

Social survey toolkit

Neighbourhood Planning programme

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Introduction

Purpose of this toolkit

As more and more Neighbourhood Planning Qualifying Bodies ¹ (QBs) seek to develop household, resident and interest group surveys to aid their evidence gathering, it becomes increasingly important that such surveys are effective, easy to analyse and produce the data hoped for. This toolkit is aimed at neighbourhood planners who may be developing a survey for the first time and explains how Parish and Town Councils and Neighbourhood Forums can best approach a survey phase and use the data and evidence produced to maximum effect in justifying their neighbourhood plan policies. Essentially, this toolkit is for QBs and their subgroups, volunteers or consultants. It is worth noting that the Planning Practice Guidance advises that plan makers should avoid expending significant resources on primary research (information that is collected through surveys, focus groups or interviews etc. and analysed to produce a new set of findings) as this will in many cases be a disproportionate way of establishing an evidence base. They should instead look to rely predominantly on secondary data (e.g. Census, national surveys) to inform their assessment which are identified within the Planning Practice Guidance².

Local communities have been producing Neighbourhood Development Plans since 2011 and since then over 2,000 communities have begun or completed their neighbourhood plans with over 230 passing through their referendum phase and over 200 neighbourhood plans ‘made’ by local councils and integrated into their local plans³. Neighbourhood plans are presenting real opportunities for local communities to help shape the development and growth of their local area. However, communities face a number of challenges during the plan-making process due to a lack of guidance on data collection and analysis methods suitable for neighbourhood planning. As a result, data is often incomparable across wards, local boroughs and nationally; and evidence collected challengeable due to survey bias.

This toolkit sets out a set of core questions and optional questions covering a range of topics relevant to the neighbourhood planning process that can be applied to any evidence-based data being produced. By using questions contained in this toolkit, the reviewer can strengthen their analysis of the evidence and improve decision-making based on better quality and fit-

¹ A Qualifying Body is a town or parish council or a neighbourhood forum formed of at least 21 people

² Further information on the Planning Practice Guidance can be found at:

<http://planningguidance.communities.gov.uk/blog/guidance/housing-and-economic-development-needs-assessments/methodologyassessing-housing-need/>

³ See DCLG (now MHCLG) Newsletter, Oct 2016

for-purpose neighbourhood plan data. It can also be used by QBs to help them focus their priorities and as well as help improve the process of carrying out social surveys to gather evidence.

This toolkit has been drafted by AECOM for Locality. At AECOM we have extensive knowledge and experience of designing surveys as part of planning engagement exercises conducting social impact work and as part of our technical support work for neighbourhood planning bodies.

The next section will present a brief overview of neighbourhood planning to provide a useful background context for the development of this toolkit.

Neighbourhood Planning

The Localism Act 2011 gave communities direct power to shape the development and growth of their local area through a Neighbourhood Development Plan or by granting planning permission through Neighbourhood Development Orders³ and Community Right to Build Orders⁴. A Neighbourhood Development Plan establishes the use and development of land and the general planning policies for development⁵.

This includes:

- Where new buildings (such as homes and offices) and facilities should be built
- What places and new development should look like
- Improving certain areas
- Allocating sites for specific types of development
- Protecting the environment
- Promoting sustainable development⁶.

³ Neighbourhood Development Orders allow for the granting of planning permission for specific types of development in a specific neighbourhood area. A neighbourhood area can apply to a specific site, sites, or wider geographical area, grant planning permission for a certain type or types of development and grant planning permission subject to conditions. Further information can be found at: <http://planningguidance.communities.gov.uk/blog/guidance/neighbourhood-planning/what-is-neighbourhood-planning/what-is-a-neighbourhood-development-order/>

⁴ A Community Right to Build Order is a type of Neighbourhood Development Order and forms one of the neighbourhood planning tools introduced in the Localism Act 2011. It can be used to grant outline or full planning permission for specific development which complies with the order. For example: homes, shops, businesses, affordable housing for rent or sale, community facilities or playgrounds. Further information can be found at: <http://mycommunity.org.uk/resources/understanding-the-community-right-to-build/>

⁵ Further advice on the neighbourhood planning process can be found at 'Neighbourhood Planning Roadmap Guide' <https://neighbourhoodplanning.org/toolkits-and-guidance/create-neighbourhood-plan-step-by-step-roadmap-guide/>

⁶ Sustainable development is development that "meets the needs of the present without compromising the ability of future generations to meet their needs". The National Planning Policy Framework (NPPF) sets out five principles of sustainable development: living within the planet's means; ensuring a strong, healthy and just society; achieving a sustainable economy; promoting good governance; and using sound

Establishing at an early stage local opinion and facts on issues relating to the six bullets above can help to establish the vision, priorities, and objectives of a neighbourhood plan.

As of summer 2016, around 2,000 communities across England have taken up their new neighbourhood planning powers. There have been over 200 neighbourhood planning referendums, all except one of which have been successful, with an average yes vote of 88%⁷. Qualifying bodies (which are Town or Parish Councils or Neighbourhood Forums) can undertake formal and informal surveys to develop a more in-depth understanding of local issues and especially residents, businesses and other stakeholders' aspirations for the future, concerns for the present and characteristics. They inform the future vision for an area and guide the emergence of policy priorities to guide development for the next 15-20 years. They also provide an important engagement point in their own right with some QBs sending out a household survey to every household in their area.

Consultation and evidence base

To meet the basic conditions, a neighbourhood plan has to be based on a 'proportional' but credible evidence base, which entails gathering data and information about the neighbourhood area and analysing this to gain a fuller understanding of the local issues. Data might be gathered on local demographics, social environment, local economy, infrastructure, community services, and levels of engagement amongst residents in the local community.

The amount of evidence gathered needs to be proportionate to the scale of ambition relating to the policies in a neighbourhood plan and the degree to which those policies challenge existing policy (for example the Local Plan or Core Strategy).

As part of the process of producing a neighbourhood plan, QBs will typically undertake a range of informal engagement and more formal stakeholder consultation in order to produce a robust evidence base and to consult on draft proposals. This helps to increase the group's understanding of the local area and creates more practical, tested and realistic neighbourhood plans. Engagement with local residents also ensures that the local community

science responsibly (Locality, Roadmap Guide, 2016). A QB must demonstrate that its plan has given consideration of how any potential adverse effects from proposals may be prevented, reduced or offset (DCLG [now MHCLG], 2014).

⁷ DCLG (now MHCLG) Newsletter, Oct 2016

is involved in the process and participates in developing both the vision and detailed proposals for their local area.

Establishing an evidence base and carrying out stakeholder engagement are key steps in the neighbourhood planning process and will help ensure that neighbourhood plans are relevant and based on the needs and desires of the community. Without sufficient and relevant evidence the plan can be modified or even thrown out by independent examiners and challenged both informally and through legal challenge by others opposed to sections of the plan, and it can give the plan less importance in future planning decision.

‘Further Information’ provides a list of useful resources that can be drawn upon when undertaking a consultation and developing an evidence base.

Overview of the toolkit

What is the toolkit and why is it needed?

This toolkit is a simple, easily accessible and evidence-driven tool that has been developed to support the neighbourhood planning process and to help QBs analyse their survey data relevant to robust planning policies. The toolkit sets out good practice for conducting social surveys and explains the types of surveys that can be used during the neighbourhood planning process.

There are any number of questions that can and are asked by QBs when conducting a survey. Some are more effective than others however, and the toolkit contains a set of recommended survey questions that can be used by QBs to collect survey data. These questions are simple, easy to use and are effective at eliciting the most useful response to inform a neighbourhood development plan. In addition, the recommended questions have been selected based on their comparability with existing data-sets publically available.

The toolkit includes **ten core survey questions** and **ten optional questions** that cover the following key thematic areas:

Core survey questions

- Basic household information questions (5 questions)
- Aspirational questions regarding the community (3 questions)
- Level of involvement in decision-making (2 questions)

Optional survey questions

- Current housing available and housing needs
- Housing standards, space and accessibility needs
- Housing ownership and affordability
- Economic, retail, industrial land use issues
- Public realm, road safety issues
- Traffic issues
- Green infrastructure, trees, habitat, pollution issues
- Routes, permeability, desire lines
- Community infrastructure & services
- Social projects

How to use the toolkit?

The toolkit has been designed to allow users to select the questions that are most relevant for their neighbourhood planning purpose.

The toolkit is composed of two components:

- Guidance and good practice for conducting social surveys
- A recommended set of survey questions (core and optional) that are comparable with national, local and ward level data.

The 'Survey Questions' section presents a table set out by thematic area which provides available data at the national level, local level (borough) and neighbourhood level (ward) for allowing useful comparisons to be made to understand the extent to which the neighbourhood differs from local and national characteristics for a given theme. A recommended survey question for use by QBs is then provided, with an explanation and rationale for the question selected. Each set of data for each level (national, local, and neighbourhood) is referenced with the source and a website link where possible. The data that will be provided by the survey questions is comparable to a wide range of existing sources from national and local level statistics, such as census data, traffic safety and air pollution datasets.

At the national level the links in the first column 'National Level Data' of the table, data is included from ONS datasets: Household Census 2011, Community Life Survey 2015, Labour Force Survey 2014, Opinions and Lifestyle Survey 2015, and British Social Attitudes Survey 2014. At the local and neighbourhood level comparable data is included from ONS Neighbourhood Statistics, Crash Map, Magic, and How Polluted is my Road. Each dataset is presented for each thematic area with the full links to these datasets provided in 'References in full' section.

At the end of the toolkit are links to further information on resources for neighbourhood planning from Locality, Forum for Neighbourhood Planning, Open Spaces Society, and others. The full list is found in the 'Further Information' section .

Limitations

There are a number of limitations to using the toolkit which should be taken into consideration. Not least that a limited number of questions are focused on here. It is important to remember that while there are hundreds of publicly available datasets to support the comparison of data findings, there may be limitations in terms of answering the research questions QBs are asking. These limitations relate to the age of the data, the

geographic areas covered and selection of appropriate datasets that relate to the questions asked in a neighbourhood planning survey. For example, many neighbourhood plan areas correspond directly with ward or parish boundaries. In these cases, data gathering will be a relatively straightforward process where all Census data for 2011 is available at ward and parish level. In cases where neighbourhood plan areas do not correspond directly with ward or parish boundaries, a ‘best fit’ approach will need to be adopted. Users will need to be aware of drawing conclusions about a specific neighbourhood from data that is general to, or from, a much larger geographical area.

Gathering existing data

Neighbourhood planners often start with some understanding of the social, economic and environmental context of their area and the associated local issues, aspirations and opportunities. Up-to-date, objective and relevant data is central to confirming or challenging these early thoughts and building a relevant evidence base. Neighbourhood surveys are best used when there are clear gaps in available data, when the existing data is considered out of date or where the existing data begs more questions than it answers. Gathering, presenting and interpreting data about the local social, economic and environmental context of an area will provide the evidence necessary to underpin the development of a sound neighbourhood plan.

The first step is to review information that already exists and is publically available, such as data collected for a council’s Local Plan, socio-economic data, neighbourhood statistics and other reports and studies of the local area⁸. After a review of existing evidence, if any gaps are identified it may be necessary to collect new evidence by conducting a survey using a questionnaire to gather local information, for example on community facilities, traffic flows, local businesses in the area and so on. However, QBs should beware ‘rushing out’ to conduct a survey as it is better to plan well and ensure that the questionnaire is going to be effective and asks the right questions.

The different approaches to carrying out surveys with local stakeholders are set out in the ‘Conducting social surveys’ section.

⁸ Further information and links to guidance documents on undertaking neighbourhood surveys are provided in ‘Further Information’ and ‘References in full’.

Conducting social surveys

This section sets out the purpose and objectives of conducting social surveys and the different methods that can be used to collect data using a survey.

Purpose

The purpose of carrying out a social survey is to collect information that will answer a specific research question or set of questions. The first consideration in designing a survey is to define the objectives of the survey in the context of these questions. By conducting a social survey a large amount of data can be collected on the characteristics of a local area (e.g. demography, socio-economic), as well as the attitudes and opinions of local residents and businesses, which can then be easily analysed to help the QB draw conclusions.

Relating your objectives to research questions

It is important to frame the objectives of the research question. The research objectives set out what the QB is intending to do, where and for what purpose. If the objectives are not defined then the research will lack clear direction and the data gathered will not inform the research question. The objectives should be clear, concise and measurable. When developing objectives it is useful to use the S.M.A.R.T. guidelines: Specific, Measurable, Achievable, Realistic, Timebound (i.e. be aware of the time constraints)⁹.

For QBs at an early stage, for example, the objective might be very general - to understand better the local community's (or specific stakeholder's) views and opinions on living and working in the area and issues they think the neighbourhood plan should address. At later stages the survey objective might be much more specific, for example, to understand better and quantify loss of habitat or cycling patterns, or access to open spaces. As part of this process QBs have typically been developing and using a questionnaire style format to collect evidence and the next section will discuss the different types of surveys that can be used.

Different types of surveys

A survey can range from a short feedback form to an extensive questionnaire or a one-to-one interview. One-to-one interviews with local residents and businesses can range from a structured interview that includes pre-arranged questions, to a semi-structured interview, or an informal interview that does not contain set questions, but is a loosely structured enquiry. Questionnaires are a popular form of collecting the evidence base as information can be

⁹ Further guidance on developing S.M.A.R.T. objectives can be found at:
http://www.wcasa.org/file_open.php?id=910

collected from a large number of people. If the questionnaire is sent by post or is available on-line then it represents a relatively cost-effective means of collecting data. However, it can be difficult to achieve a high response rate, particularly if the questionnaire is sent by post or over the telephone.

Survey questions can be 'open' ended or 'closed'. An open ended question does not provide an answer so the respondent will give their own answer, while a closed question has predetermined answers that the respondent has to choose from. Surveys developed by QBs mainly use closed questions with a few open questions to allow respondents to express their opinions freely.

A social survey can be carried out using a number of different methods:

- By post or email
- On-line
- One-to-one interviews
- By phone

There are many different types of surveys and which survey is chosen will depend on the level of detail required, resources, time available, and type of data that needs to be collected by the Neighbourhood Forum. Each method is discussed below including the pros and cons of using each method for neighbourhood planning purposes.

Postal survey

Surveys can be sent by post which enables the QB to cover a larger group of people and a wider geographical area; response rates using this method tend to be less than 20%. The response rate for postal surveys also depends on how easy it is to fill out the questionnaire, including the content of the questionnaire, format, and length.

Online surveys

Many QB's use online surveys (such as Survey Monkey) as using the internet is cheap and quick and also able to reach a large number of people over a wide geographical area. Web surveys have advantages over sending the questionnaire by email as the respondent may be cautious

about opening any attachments to protect themselves against any viruses or 'fake' emails. In addition, by using programmes such as Survey Monkey the data can be downloaded directly into an Excel table and the QB does not need to manually type in each response. However, response rates can also be low and not all members of the population have access to the internet or email so they would not be able to participate. For example, in 2016 10.2% of the population (5.3 million people) had never used the internet in the U.K. while internet use is highest in adults aged 16 to 24 (99.2%) only 38.7% of adults aged 75 years and over use the internet¹⁰.

Face to face interviews

QB's are also conducting face to face interviews, which is when stakeholders are asked survey questions directly, either on the street, at their house, or at their place of work. The response rate for face to face interviews tends to be higher than a postal or email questionnaire but it is more time consuming and costly, which can impact on a QB when there are only limited funds available¹¹.

Telephone interviews

Another method for QBs is to ask stakeholders survey questions directly by telephone. There is often a lower response rate than a face to face interview as telephone surveys tend to be easier to refuse due to their relatively impersonal nature. The advantages of telephone surveys are that they are quicker, less costly (if volunteers used), and enable a wider geographical area to be covered. They require an up to date data-base and many people will only provide a mobile number with the associated issues of reception and the respondents being on the move. A telephone call from a local organisation such as the QB, however may be more warmly received than most cold-callers!

¹⁰ Statistics such as these are available online at: <https://www.ons.gov.uk/>

¹¹ Further information on conducting interviews can be found online: <http://intqhc.oxfordjournals.org/content/15/3/261>

Key principles and good practice measures

The next step when designing a social survey is to think about the information the QB is trying to gather and what it needs to know.

Consider the following when designing a social survey¹:

- Initial engagement method
- Length (time to complete)
- Structure and design
- Maximising responses
- Confidentiality
- Analysis - time and skills needed

Designing questions

A social survey should only gather data that is relevant and it should clearly relate to the research topic; otherwise the social survey may end up trying to cover too many questions and this will reduce the usefulness of the data and response rate. To develop the research questions the QB should research the study area and avoid questions that have already been researched previously, for example by checking the available census data for the area.

For QBs, questionnaires using closed questions with pre-defined responses is easier, both for the respondent to choose a response and for the QB to manage and analyse than open ended questions. There are commonly two types of closed questions used in questionnaires: either a simple yes or no response or a scaled response ranging from strongly agree, agree, neither agree nor disagree, disagree, to strongly disagree to a statement.¹² However, the questions themselves must be clear and easy to understand and they should not manipulate a respondent to choose a restricted answer. For example, instead of asking “Do you agree parking is terrible?” where ‘terrible’ is an emotive word and leads the respondent on, choose a neutral question such as “How do you rate the parking available?”.

It is also advisable to include some open-ended questions to allow respondents to express their opinions and thoughts freely and feedback on the neighbourhood plan. In this toolkit we

¹² This is known as a Likert Scale. A Likert Scale is commonly a five point scale which asks the respondent to decide how much they agree or disagree with a particular statement.

have opted for a mix of closed questions using a Likert Scale and where needed an open question for the respondent to provide a more detailed response.

Layout

A questionnaire should be designed for ease of filling out so the respondent has a clear idea of the purpose of each section, the wording clear and easy to understand and there is clarity on the use of the results. The questionnaire should have clear headings and instructions to make it easy to follow. Questions shouldn't be leading or ambiguous in their meaning, for example, the question should not contain a view that the QB would like confirmed. An example of a leading question would be 'Do you think open space is important?' as most respondents would answer yes to this question (and therefore not take you much further forward). Instead the question could be phrased to ask, for example, 'Are you able to access open space in the neighbourhood?' or 'How important do you feel neighbourhood open space is?' Phrasing questions in this way will help to remove bias and result in more reliable, useful and objective data.

Length

There is a balance between the amount of information and feedback sought and the number of questionnaires returned. If a questionnaire is too long this will deter people from filling it in or they may not answer all of the questions. A telephone questionnaire is recommended to be no longer than 20-30 minutes, while a postal or on-line questionnaire should not take longer than 10 to 15 minutes to complete. Questionnaires should not exceed 8-12 sides of an A4. Many QBs start with an initial, short questionnaire consisting mostly of open questions (e.g. what do you most/least like about this area?) to inform their early visioning and prioritisation. This is then followed up with a more in-depth survey at a later stage using the contact details and permissions sought from the initial survey to go back to the same respondents as well as others where appropriate, to seek out more in-depth information.

Response rate

To help a QB increase their response rate when using a postal or online survey, sending a covering letter in advance informing the respondent of the survey can help. The cover letter should explain the purpose of the survey, the organisation conducting the survey, and why the respondent's views are needed. Sending out a stamped addressed envelope with a postal questionnaire can also help to increase the response rate. Telephone surveys don't necessarily need to contact respondents in advance, however, if a respondent is willing but

cannot complete a survey at the time of call, asking if a future time suits them better and scheduling a follow-up call at an agreed time can be an effective method in eliciting responses.

Other techniques used to try and increase the response rate include providing incentives such as refreshments at drop-in sessions, or entry into a prize draw with the prize of interest to the local population. Although using incentives is generally seen as having a positive effect on response rates, the results are mixed, in particular for on-line surveys. Furthermore, there are ethical considerations surrounding the appropriateness of using financial incentives to elicit responses to surveys. The Research Ethics Guidebook sets out the pros and cons of using incentives such as paying individuals to participate, offering lotteries or entry into prize draws. An ethical consideration in the use of incentives is that participants from financially disadvantaged groups may be more vulnerable to an incentive payment, resulting in individuals responding less out of 'free will', rather from a position of vulnerability. However, the counter argument is that offering a payment to participants can lead to a reduction in non-response bias by attracting individuals who would typically be less likely to respond to surveys and therefore it can increase the sample quality. Precisely because payment encourages response rates, researchers may achieve a sample that is more representative of the population being studied than could otherwise be achieved¹³.

Piloting

QBs should pilot their questionnaire on a small sample of the local population to help the Forum check that respondents have understood the instructions and questions and whether the provided answers for closed questionnaires are appropriate. An early draft of the questionnaire can be piloted on family or QB members, a later draft on a few people uninvolved in the QB.

¹³ Further guidance of ethical considerations in the use of incentives is available at: <http://www.ethicsguidebook.ac.uk/Are-you-paying-participants-or-using-lotteries-or-prize-draws-192>

Survey Questions

This section presents the core and optional recommended survey questions that have been chosen as they are comparable. The recommended survey questions are presented by thematic area with a table for each thematic area. Each table includes a column for comparative data at the national level, local level (borough), and neighbourhood level (ward), a recommended survey question for the topic, and a column for rationale on each recommended survey question. The bottom row of the table cites the source of the data for each column, where relevant.

Core survey questions

This section sets out the 10 core survey questions in a series of tables with a table for each of the topic areas: basic household information (5 questions), aspirational questions (3 questions), and level of involvement in decision-making questions (2 questions).

A number of the recommended questions contained in the ‘basic household information’ section can be compared to similar questions in the Census, such as age and household composition and tenure. This would facilitate the comparison and contrast of survey responses with Census data, in order to assess how far the survey findings reflect the needs of all households within a neighbourhood and parish. Additionally, a diversity monitoring question covering ethnicity is proposed to facilitate the monitoring of the extent to which the survey reached a representative cross-section of demographic groups within the survey area.

Basic household information

Core Question 1 - Age

National level data	Local (borough) level data	Neighbourhood (ward) level data	Recommended Survey Question (<i>our question</i>)	Rationale/ Explanation
What is your date of birth?	(same as national)	(same as national)	<p>How old are you?</p> <ul style="list-style-type: none"> ▪ 0-9 ▪ 10-19 ▪ 20-29 ▪ 30-39 ▪ 40-49 ▪ 50-59 ▪ 60-69 ▪ 70-79 ▪ 80+ 	Age profile and composition of local community changes over time and it is important to reflect the priorities of different age groups for the neighbourhood plan. For example, does an area have more or less older people than its local authority area? Having an age category for each respondent allows useful cross-tabulation (analysis) of the results.
ONS, 2011 Census Household Questionnaire	ONS, Neighbourhood Statistics	ONS, Neighbourhood Statistics	Adapted from various resources	

Core Question 2 - Household need

National level data	Local (borough) level data	Neighbourhood (ward) level data	Recommended Survey Question (<i>our question</i>)	Rationale/ Explanation
Not available	<p>Is the household currently on the XXXX Council or housing association waiting list? Please tick one box:</p> <ul style="list-style-type: none"> ▪ Yes ▪ No 	(same as Local)	<p>Is any member of your household currently on the housing register (i.e. the waiting list for socially-rented housing)?</p> <p>Yes / no</p> <p>If yes, please state how many years</p>	This question aims to capture parish-specific trends in housing demand. These trends include the levels of unmet demand.
ONS, Neighbourhood Statistics	Peak District model housing needs survey	ONS, Neighbourhood Statistics	Rottingdean Neighbourhood Plan Housing Needs Advice questionnaire	

Core Question 3 - Household need

National level data	Local (borough) level data	Neighbourhood (Ward)level data	Recommended Survey Question (<i>our question</i>)	Rationale/ Explanation
Not available	<p>What type of household needs housing?</p> <ul style="list-style-type: none"> ▪ A single adult ▪ A family with children ▪ A single elderly person ▪ An adult couple ▪ 3 or more adults ▪ An elderly couple ▪ Other 	(same as local)	<p>Does any member of your household want or need to move out of the property?</p> <ul style="list-style-type: none"> ▪ Yes, a member of the household currently wants or needs to move out ▪ No, but a member of the household may want or need to move out in the next 5 years <p>No, it is unlikely that any member of the household may want or need to move out in the next 5 years</p> <p>If you answered yes or possibly yes in the future; what type of household member(s) will want or need to move out?</p> <ul style="list-style-type: none"> ▪ A single adult ▪ An adult couple ▪ A family with children ▪ A single older person ▪ An older couple ▪ Other (please specify) 	This question is included to explore the type and extent of current and future demand for specialist models of housing for older people, families, single individuals etc.
ONS, Neighbourhood Statistics	Peak District model housing needs survey	ONS, Neighbourhood Statistics	<p>Rottingdean Neighbourhood Plan</p> <p>Housing Needs Advice questionnaire</p>	

Core Question 4 - Housing need

National level data	Local (borough) level data	Neighbourhood (Ward) level data	Recommended Survey Question (<i>our question</i>)	Rationale/ Explanation
(same as local)	<p>Please give the reasons why this household's current home does not meet the household's need? Please tick as many boxes as apply:</p> <ul style="list-style-type: none"> ▪ Too small ▪ Need to live close to employment ▪ Too large ▪ Need to live close to relative/family ▪ Needs major repair ▪ Need to live closer to a carer or to give care ▪ Unsuitable for physical needs ▪ Want to live independently ▪ Temporary accommodation ▪ Being harassed ▪ Other 	(same as local)	<p>[Ask only if respondent answered yes to the previous question]</p> <p>Why is the current property unsuitable for the household member(s) moving? Please select all that apply.</p> <ul style="list-style-type: none"> ▪ Too big ▪ Too small ▪ Too expensive ▪ Too difficult/costly to maintain ▪ Unsuitable for health/ mobility requirements ▪ Want/need to live independently ▪ Want/need to move for work reasons ▪ Want/need to move to be closer to family ▪ Other reasons (please specify) 	<p>This question is included to explore the type and extent of current and future demand for specialist models of housing for older people, families, single individuals etc.</p>
ONS	Development Trust Association Scotland Community Housing Needs Survey Template		Rottingdean Neighbourhood Plan Housing Needs Advice questionnaire	

Core Question 5 - Ethnic group

National level data	Local (borough) level data	Neighbourhood (ward) level data	Recommended Survey Question (<i>our question</i>)	Rationale/ Explanation
<p>What is your ethnic group?</p> <ul style="list-style-type: none"> • White (English/ • Welsh/ Scottish/ Northern Irish/ • British) • White (Irish/ Gypsy or Irish • Traveller/ Other • White) • Mixed/Multiple • Ethnic Groups (White and Black Caribbean/ White and Black African/ White and Asian/ • Other Mixed) • Asian/Asian • British (Indian/ • Pakistani/ • Bangladeshi/ • Chinese/ Other • Asian) • Black / African/ Caribbean/Black British (African/ 	<p>(Same as national)</p>	<p>(Same as national)</p>	<p>What is your ethnic group? Please choose one option that best describes your ethnic group or background.</p> <ul style="list-style-type: none"> ▪ White ▪ Mixed / Multiple ethnic groups ▪ Asian / Asian British ▪ African ▪ Caribbean or Black ▪ Arab Other ethnic group 	<p>Understanding the ethnic make-up of the local area. Can also provide evidence base on accessibility to services and provision of additional community infrastructure for different ethnic groups when other specific questions asked.</p> <p>Having an ethnic category for each respondent allows useful cross-tabulation (analysis) of the results.</p>

Caribbean/ Other Black) • Other Ethnic • Group (Arab/ Any Other Ethnic Group)				
ONS, 2011 Census Household Questionnaire	ONS, Neighbourhood Statistics	ONS, Neighbourhood Statistics	Labour Force Survey	

1.1.1 Aspirational questions

Core Question 6 - Community improvement / deterioration

National level data	Local (borough) level data	Neighbourhood (ward) level data	Recommended Survey Question (<i>our question</i>)	Rationale/ Explanation
<p>On the whole, do you think that over the past two years this area has got better or worse to live in or would you say things haven't changed much?</p> <ul style="list-style-type: none"> ▪ The area has got better ▪ The area has got worse ▪ The area has not changed much ▪ Have lived here less than 2 years 	<p>Local planning authority Local Plan evidence base</p>	<p>Local planning authority Local Plan evidence</p>	<p>Do you think that the area has improved or got worse over the last two years?</p> <ul style="list-style-type: none"> ▪ The area has got better ▪ The area has got worse ▪ The area has not changed much ▪ Uncertain ▪ Don't know <p>If yes, in what way? If no, in what way?</p>	<p>General question that can inform vision and objectives.</p>
Community Life Survey			Community Life Survey	

Core Question 7 - Looking to the future

National level data	Local (borough) level data	Neighbourhood (ward) level data	Recommended Survey Question (<i>our question</i>)	Rationale/ Explanation
(same as local)	What type of home would be most suitable? <ul style="list-style-type: none"> ▪ House ▪ Bungalow ▪ Flat 	(same as local)	What type of property would be most suitable for the household member(s) planning or needing to move? Please select up to three options and number in order of preference (e.g. 1 - most preferred option, 2 - second most preferred option, etc.) <ul style="list-style-type: none"> ▪ House ▪ Bungalow ▪ Flat/apartment Sheltered/retirement housing ▪ Extra care housing ▪ Other (please specify) 	This question is included to explore the type and extent of current and future demand for specialist models of housing for older people, families, single individuals etc.
ONS, Neighbourhood Statistics	Peak District model housing needs survey	ONS, Neighbourhood Statistics	Rottingdean Neighbourhood Plan Housing Needs Advice questionnaire	

Core Question 8 - Looking to the future

National level data	Local (borough) level data	Neighbourhood (ward) level data	Recommended Survey Question (<i>our question</i>)	Rationale/ Explanation
Not available	Local planning authority Local Plan evidence base	Local planning authority Local Plan evidence base	Looking forward 10 years, what kind of place would you like [insert] to become?	Asking people to articulate their own vision for the neighbourhood which will inform vision and objectives.
			Isle of Dogs Neighbourhood Plan	

1.1.2 Level of involvement in decision-making Core Question

9 - Level of involvement in public consultations

National level data	Local (borough) level data	Neighbourhood (Ward) level data	Recommended Survey Question (<i>our question</i>)	Rationale/ Explanation
<p>In the last 12 months, have you done any of the following?</p> <ul style="list-style-type: none"> • Taken part in a consultation about local services or problems in your local area through completing a paper online questionnaire • Taken part in a consultation about local services or problems in your local area through attending a public meeting • Taken part in a consultation about local services or problems in your local area through being involved in a face-to-face or online group 	Community Life Questionnaire	Community Life Questionnaire	<p>Over the last twelve months, have you participated in any of the following?</p> <ul style="list-style-type: none"> • Taken part in a consultation about local services or problems in your local area through completing a paper online questionnaire • Taken part in a consultation about local services or problems in your local area through attending a public meeting • Taken part in a consultation about local services or problems in your local area through being involved in a face-to-face or online group 	<p>Answers to this question will help to gauge the level of involvement over a fixed period of time as a general indicator of the future willingness of the community to get involved locally and the relative strength of local democracy</p>
Community Life Survey			Community Life Survey	

Core Question 10 - Type of involvement

National level data	Local (borough) level data	Neighbourhood (Ward) level data	Recommended Survey Question (<i>our question</i>)	Rationale/ Explanation
Not available	Community Life Questionnaire	Community Life Questionnaire	<p>In which of the following ways would you be willing to be involved in the preparation of a neighbourhood plan?</p> <ul style="list-style-type: none"> ▪ Distributing information ▪ Helping with a website ▪ Joining the core group of organisers in organising the data collection and running a survey ▪ Responding to surveys ▪ Voting in the neighbourhood referendum ▪ None of these 	<p>Answers act as a general indicator of the potential success of community engagement activities including neighbourhood planning groups and community surveys.</p> <p>It is important to note that this is an early stage question for an early stage survey i.e. this question would not be asked if the process was already halfway in progress.</p>

Optional questions

The following tables set out the optional questions.

Optional Question 1 - Housing ownership and affordability

National level data	Local (borough) level data	Neighbourhood (ward) level data	Recommended Survey Question (<i>our question</i>)	Rationale/ Explanation
<p>If the government were going to do something to make homes more affordable, what do you think the most useful action would be?</p> <p>Please choose one option.</p> <ul style="list-style-type: none"> • Give some sort of financial assistance to • first time buyers • Get banks to increase access to mortgages • Give more money to housing associations and local authorities to build affordable homes for those on low incomes • Give more money to shared ownership • schemes • Make it more expensive to purchase second homes • Make it easier for developers to get planning permission to build more homes 	<p>Census SHMA - housing needs</p>	<p>Census SHMA - housing needs</p>	<p>What do you think the neighbourhood plan should do to ensure homes are more affordable?</p> <p>Prioritise using 1-3 from the following.</p> <p>Allocate land for more:</p> <ul style="list-style-type: none"> ▪ Social rented homes ▪ Starter homes ▪ Co-housing or co-op schemes ▪ Shared equity homes ▪ Self-build homes ▪ None of the above 	<p>Gathering this type of quantitative data will inform policy development relating to affordable housing provision and tenure choice range</p>

<ul style="list-style-type: none">• Something else (SPECIFY)• Do nothing• Don't know• Refusal				
British Social Attitudes Survey			Based on various sources.	

Optional Question 2 - Economic, retail, industrial land use issues

National level data	Local (borough) level data	Neighbourhood (ward) level data	Recommended Survey Question (<i>our question</i>)	Rationale/ Explanation
Not available	Local Plan Employment Land Review (ELR) (for industrial land) Retail study (retail) Local Enterprise Partnership Strategic Economic Plan (economic)	Local Plan Employment Land Review (ELR) (for industrial land) Retail study (retail) Local Enterprise Partnership Strategic Economic Plan (economic)	Should the Neighbourhood Plan allocate land for any of the following business use? <ul style="list-style-type: none"> ▪ Factory ▪ Manufacturing units ▪ Shops and retail ▪ Food and restaurants ▪ Starter units ▪ Light industrial units ▪ Tourism businesses (hotels, camping etc.) ▪ Offices ▪ Don't know ▪ Other (specify) ▪ None of the above 	Gathering this type of quantitative data should inform decision making process which develops policy to support the provision of more employment space suitable for SMEs.
			Based on various resources. [Pulborough Parish Council]	

Optional Question 3 - Public realm

National level data	Local (borough) level data	Neighbourhood (ward) level data	Recommended Survey Question (<i>our question</i>)	Rationale/ Explanation
<p>How safe would you feel walking alone in this area after dark?</p> <p>Where 0 is 'not at all safe' and 10 is completely safe.</p> <ul style="list-style-type: none"> ▪ 1 ▪ 2 ▪ 3 ▪ 4 ▪ 5 ▪ 6 ▪ 7 ▪ 8 ▪ 9 ▪ 10 	<p>Local planning authority</p> <p>Local Plan evidence base</p>	<p>Local planning authority</p> <p>Local Plan evidence base</p>	<p>To what extent do you agree with the statement: 'the streets and public spaces in the area offer a safe environment?'</p> <ul style="list-style-type: none"> ▪ Strongly Agree ▪ Agree ▪ Disagree ▪ Strongly disagree ▪ Don't know 	<p>Assessing the perception of personal security to inform the provision and arrangement of public spaces and any areas of concentrated deprivation.</p>
<p>Opinions and Lifestyle Survey</p>			<p>Isle of Dogs Neighbourhood Plan</p>	

Optional Question 4 - Road safety issues

National level data	Local (borough) level data	Neighbourhood (ward) level data	Recommended Survey Question (<i>our question</i>)	Rationale/ Explanation
<p>Please tell me how much you agree or disagree with the following statement... 'It is too dangerous for me to cycle on the roads'.</p> <ul style="list-style-type: none"> ▪ Agree strongly ▪ Agree ▪ Neither agree nor disagree ▪ Disagree ▪ Disagree strongly ▪ Don't know ▪ Refusal 	Crash Map	Crash Map	<p>Do you think road safety for pedestrians and cyclists is a problem in [insert]?</p> <ul style="list-style-type: none"> ▪ Strongly Agree ▪ Agree ▪ Disagree ▪ Strongly disagree ▪ Don't know <p>Followed by open question: What should be done to help improve road safety?</p> <p>Please tell us below:</p>	Assessing road safety to strengthen evidence for improved pedestrian and cycle infrastructure.
British Social Attitudes	http://www.crashmap.co.uk/	http://www.crashmap.co.uk/	Based on various sources.	

Optional Question 5 - Traffic issues

National level data	Local (borough) level data	Neighbourhood (ward) level data	Recommended Survey Question (<i>our question</i>)	Rationale/ Explanation
<p>Now thinking about traffic and transport problems, how serious a problem for you is traffic congestion in towns and cities?</p> <ul style="list-style-type: none"> ▪ A very serious problem ▪ A serious problem ▪ Not a very serious problem ▪ Not a problem at all ▪ Don't know ▪ Refusal 	<p>Local Planning Authority Local Plan Local Transport Plan</p>	<p>Local Planning Authority Local Plan Local Transport Plan</p>	<p>To what extent do you think traffic congestion is a problem in [insert]?</p> <ul style="list-style-type: none"> ▪ A very serious problem ▪ A serious problem ▪ Not a very serious problem ▪ Not a problem at all <p>Followed by open question: What should be done to help improve traffic congestion?</p> <p>Please tell us below:</p>	<p>Assessing traffic levels and whether they are acceptable standard and providing evidence for the improvement of congestion</p>
<p>British Social Attitudes</p>			<p>Based on various sources.</p>	

Optional Question 6 - Green infrastructure, trees, habitat

National level data	Local (borough) level data	Neighbourhood (ward) level data	Recommended Survey Question (<i>our question</i>)	Rationale/ Explanation
Overall, how satisfied are you with the public gardens, parks, commons or other green spaces in the local area where you live?	Magic Map	Magic Map	<p>How satisfied are you with the public gardens, parks, commons or other green spaces in the local area where you live?</p> <ul style="list-style-type: none"> ▪ Very satisfied • Satisfied • Neither satisfied nor • dissatisfied • Dissatisfied • Very dissatisfied 	Understand the extent people are satisfied they have easy access to green space and can provide evidence to support policy seeking to strengthen green infrastructure and public open space.
Opinions and Lifestyle Survey	www.magic.gov.uk	www.magic.gov.uk	Isle of Dogs Neighbourhood Plan	

Optional Question 7 - Pollution issues

National level data	Local (borough) level data	Neighbourhood (ward) level data	Recommended Survey Question (<i>our question</i>)	Rationale/ Explanation
How serious a problem for you are exhaust fumes from traffic in towns and cities?	London: How Polluted is my Road Outside London: Air Quality Management Plans (AQMAS)	London: How Polluted is my Road Outside London: Air Quality Management Plans (AQMAS)	How serious a problem for you are exhaust fumes from traffic in towns and cities? <ul style="list-style-type: none"> ▪ Not at all concerned ▪ Slightly concerned ▪ Moderately concerned ▪ Very concerned ▪ Extremely concerned 	Assessing air quality and whether it is an acceptable standard and to provide evidence for improving air quality.
British Social Attitudes	www.howpollutedismyroad.org.uk	www.howpollutedismyroad.org.uk	Based on various resources.	

Optional Question 8 - Routes, permeability, desire lines

National level data	Local (borough) level data	Neighbourhood (ward) level data	Recommended Survey Question (<i>our question</i>)	Rationale/ Explanation
Gaps were identified for comparing this data with national level data. For local and neighbourhood level this data is collected through local surveys as well as looking at maps of the local area to assess permeability	Place Check Interactive map to mark places which: <ul style="list-style-type: none"> ▪ You like ▪ You don't like ▪ You think could be improved 	Local survey	Are there any routes you use often that aren't as direct as you would like them to be? Please insert: From [insert] to [insert]	Understanding the key routes, both formal and informal, across the neighbourhood to inform public open space and existing spaces safeguarded.
	http://holisticcity.co.uk/placecheck/nottingham		Based on various resources.	

Optional Question 9 - Community infrastructure and services

National level data	Local (borough) level data	Neighbourhood (ward) level data	Recommended Survey Question (<i>our question</i>)	Rationale/ Explanation
<p>Generally, how satisfied are you with the local services and amenities in your local area?</p> <ul style="list-style-type: none"> ▪ Very satisfied ▪ Fairly satisfied ▪ Neither satisfied nor dissatisfied ▪ Fairly dissatisfied ▪ Very dissatisfied 	<p>Relevant website for services: Health - NHS Choices Education - EduBase Google maps - for other facilities e.g. community centres.</p>	<p>Local Plan Local Planning Authority</p>	<p>Generally, how satisfied are you with the local services and amenities in your local area?</p> <ul style="list-style-type: none"> ▪ Very satisfied ▪ Fairly satisfied ▪ Neither satisfied nor dissatisfied ▪ Fairly dissatisfied ▪ Very dissatisfied 	<p>To determine whether key services meet local residents' needs to provide evidence for policy to strengthen provision.</p>
<p>Community Life Questionnaire</p>			<p>Isle of Dogs Neighbourhood Plan</p>	

Optional Question 10 - Social projects

National level data	Local (borough) level data	Neighbourhood (ward) level data	Recommended Survey Question (<i>our question</i>)	Rationale/ Explanation
<p>Please tell me, as far as you know, which of these services or amenities are provided in your local area, by which we mean within 15-20 minutes walking distance from your home.</p> <ul style="list-style-type: none"> ▪ A general/grocery shop ▪ A pub ▪ A park ▪ A library ▪ A community centre/hall ▪ A sports centre/ facility/ club ▪ A youth club/centre/ facility ▪ A health centre/GP practice ▪ Chemist 	<p>Gaps were identified for comparing this data with national level data.</p>	<p>Gaps were identified for comparing this data with national level data.</p>	<p>In your opinion, for which of the following types of community facility do you think there is the greatest need for in the neighbourhood plan area - see map? (please rank your choice from 1-6 in order of priority, 1 being the facility for which there is the greatest need.</p> <ul style="list-style-type: none"> • Community centres • Places of worship • Sports facilities • GP surgeries • Schools • Open spaces • Other (please state)▫ 	<p>Identifies social infrastructure and peoples' priorities and can provide evidence base to for new or different infrastructure.</p>

<ul style="list-style-type: none"> ▪ Post Office ▪ Primary school ▪ Secondary school ▪ A church/place of worship ▪ Public transport links (for example a train station or bus route) ▪ None of the above ▪ 				
Community Life Questionnaire			Isle of Dogs Neighbourhood Plan	

How to analyse

Once QBs collect their completed questionnaires they will need to analyse the results in order to present the findings. Using an Excel spreadsheet to manage and organise the data is recommended when there are a large number of responses. A data line is created for each respondent answer for each question into the Excel table (Survey Monkey will do this for you automatically) with each respondents answers. Data entry needs to be regularly spot-checked by someone not entering the data as it is surprisingly easy for errors to creep in. Using Excel makes it easier to present findings in numbers, such as number of people who are concerned about lack of affordable homes, by using filters. It also allows data to be put into more visual form (e.g. graph or pie-chart) and for easy cross analysis (e.g. by different age or ethnic groups). For open-ended questions where there are lots of responses that are unrelated, this data can be managed by finding key words and tagging the feedback according to these key words, such as traffic, housing, etc.

Further Information

Open Spaces Society

www.oss.org.uk

Forum For
Neighbourhood
Planning

<http://www.ourneighbourhoodplanning.org.uk/>

http://www.ourneighbourhoodplanning.org.uk/storage/resources/documents/How_to_gather_and_use_eviden_ce.pdf

http://www.ourneighbourhoodplanning.org.uk/storage/resources/documents/Sources_of_data_and_statistics.pdf

<http://www.ourneighbourhoodplanning.org.uk/casestudies>

ONS, Neighbourhood Statistics	http://www.neighbourhood.statistics.gov.uk/dissemination/LeadAreaSearch.do?a=7&r=1&i=1001&m=0&s=1476367446570&enc=1&areaSearchText=SW25HY&areaSearchType=14&extendedList=true&searchAreas= http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=13688924&c=SW2+5HY&d=14&e=61&g=6332124&i=1001x1003x1032x1004&m=0&r=0&s=1476367625320&enc=1&dsFamilyId=2570 http://www.neighbourhood.statistics.gov.uk/dissemination/Info.do?page=aboutneighbourhood/geography/superoutputareas/soa-intro.htm
UK Data Service	https://census.ukdataservice.ac.uk/usedata/censuses/forms
Community Planning	http://www.communityplanning.net http://www.communityplanning.net/neighbourhoodplanning/npwebsites.php
Locality, Building Community Consortium	http://locality.org.uk/projects/building-community
Campaign to Protect Rural England (CPRE) and National Association of Local Councils (NALC)	<p>The Campaign to Protect Rural England (CPRE), in partnership with the National Association of Local Councils (NALC), provide advice and guidance on planning through the 'Supporting Communities and Neighbourhoods in Planning' project.</p>
Planning Aid England	http://www.rtpi.org.uk/planningaid
The Princes Foundation	http://www.princes-foundation.org
Civic Voice	http://www.civicvoice.org.uk/
Neighbourhood Planning	http://www.neighbourhoodplanning.org

The Design Council <http://www.designcouncil.org.uk/our-work/cabe/localism-and-planning/neighbourhoodplanning-toolkits-and-guidance>

Planning Advisory Service <http://www.pas.gov.uk/>

Action for Market Towns <http://towns.org.uk/2011/07/21/localism-in-practice> and
Action with [making-the-most-of-community-led-planning](http://towns.org.uk/2011/07/21/localism-in-practice)
Communities in Rural
England

Glass-House Community <http://www.theglasshouse.org.uk>
Led Design

Official Labour Market <https://www.nomisweb.co.uk/>
Statistics

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