

Horsham Society: Members' Survey June 2011

Introduction

The results of the electronic survey conducted in June 2011 are summarized in the pages below. The survey, comprising ten questions, used a website tool called "SurveyMonkey" and was sent to the 149 members for whom the Society had an email address. The Society received 61 replies giving a response rate of 41% and amounting to 5% of the total membership.

Members responding stated:

- This is why I joined
- These are my current priorities
- This is what I think of the Society's performance
- This is what I think of the Society's communications
- This is how I want to be involved
- This is my demographic data

The Executive Committee plans to use the information to inform future decisions and actions.

Question 1

What was your main reason for joining the Society?

Please note that the analysis is by "mention" as a number of responses contained more than one reason.

Four main clusters emerged:

- | | |
|--------------------------------------|-------------|
| - Safeguarding the future of Horsham | 23 mentions |
| - Interest in Horsham | 16 mentions |
| - Interest in current developments | 14 mentions |
| - Interest in local history | 11 mentions |

The next largest category was:

- | | |
|----------------------|------------|
| - Long-term resident | 5 mentions |
|----------------------|------------|

Thereafter, a variety of reasons with just one mention each.

Below are some examples from the "safeguarding" cluster:

- To support the work you (the Society) are doing to help keep Horsham a good place to live.
- To support its (the Society's) work to conserve and enhance the best features of Horsham buildings and countryside.
- Safeguarding the integrity of Horsham, future development, quality of development; keeping Horsham a pleasant but vibrant place to live, commercially and with regard to what is available in the Town and surrounding areas arts-wise, recreational pursuits etc.

Question 2

Please indicate your level of interest in the various topic options below.

Topic	Not Interested %	Quite Interested %	Very Interested %	Supremely Interested %
Local planning applications	2	37	51	10
Council plans and activities	0	34	53	13
Building design	2	27	59	12
Town facilities	0	19	64	17
Local wildlife	7	31	47	15
Current affairs	2	36	57	5
Local history	0	16	59	25
Local amenities	5	31	52	12
Local commerce	7	70	21	2
Heritage buildings	0	21	54	25
Committee news	7	56	34	3
Housing development	2	31	40	27
Green spaces	0	27	44	29

The “top topics” to emerge by adding the “very interested” and “supremely interested” responses were:

- Local history 84%
- Town facilities 81%
- Heritage buildings 79%
- Green spaces 73%
- Building design 71%

The “passion topics” to emerge from taking only the “supremely interested” responses were:

- Green spaces 29%
- Housing development 27%
- Heritage buildings 25%
- Local history 25%

Question 3

Does the Society meet your expectations in progressing your key interests?

	Response %	Response count
No	0	0
Partly	26	16
Fully	74	45

The overall satisfaction level was high.

Two main clusters emerged from the comments made by those partly satisfied:

- Performance of the Society 6 mentions
- Members' views 4 mentions

Below are some examples from these clusters:

- I would like to see the Horsham Society being more proactive in modern day issues that affect the Town.
- I would like you (the Society) to be more forceful in opposing local developments that are encroaching on green areas eg south of Broadbridge Heath , gap between Horsham and Crawley.
- No criticism but the Society does not have the influence to change some government initiatives or in some cases the will of the local Council. The way the town has been developed is evidence of this.
- I don't see how members influence the views of the Society.
- I feel the views expressed by the Society are usually the views of the committee and are not always representative of the membership as a whole.
- Perhaps rather than articles written by a spokesperson some form of balloting the members' views would strengthen the voice of the Society and stimulate more discussion among the public and the council.

Question 4

Does the content of the current newsletter cover your interests?

	Response %	Response count
Not much	2	1
In part	49	30
Yes fully	49	30

Question 5

Would you like to see any changes to the newsletter coverage or presentation?

Four main clusters emerged:

- No changes 12 mentions
- Very interesting read 9 mentions
- More coverage of current issues 8 mentions
- Format/content changes 8 mentions

Typical responses found in the first two clusters are summarised in the following example:

- No (changes). I think it is well presented and an interesting mix of topics.

Similarly, responses in the “current issues” cluster are straightforward, an example being:

- More items of current interest eg town developments.

However, the “format/content” cluster is a mixed bag of mainly one-off suggestions, including:

- I would like to see members given more opportunity to put forward their views on issues.
- More about wildlife.
- It would be useful if the Newsletter always had past, present and future sections.

Question 6

Do you use the Society website?

	Response %	Response count
Never	7	4
Infrequently	61	37
Once a month	29	18
Regularly	3	2

Question 7

Would you like to see any changes to the website coverage or presentation?

There was one dominant cluster:

- No change 16 mentions

Question 8

Do you feel the Society involves and informs you enough?

	Response %	Response count
No	3	2
Partly	17	10
Fully	80	49

Two main clusters emerged:

- Canvassing members' views 3 mentions
- Reporting on current issues 3 mentions

Question 9

Are you male or female?

	Response %	Response count
Male	54	33
Female	46	28

Question 10

In what age range are you?

	Response %	Response count
25-35	0	0
36-45	2	1
46-55	21	13
56-65	30	18
66-75	26	16
75+	21	13

END