

LOCAL DEVELOPMENT FRAMEWORK

Shaping the future of North Dorset

ANALYSIS OF FEEDBACK FORMS FROM FOCUS GROUPS, JULY 2005

15th August 2005

ANALYSIS OF FEEDBACK FORMS FROM FOCUS GROUPS - JULY 2005

Introduction

During the month of July 2005, five Focus Groups were held in two different locations to discuss various topics surrounding the future of North Dorset. The topics and locations can be viewed in the table below:

<u>DATE</u>	<u>LOCATION</u>	<u>TOPIC COVERED</u>
7 TH JULY 2005	BLANDFORD	ENVIRONMENT
12 TH JULY 2005	BLANDFORD	LIVING
14 TH JULY 2005	BLANDFORD	TRAVELLING
21 ST JULY 2005	GILLINGHAM	HOUSING
25 TH JULY 2005	GILLINGHAM	ECONOMY

The aim of the Focus Groups was to explain the new Planning process and give people the opportunity to raise their views on issues that they considered should be addressed in the Core Strategy of the Local development Framework.

Invitees ranged from those who had indicated a desire to be involved in the Groups from previous stakeholder meetings, to others who were invited because of their specialist knowledge of the particular topic under discussion.

The meetings produced a range of findings that were grouped together at the end of each evening and recorded the following day. These findings are to be used alongside other studies currently being undertaken and both will be integrated into the production of the Core Strategy. The findings from each separate group were then collated and used as a basis for the special Planning Policy Panel meeting held at Durweston Hall on the 27th July 2005. The findings of the Focus Groups can be seen in the Report on Focus Groups July 2005.

As a form of consultation, the meetings appeared to work well. Attendees were asked to complete feedback forms which asked for their views on all aspects of the meeting. The results showed a general level of contentment with the timing, venue and format of the meetings as well as their opportunity to participate. The full results of the feedback are set out below.

Results of Feedback

Of **62 Forms returned**, **57%** found the **information provided before the meeting** either very helpful or helpful. **35%** found the information of a mediocre standard, whilst only **8%** found the information either unhelpful or most unhelpful.

89% of the evaluation forms returned found the **meeting venues** either very suitable or suitable. Only **6%** found them either unsuitable or very unsuitable.

73% of the evaluation forms returned found the **timings of the meetings** either suitable or very suitable, with only **5%** viewing the times as being unsuitable.

90% of the evaluation forms returned found that the **refreshments provided** were either most sufficient or sufficient.

92% of the evaluation forms returned found the **welcome given** either very friendly or friendly.

76% of the evaluation forms returned found **the introduction** given by the Planning Officer either very clear or clear. Only **5%** felt that the introduction was unclear.

81% of the evaluation forms returned found that the **techniques used to involve participants** were either very inclusive or inclusive, with **15%** finding the techniques used as average.

97% of the evaluation forms returned found that participants either had a very adequate or adequate **opportunity to participate** in the focus group evenings.

88% of the evaluation forms returned found the **summing up** and explanation of the next stage either very clear or clear.

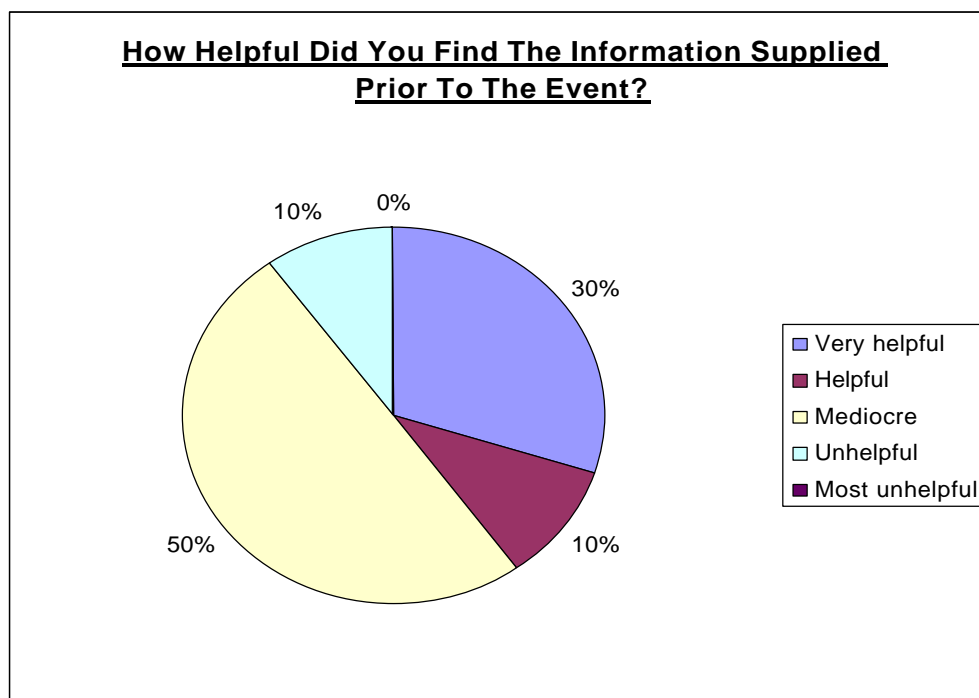
FEEDBACK FROM THE ENVIRONMENT FOCUS GROUP
14/07/2005

1) How helpful did you find the information supplied prior to the event?

Very Helpful

Most Unhelpful

1	2	3	4	5
3	1	5	1	0



2) Was the venue for the meeting suitable?

Very Suitable

Not at all suitable

1	2	3	4	5
8	2	0	0	0

3) Was the time of the meeting suitable for you?

Very Helpful

Not at all suitable

1	2	3	4	5
5	4	1	0	0

4) Were the refreshments provided sufficient?

Perfectly sufficient

Not sufficient

1	2	3	4	5
8	2	0	0	0

5) How would you rate the welcome you were given?

Very Friendly

Not at all friendly

1	2	3	4	5
6	4	0	0	0

6) Did you find the introduction clear?

Very clear

Not clear at all

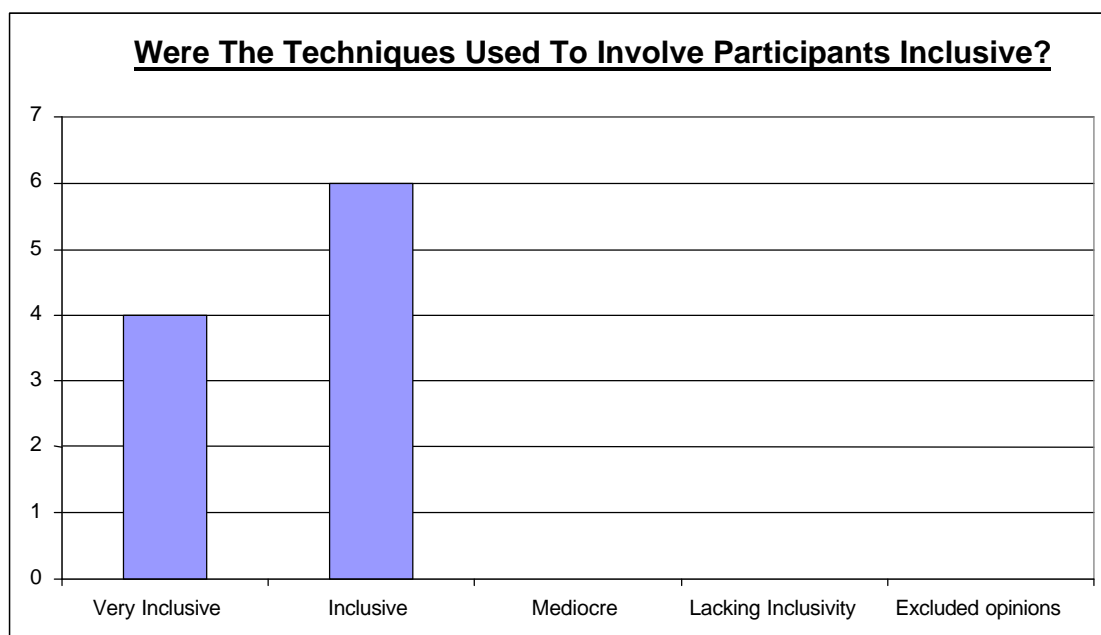
1	2	3	4	5
6	4	0	0	0

7) Were the techniques used to involve participants inclusive?

Very Inclusive

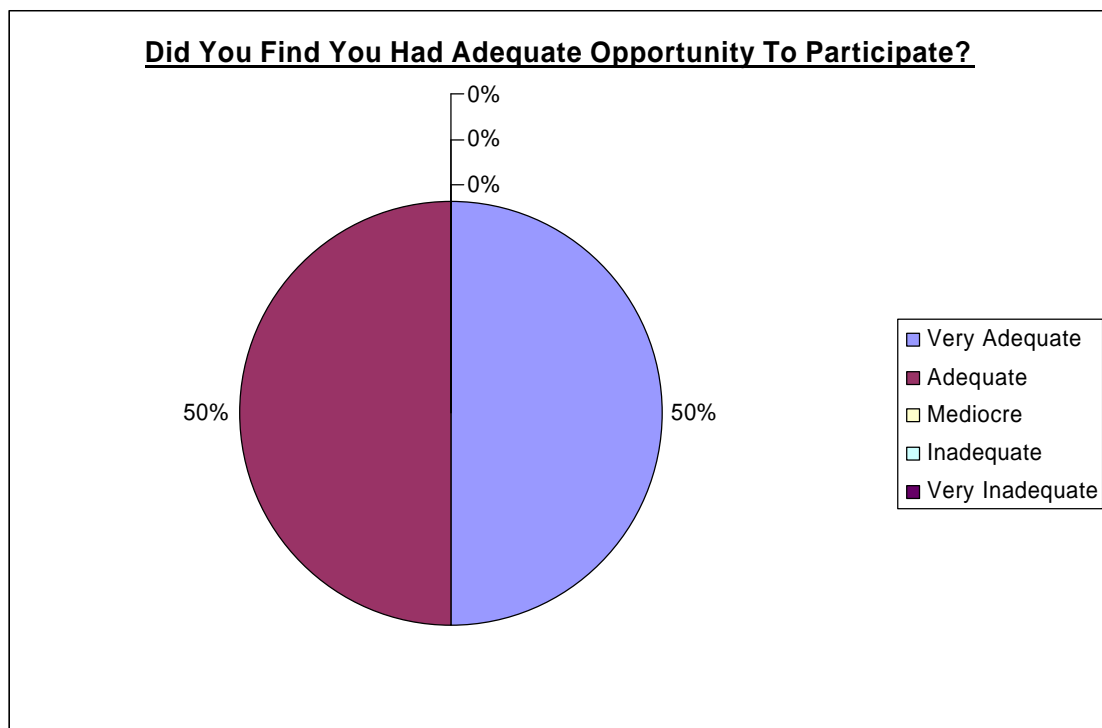
Not inclusive at all

1	2	3	4	5
4	6	0	0	0



8) Did you find you had adequate opportunity to participate?

<i>Adequate opportunity</i>			<i>Inadequate opportunity</i>	
1	2	3	4	5
5	5	0	0	0



9) How did you find the summing up and explanation of next stages?

<i>Very clear</i>			<i>Unclear</i>	
1	2	3	4	5
3	5	2	0	0

ADDITIONAL COMMENTS

FORMAT OF THE EVENT:

- 1) Quite satisfactory as Focus Groups go.
- 2) The council now has the records of everything that was said.
- 3) Kept well to the theme(s) and very appropriate.
- 4) Well planned and managed event. Be aware that language used, the 'jargon', is not necessarily familiar to us all.

ISSUES UNDER DISCUSSION:

1. All the issues have a valuable impact on the level of health, functioning and regeneration cycle of individuals, communities and environment. I hope the creative dialogue will energise NDDC vision planning for our future. Good luck with the next stage.
2. Identifying issues is easy, identifying solutions is hard – we only did the easy bit.
3. Well known ideas were discussed. It is now up to NDDC to incorporate them into its policy.
4. I feel that the issues of sustainable housing should be defined more. After the living, travelling and housing focus groups have taken place.
5. Hope to ensure some formal policies for Historic Gardens of local significance.

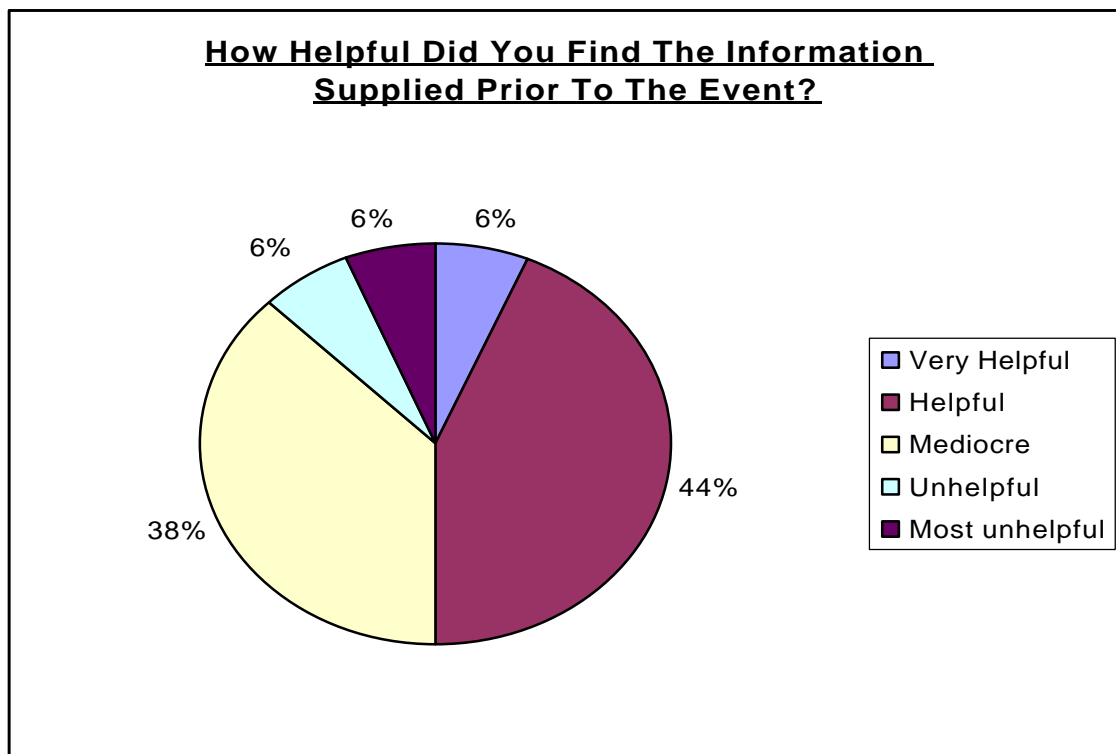
FEEDBACK FROM THE LIVING FOCUS GROUP
12/07/2005

1) How helpful did you find the information supplied prior to the event?

Very Helpful

Most Helpful

1	2	3	4	5
1	7	6	1	1



2) Was the venue for the meeting suitable?

Very Suitable

Not at all suitable

1	2	3	4	5
6	9	0	1	0

3) Was the time of the meeting suitable for you?

Very Helpful

Not at all suitable

1	2	3	4	5
5	6	4	1	0

4) Were the refreshments provided sufficient?

Perfectly sufficient

Not sufficient

1	2	3	4	5
7	8	1	0	0

5) How would you rate the welcome you were given?

Very Friendly

Not at all friendly

1	2	3	4	5
9	5	1	1	0

6) Did you find the introduction clear?

Very clear

Not clear at all

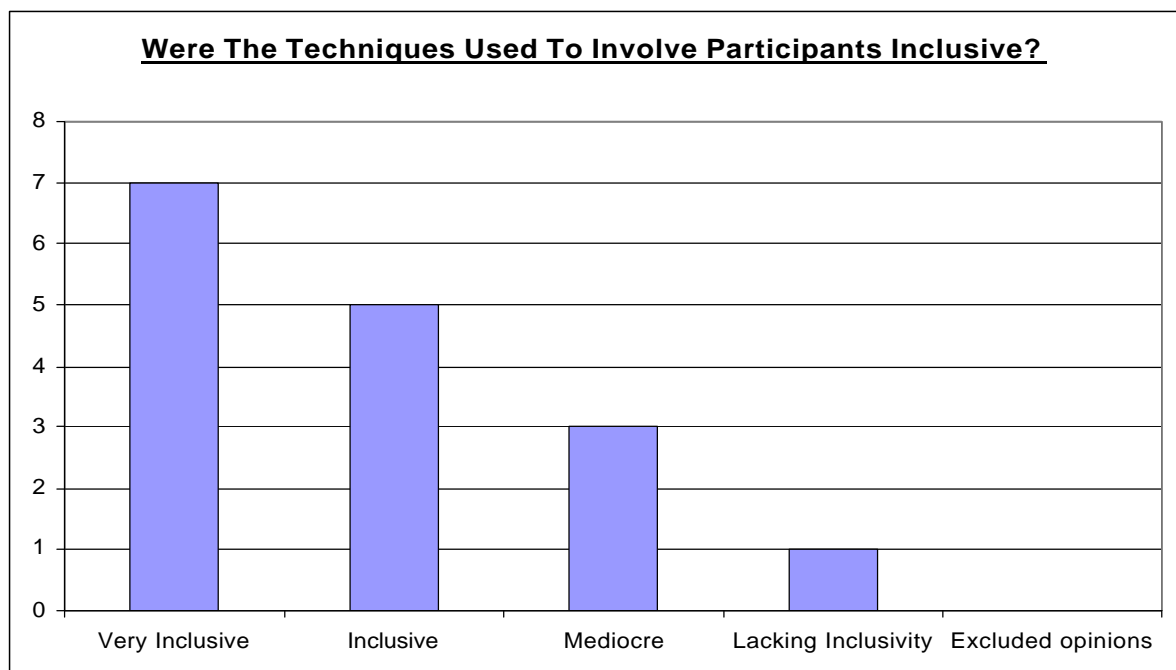
1	2	3	4	5
7	2	5	2	0

7) Were the techniques used to involve participants inclusive?

Very Inclusive

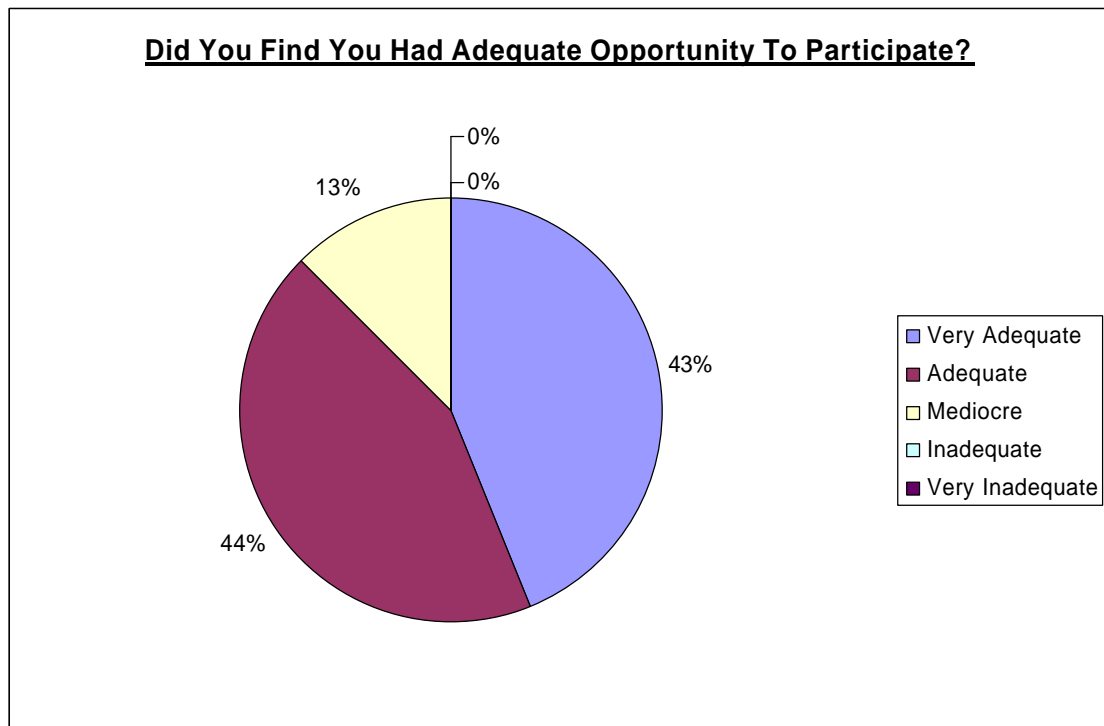
Not inclusive at all

1	2	3	4	5
7	5	3	1	0



8) Did you find you had adequate opportunity to participate?

<i>Adequate opportunity</i>			<i>Inadequate opportunity</i>	
1	2	3	4	5
7	7	2	0	0



9) How did you find the summing up and explanation of next stages?

<i>Very clear</i>			<i>Unclear</i>	
1	2	3	4	5
6	6	3	1	0

ADDITIONAL COMMENTS

FORMAT OF THE EVENT:

- 1) Useful
- 2) Monday nights are no good for meetings; they clash with town council nights.

- 3) Thank you for providing refreshments; coming straight from work, most welcome.
- 4) Very interesting evening.
- 5) No introduction of presenters, I only knew who Judy was.
- 6) The board was too far away, difficult to read.
- 7) A little more clarity about the process at the start would have been helpful.

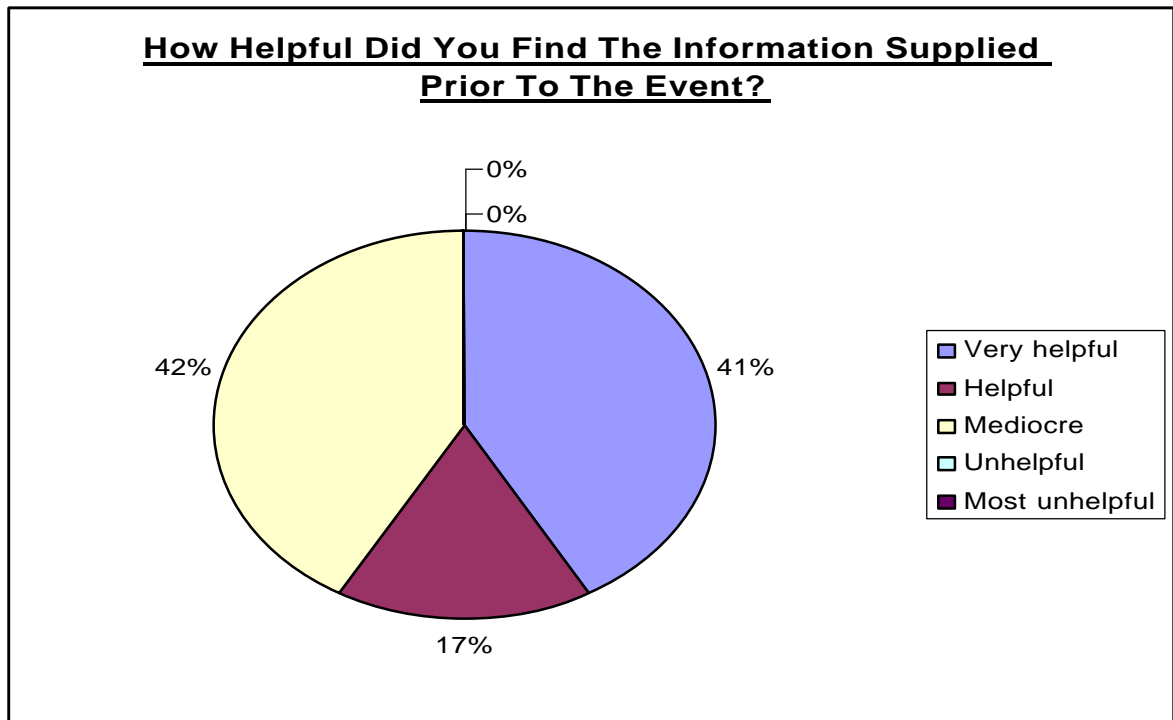
ISSUES UNDER DISCUSSION:

- 1) Serious attempt to group unrelated or slightly related topics. A compromise.
- 2) Must recognise the links between the headings.
- 3) One theme encompasses all – Living together includes all the other and is the general over arching scheme.
- 4) Please keep me in touch.
- 5) Need further opportunities to explore issues.
- 6) Probably too wide for a two hour debate. Not enough members of the public attended.
- 7) The provision of multi purpose halls in each village and market towns must be considered.

FEEDBACK FROM THE TRAVELLING FOCUS GROUP
14/07/2005

1) How helpful did you find the information supplied prior to the event?

<i>Very Helpful</i>			<i>Most Helpful</i>	
1	2	3	4	5
5	2	5	0	0



2) Was the venue for the meeting suitable?

<i>Very Suitable</i>			<i>Not at all suitable</i>	
1	2	3	4	5
5	5	1	1	0

3) Was the time of the meeting suitable for you?

Very Helpful

Not at all suitable

1	2	3	4	5
4	5	2	1	0

4) Were the refreshments provided sufficient?

Perfectly sufficient

Not sufficient

1	2	3	4	5
7	4	1	0	0

5) How would you rate the welcome you were given?

Very Friendly

Not at all friendly

1	2	3	4	5
6	5	1	0	0

6) Did you find the introduction clear?

Very clear

Not clear at all

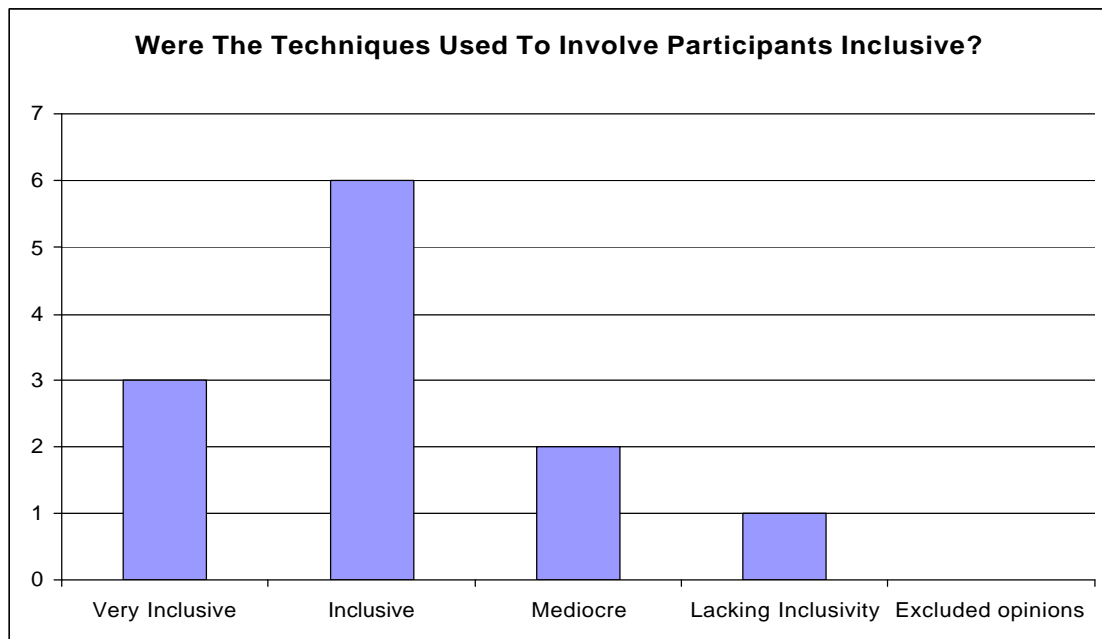
1	2	3	4	5
5	4	2	1	0

7) Were the techniques used to involve participants inclusive?

Very Inclusive

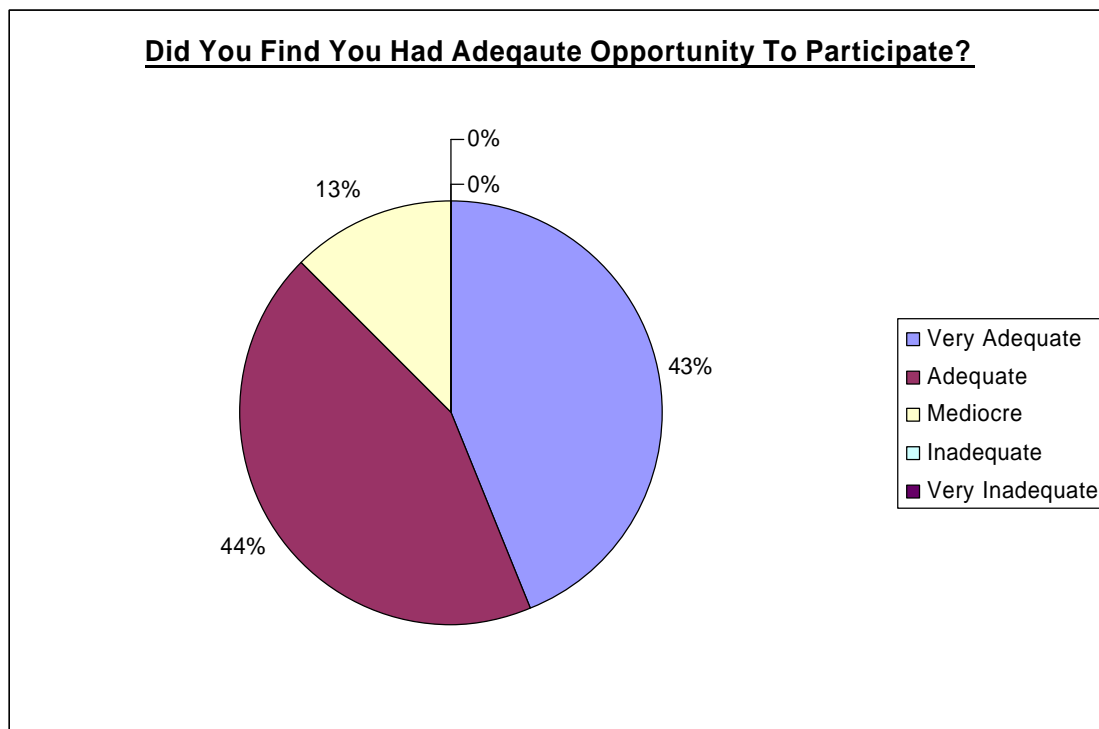
Not inclusive at all

1	2	3	4	5
3	6	2	1	0



8) Did you find you had adequate opportunity to participate?

<i>Adequate opportunity</i>			<i>Inadequate opportunity</i>	
1	2	3	4	5
7	7	2	0	0



9) How did you find the summing up and explanation of next stages?

Very clear

Unclear

1	2	3	4	5
3	7	2	0	0

ADDITIONAL COMMENTS

FORMAT OF THE EVENT:

- 1) Poor acoustics
- 2) This format seems to work well. However, I am concerned that some issues were being given more weight. I.e. Some people put the same idea up in different formats.
- 3) The format was fine.
- 4) Not as well focused as I had hoped. A pity there was not more involvement from Towns and Parishes.

ISSUES UNDER DISCUSSION

- 1) We cannot cope with NIMBYism. We have to expand our vision and be inclusive.

FEEDBACK FROM THE HOUSING FOCUS GROUP

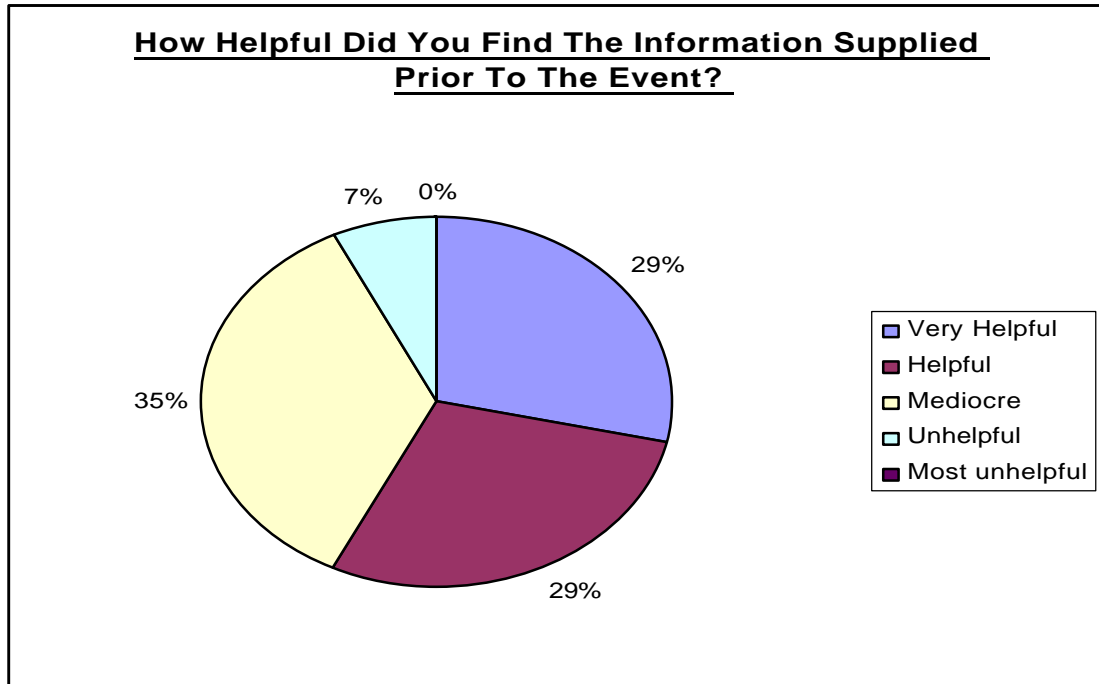
21/07/2005

1) How helpful did you find the information supplied prior to the event?

Very Helpful

Most Helpful

1	2	3	4	5
4	4	5	1	0



2) Was the venue for the meeting suitable?

Very Suitable

Not at all suitable

1	2	3	4	5
5	5	2	0	2

3) Was the time of the meeting suitable for you?

Very Helpful

Not at all suitable

1	2	3	4	5
5	4	4	1	0

4) Were the refreshments provided sufficient?

Perfectly sufficient

Not sufficient

1	2	3	4	5
10	2	1	0	1

5) How would you rate the welcome you were given?

Very Friendly

Not at all friendly

1	2	3	4	5
9	3	2	0	0

6) Did you find the introduction clear?

Very clear

Not clear at all

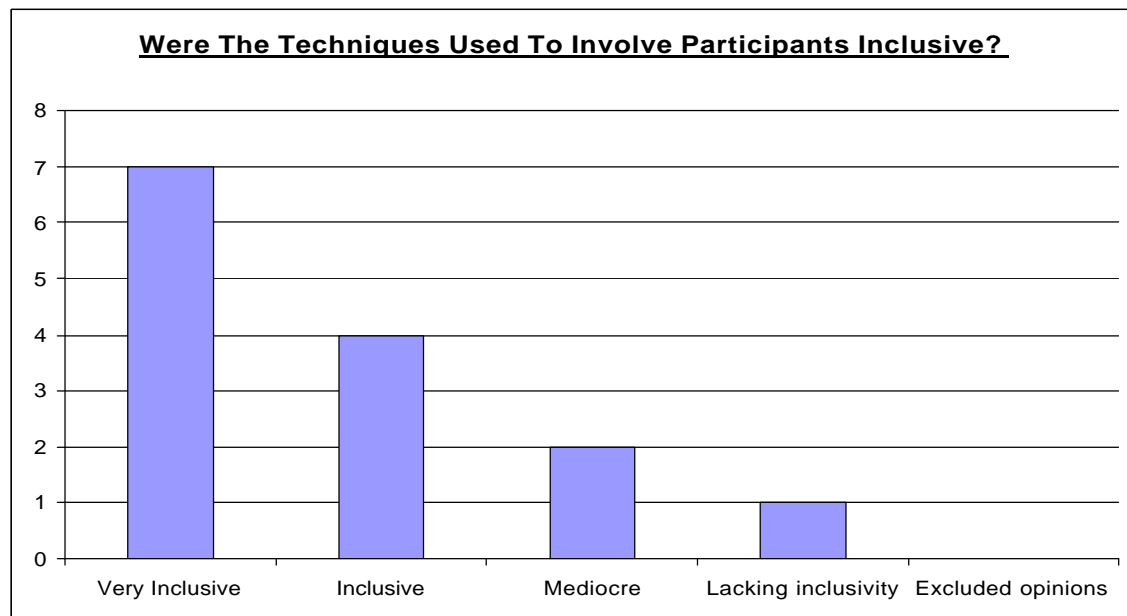
1	2	3	4	5
6	6	2	0	0

7) Were the techniques used to involve participants inclusive?

Very Inclusive

Not inclusive at all

1	2	3	4	5
7	4	2	1	0



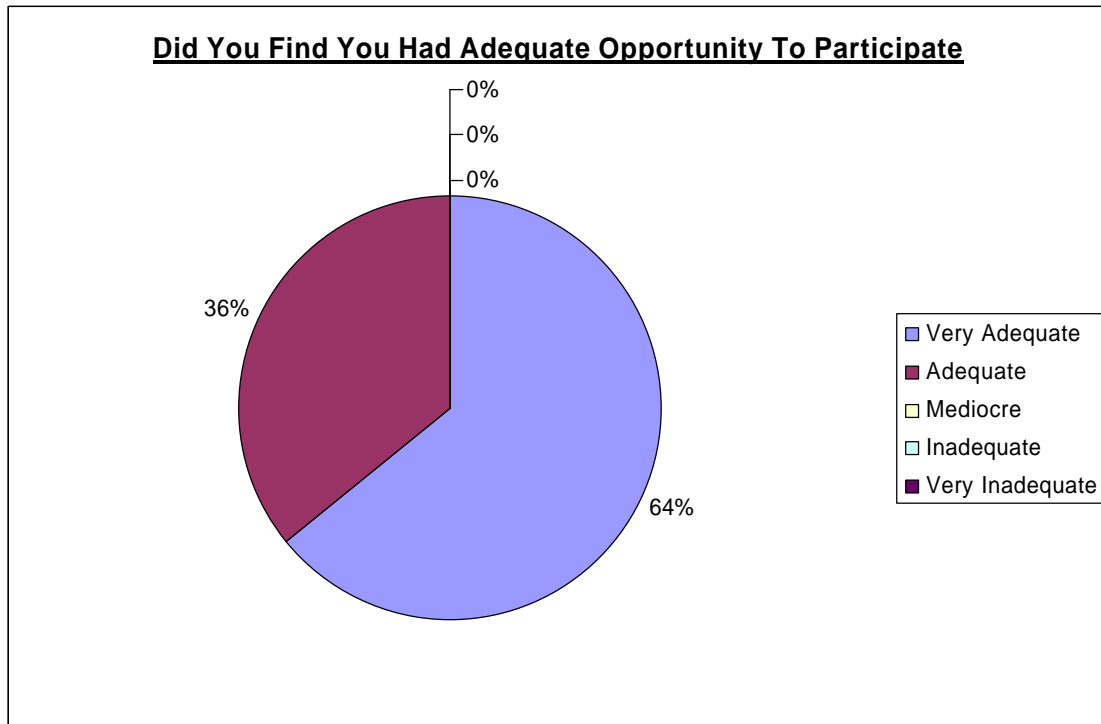
8) Did you find you had adequate opportunity to participate?

Adequate opportunity

Inadequate opportunity

1	2	3	4	5
---	---	---	---	---

9	5	0	0	0
---	---	---	---	---



9) How did you find the summing up and explanation of next stages?

<i>Very clear</i>		<i>Unclear</i>		
1	2	3	4	5
6	7	1	0	0

ADDITIONAL COMMENTS

FORMAT OF THE EVENT:

- 1) Should have been told about the refreshments before the meeting started.
- 2) Well done Adam, very good first effort.
- 3) Poor acoustics.
- 4) Very good, inclusive facilitation.

ISSUES UNDER DISCUSSION:

- 1) Please provide 'minutes' of the post-it columns.
- 2) Please don't forget the needs of young people!
- 3) I am not sure how the session will be reported. However, five of the issues raised by those who could not attend, related to affordable housing. I hope these comments on affordable housing will not 'skew' the conclusions from the session.

- 4) Delivery of community infrastructure came through as a key issue. A reduction in the state of new housing allocated to North Dorset will reduce the developer contributions available for new community infrastructure. It will also be harder to 'collect' the contribution if a significant proportion of new housing comes forward as infill sites and other small sites (rather than large scale Greenfield sites).
- 5) A need for community infrastructure SPD (for example, Kennet DC, March 2005). Comment from Ian Gillespie of Carter Jones.

FEEDBACK FROM THE ECONOMY / SHOPPING FOCUS GROUP
29/07/2005

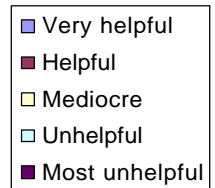
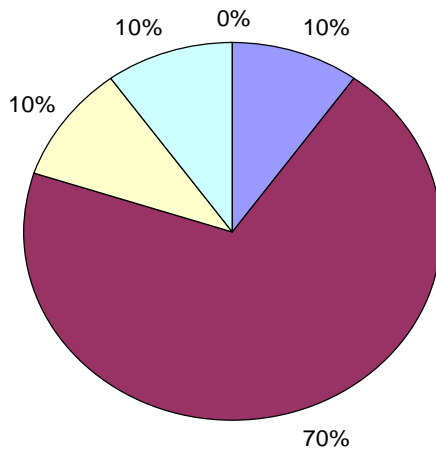
- 1) How helpful did you find the information supplied prior to the event?

Very Helpful

Most Helpful

1	2	3	4	5
1	7	1	1	0

How Helpful Did You Find The Information Supplied Prior To The Event?



2) Was the venue for the meeting suitable?

Very Suitable

Not at all suitable

1	2	3	4	5
7	3	0	0	0

3) Was the time of the meeting suitable for you?

Very Helpful

Not at all suitable

1	2	3	4	5
2	5	3	0	0

4) Were the refreshments provided sufficient?

Perfectly sufficient

Not sufficient

1	2	3	4	5
2	5	3	0	0

5) How would you rate the welcome you were given?

Very Friendly

Not at all friendly

1	2	3	4	5
4	5	1	0	0

6) Did you find the introduction clear?

Very clear

Not clear at all

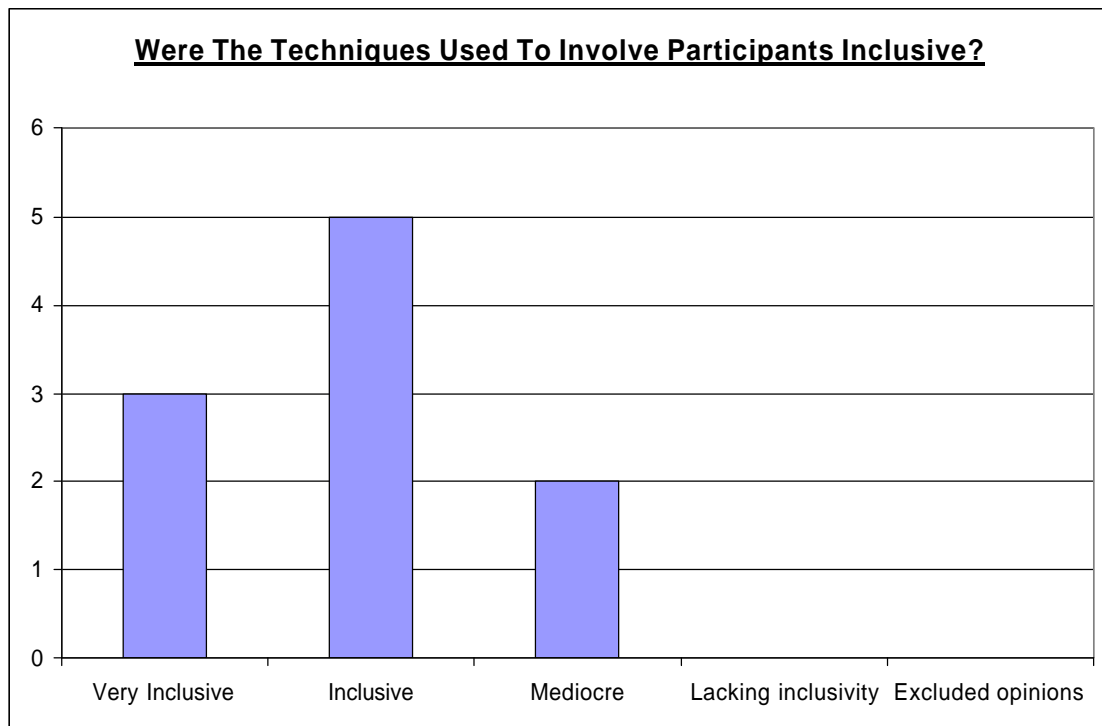
1	2	3	4	5
2	5	3	0	0

7) Were the techniques used to involve participants inclusive?

Very Inclusive

Not inclusive at all

1	2	3	4	5
3	5	2	0	0

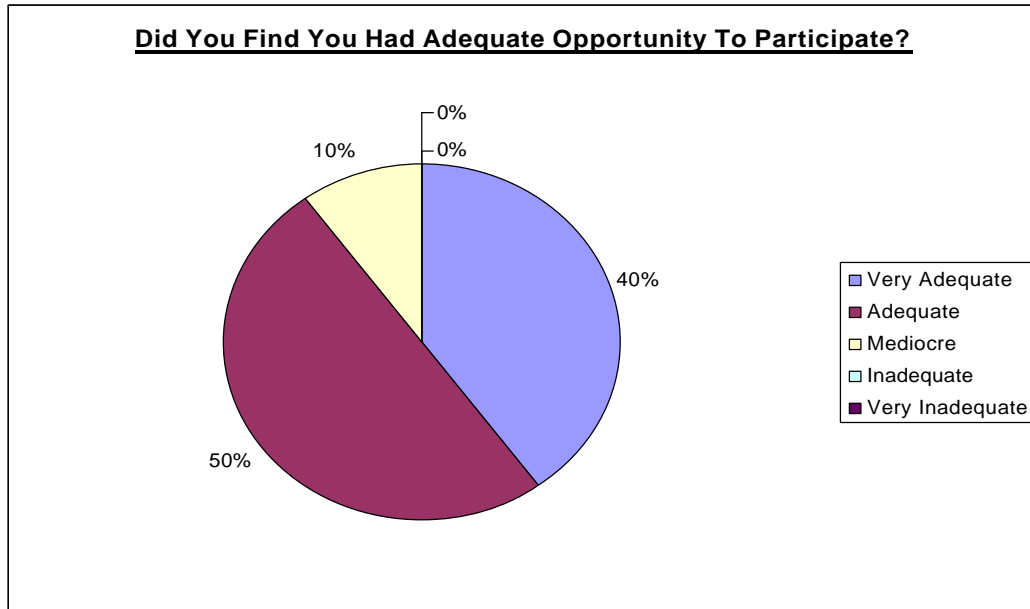


8) Did you find you had adequate opportunity to participate?

Adequate opportunity

Inadequate opportunity

1	2	3	4	5
4	5	1	0	0



9) How did you find the summing up and explanation of next stages?

Very clear

Unclear

1	2	3	4	5
1	6	3	0	0

ADDITIONAL COMMENTS

FORMAT OF THE EVENT:

- 8) This could be improved. Complex issues are over simplified through the process used.
- 9) Too many middle aged white males like myself!!
- 10) A need to encourage participation of the younger generation.
- 11) Good format, we all had the chance to participate.
- 12) Little was disclosed about how NDDC will carry forward the discussion into action.
- 13) A good format for gathering information.
- 14) A need to develop a vision before you try to decide upon issues and strategies.

- 15) It may have been better for everyone to have had their own 'post-it' notes rather than relying on a team member to interpret what was being said and to priorities them.
- 16) Is it necessary to provide refreshments?

ISSUES UNDER DISCUSSION:

- 6) Define the vision of North Dorset.
- 7) The evening focused on the wider economic issues. 'Shopping' was rather overlooked.
- 8) The starting point for any Planning Framework must be the vision, since without it; there is no direction and focus. North Dorset now has the opportunity to establish a positivity and vision that differentiates itself for the greater good of the community. Let's hope the correct one is established and then used to deliver sustainable strategies for all key aspects of the community.
- 9) Boosting the economy and market town centres – most of the issues and needs had already been either suggested or sorted in your introductory papers – good for that. Matters of publicity, co-ordination of NDDC and efforts of other like minded bodies and means of achievement were left in limbo.
- 10) Very relevant, stimulated lots of discussion and generated many points of view.
- 11) Successful sites require prime road access, but they also need to be well linked to the workforce by means of access other than the car (public transport, but close enough to residential areas to encourage walking and cycling).
- 12) A need to flag up the availability of land outside of the Blandford by-pass, adjacent to the existing Sunrise Business Park. The site is ideally located, flat and developable, highly accessible and represent an opportunity for accommodating a variety of business uses which I believe will be exceptionally well suited to meet Blandford's employment requirements. It has the advantage of being adjacent to the existing established employment areas, with access to the primary road network, as well as being within walking distance of residential areas and facilities for employees. It is also capable of being developed concurrently with the development of the remaining areas of the existing housing allocations within the line of the by-pass, ensuring that housing and jobs are delivered in close proximity to one another (Points 11 & 12 come from Richard Shaw of FPD Savills).