

Press Release

Huge Response to Community Survey

After the trial of the pilot version of the Community Survey in August 2013, almost 1,200 of the 4,600 questionnaires issued have been returned from the main survey which launched in early October.

The questionnaires, all of which had individual house addresses on them, were printed in late September 2013 and each was delivered to an address drawn from the most recent electoral roll information. An army of volunteers was mobilised to deliver to houses on over 50 routes across the town.

Despite a few teething problems with issues such as new developments and some rather challenging street numbering systems, almost every questionnaire was delivered in good time for residents to complete them. Additional copies were provided to the few people who did not receive them and support was offered to anyone who needed help to complete the forms. Collection points were also arranged with many local businesses who kindly agreed to position boxes on their premises.

At the closing date on 31st October 2013, a total of 1,192 responses were received representing a 25% response rate, easily exceeding the target of 10% and providing a really reliable sample size for the survey as a whole.

Jenny Hillman, Chair of the Midsomer Norton Forum which organised the survey with support from Midsomer Norton Town Council and the Community Trust, was delighted with the response. "To see over a quarter of households return their questionnaire is amazing. I'd like to thank everyone who filled out a questionnaire and also all of those volunteers who delivered them in some awful weather. I know that there were a handful of addresses that did not receive a questionnaire but we did all that we could to put that right. The work to start inputting the data and analysing what we are being told starts now and I am looking forward to seeing the results in January."

Once the results are available, the Forum and the Town Council will begin to identify the key messages emerging from the survey. These will help with developing a Community Plan and will provide critical information in order that a Neighbourhood Plan can be put together which will help shape and influence things such as future development in and around the town and priorities for the Town Council and the Community Trust.