

Spondon Village



Partnership

Spondon Village Survey 2015

Spondon Village Survey

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Methodology

The survey was organised by Spondon Village Rejuvenation Team (VRT) – a consortium of the Neighbourhood Board (NB), Traders' Association (STA) and the Village Improvement Committee (VIC). The group was augmented by Derby University graduate, Alison Halford, now a PhD student at the University of Coventry.

The survey was run for 3 weeks from Wednesday 11th March 2015 until 31st March. It was run predominantly as an online version, but paper versions were available at 4 points in the village centre (GP surgeries, Library and Post Office).

The survey was publicised on the SpondonOnline and Community Association websites, through West Park School's "Virtual Learning Environment", at the Neighbourhood Forum and in C&C (a monthly free magazine distributed to all households in Spondon). As an incentive for participation, respondents were entered into a draw for 5 prizes of £10 shopping vouchers.

There were 442 online responses and 18 paper questionnaires returned. With an adult (16 and over) population of 10,300¹, this gives a confidence level of 95% and a margin of error better than $\pm 5\%$.

Questionnaire

The primary purpose of the survey was to gain information about people's usage of Spondon village centre – their reasons for visiting and any factors that discourage them from doing so. Specific questions were included to get views on facilities such as the Library and Post Office and any problems with access for the disabled.

"Closed" questions were augmented by "open" text boxes for respondents to express wider opinions.

Opinions were also sought on 2 popular annual village events – Spondon Day and Spondon Alight (Christmas light switch-on) and possible re-naming of the VRT itself.

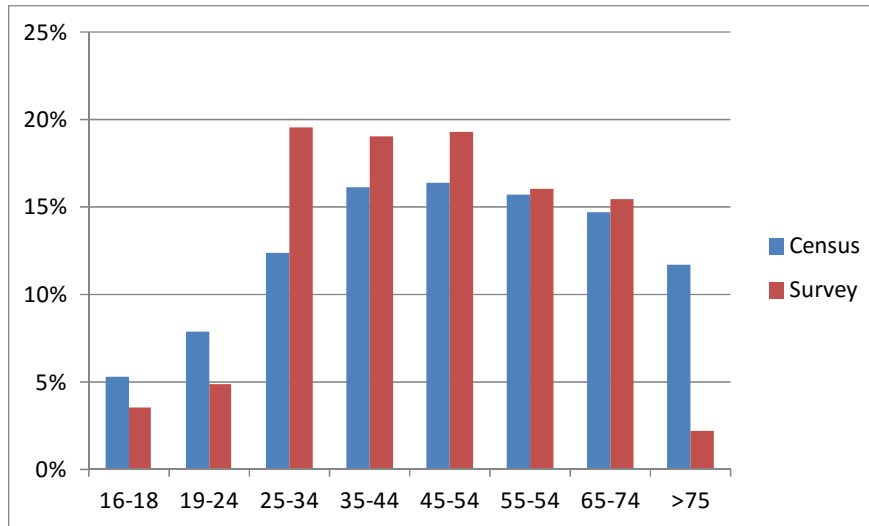
Respondents were invited to give their contact details if they were prepared to participate in further investigations, if they wanted more information about the VRT members or to be added to the existing Spondon electronic newsletter distribution.

An initial draft of the questionnaire was tested on a volunteer focus group of 8 Spondon residents, conducted by Alison Halford.

¹ 2011 census (<http://www.neighbourhood.statistics.gov.uk>)

Sample

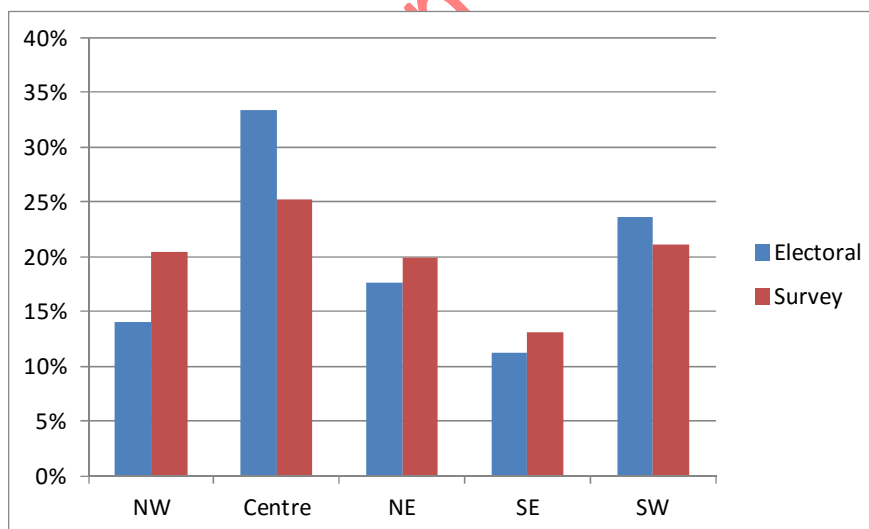
The range of respondents was compared to the total population of Spondon to check that it was a (broadly) representative sample in terms of age range and geographical distribution.



Age	Number
<19	13
19-24	18
25-34	72
35-44	70
45-54	71
55-64	59
65-74	57
>75	8
	368

Of the 460 respondents, 368 (80%) gave their age within 8 ranges. The obvious discrepancy is in the oldest range. This was anticipated with the use of an online survey, but the use of paper questionnaires did not sufficiently address this. It is possible that the under-representation does reflect a lower use of the village centre by this age group.

349 respondents (76%) gave a (valid) postcode and this was translated to an area of Spondon using polling station districts. The percentage distribution was compared to the number of households in each district.



Area	Number
NW	64
Centre	79
NE	62
SE	41
SW	66
Outside	37
	349

The only (slight) under-representation was from the central area. It had been expected that there would be under-representation from the 2 areas "south of the by-pass" but, pleasingly, this was not the case. The majority of the responses from outside Spondon were from other (mostly adjacent) areas of Derby (such as Oakwood and Chaddesden) although there were single responses from Birmingham and Sheffield!

Respondents were not classified by gender or ethnicity as this was felt to be irrelevant to the purpose of the survey.

On balance, the distribution of respondents is felt to be representative of the population of Spondon overall.

Visiting the village

446 respondents (97%) told us how often they visit the village centre.

Frequently (more often than once a week)	264	59%
Regularly (about once a week)	116	26%
Occasionally (less often than once a week)	53	12%
Rarely (less often than once a month)	13	3%

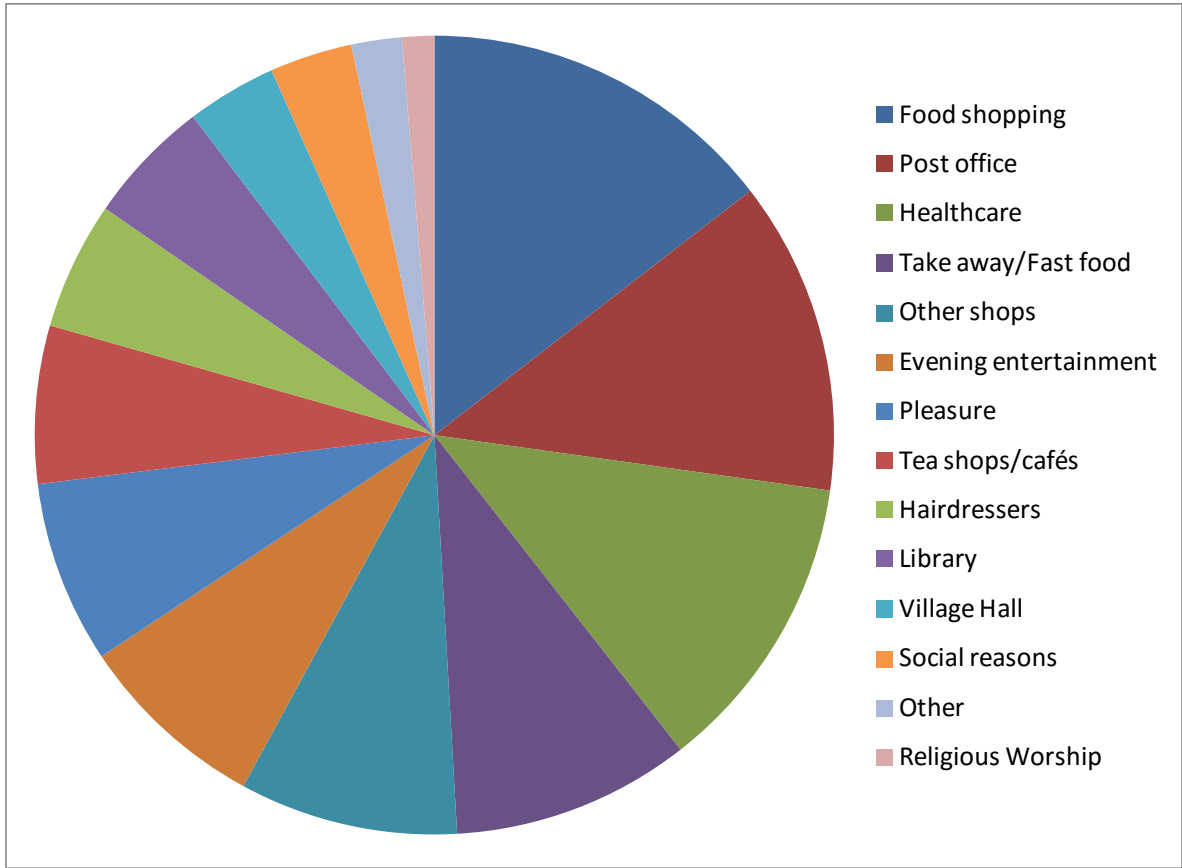
There would be an expected “skew” towards those who do use the centre, although we attempted to encourage those who did not to also give their views.

This frequency was used to “weight” some of the responses as follows with an approximation to the number of visits in a year:

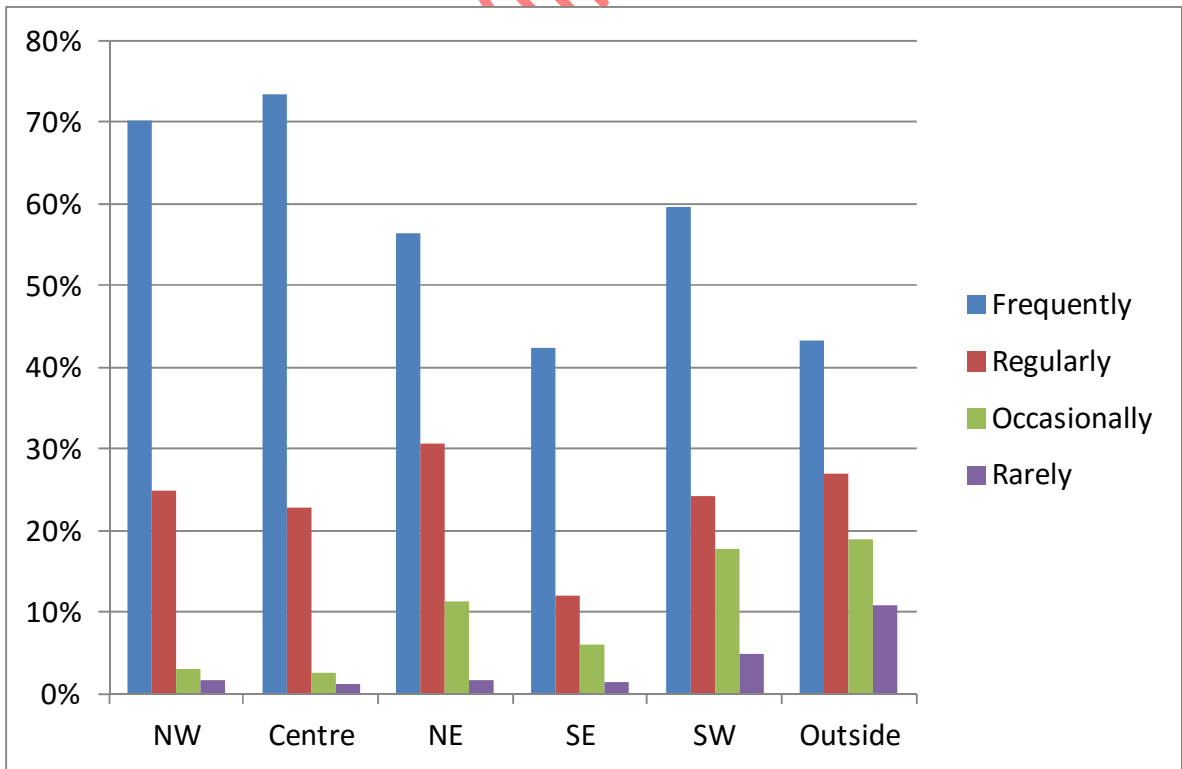
Frequently (more often than once a week)	130
Regularly (about once a week)	52
Occasionally (less often than once a week)	35
Rarely (less often than once a month)	6

Respondents were asked for their reasons for visiting the centre (in an “average month”). The responses were ranked in order of “popularity” and are shown in the pie chart below. A further analysis was carried out, where the “popularity” was weighted as above. Although absolute numbers changed, the ranking was largely unchanged.

Reason	Unweighted	Weighted
Food shopping	15%	14%
Post Office	13%	12%
Healthcare	12%	12%
Take away/Fast food	10%	10%
Other shops	9%	9%
Evening entertainment	8%	8%
Pleasure	7%	7%
Tea shops/cafés	6%	7%
Hairdressers	5%	5%
Library	5%	5%
Village Hall	4%	4%
Social reasons	3%	3%
Other	2%	2%
Religious Worship	1%	1%

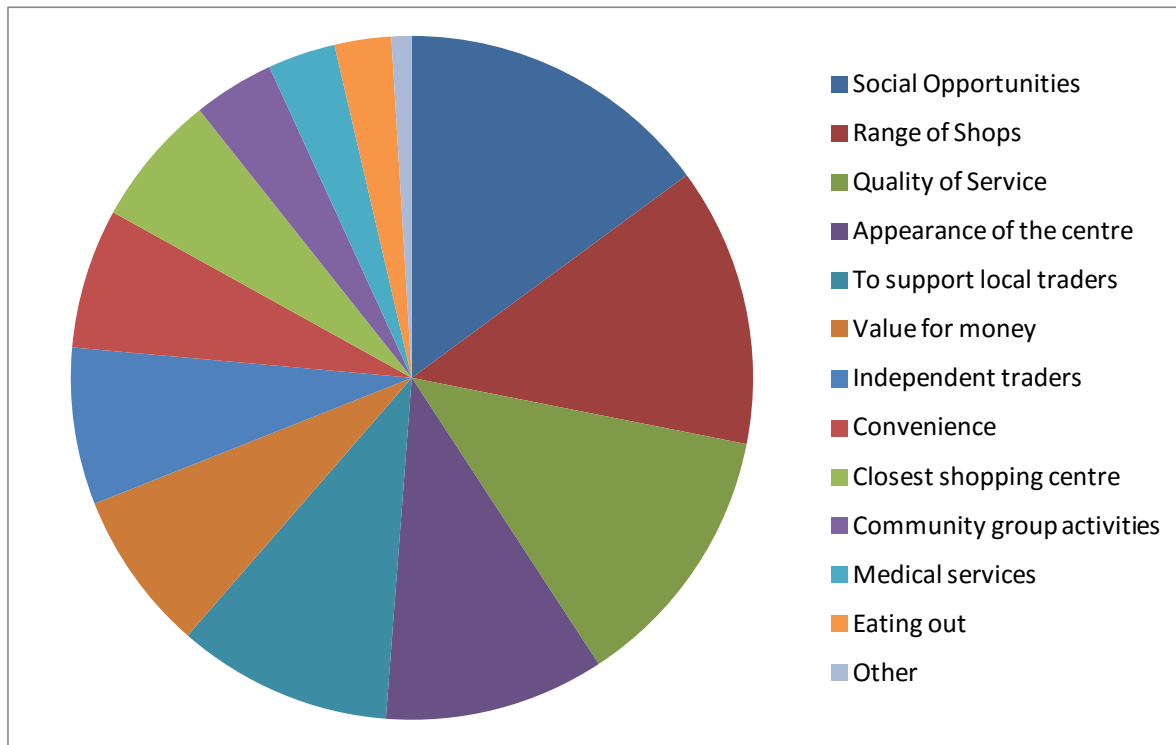


The data was further analysed to compare the frequency of visiting with the area of residence. The following chart is factored by the number of respondents from each area.



It is perhaps not surprising that the frequency drops off with distance from the centre, although not as much as might be expected. Encouragingly, even residents “south of the bypass” are still relatively frequent visitors.

Respondents were also asked for all the reasons they visit the village centre. Again, a further analysis by age or geography did not dramatically change the results.



Barriers to visiting

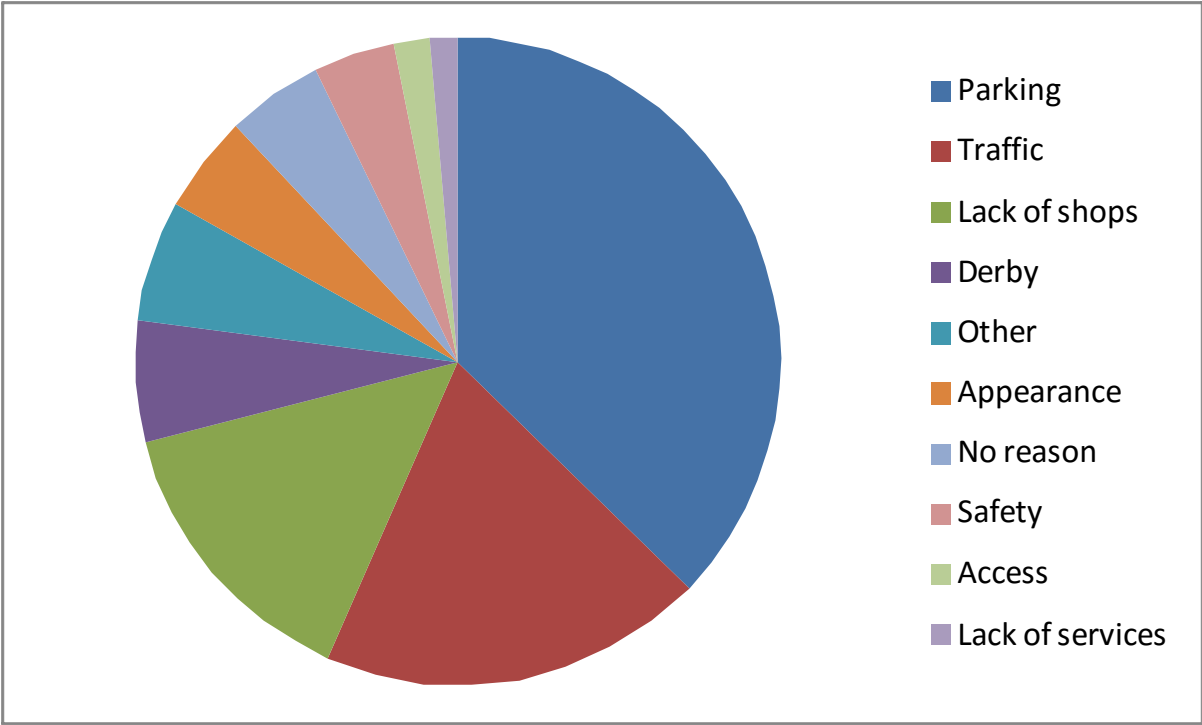
An open question was asked: ““What would be the main reason that you think discourages people from visiting the village centre?”

[In this report, indented text in blue is from analysis of qualitative/text comments.]

The responses allowed us to identify 10 categories (as below).

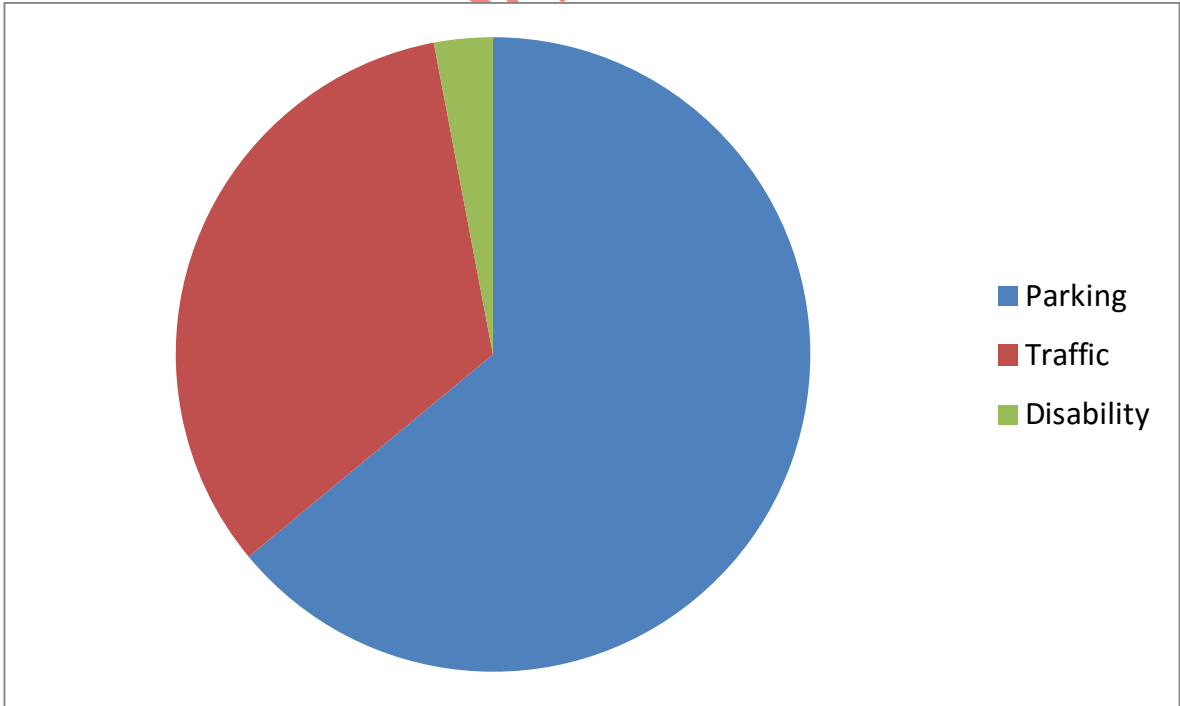
For this categorisation, the following operational definitions were used:

1. Parking – Mention of lack of parking/car parks/traffic warden
2. Traffic – mention of heavy goods vehicles/White Swan junction/one way system
3. Mention of lack of shops, including variety and service
4. Derby – mention of facilities of Derby city centre, large supermarkets
5. Other
6. Appearance - mention of physical appearance of buildings, pavements, animal mess
7. No reason
8. Safety – mention of perceived personal safety in village area
9. Access – Disability access
10. Mention of lack of services, e.g. Bank/Building society



However, in order to make greater inference and data sets that allowed for significant findings and recommendations we allocated each data set into one of three themes which emerged from the responses.

1. Traffic issues
2. Accessibility for those with disability/limited mobility and health issues.
3. Facilities within the village centre.



1. Parking and heavy traffic

In the sub sample of the 190 respondents who identified the lack of parking as a barrier, there was a large proportion who criticised the limited parking spaces close to the village centre².

'Very difficult to find somewhere to park within the village itself'

'Parking is shocking! People use the precinct to park all day meaning no one else can access it!'

'Parking. It is very rare that I manage to get a parking space without having to wait, the waiting time can be more than 10 minutes.'

Others maintained that this lack of parking forced service users to avoid the town centre:

'Lack of parking for me, would visit weekly if there was a cheap fresh fruit and veg shop / butchers right near other with ample parking'.

'Parking is awful and sometimes not available which sends lots of people to larger supermarkets like Asda'

A quarter of the respondents (25.6 %) felt that issue of the 'White Swan' corner and the volume of heavy traffic that caused people to avoid visiting the village centre. The 'White Swan' pub is a historical landmark within the village, situated at the crossroads of the three main roads into the village. As the village centre expanded around the corresponding areas the White Swan has become a symbol of the conflict between the rights of the pedestrians and the demand for accessibility to the village by motor vehicles.

This tension of how to facilitate safe access whilst allowing traffic to move freely between the village centre is reflected in the survey comments.

'Too much heavy traffic coming through the village makes it very noisy and unpleasant to walk through, particularly near the White Swan pub.'

'It can be very difficult to cross the road and at times it is very intimidating with the enormous lorries so close to you as you walk on the pavement.'

'Enormous lorries rushing through the village are very off putting.'

'It can be quite hard to get around, especially the island outside the White swan, it can be quite dangerous with the buses trying to get up chapel street.'

As a result of this perceived danger, there was a concern by parents for the safety of their children when using the village centre.

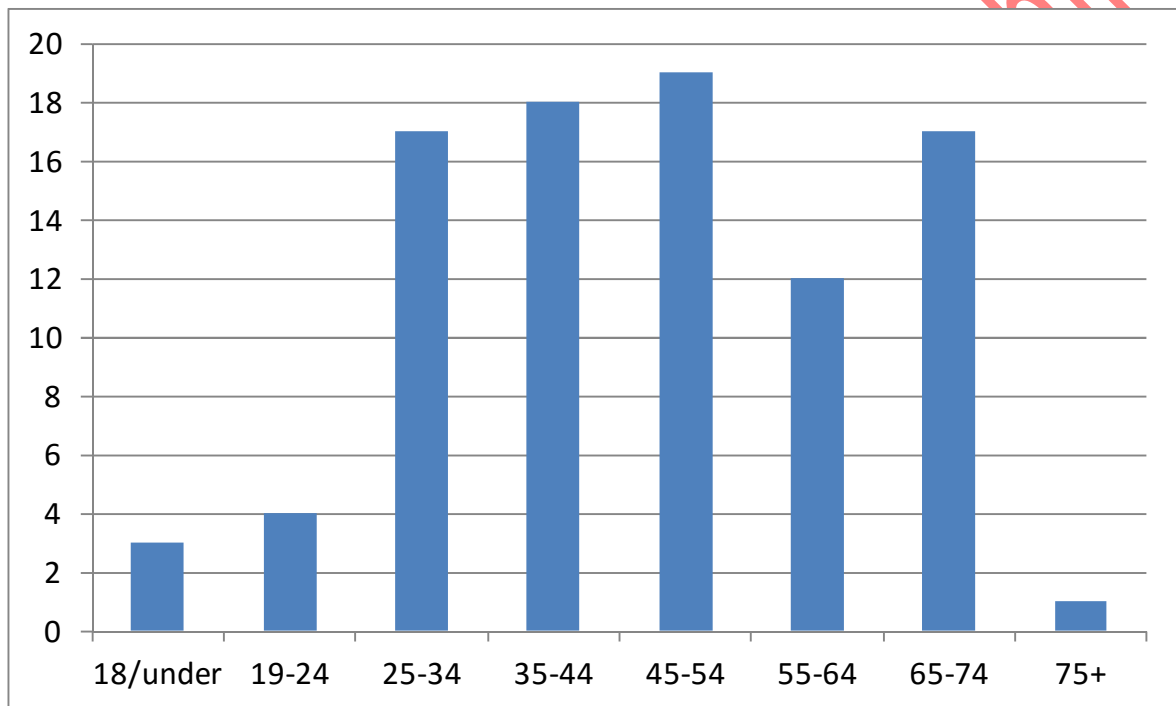
'Traffic on Chapel Street should be one way can be very dangerous when I'm taking my son in pushchair with the bus going that way sometimes cars have to go on curb where I'm walking with my little boy.'

'The high volume of traffic, in particular HGV's, through the centre is very off putting. I have a 2 year old & it isn't a very pleasant environment for her. '

² Text in italics is comments from survey respondents. They are largely verbatim but some have been edited to improve comprehensibility

'Narrow pavements, if you are pushing a pushchair and coping with other children, can be dangerous as cars will mount the pavement to pass large vehicles'
'Not so safe with children (an A road with Lorries running through the middle)'
'The bend (corner) outside the pub can be dangerous with children and pushchairs.'

This emerging voice of those who had young children was a significant achievement as in the previous survey of 2012 it had been unable to engage responses from the under 45 age group, which resulted in an under representation of their views. In order to increase inclusion of this age group, research indicated that an online questionnaire would address this deficit thus allowing us to identify the narrative of this demographic³.



The identification that the under the age of 44 demographic were concerned about the implicit dangers of heavy good vehicles (HGV) and the safety of their children merits further discussion for two reasons. Firstly, this group is underrepresented in community forums so by focusing on an issue that they have a vested interest in could increase civic engagement and open dialogue within this demographic.

Furthermore, data on the frequency and volume of HGVs within Spondon village centre appears to be limited so the perception that the village centre is unsuitable for access by young family groups is at this time unsubstantiated. This is problematic as efforts to demonstrate that the HGV traffic through village centre is unreasonable high or within acceptable limits can not be confirmed or denied resulting in anecdotal experiences rather than empirical facts.

³ Bradburn, Sudman and Wansink, 2004

2. Accessibility

In the 2011 census 9.3% of the Spondon population reported that health problems limited their day to day activities. Therefore this survey asked respondents if they considered themselves to be disabled and the impact that it had on accessibility to the village centre. The response rate was 7% (27) who self identified as having a disability with a further 13% (61) respondents commenting on their perception of provision for those with health issues.

The concern regarding the accessibility of Spondon village centre to those with limited mobility or additional needs was less than 2.3% , however when combined with later question about disability and access we can make a meaningful inference from the collected data . However, there were differing issues depending upon whether the respondent was disabled or a carer for the disabled.

The respondents who were supporting those with mobility issues focused on the concern regarding the safety of the pavements due to the narrowness and the volume of traffic.

'As carer to a disabled lady I know how she feels, pavements on her journey down are not good. Narrow pavements not good, many shops inaccessible due to a step, so she doesn't visit the village that often'

'My Mother has stopped using her mobility scooter as unable to get around safely due to narrow uneven pavements and too many roads and side roads to negotiate and cars parked on pavements etc. I have also stopped pushing her in her wheelchair for the same reasons and most shops, cafe's etc. are too small to accommodate a wheelchair and some have stepped access making it difficult to get her in'

'My mother is partially sighted and uses a walking aid, she finds crossing the road from Gladstone St (White Swan) over to Chapel Street corner is unsafe. A Zebra crossing would be helpful as well as a curb edge friendly for walking aids'

'I look after a disabled person, It is difficult if you need to use a wheelchair as most the shops have small steps into premises, narrow pavements in places and hgv's passing through the village make for a very uncomfortable journey with a wheelchair'

For those who self identified as disabled the concern was to maintain their independence by ensuring parking was available for them to access facilities and the consideration of other car users.

'The new disabled spaces are at the wrong end of the car park [Chapelside precinct] as it means either using steps, walking along the car park whilst cars are manoeuvring or a long way round to the ramp, to get to the shops. The disabled spaces would be so much more useful at the post office end which is nearer and where the ground is flat to get to the shops.'

'I'm not sure much more could be done without causing issues elsewhere but the Disabled parking outside of Nursery is often used by people going into the Nursery or just going to the shops...not easy if I have to walk from part the way up the road.'

There was also a cohort of respondents who felt a responsibility to advocate on behalf of those with mobility issues and demonstrated an empathetic approach to how Spondon village centre could improve mobility.

'As a sloping site it is always difficult for disabled, also pavements are narrow & shops mostly small, but this is what a village is bound to be like.'

'Access team from Derby city council could carry out a review of disability access provision.'

'The DDA was passed in 1995 to enable better access and get all businesses to recognise their responsibilities to give disabled people a fair opportunity to be part of the community. Where are the ramps, modifications and adjustments? If these happen then the disabled shopper will come and spend their money.'

The comments and responses of those with additional needs/limited mobility or disabilities and their carers reflect the comments of able bodied service users that major barriers to visiting Spondon village centre are concerns regarding the adequacy of pavements to keep pedestrians safe and parking

3. Facilities of Spondon shops

Of the respondents who answered the question about barriers to visiting Spondon (382), 74 (20%) of the total identified the shops within Spondon village centre as a barrier to visiting. Within that category three main themes emerged:

- Choice
- Cost
- Co-op

Choice

Over 52% (40) of the sample cited the range of shops as an issue in preventing people visiting Spondon village. It appears some respondents considered that the shops should mimic other small centres and have independent local traders who offered specialise products that reflected the community's heritage.

'Lack of 'local products'

'A regular farmers market would pull in people to use the village more'

'There is not the range of shops to draw you to the area. There are some nice places but not enough to fill a morning'

'You should look at the work being done in Beeston to promote independent stores'

Others argued that the shops failed to cater for a younger demographic and focused on the older members of the community.

'I feel that the shops are aimed at an older demographic rather than a younger one.'

However, this finding may be a reflection of the higher than the average response by the under 45s, and an under engagement with the over 75s. It could be due to the larger percentage of residents who are retired who reside in Spondon than the national average that shops are responding to the demands. However, further research would be necessary to confirm if there is discrepancy between perceptions and the veracity of demands for a youth driven market.

It would appear that only for a very small percentage (4%) are the opening hours for shops a barrier, which could alleviate concerns that extended opening hours are necessary to attract more consumers.

Cost

A common complaint from over 21% of the respondents was the pricing within shops in the village centre. Several participants felt that shopping local was less likely due to the high cost.

'Food shops are expensive'

'Whilst we would all love to be proud to "shop local", the general feeling is that it costs more to do so.'

It is significant to note that food providers were considered the main culprits rather than specialist providers. Therefore, it was often used as a justification for shopping at larger supermarkets rather than supporting local businesses.

'That, combined with the problems of being able to park in the village at peak times, makes it far easier/cheaper to just go to Asda or other local supermarkets sadly for food shopping'

In addition, this belief that the respondents felt they were being exploited by large corporate chains rather than independent traders generated considerable animosity towards the co-operative stores within the village centre.

Co-op

Regarding the Co-op, 23% of the sub sample cited it as a barrier to visiting Spondon village centre for reasons of cost and a perceived belief that it was monopolising the high street, which discouraged other service providers. Spondon village centre has two co-op stores, which are located an equal distance apart from the centre. It appears that respondents felt that this caused the Co-operative to dominate the market place for food provisions and as a result, exploited the consumer.

The negative feelings that were generated by what was seen by some as a cynical ploy to force consumers to shop exclusively at the Co-op could be potentially damaging as respondents felt a betrayal of free market principles. This could impact upon the trust the community has in those who approve applications in regard to shop premises and impact on the public appeal of the Co-operative as a local provider.

Furthermore, in contrast to other concerns regarding facilities on the high street that showed a greater diversity in opinions, there was a consistent and unanimous criticism of the Co-op in regards to cost and its ownership of two shops.

'A small village like Spondon does NOT need two co-op supermarkets'

'2 co-operatives, unsure who thought that was a brilliant idea, one big one is enough! Where's the variety?'

'Only food shops are the co-op and they're over priced'

'The co-op prices are astronomical. Especially if you go to Chaddesden or Alvaston co-ops and compare the prices'

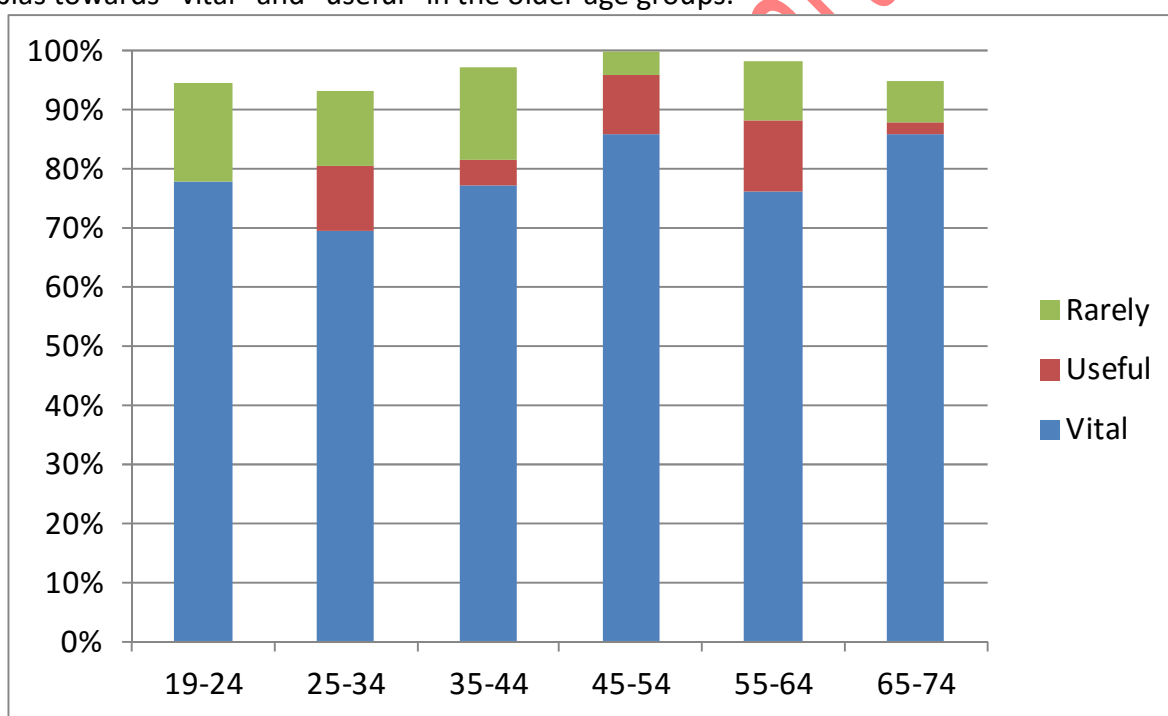
Post Office and Library

These two facilities were anticipated to be a significant factor as reasons to visit the village centre and therefore supplementary questions were included. As can be seen from the above results, whilst the Post Office is a reason to visit for 13% of respondents, the Library is a reason for only 5%.

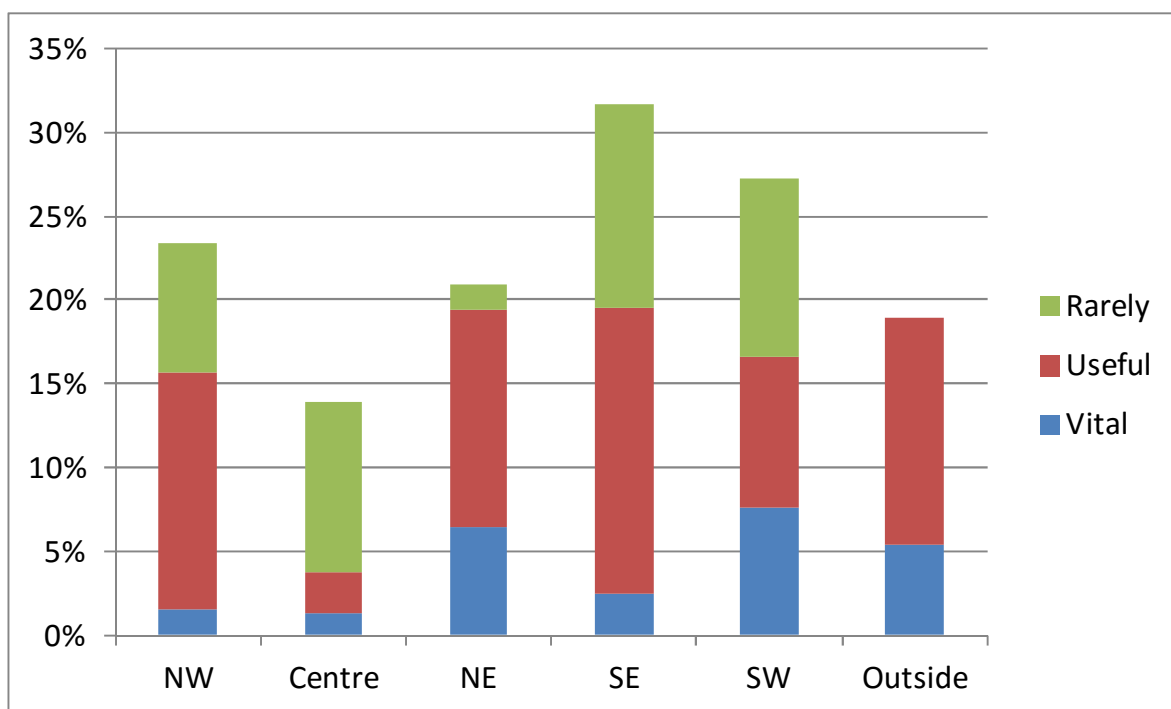
Respondents were asked to classify the usefulness of the Post Office with 4 options.

Vital as it provides a broad range of services	317	78%
Useful but its services can be provided by other places in the village	28	7%
It is a facility I rarely use	46	11%
I don't have an opinion on this matter	16	4%

The responses were further analysed by age group. As can be seen in the chart below there is little variation between age groups as to the percentage that regard the facility as vital (all 8 of those in the oldest, over 75, age group regarded the facility as vital). There is a slight bias towards "vital" and "useful" in the older age groups.



Analysing the results by area (chart below) showed a surprising consistency of view from all Spondon areas except the "Centre". The high percentage of those living outside Spondon who regard the facility as "vital" or "useful" suggests that this might be a powerful reason for visiting Spondon at all.

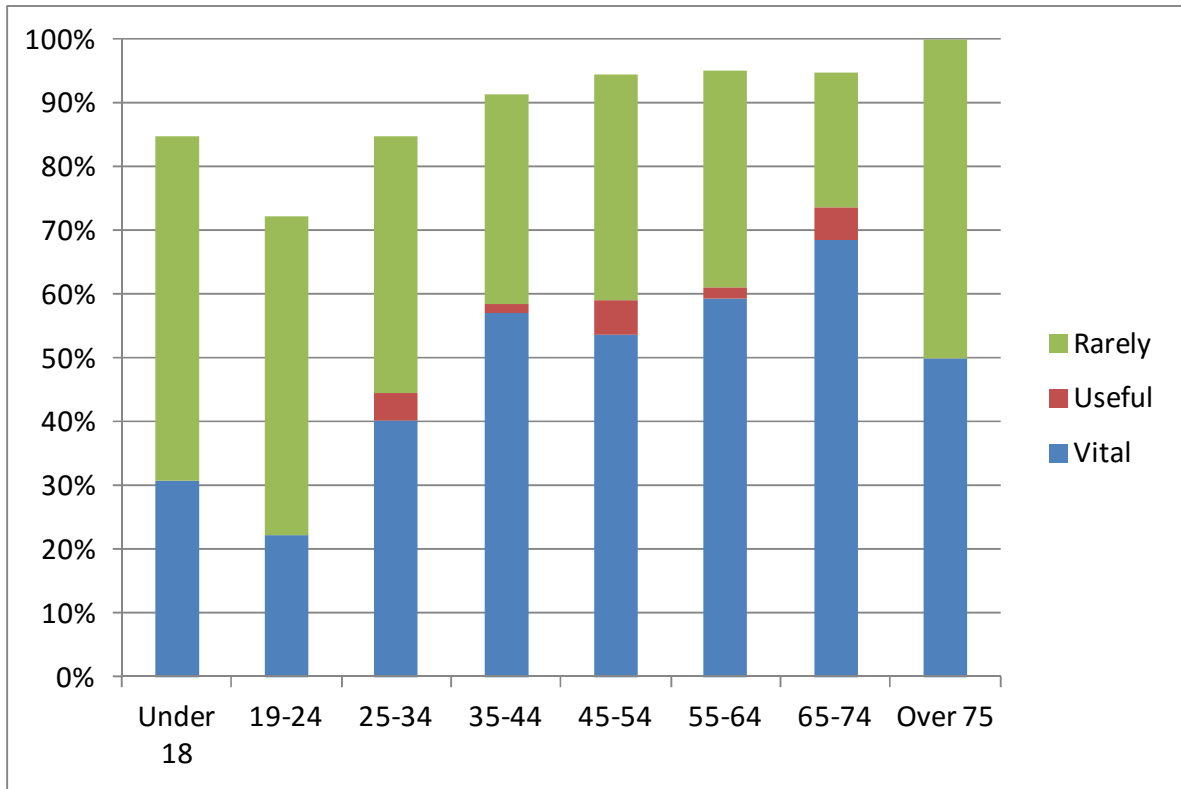


The role of the post office was seen by respondents as offering not only postal services but also as a replacement for the Banks/Building societies that had closed in recent years. It was a major concern that the closure of the post Office would impact upon the older residents, which resulted several respondents advocating on their behalf. The Post office was seen as in a symbolic emotive framework, representing village history and community life and its closure could be seen as an erosion of a commitment to maintaining a village and its residents.

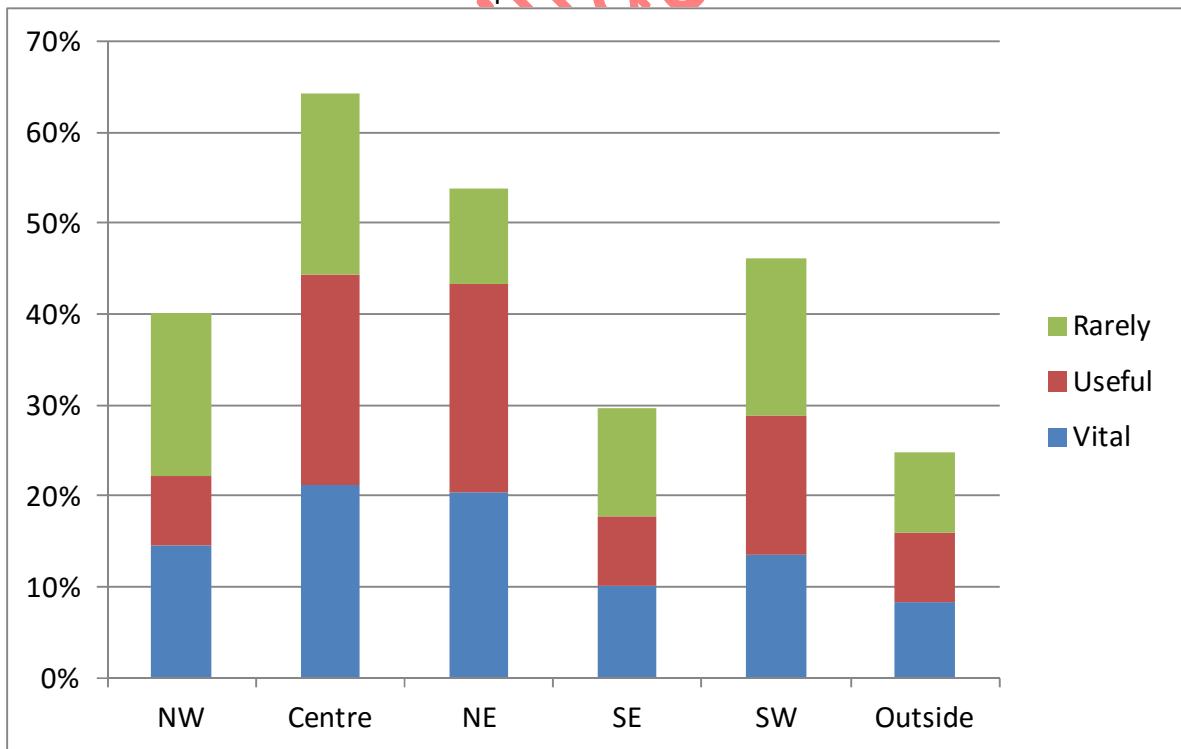
Similar questions were asked about the Library

Vital as it offers a service that cannot be found elsewhere in Spondon	207	51%
Useful but not necessary as I can access their services elsewhere	13	3%
It is a facility I rarely use	145	36%
I don't have an opinion on this matter	41	10%

The responses were then analysed by age group. This shows a distinct increase in the perceived utility of the Library with age (apart from the extreme age groups, which may be due to the very small number of respondents)

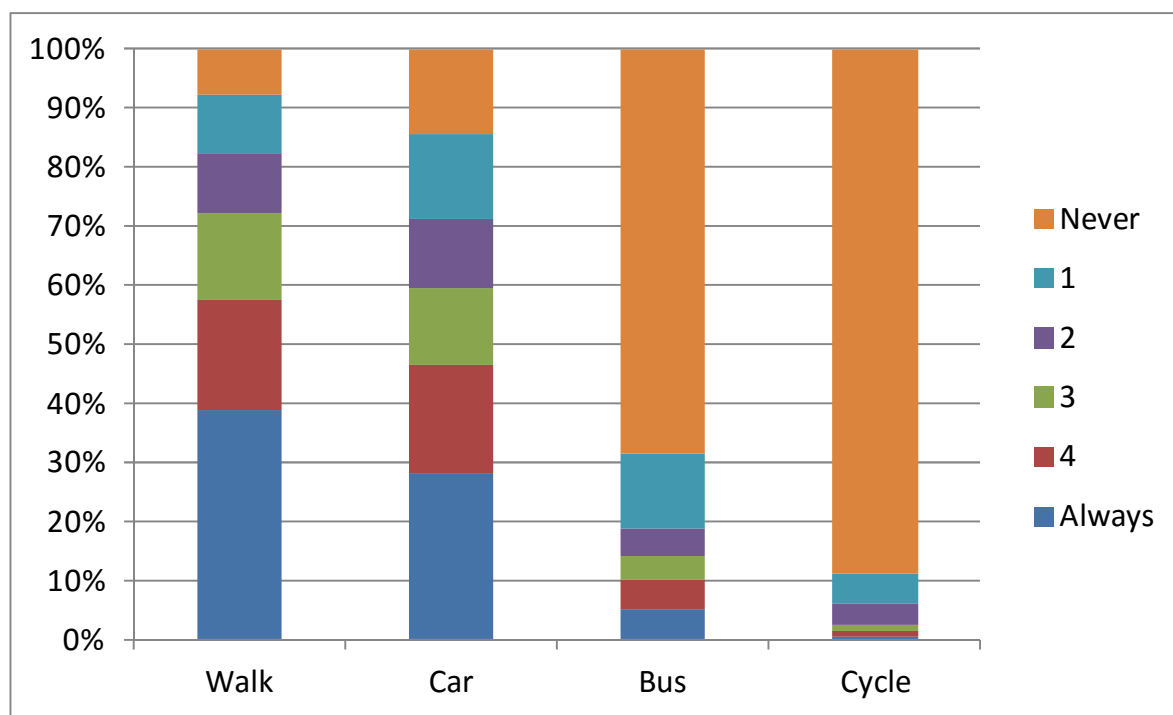


Analysing the results by area shows that those “north of the bypass” regard the Library significantly more important than others, although it should be noted that 20-30% from other areas still rate it as “vital” or “important”.



Accessing the village

Respondents were asked to rate 4 modes of transport (walking, use of car or motor-cycle, public transport or bicycle) on a spectrum from “Always” to “Never”.

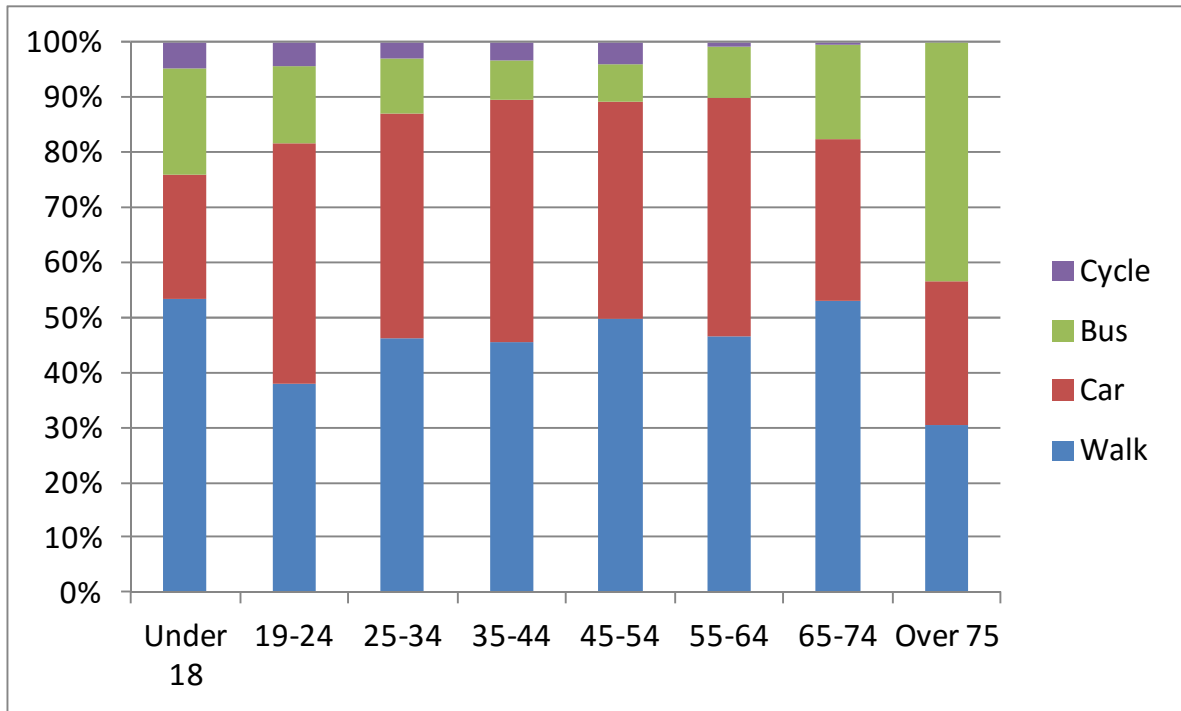


The data collected from the survey demonstrated that, whilst the 2011 census established showed that a car was the main form of transport for travelling to work, walking was the preferred choice to visit the village. Note that 90% of respondents never use a bicycle. The centre of the village is served by 16 buses an hour during the day; although these are primarily routes into the centre of Derby, they also serve areas of the community north of the by-pass and can be used for access to the village centre.

In order to analyse the results by geography and age group, the responses were simplified by giving a weighting between 1 and 0 for each of the ranges. By taking a percentage, each mode of transport was ranked, as follows:

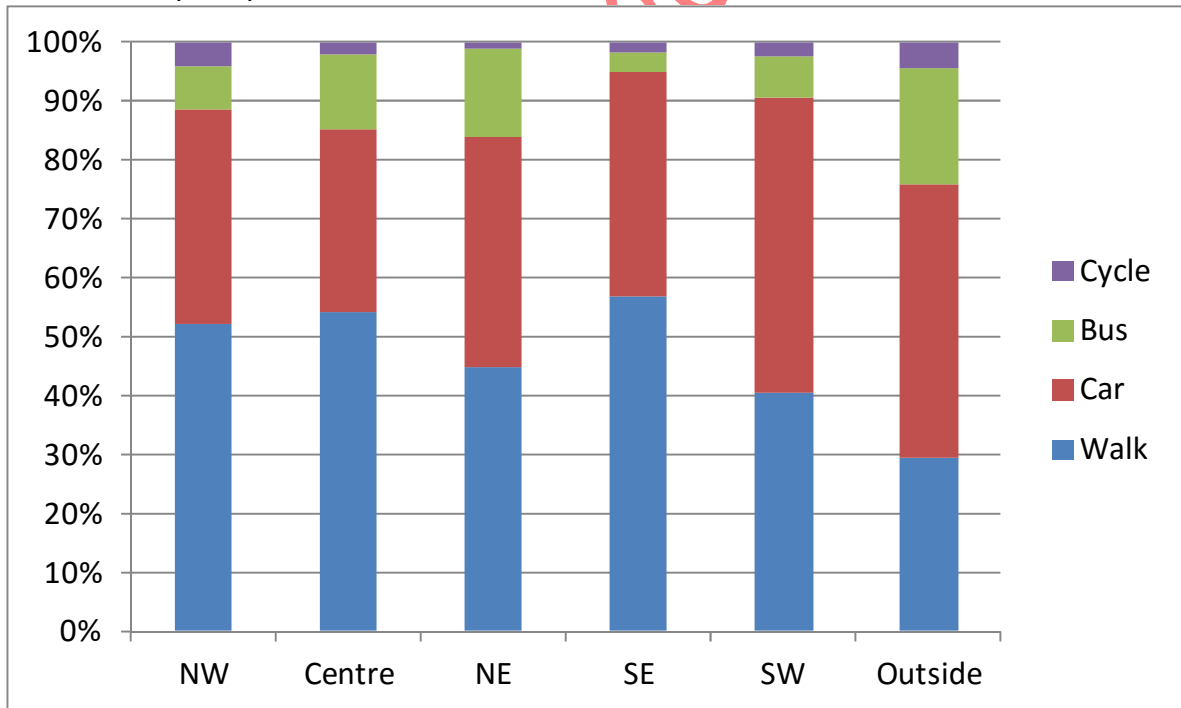
Walk	Car	Bus	Cycle
48%	41%	10%	2%

Using a similar weighting for preference, these results were analysed further by age group, as below.



As can be seen, there is little significant variation, with a decrease of car use over 65. The corresponding increase in bus use is probably explained by the use of bus passes!

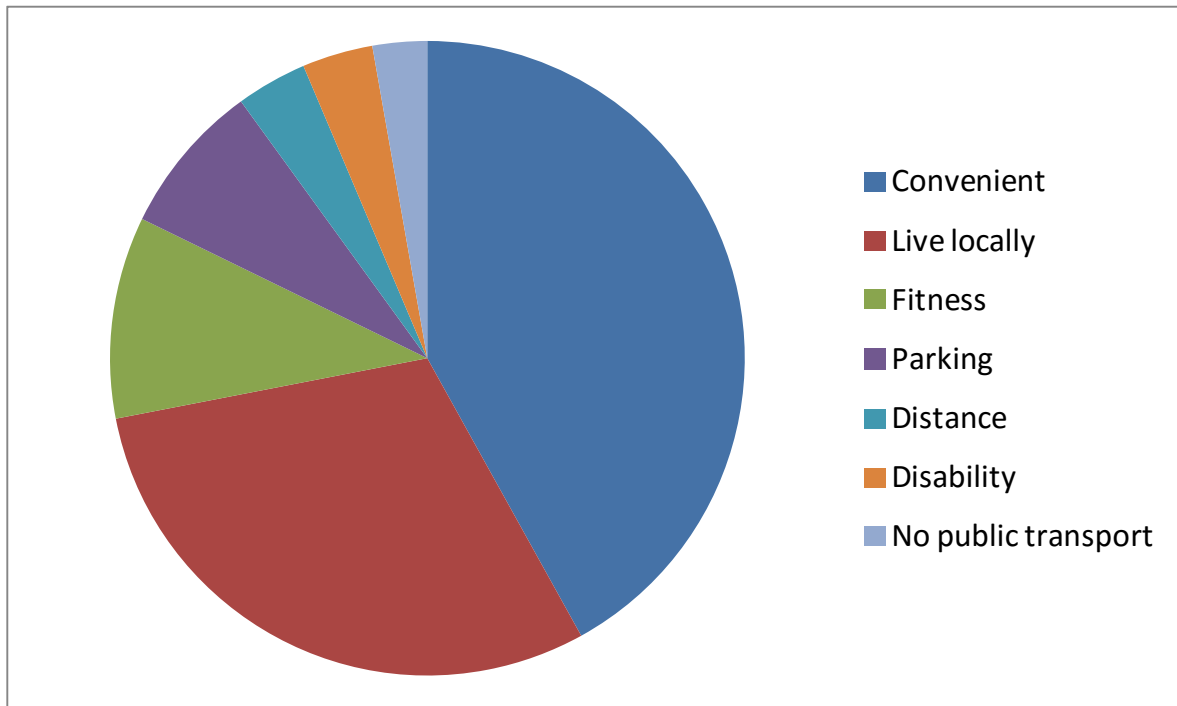
A further analysis by area is shown below.



There is surprisingly little variation, although the relatively poor public transport links from south of the by-pass to the village centre (only one bus route, with 6 buses a day) and the increased walking distance explains the relative popularity of car use from these areas.

The most common recorded reason for respondents to choose either a car or walking most often is the convenience. Those respondents (28.13%) that cited the

car as the most used form of transport to access Spondon village centre frequently mentioned that it was due to visiting on the way to and from work



"I use the car mainly because I'm either on the way from / to work, or pressed for time. It takes 3mins to drive or 20mins to walk"

"On the way back from events further away, I call at the shops. Also if raining or in a hurry I use the car."

"I'm already driving somewhere so it makes sense to include it in my journey"

This would suggest that parking within the village would be used for short durations as users are utilising the village for services before or returning home. Therefore, high demand for parking could be correlated to certain periods of time during the day creating a belief that there is limited parking. It could be that as respondents have chosen to use the car as pressured for time that a delay in parking causes dissatisfaction and an illusion of lack of close parking. It would be recommended that further investigation into this area could assist in establishing whether these hypotheses have merit.

The respondents who identified walking as the main form of transport (38.70%) the locality to the village centre made walking the first choice.

"I live and work in Spondon, so walking is the best and easiest option"

"I walk to the village centre mainly because it's quicker than finding a parking space, and driving there is a bit lazy when I only live 5 minutes walk away."

"The village centre is within comfortable walking distance from home."

It was also recognised as a way of improving their fitness and enjoyment as walking into the village, it became an activity as well as a form of transport. It was seen as a convenient way of accessing the village whilst feeling the benefit of exercising.

"It is close enough to walk when you are a local resident and is healthy exercise"

"Free, good exercise, live close"

“Easy to walk from home and a nice stroll with my little boy”

“If I have been out I tend to pop into the village on the way home so will be in my car. If at home I walk into the village as it is easier not to have to park the car.”

However, those that walked most frequently also cited parking issues as a major factor for choosing this way of accessing the village.

“Easier to walk/cycle and leave the car at home as already too many cars in the village, some parked where they shouldn't be making it a difficult and dangerous place to navigate around.”

“Parking is a big issue and also Chapel Street, it's so dangerous, really should be a one way, the amount of people that have been hit by side mirrors, and buses going up there. I tend to try go the long way round past St Werburghs because I have a little one in a pushchair!!”

“There is too much traffic in the village I live so close it's quicker to walk than spend time in traffic or causing more traffic”

This motivation to walk due to a perceived concern over parking allows us to reflect whether increasing parking spaces could be detrimental as it could discourage service users from walking. The high level of responses that indicate that walking is the preferred choice would suggest that Spondon village centre should encourage pedestrians and offer incentives to access the village by walking. It would seem that respondents understood that walking into the village was beneficial for both themselves and others but had a higher grievance regarding parking issues. This dichotomy could be explored further in order to discover whether those that walk would wish to improve the services for car users or themselves.

The findings established that cycling is the least used of all forms of transport and provision for cyclists were not mentioned or asked for, which would suggest that funding and focus on solutions to traffic concerns and parking provision should be located into improving pedestrian and vehicle access.

Annual events

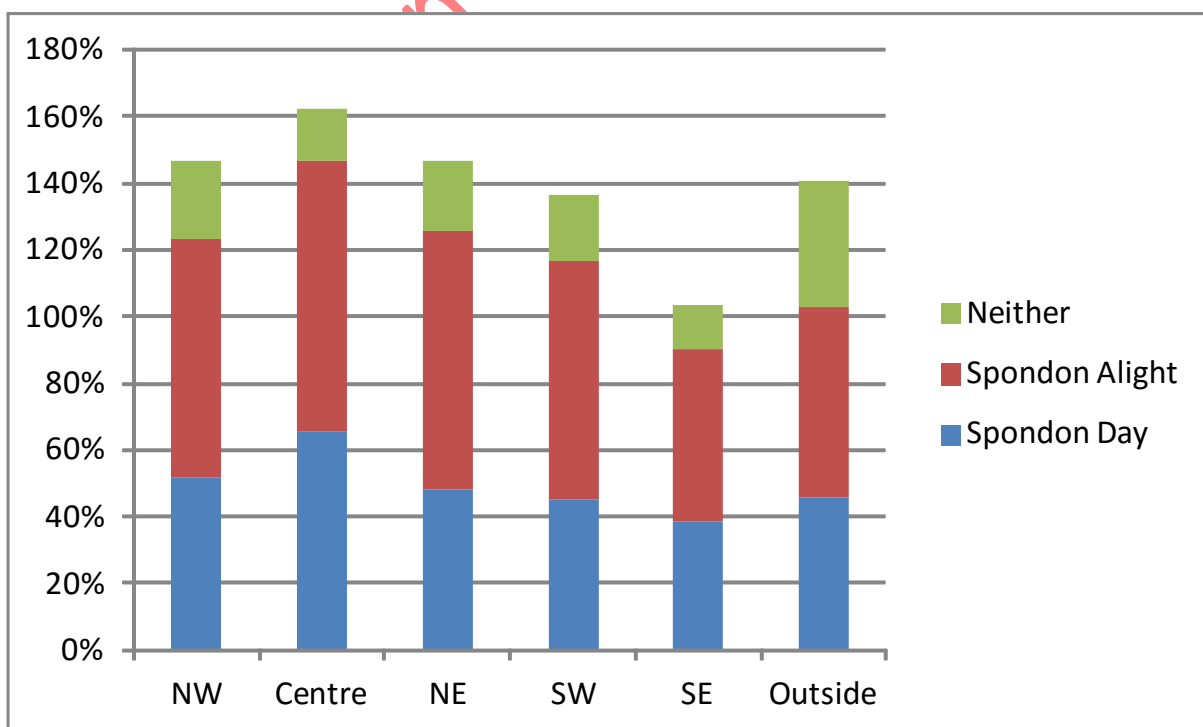
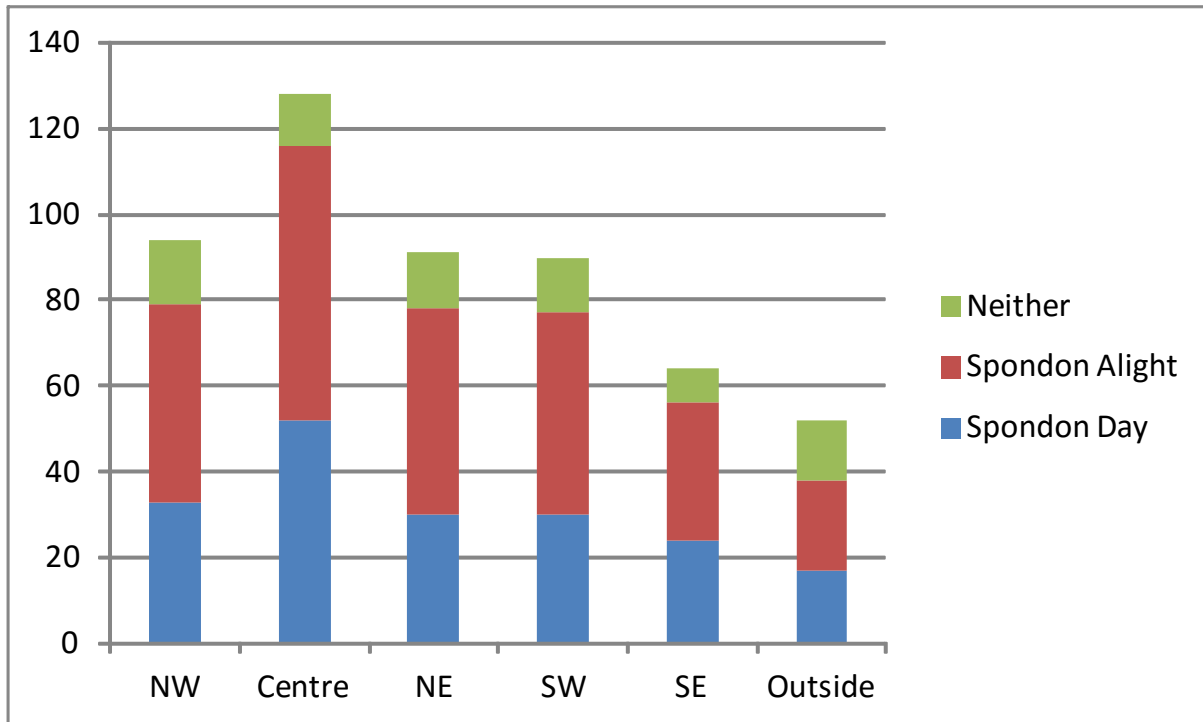
Respondents were asked about the two events organised by the Traders' Association (supported by the VRT) – Spondon Day (usually in June) and Spondon Alight (late November).

Event attended	Number	%age
Both	181	48%
Spondon Day	17	5%
Spondon Alight	97	26%
Neither	81	22%

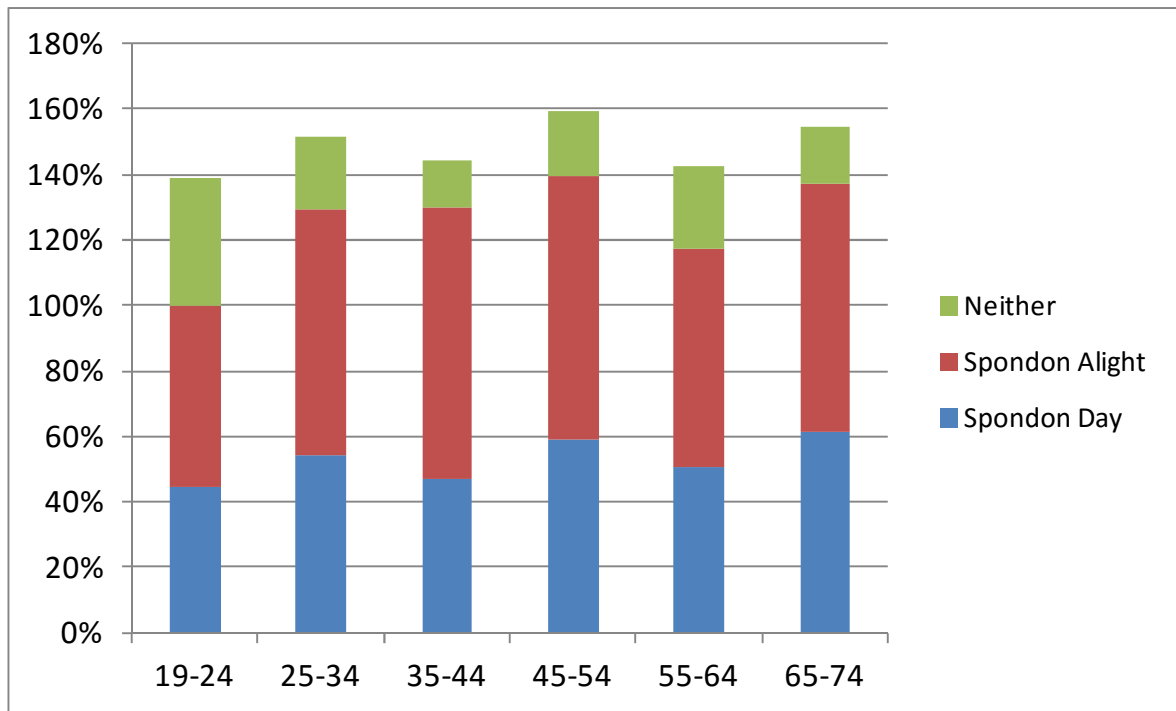
Of those that responded, 53% attended Spondon Day (started in 2013), 74% attended the longer-running Spondon Alight event. Only 22% had attended neither.

The responses were then analysed by area of residence, with the chart shown below. It might be expected that there is a slightly higher attendance from those living in the central area, but attendance from the two southern areas was also encouragingly high.

However, if the attendance is taken as a percentage of those responding from each area (following chart) then the difference is even less.

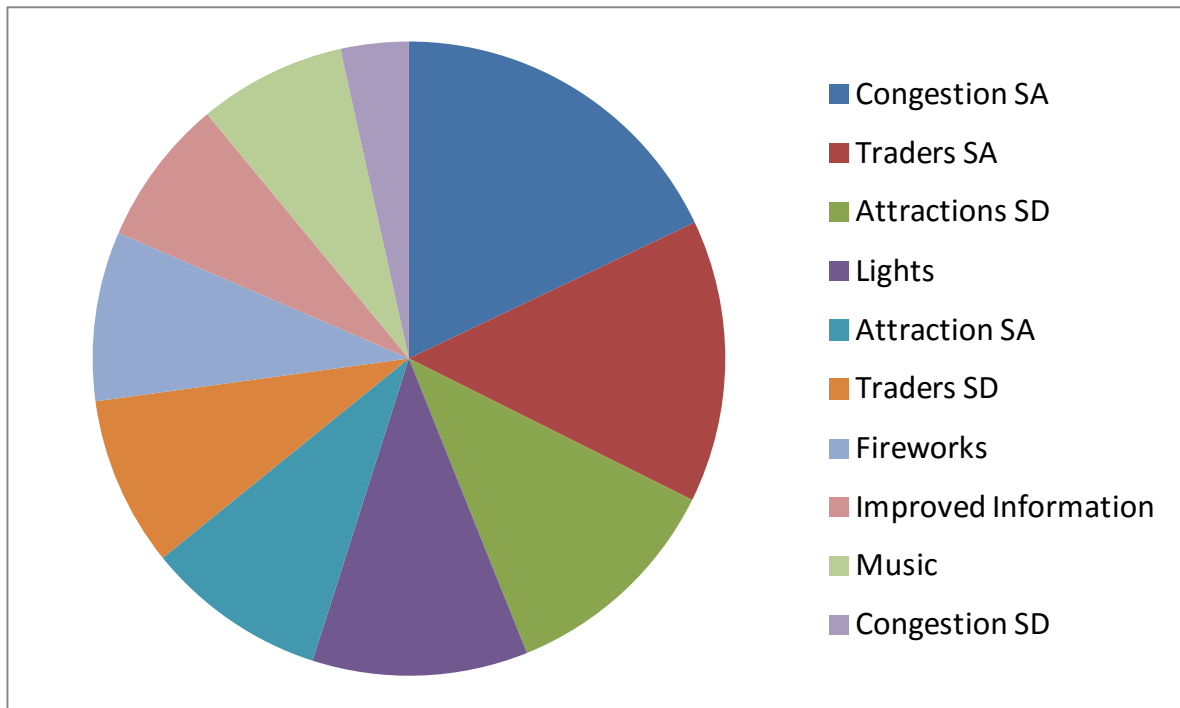


The results were then analysed by age group. Because of the low response from the extreme groups (under 18 and over 75) these responses are not reported. As can be seen from the chart below, there are no significant variations between the age groups. The youngest age group (19-24) has a slightly higher proportion of people who have attended neither event (39%), whilst other groups vary between 14% and 25%.



Age group	19-24	25-34	35-44	45-54	55-64	65-74
Spondon Day	44%	54%	47%	59%	51%	61%
Spondon Alight	56%	75%	83%	80%	66%	75%
Neither	39%	22%	14%	20%	25%	18%

Respondents were also asked to comment on how the events could be improved. These are summarised into categories below (“Spondon Day” and “Spondon Alight” have been abbreviated to SD and SA respectively in the chart).



There are three areas that were confidently commented upon as areas that could increase enjoyment with both Spondon Days and Spondon Alight .

- Congestion
- Attractions offered
- Switching on of Lights

There was recognition that the closure of certain roads during 2014 assisted in resolving concerns, with several respondents commenting on how it had made the event a more enjoyable experience.

"Now the roads are closed I think it has improved."

"To keep the roads closed, event was much better this year due to road closure, I personally enjoyed it better as my son was able to walk round and enjoy the evening without me worrying about the volume of people around in a small village with traffic still passing through"

"Always make sure the roads are temporarily closed for the event - feels dangerous without this"

However, conversely there were residents who felt that the lane closures caused disruption for others and it adversely affected the level of satisfaction with Spondon Alight. There was less dissatisfaction with the issues with congestion regarding Spondon Day, with many commenting on the space between stalls as a positive factor.

It may be that there is an association between the village centre and issues with traffic so there is a perception that Spondon Alight is congested rather than a reality. It may be that the volume of people creates a sense of confinement with some but for others it is identified as a positive sign of villagers coming together in close proximity sharing a collective experience.

"It was great to see so many people in the village enjoying themselves"

"The whole gathering, and the closing down of the streets"

"Lovely atmosphere, good that the road closed, a real buzz in the crowds"

The lack of attractions and insufficient variety of stalls was an area that was considered a negative factor on the level of engagement and enjoyment. The solution of offering more attractions/stalls needs to be considered carefully as many of the respondents called for local businesses/charities to become involved rather than outside suppliers/for profit traders as for many attending the Spondon Alight and Spondon Day it was an incentive to attend in order to support local businesses and community actions.

"More carol singers & traditional fun. Please loose the fair rides & expensive food stalls (candy floss). Let the shop owners benefit from local people buy from them please"

"Stop blocking local shops with outsider stalls/rides. Does not show community support"

"This last years light switch on was far too commercialized with too many rides and food vans detracting from local shops and businesses." "It should be about local trade only - the idea is for people to see what Spondon is like and brings vital new business to local shops."

It appears that respondents value Spondon Days/Spondon Alight as an event that is centered on local civic engagement, fostering community spirit, which 'outside' commercial centered aims could result in disenfranchised attendees and their families. Therefore, there is a need for considerable reflection by vested parties to establish how to maintain a level and quality of stalls/attractions whilst facilitating 'local community' businesses.

It is of interest to note that Spondon currency, a novelty form of money that is used on the day was not referenced, which may be that it is well received and requires little comment or that is of little consequence to those that attend. Further investigation would be needed to establish why it failed to be recognized in the comments.

An area that was identified as a barrier to a satisfactory experience at Spondon Alight was the switching on of the Christmas lights. It seems for several of respondents the switch on of the lights was poorly executed and failed to create sense of excitement or anticipation. A common complaint was lack of information regarding where they were to stand and when the switch on was to happen, which caused confusion and impacted on the enjoyment of the evening.

"A countdown to the turning on of the lights which everyone can hear would be good."

"Light switch on was a big anti climax. Maybe lights all coming on a same time would be better"

"More entertainment. The fire works where a good addition but there was no real entertainment. Also a count down for the light turn on - there was no real count down just they came on."

“Better communication on when where fireworks starting. Maybe a tannoy countdown?”

This situation could be resolved through improved planning and communication, resulting in increased satisfaction and trust in the organisation of this event. Local community events are an opportunity for vested civic/commerce and political groups to demonstrate their skill set and commitment to residents’ well being. Therefore small adjustments such as this will generate greater legitimacy for the organisers as advocates for the village. It is suggested that addressing the lack of information regarding the time of the switch on of lights and ensuring the switch on is a focused event will engender confidence by residents, as it will be a visible means that concerns have been listened to and addressed.

Village Rejuvenation Team name

The VRT has been concerned that its chosen name is not sufficiently explanatory and offered a number of alternative options:

Spondon Village Partnership	130
Heart of Spondon	116
Spondon Together	107
Spondon Partnership	10
Marketing Spondon	9

Respondents were given an option to provide their own suggestions but there was no overwhelming favourite. A number included “community” in variations but this might be confused with the Community Association.

Further contact

A number of options were offered for further contact.

203 (44%) said they were prepared to help with follow-up investigations.

59 (13%) asked to be kept informed about future activities of the Village Improvement Committee, 25 (5%) about the Traders’ Association and 30 (6%) about the Neighbourhood Board. 158 (34%) asked to be added to the distribution list for the Spondon e-newsletter.

Planned actions

- An easily-taken decision was to review the name of the Village Rejuvenation Team. Given the close results, the group name was changed to “Spondon Village Partnership”, together with “Heart of Spondon” as a “tagline”.
- Separate reports will be compiled for specific “target audiences” as a basis for further discussions: the Post Office, the Library, the Co-operative stores, the Traders Association (focusing on their annual events), management of the West Hallam Storage Depot (focusing on comments about HGV traffic in the village) and the bus companies that serve the village.
- This full report will be made available publicly but will also be sent to relevant City Council officers and the Association of Town Centre Managers.
- The unsolicited identification of parking as a problem requires further investigation as it is not clear whether this is a real issue or one of perception. Those respondents who

agreed to be re-contacted will be asked to complete a supplementary survey addressing this specific issue.

- It should not be forgotten that, amongst the constructive criticism, there is a positive message that the community values the village as a retail and social centre. A separate document will be compiled that, whilst acknowledging the problems, will focus on the positive aspects and publicise these follow-up actions.

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