



FLEET RESIDENTS' SURVEY
OPTIONS FOR THE FUTURE OF THE HARLINGTON
MARCH 2017
Revised Presentation – APRIL 2017

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Purpose of Research

- **Fleet Town Council has identified 3 options for the future of the Harlington in Fleet. After communicating these alternatives via an exhibition and in various other ways they wished to obtain the views from as many residents and users of the existing facilities on their preferred option.**
- **It is hoped that by commissioning an authentic market research survey and promoting and encouraging its completion as widely as possible amongst residents of Fleet, the findings would be recognised to truly reflect their views of the engaged residents of the town**

Research Methodology

- **On-line Survey**
 - The primary focus for completing the survey was an on-line survey hosted by an specialist on-line market research agency.
 - The survey was promoted by Fleet Town Council as widely as possible amongst the town residents with links to the questionnaire provided in the town newsletter, consultation brochure, website, Social Media and various other locations
 - By using all these means, every house within Fleet was made aware of both the consultation taking place and how to take part in the survey. In addition paper copies of the questionnaire were available for those without internet access.
- **Fieldwork Period**
 - The survey was launched on the opening day of the exhibition and ran for approximately 3 weeks
 - Fieldwork dates 25th February – 18th March 2017

Research Authenticity

- **Fenton Market Research Ltd**
 - This project has been designed, managed and analysed by David Fenton of Fenton Market Research Ltd. (FMR)
 - David has been a Certified Member of the Market Research Society (MRS) for over 30 years
 - All research conducted by FMR is carried out under the MRS code of conduct
- **Omnisis Ltd**
 - Omnisis Ltd hosted the on-line survey
 - FMR have worked with Omnisis on a number of projects including previous surveys for Fleet Town Council in 2011 and 2014.
 - Directors of Omnisis Ltd are also certified members of the MRS and abide by its code of conduct
- **Data Protection**
 - Both companies are registered with the Data Protection Act
 - All responses in this survey remain anonymous
- **Quality Checks**
 - All responses are checked for validity to ensure no repeat completions
 - 5% of all paper copies are back-checked to ensure correct data entry

Observations on sample and its representativeness

- The survey was widely promoted in various means as previously detailed.
- The survey was available for completion for over 3 weeks
- 1,524 replies were received which was considerably higher than for the last survey and even higher than a previous survey posted to every household in Fleet in 2011. As such it represents a robust sample of those with a level of interest to take part
- 792 (52%) of the replies were completed on-line, with the remainder completing a paper copy of the survey which was available
 - Although the on-line version forces the respondent to choose one of the 3 options for the future of the Harlington (as agreed with the Council client) a number of respondents made it clear in their comments that they rejected all of these. When added to those who completed the paper completed version and did not select any of the options these totalled 31 (2% of the sample). Further observations on these are noted in this analysis

Why this Revised Report has been Produced

- The original report produced for Fleet Town Council was an accurate analysis of the completed questionnaires received by the published closing date of the survey (18th March 2017) and based on the assumptions regarding Fleet Residents as agreed at the time of commissioning
- This revised report has now been produced due to the following reasons:-

1. Questionnaires received after the closing date

Although the closing date for receipt of completed questionnaires has been strictly adhered to, a number of paper questionnaires that had been completed in time had either been delayed in the post or delivered to the wrong Council offices. These totalled 43 and a request was made to include these in a revised analysis. The online version of the survey was closed at the required time so the total number of responses has now increased from 1,481 to 1,524

2. Postal addresses within the Fleet Town Council area

With the exception of two properties, all residential addresses in the Fleet Town Council area fall within 6 postal sectors 'GU51 2' to 'GU51 5', 'GU52 6' and 'GU52 7'. In order to expedite the original analysis, it was agreed to assume that any responses with a postcode from one of the postal sectors would be assumed to be a Fleet Town Council residential address. However a concern has been raised that not all postcodes in these postal sectors are in the Fleet Town Council area. Consequently the responses have now been categorised at individual postcode data in this revised report.

Main Findings

- The total of 1524 replies to the survey is a good robust number and far higher than that achieved in previous surveys for Fleet Town Council. The great majority of responses came from Fleet residents (1,223 – 80% of total). As ever with surveys of this nature responses come from those most engaged with the issue – hence 58% visit Harlington at least once a month
- Option 3 – to replace The Harlington, is the most preferred option with 53.5% choosing this first although for a substantial minority (33.7%) it is their least preferred option.
- Option 3 is the most preferred option for all groups – regular and non-regular users as well as residents and non-residents and also those who completed the survey on-line or in paper form
- The other two options have far fewer advocates. Option 1 is only the first choice of 20% but is liked least by nearly 3 out of 5 respondents (58%). Option 2 has very few who rank it last (8%), but also only gets chosen first by 27%
- For those favouring Option 1 the primary reasons are the (relatively) cheaper cost, whether there is a perceived need for enhanced theatre facilities and in particular concern over the loss of facilities for the young or youth with many mentions of the Point and Phoenix
- For those favouring Option 2, it is about enhancing the existing building whilst retaining facilities and not losing Gurkha Square
- For those favouring Option 3, it is about long-term benefit, having a modern building that will benefit the Town for years to come and that the extra cost was good value
- Finally it is worth observing that across all comments, for all options the issue of the role of Hart Council and questioning why Fleet residents should be paying for facilities enjoyed by the wider community

Survey Results

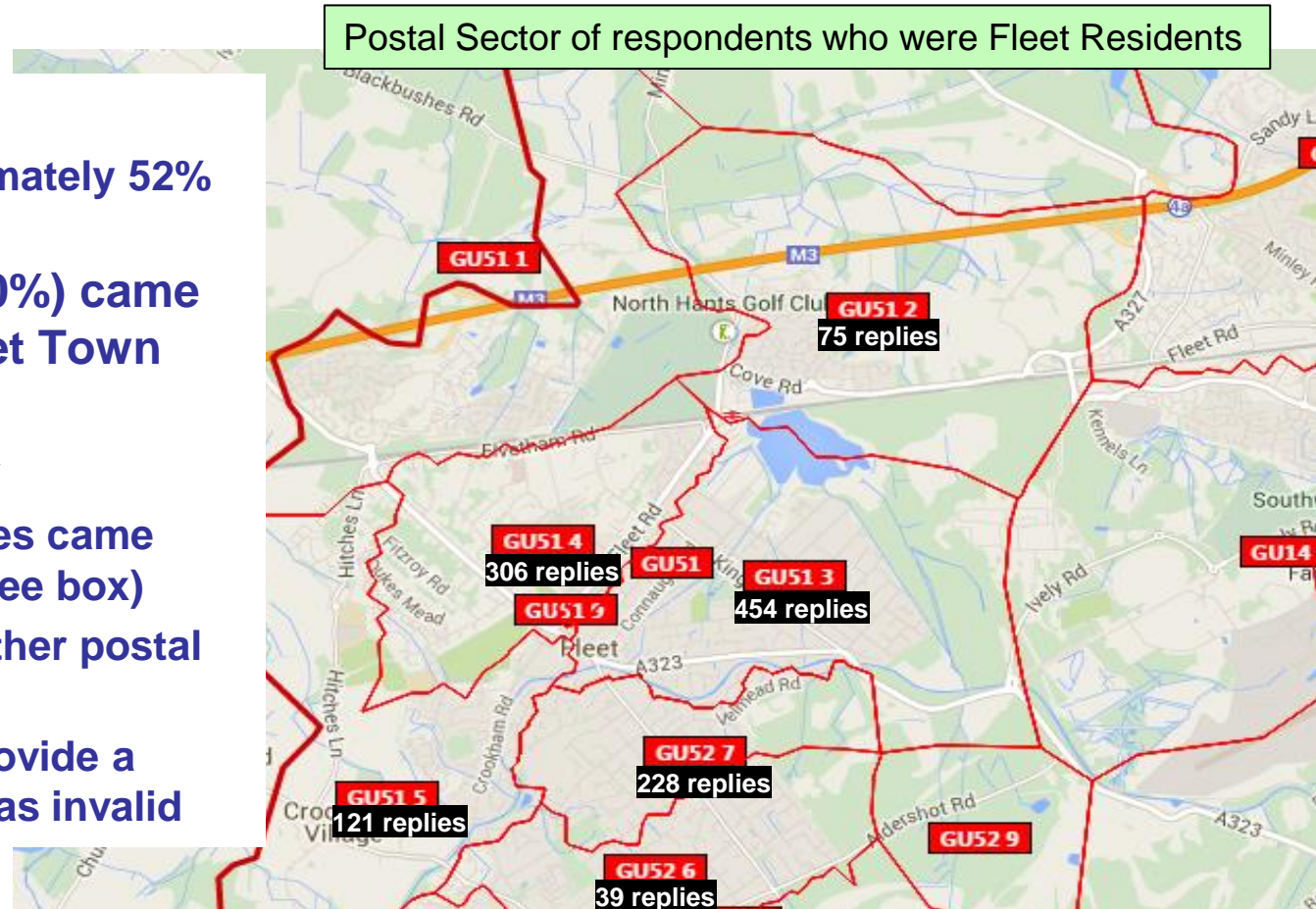
Respondent Profile

- **Replies received**
 - 1,524 of which approximately 52% were completed on-line
- **Only a small minority (20%) came from people outside Fleet Town Council area**
- **Replies by Postal Sector**
 - 1,223 (80%) of the replies came from Fleet Residents (see box)
 - 271 (18%) came from other postal sectors
 - Only 30 (2%) did not provide a postcode or one that was invalid

	Actual Replies	%
Total	1524	
Fleet Town Council Residents by Postal Sectors		
GU51 2	75	4.9
GU51 3	454	29.8
GU51 4	306	20.1
GU51 5	121	7.9
GU52 6	39	2.6
GU52 7	228	15.0
Non-Fleet Residents		
GU51 all sectors	65	4.3
GU52 all sectors	100	6.6
Other	106	7.0
No postcode given	30	2.0
Total	1524	100

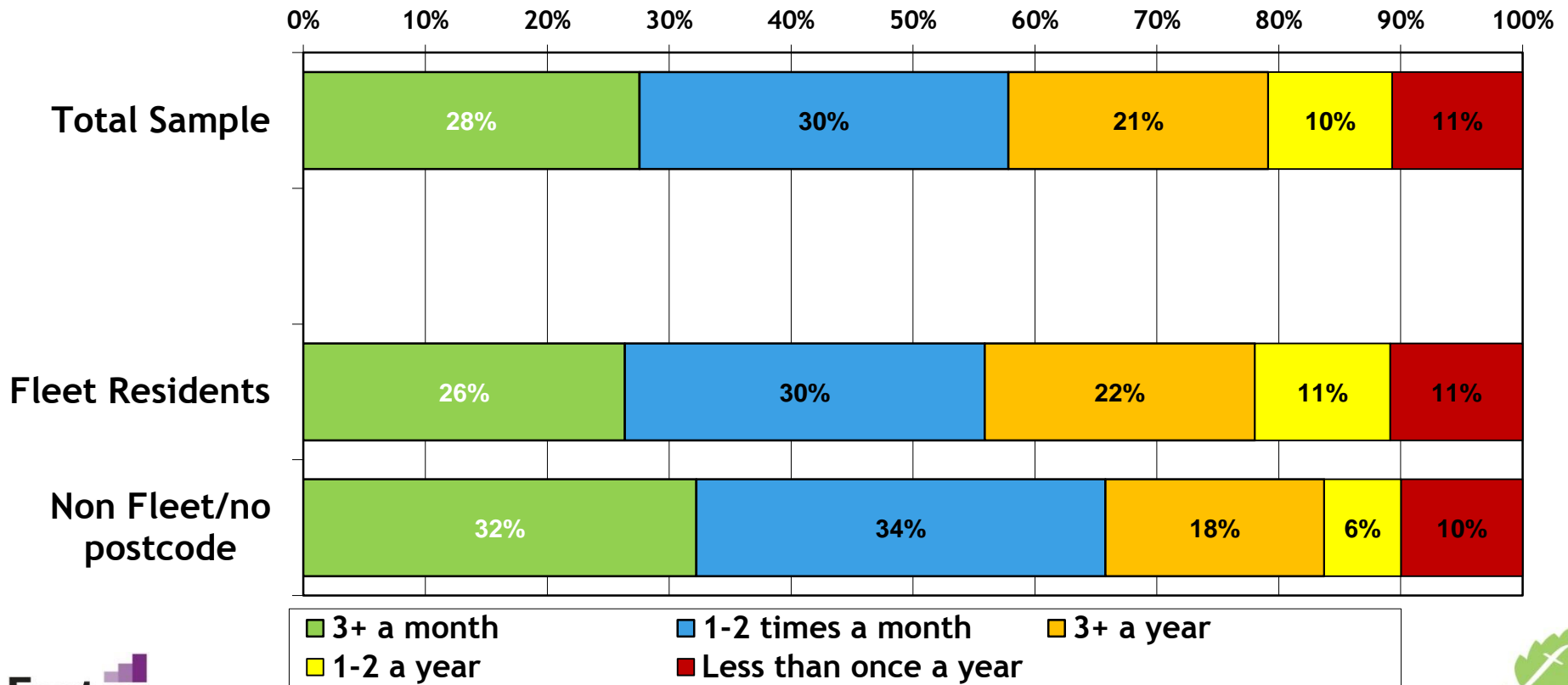
Respondent Profile - Mapped

- Replies received
 - 1,524 of which approximately 52% were completed on-line
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HOW OFTEN USED HARLINGTON IN LAST YEAR

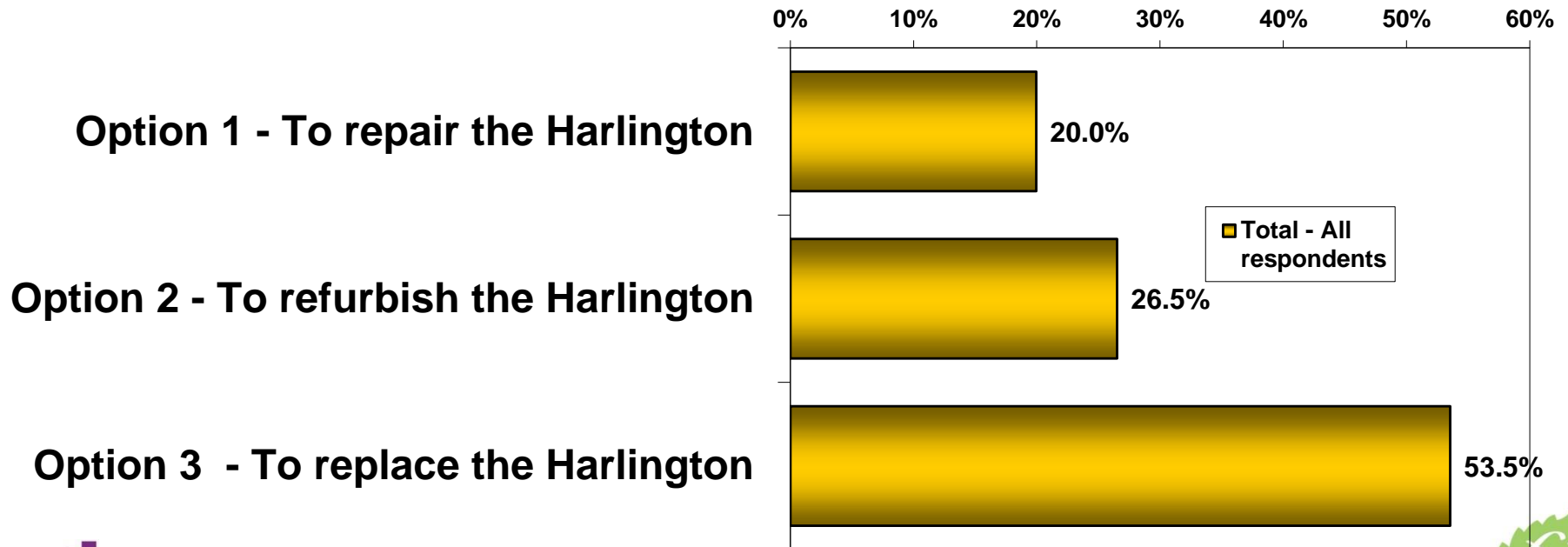
- The great majority of respondents claimed to be fairly frequent visitors to the Harlington, with nearly 3 in 5 (58%) claiming to visit at least once a month
- Only 11% claim to go less than once a year
- As the vast majority of responses came from Fleet residents, their frequency of visiting is similar to the overall total
- The non-Fleet responders, not surprisingly had a slightly higher frequency of attending



Question: "How regularly have you visited The Harlington during the last 12 months?"

FUTURE OF THE HARLINGTON FIRST CHOICE OPTION

- Just over half of all respondents chose Option 3 as their first choice (53.5%), followed by Option 2 (26.5%)
- The preference for Option 3 is statistically significant, with a 95% confidence that the figure lies between 51.1% and 55.9%
- All respondents were asked to choose one of the 3 options. However 31 respondents rejected all options - either making it clear in their free-text comments or (for those completing the paper version of the survey) declining to make a choice (2% of the total sample). These have been included in Option 1 when analysing the results - so the actual % positively choosing Option 1 is 18%
- Interestingly there was very little difference between those who completed the survey on-line and those completing the paper version



Respondents rejecting all options

- As stated earlier, the survey asked respondents to choose between 3 options for the development of the Harlington.
- However a limited number of respondents made it clear that they rejected all the options, either by stating this fact in their verbatim comments or by now making a selection on the paper version of the questionnaire
- The number rejecting all 3 options was 31 = 2% of the total sample
- Alternative options suggested were:-
 - Do nothing – not accept either the need for repair or current suggested cost
 - Hand back responsibility to the site to Hart
 - Scrap/close due to cost or lack of use and sell off site for commercial use.
 - Close and build a Youth centre on more modest scale
- These respondents, along with a significant minority of those who did choose one of the three options questioned why Fleet residents should be paying for facilities rather than the wider Hart community.

FUTURE OF THE HARLINGTON

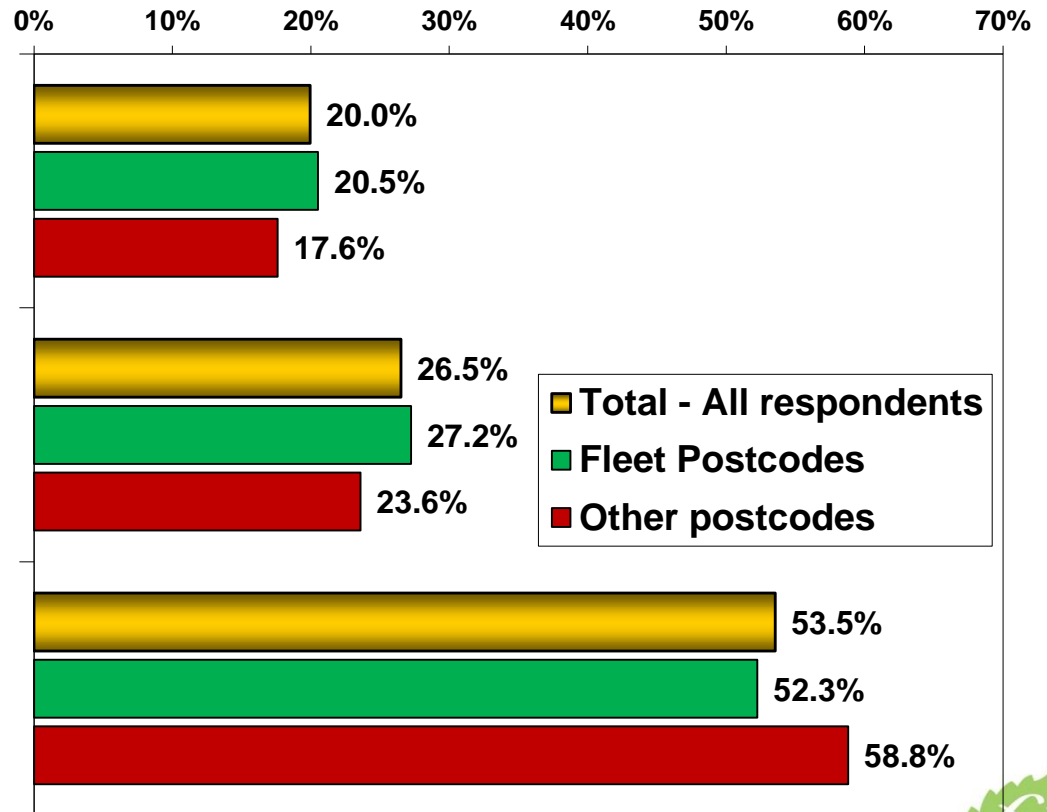
FIRST CHOICE OPTION – By Residency

- As noted earlier with the overwhelming majority of responses coming from Fleet residents, it is not surprising that their choices are very nearly exactly the same as the overall total
- Amongst non-residents There is an even higher preference for Option 3 (59%), with both the other options scoring lower

Option 1 - To repair the Harlington

Option 2 - To refurbish the Harlington

Option 3 - To replace the Harlington

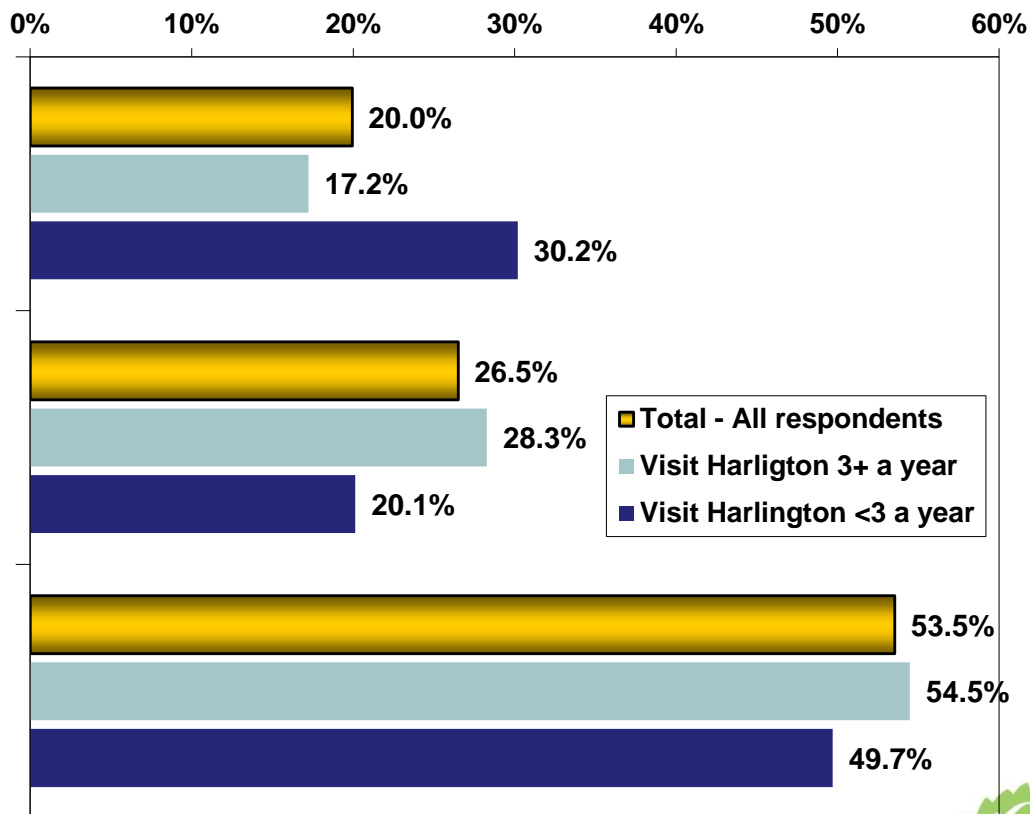


FUTURE OF THE HARLINGTON

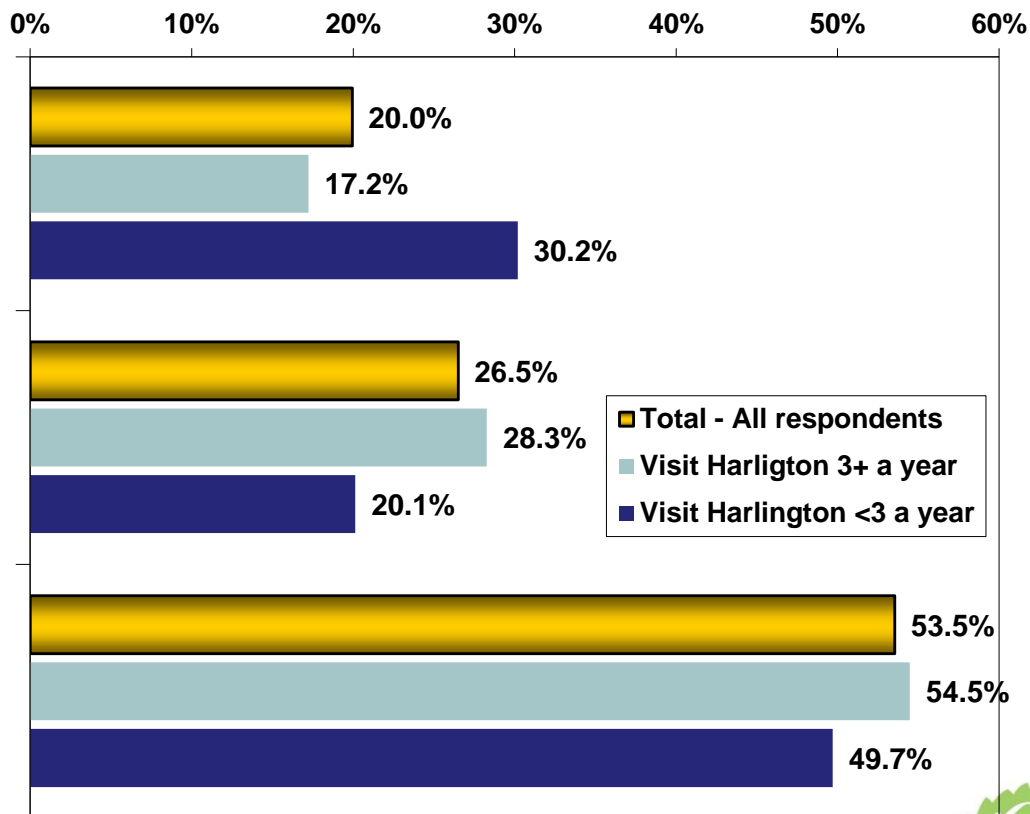
FIRST CHOICE OPTION – By Harlington Usage

- Interestingly preference for Option 1 is even lower amongst regular Harlington users
- Less frequent users prefer Option 1 more and Option 2 considerably less. However even amongst this group half choose Option 3

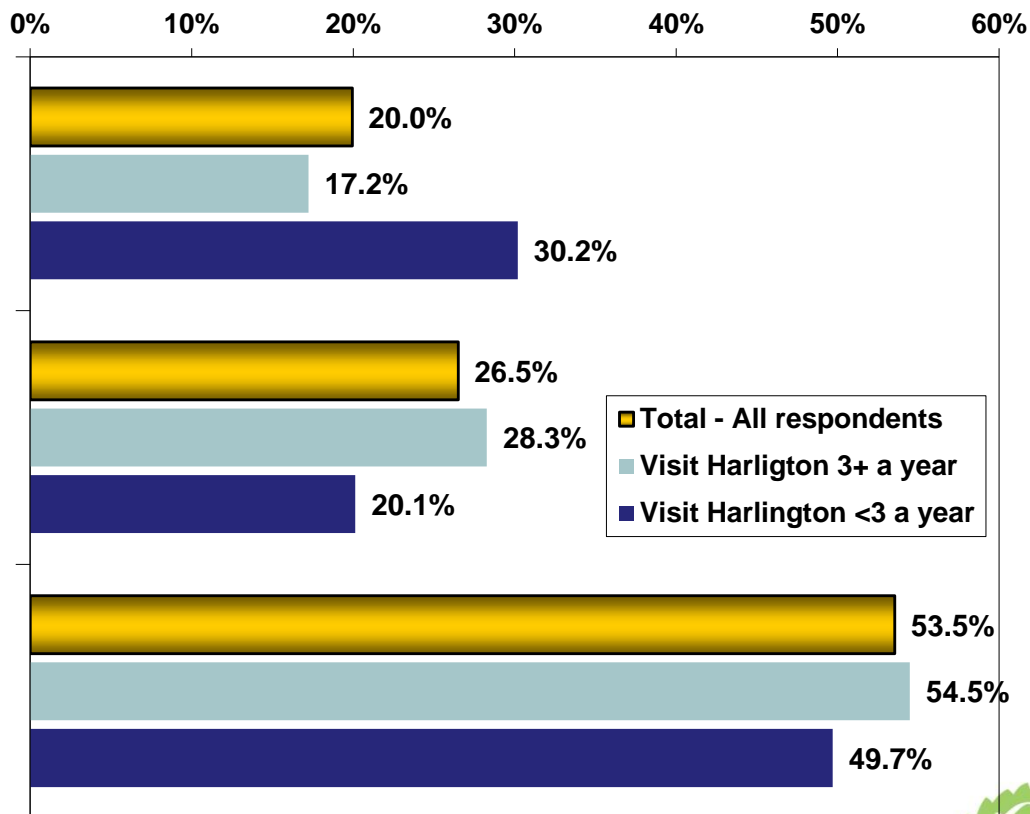
Option 1 - To repair the Harlington



Option 2 - To refurbish the Harlington



Option 3 - To replace the Harlington



FUTURE OF THE HARLINGTON

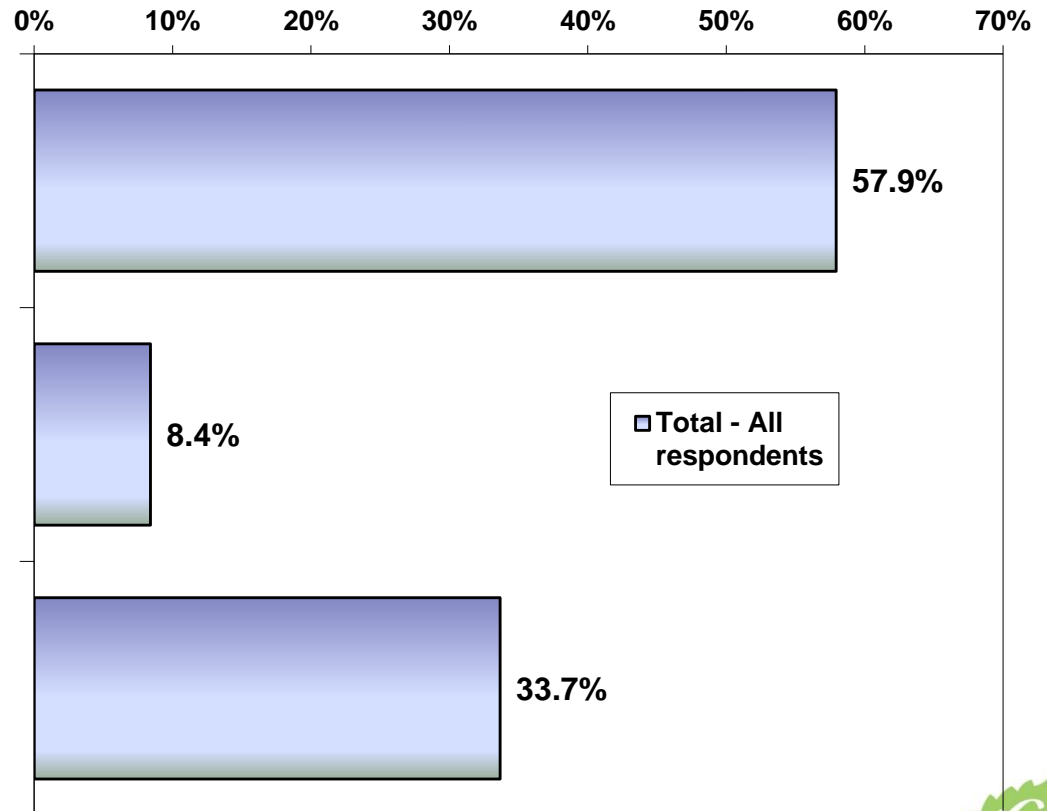
LEAST PREFERRED OPTION

- Respondents were then asked which of the other two options they liked least.
- Views polarise even more on this response with 58% choosing Option 1
- Of the 47% who did not choose Option 3 as their first choice, nearly 3 out of 4 placed it last (72% - 34% of all respondents)

Option 1 - To repair the Harlington

Option 2 - To refurbish the Harlington

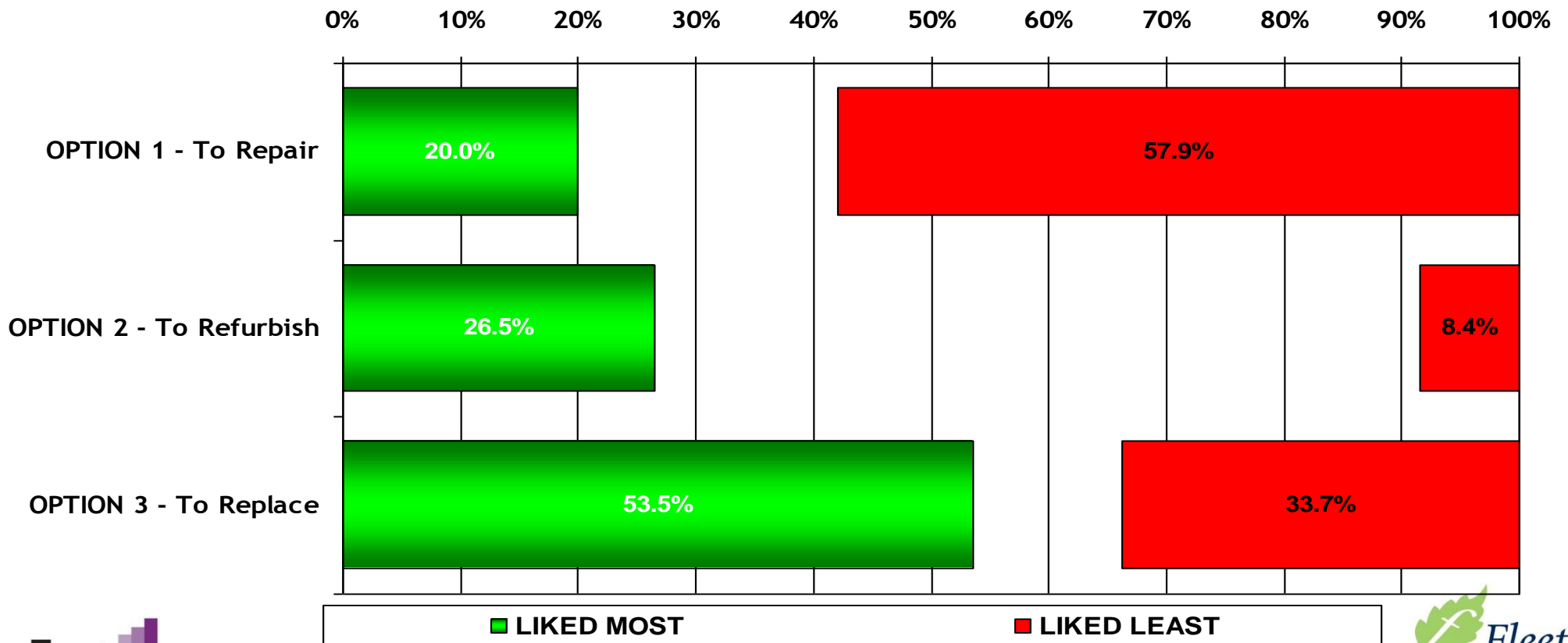
Option 3 - To replace the Harlington



FUTURE OF THE HARLINGTON

PREFERENCE FOR EACH OPTION

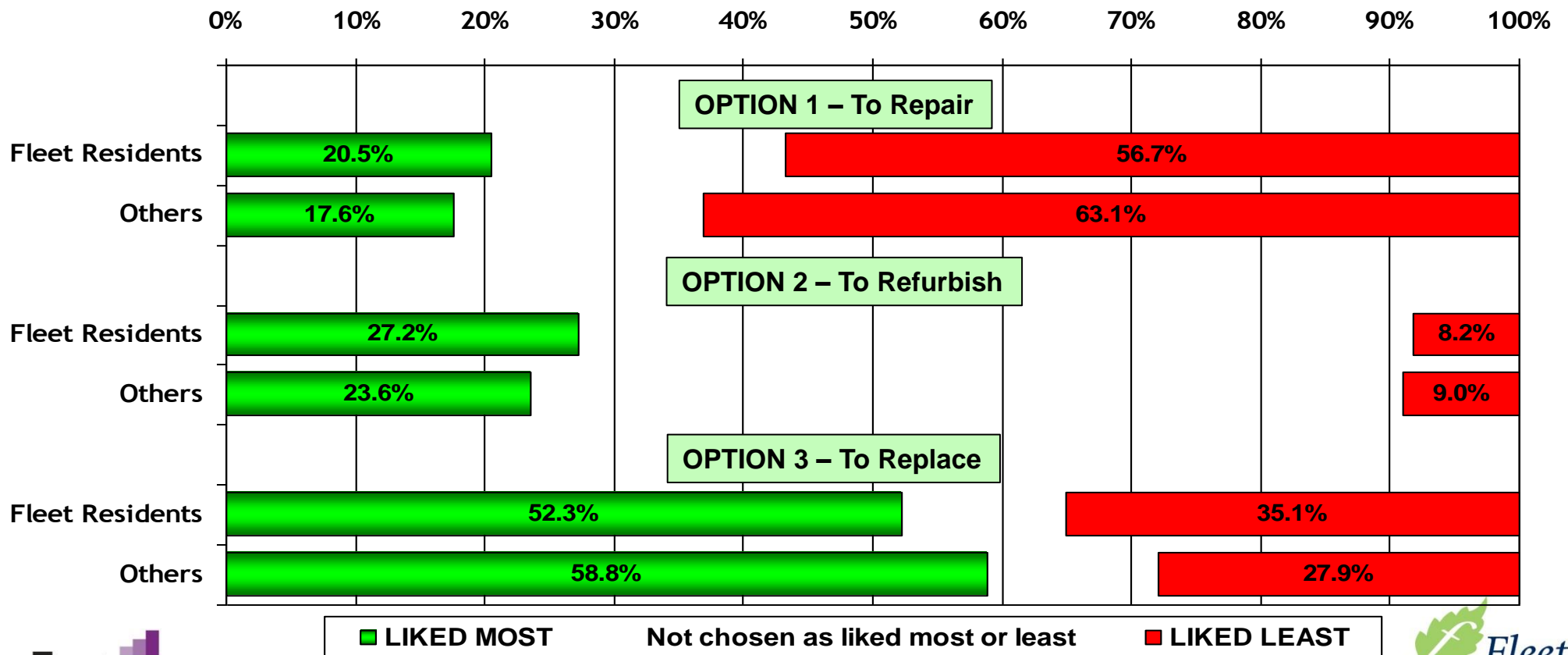
- As can be seen in this chart Option 3 appears to polarise responses most. For the majority it is their first choice but 1 in 3 like it least
- Option 2 appears to sit midway between the other two options . Although only 27% make it their first choice only 8% choose it last with 2 out of 3 not ranking it most or least liked.
- Option 1 has 1 in 5 choosing it first but well over half liking it least



FUTURE OF THE HARLINGTON - EACH OPTION

By Fleet residents v Others

- Looking at each option by residence, as seen before the Fleet residents largely reflect the total view.
- For others there is an even stronger preference for Option 3 and rejection of Option 1. However overall their views are not that different to those of the Town residents



Verbatim Comments

Verbatim Comments

- Respondents were given 3 opportunities to provide text responses to questions. These were:
 - Q2. Why do you prefer the option you rank 1st? What is it that you particularly like about this option?
 - Q4. And why do you like this option least? What is it that you particularly dislike
 - Q5. Are there any other comments you would like to make?
- Interestingly responses to all 3 questions contained a mix of positive comments about preferred options and negative comments about either just one or both of the options not preferred
- In addition there was a minority of respondents who made negative comments about the process itself – questioning costings, the lack of other options and even the way in which the options were being presented
- Due to the high number of responses received, it has not been possible to code all the possible 4,572 comments (1,524 respondents x 3 questions).
- However the anonymised responses to all questions have been supplied in separate documents along with this report, grouped by usage of Harlington and whether or not a Fleet resident within each option and question

Verbatim Comments – “Wordles”

- In addition to the separate documents containing all the verbatim comments received to this survey, the “Wordles” have been created from the open-ended comments from those giving reasons why they liked each option
- A “Wordle” is a means of generating “word clouds” from a passage of text – in this case the likes for an Option. The clouds give greater prominence to words that appear more frequently in the source text.
- The following 3 charts show “Word clouds” for the reasons for preferring each option
 - As noted earlier a substantial number of comments on why an option was preferred were negative ones about other options
- “Word clouds” provide a quick aid to appreciate words that feature heavily in the verbatim comments. However the verbatim comments themselves should be read in full to gain a full appreciation of all the respondents views

REASONS FOR PREFERRING OPTION 2

- 393 people chose Option 2.
- Stand-out comments for this choice centred around enhancements to the building and not losing the parking and preserving the use of Gurkha Square
- There were also comments about not abandoning the site and preserving the facilities for existing users



Question: "Why do you prefer the option you rank 1st? What is it that you particularly like about this option?"

Summary and Conclusions I

- This revised report has included a further 43 responses (completed before the closing date, but arrived after original analysis). Fleet Town residents were determined by their full postcode rather than just postal sector
- The results in this revised report are virtually identical to those in the original analysis, with overall preference for each option not varying by even 1%pt.
- Even analysing by residency and/or usage has resulted in the same order of results and very little if any change in levels and hence the original summary and conclusions on the following page still hold good

Summary and Conclusions II

- As stated earlier the total of 1524 replies to the survey represents a good response to this research. The great majority of those completing the survey live in the Fleet Town Council area (80%).
- Although there are some small variations, by residency and use of the existing facilities the overall observation is that the results are very consistent across all these groups
- Over half the total sample chose Option 3 – “to replace” and on a sample of this size, there is a high degree of statistical confidence that this result holds.
- Whilst Option 3 is the clear preference amongst those completing the survey, it is recognised that there was a degree of consistency in the concerns amongst those respondents choosing any of the options:-
 - Loss of provision of facilities for the young/youth in Fleet
 - Credibility of existing costings for each option
 - The unfairness of Fleet residents alone paying for facilities used by the wider community
 - Concern over the future of the existing Fleet building if handed back to Hart
- It is recommended that these concerns are considered in any future plans



Fleet
TOWN COUNCIL