

Methodology Appendix

Contents:

- A note on the methodology
- A description of the traffic and speed surveys
- The survey questionnaire
- Section containing a script used by the Parish Plan group members to introduce the topics used in the focus discussions, a copy of the Topic Guide used for focus discussions and a copy of a fact sheet produced about the process the Parish Plan group were involved in, which was given to anyone attending a focus group discussion and sent with the Parish Plan questionnaire to all Slaley households
- Timetable for the weekend 13th and 14th September 2003, brief for experts and feedback sheet

□ **A Note on the Methodology**

The methodological approach for the research on Slaley Parish involved using quantitative and qualitative research methods. It was also highly participative and involved as many people as possible in the Parish. The research methods that were selected were:

- A self administered survey questionnaire and
- Focus discussions that were led by facilitators using topic guide.

Reasons for the approach

The Parish Plan group wanted to ensure that there were enough opportunities to ask everyone in the Parish for their views and to keep them involved.

The research is only part of the overall development work taken on by the Parish Plan group. The next steps involve consulting with the community on how they want the issues and findings from the research to be shaped into a Plan for the future. Consultation and participation were therefore, extremely important and methods had to be found for these to be strong elements in the research work.

In addition the Parish Plan group wanted to be involved in the work and they had to keep costs down. It was decided that the group would work together to draft the questionnaire and pilot it, and try out the topic guides before inviting people to focus groups.

The questionnaire

The survey questionnaire was based on a questionnaire devised by Bywell for its Parish Plan (also called village appraisal). It was substantially changed to reflect issues that were of interest to Slaley Parish residents.

The topic guide

The topic guide was devised to follow the same themes that the questionnaire could cover but also to encourage people at focus discussions to exchange views and think about issues and problems that affect others as well as themselves.

The samples

It was decided that it was too expensive and too large a job to sample every adult and young person/child in the survey and that the most sensible compromise was to provide a questionnaire for all households in the Parish area.

For focus groups, it was decided to simply identify segments of the local population in a very broad way. It was intended to hold only five or six discussion groups but eleven groups were held in the end.

Delivering questionnaires, holding focus groups

The Parish Plan group members each had responsibility for delivering questionnaires (together with re-sealable envelopes) to a number of households and for calling back to ensure that questionnaires were completed. Parish Plan group members also offered to help anyone who needed help to complete the questionnaire or attend a focus group discussion. Names and telephone numbers of all the Parish Plan group members were distributed to everyone in the Parish.

Focus group discussions were run by pairs of Parish Plan group members. They were responsible for inviting people to focus groups, for leading and writing up the discussions and for ensuring that refreshments were available. Childcare and transport had to be provided in several instances and for particular groups. For example, a children's entertainer was needed so that mothers attending the mother and toddler focus group could talk rather than take care of their children.

Parish Plan group members attended a training session to ensure that everyone was confident in leading and facilitating discussions and could record information. A briefing session was also held to ensure that everyone was equipped with all the information and tools they needed. A flip chart, flip chart pads and pens were purchased with the money from the Countryside Agency grant for the focus groups. Although this all sounds a bit formal, it has to be said that everyone managed to enjoy themselves as well.

A few points about the process

Fact sheets, letters, posters and other communications were also drafted and prepared by the group. The fact sheet explained what the purpose of the research was and how it was being done. It also

explained who was doing the work and when it was expected to be completed. Names and telephone details of all the group members were given in the fact sheets and letters. In addition details of progress were placed in 'Slaley Notes', a section written regularly for the *Hexham Courant* newspaper by Lesley Woodhouse who is also a member of the Parish Plan group. Various members of the group also decided to circulate notes from their focus discussions to people who attended. Several focus discussions were truly social as well as research occasions, for example, the discussion with church and chapel members.

When members of the group delivered the questionnaires and called at people's houses, they wore badges with a specially designed Parish Plan logo on them. The badges were designed and produced by Marge Rastall and Lesley Woodward.

Data input, analysis and writing up

Questionnaires were returned in sealed envelopes (for the most part, although some people lost their envelopes). Sealed envelopes were important because they ensured that no-one in the Parish Plan group could open questionnaires and read the responses. The sealed envelopes were delivered, unopened, to a data input worker recruited for this purpose who lived in Hexham and has no connections to Slaley. These steps helped to reassure people responding (which included the Parish Plan group, of course) that their completed questionnaire would be dealt with anonymously and professionally.

The data input work produced raw numbers, lists of comments and other data. The focus groups meanwhile produced pages of notes which were all arranged under headings which corresponded with the headings and questions used in the survey.

The data was then handed on to Moyra Riseborough. Together with her colleague Avis Duncan, she analysed the material and turned it into written text, graphs and tables. Several draft reports were written which were circulated around the Parish Plan group. Everyone commented on drafts and contributed to the final report. Peter McKendrick and Nigel Sanger provided invaluable detailed comments and amendments.

The Issues Report

A central output from the work is the Issues Report. The Issues Report, has been prepared by members of the Parish Plan group as an accessible plain language report which brings together the key findings from the long report and research and, identifies the key issues that the community needs to consider in order to make a draft plan for the future. The issues report is about to be circulated.

The Parish Plan group

The Parish Plan group has met often, sometimes every two weeks. It is composed of the following people:

Michael Elphick	Marge Rastall
Kerry Jewitt	Moyra Riseborough
Peter McKendrick	Keith Robson
Julie Milburn	Nigel Sanger
Christine Milligan	Pat Wilson
Lesley Woodhouse	

There has been much to do and everyone has taken on responsibilities. The Parish Plan group has benefited from having a very willing and able group of people. All have talents and expertise aplenty. It has been particularly helpful to have the support of the Parish Council, both for backing the grant application and for enabling the group to work under its auspices. Just a few of the benefits included having Pat Wilson the Clerk to the Parish Council as a member. Pat regularly reminded the Parish Plan group about their responsibilities under the terms of the grant from the Countryside Agency, provided greatly valued administrative help, a wealth of local knowledge, advice on how to contact people and minutes, agendas and letters of invitation for meetings.

□ **A Description of the Traffic and Speed Surveys**

Several members of the Parish Plan group, Julie Milburn, Kerry Jewitt and Nigel Sanger were responsible for organising traffic surveys with the local police and the County Council and for ensuring that the data collected by the police was analysed and turned into tables that could be understood.

During September and October 2002, local police and the County Council were asked for their help to run a speed check and traffic surveys in particular locations in Slaley. Two separate surveys were completed, one by Northumberland County Council and one by Northumberland Police.

As can be seen from the table in the report, the data shows that most people do not speed but a minority are inclined to speed, especially when they think no-one is around. Most people who speed are also locals – we gather from the Countryside Agency that other Parishes report similar findings. What the report does not say is that the speed check also resulted in drivers being issued speed tickets and/or being warned to reduce their speed. The speed check was, therefore, far more than an academic exercise.

Northumberland County Council Survey

A traffic speed survey was carried out by Northumberland County Council (NCC) highways dept. (contact: Mr Bernie Gillis, tel: 01670 534294, e-mail: Bgillis@northumberland.gov.uk).

Speed monitors were placed on the main road through Slaley village (C275) opposite the village hall (NCC Site #: 00002076), Site ref: 3978-55778). Vehicle speeds were recorded in both directions (east & west bound) for a period of 7 days (18/11/02-22/11/02).

Results were reported on an Excel spreadsheet showing the number of vehicles and speeds by hour for each day, along with summary statistics for the week for vehicles travelling in both directions. Copies of results were forwarded to both the Slaley Parish Plan group and Northumberland Police for analysis. Extracts from the results have been used in this report but a copy of the full results is available from the Parish Plan group or they can be viewed on the computers in the Commemoration Hall.

Police Survey

Northumberland police (Contact: Paul Conway, Corbridge Police station, Tel: 01434 673204) carried out a survey in Slaley during August and September 2002.

A series of spot checks were completed over a period of weeks using hand held radar. The survey focussed on times when children travel to and from school (0800-0900 and 1430-1600hrs).

A letter summarising findings was forwarded to Slaley Parish Council.

Results were as follows:

12 Endorsable speed tickets issued (above 35mph), 8 were residents or local traffic.

25 Speed warnings given (30-35mph), 25 were residents or local traffic.

- **This section contains the script used by Parish Plan group members to introduce the focus group discussions, a copy of the Topic Guide used to guide focus discussions and a copy of the fact sheet.**

Script and topic guide

Welcome everyone and thanks for coming. My name is x and I am a member of the Slaley Parish Plan Steering Committee which was formed a few months ago. My colleague working with me is x. We are both volunteers and we live in Slaley.

I want to start off by explaining some of the background

Earlier this year, in June, a Public Meeting was called by the Parish Council to discuss people's views following the closure of the First School playing field out of school hours. The idea to have a Parish Plan came out of that meeting. During the meeting it was found that people had strong views about amongst other things, the need for more facilities and play areas for children and young people, the need to do something about rubbish and dog fouling. A Parish Plan Steering Committee was then formed and the Parish Council asked for and received a grant from the Countryside Agency to fund the work that would lead to a Parish Plan.

For those of you who are asking what is a Parish Plan and why do we need one?

A Parish Plan is a formal way of bringing everyone's views together. The Parish Plan will contain key information on the things that matter to people living and working here. The Parish Council will use it when they are representing us. It will also help

the Parish and District Council to obtain funds for services and facilities that people need or want. Several other villages, such as Bywell, now have a Parish Plan and they have used it to plan future services and to work out how they can improve some needed facilities.

Let me tell you about where the discussion group you have been asked to come to fits into all of this

The discussion groups are one of the methods being used to collect information on what people value living here and what they want to see improved. Discussion groups let people say more in detail about their ideas and views than questionnaires do. That's why we wanted to hold some with a good cross section of people. The other methods being used to collect information are a questionnaire, which will be going to every household in the Parish and regular traffic monitoring and walkabouts, which you may have seen. These are being done in co-operation with the police.

OK so that's a bit about the purpose of the discussion group and some explanation about the Parish Plan and what its aim is.

Now you might be wondering why you were asked personally to come to this group

There's no mystery about this. It seemed a good idea to invite people from right across the Parish to come along and talk in more detail about the things that were important to them. We made a list of different groups that would make up a cross section. For example, someone might be described as a young mother or a member of the WI – they might also be both! We made a list of these different groups across the Parish and we invited a few people living in each geographical area in the Parish.

OK does any one have any questions before I go on?

We have a Fact Sheet, which you all should have. This explains more about the work we are doing on the Parish Plan and tells you how we aim to keep you all informed about it. If you have any more questions, come and have a chat at the end of the discussion with me or, get in touch with any of the Parish Plan Steering Committee Members whose telephone numbers are on the Fact Sheet.

How we will run the discussion group

The discussion will last for about an hour and a half. I have some broad question to get you started and my colleague x will write your answers down. We will check with you from time to time to see if we have got everything down the way you want it. We will also try to make sure that everyone gets the chance to have his or her say. Now, just so we can be sure that we will get through all the questions, we will ask someone to be in charge of the time. It's their job to make sure we make the best use of the time we have.

Note for group facilitators: You will have to bear in mind the group you are talking to. It's best to say, for example, that you are interested in getting people's views from their experience as say mothers of young children, or, local businesses. So you would start off by saying something like –

In your view as mothers of young children.

What are the good things about living/working in Slaley?

(List them all –check back to see if there is anything that has been left out)

What are the less good things?

(List them all – check to see that nothing has been missed out)

Comparing the two lists – do you generally all agree with these – who disagrees and why?

(Note – the number of people who agree or disagree and reasons)

What is your biggest concern or the thing that bugs you most about living/working in Slaley?

(List all of the points made)

What changes or improvements in Slaley would benefit you?

(Changes can be facilities or services/activities. List all suggestions)

OK – turning to something a bit more blue skies – what do you think are the ingredients that make a place good to live and or work in?

(List all the ingredients – prompt people by saying, services, the surroundings, and the roads, the people)

How well does Slaley measure up to your list of ingredients?
(List all comments)

Finally, let's check back through everything and see if anything needs to be added

(Add new points to topics and make a new topic if something is mentioned that has not been thought about before)

End

Fact sheet

This fact sheet tells you about work that is just starting to develop a Parish Plan for Slaley. It also gives you the names and contact details of people on the Steering Committee who are involved in doing the work. There are plenty of opportunities for more volunteers, so please get in touch with one of the Steering Committee if you want to get involved.

Why a Parish Plan?

The idea of having a Parish Plan came out of a public meeting which was held in June this year in Slaley Commemoration Hall. A Parish Plan is a formal statement that brings together in one document, all of the issues people and concerns that people in an area have, and sets out proposals to provide better services and facilities. Such a plan is necessary because it will be required to support requests for funding services that are wanted in the Parish, and will help the Parish Council and the District and County Councils to see at a glance what local people want for Slaley.

What's happened since?

Following the public meeting a Parish Plan Steering Committee was formed and the Steering Committee applied through the Parish Council for a grant from the Countryside Commission Vital Villages funds to do the work to develop a Plan. The Parish Council has now obtained the grant and the Parish Plan Steering Committee is starting work on a Parish Plan for Slaley.

The Steering Committee members are all volunteers and they are very happy to talk about what they are doing. Please get in touch with any of them if you want to find out more or you want to get

involved as a volunteer. You will find their names and telephone numbers at the end of this fact sheet.

Developing the Parish Plan – what it involves

There are several steps in this.

Step One: Talking to as many people as possible in Slaley Parish to find out what their issues and concerns are and identifying the improvements they would like to see taking place.

Step Two: Prioritising improvements and turning these into actions that can be tackled over a period of time – an Action Plan.

Step Three: Checking back with everyone who gave their views so that the Action Plan correctly reflects ideas and proposals.

Step Four: Presenting the Action Plan to the Parish Council for adoption by them.

Step Five: Circulating a copy of a summary of the Parish Plan to everyone concerned including people living in Slaley, the District Council and County Council.

Talking to people

Talking to people is going to be done in three main ways. They are:

- A questionnaire, which will be sent to all households in the Parish boundaries
- Fairly informal discussions with different groups of people - including discussions with young people that will be led by a detached youth worker from the Queen Elizabeth High School
- Walkabouts and traffic monitoring

What you can expect

You can expect to:

- Be asked for your views
- Be sure that your views will be treated with the greatest respect
- Be kept informed about what is happening
- Have a copy of the summary Parish Plan at the end of the work

- Be able to see the full Parish Plan at the end of the work if you wish

Finding our more – getting involved

If you would like to find out more about the work to develop a Parish Plan or you would like to help with the work, please contact one of the Steering Committee members. Their names and contact details are on the next page.

The Parish – Boundaries

A map on the last page of the fact sheet shows the boundaries of Slaley Parish. The Parish Plan involves everyone living within the Parish.

Slaley Parish Plan Steering Committee: Members

Linda Norris, Chair of the Parish Council. Tel 673503
Responsible for gathering views on a sports ground for young people and adults

Pat Wilson, Secretary & Clerk to the Parish Council. Tel 673388
Responsible for collecting views from local farmers, landowners. Also for collecting views on and about the local area and heritage issues.

Keith Robson, also a member of the Parish Council. Tel 673200
Responsible for collecting views from local small businesses, the Commemoration Hall users and Parish Council members

Caroline Barnes, Detached Youth Worker Queen Elizabeth High School Tel 610347
Responsible for collecting the views of young people of High School age. Also for developing activities for young people of Middle and High school age in Slaley.

Michael Elphick. Tel 673443
Responsible for collecting views from WI members. Also for views on new technology and the Slaley bid for computer facilities (through the Parish Council).

Kerry Jewitt. Tel 673160 and Julie Milburn. Tel 673703
Responsible for collecting views from parents of young children for play facilities and for work on monitoring speeding and liaising with the police.

Peter McKendrick. Tel 673281
Responsible for collecting views from the Post Office, Pubs, the Chapel and the Church including people who use/visit these.

Christine Milligan. Tel 673592.
Responsible for collecting views from mothers of young children. Also interest in after school childcare

Marge Rastall, also Chair of Governors, Slaley First School. Tel 673547
Responsible for collecting views from the First School and Slaley Show Committee.

Moyra Riseborough., Chair of the Parish Plan Steering Group. Tel 673486
Responsible for collecting the views of older people

Lesley Woodhouse. Tel 673035
Responsible for collecting the views of children of Middle School age.

Timetable for 13th and 14th September 2003 Slaley Parish Plan Community Launch Weekend

The weekend is organised into sessions that deal with particular themes and concerns. Choose those that most interest or concern you. A range of experts will be attending at different times to give advice and tell us what the options are. But it's up to YOU to decide. People from the Parish Plan Group will be around the whole time for you to talk to and record your views on what the next steps should be. Go to the communications sessions to read the whole Parish Plan report or get a copy CD.

	Saturday 13 th			Sunday 14 th		
	1 to 3	3 to 5	5 to 7	1 to 3	3 to 5	5 to 7
Communications: How we keep in touch, IT broadband & other options	Broadband: Greg Finch & M Elphick		A discussion led by Michael Elphick	Ian Foster: Tourist Information Officer	Broadband: Greg Finch & M Elphick	A discussion led by Marge Rastall
Traffic: Speeding, traffic volume - Options to consider	The speed survey Discussion led by Julie Milburn		P.C. Phil Stobbs: Policing throughout the Parish	A D Bawn: C C Traffic Management with CCIr Bill Purdue	P.C. Phil Stobbs: Policing throughout the Parish	The speed survey A discussion led by Nigel Sanger
Where we live: Dog dirt, rubbish, village signs, parking - Options		Pat Wilson: Parish Councillor		Amalgamated with above session		
Wider environment: Paths, rights of way, right to roam, forest, conservation, pollution, Slaley Hall - Options for the future	Peter Atkinson MP Bryony Gibson: (High Sheriff) A Coggings: (Slaley Hall)	Mark Herbertson: Forest Enterprise	Richard Ferguson: Forestry in the Parish issues	Chris Brinton: Tynedale Council	A discussion led by Pat Wilson on Heritage issues	Colin Charlton CC Highways with Pat Wilson.
Community/Voluntary Action Including use of school field - Options for the future - A community trust	Susie Goncu: Grants & using community space with M Rastall		Blanchland Parish Council – how their approach works		Richard Sim: (Community Council) & Keith Robson – more for the community	

Slaley: A Great Place to Live. Our Future in Our Hands

	Saturday 13 th			Sunday 14 th		
	1 to 3	3 to 5	5 to 7	1 to 3	3 to 5	5 to 7
<u>Housing</u> <u>Need for low cost housing – options</u>	Steve Plemper Property Services Mngr Tynedale Housing Assoc	A discussion led by P McKendrick			Helen Winter: Chief Planning Officer – Tynedale Council – Local Plan Guidelines	
More for Young People: Play areas for children Childcare Sport & Leisure Young people & local decision making Options for the future	Brian Massey: District Cllr. How other villages get play, recreation & sports facilities & Kerry Jewitt – play areas for children	Caroline Barnes Youth Worker Lesley Woodhouse youth clubs/ activities		Martin Lahiffe: Youth Participation Co- ordinator	Susan Clark Countryside Agency – childcare in rural areas with Christine Milligan	
Better services for Older People Staying well Help with heavy tasks Transport Grants for ramps and adaptations Help with shopping		A discussion led by Moyra Riseborough		Karen Moses Northumberland Age Concern – rural shopping and other services	Susan Scott Podiatrist from Corbridge Health Centre. Foot care in the community	

Brief for Expert Guests: Plan Community Launch Weekend

The purpose is to give the local community opportunities to consider and contribute ideas to resolve problems or suggest possibilities that would benefit the local area and people. By your side you will have at least one member of the Parish Plan group and he or she will work with you.

The Parish Plan group member/s will take people through the responses we received from the community to questions they were asked under a particular theme or set of themes e.g. the wider environment, this was one theme of many that was examined in focus group discussions and in the questionnaire survey. This is purely for information – the idea is not to allow people to spend too much time going over the things that have already been examined.

Next – you the expert will be asked to talk about possible solutions or ideas that could help or benefit the community.

The Parish Plan group member who is with you will make a note of the main points that were made. He or she will also ask people to say what their main priorities are. The Parish Plan group member will try to keep people to the theme they are being asked to consider and will direct people to another discussion in the Hall if they want to make points about something else.

These points will be brought together and will be used to compose an action list for the future. The action list will be ready at the end of September.

Slaley: A Great Place to Live. Our Future in Our Hands

PARISH PLAN COMMUNITY LAUNCH WEEKEND

FEEDBACK SHEET

Your name

Your session

Time Day

How many attended?

What was the response to the facts you gave?

And what ideas/proposals were suggested?

What was the majority view if any on proposals or options?

Any other points you want to make?