 13% emphasised the need for a safe place to meet and gather for young people, which is what this suggestion would impose (see chart 11 below).

Chart 11 What would be the main improvements to the village for young people?



The desire for fitness and sports facilities (i.e., skate park, sports clubs, fitness equipment and BMX track) agrees with the discussion about the playing field in 2.4.3 above where 33% of residents wanted equipment for older children, 15% wanted outdoor fitness equipment and 8% a running track.

This section was important for the research project due to the concerns over the increase of anti-social behaviour by young people in the village that was reported by many respondents.

2.6. The top priorities for the village

Respondents were asked to rank their top three priorities for the village from a list of nine issues that had been created from the qualitative research programme.

The list produced the following ranking of priorities from the respondents (see table 16 below):

Table 16 Ranking of priorities for the village

Ranking	Issue
1	Traffic calming measures
2	Improved footpaths
3	Improvements to recreational facilities
4	More parking
5	More community events
6	More affordable housing
7	Improved bus services
8	More housing

The importance of the top three ranked priorities varied by gender and age group. The male respondents ranked 'traffic calming measures' and 'improved footpaths' more highly than the females who ranked the 'improvements to recreational facilities' higher than the men (see table 17 below).

Table 17 Ranking of top three priorities by gender

Gender	Traffic calming measures	Improved footpaths	Improvements to recreational facilities
Female	60%	18%	22%
Male	74%	20%	6%

The top three priorities breakdown by age group produced variations in the importance of the three priorities. 'Traffic calming measures' increased in importance from 25% for those aged 21-30 to 85% for those aged 70+. The only exception to this was the age group 51-60 who had a lower score than the age groups immediately below and above them. 'Improved footpaths' were of most concern to the age group 31-40 and was of reduced importance for each age group above this. The age group 21-30 did not include this priority in their ranking as they were much more concerned about 'improvements to recreational facilities' than any of the respondents from the other age groups. This priority was not important for the age group 70+ (see table 18 below).

Table 18 Ranking of top three priorities by age group

Age group	Traffic calming measures	Improved footpaths	Improvements to recreational facilities
21-30	25%	0%	75%
31-40	50%	30%	20%
41-50	60%	25%	15%
51-60	55%	22%	22%
61-70	64%	18%	18%
70+	85%	15%	0%

Respondents were also asked what the one thing was that would most improve their life in the village. They identified the following three things:

1. A place for socialising – a pub, restaurant, or café
2. More facilities for both younger and older residents
3. Easier access to and from the A140, as well as speed measures

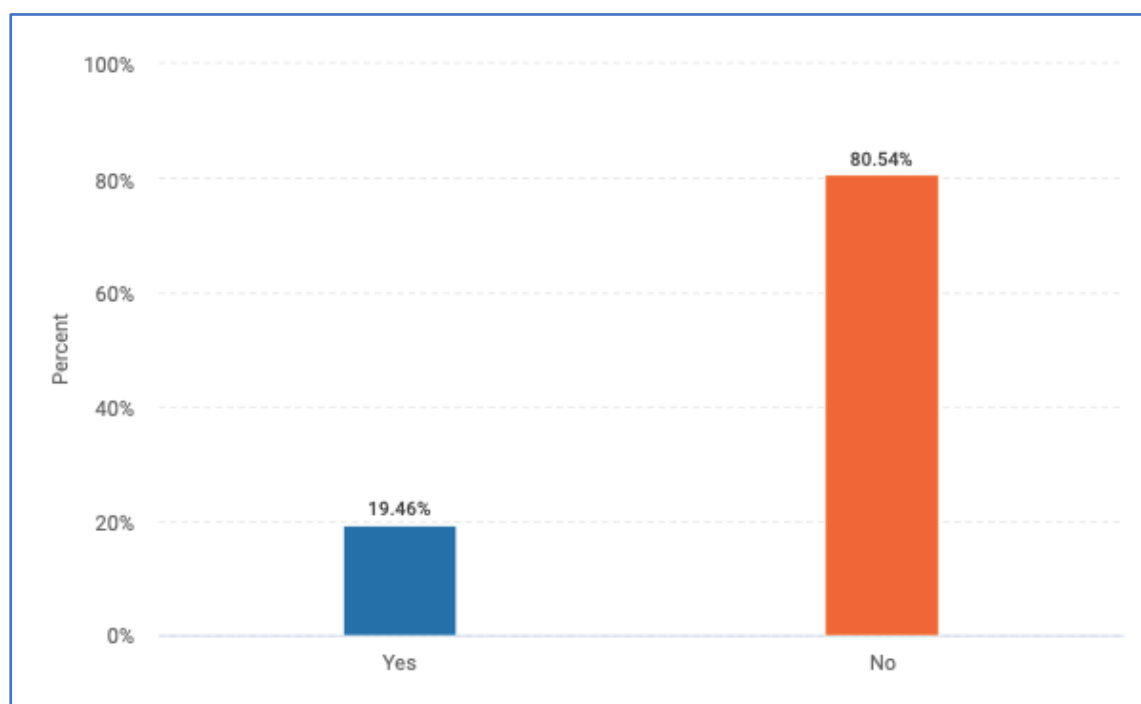
2.7. Volunteering and communication in the village

2.7.1. Volunteers and involvement in the village events

In the qualitative research programme, the leaders of the organisations in the village were interested to know the extent to which residents would be willing to volunteer to help run the organisations and events they put on. The subject was therefore included in the quantitative research programme.

The research found that 19% of the respondents were involved in volunteering activities in the village (see chart 12 below).

Chart 12 Are you involved in volunteering activities in the village



24% of the males were involved in volunteering compared to 18% of females. The highest age group that was active in volunteering was 61-70 (36%) followed by 70+ (32%); 51-60 (30%) and 41-50 (24%). Nobody below the age of 40 was involved in volunteering activities (see tables 19 and 20 below).

Table 19 Are you involved in volunteering in the village? By gender

Gender	No	Yes
Female	82%	18%
Male	76%	24%

Table 20 Are you involved in volunteering in the village? By age group

Age group	No	Yes
21-30	100%	0%
31-40	100%	0%
41-50	76%	24%
51-60	70%	30%
61-70	64%	36%
70+	68%	32%

On a more positive note, when the respondents were asked if they would like to be more involved with volunteering opportunities, 21% said that they would of which 22% were in the age group 21-30 and 18% aged 31–40. The other age group which gave a reasonably high positive response was aged 51-60 when 21% said yes (see chart 13 and table 21 below).

Chart 13 Would you like to be more involved with volunteering opportunities in the village?

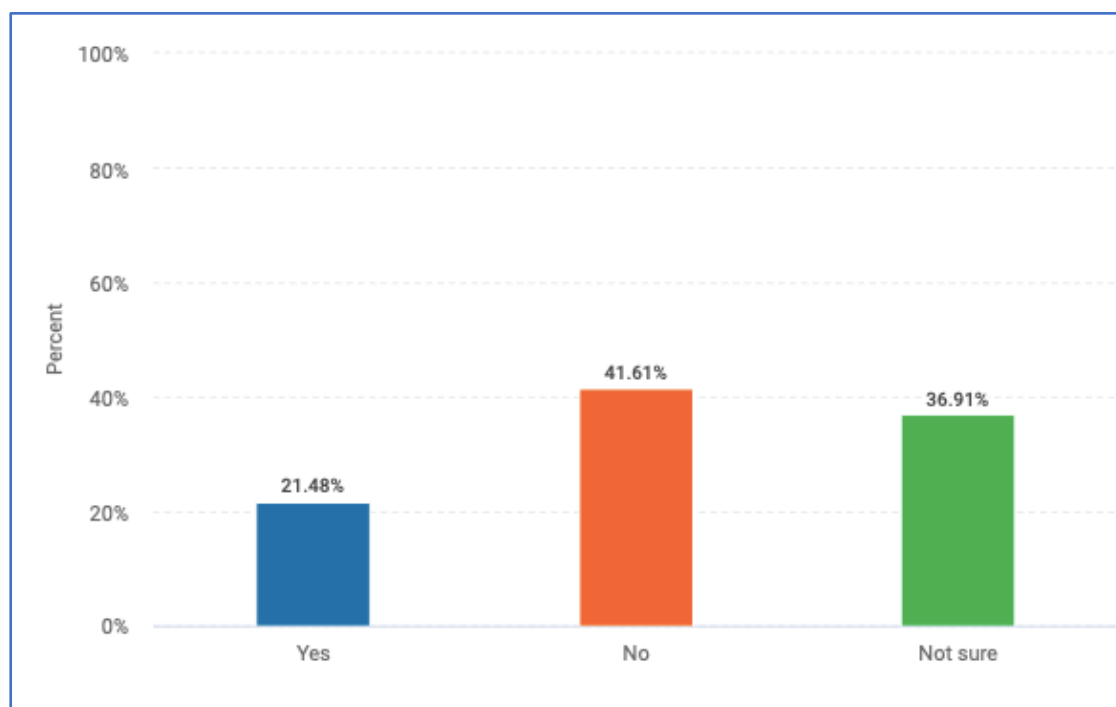


Table 21 Would you like to be more involved with volunteering opportunities in the village? By age group

Age group	No	Not Sure	Yes
21-30	66%	12%	22%
31-40	41%	41%	18%
41-50	64%	28%	8%
51-60	47%	31%	21%
61-70	60%	35%	5%
70+	36%	48%	16%

The respondents who answered 'no' to the question about their willingness to volunteer indicated that they would not do it for the reasons listed in table 22 below.

Table 22 Reasons why people would not be involved in volunteering opportunities

Reason given	Percentage providing this reason
Busy	18%
Working	17%
Depend on the people there	14%
Have other commitments	11%
Would go more if it was family friendly	11%
Depends on the event	9%
Health reasons	6%

When asked about the conditions that would make the respondents more likely to go to an event or volunteer, a range of reasons were given. The highest responses at 13% were for 'after covid regulations relax' and 'if it was advertised and organised well'. The first response as noted in the introduction is specific to the current situation facing the village due to the Covid-19 pandemic so should not be an issue in the future. The second response provides the organisers of events with something to consider when they are putting on events in the village. A second group of responses concerned the social situation as the two responses at 9% each were 'if I knew people there' and 'if it was family friendly'. Three other conditions were identified by respondents which were 'if I liked the event idea' (6%); 'if I have spare time' (5%) and 'if there was food and drink available' (5%). (See table 23 below).

Table 23 What would make you more likely to go to an event or volunteer?

Reason	Percentage who stated this
After covid regulations relax	13%
If it was advertised and organised well	13%
If I knew people there	9%
If it was family friendly	9%
If I liked the event idea	6%
If I have spare time	5%
If there was food and drink available	5%

76% of respondents were aware of the events that are put on by volunteers in the village. The level of knowledge about events varied across the age groups with only 25% of people aged 21-30 answering 'yes' to this question compared to 84% for those aged 31-40 and 80% of the 61-70 age group (see table 24 below).

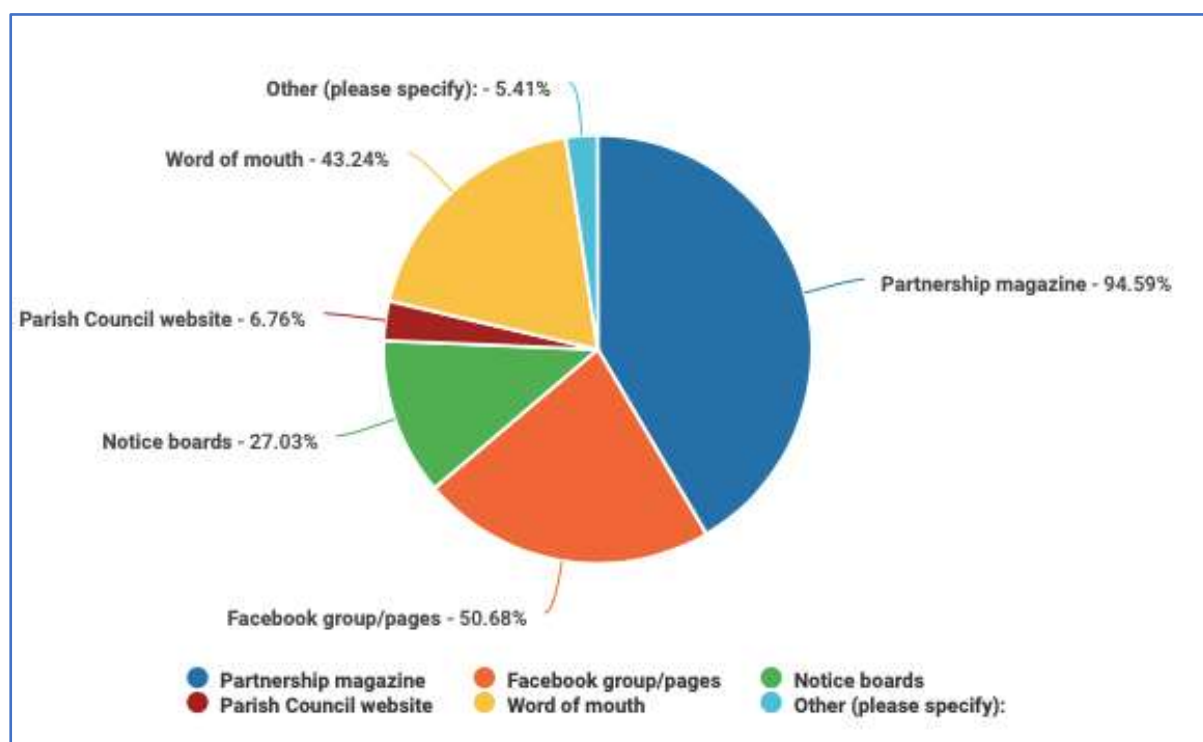
Table 24 Are you aware of the events that are put on by volunteers in the village? By age group

Age group	No	Yes
21-30	75%	25%
31-40	16%	84%
41-50	35%	65%
51-60	26%	74%
61-70	20%	80%
70+	15%	75%

2.7.2. Communication in the village

Asked how the respondents are kept informed of village news and events, respondents were asked to identify all the sources they used. 94% identified the Partnership magazine followed by the Facebook groups (50%), word of mouth (43%), notice boards (27%), the Parish Council website (6%) and the Nextdoor app (5%) (see chart 14 below).

Chart 14 How do you keep informed of village news and events?



The use of the sources identified varied across the age groups with the 21–30-year-olds the highest group to refer to the Partnership magazine (57%). The age group 31–40-year-olds were the highest to use the Facebook groups and the 51–60-year-olds the highest group to identify the village notice boards. The 70+ were the highest to use word of mouth (24%).

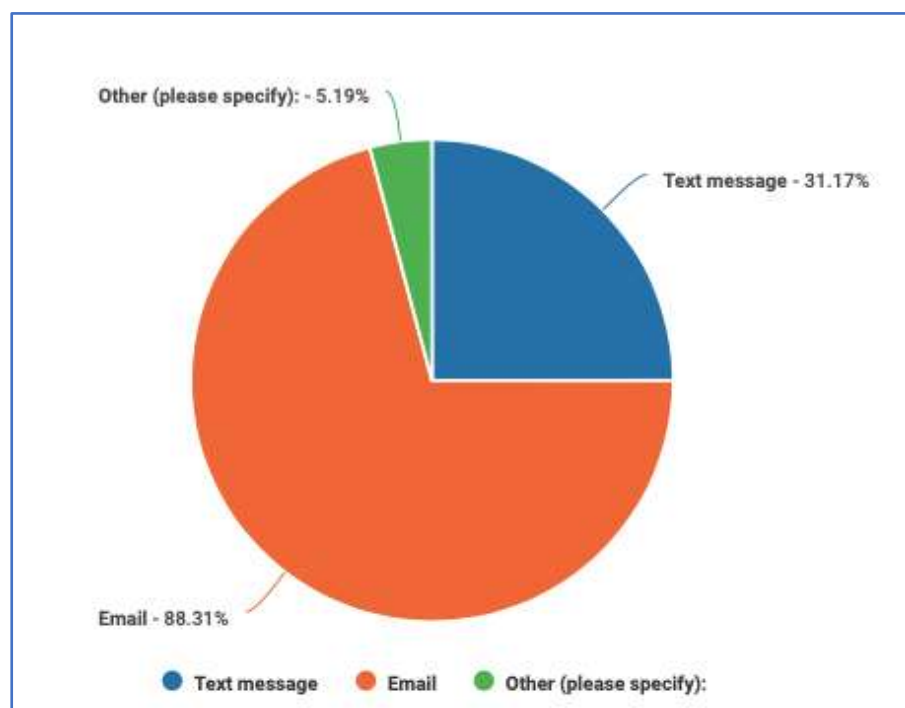
When asked if the respondents were interested in an alternative way to keep up to date with village news and events, the response was even with 51% saying ‘yes’ and 49% ‘no’. 75% of the age group 21-30 responded ‘yes’ to this question which was much higher than any other age group. The age groups 31-40 and 41-50 had a slightly higher percentage answering ‘yes’ to the question with the other age groups also having a majority that was negative (see table 25 below).

Table 25 *Would you be interested in an alternative way to keep up to date with village news and events? By age group*

Age group	No	Yes
21-30	25%	75%
31-40	41%	59%
41-50	42%	58%
51-60	57%	43%
61-70	55%	45%
70+	66%	34%

When asked about alternative ways to be kept informed about news and events in the village, 88% of respondents were interested in being emailed to keep up to date and would want to be part of an e-mailing list, 31% preferred a text message subscription and 5% suggested using a Facebook group dedicated to the village rather than the one which was for the Covid-19 pandemic that existed when this questionnaire took place (see chart 15 below).

Chart 15 *How would you like to be kept informed about the village news and events.*

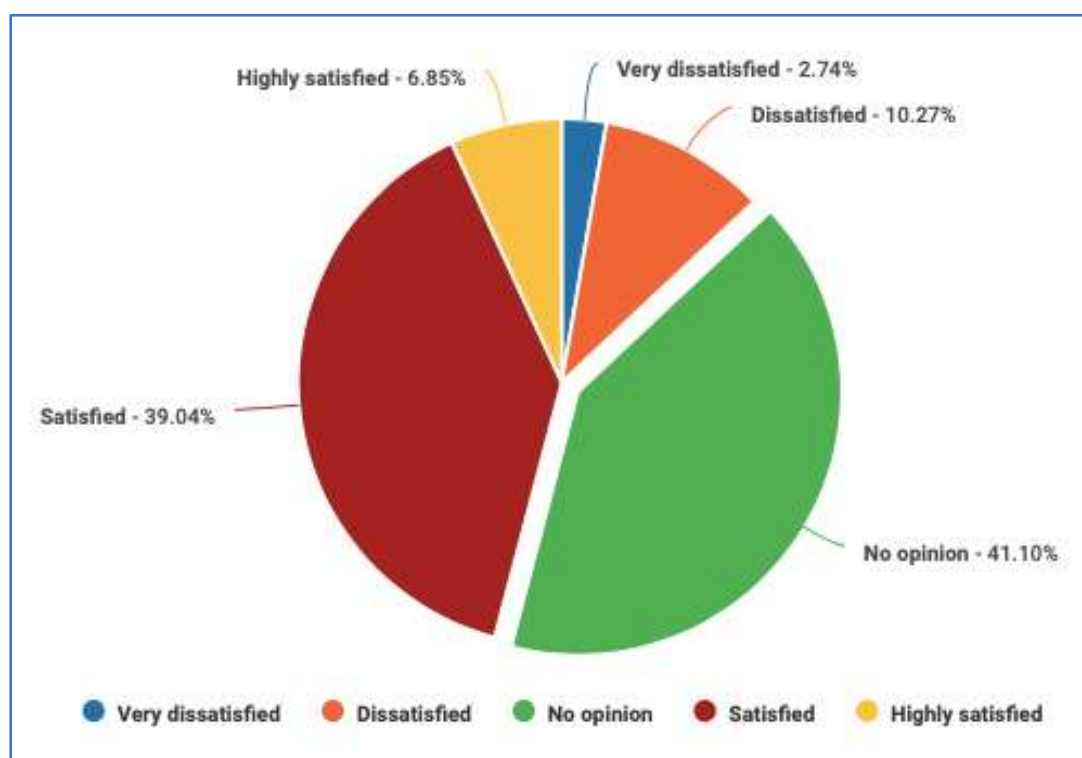


2.8. Parish Council

Respondents were asked for their views about the Parish Council to determine the level of satisfaction with the Council and its activities.

46% were satisfied with the Parish Council as 39% were 'satisfied' and 7% 'highly satisfied'. 41% of respondents, on the other hand, had 'no opinion' about the Parish Council and their work. 10% were 'dissatisfied' and 3% 'very dissatisfied' with the Council (see chart 16 below).

Chart 16 *How satisfied are you with the Parish Council and the implementations they make to make a positive change for Newton Flotman?*



The level of satisfaction with the Parish Council has reduced since the survey in 2008. At that time a different question was asked, namely – Are you satisfied with the way your money is spent? Although this is a different question, it is similar as it is seeking to establish the extent to which residents are satisfied with the Council.

In 2008 84% of the residents were satisfied with the Council compared with the 46% reported in this report.

A comparison between the respondents who were and were not involved in volunteering identified that there was a lot more satisfaction with the Parish Council in the group that was active in volunteering. 65% of the respondents who volunteered were either 'satisfied' or 'highly satisfied' compared with 41% of those who not involved in volunteering. The level of respondents who had 'no opinion' or were 'dissatisfied'/'very dissatisfied' was much higher in those who did not engage in volunteering activities (see table 26 below).

Table 26 Comparison of the views of the Parish Council between those who did and those who did not volunteer

Are you involved in volunteering?	How satisfied are you with the Parish Council?				
	Highly Satisfied	Satisfied	No Opinion	Dissatisfied	Very Dissatisfied
No	5.9%	35%	47%	9.4%	2.5%
Yes	10.34%	55.17%	17.24%	1.38%	3.44%

Respondents who stated that they had ‘no opinion’ or were ‘dissatisfied’/‘very dissatisfied’ provided the following reasons for this. 50% of the respondents answering the question stated that they were unaware of what they do; 35% specified that they have no influence and 15% indicated that the Parish Council need new members with new ideas.

In the 2008 report, residents were asked how aware they were of the Parish Council’s activities with 82% answering ‘yes’ to this question. In this report, as is noted above, the number one reason why the 54% of respondents were of ‘no opinion’/‘dissatisfied’/‘very dissatisfied’ was that they were unaware of what they do. There has, therefore, been a decline in the level of awareness of the Parish Council’s activities over the last 13 years.

Respondents were asked if they would like to have the opportunity to be more involved with the Parish Council. 24% indicated that they would with the highest level of positive responses being found in the age groups 21-30 and 31-40 (see table 27 below).

Table 27 Would you like the opportunity to be more involved with the Parish Council and their decision making? By age group

Age group	Yes	No
21-30	25%	75%
31-40	25%	75%
41-50	15%	85%
51-60	22%	78%
61-70	10%	90%
70+	0%	100%

Some respondents suggested that they would find meeting Parish Councillors useful, so that they would feel more comfortable talking to them about the various issues they had.

3. Conclusions and recommendations

3.1. Conclusion and review of objectives

The aim of the research programme was outlined in the introduction to this report on page three. It was to establish the residents' concerns and identify the issues which the Parish Council needed to address in the first half of this decade (2020-2025).

Three objectives were set out for the research programme and are reproduced here:

1. To ascertain the level of satisfaction with the services and facilities provided at the present time in the village.
2. To identify if there are any problems with the services and facilities or anything that the residents would wish to be changed or added to.
3. To determine the residents' level of satisfaction with the Parish Council and if there was anything they would like the Parish Council to do differently.

The research programme findings have achieved these objectives and met the research aim as has been identified in the data findings in section 2 and are reviewed briefly here.

3.1.1. Objective 1: To ascertain the level of satisfaction with the services and facilities provided at the present time in the village.

The research findings have identified that the residents of Newton Flotman are satisfied with the services and facilities provided at the present time in the village in the following way.

67% of the residents were satisfied with their life in the village as they had:

- lived in the village for a minimum of 11 years
- were likely to be living here in ten years' time.
- felt that the village was a community that they want to be part of.

With regard to the facilities in the village 66% indicated that they had been well maintained.

3.1.2. Objective 2: To identify if there are any problems with the services and facilities or anything that the residents would wish to be changed or added to.

The research programme identified several problems and changes that the residents want to make to the existing services and infrastructure.

3.1.2.1. Road safety

Residents were concerned about road safety in the village caused by the traffic in the village and the potential impact of increased traffic from the proposed new housing developments. Road safety scored very high marks in the research programme as 89% of the residents expressed concern about this issue. The two areas which were of most concern to the residents were Flordon Road and the A140 junction.

The measures suggested by the residents to improve safety included speed calming measures and a roundabout by the junction.

Residents also wanted to see new/improved footpaths in the village to improve road safety and identified the need for the footpaths on, amongst others, Flordon Road and Church Road.

3.1.2.2. Doctors' surgery

Residents wanted the doctor's surgery in Newton Flotman to be open either full time or more than it is at the present time.

3.1.2.3. Playing field

The playing field was used by 68% of the residents. They wanted to see changes to the playing area with play areas for younger children and equipment for older children.

3.1.2.4. Youth services and facilities

The research programme identified that the residents were concerned about the services and facilities for young people and 51% felt that there were not enough youth facilities and activities in the village.

Residents indicated that they would like to see a youth/social club established in the village with 31% stating that this would be the main improvement for young people. The youth/social club would also be a safe place for the young people to meet.

In summary the top three priorities for the village which the residents identified were traffic calming measures, improved footpaths, and improvements to recreational facilities. Participants of this research project suggested that a place for socialising (a pub, restaurant, or café), more facilities for both younger and older residents, and easier access to and from the A140 with increased speed measures would improve their life the most in Newton Flotman.

3.1.3. Objective 3: To determine the residents' level of satisfaction with the Parish Council and if there were anything they would like the Parish Council to do differently.

Only 46% of the residents were satisfied with the Parish Council which was lower than the satisfaction level recorded in the survey in 2008. Residents who were actively involved in volunteering were more satisfied with the Parish Council than those who were didn't volunteer.

3.1.4. Volunteering and communication in the village

The research programme established that only 19% of residents are involved in volunteering. The age groups which had the most active volunteers were 41-50 and above as nobody was volunteering below the age of 40. Within the age groups 21-30 and 31-40 there was a minority (22%) who indicated that they would be interested in volunteering opportunities.

The main communication channels used in the village are Partnership magazine; Facebook groups; word of mouth and notice boards. The residents aged 21-30; 31-40 and 41-50 were interested in having information sent to them via email as the majority in each age group indicated that they would be interested in this alternative method of communication.

3.2. Recommendations

The research programme has identified a range of concerns that residents have which have been discussed in section 2 and are summarised in section 3.1.2 above. As a result of these conclusions the following recommendations are put forward here for the Parish Council to consider.

3.2.1. Road safety

Examine the feasibility of and seek to implement the following:

- speed calming measures in Flordon Road,
- a roundabout at the junction of Flordon Road and the A140
- footpaths on Flordon Road and Church Road.

3.2.2. Doctor's surgery

Lobby the Long Stratton Medical Partnership to increase the opening times for the surgery in Newton Flotman.

3.2.3. Youth services and facilities/playing field

The following should be introduced into the village:

- A youth/social club
- Recreational activities including playing areas for younger children; equipment for older children

3.2.4. Volunteering and communication

Inform the residents of volunteering opportunities especially those in the age groups 21-30 and 31-40 and improve the communication to the village through social media. Consider establishing a database of emails for people who are interested in receiving notification that way.

3.2.5. Regular surveys of the residents in the village

The Parish Council should survey the village regularly with a maximum interval of 5 years to ensure that they understand the wants and needs of the village and can implement suitable policies to meet them.

Appendix

Appendix 1: Questionnaire

Section 1: Demographic information: we have to ask demographic questions to make sure that we have captured the views and needs of everybody in Newton Flotman.

Q 1.1 Number of people in your household

Ages	0 - 10	11 - 20	21 - 30	31 - 40	41 - 50	51 - 60	61 - 70	70+
Male								
Female								
Prefer not to say								
Other								

Q 1.2 How long have you lived in Newton Flotman?

- ☐ Up to 1 year
- ☐ 1 – 5 years
- ☐ 6 – 10 years
- ☐ 11 – 20 years
- ☐ More than 20 years

Q 1.3 How likely are you to still live in Newton Flotman in 10 years' time?

- ☐ Very likely
- ☐ Likely
- ☐ Neither likely nor unlikely
- ☐ Unlikely
- ☐ Very unlikely

Q 1.4 Please state the name of the street you live on.

Section 2: Volunteering

Q 2.1 Are you involved with any volunteering opportunities within the community (e.g., member of a club, or volunteer for the church or village hall, etc).

- ☐ Yes ☐ No

Q 2.2 Would you like to be more involved with volunteering opportunities within the community?

- ☐ Yes ☐ No ☐ Not sure

Q 2.3 If your answer is no or not sure, what is the reason for this?

Q 2.4 What would make you more likely to go to an event (e.g., film nights, annual fair, events at the village hall) that is put on by volunteers in the village, or what would make you more likely to volunteer?

Q 2.5 Are you aware of the events that are put on by the volunteers in the community?

☐ Yes ☐ No

Q 2.6 How do you keep informed of village news and events? (Please tick all that apply)

- ☐ Partnership Magazine
- ☐ Facebook group/page
- ☐ Notice boards
- ☐ Parish Council website
- ☐ Word of mouth
- ☐ Other (please state)

Q 2.7 Would you be interested in an alternative way to keep up to date with village news/events such as a monthly text message or emailing list?

☐ Yes ☐ No

Q 2.8 If yes, please identify how you would like to be kept informed.

- ☐ Text message
- ☐ Email
- ☐ Other (please state)

Section 3: Housing

Q 3.1 Please rank your concerns regarding future housing developments:
(0 = not concerned, 10 = very concerned)

	0	1	2	3	4	5	6	7	8	9	10
Traffic											
Existing roads wouldn't cope											
Impact on village character											
Existing services wouldn't cope											
Environmental concerns											
Concerns over design											

Other (please state)

--

Q 3.2 Is road safety in Newton Flotman a concern for you?

☐ Yes ☐ No

Q 3.3 In regard to the previous question, what areas of the village does road safety concern you the most?

--

Q 3.4 If traffic is a concern for you, what measures would you like to see put in place to improve road safety?

--

Section 4: Services and Facilities

Q 4.1 Is there a sufficient amount of litter and dog bins in the village?

- ☐ Yes ☐ No ☐ Not sure

Q 4.2 If no, please identify where you would like to see more litter and dog bins.

Q 4.3 How important are new/improved footpaths in the village to you?

- ☐ Of no importance
☐ Not very important
☐ Neutral
☐ Important
☐ Very important

Q 4.4 If they are important, where would you want additional footpaths to be located?

Q 4.5 How often do you use the following village facilities?

	Never	Less than once a month	Once a month or more	Once a week	More than once a week
Village hall					
Church					
Playing field					
Village shop					
Theatre school					
GP/health centre					
Public transport					
Allotments					

Q 4.6 Do you feel that the facilities mentioned above are well maintained?

- ☐ Yes ☐ No ☐ Not sure

Q 4.7 Would you like to see improvements and developments to the facilities mentioned above? (If yes, please state why)

☐ Yes ☐ No

If yes, please state why:

Q 4.8 Do you use the playing field?

☐ Yes ☐ No

Q 4.9 If no, what activities would you like to see and consider supporting at the playing field?

Section 5: Youth facilities

If you are under 18, please answer the following questions.

Q 5.1 Do you feel there are enough youth facilities and activities in the village?

☐ Yes ☐ No ☐ Not sure

Q 5.2 If no, what facilities would you like to see in the village for young people?

Q 5.3 What leisure services and facilities do you use outside of Newton Flotman? (Please tick all that apply)

- ☐ Cinema
- ☐ Café
- ☐ Restaurants
- ☐ Youth club
- ☐ Sports club
- ☐ Arts/drama/theatre club
- ☐ Other (please specify)

Q 5.4 Would you like to see the facilities/services you use outside of the village to be accessible in the future?

☐ Yes ☐ No ☐ Not sure

Q 5.5 If yes, what services or facilities would you like to see for young people in the village? (Please tick all the apply)

- ☐ Outdoor fitness equipment
- ☐ Indoor sports equipment
- ☐ Village youth club
- ☐ Children's playgrounds
- ☐ Library
- ☐ Other (please specify)

Q 5.6 What would be the main improvement to the village for young people?

Section 6: Parish council

Q 6.1 How satisfied are you with your Parish Council and the implementations they make to make a positive change for Newton Flotman?

- ☐ Very dissatisfied
- ☐ Dissatisfied
- ☐ No opinion
- ☐ Satisfied
- ☐ Highly satisfied

Q 6.2 If you answered dissatisfied or no opinion, why is this?

Q 6.3 Would you like the opportunity to be more involved with the Parish Council and their decision making?

- ☐ Yes ☐ No

Section 7: General

Q 7.1 As a resident, how do you feel about Newton Flotman?

- ☐ A village community you want to be part of
- ☐ Just a place to live
- ☐ Other (please state)

Q 7.2 Rank your top 3 priorities for the village:

- ☐ Traffic calming/speed reduction
- ☐ More parking
- ☐ Improved footpaths/pavements
- ☐ Improvements to the recreational facilities
- ☐ More affordable housing
- ☐ More community events
- ☐ More youth facilities
- ☐ Improved bus services
- ☐ More housing
- ☐ Other (please state)

Section 8: Additional comments: Your priorities and opportunity to comment

Q 8.1 What is one thing that would most improve your life in Newton Flotman?

Q 8.2 If you have any other comments about the future of the village then please write them below.

We would like to thank you for the time you have taken completing this questionnaire.

The collated and combined results will guide Newton Flotman Parish Council with their decision making over the next five years. No results, conclusions or demographic data will be associated with any one specific household in Newton Flotman, and therefore your views and comments will be treated as confidential.