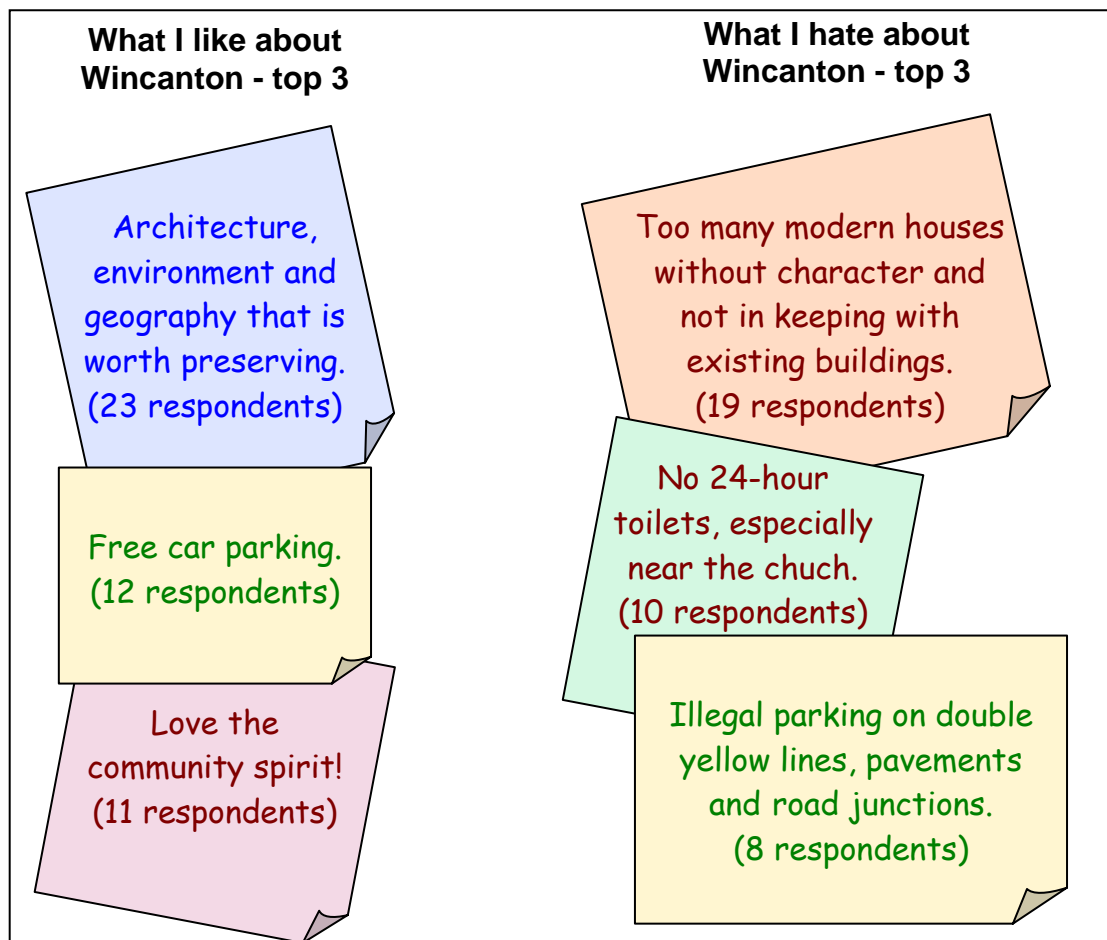


Annex A The community research

Gathering views

Research to identify the issues that Wincanton Community felt should be taken into account in the community’s plan was carried out at:

- **Community consultation event.** This spanned two days on 24 and 25 June 2005 at the Memorial Hall in the centre of Wincanton. Everyone was free to drop by to browse the exhibits and give their views through open comment on post-it stickers, a graffiti wall and other devices. The event included a video booth designed particularly to attract views from younger members of the community. A total of 862 responses were received from residents of Wincanton and its surrounding villages
- **Schools consultation.** This took place on 5 and 6 July 2005 at King Arthur’s Community School. 100 responses were gathered.



Analysis by Hannah Reynolds Associates Ltd, 2005

The results helped the Steering Group to structure the next stage of community research and provided ideas which have been valuable in identifying strategies and projects to carry forward.

Top ten Wincanton issues

Ranking	Issue	Number of respondents
1	Too much housing badly designed of wrong type without infrastructure	65
2	Improve bus services	58
3	Range of new leisure facilities and activities	57
4	Better shops, cafes, restaurants in town centre	46
5	Protect and improve environment of Wincanton	34
6	No parking charges	30
7	New cinema	26
8	Enforce parking regulations	26
9	Improve width and condition of footpaths and road surfaces	26
10	Protect and improve access to the countryside	21

Analysis by Hannah Reynolds Associates Ltd, 2005

Top ten issues for King Arthur's School students

Ranking	Issue	Number of respondents
1	A new cinema	18
2	Skate park with roof/shelter, swings, benches, no smoking, teenage youth shelter	14
3	More clubs for young people, youth club, café, night club	9
4	Pizza Hut, KFC, McDonald's	6
5	More shops, shopping centre, Tesco in Milborne Port	6
6	More facilities, nets in park, pavements to Sports Ground	5
7	Bowling Alley	4
8	More entertaining things to do, after-school activities	3
9	A graffiti board	2
10	Bigger recreation ground at Henstridge with equipment and facilities	2

Analysis by Hannah Reynolds Associates Ltd, 2005

Finding the vision

Three pieces of community research carried out by the Steering Group in 2006 focused, among other aspects, on the creation of Wincanton's vision:

- **Community consultation evening on 1 March 2006.** Among other exercises, participants used priority wheels to express their collective preference for a variety of views about Wincanton's future. Some of these views had been identified by the Steering Group as a result of the summer 2005 consultation. Other views were added to the list on the night by the participants. 96 people took part
- **Farmers' Market consultation on 7 April 2006.** People were invited to choose and prioritise up to three selections from a list of 19 views about Wincanton's future and, if they wanted to, to suggest other ideas. The 19 views listed were those which had figured most strongly in the results from the March consultation evening. 85 respondents completed the response sheets
- **Morrison's consultation on 28 and 29 April 2006** (and some further consultations using the same method). The method was the same as for the Farmers' Market except that people were invited to choose and prioritise up to five selections rather than three. 304 respondents completed the sheets.

For each of the three pieces of research, each view was given a score which reflected both the priority given to it by each respondent and the number of respondents selecting that view. The views with the highest scores were thus those which the participants collectively thought were the highest priority.

The tables which follow show the top ten priorities from each of the three pieces of research. By picking out those views which feature in all three sets of results, it is possible to identify those views which consistently featured as the top priorities. In the tables the views are coded as shown in the box below.

Codes used in the tables	
EMP = views concerning employment	HOS = views concerning Verrington Hospital
BUS = views concerning business	INF = views relating to the social, health, educational and other infrastructure
HOU = views concerning housing and/or development	TRA = views concerning traffic
HER = views relating to Wincanton's heritage and history	PAR = views about free car parking
SHO = views concerning the shopping and related facilities	YOU = views concerning facilities for young people
TOU = views related to tourism	SAF = views about perceptions of safety
COM = views related to community spirit and similar features	COU = views relating to the surrounding countryside

Top 10 choices from the 1 March 2006 research (the priority wheels)

Code (see p71)	Vision building block	Total score
EMP	Full employment/ more quality jobs, light industry etc/ more technical based employment/ jobs with higher earnings potential/ employment land/ encourage new employers into area before housing built	24
BUS	New business/ business thriving, successful, prosperous/ encourage more businesses to area to promote local economy/ more industrial units	22
HOU	Stop wrong sort of development/ template for new buildings to fit in, new housing blending with old/ higher quality housing with parking & gardens/ protect rural aspects and views in town from mindless development/ no more housing on industrial sites/ encourage good design and mix through planning process	21
HER	Enhance Georgian buildings in High Street/ make more of Wincanton's architecture	21
SHO	Healthy mix of retail, restaurants and pubs, greater variety of shops and more of them/ thriving shopping area with wide pavements and attractive trees/ attract people to town centre from Morrison's	20
TOU	Tourist hub/ gateway destination for tourists/ make better use of race course to bring in visitors/ improve facilities for visitors/ improve look of town and upgrade visitor facilities to promote tourism	18
COM	Friendly town/ classless town/sharing resources/ helping people/ community spirit	17
HOS	Improved hospital/ diagnostic facilities at Verrington hospital/ maintain access to hospital services/ ensure long-term future of local hospital	15
INF	Improve social and educational infrastructure if population to grow/ new school	15
TRA	Improve traffic management in town centre/ reduce traffic and better bus service/ less traffic	15

Number of participants: 96

Top 10 choices from the Farmers’ Market research (3 choices)

Code (see p71)	Vision building block	Total score
SHO	Town Centre a healthy mix of retail, restaurants and pubs	64
PAR	Free car parking	61
HOS	Improved well-resourced local hospital	48
EMP BUS	Full employment with thriving businesses developed in the town centre	48
HOU	Affordable housing for our children	42
TOU	A vibrant English market town and tourist hub	41
COM	Good community spirit	36
YOU	Good facilities for young people	25
SAF	People not afraid to go out	18
COM	Friendly classless town where it is easy to make friends	17

Number of respondents: 85

Table 3: Top 10 choices from the Morrison’s research (5 choices)

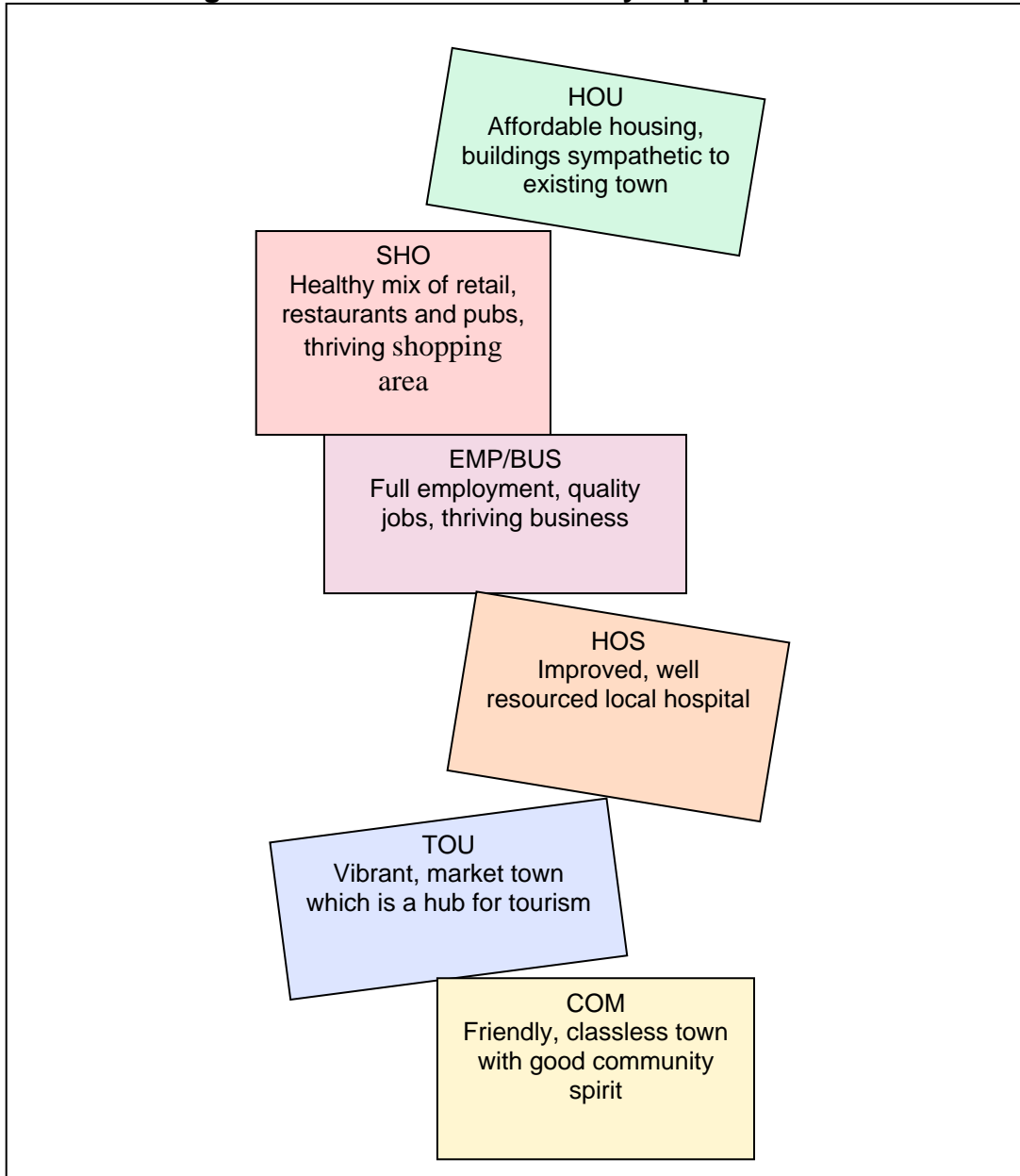
Code (see p71)	Vision building block	Total score
PAR	Free car parking	440
HOU	Affordable housing for our children	411
HOS	Improved well-resourced local hospital	410
SAF	People not afraid to go out	356
SHO	Town Centre a healthy mix of retail, restaurants and pubs	353
EMP BUS	Full employment with thriving businesses developed in the town centre	325
COM	Good community spirit	284
YOU	Good facilities for young people	266
TOU	A vibrant English market town and tourist hub	212
COU	Protected and improved access to countryside	168

Number of respondents: 304

The views that were common to all three response groups are shown in the diagram overleaf. They are shown in order of popularity with the highest priority themes shown at the top of the stack.

These six common themes were used by the Steering Group to construct the overall vision statement and its supporting goals.

Vision building blocks with wide community support



Identifying the strategies and specific policies

The 2005 and 2006 consultations gathered a wide array of more specific views from the community about how Wincanton could be improved. These detailed views, particularly from ‘carousel’ workshops held at the community consultation evening in March 2006, together with the results of the Healthcheck, enabled the Steering Group to identify the strategies and projects that will take Wincanton towards achieving its goals and vision.