

**REPORT ON:**  
**Hadleigh Town Council - Resident Survey**

**PREPARED FOR:**



**Hadleigh Town Council**

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**Prepared by:**

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## **1. EXECUTIVE SUMMARY**

Hadleigh Town Council will be undertaking the production of a Neighbourhood Plan to help shape the future of the town.

In advance of public consultation events on this subject in January 2015, Hadleigh Town Council commissioned Membership Engagement Services (MES) to seek the views of residents on how they would like to see Hadleigh develop.

The research was conducted as a postal survey consisting of four free text response questions. Covering letters, paper surveys and pre-paid envelopes (for participants to return the self-completion survey) were sent to 3,785 households in Hadleigh.

The data collection and fieldwork were conducted over 26 days from 25th November to 19th December 2014. A response rate of 9.9% was achieved, with 374 households responding to the survey.

Coding frameworks were established for question to analyse free text responses, and key findings from the survey are summarised below.

- Thinking of what they like about living in Hadleigh, the largest proportion of participants cited the local retail offering (61%). This comprised positive comments on local shops, pubs and restaurants. Responses also included aspects of the town's urban environment such as its size, atmosphere and character (47%) and the community feel of Hadleigh (42%) including relationships with neighbours and being a good place to bring up children.
- When asked what they do not like about Hadleigh, the largest proportion of responses cited transportation (41%). This included issues raised about the ease and availability of car parking and the presence of commercial vehicles on local roads. Participants were also critical of some local facilities and public services (26%) such as the lack of activities for younger people, and maintenance of the town's built and natural environment (25%), citing excessive dog fouling and rubbish in some public places.
- Suggested changes to Hadleigh provided by participants appeared as closely linked to the concerns and issues identified above. The largest proportion sought an improvement in local facilities and public services (40%), including a larger police presence and more activities available for younger and elderly residents of the town. Participants reiterated issues with transportation (32%) in the area, suggesting wider availability of free parking and improved traffic controls at some junctions.
- Participants were also given the opportunity to provide any additional comments, and these in large part echoed sentiments seen in the first three

survey questions. The largest proportion of participants made additional comments about local retail, facilities and public services, (38%) and the response remained mixed around the perceived development of Hadleigh (31%), with a number of participants advocating both for and against more residential and commercial development in the area.

## **2. BACKGROUND**

### **2.1 HADLEIGH TOWN COUNCIL RESIDENT SURVEY**

Hadleigh Town Council will be undertaking the production of a Neighbourhood Plan to help shape the future of the town.

In advance of public consultation events on this subject in January 2015, Hadleigh Town Council commissioned Membership Engagement Services (MES) to seek the views of residents on how they would like to see Hadleigh develop to inform the Neighbourhood Plan.

### **2.2 OBJECTIVES**

The objectives of this report and research were to:

- Understand what residents like about Hadleigh.
- Understand what residents dislike about Hadleigh.
- Understand what residents would like to change about Hadleigh.
- Afford residents the opportunity to provide any other comments about living in Hadleigh.

## **3. METHOD**

The research was conducted as a postal survey consisting of four free text response questions.

Covering letters, paper surveys and pre-paid envelopes (for participants to return the self-completion survey) were sent to 3,785 households in Hadleigh, inviting them to take part in the survey. The data collection and fieldwork were conducted over 26 days from 25<sup>th</sup> November to 19<sup>th</sup> December 2014.

Copies of the covering letter and postal survey are included in Appendix 5.1.

### **3.1 RESPONSE RATES**

Overall, 374 households responded to the survey constituting a response rate of 9.9% (Table 1).

Table 1: Response rate for the Hadleigh Town Council Resident Survey

Total amount of surveys despatched	Total amount of respondents	Response rate (%)
3,785	374	9.9

Participants represented a good geographic spread across Hadleigh, and a map of response can be found in Appendix 5.2.

### **3.2 QUALITY MANAGEMENT**

Below is a summary of the systems and tools in place for quality management and information security at MES:

- MES is a registered Data Processor under the UK Data Protection Act 1998. Our registration reference with the ICO is Z110099X.
- MES is ISO 9001:2008 certified.
- MES is ISO 27001:2005 certified.
- MES is a registered MRS company partner.
- MES is registered for the Health & Social Care Information Centre (HSCIC) Information Governance Toolkit for 2013-2014
- All researchers at MES are working in accordance with the Code of Conduct of the Market Research Society.
- Project managers within MES are certified to at least PRINCE2 Foundation level.

## 4. MAIN FINDINGS

This section presents the main findings of the Hadleigh Town Council survey of residents.

Please note that due to the rounding of figures and the presence of multi-coded questions, the percentage figures presented in tables may not total 100%.

### 4.1 WHAT RESIDENTS LIKE ABOUT HADLEIGH

Question 1 afforded participants the opportunity to provide a free text response on what they like about Hadleigh.

Our team of experienced coders established a coding frame, which was constantly reviewed as responses came in throughout the survey period.

Table 2: What residents like about Hadleigh

Question 1: What do you like about Hadleigh?	Total (%)
E. Retail offering: Local shops, pubs, restaurants	61
B. Built environment: Size of the town, atmosphere, character, cleanliness and safety	47
D. Community: Neighbours, the people, good place to bring up children	42
F. Public services and facilities: Play areas, leisure centres, public transport, schools	40
C. Natural environment: Green spaces, countryside, riverside walks, parks etc.	29
G. History and culture: Local events, activities and publications	24
A. Everything: General positive comments, no specific detail given	4
H. Other/Irrelevant	2
Not stated	1
<i>Base: All respondents</i>	<i>(374)</i>

\* Please note that as some free text responses for Question 1 could be attributed to more than one code, the sum of percentages in Table 2 may not equal 100%.

As demonstrated in Table 2, the largest proportion of participants indicated that they liked the local retail offering in Hadleigh (61%). This comprised positive comments on local shops, pubs and restaurants. Participants also cited aspects of the town's urban environment such as its size, atmosphere and character (47%) and the community feel of Hadleigh (42%) including relationships with neighbours and being a good place to bring up children.

#### **4.1.1 CODING FRAME**

The following provides further details of the coding frame applied to free text responses for Question 1.

Although this section highlights key themes uncovered within the body of free text responses, anonymised full verbatim comments have also been provided to the Council.

#### **4.1.2 Retail offering (E)**

This code represents the most prominent theme among responses and relates to the retail offering in Hadleigh, including local shops, pubs and restaurants.

Examples of this code can be found below:

*“Thriving High St. and the close proximity of a major supermarket.”*

*“Independent shops in a great High street... No Tesco!!”*

*“I love the eclectic mix of shops and cafes we have now...”*

*“...restaurants,... shops (enough charity ones already!)”*

*“Having lived here since 1965 I would not want to live anywhere else. The High Street has up to now been second to none.”*

Though there appeared to be wider support for a range of independent shops, participants represented a mix of opinion around the presence of larger or chain supermarkets such as Morrison's and Tesco.

#### **4.1.3 Built environment (B)**

This code covers responses which expressed positive feelings toward the maintenance and nature of the built environment of Hadleigh. As compared with code 'C', which looks more at the natural environment of the town and surrounding areas, responses under code 'B' looked at the size of the town, its atmosphere, character, cleanliness and safety.



Examples of comments attributed to this code are below:

*“... It retains its character and period charm, the buildings blend with the environment. Crime is low and you feel safe to walk at night....”*

*“The manageable size of the town. Growth would ruin it.”*

*“It’s a most attractive small town with lots of listed buildings.”*

*“Hadleigh is a village with great potential. To offer to people who love a decent life in terms of socialisation. It has the right community, the right landscape and some of the right facilities.”*

*“It is not too large. It has a nice mixture of old well preserved buildings of a sympathetic scale and modern housing estates up the hill...”*

#### **4.1.1 Community (D)**

As represented by code ‘D’, the community feel of the town was something participants liked about living in Hadleigh. Responses included positive comments about neighbours and other town residents and being a good place to bring up children.

Examples of comments for this code can be found below:

*“As a relative newcomer found the townspeople very friendly... how St. Mary’s Church is working to make the church a more welcoming place and for wider use.”*

*“It’s friendliness and sense of community... it’s self-sufficiency... people of all types are happily mixed together.”*

*“Lots of things going on and stuff to do with kids.”*

*“Lots of community involvement in things.”*

*“I like that however big Hadleigh is getting now it still retains a sense of community.”*

#### **4.1.2 Natural environment/green spaces (C)**

Distinct from code ‘B’, which involved the nature and maintenance of the built environment of Hadleigh, code ‘C’ covered responses identifying the natural environment of the town and surrounding as something participants liked about living in Hadleigh. Many comments mentioned the town’s green space and

surrounding countryside, with some expressing concern for the continued presence of and access to both.

This code can be exemplified by the following comments:

*“Its surrounding green space and farm land”*

*“Beautiful surrounding countryside”*

*“Near to lovely countryside and walks”*

*“Green open spaces and shame how these are being eroded, particularly in centre of town, eg Sports Centre”*

*“Beautiful countryside around the town with easy access to the riverside and railway walks.”*

#### **4.1.3 Public services and facilities (F)**

Responses for this code included positive comments about the public services and facilities available in Hadleigh. Participants cited local play areas, leisure centres, public transport and schools among others and comments included:

*“Swimming pool, - School facilities”*

*“As I am alone and am elderly & a non-driver, I can easily walk to library, church, health centre, shops, bus station and other amenities.”*

*“The health services available.”*

*“I like the leisure centre.”*

*“Schools... availability of allotments, our health centre - fantastic in our view, places for children to play...”*

#### **4.1.4 History and culture (G)**

This code represents positive comments on the history and cultural activities available in Hadleigh. Participants mentioned seasonal events, the town’s history, local organisations and societies and local publications such as ‘Hadleigh Community News’.

Comments attributed to this code included:

*“Excellent events (Hadleigh Show, Xmas Street Party, Raft Race, ect. ect.)”*

*“Has similar charm to Lavenham and Long Melford in that it has historical buildings and a good history”*

*“Its history and historical buildings, Hadleigh Community News - Free magazine.”*

*“The many organisations and societies of benefit to the residents, choirs, R.B.L, WI”*

*“Still retains feeling of its roots, we need to preserve this for all times.”*

#### **4.1.1 Everything (A)**

This code covered responses which indicated participants liked everything about living in Hadleigh as well as a number of other comments providing generally positive sentiments about living in Hadleigh without mention of specific attributes of the town.

Examples of coded comments included:

*“Everything, nice place to live.”*

*“The way it is.”*

*“Having been born in Hadleigh, went to school and worked in Hadleigh - the town is very special to me.”*

*“I like everything about Hadleigh, I’ve lived here all my life (55 years) as have generations of my family.”*

*“I LOVE everything about Hadleigh, except Morrisons.”*

#### **4.1.2 Other/Irrelevant (H)**

This code included responses which did not relate to what participants like about living in Hadleigh, or were critical of future development generally.

Examples of these types of comments include:

*“It used to be a lovely busy town”*

*“Persona, likes and dislikes are irrelevant in a plan for future developments in the town, Fringe views should merely be noted and tolerated”*

## 4.2 WHAT RESIDENTS DISLIKE ABOUT HADLEIGH

Question 2 afforded participants the opportunity to provide a free text response on what they dislike about Hadleigh.

Our team of experienced coders established a coding frame, which was constantly reviewed as responses came in throughout the survey period.

**Table 3: What residents dislike about Hadleigh**

Question 2: What do you dislike about Hadleigh?	Total (%)
B. Transport: Infrastructure, traffic, car parking, commercial lorries using residential streets.	41
D. Local facilities and public services: Policing, activities available for young people.	26
C. Maintenance: Overgrown public green spaces, dog fouling, noise and public works.	25
E. Retail offering: Quality and quantity of shops, pubs, restaurants	22
A. Town development: Too much commercial development, not enough affordable housing etc.	21
F. Nothing to dislike	8
G. Other/Irrelevant	3
Not stated	3
<i>Base: All respondents</i>	<i>(374)</i>

\* Please note that as some free text responses for Question 2 could be attributed to more than one code, the sum of percentages in Table 3 may not equal 100%.

As demonstrated in Table 3, the largest proportion of responses cited transportation as something participants did not like about Hadleigh (41%). This included issues raised about the ease and availability of car parking and the presence of larger vehicles on local roads among others. Participants also provided negative comments on some local facilities and public services (26%) and maintenance of the town's built and natural environment (25%).

### 4.2.1 CODING FRAME

The following provides further details of the coding frame applied to free text responses for Question 2.

Although this section highlights key themes uncovered within the body of free text responses, anonymised full verbatim comments have also been provided to the Council.

#### **4.2.2 Transport (B)**

Responses included in this code included comments about the ease and availability of car parking, concerns about the presence of larger vehicles on local roads and the public transportation routes available to residents among others.

Examples of comments for this code include:

*“Big lorries trunibling [sic] through when they could have used the Sudbury Rd.”*

*“Car parking in side streets Benton St Angel St is a head-ache, speeding vehicles especially.”*

*“Lack of transport facilities. Smaller buses every half hour taking in some of the villages would be better. Also going to Colemester [sic]. Not just Sudbury + Ipswich even perhaps to a point nearer than Ipswich and get transport to Bury St Edmunds.”*

*“The infrastructure is not keeping up with new developments around the town i.e. Parking around the schools. No monitoring of parking on double yellow lines or very rarely.”*

*“Terrible lack of parking spaces for residents & visitors. Used to be free to park in car park for more than 3 hours. Now only 3 hours is free. Benton Street needs to be looked at, parked cars blocking the road in both directions. Been like it for years.”*

#### **4.2.1 Local facilities and public services (D)**

This code covered responses where issues were raised around some local facilities and public services such as policing, lack of activities for young people and disused buildings in the town. Comments include:

*“We should have more facilities in Hadleigh for young people, also East House should be brought back for the town, and not empty after all these years is disgraceful.”*

*“There's nothing to do in Hadleigh”*

*“Pavements uneven, no access to certain shops, for Disabled people on wheelchairs...Disused Telephone box on Benton Street which almost protrudes on the pavement.”*

*“Lack of facilities for the children ie no youth club.”*

*“Youths hanging around High street in evenings”*

#### **4.2.2 Maintenance (C)**

Responses for this code touched on perceived issues with maintenance of the both the town’s built and natural environment. Participants mentioned overgrown public green spaces, rubbish in public spaces, dog fouling, public works and noise among other issues and comments include:

*“The river down by the Hadleigh town council because it need cleaning more often, there is lot of rubbish in the water”*

*“Rubbish - in the town, on the roads especially along the Railway walk. No proper road signage for houses, etc.”*

*“Celotex working 24/7. Moved to Hadleigh Aug 2011. the noise from Celotex has significantly increased over the last 2 years. Lorries beeping all night and day- Noise restrictions from 12-5am Nightly and a day of peace on Sunday would make Hadleigh perfect”*

*“Litter & generally poor street cleaning.”*

*“There is often quite a lot of dog mess towards the Morrisons end of the high street.”*

#### **4.2.3 Retail offering (E)**

Although the retail offering appeared as something many participants like about living in Hadleigh, many also voiced concerns about the quality and quantity of local shops, pubs and restaurants. Responses within this code cited issues around the presence of larger supermarkets and the perceived closure of many smaller independent shops.

Comments attributed to this code include:

*“Morrisons- would rather have Asda! Increase of Lorries especially lots parked on industrial estate. Build base closed PM Sat, All day Sun.”*

*“Shops on the high street having to close. Some foot paths not well maintained or the River Brett.”*

*“The Lack of decent shops. After living in Beccles and Bungay most of my life, the shops are wonderful especially Beccles with a huge variety of small independent shops and the larger chain stores.”*

*“We had a Farm Shop in the High Street easy to get to. But it closed down and put Hairdresser shop in place. We do not need all the hair dresser shops we have here. We need Food Shops in the High Street and we need a Farm Shop in the High Street.”*

*“Closure of many independent shops on the High Street and increase in traffic due to Morrisons”*

#### **4.2.1 Town development (A)**

This code represented responses raising concerns over the development of the town. While some participants appeared to be sceptical of development generally, others were more critical of the kind of development, such as the perceived quality and scale of new housing and excessive commercial development.

Examples of comments for this code include:

*“New developments.”*

*“The continuing construction & low quality housing such as on lady lane which is turning the town into a “Milton Keynes.” A souless [sic] environment with quantity not quality. The historic & the town is being lost into “bus bashing”.”*

*“Creeping housing developments which, if unchecked, will turn our town into another Capel St. Mary.”*

*“I’ve lived here for 7 1/2 years and wonder why East House has not been used/sold. I appreciate a package to tempt purchasers/developers has been mooted - thankfully not successful, - no way should houses be build [sic] on parkland.”*

*“People wanting it to become too commercial with new housing, extra supermarkets [sic] which will harm the local high street stores.”*

#### 4.2.2 Nothing to dislike (F)

This code covered responses in which participants indicated there was nothing they disliked about Hadleigh.

Examples of comments for this code include:

*“Nothing.”*

*“Not very much.”*

*“Nothing really, it is probably the friendliest safest place I have ever lived.”*

*“At this time there is nothing I dislike about Hadleigh.”*

*“I cannot think of anything I would dislike about Hadleigh.”*

#### 4.2.3 Other/Irrelevant (G)

This code included responses which did not relate to other themes identified around what participants dislike about living in Hadleigh, or who appeared not to have an issue with the town itself, but rather with newer residents moving in generally.

Comments of this type included:

*“Our council I feel should help when needed the local born and breed residents more. Listen to their needs etc.”*

*“Incomers to the town, who could not have found Hadleigh with a Sat-Nav a few years previously, telling the local population what “we” need for “our” town.”*

*“Weak political leadership at all (unreadable) tiers of local government. This results in a timid, sectarian + backwards representation for the town, utterly out of keeping with its realities and future prospects.”*

*“People who move into the town and want to change it they adopt superior complaining of ideas above their station and for the good of long standing traditions & culture.”*

*“The Hadleigh Society blocking everything new - they only ever say no, nothing constructive. People claiming they speak for the town, when they don’t”*



### 4.3 WHAT RESIDENTS WOULD LIKE TO CHANGE ABOUT HADLEIGH

Question 3 afforded participants the opportunity to provide a free text response on what they would like to change about Hadleigh.

Our team of experienced coders established a coding frame, which was constantly reviewed as responses came in throughout the survey period.

Table 4: What residents would like to change about Hadleigh

Question 3: What would you like to change about Hadleigh?	Total (%)
D. Improved local facilities and public services: Policing, activities available for young people	40
B. Improved transport: Infrastructure, traffic, car parking, commercial lorries using residential streets	32
E. Retail offering: Quality and quantity of shops, pubs, restaurants	21
C. Environment & maintenance: Overgrown public green spaces, dog fouling, noise, public works, area deterioration, natural environment	20
A. Town development: Too much housing and commercial development, not enough affordable housing, wrong kind of development	18
F. Nothing to change	8
G. Other/Irrelevant	3
Not stated	5
<i>Base: All respondents</i>	<i>(374)</i>

\* Please note that as some free text responses for Question 3 could be attributed to more than one code, the sum of percentages in Table 4 may not equal 100%.

Changes suggested by participants in response to Question 3 appeared as closely linked to what participants did not like about living in Hadleigh as identified in Question 2.

Table 4 shows that the largest proportion of responses cited an improvement in local facilities and public services as something participants would like to happen in Hadleigh (40%). Comments included a larger police presence and more activities available for both younger and elderly residents of Hadleigh. Participants also

reiterated issues raised around transportation (32%) in the area, suggesting improvements to parking and traffic control.

#### **4.3.1 CODING FRAME**

The following provides further details of the coding frame applied to free text responses for Question 3.

Although this section highlights key themes uncovered within the body of free text responses, anonymised full verbatim comments have also been provided to the Council.

#### **4.3.1 Improved local facilities and public services (D)**

This code covers responses where participants suggested improvements to some local facilities and public services such as policing and activities for younger people. Examples of comments include:

*“Young people should get more facilities to get them more involved in the town.”*

*“Better celebratory events (eg: Xmas). Funding from council. Employee to organise such events (not just volunteers)”*

*“A nice community hall that could be used by everyone at a reasonable price too hire.”*

*“More community youth help. More local police on duty (community police). More help for pensioners travel (bus).”*

*“A good Youth club would be useful.”*

#### **4.3.2 Improved transport (B)**

Similar to the relevant code (B) applied for Question 2, responses for this code include comments about improving car parking through wider access for both residents and visitors and road safety.

Comments attributed to this code include:

*“Car parking, make car parks free everyday [sic]. So cars needn't have to clog up the roads after 3 hours & attract more visitors to the town. To charge someone to park a car for work or to visit is wrong in our opinion - Free to park in Hadleigh!”*

*“To avoid Benton Street so as to have easier access to the A12 (Colchester etc).”*

*“There is a serious problem for motorists coming out of Castle Rd onto Friars Road.”*

*“Better traffic control & speed limits in Benton St, Angel Street & High Street.”*

*“Parking in High St for disabled only. Then that would leave more parking in car-parks.”*

#### **4.3.1 Retail offering (E)**

Again, comments for this code are closely linked to what participants indicated they did not like about the retail offering in Hadleigh. Suggestions varied and include, among others, the introduction of new affordable shops, particularly for clothing, and concern over the large number of charity shops and hair dressers in Hadleigh.

Comments for this code include:

*“Would encourage stalls, cafes, etc.”*

*“More decent shops, like clothing shops - but clothes that are a reasonable price.”*

*“If there could be a few more shops come into town.”*

*“I would like to see less charity & hair shops in the high street.”*

*“Introduce shops like Waitrose, Peacocks, a small WH Smith so the Town of Hadleigh can be a Market Town again.”*

#### **4.3.2 Environment and maintenance (C)**

Responses for this code relate to perceived issues with maintenance of both the town’s built and natural environment as identified in the response to Question 2. Participants mentioned improvements to the size and cleanliness of local green spaces and increased monitoring of dog fouling among other issues. Examples of comments include:

*“Make the river area more attractive”*

*“Would like the road in the high street to be pavement over from one side to other side so peoples could walk more freely”*

*“We severely lack “TREES”, not only in the high street, but throughout the town”*

*“Dog mess in public spaces monitored and enforced.”*

*“A determined effort to maintain our historic high street with local shops of independent nature-non multi-nationals such as Costa.”*

#### **4.3.1 Town development (A)**

Similar to the comments for this code at Question 2, a mixed response was seen with regard to perceived development of Hadleigh. While many participants seek to cease further development, both residential and commercial, others appear to be looking for the opposite, seeking more housing in Hadleigh.

Examples of comments include:

*“Limit large developments like lacy lane. Improve parking facilities and Angel Bridge and Layham roads. Keep heavy trucks out of Hadleigh.”*

*“Building program, of housing/less new development.”*

*“We need more council houses and bungalows.”*

*“Stop all the building.”*

*“Now more new housing estates on outskirts.”*

#### **4.3.2 Nothing to change (F)**

This code covered responses in which participants indicated there was nothing they would like to change about Hadleigh.

Examples of comments for this code include:

*“Nothing”*

*“Nothing. Quite the reverse.”*

*“Very little.”*

*“Nothing! Leave well alone!”*

*“Nothing I like it just as it is”*

### 4.3.3 Other/Irrelevant (G)

This code includes comments which did not relate to other themes identified around what participants would like to change about Hadleigh, or by those who felt they did have enough information to make suggestions.

Comments of this type included:

*“I’ve only lived here a short while so I don’t feel able to comment.”*

*“Other than putting the local people first nothing!”*

## 4.4 ADDITIONAL COMMENTS

Question 4 afforded participants the opportunity to provide a free text response for any other comments they might have about Hadleigh.

Our team of experienced coders established a coding frame, which was constantly reviewed as responses came in throughout the survey period.

**Table 5: Any other comments**

Question 4: Any other comments	Total (%)
A. Local amenities and services: Retail offering, public facilities and services	38
C. Town development: Too much housing and commercial development; not enough affordably housing; wrong kind of development.	31
B. Built and natural environment: Maintenance of public spaces, dog fouling	22
G. Other: Generally positive or negative with no specific details	19
D. Transport: State of infrastructure, traffic, car parking	17
F. Community: The people, safety	7
E. Culture: History, events and publications	6
<i>Base: All respondents who answered Question 4</i>	<i>(281)</i>

\* Please note that as some free text responses for Question 4 could be attributed to more than one code, the sum of percentages in Table 5 may not equal 100%.

For Question 4 responses seemed to largely reflect themes identified in Questions 1 through 3, with a mixture of positive, negative and constructive comments about Hadleigh. As demonstrated in Table 5, the largest proportion of participants made

additional comments about local facilities and services, both retail and commercial (38%). Again, similar comments were seen around perceived development of Hadleigh (31%) and maintenance of the town environment, both built and natural (22%). There were also a much larger number of ‘Other’ uncategorised comments for this section (19%) which had less relevance other themes identified or were generally positive or negative without much specific detail.

#### **4.4.1 CODING FRAME**

The following provides further details of the coding frame applied to free text responses for Question 4.

Although this section highlights key themes uncovered within the body of free text responses, anonymised full verbatim comments have also been provided to the Council.

#### **4.4.2 Local amenities and services (A)**

This code covers other comments around the retail offering and public facilities and services available in Hadleigh. Following on from the response for Question 3, a number of participants reiterated suggestions about how quality of life in Hadleigh could be maintained or improved.

Additional comments attributed to this code include:

*“With the rugby club, tennis club, tennis courts and swimming pool, plus the leisure centre, Hadleigh is well provided with Sports Facilities but maybe another play area for the children one the housing estate near Morrisons would be useful.”*

*“We like Hadleigh a lot and hope the small shops will continue to be viable.”*

*“I’m not elderly, I’m only 42, but the changes due to Morrisons has made the town very quiet and you never see the ‘young’ shopper with toddlers.”*

*“We need a launderette in Hadleigh. There are too many Hairdressers shops. The paths need sand and salt so the elderly won’t slip over and get hurt, when the snow is around, lots of people walk in the road to avoid this happening.”*

*“Better monitoring of services provided by Babergh and Suffolk co such as road sweeping, pavements ect. Town council to stronger stance with Babergh rather than letters back and forth.”*

*“Police station never seems to be open. Are there adequate facilities for teenagers? They seem to hang around + damage play areas. Seems to be a lot of Arson being committed - being dealt with?”*

*“Keep coffee shops ‘costa’ out.”*

#### **4.4.1 Town development (C)**

Closely linked to the response for Questions 2 and 3, participants also used the opportunity to provide additional comments on the perceived future development of Hadleigh. As seen previously, there was a mixed response; with some wary of further development and the effects it may have on Hadleigh, and others expressing a desire for some added amenities to the town.

Examples of comments for this code include:

*“Hadleigh is a lovely town, but does need bringing into the 21st century, in some ways eg roads and entertainment. We do not expect Las Vegas but a cinema and few nice modern eating places would be good and benefit more ages!”*

*“This town is an astonishingly calm and benign place in a hysterical world. It most emphatically does not require “development” in the sense of more housing estates, supermarkets, ect.”*

*“Hadleigh is at risk of losing its charm and rural nature if its population is expanded even further. Any risk of Tesco’s reapplying and then succeeding must be averted as this would further destroy the characted [sic] of Hadleigh as a delightful, rural, small town.”*

*“Future expansion of housing needs to be controlled on style and layout”*

#### **4.4.2 Urban and natural environment (B)**

Comments for this code also appear to pick up on themes raised at Questions 2 and 3, and touched on the atmosphere and environment of the town, both built and natural. Comments again include concern for the maintenance of public spaces with regard to dog fouling and rubbish as well as praise for seasonal decorations and events among others. Additional comments include:

*“Love the Xmas tree. All lit up down the High St. The hanging baskets in bloom in the summer. More interest shown in tourists, the church, tower, guildhall being open at certain times with guided tours.”*

*“A crack down on Dog mess in public in public places is overdue (Perhaps a full page in HCN might help).”*

*“To do something with Brettworks site and also East House where tree roots coming through the path which is getting quite dangerous to walk along.”*

*“Conservation and green space should be a priority by the riverside. The results of this survey will be anxiously awaited.”*

#### **4.4.1 Other (G)**

This code includes comments which appeared as distinct from other themes identified for Question 4, or where participants expressed generally positive or negative sentiments about Hadleigh without specific detail. A few comments mentioned the survey itself and possible outcomes, and a number of others commented on their perceptions of local politics.

Examples of comments attributed to this code are below:

*“Love Hadleigh - keep it individual.”*

*“This survey will prove to have been a brilliant idea if action is taken as a result”*

*“But as with everything budgets and money rule the situation. No doubt”*

#### **4.4.2 Transport (D)**

Participants also used the opportunity for additional comments to reiterate some thoughts on transportation seen in the response for Questions 2 and 3. Comments for this code cover thoughts on parking for both residents and visitors and issues with traffic control in Hadleigh among others.

Comments for this code include:

*“It’s marvellous that parking is free - long may it last.”*

*“Traffic is a BIG PROBLEM. Needs to be looked at seriously / open up public use of free parking.”*

*“A better system for controlling traffic in Benton St - too many large lorries have to drive onto the pavements - dangerous both for house owners and pedestrians.”*



*“1. Improve Road Markings at Junctions. 2. Ensure that double yellow lines can be seen especially at junction of Threadneedle st/George street - This junction is dangerous with increased use of the fitness centre.”*

*“All signs since Morrisons came (appreciated by many) appear that the town image is changing to a more tourist place judging by which shops have closed and those that are opening successfully. Therefore we need a coach park bigger than space off George St.”*

#### **4.4.1 Community (F)**

The community feel of Hadleigh was again something participants raised in additional comments provided for Question 4. Responses include remarks on the friendliness and safety of the town.

Examples of comments for this code can be found below:

*“In the ten years since I returned to Hadleigh I have found it a friendly, lively place”*

*“All our children are grown up- but they love coming back to Hadleigh.”*

*“Set up a group to bring community together”*

*“Having moved here only 18 months ago- we really love it. We hope the community feel and the variety of shops on the high street are maintained.”*

*“Housing/population about right for size of town. Increase could dilute strong sense of pride and community...”*

#### **4.4.2 Culture (E)**

This code represents additional comments on Hadleigh’s culture, including seasonal decorations and events, history, and local publications such as ‘Hadleigh Community News’.

Examples of comments for this code include:

*“... The community news booklet which is delivered free every month is an excellent publication and much appreciated.”*

*“A big thank you to all the volunteer people e.g. flower baskets + xmas trees in the high street! Organising fetes+ fairs!! Keep going please, this is what makes Hadleigh so great!”*



*“No carnival, no music events, not much for the youngsters. Time to get with the times while still keeping Hadleigh as a lovely town to have a family.”*

## **5. *APPENDICES***

## **5.1**    *POSTAL SURVEY*



**3. What would you like to change about Hadleigh?**

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**4. Any other comments**

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Please return your completed questionnaire to Membership Engagement Services using the enclosed Freepost reply envelope by **19<sup>th</sup> December 2014**.

Responses received after this date may not be included in the anonymised summary report provided to the Town Council.

Hadleigh Town Council thanks you for taking the time to complete this survey and hopes to work closely with you to produce the plan Hadleigh needs to shape its future.

**'Shaping Hadleigh's Future'**

Dear Sir/Madam,

Hadleigh Town Council will be undertaking the production of a Neighbourhood Plan to help shape the future of the town but in order to make this successful it not only needs your support but also your views on how you would like to see it develop.

The Neighbourhood Plan will not change anything currently in Babergh DC's Local Plan but for future developments it will allow the town the chance to put its views and ideas forward before developments take place.

So what do you want to see in Hadleigh? – more play areas? – sports facilities? – green space? – small housing developments? – less or more retail? – something completely different?

The enclosed survey is an opportunity for you to let us know. Your views are important to us so please use this opportunity to make them known.

Following the close of this survey, there will be open public consultation events taking place at The Guildhall at the end of January 2015 – details will be in the Hadleigh Community News. Alternatively, visit [www.hadleigh.suffolk.gov.uk](http://www.hadleigh.suffolk.gov.uk) or our Facebook or Twitter pages to find out more.

Sincerely,

Carol Bailey BA (Hons) Town Clerk



## 'Shaping Hadleigh's Future' Resident Survey

Hadleigh Town Council is working with Membership Engagement Services to conduct this residents' survey to find out what you think of Hadleigh now and what you would like it to look like in years to come.

This survey consists of 4 open response questions, and should take no more than 10 minutes of your time.

All responses will be collected and summarised independently by Membership Engagement Services, and will be provided, anonymised, in a report to Hadleigh Town Council.

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### 1. What do you like about Hadleigh?

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### 2. What do you dislike about Hadleigh?

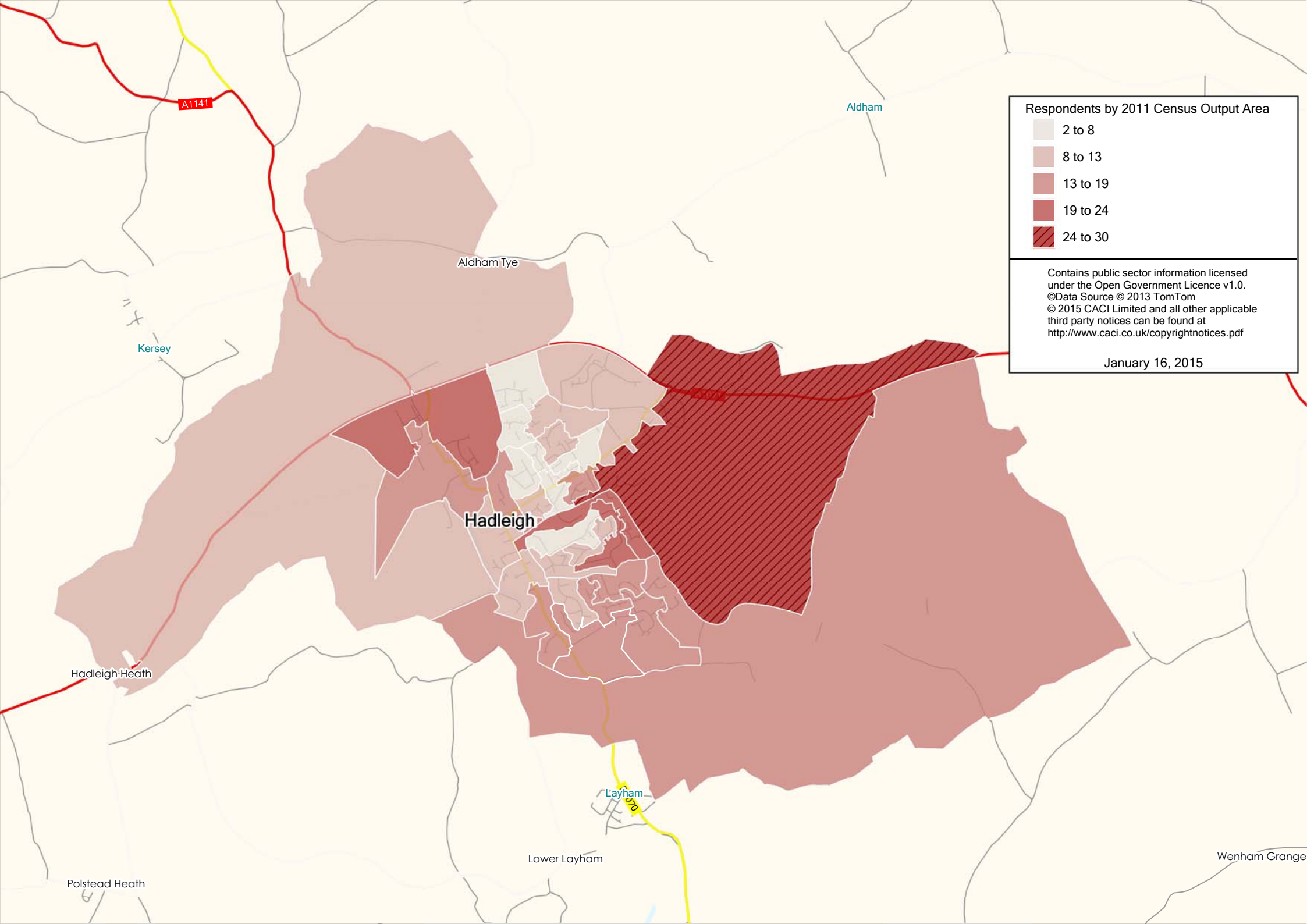
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## **5.2    *MAP OF RESPONSE***



**Respondents by 2011 Census Output Area**

- 2 to 8
- 8 to 13
- 13 to 19
- 19 to 24
- 24 to 30

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January 16, 2015





Visit our website: <http://www.membra.co.uk/>

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