

**DEDDINGTON
2000 for 2000**

**MILLENNIUM
SURVEY**

Research results

**Roger Sykes
12 March 1999**

MILLENNIUM SURVEY - Executive summary

Millennium Legacy projects

- half the ideas suggested had support from respondents to a varying degree. The ideas which received most support were purchasing the Library for perpetuity (51% net support); improving and completing the Deddington to Clifton footpath (42% net support); flower beds/benches in Market Place (32% net support) and converting the Town hall into a Museum or exhibition centre (26% net support). Full results are given in **Table 1**
- respondents were asked to select their three most popular ideas for legacy projects. The ideas which received most support were purchasing the Deddington Library for perpetuity (502 points); Converting the Town hall into a Museum or exhibition centre (314 points); improving and completing the Deddington-Clifton footpath (252 points); building lavatories in Market Place (250 points). Full results are given in **Table 2**
- respondents gave strong support to the ideas for converting the Town Hall. Providing space for local/tourist information (45% net support); providing improved exhibition space (+32% net support) and providing space for a museum (+32%) showed greatest support. Full results are given in **Table 3**
- there was no overall support for extending the Town Hall, as **Table 4** shows
- there was strong support for the Parish Council to provide substantial part of the funding for the chosen capital project (52% net support), as **Table 5** shows
- there was only limited support for paid staff being employed to look after the Town Hall during opening hours (+13% net support) as **Table 6** shows
- there was no support for the Parish Council researching alternative sites for a multi-functional parish centre as **Table 7** shows
- there was some overall support for a multi-functional centre - providing space for local or tourist information centre (+31% net support) and providing improved exhibition space (+24% net support) showed greatest support as **Table 8** shows

Additional issues were also raised in the other comments section in the questionnaire which were seen to be important:

- better utilisation of the resources of the Windmill Centre for the Parish
- need for a village car park and the problems of parking in the Market Place

Activities for the Millennium Year

- eleven of the twelve ideas suggested received overall support from respondents for activities in the Millennium Year
- the Deddington Carnival (+66% net support); party for elderly people (+44% net support); Bonfire Night (+42% net support); and Completion of Parish Conservation Plan (+39%) were the ideas with greatest level of support as **Table 9** shows
- respondents were asked to select their three most popular ideas for the Millennium. The Deddington carnival (738 points); Completion of a Parish Conservation Plan (247 points); Dance, drama, arts and craft weekend (230 points) and party for elderly people (229 points) were the most popular options as **Table 10** shows.

Millennium New Year Weekend

- there was strong support for music under cover with food and drink on New Years Eve in the Market Place (+51% net support) as **Table 11** shows
- all four options for other celebrations over the Millennium weekend showed good levels of support as **Table 12** shows

Additional issues which were raised in the other comments section in the questionnaire which were seen to be important were:

- firework display on New Years Eve
- ensuring children can participate in an event in the early evening

Millennium Calendar

- 37% of respondents said they would buy additional copies of the calendar, and only 4% said they consider sponsoring a photograph as **Tables 13 and 14** show

About the survey

The Millennium Working Group has been working since last October on a project to consult residents in the parish on their views for the Millennium. All the work on this has gone under the brand and logo of *2000 for 2000*. The group consulted widely in preparation before the final questionnaire was agreed including:

- open meeting in November to test ideas in which 50 people attended and ideas and suggestions were taken on board
- meetings with clubs and societies in the Parish to test out the ideas
- meetings with businesses and other organisations to test out the ideas

A questionnaire was delivered to all residents over 18 in the Parish at the end of January with 2 weeks given to complete the questionnaire. The electoral role was used to determine how many people over 18 were in each household. Additional copies of questionnaires were delivered to residents where people had recently moved to the Parish and the electoral role was not up to date. As an incentive to people to respond, a prize draw was offered for a meal for two at the Deddington Arms.

In all 1660 questionnaires were distributed in the Parish and 463 were returned representing a response rate of 28%. For postal surveys this is a reasonable response rate and we can be assured that the returned questionnaires give a good representative view of the wider population. The returns were returned fairly evenly by men and women, and there was a good spread of returns by different age groups.

The questionnaire had five distinct sections:

- Millennium legacy projects
- Activities for the Millennium year
- Millennium New Year Weekend
- Millennium Calendar
- Details about respondents

Millennium Working Group members

Charles Newey
Ron Church
Roger Sykes
Mandy Harper
Maureen Cox
Simon Fergusson
Andrew Thompson

Millennium Legacy projects

Respondents were asked to state whether they agreed or disagreed with the ideas listed on the questionnaire. The table below shows the level of net support for the ideas. Net support is calculated by subtracting the score for those for disagree from those who agree.

Table 1: Level of support for Millennium legacy projects

Rank	Idea	Agree	Neither agree nor disagree	Disagree	Don't know	Net support
1	Purchase Deddington Library for perpetuity	66	15	15	4	+51%
2	Improve and complete Deddington to Clifton footpath	59	21	17	3	+42%
3	Flower beds/benches in Market Place	54	22	22	2	+32%
4	Convert Town Hall into Museum or exhibition centre	51	21	25	3	+26%
5	Erect bus shelter in the Market Place	47	18	33	2	+14%
6	Arts and crafts centre for workshops and exhibitions	39	24	33	4	+6%
7=	Fitness trail/park benches at Windmill Centre	33	30	32	5	+1%
7=	Information board at Castle grounds	37	22	36	5	+1%
9	Build a swimming pool	44	11	44	1	0%
10	Play/picnic areas in Clifton and Hempton	32	31	33	4	-1%
11	Memento for the school	27	35	32	6	-5%
12	Build lavatories in the Market Place	39	13	46	2	-7%
13	Build a Castle themed play and picnic area	30	23	43	4	-13%
14	Buy land for Parish use	22	31	41	6	-19%
15	Twinning with villages in other countries	18	24	55	3	-37%
16	But a house for Windmill Centre steward	11	14	71	4	-60%

Millennium Legacy projects: ranked by popularity

Respondents were asked to rank the top three choices from the list of sixteen ideas provided. The table below shows the results. The total score was reached by giving three points for first choice, two points for second choice, and one point for third choice.

Table 2: Priority projects for Millennium

Rank	Idea	Score
1	Purchase Deddington Library for perpetuity	502
2	Convert Town Hall into a museum or exhibition centre	314
3	Improve and complete Deddington-Clifton footpath	252
4	Build public lavatories in Market Place	250
5	Build a swimming pool	185
6	Flower beds/benches in Market Place	181
7	Erect bus shelter in Market Place	143
8	Arts and craft centre for workshops and exhibitions	120
9	Buy a house for a Windmill Centre steward	98
10	Build a castle themed play and picnic area	93
11	Buy land for Parish use	92
12	Fitness trail/park benches at Windmill Centre	77
13	Memento for the school	65
14	Twinning with villages in other countries	50
15	Play/picnic areas in Clifton and Hempton	48
16	Information board at Castle grounds	35

Town Hall

Respondents were asked their views on converting the Town Hall and asked whether they agreed or disagreed with the listed ideas.

Table 3: converting the Town Hall - ideas ranked by level of net support

Rank	Idea	Agree	Neither agree nor disagree	Disagree	Don't know	Net support
1	Provide space for local/tourist information	61	21	16	2	+45%
2=	Provide improved exhibition space	52	27	20	1	+32%
2=	Provide space for a museum	54	22	22	2	+32%
4	Provide space for a bus shelter	48	21	28	3	+20%
5	Provide space for public lavatories	42	13	44	1	-2%

Respondents were also asked a series of questions about any future plans for the town hall and the results given below.

Extending the town hall

Table 4 *How would you feel about extending the existing town hall northwards to include more space for facilities?*

Agree	36%
Neither agree nor disagree	16%
Disagree	41%
Don't know	7%
Net support	-5%

Funding

Table 5 *At the Open Meeting, suggestions were made that a substantial part of the funding should be provided by the Parish Council for the chosen capital project. Do you agree or disagree with this?*

Agree	67%
Neither agree nor disagree	13%
Disagree	15%
Don't know	5%
Net support	+52%

Paid staff

Table 6 *How would you feel about paid staff being employed to look after an enhanced town hall during opening hours?*

Agree	44%
Neither agree nor disagree	20%
Disagree	31%
Don't know	5%
Net support	+13%

Further research

Table 7 *If it was not feasible to convert the town hall, the Parish Council could research alternative sites for a multi-functional parish centre. What do you think of this idea?*

Agree	41%
Neither agree nor disagree	14%
Disagree	40%
Don't know	5%
Net support	+1%

Multi-functional centre

Table 8: Multi-functional centre - ranked ideas by level of net support

Rank	Idea	Agree	Neither agree nor disagree	Disagree	Don't know	Net support
1	Provide space for local/tourist information	54	21	23	2	+31%
2	Provide improved exhibition space	50	20	26	4	+24%
3	Provide space for a museum	49	19	29	3	+20%
4	Provide space for a bus shelter	45	22	29	4	+16%
5	Provide space for public lavatories	45	13	39	3	+6%

Activities for the Millennium Year

Respondents were asked to state whether they agreed or disagreed with the ideas listed on the questionnaire. The table below shows the level of net support for the ideas. Net support is calculated by subtracting the score for those for disagree from those who agree.

Table 9: Level of support for Activities for Millennium Year

Rank	Idea	Agree	Neither agree nor disagree	Disagree	Don't know	Net support
1	Deddington Carnival (including school fete)	73	18	7	2	+66%
2	Party for elderly people	53	33	11	3	+44%
3	Deddington Bonfire Night(including school)	57	26	15	2	+42%
4	Completion of a Parish Conservation Plan	51	32	12	5	+39%
5	Family Parish sports day at Windmill Centre	46	37	14	3	+32%
6	Flower show	45	37	16	2	+29%
7=	Dance, drama, art and craft weekend	44	38	16	2	+28%
7=	May Dance	42	40	14	4	+28%
9	Family summer picnic at Daeda's Wood	43	38	18	1	+25%
10	Treasure Hunt around the villages	39	40	17	4	+22%
11	Millennium Quiz night	36	42	19	3	+17%

12	Village dog-walking day	17	39	38	6	-21%
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Respondents were asked to rank the top three choices from the list of twelve ideas provided. The table below shows the results. The total score was reached by giving three points for 1st choice, two points for second choice, and one point for third choice.

Table 10: Priority of Activities for the Millennium year

Rank	Idea	Score
1	Deddington Carnival (including school fete)	738
2	Completion of a Parish Conservation Plan	247
3	Dance, drama, art and craft weekend	230
4	Party for elderly people	229
5	Deddington Bonfire Night(including school	198
6	Flower show	167
7	Family Parish sports day at Windmill Centre	161
8	Family summer picnic at Daeda's Wood	150
9	May Dance	120
10	Treasure Hunt around the villages	113
11	Millennium Quiz night	86
12	Village dog-walking day	36

Millennium New Year Weekend

Table 11: Celebrations in Market Place into the year 2000

Rank	Idea	Agree	Neither agree nor disagree	Disagree	Don't know	Net support
1	Music under cover with food and drink	66	18	15	1	+51%
2	Music under cover	34	40	22	4	+12%
3	Music under cover with food	33	40	25	3	+8%

Table 12: Celebrations for the rest of the Millennium weekend

Rank	Idea	Agree	Neither agree nor disagree	Disagree	Don't know	Net support
1	Party for elderly people	46	38	13	3	+33%
2	Party for children and families	43	42	12	3	+32%
3	Millennium weekend	42	41	14	3	+28%

	walk					
4	Street parties	45	31	22	2	+23%

Millennium Calendar

Plans are well advanced for the production of a Millennium Calendar. These questions sought to gauge support for additional copies and sponsorship. Sixteen people have said they are interested - this could provide an extra £640 of income.

Table 13: Would you like additional copies of the Calendar?

Yes	37%
No	63%

Table 14: sponsoring a photograph:

Yes	4%
No	96%

About you

Male	48%
Female	52%

Age	%
18-34	15
35-44	18
45-54	19
55-64	19
65-74	19
75+	10

APPENDIX - Questionnaire

Dear Parishioner

29 January 1999

MILLENNIUM SURVEY

As you may have read in the December issue of Deddington News, the open meeting held to discuss ideas for Millennium projects and events for the Year 2000 was a good start to deciding what we should do. But, especially for things which cost a lot of money, time and organisation, the views of a small meeting are not sufficient to justify action. So, by means of this Millennium Survey we are seeking to get the views of everyone in the Parish, about what we should be doing to mark the Millennium.

The questionnaire should only take 10 minutes of your time to complete and it is your chance to have your say about how we celebrate the year 2000. The questionnaire seeks your views on four key areas:

- **Millennium legacy projects**
- **Activities for the Millennium year**
- **Millennium New Year weekend**
- **Millennium Calendar**

Please take the time to complete this questionnaire and return it to the collection boxes or addresses listed below around the Parish.

Deddington:

Blacksmith's Forge

Crown & Tuns

Library

2 St Thomas Street

Windmill Stores

Deddington Arms

Post Office

Clifton:

2 Orchard View, Tithe Lane, Clifton

10 Walnut Close, Clifton

Hempton:

Pathfinder Cottage, The Lane, Hempton

As an incentive there's a prize of **Sunday lunch for two at the Deddington Arms** if you return the questionnaire with your name and address included.

PLEASE FIND THE TIME TO TAKE PART IN THIS IMPORTANT SURVEY AND RETURN THE QUESTIONNAIRE BY SUNDAY 14TH FEBRUARY 1999.

Prepared by the Millennium Working Group of the Parish Council

MILLENNIUM SURVEY

Millennium Legacy projects

1. At the recent Open Meeting a number of suggestions were made for lasting projects to celebrate the Millennium. Not all of these projects will be possible within given resources, so we are interested to find out what you think of the ideas. Please can you state whether you agree or disagree with the ideas from the list below. Please **tick** your chosen response.

	Agree	Neither agree nor disagree	Disagree	Don't know
A Buy a house for a Windmill Centre steward	___	___	___	___
B Purchase Deddington Library for perpetuity	___	___	___	___
C Convert town hall into a museum or exhibition centre	___	___	___	___
D Buy land for Parish use	___	___	___	___
E Fitness trail/park benches at Windmill Centre	___	___	___	___
F Memento for the school (to be decided by school)	___	___	___	___
G Information board at the Castle grounds	___	___	___	___
H Build public lavatories in the Market Place	___	___	___	___
I Erect bus shelter in the Market Place	___	___	___	___
J Flower beds/benches in the Market Place	___	___	___	___
K Play/picnic areas in Clifton and Hempton	___	___	___	___
L Twinning with villages in other countries	___	___	___	___
M Build a castle themed play and picnic area	___	___	___	___
N Improve and complete Deddington-Clifton footpath	___	___	___	___
O Arts & crafts centre for workshops & exhibitions	___	___	___	___
P Build a swimming pool	___	___	___	___

2. From the list of options **A to P** above please select your top three choices in order:

1st Choice___ 2nd Choice___ 3rd Choice___

3. Please let us know any other ideas and suggestions you may have below:

4. At the Open Meeting the conversion of the Town Hall in the Market Place in Deddington was the capital project which received greatest interest. Please state whether you agree or disagree with the suggested uses of a converted town hall. Please **tick** your chosen response.

	Agree	Neither agree nor disagree	Disagree	Don't know
A Provide improved exhibition space	___	___	___	___
B Provide space for a museum	___	___	___	___
C Provide space for public lavatories	___	___	___	___
D Provide space for local/tourist information	___	___	___	___
E Provide space for a bus shelter	___	___	___	___

5 How would you feel about extending the existing town hall northwards to include more space for facilities?

Agree	Neither agree nor disagree	Disagree	Don't' know
_____	_____	_____	_____

6 At the Open Meeting, suggestions were made that a substantial part of the funding should be provided by the Parish Council for the chosen capital project. Do you agree or disagree with this?

Agree	Neither agree nor disagree	Disagree	Don't' know
_____	_____	_____	_____

7 How would you feel about paid staff being employed to look after an enhanced town hall during opening hours?

Agree	Neither agree nor disagree	Disagree	Don't' know
_____	_____	_____	_____

8 If it was not feasible to convert the town hall, the Parish Council could research alternative sites for a multi-functional parish centre. What do think of this idea?

Agree	Neither agree nor disagree	Disagree	Don't' know
_____	_____	_____	_____

9 Please state whether you agree or disagree with the suggested uses of such a multi-functional parish centre listed below?

	Agree	Neither agree nor disagree	Disagree	Don't' know
A Provide improved exhibition space	_____	_____	_____	_____
B Provide space for a museum	_____	_____	_____	_____
C Provide space for public lavatories	_____	_____	_____	_____
D Provide space for local/tourist information	_____	_____	_____	_____
E Provide space for a bus shelter	_____	_____	_____	_____

10 Please let us know any other ideas and suggestions which you may have for an improved centre for the Parish.

Activities for the Millennium Year

11 The Millennium Group has been meeting with organisations and individuals to talk about ideas for a programme of activities for the year 2000. From the ideas listed below which have been suggested to date, please state whether you agree or disagree that with these ideas:

	Agree	Neither agree nor disagree	Disagree	Don't know
A Deddington Carnival (including school fete)	___	___	___	___
B Deddington Bonfire night (including school)	___	___	___	___
C Family summer picnic at Daeda's wood	___	___	___	___
D Flower show	___	___	___	___
E Dance, drama, art & craft weekend	___	___	___	___
F Millennium Quiz night	___	___	___	___
G Treasure Hunt around the villages	___	___	___	___
H May Dance	___	___	___	___
I Completion of a Parish Conservation Plan	___	___	___	___
J Village dog-walking day	___	___	___	___
K Family Parish sports day at Windmill Centre	___	___	___	___
L Party for elderly people	___	___	___	___

12 From the list of options **A to L** listed above please select your top three choices in order:

1st Choice___ 2nd Choice___ 3rd Choice___

13 If you have any other ideas, please give details below:

14 If you belong to any club or society in the parish, are you planning or prepared to organise/be involved in an event? Please give details below:

Millennium New Year Weekend

15 The Millennium Group has talked to a number of organisations and individuals about plans for the Millennium weekend. From the ideas listed below which have been suggested to date, please state whether you agree or disagree that these are good ideas:

Celebrations in Market Place on New Years Eve into the year 2000:

We believe that a number of hotels and pubs in the parish will be organising all-ticket functions on New Years Eve. It is likely that a large number of people will be having parties with their families. We would like to arrange an *Into the Millennium Party* in the Market Place from later evening into the New Year. Please state whether you agree or disagree with the ideas below. Please **tick** your chosen response.

	Agree	Neither agree nor disagree	Disagree	Don't know
A Music under cover with food and drink	___	___	___	___
B Music under cover with food	___	___	___	___
C Music under cover	___	___	___	___

16 If you have any other ideas for events on New Years Eve into the Year 2000, for example a party at the Windmill Centre, please give details below:

Celebrations for the rest of the Millennium weekend

17 A number of other suggestions have been made for other events over the Millennium weekend. Please state whether you agree or disagree that these are good ideas. Please **tick** you chosen response.

	Agree	Neither agree not disagree	Disagree	Don't know
A Street parties				
B Party for children and families				
C Party for elderly people				
D Millennium Weekend Walk				

18 A small group is planning to organise "Millennium Watch". This will provide practical help to ill and older people over the weekend when they may additional support. If you would like to volunteer to help, please put you name and phone number below:

Name _____ Telephone Number _____

Millennium Calendar

The Millennium Group is planning to produce a Millennium Calendar to be distributed to all households in the parish. The calendar will have photographs of the parish as we are today. Sponsorship has been secured for each month from companies and individuals to support this. In addition copies of the calendar will be sold in locally.

19 Additional copies of the calendar will be on sale for about £5 for friends and relatives. Would you like additional copies? Yes___ No___

20 How many additional copies would you buy? _____

21 In addition individuals can sponsor a photograph of their house/Parish location which will appear in the back pages of the calendar. Each entry costs £40. Are you interested in this
Yes___ No___

If you are interested in this please ensure you complete your name and address below.

About you

To help us determine what different groups of people in the parish would like to see in the Millennium, it would be helpful if you tell us a few details about yourself. These details will be treated with strictest confidence and not shared with anyone else. If you complete the name and address details below, you will be entered into a free prize draw which could **win you Sunday lunch for two at the Deddington Arms.**

22 Your gender

Male _____ Female _____

23 Your age

18-24 _____ 25-34 _____ 35-44 _____
45-54 _____ 55-64 _____ 65-74 _____
75-84 _____ 85+ _____

24 How many years have you lived in the parish? _____

25 How many people are there in your household? _____

26 How many people in your household are under 18? _____

NAME _____

ADDRESS _____

TEL. NO _____

THANK YOU FOR TAKING THE TIME TO PARTICPATE IN THIS IMPORTANT SURVEY. YOUR VIEW WILL BE ANALYSED AND FORM THE BASIS OF A REPORT BACK TO THE PARISH COUNCIL WHICH WILL DETERMINE THE EVENTS IN THE MILLENNIUM. REMEMBER YOU WILL ONLY QUALIFY FOR THE PRIZE DRAW IF YOU INCLUDE YOUR NAME AND ADDRESS ABOVE. RETURN THIS QUESTIONNAIRE TO ONE OF THE ADDRESSES OR COLLECTION POINTS BELOW:

Deddington:

Blacksmith's Forge Windmill Stores
Crown & Tuns Deddington Arms
Library Post Office
2 St Thomas Street

Clifton:

2 Orchard View, Tithe Lane, Clifton
10 Walnut Close, Clifton

Hempton:

Pathfinder Cottage, The Lane, Hempton

