



# HOLME VALLEY VISION RESIDENT SURVEY 2012



holme valley vision

**codex**  
RESEARCH

in association with  ARP  
research

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# 1. Introduction

## What is Holme Valley Vision?

Holme Valley Vision is a project run by residents and groups to give local people the chance to have a real say in shaping the Valley's future.

The project has three phases and will end in the delivery of a community plan.

The first phase consists of surveys with local residents, young people and business to understand what matters most to them, and which aspects of life in the Valley need to be tackled.

The second phase will be the development of the community plan, designed to deal with our priorities in our own ways. The third phase will be putting the plan into action.

The following organisations are part of Holme Valley Vision:

- ◆ Arts Festival
- ◆ Brockholes Village Trust
- ◆ Heart
- ◆ Holme Valley Business Association
- ◆ Holme Valley Communities Forum
- ◆ Holme Valley Parish Council
- ◆ Holmfirth High School
- ◆ Honley High School
- ◆ Holmfirth Transition Town
- ◆ Honley Community Village Trust
- ◆ Keep Holmfirth Special
- ◆ Kirklees Council

Holme Valley Vision is grateful for the assistance given by the Parish Council and Kirklees Council.

## Resident Survey

This report details the results of the Holme Valley Vision resident survey, delivered by independent research specialist Codex Global. The results of the other two surveys are reported separately.



# 1. Introduction

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## About the survey

The survey was carried out in November and December 2012. Paper self completion questionnaires were distributed to every household in the Holme Valley area (a total of 11,814 households), supplemented by a web survey to allow further household members to complete. The survey was promoted through various channels asking residents to take part. In total there were 2,640 usable responses to the survey, including 79 completed on the internet. This represented a response rate of 22%.

Please note that the survey results were weighted to ensure that the results were representative by area (Lower Super Output Area), gender and age group.

## Understanding the results

Most of the results are given as percentages, which may not always add up to 100% because of rounding and/or multiple responses. It is also important to take care when considering the results for groups where the sample size is small.

Where there are differences in the results over time, or between groups, these are subjected to testing to discover if these differences are *statistically significant*. This tells us that we can be confident that the differences are real and not likely to be down to natural variation or chance.

For detailed information on the methodology and data analysis, please see appendix A.



## 2. Summary of main findings

### The Holme Valley overall

1. It is extremely encouraging to find the vast majority of the sample agreed that the Holme Valley is a really good place to live as well as being a good place to bring up a family (96% 'agreed' with both, section 4). Indeed for each statement, more than a half of respondents 'agreed strongly' (54% and 57% respectively).
2. Nine out of ten respondents (89%) agreed that they feel like they 'belong here' in the Holme Valley with ratings rising significantly amongst the higher age groups (93%, 65 or over).

### Local facilities

3. There is a clear split in the results (chart 5.1) when respondents rated the local facilities in that two thirds or more agreed that the area is a good place to visit (86% agreed), is well kept (72%), and has sufficient areas for relaxing (71%) or entertainment (66%). In contrast less than half of the sample agreed there were sufficient facilities, more specifically parking facilities (43%, agreed), choice of shopping (38%), leisure facilities (34%) and public conveniences (31%).
4. Nearly nine out ten respondents agreed that overall the Holme Valley is a good place to visit including a quarter (25%) who 'agreed strongly'.
5. Four fifths of the sample agreed that the river should be an important attraction to the Holme Valley, including over a third (37%) who 'agreed strongly'.
6. Around seven in ten members of the sample agreed that town centres are generally well kept and that there are sufficient areas to just sit and relax, with a further two thirds agreeing that town centres are good places to visit for nightlife/evening entertainment.
7. A little over two fifths (43%) of the sample agreed there are sufficient parking facilities in town centres, however slightly more disagreed (49%). Similarly, a third of the sample (38%) agreed there is plenty of shopping choice for residents, more than half (53%) disagreed.
8. Around a third of the sample agreed there are sufficient leisure facilities (34%) and public conveniences (31%), however the vast majority disagreed with both (47% and 51% respectively).
9. Nine out of ten respondents said it was important to keep local libraries open, including 63% who said it was 'very important'. A similar proportion said it was important to have more shops and facilities that are of interest to local people, including 44% who stated it was very important and better choice of retail establishments was fourth on the list of priorities for future improvement (section 10).



## 2. Summary of main findings

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10. Education and training facilities for all was fairly low in the list of future priorities (7<sup>th</sup>, chart 10.1), but 83% of the sample indicated better access to education schemes and opportunities for learning was important to them.
11. Less than half of the sample said it was important to have a park and ride system into Holmfirth.

### Economic wellbeing

12. The majority of respondents agreed they have a positive attitude towards development and growth (57%, section 6), however a quarter disagreed. A similar proportion of respondents (56%) agreed that the local community and businesses work together to improve the Holme Valley.
13. Responses were more negative around the topic of young people and their employment opportunities as only a fifth of the sample (20%) agreed the outlook for young people staying in the Holme Valley is encouraging. Even fewer respondents (14%) agreed that general employment opportunities for residents and young people in the area are good.
14. Key to respondents overall was more reliable internet and mobile phone networks to encourage growth and business (84%, important) including a half who said this was 'very important'.
15. Around three quarters of the sample would like more information on reducing fuel bills with this rating significantly higher for the elderly.
16. On the topic of available homes, more than half of the sample said it was important to have more affordable homes (57%) as well as more starter homes (55%) in the Holme Valley area.

### Community safety

17. Just over four out of five respondents agreed that young people need more safe places to meet/chat and socialise (84%), including 40% who strongly agreed with this.
18. Two thirds of the sample (67%) agreed that they would feel safer if there were stricter controls on young people drinking alcohol when they are out, with a similar proportion (61%) agreeing it should be easier to report crime anonymously.
19. Three fifths of respondents agreed they would feel safer if there were more police on the beat (58%), with a half (51%) saying they would feel safer if there was better support for victims of crime or abuse.
20. Just over a fifth of the sample agreed they often feel intimidated by other people/groups when they are out in their local neighbourhood, however nearly three times as many disagreed with this (58%).

### Health and wellbeing

21. Four fifths of the sample agreed that overall people living within the Holme Valley are happy with only 4% disagreeing (section 8). In addition, seven out of ten respondents agreed that people living in the area are healthy, only 6% disagreed.
22. Being active was important to 95% of the sample with a similar amount (93%) saying it was important to have access to locally sourced, cheap, healthy food.
23. Three quarters of respondents said it was important to have more local employment opportunities for people with disabilities, with slightly less (61%) wanting better access to information and support around smoking, drugs and alcohol.



## 2. Summary of main findings

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### Making a positive contribution

24. A group of people are hoping to get a timebanking scheme operational within the Holme Valley so it was encouraging to discover just over a third of respondents (35%) said they would be interested in participating in the scheme (section 9).
25. Around four out of five respondents agreed that young people need to have a local voice on the development of the Holme Valley, including a quarter who strongly agreed.
26. Around one in two respondents agreed there are plenty of chances for people to help improve the environment across the Holme Valley with a similar proportion believing new residents make a positive contribution to the community (45%).
27. A quarter of the sample agreed there are enough local community support networks (27%) and that adults recognise the contributions made to the community by young people (25%).

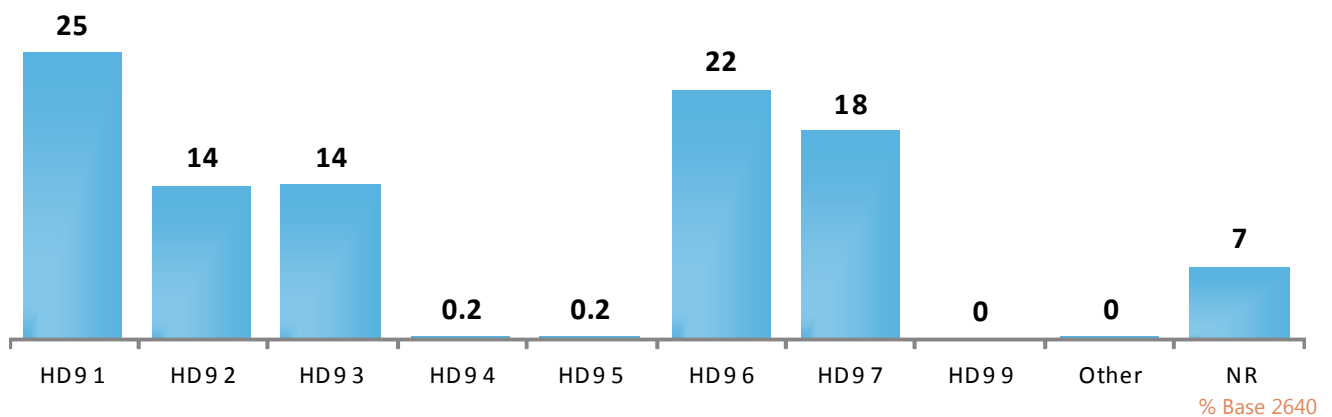
### Future priorities for the Valley

28. The highest ranked priority for future improvement is to keep the Holme Valley environment clean e.g .get rid of the graffiti, clean up the river etc. (section 10). This is more of an issue for respondents in HD9 2. There was also a strong desire to encourage new business into the area to increase job opportunities which was the second highest ranked priority.
29. The next highest ranked priorities was to develop more leisure based facilities as well as maintain existing ones, followed closely by better choice of retail establishments, and improved and cheaper bus services. The least supported priority was for more festivals and events to encourage tourists and local people into the area.

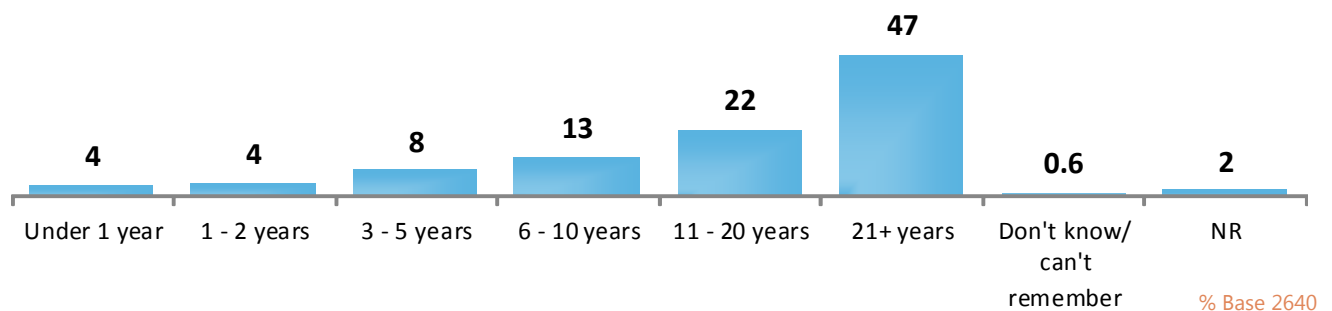


# 3. Respondent profile

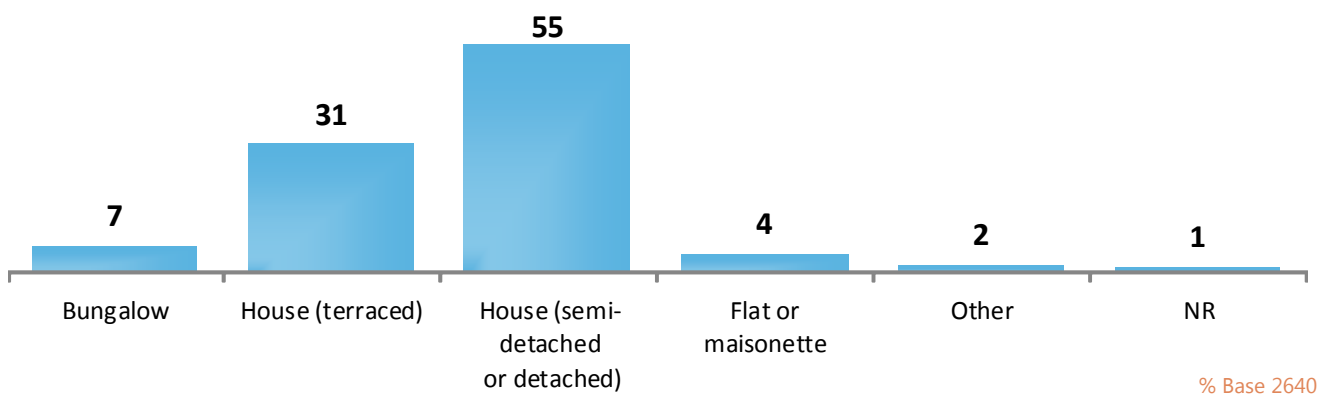
## 3.1 Postcode area



## 3.2 Length of time lived in the Holme Valley



## 3.3 Type of home

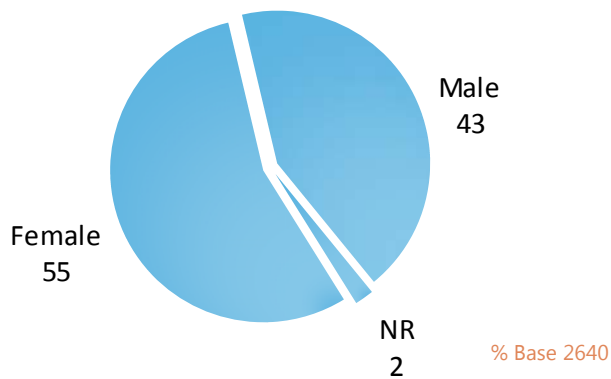




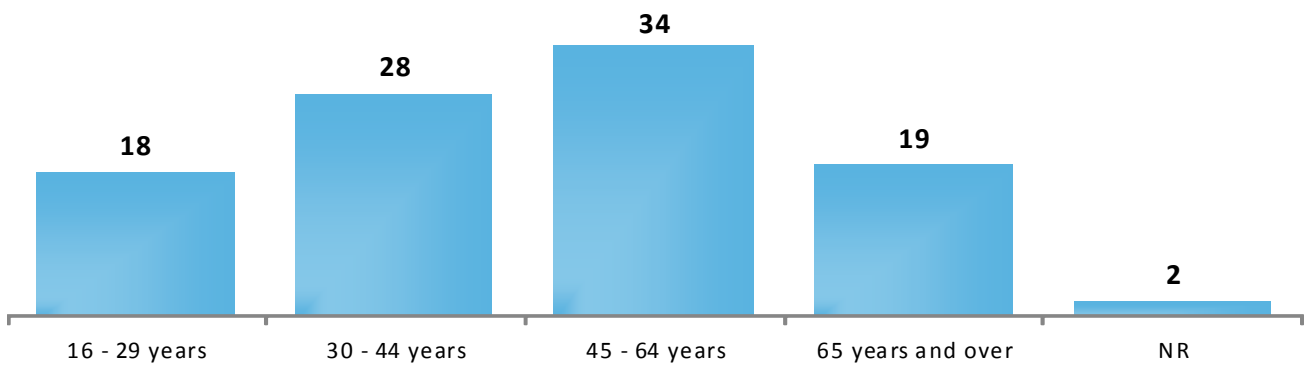
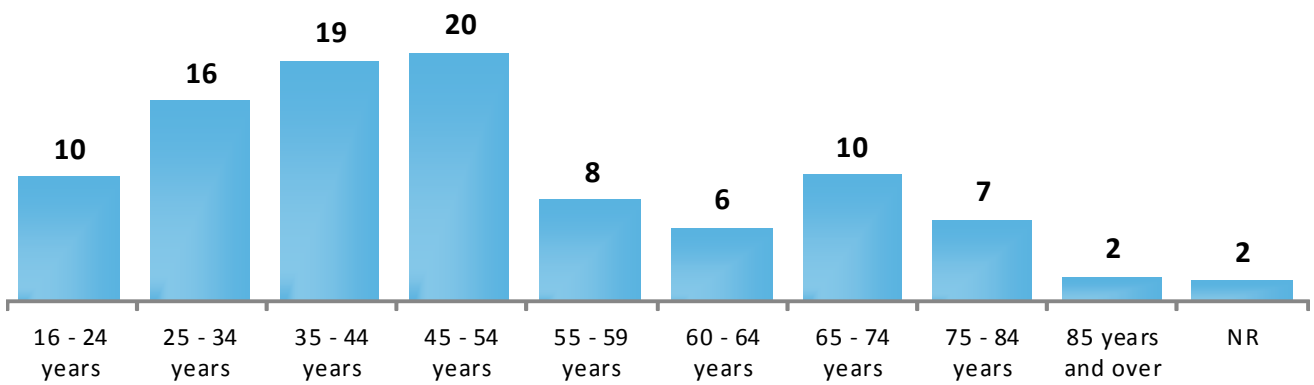


### 3. Respondent profile

#### 3.4 Gender

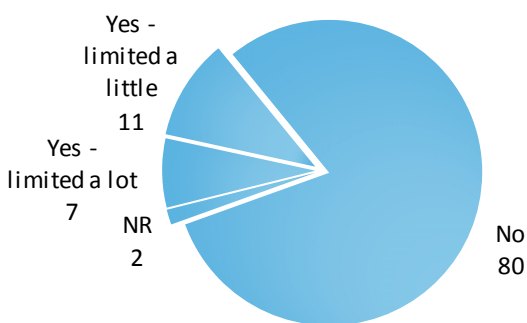


#### 3.5 Age



Note that to calculate the simplified categories, the original 25-34 group was split proportionally | % Base 2640

#### 3.6 Disability



% Base 2640

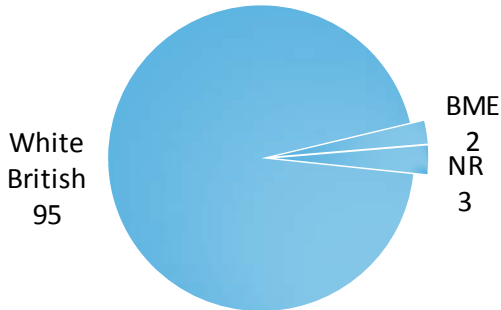


### 3. Respondent profile

#### 3.7 Ethnicity

Base: 2640

%



##### White

English/Welsh/Scottish/Northern Irish/British	95
Irish	0.2
Gypsy or Irish Traveller	0.3
Any other White background	1.2

##### Mixed

White and Black Caribbean	0.2
White and Black African	0
White and Asian	0.1
Any other Mixed background	0.1

##### Asian or Asian British

Indian	0.1
Pakistani	0
Bangladeshi	0
Chinese	0.1
Any other Asian background	0

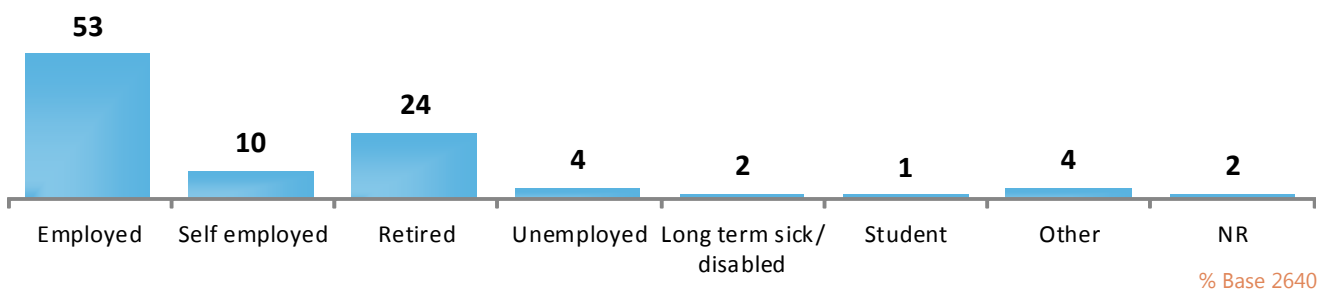
##### Black or Black British

African	0
Caribbean	0
Any other Black background	0

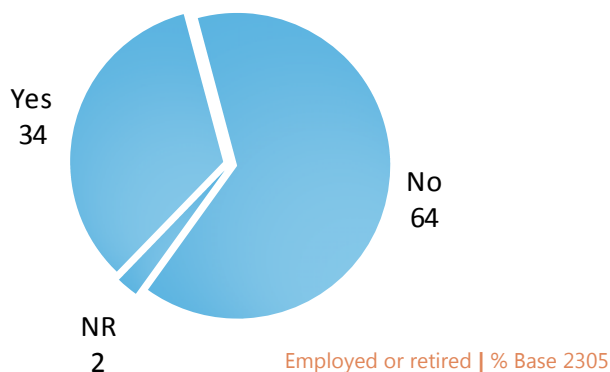
##### Other

Arab	0
Other	0
Prefer not to say	0.2
No response	3

#### 3.8 Employment status



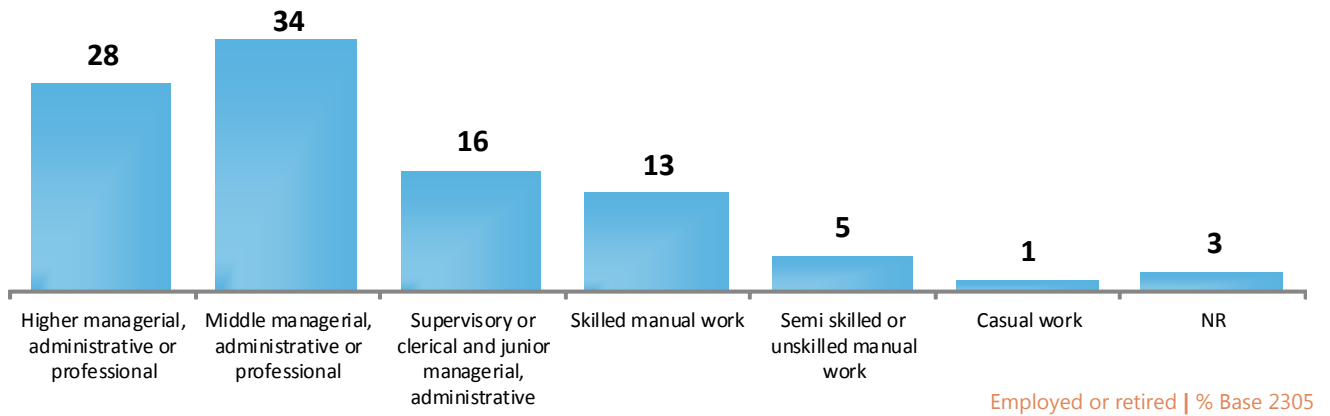
#### 3.9 Job based in the Holme Valley



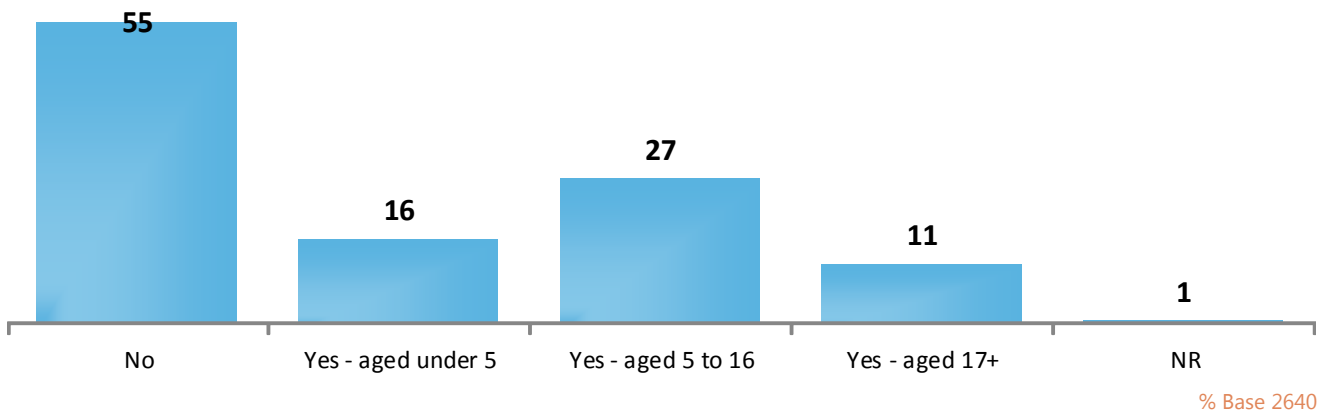


### 3. Respondent profile

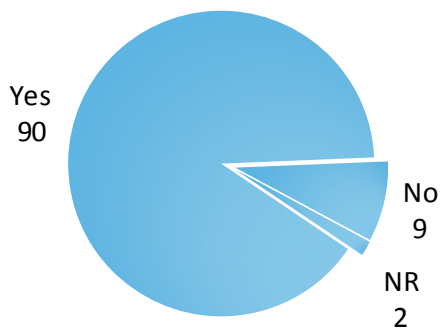
#### 3.10 Occupation of chief income earner



#### 3.11 Children in the household

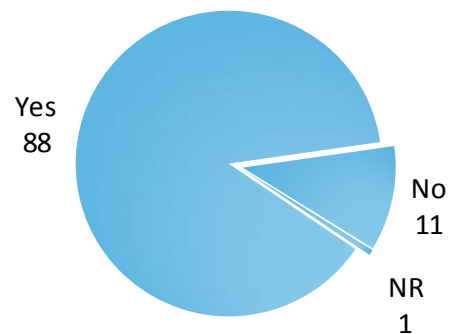


#### 3.12 Do they attend school in the Holme Valley?



Households with children | % Base 703

#### 3.13 Do you own or have regular use of a car, van or motorcycle?



% Base 2640



## 4. The Holme Valley overall

It is very positive to find the vast majority of the sample agreed that the Holme Valley is a really good place to live as well as being a good place to bring up a family (96% 'agreed' with both). Indeed for each statement, more than a half of respondents 'agreed strongly' (54% and 57% respectively). In fact, opinion was so positive about the Holme Valley that only 17 respondents (less than 1%) disagreed that the Holme Valley is a good place to bring up a family.

Throughout the report the results are also comprehensively analysed by sub-group in order to identify those respondents who might differ from the norm in how they felt about the Holme Valley. The first notable finding is that respondent households where someone has a disability are significantly less likely to agree that the Holme Valley is a good place to bring up a family when compared to households where nobody has a disability (92% v 97%). Whether a difference is considered to be statistically significant is the standard threshold after which a result is considered unlikely to be due to chance.

Interestingly, respondents who have only lived in the area between 1 and 2 years were significantly less likely than average to agree that the area is a good place to bring up children (including 50% who agreed strongly). This was in contrast to very recent resident of under a year, where the level of strong agreement was much higher (63%, 97% total).

Where 96% of the sample agree that the Holme Valley is a good place to live, this result is once again significantly lower for those households that contain someone with a disability (93%) as well as the youngest age group (89% of 16-24 year olds).

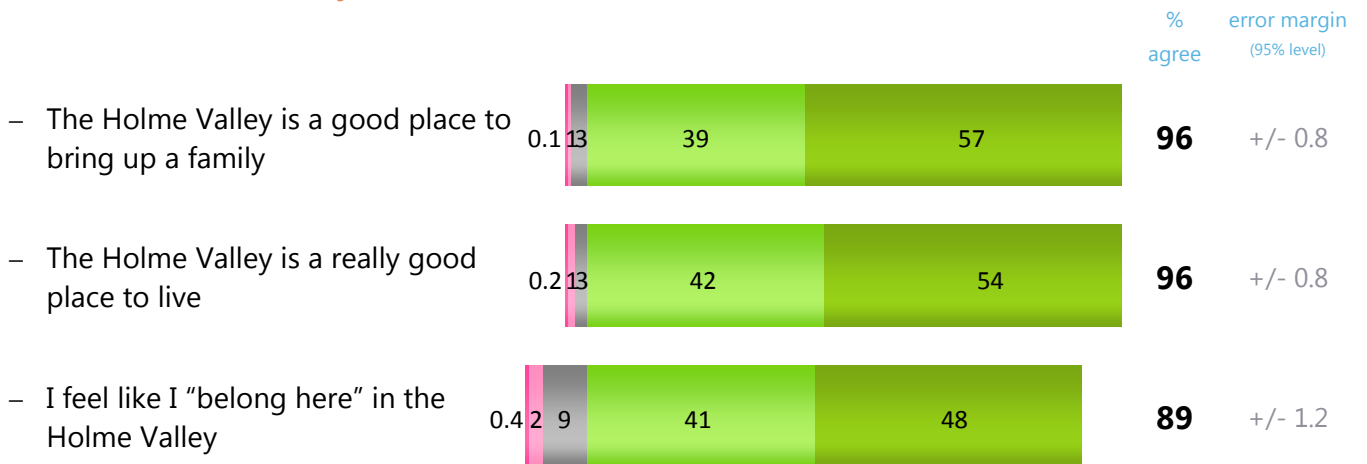
Nine out of ten respondents (89%) agreed that they feel like they 'belong here' in the Holme Valley with ratings rising significantly amongst the higher age groups (93%, 65 or over) and as the length of residence increases (93%, 21 or more years). By far and away the largest significant difference is observed when analysing this result by ethnic group, with BME respondents significantly less likely to agree than the larger white British group (72% and 89% respectively).

Because of the large proportion of respondents who agreed with each statement in chart 4.1 there were very few other notable variations in the results between the sub-groups.



## 4. The Holme Valley overall

### 4.1 The Holme Valley overall



Excludes non respondents | % Bases (descending) 2476,2616,2579





## 5. Local facilities

When respondents were asked to rate the local facilities in the Holme Valley a clear split emerges in the results (chart 5.1) in that two thirds or more agreed that the area is a good place to visit (86% agreed), is well kept (72%), and has sufficient areas for relaxing (71%) or entertainment (66%). In contrast less than half of the sample agreed there were sufficient facilities, more specifically parking facilities (43%, agreed), choice of shopping (38%), leisure facilities (34%) and public conveniences (31%).

Nearly nine out ten respondents agreed that overall the Holme Valley is a good place to visit including a quarter (25%) who 'agreed strongly'. Ratings were significantly higher for this amongst respondents in the HD9 6 postcode sector where 89% of this group agreed with this statement.

Four fifths of the sample agreed that the river should be an important attraction to the Holme Valley, including over a third (37%) who 'agreed strongly'. Ratings for this were significantly higher for the older age groups (88% for those aged 65+) but significantly lower for the younger members of the sample (72% for those aged 44 or under). Indeed the youngest age group, 16-24 year olds were significantly less likely to agree (53%). This result is all the more important as keeping the Holme Valley environment clean (e.g. get rid of graffiti, clean up the river etc.) is the main priority for future improvement cited by respondents (chart 10.1).

Around seven in ten of the sample agreed that town centres are generally well kept and that there are sufficient areas to just sit and relax. Further analysis of both these statements reveals a very similar pattern in that the younger respondents and those who have lived in the area for a relatively short time are significantly more likely to agree with both statements than older respondents and those who have resided in the area longer.

Two thirds of the sample population agreed that town centres are good places to visit for nightlife/evening entertainment. It is fair to say that the youngest members of the population are more likely to frequent town centres in an evening than older residents so it is understandable that this rating is significantly higher for this group (72% of 16-44 year olds agreed). Further analysis reveals an interesting difference by postcode sector with respondents in HD9 2 significantly more likely to agree than those in HD9 6 (75% and 60% respectively).

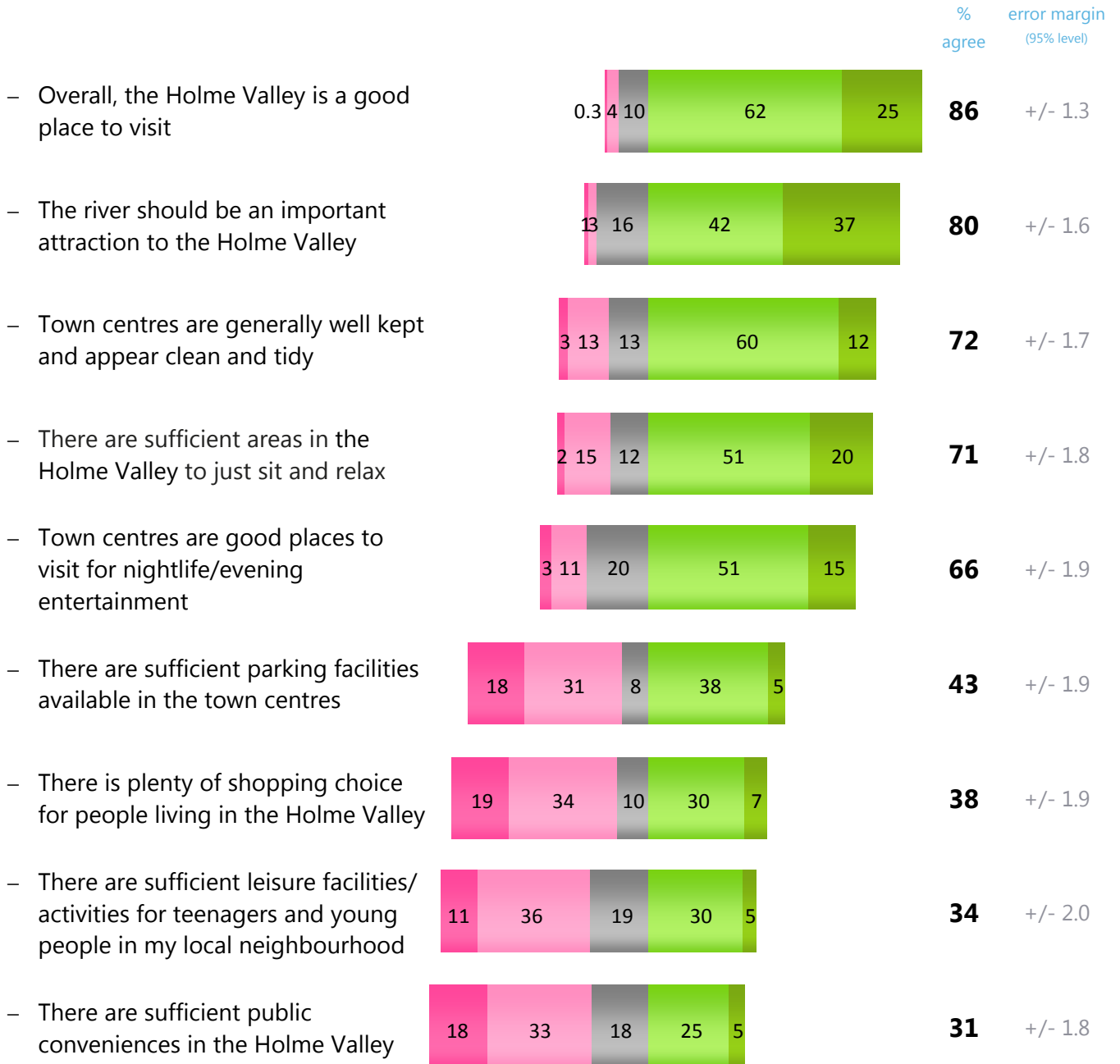
Whilst a little over two fifths (43%) of the sample agreed there are sufficient parking facilities in town centres, slightly more disagreed (49%). A familiar pattern emerges in that younger respondents are significantly more likely to agree with this statement than older residents e.g. 46% of 16-44 year olds agreed compared to 31% of those aged 65 or more. However, ratings were significantly lower for respondent households containing someone with a disability (28%), being even lower for respondents who have a disability that limits their daily activities a lot (22%). Indeed for this latter sub-group 69% disagreed that there are sufficient parking facilities available in town centres.

Whereas a third of the sample (38%) agreed there is plenty of shopping choice for residents, more than half (53%) disagreed. Ratings for this were significantly higher for those in HD9 6 (60%), but significantly lower for those in HD9 1 (28%) and HD9 3 (31%).



## 5. Local facilities

### 5.1 Local facilities



Excludes non respondents | % Bases (descending) 2597,2548,2616,2573,2419,2566,2603,2327,2481





## 5. Local facilities

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Around a third of the sample agreed there are sufficient leisure facilities (34%) and public conveniences (31%), however the vast majority disagreed with both (47% and 51% respectively). Developing more leisure based facilities and maintaining existing ones was third on the residents' list of priorities for future improvement (chart 10.1) so clearly this is an area that needs to be addressed. Whilst nothing of note emerged from the further analysis with the second from bottom statement, there were a number of variations with the rating of public conveniences. This included significantly higher ratings for the younger age group (44% of 16-44 year olds) with significantly lower scores reported for the older respondents (14% of those aged 65+) and interestingly those in HD9 6 (27%).

Respondents were then given an opportunity to rate how important or unimportant proposed improvements to local facilities were to them (chart 5.2). Seven of the eight proposed improvements were important to three fifths or more of the sample which indicates the targeted areas are what residents want to see.

Support was highest for keeping local libraries open with 90% of the sample stating this was important to them including nearly two thirds (63%) who said it was 'very important'. This is clearly a very sensitive subject and has been the source of a great deal of debate throughout the country. Libraries have struggled to attract the younger generation with the elderly the main users so it is no surprise that keeping local libraries open is significantly more important to this sub-group (95%) than those aged 16-24 (89%) which bearing in mind will contain a number of students. Respondents in HD9 6 also rated this as significantly more important (92%), however this may owe more to the age profile of this postcode sector as a quarter of residents in this area are aged 65 or over rather than any other factor.

Better choice of retail establishments is fourth on the list of priorities for future improvement (section 10) so it is unsurprising that 87% said it was important to have more shops and facilities that are of interest to local people, including 44% who stated it was very important. There was an interesting difference in this result when analysed by postcode sector with those in HD9 1 declaring this was significantly more important than those in HD9 6 (92% and 78% respectively).

Education and training facilities for all was fairly low in the list of future priorities (7<sup>th</sup>, chart 10.1), but 83% of the sample indicated better access to education schemes and opportunities for learning was nevertheless of some importance to them. This rating was significantly lower for respondents in HD9 7 (84%) but interestingly was significantly higher for those who have retired (85%).

Four fifths said the development of outdoor activities was important to them, a rating that was significantly higher for those in HD9 1 (87%), but significantly lower for those in HD9 2 (72%) a result which may help when looking for suitable sites for such activities.

There was very little in the way of notable findings for the sub-group analysis of the remaining statements in chart 5.2 other than having better access to open spaces to grow produce was significantly more important to the youngest age group (64% of those aged 16-44), more specifically 68% of 35-44 year olds. There is nothing else in the data which sheds further light on this result but could be because older residents who are interested in growing their own produce either have access to an allotment or have suitable facilities at home.

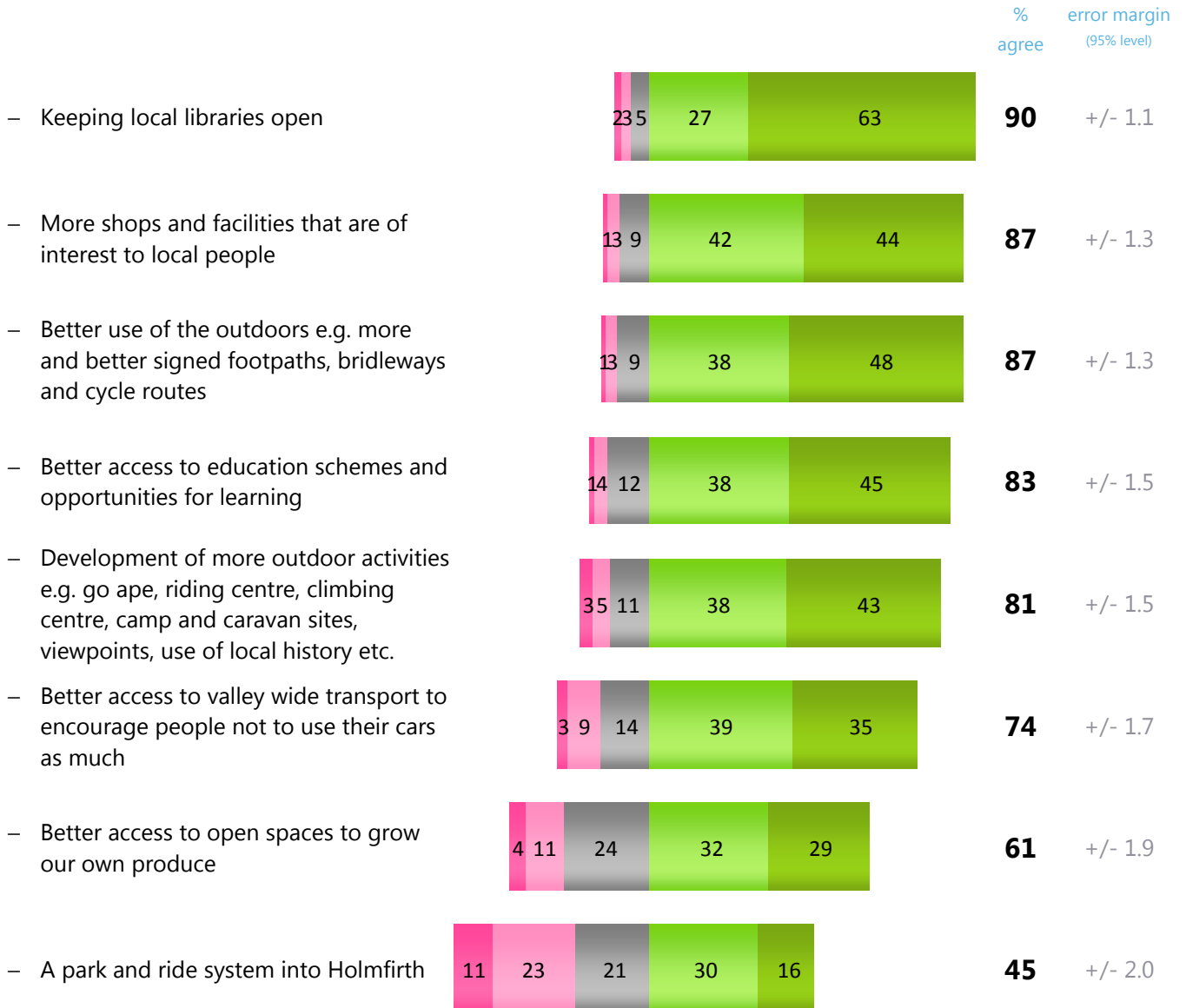
Finally, whilst only 45% of the sample said it was important to have a park and ride system into Holmfirth, this rating was significantly more important for those in HD9 3 (48%).





## 5. Local facilities

### 5.2 Improving local facilities



Excludes non respondents | % Bases (descending) 2607,2596,2596,2522,2574,2554,2471,2507





## 6. Economic wellbeing

The majority of respondents agreed they have a positive attitude towards development and growth (57%, chart 6.1), however a quarter disagreed with nearly a fifth ambivalent. Ratings increased in proportion with age with the oldest age group being significantly more likely to agree with this statement (62% for those aged 65 or over). Ratings were also significantly higher for respondents in HD9 6 (60% agreed) although this may owe more to the age profile of this postcode sector as over a quarter of respondents from this area are aged 65 or over which represents the largest proportion of residents in this age category in any of the postcode sectors.

A similar pattern emerges amongst the sample with how the local community and businesses work together to improve the Holme Valley (56% agreed). Interestingly when businesses were asked for the opinion on this, only 38% of the sample agreed this was the case (see separate business survey report). Again the older age groups were significantly more likely to agree with this statement as were those who have lived in the area for two years or less (69%).

The pattern of responses then shift to be more negative for the final two statements which are broadly themed around young people and their employment opportunities. Similar to the findings in the business survey, only a fifth of the sample (20%) agreed the outlook for young people staying in the Holme Valley is encouraging (21% agreed in the survey of businesses), however more than one in two disagreed (54%). Interestingly, the younger age groups were significantly more positive about their prospects with 29% of 25-34 year olds agreeing with this statement. In contrast, respondents in HD9 1 were significantly less positive where only 18% of respondents agreed. When young people where themselves asked about this in their own survey, 42% agreed that they wanted to stay in the Holme Valley, whilst 36% disagreed (see separate report),

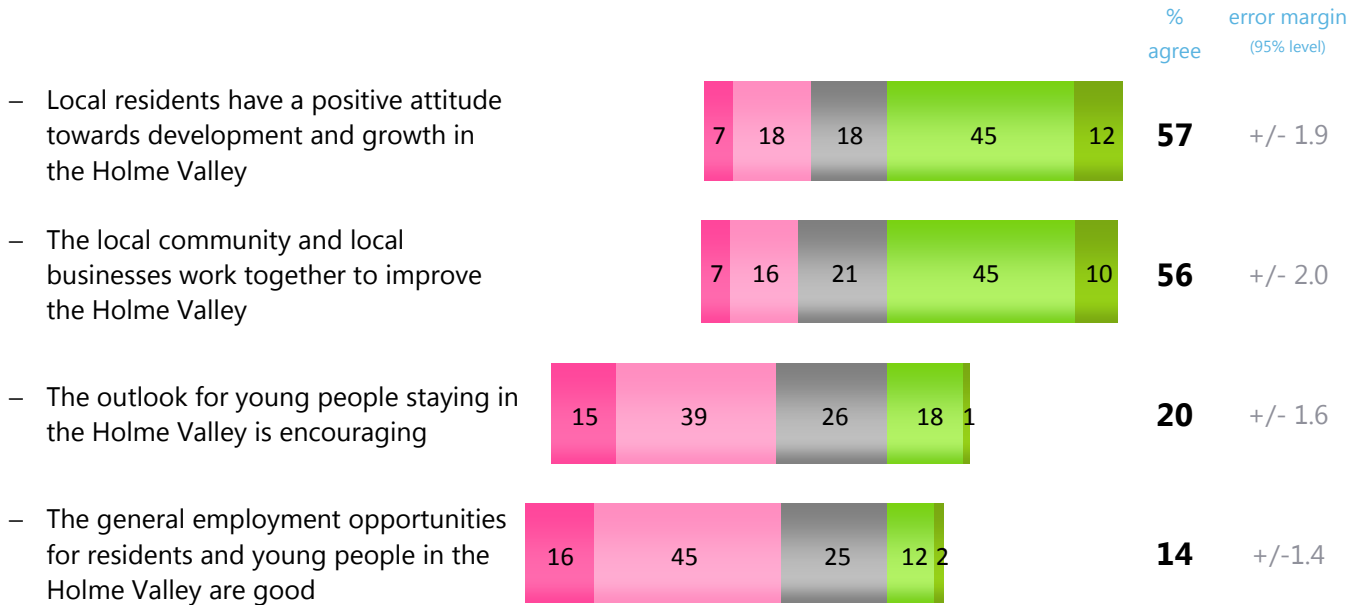
Only one in seven respondents agreed that general employment opportunities for residents and young people in the area are good (14%), which is somewhat lower than the ratings provided by businesses where 29% agreed. This suggests that residents may not be sufficiently aware of the actual employment opportunities in the Holme Valley area as actual employers do not appear to be quite as pessimistic. Unsurprisingly those who are unemployed were significantly more disconsolate in their outlook (9% agreed) but there was also an interested divide between postcode sectors. Respondents in HD9 6 were significantly more optimistic (15% agreed), whereas those in HD9 1 and HD9 3 were less so (14% and 8% respectively). Employment prospects is clearly important to the sample as a whole as encouraging new businesses into the area to increase job opportunities was ranked second in the list of priorities for future improvement (section 10).

The next section of the questionnaire asked respondents to rate how important or unimportant a variety of plans were to help improve their economic wellbeing (chart 6.2). Key to respondents overall was more reliable internet and mobile phone networks to encourage growth and business (84%, important) including a half who said this was 'very important'. Interestingly this was also the most important area to address for businesses (93% important). Obviously this was significantly more important to those age groups who are more economically active - 87% of 16-44 year olds compared to 77% of those aged 65 or over, as well as those in HD9 7 (88%).



## 6. Economic wellbeing

### 6.1 Economic wellbeing



Excludes non respondents | % Bases (descending) 2518,2444,2376,2433



Maximising publicity from the local festivals to drive public awareness of the Holme Valley and its offerings was important to just over four fifths of the sample (84%) a score almost identical to that reported on by businesses (88%). However, in terms of priorities for future improvement this was ranked sixth out of ten by the sample (chart 10.1). Again, this was significantly more important to those age groups who stand to benefit most from any increased publicity, i.e. the younger and more economically active.

Four fifths of the sample would like to see better support for people to set up businesses in the area (83%) and unsurprisingly this was of significantly more importance to those who are already self-employed (88%).

Around three quarters of the sample would like more information on reducing fuel bills with this rating significantly higher for the elderly; 87% important for those aged 85 or over. Ratings were also significantly higher for those living in terraced houses (77%) and flats or maisonettes (79%).

Whilst three fifths of the sample viewed better hotel/conference facilities as important (62%), respondents in HD9 1 rated this significantly higher (67%).

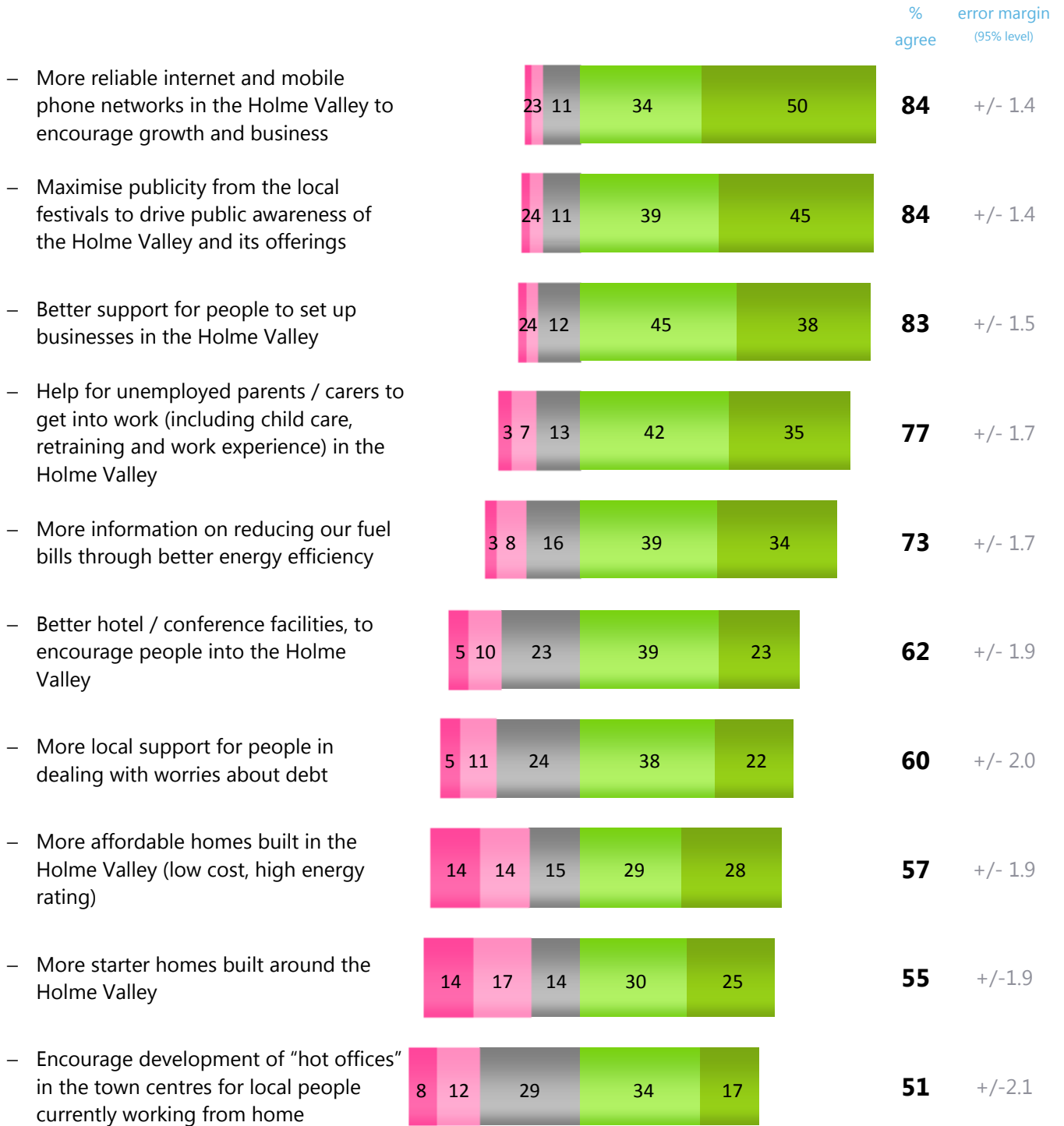
Similarly, three out of five respondents said more local support for people in dealing with worries about debt was important to them (60%). Further analysis shows this was significantly more important to the older respondents (66% of those aged 65 or over) as well as households containing someone with a disability (71%). This was significantly less important for the younger age group (59% of those aged 16-44).

The next two statements related to the availability of homes with more than half the sample saying it was important to have more affordable homes (57%) as well as more starter homes (55%) in the Holme Valley area. Both were significantly more important for respondents in terraced housing, flats or maisonettes as well as those in HD9 1. Those in the youngest age group, i.e. 16 – 24 year olds also rated both of these statements as significantly more important to them.



## 6. Economic wellbeing

### 6.2 Improving economic wellbeing



Excludes non respondents | % Bases (descending) 2527,2576,2526,2522,2584,2510,2424,2571,2559,2305





## 7. Community safety

Just over four out of five respondents in the sample agreed that young people need more safe places to meet/ chat and socialise (84%), including 40% who strongly agreed. There were no significant differences in the ratings given by different age groups, however respondents with school aged children (aged 5 to 16) rated this significantly higher as did those in HD9 1. There was also a notable difference in responses between the genders with females rating this significantly higher than males (88% v 78%). It was also interesting that the support for this idea was also substantially greater amongst adults than amongst young people themselves (69% agreed, see separate report).

Two thirds of the sample (67%) agreed that they would feel safer if there were stricter controls on young people drinking alcohol when they are out. Ratings were significantly higher for a number of sub-groups including those:

- Aged 65 or over (86%, agreed)
- Living in flats or maisonettes (83%)
- With a disability in the household (79%)
- Living in HD9 6 (72%)

Three fifths of respondents (61%) agreed it should be easier to report crime anonymously a result which is very similar to that reported on by young people in their survey. Once again the same sub-groups were significantly more likely to agree with this. Indeed the aforementioned sub-groups rated all the statements in chart 7.1 significantly higher than average.

The issue of policing, specifically more visible policing, always features high in residents desires to help combat crime and make them feel more safe so it is no surprise to find nearly three out of five respondents agreed that they would feel safer if there were more police on the beat (58%). However in practice this isn't always possible and it is unlikely Holme Valley Vision will be able to substantially influence policy on this. Further analysis of this reveals one notable finding in that White British respondents agree with this statement significantly more than those from a BME background (59% and 38% respectively).

Around one in two respondents agreed they would feel safer if there was better support for victims of crime or abuse (51%). The small group of BME respondents also rated this statement significantly lower (29%).

A little under a third of the sample agreed graffiti and drug dealing is a problem in their neighbourhood (both 29%), however, with the exception of the previously discussed pattern (see bulleted list above) there were no notable significant differences between the sub-groups.

Just over a fifth of the sample population agreed they often feel intimidated by other people/groups when they are out in their local neighbourhood, however nearly three times as many disagreed this was the case (58%). Once again there was little variance in this result between the sub-groups.

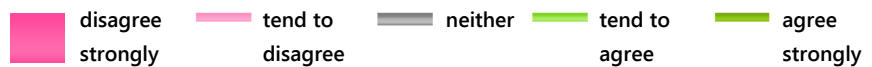


# 7. Community safety

## 7.1 Community safety



Excludes non respondents | % Bases (descending) 2495,2554,2441,2593,2351,2537,2377,2566





## 8. Health and wellbeing

It is encouraging to find four fifths of the sample agreed that overall people living within the Holme Valley are happy, with only 4% disagreeing (chart 8.1). Furthermore, seven out of ten respondents agreed that people living in the area are healthy, with only 6% disagreeing. There was little difference in this result across the sub-groups other than females and respondents aged 75-84 years old were significantly more likely to agree with each statement.

It is very positive to discover the high level of importance placed by the sample that themselves and their families should be active (95%, important – chart 8.2). This result is significantly higher for respondents with pre-school aged children (i.e. less than 5 years old) where the score is 99%.

A similar proportion of the sample said it was important for their family to have access to locally sourced, cheap, healthy food (93%). Again, respondents with children aged 5 or under rated this significantly higher than any other sub-group although interestingly, the small group of BME respondents also rated this significantly higher than average (98%, important).

Next on the chart is more support for people who are victims of bullying with 80% of the sample rating this important. Scores for this were significantly higher for the older age groups and those households containing someone with a disability.

The next four statements were important to around three quarters of the sample. The first of these was better support for family carers (77% important). Predictably this result was significantly higher for the oldest age group, i.e. 85 years and over (98%), respondents who are off work through a long term illness (93%) and households with a member who is suffering from a disability (88%). A similar pattern is evident for the importance of better health care support for people with depression or mental health care issues.

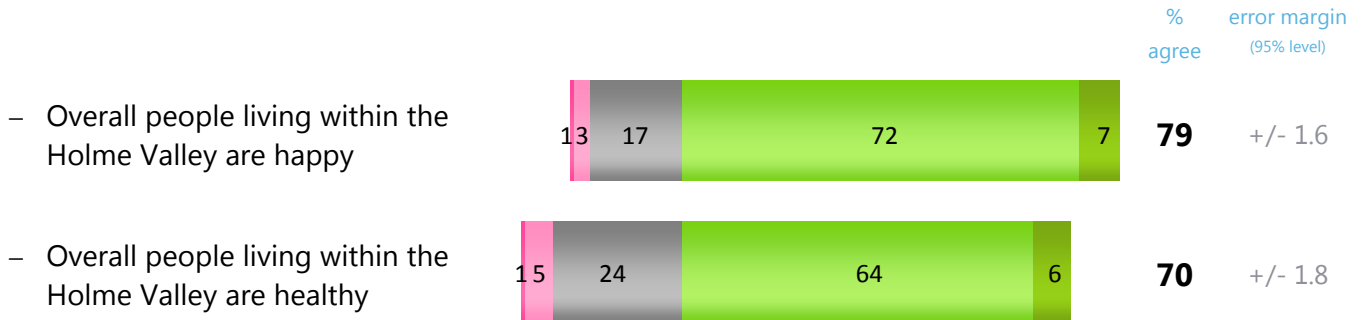
Three out of four respondents stated it was important to have more local employment opportunities for people with disabilities. Understandably this was significantly more important to households containing someone with a disability (90%). The older age group, i.e. those aged 65 or over also rated this as significantly more important (84%) as did those who already work in the Holme Valley (80%). In contrast, younger respondents (aged 16-44) and those whose job is based outside the Holme Valley rated this as significantly less important (both 72%).

Three fifths of the sample population believed it was important to have better access to information and support around smoking, drugs and alcohol. Similar to the pattern of results throughout this section, this was significantly more important to the older age groups, the long term sick or those with a disability.



## 8. Health and wellbeing

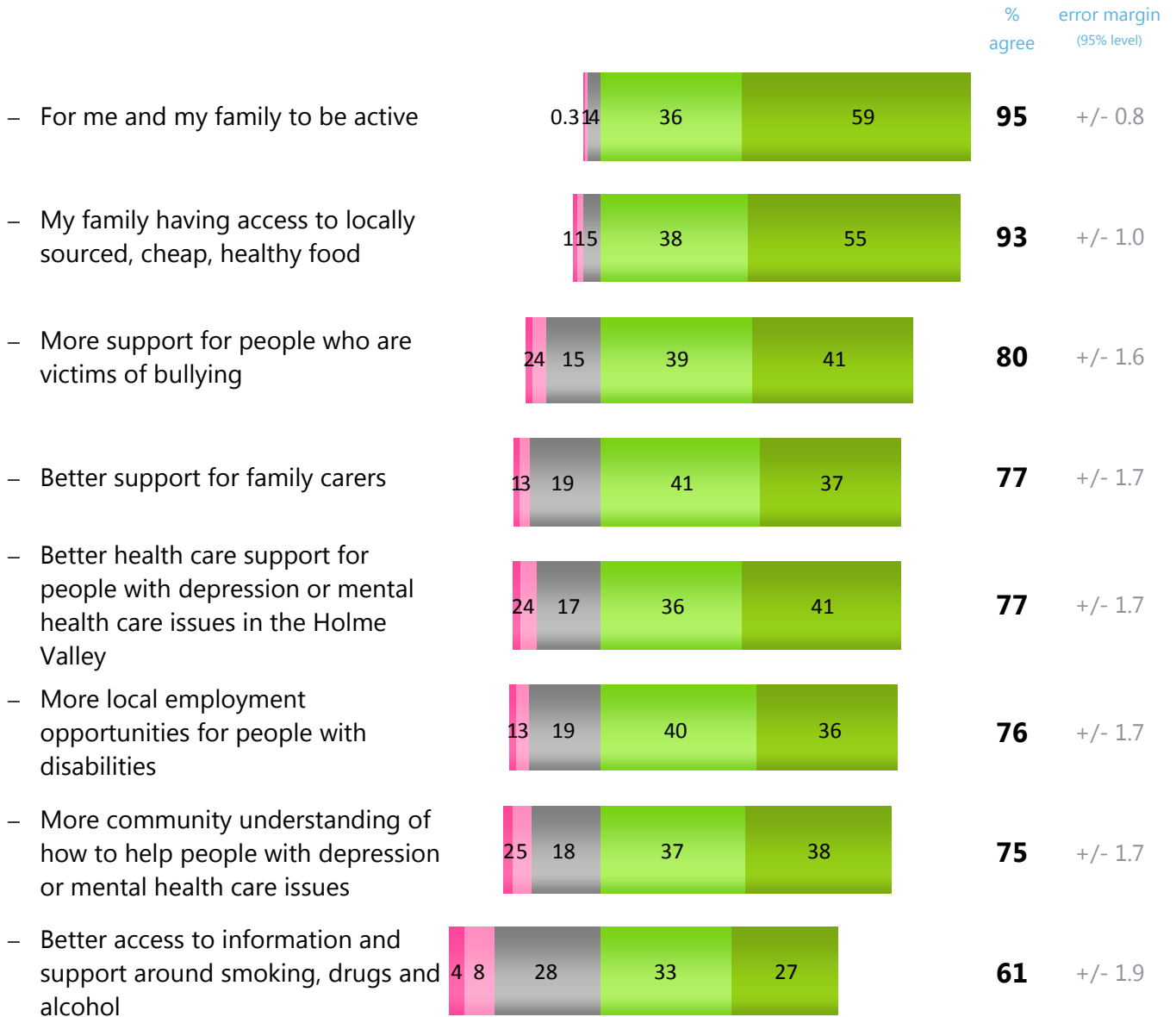
### 8.1 Health and wellbeing



Excludes non respondents | % Bases (descending) 2404,2393



### 8.2 Importance of health and wellbeing



Excludes non respondents | % Bases (descending) 2589,2572,2452,2447,2415,2497,2424,2447







# 9. Making a positive contribution

Timebanking is an easy way for people to help each other out by exchanging time and skills to make a difference with time being the principal currency. For every hour participants 'deposit' in a timebank, for example by giving practical help and support to others, they are able to 'withdraw' equivalent support in time when they themselves are in need. A group of people are hoping to get the scheme operational within the Holme Valley so it is encouraging to discover just over a third of respondents (35%, chart 9.1) stated they would be interested in participating in the scheme with interest being higher for those:

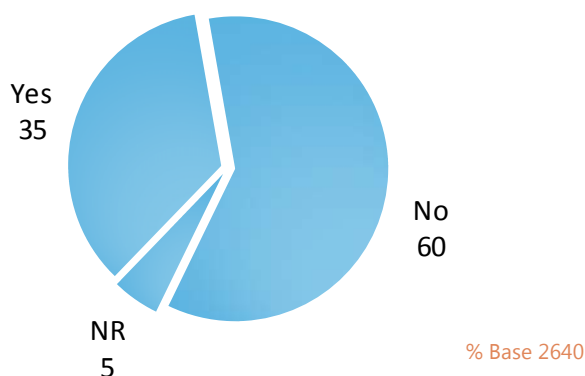
- Who have lived in the area for less than a year (48% 'yes')
- BME respondents (48%)
- Who are unemployed or self-employed (48% and 46% respectively)
- Aged 16 – 44 years (44%)
- In HD9 7 (39%)

Around four out of five respondents agreed that young people need to have a local voice on the development of the Holme Valley, including a quarter who strongly agreed (chart 9.2). Indeed, support for this was so strong that only 7% disagreed. Ratings were significantly higher for BME respondents (96%) and those who have a child or children that attend a school in the Holme Valley (83%).

Nearly two thirds of the sample agreed there are lots of chances to get involved helping in the community (63%). There was little in the way of interesting difference for this result by the various sub-groups other than agreement was significantly lower for the youngest age group (37% of those aged 16-24 years).

Around one in two respondents agreed there are plenty of chances for people to help improve the environment across the Holme Valley. Ratings were significantly higher than average amongst the older respondents but once again were significantly lower for the youngest members of the sample (32% of those aged 16 – 24 years).

## 9.1 Interested in Timebanking





# 9. Making a positive contribution

## 9.2 Making a positive contribution



Excludes non respondents | % Bases (descending) 2506,2463,2455,2322,2089,2318



Just under a half of respondents believed new residents make a positive contribution to the community (45%), however nearly a fifth did not (18%). There was a significant difference in responses depending on how long a respondent had lived in the area, for example, those who are relatively new to the area were significantly more likely to agree - 60% of those who have lived in the area for less than a year, compared to 33% of those who have been a resident of Holme Valley for 21 or more years.

Finally for this section, around a quarter of the sample agreed there are enough local community support networks (27%) and that adults recognise the contributions made to the community by young people (25%). The bulk of responses for each statement were one of ambivalence which more than likely suggests a lack of awareness rather than any firm views either way. With regards to the latter statement, ratings were significantly higher for older respondents (36% for those aged 65 or over) but significantly lower for the youngest members of the sample (15% for those aged 16 – 24 years), which suggests older residents are indeed aware of the contributions made by young people but that the latter group do not feel they receive the recognition for their efforts.



## 10. Future priorities

Survey respondents were asked which of a series of 10 improvements, all intended to make Holmfirth a great place for people to live, work in and visit. To enable them to give a comprehensive answer to this question, they were asked to prioritise these possible improvements in comparison with one another. As this is typically a difficult task for survey respondents to complete, the list was broken down into a series of pairs with respondents only being required to compare two items together at a time (see appendix B for a sample questionnaire).

This technique uses the Priority Search methodology to ensure that the list in chart 10.1 overleaf is a genuine reflection of residents' priorities, relative to one another, across all 10 items (for additional information on the Priority Search see appendix A). Crucially, unlike other methods of prioritisation the results are reliable for all of the ranked items, rather than simply those at the very top and very bottom of the list.

The results are presented as a list ranked using a weighting figure, a technique which is often used for prioritisation questions in order to cope with their inherent variability. What this means is that a single respondent will give slightly different responses if they are asked to repeat a prioritisation task, but this variation is not typically enough to move a high ranking item out of the top third of the list, nor to promote a poorly ranked one out of the bottom third etc. Accordingly, the weighting figure takes the percentage who placed an item in the top third of their list, minus the percentage who placed it in the bottom third. The resulting weighted score is a much more stable measure, that would show little variation if the same sample group were asked the question again.

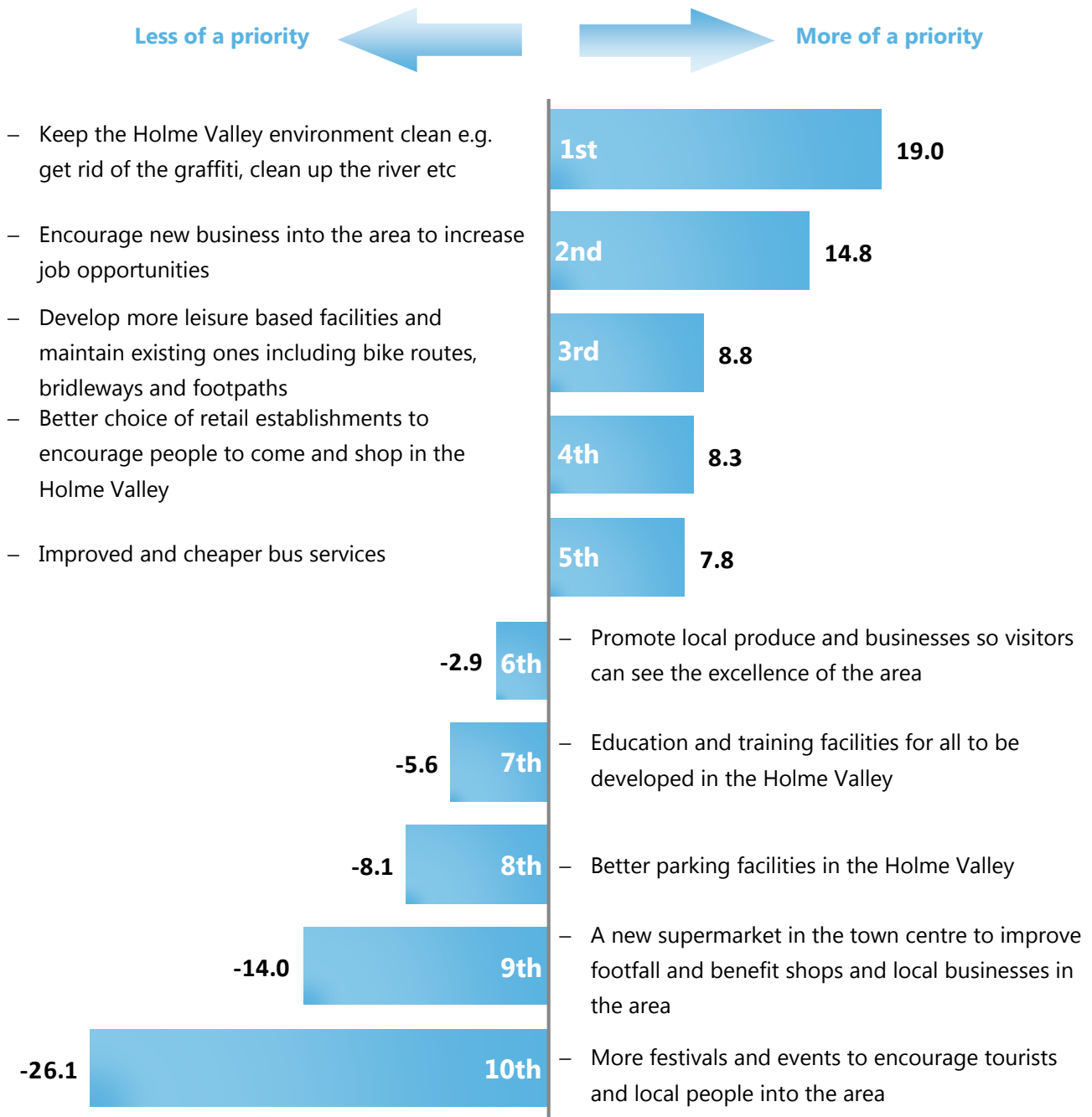
When comparing weighted scores, the reader should be aware that for every item on the list, the difference between it and any other items in the priority order should equal or exceed the 95% confidence interval for this difference to be considered statistically significant (in the case of any analyses based upon the full sample, this would be a difference in the weighted figure of 2.7).

In addition to the weighted score, the raw results used to calculate it are displayed in chart 10.2, colour coded to indicate the tertiles.



# 10. Future priorities

## 10.1 Future priorities



Least significant difference at the 95% confidence level = 2.7 | Base 2549



# 10. Future priorities

## 10.2 Future priorities - detailed response

	% priority rankings									
	A new supermarket in the town centre to improve footfall and benefit shops and local businesses in the area	Education and training facilities for all to be developed in the Holme Valley	Better choice of retail establishments to encourage people to come and shop in the Holme Valley	Better parking facilities in the Holme Valley	More festivals and events to encourage tourists and local people into the area	Improved and cheaper bus services	Keep the Holme Valley environment clean e.g. get rid of the graffiti, clean up the river etc	Encourage new business into the area to increase job opportunities	Promote local produce and businesses so visitors can see the excellence of the area	Develop more leisure based facilities and maintain existing ones including bike routes, bridleways and footpaths
Priority 1	12.3	9.3	7.8	8.2	4.3	13.7	12.7	8.3	4.8	7.5
Priority 1.5	1.0	1.4	1.0	1.3	0.5	1.8	1.7	0.9	0.7	1.0
Priority 2	7.0	7.8	9.1	8.0	5.0	9.5	11.1	10.1	6.9	9.5
Priority 2.5	0.7	1.3	1.3	1.1	1.2	1.5	1.7	2.1	1.2	1.6
Priority 3	5.1	6.7	12.0	7.5	5.6	8	9.9	10.3	8.1	8.1
Priority 3.5	1.3	1.4	2.5	1.9	1.4	1.4	2.1	2.0	1.7	1.7
Priority 4	4.1	7.3	8.4	6.3	5.3	7	8.5	12.8	10.3	8.7
Priority 4.5	0.6	1.7	2.0	1.3	1.3	1.5	2.3	1.7	2.2	1.9
Priority 5	3.8	7.1	7.9	6.0	6.5	7	8.2	11.0	12.7	8.6
Priority 5.5	0.8	1.4	1.8	1.4	2.1	1.6	2.0	2.3	2.0	1.6
Priority 6	4.3	8.6	8.8	6.8	7.8	6.4	9.3	8.4	10.5	8.4
Priority 6.5	1.3	1.9	2.0	1.4	1.4	1.5	1.6	1.7	2.4	2.0
Priority 7	7.9	8.2	8.3	8.1	8.4	7.7	6.3	7.7	8.1	9.1
Priority 7.5	1.0	1.7	1.8	1.9	1.7	2.2	1.4	1.1	1.7	1.8
Priority 8	7.4	7.9	9.3	11.0	10.6	7.4	6.6	5.8	8.2	8.0
Priority 8.5	1.5	1.6	1.8	2.2	1.6	1.7	0.6	0.8	1.1	1.6
Priority 9	10.8	9.5	6.2	10.8	13.9	8	5.4	5.6	6.7	6.7
Priority 9.5	1.5	1.3	0.8	1.1	1.8	0.6	0.5	0.5	0.8	0.6
Priority 10	23.6	9.8	3.2	9.8	15.6	7.5	3.9	2.8	5.9	7.7

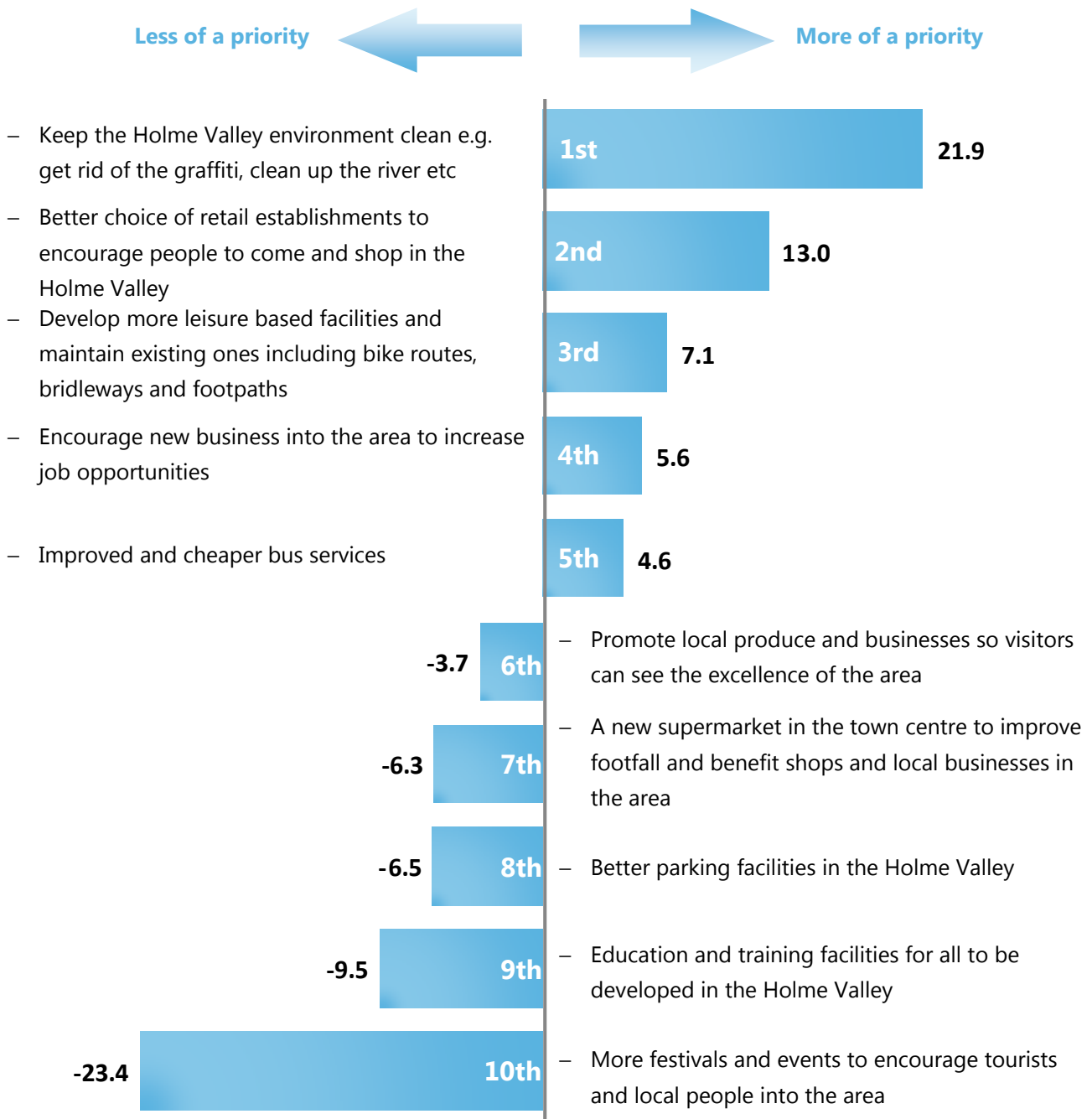
Bottom third	Middle third	Top third
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Note: Priority 1 is the highest, 10 is the lowest. Decimals indicate tied rankings | Base



# 10. Future priorities

## 10.3 Future priorities - HD9 1

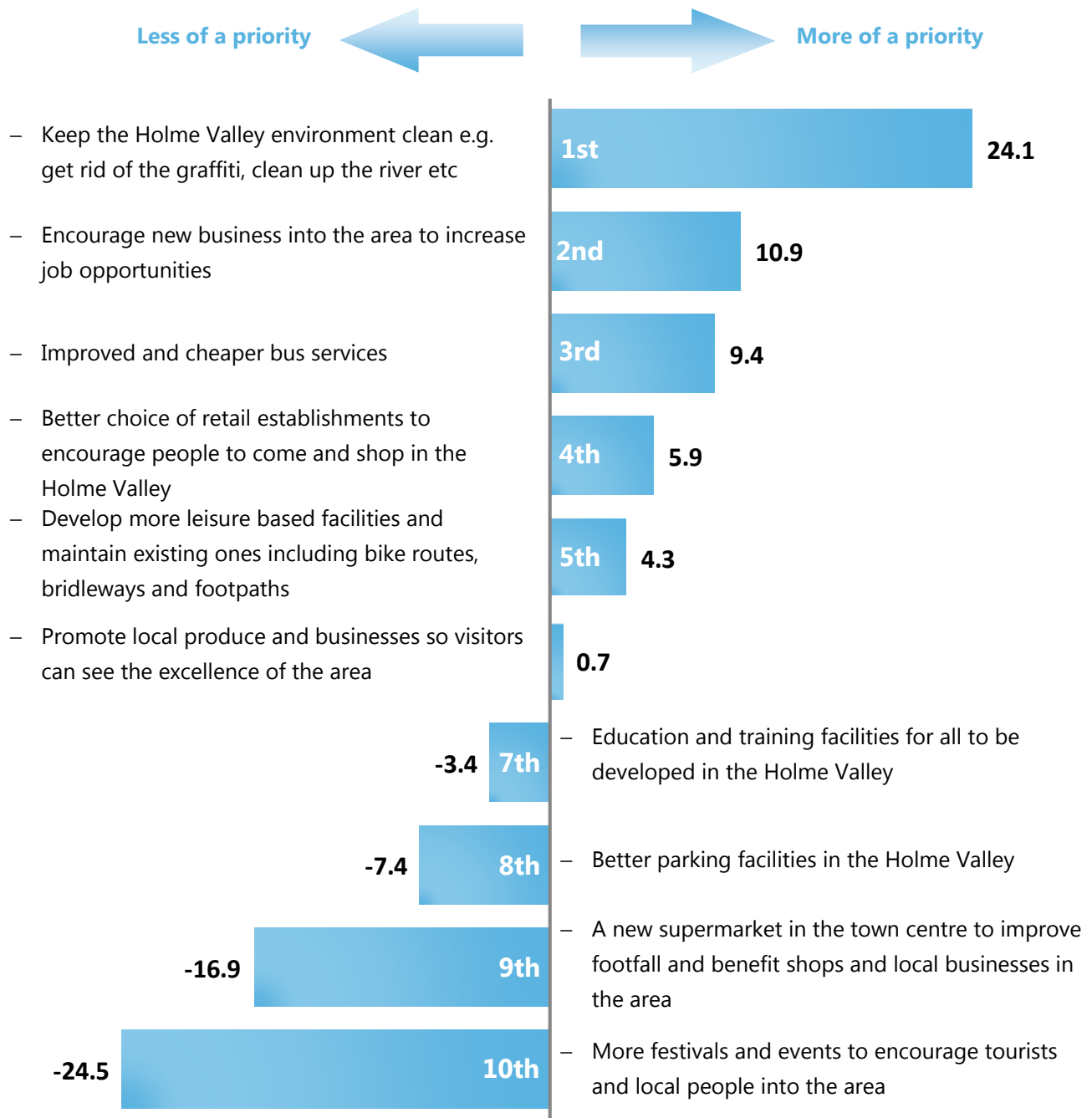


Least significant difference at the 95% confidence level = 5.3 | Base 655



# 10. Future priorities

## 10.4 Future priorities - HD9 2

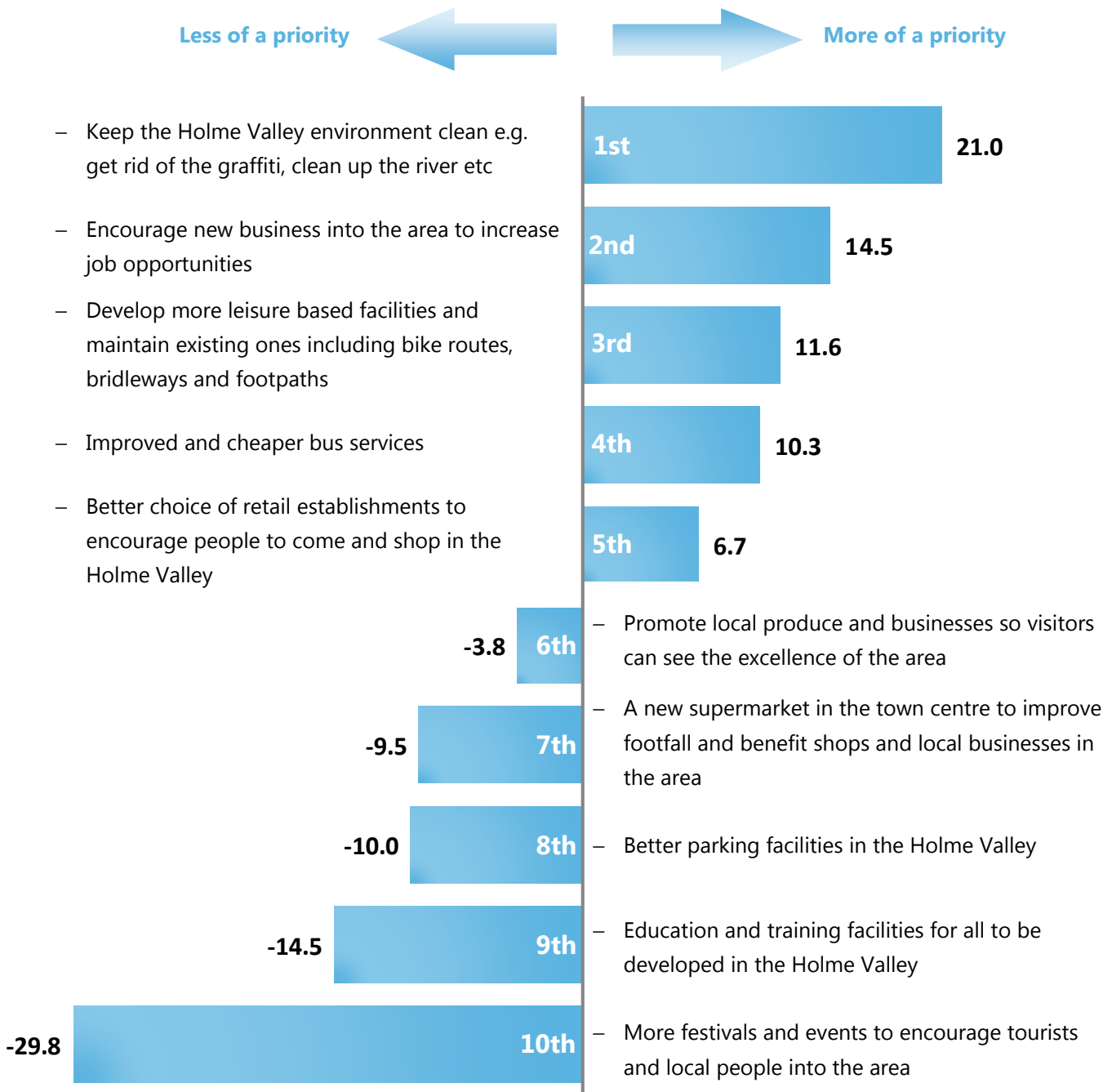


Least significant difference at the 95% confidence level = 7.3 | Base 343



# 10. Future priorities

## 10.5 Future priorities - HD9 3



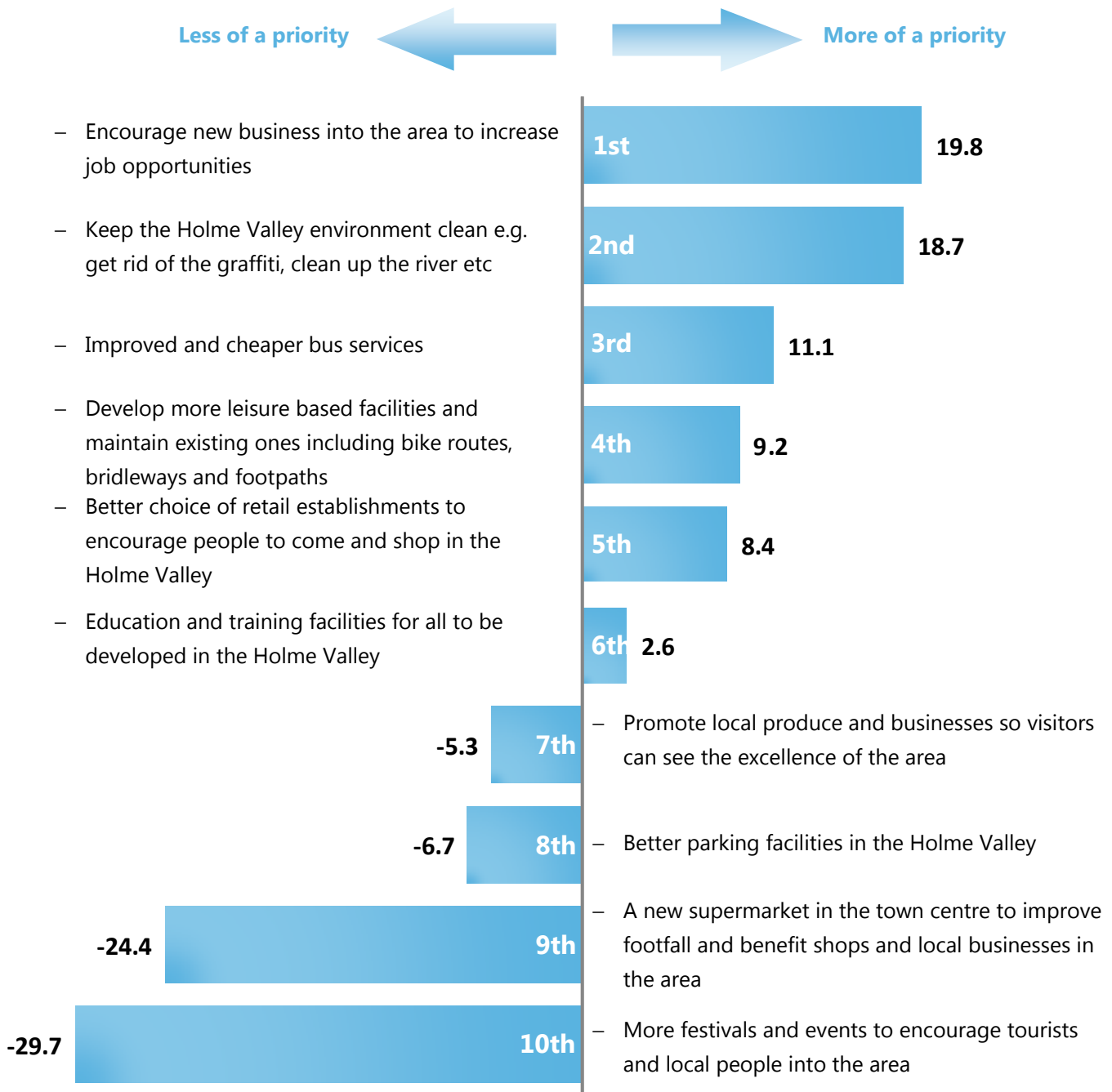
Least significant difference at the 95% confidence level = 7.2 | Base 350





# 10. Future priorities

## 10.6 Future priorities - HD9 6

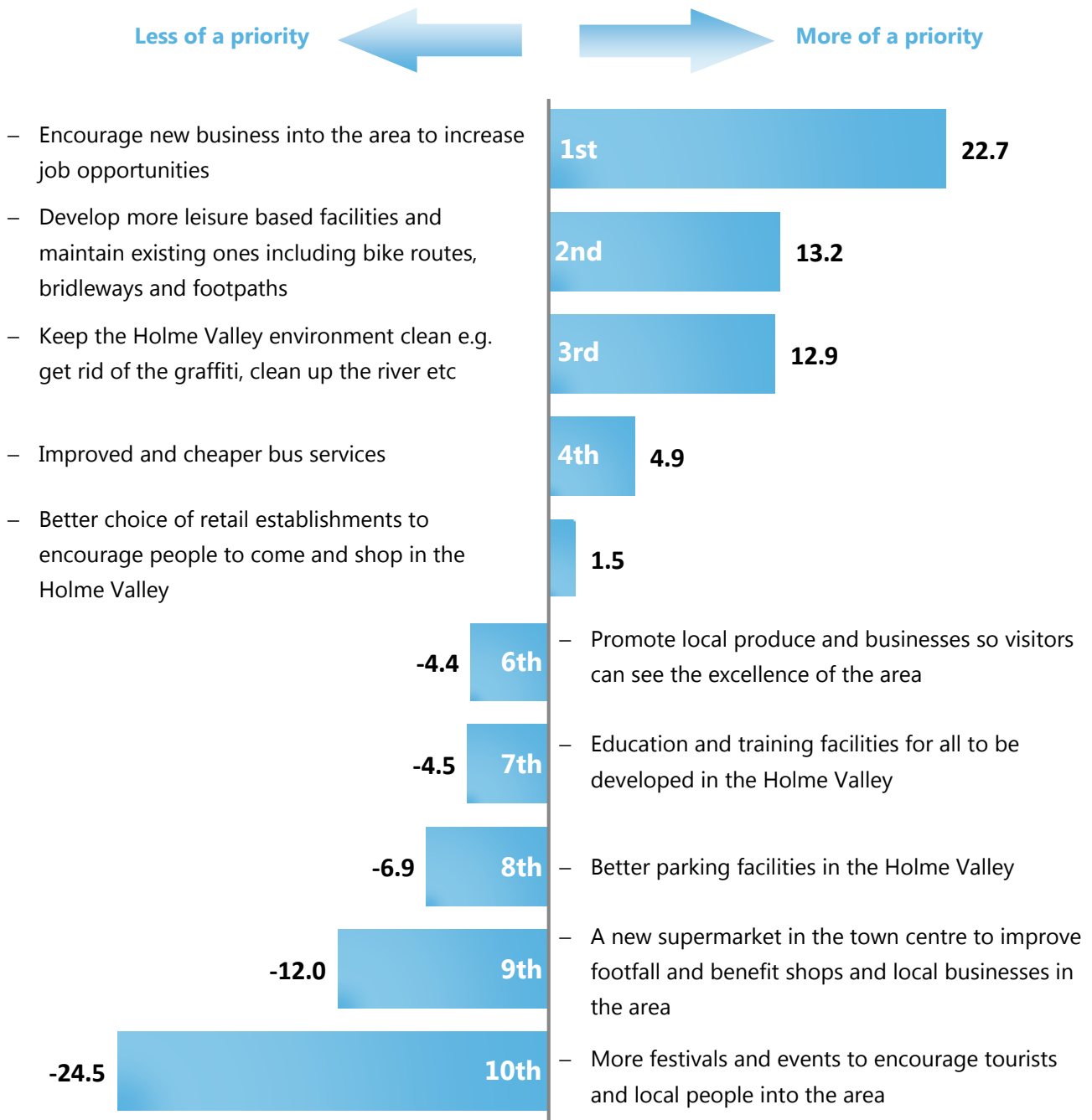


Least significant difference at the 95% confidence level = 5.7 | Base 558



# 10. Future priorities

## 10.7 Future priorities - HD9 7



Least significant difference at the 95% confidence level = 6.2 | Base 473



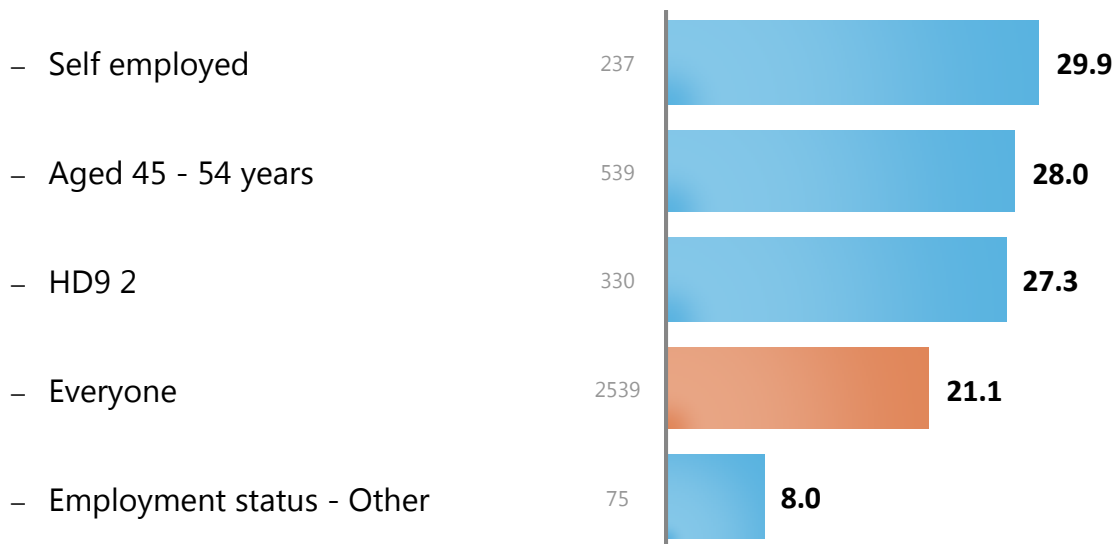
## 10. Future priorities

The following charts show how different demographic groups relate to the items in the Priority Search about possible future improvements. The information displayed is calculated as for the overall chart, and shows how different groups relate to each item. The value for the population overall is shown in orange. Groups which attach a higher importance to this item to a statistically significant extent are shown above it, while those who rate the item as significantly less important are shown below

Note that charts display differences which are statistically significant. If a group does not appear in a chart (those in a certain age group, for example) it is because the importance they attached to the item did not differ significantly from average. Please note, the more detailed analysis in this section is unweighted.

Figures in grey represent the total number of respondents who gave each particular answer.

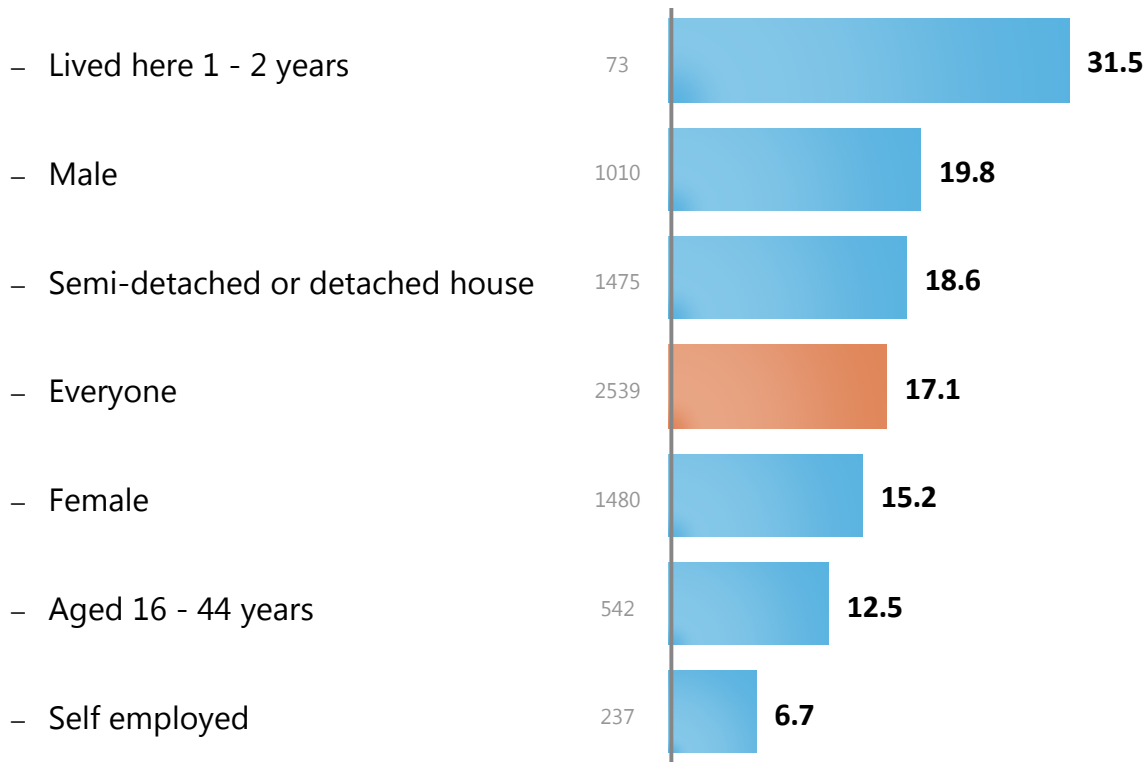
### 10.8 Keep the Holme Valley environment clean e.g. get rid of the graffiti, clean up the river etc





## 10. Future priorities

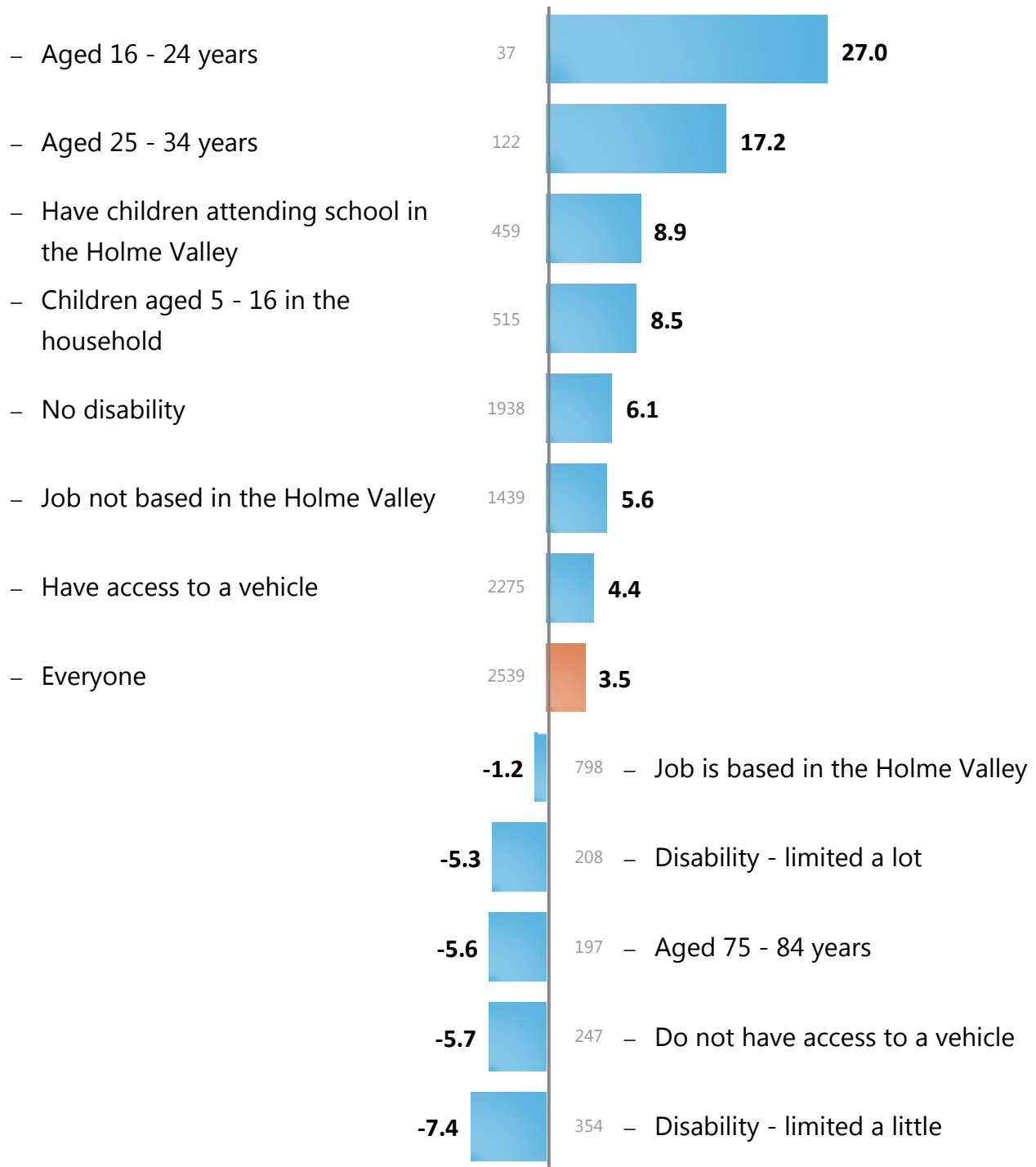
### 10.9 Encourage new business into the area to increase job opportunities





## 10. Future priorities

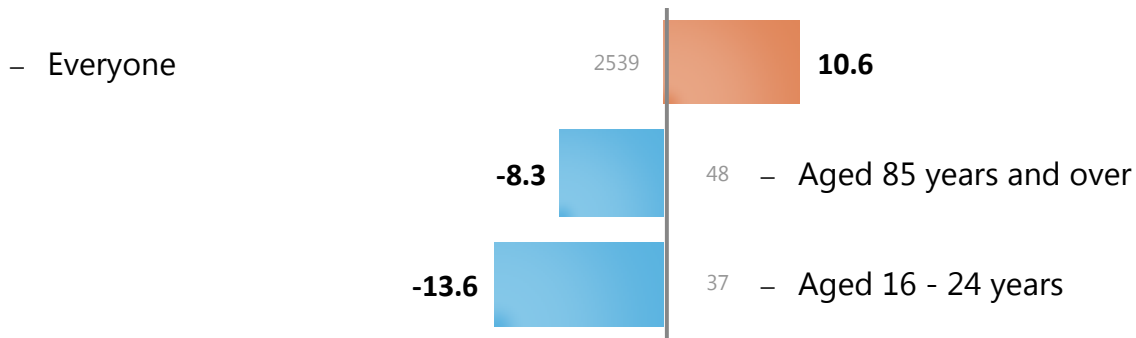
### 10.10 Develop more leisure based facilities and maintain existing ones including bike routes, bridleways and footpaths



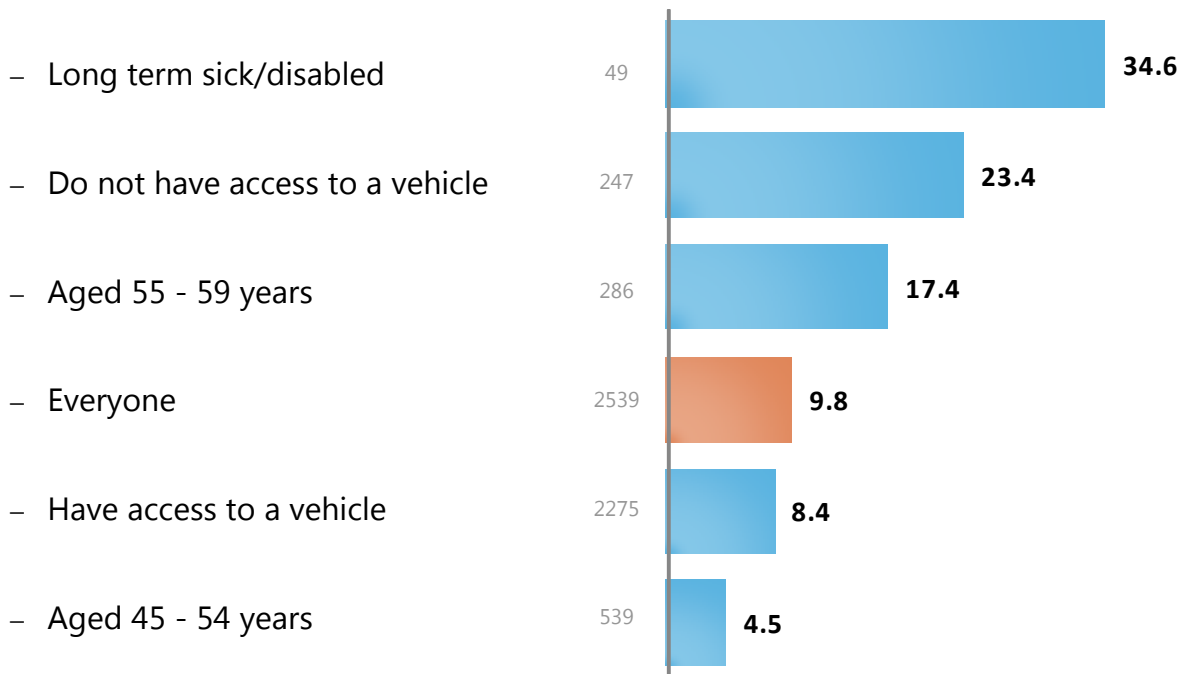


## 10. Future priorities

### 10.11 Better choice of retail establishments to encourage people to come and shop in the Holme Valley



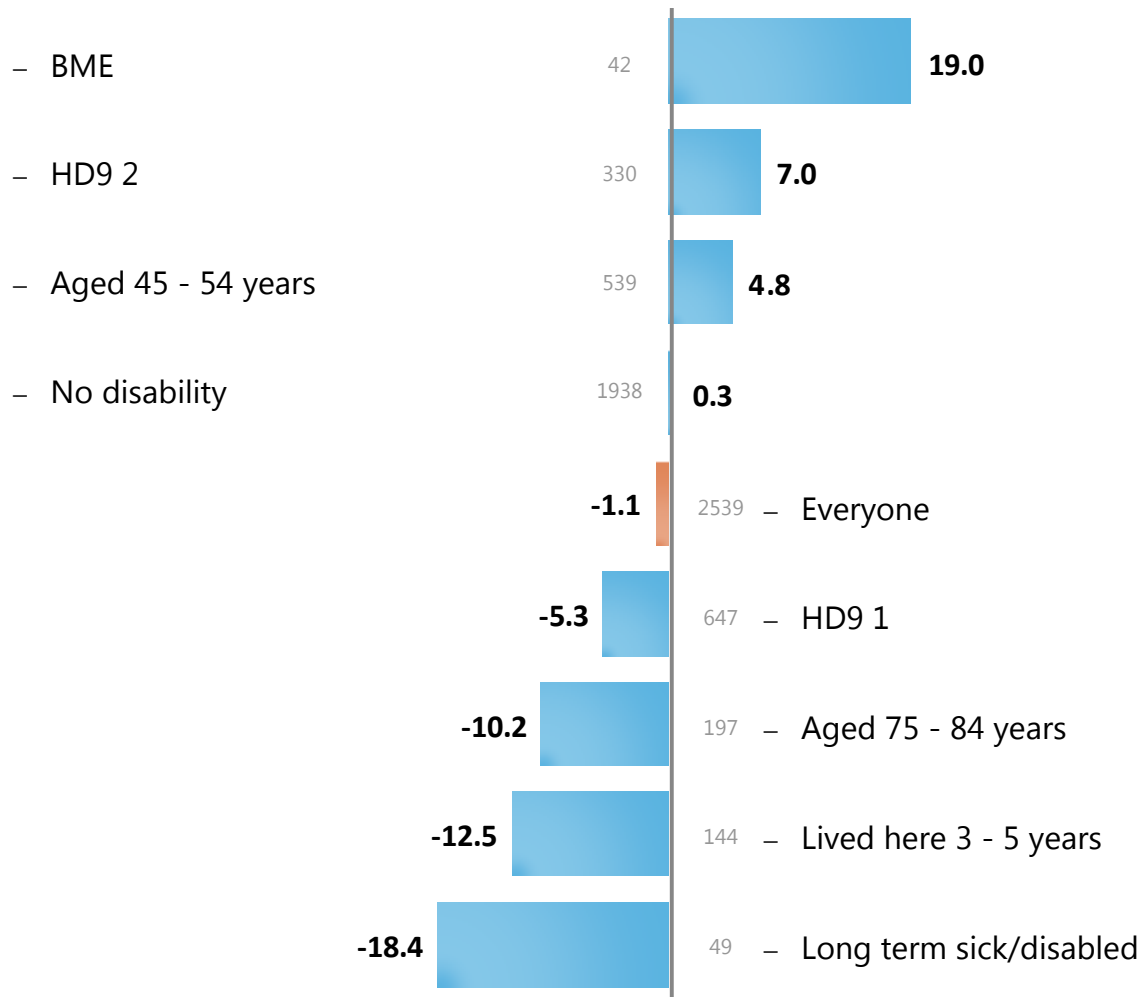
### 10.12 Improved and cheaper bus services



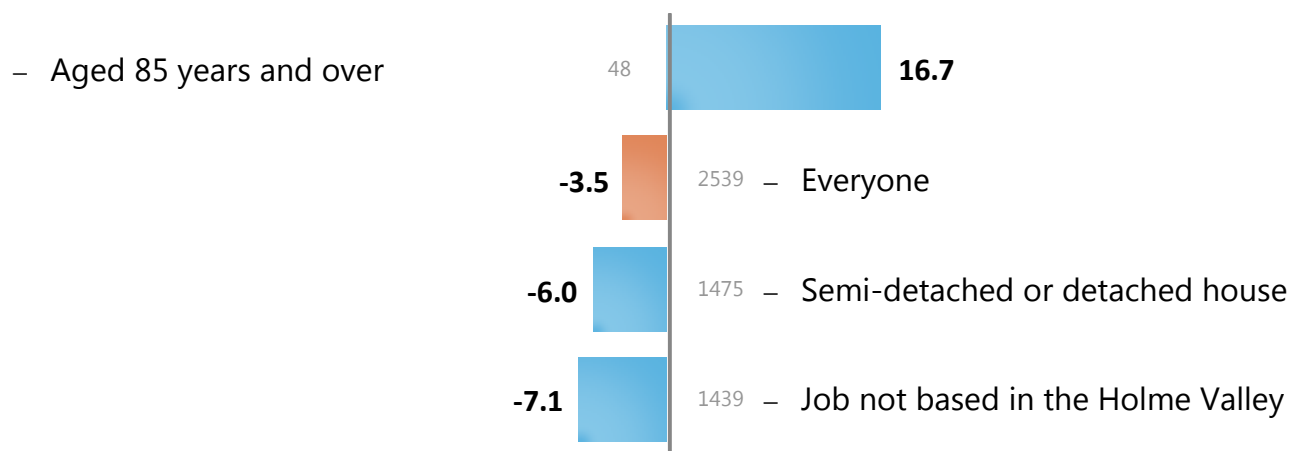


## 10. Future priorities

### 10.13 Promote local produce and businesses so visitors can see the excellence of the area



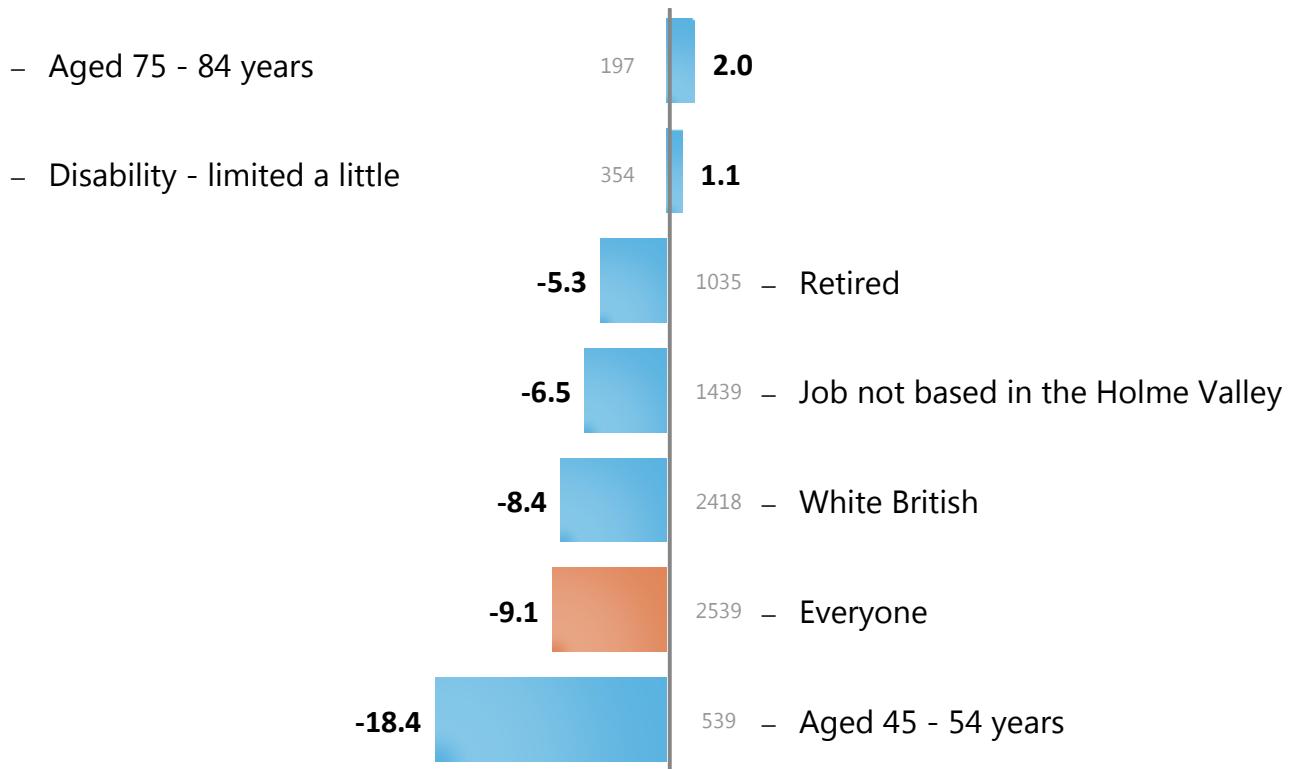
### 10.14 Education and training facilities for all to be developed in the Holme Valley



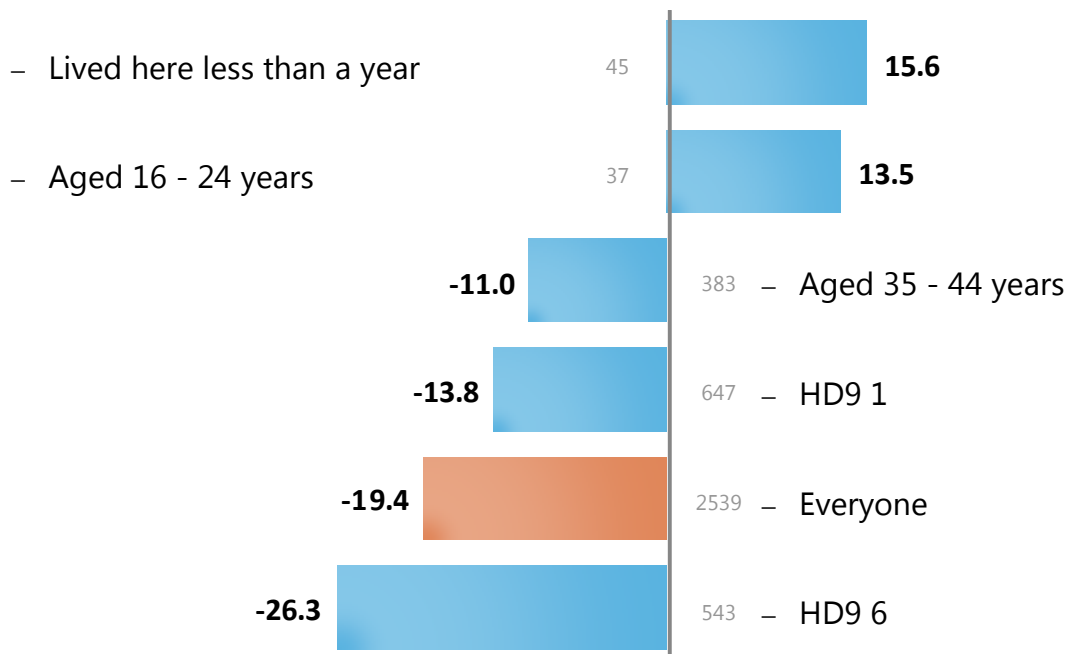


## 10. Future priorities

### 10.15 Better parking facilities in the Holme Valley



### 10.16 A new supermarket in the town centre to improve footfall and benefit shops and local businesses in the area

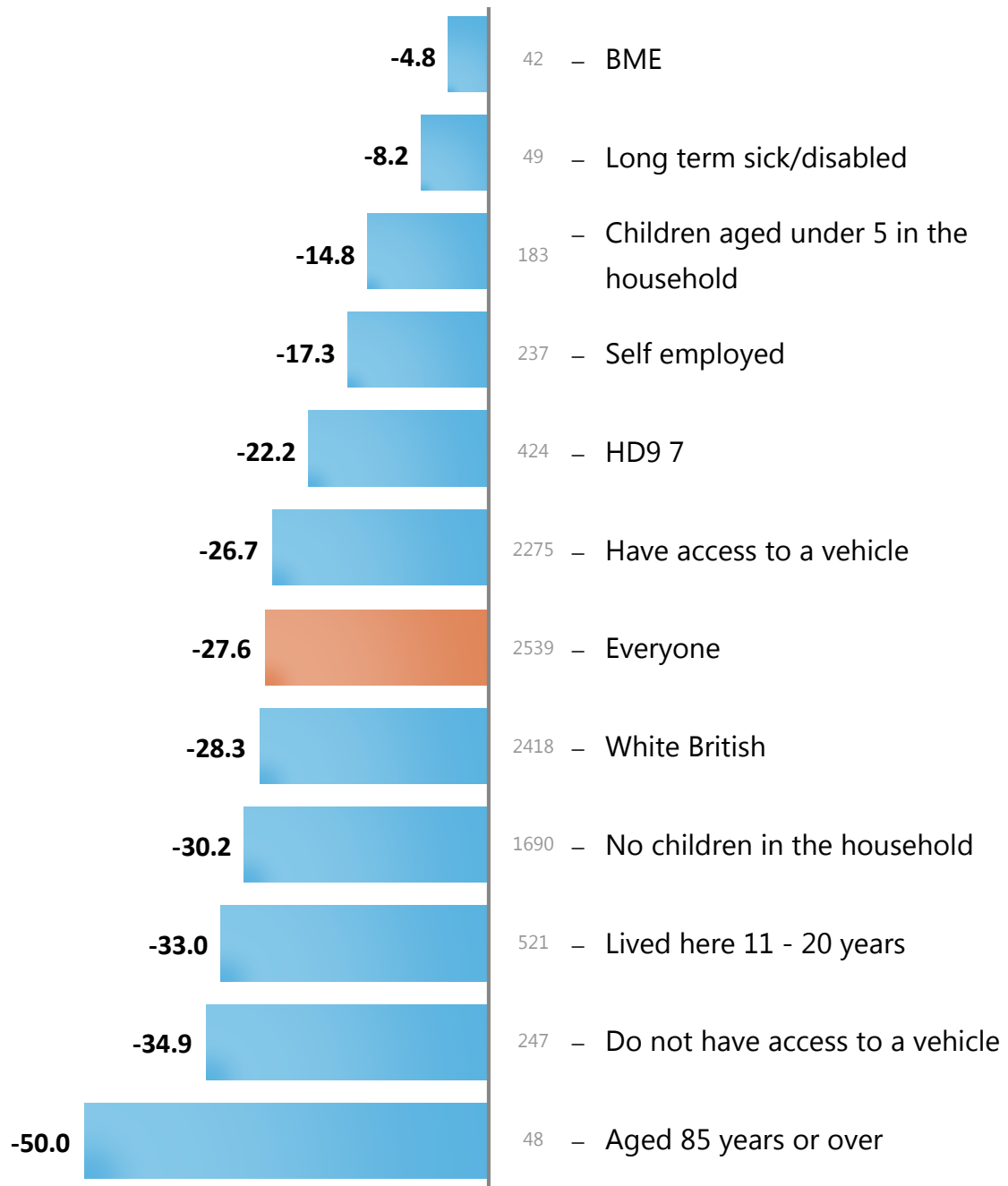






## 10. Future priorities

### 10.17 More festivals and events to encourage tourists and local people into the area





## Appendix A. Methodology & data analysis

### Fieldwork

The survey was carried out in November and December 2012. Paper self completion questionnaires were distributed to every household in the Holme Valley area, supplemented by a web survey open to allow further household members to complete. The survey was promoted through various channels asking residents to take part. In total there were 2,640 usable responses to the survey, including 79 completed on the internet. This represented a response rate of over 20%.

Please note that the survey results were weighted to ensure that the results were representative by area (Lower Super Output Area), gender and age.

### Data presentation

Readers should take care when considering percentage results from some of the sub groups within the main sample, as the base figures may sometimes be small. Due to rounding some graphs may not add up to 100%.

### Tests of statistical significance

Unless otherwise stated, all statistically significant differences are reported at the 95% confidence level. Tests used were the Wilcoxon-Mann-Whitney test (rating scales), Fischer Exact Probability test (small samples) and the Pearson Chi Square test (larger samples) as appropriate for the data being examined.

These calculations rely on a number of factors such as the base figure and the level of variance, both within and between sample groups, thereby taking into account more than just the simple percentage difference. This means that some results are reported as significant despite being superficially similar to others that are not.

For example, two satisfaction ratings might have the same or similar *total* satisfaction score, but be quite different when one considers the detailed results for the proportion *very satisfied* versus *fairly satisfied*. In addition, if the results included a relatively small number of people then the error margins for the two ratings being compared might be bigger than the observed difference between them.



## The Priority Search question

Question 12 on the survey asked residents which were most important to them from a list of ten improvements to make Holmfirth and the Holme Valley a great place for people to live in and visit. This question used the unique Priority Search methodology, which is more reliable than other methods of prioritisation. In this question, respondents were asked to read each of the paired statements and to indicate their relative preference for the two items. Each item appeared three times, each time paired with a different item. The Priority Search then ranked all the items for each individual, and the preferences of the whole population, or subgroups of it, was thereby established.

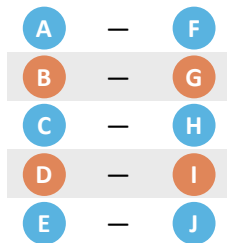
## The Priority Search algorithm in detail

The use of paired comparison as an aid to prioritisation is relatively well known. However, dichotomous choice is usually used, which requires the comparison of all possible pairs.

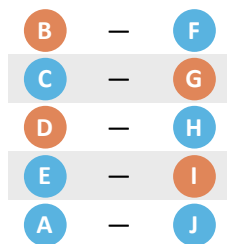
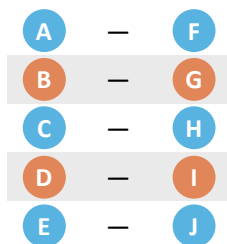
The Priority Search process allows respondents to compare each pair not dichotomously but using a Likert scale. This tool is commonly used to measure subjective phenomena, for example pain or mood. The addition of this scale gives more information per pair, and as a result the number of pairings needed is reduced considerably:

A uniquely ranked list of n items comprises  $\log_2(n!)$  bits of information. A set of 3 pairings per item on a scale of P points comprises  $\log_2(P^{1.5n})$  bits, and for even small values of P the value of  $P^{1.5n}$  exceeds n! over a usable range of items.

In order to extract a rank order from the resulting partial set of all possible pairings it is necessary to be able to relate each item to all the others. Consider a set of ten items paired as follows:



In this case, we know how A relates to F, B to G, etc, but we have no information about how A relates to any item other than F, or B to any item other than G, etc.



If the order of the pairings is altered and replicated, the following arrangement can be reached:

By creating a second set of pairings with the left hand column frame shifted, a chain results: On the left, A is compared with F, which on the right is compared with B; B is compared with G, which is compared with C, and so on. In this way the position of any item relative to any other can be determined.

Such a design is known as a reduced subset cyclic design. Two sets of pairings arranged as above will allow a perfect rank order to be calculated if the input to the system comprises mathematically precise data. The Priority Search process adds a third, different set of pairings; this allows more information to be extracted and is sufficient to cope with the imprecision which is inherent in subjective ratings.



## Appendix B. Example questionnaire



## holme valley vision residents survey

Holme Valley Vision is a project run by a number of local community groups. They are working together to find out what people from across the Valley think about:

- employment prospects,
- environmental issues,
- tourism,
- education,
- retail,
- other aspects of life in the Valley in general.

Already over 1,000 young people and nearly 100 businesses have had their say. Now it is the turn of residents. It is really important that as many people as possible complete the questionnaire as your views, along with those of young people and businesses, will be used to develop a community plan intended to make the Holme Valley a great place to live and work in, and visit.

The survey results will also be sent to the local elected Parish Councillors, the Local Authority and health bodies to help them plan their services.

It won't take long to complete the survey. Don't worry about spending a lot of time on each question, as your immediate answer is fine.

If other members of your household want to complete the questionnaire, they can do so on-line through our web site – **[www.holmevalleyvision.org](http://www.holmevalleyvision.org)** If you don't have access to a computer or need help, you can use the local library.

This survey is being carried out on our behalf by an independent market research company called Codex Research, in association with ARP Research. Anything you tell us is **completely confidential** and will be only be used for the purposes of this survey in accordance with the data protection act and the Market Research Society Code of Conduct.

# Return by Friday 30th November



LOTTERY FUNDED

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RESEARCH

in association with  
 ARP  
research



holme valley vision



## The Holme Valley overall

Q1) How much do you agree or disagree with the following statements:

tick one per row

	Agree strongly	Tend to agree	Neither	Tend to disagree	Disagree strongly	No opinion
a. I feel like I "belong here" in the Holme Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
b. The Holme Valley is a really good place to live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
c. The Holme Valley is a good place to bring up a family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>



## Local facilities

Q2) How much do you agree or disagree with the following statements:

tick one per row

	Agree strongly	Tend to agree	Neither	Tend to disagree	Disagree strongly	No opinion
a. There are sufficient leisure facilities/ activities for teenagers and young people in my local neighbourhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
b. There are sufficient parking facilities available in the town centres	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
c. There is plenty of shopping choice for people living in the Holme Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
d. The river should be an important attraction to the Holme Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
e. Town centres are good places to visit for nightlife/evening entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
f. Town centres are generally well kept and appear clean and tidy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
g. There are sufficient areas in the Holme Valley to just sit and relax	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
h. There are sufficient public conveniences in the Holme Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
i. Overall, the Holme Valley is a good place to visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>



## Improving local facilities



holme valley vision

**Q3)** Please tell us how important or unimportant the following are to you:

tick one per row

	Very important	Fairly important	Neither	Fairly unimportant	Very unimportant	No opinion
a. Better access to valley wide transport to encourage people not to use their cars as much	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
b. A park and ride system into Holmfirth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
c. More shops and facilities that are of interest to local people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
d. Keeping local libraries open	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
e. Better access to education schemes and opportunities for learning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
f. Better use of the outdoors e.g. more and better signed footpaths, bridleways and cycle routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
g. Development of more outdoor activities e.g. go ape, riding centre, climbing centre, camp and caravan sites, viewpoints, use of local history etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
h. Better access to open spaces to grow our own produce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>



## Economic wellbeing

**Q4)** How much do you agree or disagree with the following statements:

tick one per row

	Agree strongly	Tend to agree	Neither	Tend to disagree	Disagree strongly	No opinion
a. Local residents have a positive attitude towards development and growth in the Holme Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
b. The local community and local businesses work together to improve the Holme Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
c. The general employment opportunities for residents and young people in the Holme Valley are good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
d. The outlook for young people staying in the Holme Valley is encouraging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>



# Improving economic wellbeing



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**Q5)** Please tell us how important or unimportant the following are to you:

tick one per row

	Very important	Fairly important	Neither	Fairly unimportant	Very unimportant	No opinion
a. More affordable homes built in the Holme Valley (low cost, high energy rating)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
b. More starter homes built around the Holme Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
c. Help for unemployed parents / carers to get into work (including child care, retraining and work experience) in the Holme Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
d. More local support for people in dealing with worries about debt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
e. More information on reducing our fuel bills through better energy efficiency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
f. Better support for people to set up businesses in the Holme Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
g. Encourage development of "hot offices" in the town centres for local people currently working from home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
h. More reliable internet and mobile phone networks in the Holme Valley to encourage growth and business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
i. Better hotel / conference facilities, to encourage people into the Holme Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
j. Maximise publicity from the local festivals to drive public awareness of the Holme Valley and its offerings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>





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## Community safety

Q6) How much do you agree or disagree with the following:

tick one per row

	Agree strongly	Tend to agree	Neither	Tend to disagree	Disagree strongly	No opinion
a. Young people need more safe places to meet / chat and socialise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
b. When I am out in local neighbourhoods I often feel intimidated by other people / groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
c. I would feel safer if there was more visible policing in the Holme Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
d. I would feel safer if there was better support for victims of crime or abuse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
e. Make it easier to report crime anonymously	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
f. I would feel safer if there were stricter controls on young people drinking alcohol when they are out	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
g. Graffiti is a problem in my local neighbourhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
h. Drug dealing and abuse is a problem in my local neighbourhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>



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# Health and wellbeing

**Q7)** Please tell us how important or unimportant the following are to you:

tick one per row

	Very important	Fairly important	Neither	Fairly unimportant	Very unimportant	No opinion
a. For me and my family to be active	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
b. My family having access to locally sourced, cheap, healthy food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
c. Better health care support for people with depression or mental health care issues in the Holme Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
d. More community understanding of how to help people with depression or mental health care issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
e. More support for people who are victims of bullying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
f. More local employment opportunities for people with disabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
g. Better support for family carers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
h. Better access to information and support around smoking, drugs and alcohol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>

**Q8)** How much do you agree or disagree with the following statements:

tick one per row

	Agree strongly	Tend to agree	Neither	Tend to disagree	Disagree strongly	No opinion
a. Overall people living within the Holme Valley are healthy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
b. Overall people living within the Holme Valley are happy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>



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## Making a positive contribution

**Q9)** How much do you agree or disagree with the following:

tick one per row

	Agree strongly	Tend to agree	Neither	Tend to disagree	Disagree strongly	No opinion
a. There are lots of chances for me and my family to get involved helping in the community if we want to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
b. There are lots of chances for people to help improve the environment across the Holme Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
c. Adults in the Holme Valley recognise the contributions made to the community by young people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
d. Young people need to have a local voice on the development of the Holme Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
e. New people moving into the Holme Valley make a positive contribution to the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>
f. There are enough local community support networks to help local people e.g. young single parents, single elderly people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="radio"/>

## Timebanking

*Timebanking* is a simple way for people to help each other out by exchanging their time and skills to make a difference. So for every hour you spend helping someone, you earn an hour in return. A group of people are hoping to get *Timebanking* happening in the Holme Valley.

**Q10)** Is *Timebanking* something you would be interested in?

tick one only

- Yes  
 No

**Q11)** If you would like to receive information or updates on *Timebanking* in Holmfirth, please fill in your contact details below:

write in 

Name:

Address:

Postcode:

E-mail:



*This information will be separated from the rest of your answers, and strictly used only for the purpose of sending information to you about Timebanking.*



## Improving the Holme Valley

Holme Valley Vision recently carried out consultation with residents to find out their answers to the following question:

“ We want to make Holmfirth and the Holme Valley a great place for people to live and work in, and visit. What do we need to do as a community to make this happen? ”

The ideas collected were narrowed down to ten of the most achievable goals, and have been included in the question overleaf for you to tell us how important they are to you.

Each idea appears more than once in the question, each time compared against one of the others. When we put all of your answers together we will be able to tell what your priorities are.

The examples below show you how the question on the next page should be answered.

This side is much more important



I feel the same about both sides



This side is much more important

**Correct!**



**In this example:**

- I like or dislike apples and oranges equally
- I prefer bananas to plums
- I love apples, and really dislike pears

Apples	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Oranges
--------	--------------------------	--------------------------	--------------------------	-------------------------------------	--------------------------	--------------------------	--------------------------	---------

Bananas	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Plums
---------	--------------------------	-------------------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	-------

Pears	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Apples
-------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	-------------------------------------	--------

**Wrong!**



**What I got wrong:**

- I put more than one cross in a row
- I missed out a row

Apples	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Oranges
--------	-------------------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	-------------------------------------	---------

Bananas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Plums
---------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	-------

Pears	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Apples
-------	--------------------------	--------------------------	-------------------------------------	--------------------------	--------------------------	-------------------------------------	--------------------------	--------



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Q12) For each row, which is most important?

This side is much more important



I feel the same about both sides



This side is much more important

Remember to fill in every row with a single cross!

Develop more leisure based facilities and maintain existing ones including bike routes, bridleways and footpaths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	More festivals and events to encourage tourists and local people into the area
Better parking facilities in the Holme Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Promote local produce and businesses so visitors can see the excellence of the area
Keep the Holme Valley environment clean e.g. get rid of the graffiti, clean up the river etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Better choice of retail establishments to encourage people to come and shop in the Holme Valley
Education and training facilities for all to be developed in the Holme Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Improved and cheaper bus services
Encourage new business into the area to increase job opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	A new supermarket in the town centre to improve footfall and benefit shops and local businesses in the area
Better choice of retail establishments to encourage people to come and shop in the Holme Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Develop more leisure based facilities and maintain existing ones including bike routes, bridleways and footpaths
Improved and cheaper bus services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Better parking facilities in the Holme Valley
Education and training facilities for all to be developed in the Holme Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Keep the Holme Valley environment clean e.g. get rid of the graffiti, clean up the river etc.
Promote local produce and businesses so visitors can see the excellence of the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	More festivals and events to encourage tourists and local people into the area
Better choice of retail establishments to encourage people to come and shop in the Holme Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Encourage new business into the area to increase job opportunities
Improved and cheaper bus services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	A new supermarket in the town centre to improve footfall and benefit shops and local businesses in the area
More festivals and events to encourage tourists and local people into the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Keep the Holme Valley environment clean e.g. get rid of the graffiti, clean up the river etc.
Encourage new business into the area to increase job opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Better parking facilities in the Holme Valley
A new supermarket in the town centre to improve footfall and benefit shops and local businesses in the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Develop more leisure based facilities and maintain existing ones including bike routes, bridleways and footpaths
Promote local produce and businesses so visitors can see the excellence of the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Education and training facilities for all to be developed in the Holme Valley



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## You and your household

Building up a picture of each household helps us to understand what different groups of residents think. Your answers are all confidential, and will be used to look for overall trends in satisfaction.

**Q13)** So that we know which area of the Holme Valley you live in, please write in your postcode below:

write in

Postcode:

**Q14)** How long have you lived in the Holme Valley?

tick one only

- |                                       |  |
|---------------------------------------|--|
| <input type="checkbox"/> Under 1 year | <input type="checkbox"/> 11 - 20 years             |
| <input type="checkbox"/> 1 - 2 years  | <input type="checkbox"/> 21+ years                 |
| <input type="checkbox"/> 3 - 5 years  | <input type="checkbox"/> Don't know/can't remember |
| <input type="checkbox"/> 6 - 10 years |  |

**Q15)** What type of home do you live in?

tick one only

- |  |   |
|--|---|
| <input type="checkbox"/> Bungalow                          | <input type="checkbox"/> Flat or maisonette |
| <input type="checkbox"/> House (terraced)                  | <input type="checkbox"/> Other              |
| <input type="checkbox"/> House (semi-detached or detached) |   |

**Q16)** Are you:

tick one only

- Female  
 Male

**Q17)** What is your age?

tick one only

- |  |  |
|--|--|
| <input type="checkbox"/> 16 - 24 years | <input type="checkbox"/> 60 - 64 years     |
| <input type="checkbox"/> 25 - 34 years | <input type="checkbox"/> 65 - 74 years     |
| <input type="checkbox"/> 35 - 44 years | <input type="checkbox"/> 75 - 84 years     |
| <input type="checkbox"/> 45 - 54 years | <input type="checkbox"/> 85 years and over |
| <input type="checkbox"/> 55 - 59 years |  |

**Q18)** Are you or any household members day to day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

tick one only

- Yes - limited a lot  
 Yes - limited a little  
 No



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**Q19) What is your ethnic group?**

tick one only

**White**

- English / Welsh / Scottish / Northern Irish / British
- Irish
- Gypsy or Irish Traveller
- Any other White background

**Mixed**

- White & Black Caribbean
- White & Black African
- White & Asian
- Any other Mixed / multiple ethnic background

**Asian / Asian British**

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Any other Asian background

**Black / African / Caribbean / Black British**

- African
- Caribbean
- Any other Black / African / Caribbean background

**Other ethnic group**

- Arab
- Any other ethnic group
- Prefer not to say

**Q20) How would you describe your employment status?**

tick one only

- |  |   |
|--|---|
| <input type="checkbox"/> Employed (full or part time) <i>go to Q21 ↓</i> | <input type="checkbox"/> Unemployed (available for work) <i>go to Q23 →</i> |
| <input type="checkbox"/> Self employed <i>go to Q21 ↓</i>                | <input type="checkbox"/> Long term sick/disabled <i>go to Q23 →</i>         |
| <input type="checkbox"/> Retired <i>go to Q21 ↓</i>                      | <input type="checkbox"/> Student <i>go to Q23 →</i>                         |
|  | <input type="checkbox"/> Other <i>go to Q23 →</i>                           |

**Q21) Is your job based in the Holme Valley (or was it before retirement)?**

tick one only

- Yes
- No

**Q22) Thinking about the chief income earner in your household, how would you best describe their occupation (or occupation before retirement)?**

tick one only

- Higher managerial, administrative or professional
- Middle managerial, administrative or professional
- Supervisory or clerical and junior managerial, administrative or professional
- Skilled manual work
- Semi skilled or unskilled manual work
- Casual work



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**Q23)** Do any children live in your household?

- No *go to Q25* ↷
- Yes - aged under 5 *go to Q25* ↷
- Yes - aged 5 to 16 *go to Q24* ↓
- Yes - aged 17+ *go to Q25* ↷

tick all that apply

**Q24)** If you have school aged children, do they attend a school within the Holme Valley?

tick one only

- Yes
- No

**Q25)** Do you own or have regular use of a car, van or motorcycle?

tick one only

- Yes
- No

# Thank you for taking part!

Please return in the enclosed freepost envelope to:

Freepost RTAL-XLZZ-CYAR, A R P Research, Data Solutions Centre, SHEFFIELD, S95 1AF



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## Appendix C. Data summary

Please note that throughout the report the quoted results typically refer to the '*valid*' column of the data summary if it appears.

The '*valid*' column contains data that has been rebased, normally because non-respondents were excluded and/or question routing applied.

These figures are weighted to be representative by Lower Super Output Area, gender and age.

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# Appendix C. Data summary

Frequency % overall % valid

## Q1a I feel like I "belong here" in the Holme Valley

Base: 2640

1: Agree strongly	1233	46.7	47.8
2: Tend to agree	1054	39.9	40.9
3: Neither	218	8.3	8.5
4: Tend to disagree	63	2.4	2.4
5: Disagree strongly	11	0.4	0.4
6: No opinion	40	1.5	
N/R	21	0.8	

## Q1b The Holme Valley is a really good place to live

Base: 2640

7: Agree strongly	1402	53.1	53.6
8: Tend to agree	1109	42.0	42.4
9: Neither	69	2.6	2.6
10: Tend to disagree	32	1.2	1.2
11: Disagree strongly	4	0.2	0.2
12: No opinion	4	0.2	
N/R	20	0.8	

## Q1c The Holme Valley is a good place to bring up a family

Base: 2640

13: Agree strongly	1407	53.3	56.8
14: Tend to agree	975	36.9	39.4
15: Neither	77	2.9	3.1
16: Tend to disagree	15	0.6	0.6
17: Disagree strongly	2	0.1	0.1
18: No opinion	133	5.0	
N/R	31	1.2	

## Q2a There are sufficient leisure facilities/activities for teenagers and young people in my local neighbourhood

Base: 2640

19: Agree strongly	110	4.2	4.7
20: Tend to agree	687	26.0	29.5
21: Neither	431	16.3	18.5
22: Tend to disagree	835	31.6	35.9
23: Disagree strongly	264	10.0	11.3
24: No opinion	288	10.9	
N/R	25	0.9	

## Q2b There are sufficient parking facilities available in the town centres

Base: 2640

25: Agree strongly	139	5.3	5.4
26: Tend to agree	966	36.6	37.6
27: Neither	214	8.1	8.3
28: Tend to disagree	798	30.2	31.1
29: Disagree strongly	449	17.0	17.5
30: No opinion	54	2.0	
N/R	20	0.8	

## Q2c There is plenty of shopping choice for people living in the Holme Valley

Base: 2640

31: Agree strongly	188	7.1	7.2
32: Tend to agree	788	29.8	30.3
33: Neither	255	9.7	9.8
34: Tend to disagree	890	33.7	34.2
35: Disagree strongly	482	18.3	18.5



## Appendix C. Data summary

	Frequency	% overall	% valid
36: No opinion	18	0.7	
N/R	19	0.7	
<b>Q2d The river should be an important attraction to the Holme Valley</b>			
<i>Base: 2640</i>			
37: Agree strongly	954	36.1	37.4
38: Tend to agree	1081	40.9	42.4
39: Neither	411	15.6	16.1
40: Tend to disagree	78	3.0	3.1
41: Disagree strongly	24	0.9	0.9
42: No opinion	75	2.8	
N/R	17	0.6	
<b>Q2e Town centres are good places to visit for nightlife/evening entertainment</b>			
<i>Base: 2640</i>			
43: Agree strongly	371	14.1	15.3
44: Tend to agree	1222	46.3	50.5
45: Neither	478	18.1	19.8
46: Tend to disagree	269	10.2	11.1
47: Disagree strongly	79	3.0	3.3
48: No opinion	200	7.6	
N/R	21	0.8	
<b>Q2f Town centres are generally well kept and appear clean and tidy</b>			
<i>Base: 2640</i>			
49: Agree strongly	304	11.5	11.6
50: Tend to agree	1578	59.8	60.3
51: Neither	335	12.7	12.8
52: Tend to disagree	333	12.6	12.7
53: Disagree strongly	66	2.5	2.5
54: No opinion	9	0.3	
N/R	15	0.6	
<b>Q2g There are sufficient areas in the Holme Valley to just sit and relax</b>			
<i>Base: 2640</i>			
55: Agree strongly	522	19.8	20.3
56: Tend to agree	1313	49.7	51.0
57: Neither	313	11.9	12.2
58: Tend to disagree	375	14.2	14.6
59: Disagree strongly	50	1.9	1.9
60: No opinion	51	1.9	
N/R	15	0.6	
<b>Q2h There are sufficient public conveniences in the Holme Valley</b>			
<i>Base: 2640</i>			
61: Agree strongly	132	5.0	5.3
62: Tend to agree	626	23.7	25.2
63: Neither	446	16.9	18.0
64: Tend to disagree	826	31.3	33.3
65: Disagree strongly	451	17.1	18.2
66: No opinion	147	5.6	
N/R	13	0.5	
<b>Q2i Overall, the Holme Valley is a good place to visit</b>			
<i>Base: 2640</i>			
67: Agree strongly	645	24.4	24.8
68: Tend to agree	1599	60.6	61.6



# Appendix C. Data summary

	Frequency	% overall	% valid
69: Neither	247	9.4	9.5
70: Tend to disagree	98	3.7	3.8
71: Disagree strongly	8	0.3	0.3
72: No opinion	33	1.3	
N/R	9	0.3	

## Q3a Better access to valley wide transport to encourage people not to use their cars as much

Base: 2640

73: Very important	888	33.6	34.8
74: Fairly important	1006	38.1	39.4
75: Neither	354	13.4	13.9
76: Fairly unimportant	237	9.0	9.3
77: Very unimportant	69	2.6	2.7
78: No opinion	59	2.2	
N/R	28	1.1	

## Q3b A park and ride system into Holmfirth

Base: 2640

79: Very important	391	14.8	15.6
80: Fairly important	746	28.3	29.8
81: Neither	528	20.0	21.1
82: Fairly unimportant	574	21.7	22.9
83: Very unimportant	268	10.2	10.7
84: No opinion	105	4.0	
N/R	27	1.0	

## Q3c More shops and facilities that are of interest to local people

Base: 2640

85: Very important	1152	43.6	44.4
86: Fairly important	1100	41.7	42.4
87: Neither	222	8.4	8.6
88: Fairly unimportant	85	3.2	3.3
89: Very unimportant	37	1.4	1.4
90: No opinion	23	0.9	
N/R	22	0.8	

## Q3d Keeping local libraries open

Base: 2640

91: Very important	1649	62.5	63.3
92: Fairly important	700	26.5	26.9
93: Neither	142	5.4	5.4
94: Fairly unimportant	75	2.8	2.9
95: Very unimportant	41	1.6	1.6
96: No opinion	24	0.9	
N/R	8	0.3	

## Q3e Better access to education schemes and opportunities for learning

Base: 2640

97: Very important	1140	43.2	45.2
98: Fairly important	960	36.4	38.1
99: Neither	306	11.6	12.1
100: Fairly unimportant	91	3.4	3.6
101: Very unimportant	25	0.9	1.0
102: No opinion	102	3.9	
N/R	16	0.6	



## Appendix C. Data summary

Frequency % overall % valid

### Q3f Better use of the outdoors e.g. more and better signed footpaths, bridleways and cycle routes

Base: 2640

103: Very important	1256	47.6	48.4
104: Fairly important	995	37.7	38.3
105: Neither	243	9.2	9.4
106: Fairly unimportant	77	2.9	3.0
107: Very unimportant	25	0.9	1.0
108: No opinion	29	1.1	
N/R	14	0.5	

### Q3g Development of more outdoor activities e.g. go ape, riding centre, climbing centre, camp and caravan sites, viewpoints, use of local history etc.

Base: 2640

109: Very important	1100	41.7	42.7
110: Fairly important	972	36.8	37.8
111: Neither	288	10.9	11.2
112: Fairly unimportant	132	5.0	5.1
113: Very unimportant	82	3.1	3.2
114: No opinion	52	2.0	
N/R	15	0.6	

### Q3h Better access to open spaces to grow our own produce

Base: 2640

115: Very important	707	26.8	28.6
116: Fairly important	794	30.1	32.1
117: Neither	600	22.7	24.3
118: Fairly unimportant	266	10.1	10.8
119: Very unimportant	104	3.9	4.2
120: No opinion	151	5.7	
N/R	19	0.7	

### Q4a Local residents have a positive attitude towards development and growth in the Holme Valley

Base: 2640

121: Agree strongly	289	10.9	11.5
122: Tend to agree	1134	43.0	45.0
123: Neither	463	17.5	18.4
124: Tend to disagree	459	17.4	18.2
125: Disagree strongly	173	6.6	6.9
126: No opinion	108	4.1	
N/R	14	0.5	

### Q4b The local community and local businesses work together to improve the Holme Valley

Base: 2640

127: Agree strongly	251	9.5	10.3
128: Tend to agree	1110	42.0	45.4
129: Neither	513	19.4	21.0
130: Tend to disagree	400	15.2	16.4
131: Disagree strongly	170	6.4	7.0
132: No opinion	180	6.8	
N/R	16	0.6	

### Q4c The general employment opportunities for residents and young people in the Holme Valley are good

Base: 2640



# Appendix C. Data summary

	Frequency	% overall	% valid
133: Agree strongly	47	1.8	2.0
134: Tend to agree	278	10.5	11.7
135: Neither	595	22.5	25.0
136: Tend to disagree	1073	40.6	45.2
137: Disagree strongly	383	14.5	16.1
138: No opinion	251	9.5	
N/R	14	0.5	
<hr/>			
<b>Q4d The outlook for young people staying in the Holme Valley is encouraging</b>	<i>Base: 2640</i>		
139: Agree strongly	35	1.3	1.4
140: Tend to agree	446	16.9	18.3
141: Neither	639	24.2	26.3
142: Tend to disagree	938	35.5	38.6
143: Disagree strongly	375	14.2	15.4
144: No opinion	194	7.3	
N/R	14	0.5	
<hr/>			
<b>Q5a More affordable homes built in the Holme Valley (low cost, high energy rating)</b>	<i>Base: 2640</i>		
145: Very important	731	27.7	28.4
146: Fairly important	744	28.2	28.9
147: Neither	383	14.5	14.9
148: Fairly unimportant	362	13.7	14.1
149: Very unimportant	351	13.3	13.7
150: No opinion	46	1.7	
N/R	23	0.9	
<hr/>			
<b>Q5b More starter homes built around the Holme Valley</b>	<i>Base: 2640</i>		
151: Very important	642	24.3	25.1
152: Fairly important	769	29.1	30.1
153: Neither	369	14.0	14.4
154: Fairly unimportant	421	15.9	16.5
155: Very unimportant	358	13.6	14.0
156: No opinion	58	2.2	
N/R	23	0.9	
<hr/>			
<b>Q5c Help for unemployed parents / carers to get into work (including child care, retraining and work experience) in the Holme Valley</b>	<i>Base: 2640</i>		
157: Very important	875	33.1	34.7
158: Fairly important	1062	40.2	42.1
159: Neither	325	12.3	12.9
160: Fairly unimportant	173	6.6	6.9
161: Very unimportant	87	3.3	3.4
162: No opinion	98	3.7	
N/R	20	0.8	
<hr/>			
<b>Q5d More local support for people in dealing with worries about debt</b>	<i>Base: 2640</i>		
163: Very important	539	20.4	22.2
164: Fairly important	924	35.0	38.1
165: Neither	582	22.0	24.0
166: Fairly unimportant	256	9.7	10.6
167: Very unimportant	123	4.7	5.1



# Appendix C. Data summary

	Frequency	% overall	% valid
168: No opinion	192	7.3	
N/R	24	0.9	

## Q5e More information on reducing our fuel bills through better energy efficiency

Base: 2640

169: Very important	884	33.5	34.2
170: Fairly important	1001	37.9	38.7
171: Neither	405	15.3	15.7
172: Fairly unimportant	208	7.9	8.0
173: Very unimportant	86	3.3	3.3
174: No opinion	39	1.5	
N/R	18	0.7	

## Q5f Better support for people to set up businesses in the Holme Valley

Base: 2640

175: Very important	962	36.4	38.1
176: Fairly important	1126	42.7	44.6
177: Neither	311	11.8	12.3
178: Fairly unimportant	90	3.4	3.6
179: Very unimportant	37	1.4	1.5
180: No opinion	98	3.7	
N/R	16	0.6	

## Q5g Encourage development of "hot offices" in the town centres for local people currently working from home

Base: 2640

181: Very important	394	14.9	17.1
182: Fairly important	783	29.7	34.0
183: Neither	668	25.3	29.0
184: Fairly unimportant	282	10.7	12.2
185: Very unimportant	178	6.7	7.7
186: No opinion	307	11.6	
N/R	29	1.1	

## Q5h More reliable internet and mobile phone networks in the Holme Valley to encourage growth and business

Base: 2640

187: Very important	1256	47.6	49.7
188: Fairly important	869	32.9	34.4
189: Neither	281	10.6	11.1
190: Fairly unimportant	79	3.0	3.1
191: Very unimportant	42	1.6	1.7
192: No opinion	96	3.6	
N/R	17	0.6	

## Q5i Better hotel / conference facilities, to encourage people into the Holme Valley

Base: 2640

193: Very important	579	21.9	23.1
194: Fairly important	986	37.3	39.3
195: Neither	566	21.4	22.5
196: Fairly unimportant	246	9.3	9.8
197: Very unimportant	133	5.0	5.3
198: No opinion	116	4.4	
N/R	14	0.5	





# Appendix C. Data summary

Frequency % overall % valid

## Q5j Maximise publicity from the local festivals to drive public awareness of the Holme Valley and its offerings

Base: 2640

199: Very important	1150	43.6	44.6
200: Fairly important	1008	38.2	39.1
201: Neither	280	10.6	10.9
202: Fairly unimportant	100	3.8	3.9
203: Very unimportant	38	1.4	1.5
204: No opinion	48	1.8	
N/R	16	0.6	

## Q6a Young people need more safe places to meet / chat and socialise

Base: 2640

205: Agree strongly	994	37.7	39.8
206: Tend to agree	1091	41.3	43.7
207: Neither	266	10.1	10.7
208: Tend to disagree	116	4.4	4.6
209: Disagree strongly	28	1.1	1.1
210: No opinion	123	4.7	
N/R	22	0.8	

## Q6b When I am out in local neighbourhoods I often feel intimidated by other people / groups

Base: 2640

211: Agree strongly	135	5.1	5.3
212: Tend to agree	420	15.9	16.4
213: Neither	528	20.0	20.6
214: Tend to disagree	893	33.8	34.8
215: Disagree strongly	590	22.3	23.0
216: No opinion	51	1.9	
N/R	22	0.8	

## Q6c I would feel safer if there was more visible policing in the Holme Valley

Base: 2640

217: Agree strongly	590	22.3	22.8
218: Tend to agree	911	34.5	35.1
219: Neither	540	20.5	20.8
220: Tend to disagree	429	16.3	16.5
221: Disagree strongly	123	4.7	4.7
222: No opinion	33	1.3	
N/R	14	0.5	

## Q6d I would feel safer if there was better support for victims of crime or abuse

Base: 2640

223: Agree strongly	482	18.3	20.5
224: Tend to agree	709	26.9	30.2
225: Neither	807	30.6	34.3
226: Tend to disagree	278	10.5	11.8
227: Disagree strongly	75	2.8	3.2
228: No opinion	272	10.3	
N/R	18	0.7	

## Q6e Make it easier to report crime anonymously

Base: 2640

229: Agree strongly	578	21.9	23.7
230: Tend to agree	902	34.2	37.0
231: Neither	622	23.6	25.5
232: Tend to disagree	255	9.7	10.4



## Appendix C. Data summary

	Frequency	% overall	% valid
233: Disagree strongly	84	3.2	3.4
234: No opinion	185	7.0	
N/R	14	0.5	

### Q6f I would feel safer if there were stricter controls on young people drinking alcohol when they are out

Base: 2640

235: Agree strongly	896	33.9	35.1
236: Tend to agree	805	30.5	31.5
237: Neither	459	17.4	18.0
238: Tend to disagree	316	12.0	12.4
239: Disagree strongly	78	3.0	3.1
240: No opinion	69	2.6	
N/R	16	0.6	

### Q6g Graffiti is a problem in my local neighbourhood

Base: 2640

241: Agree strongly	315	11.9	12.4
242: Tend to agree	427	16.2	16.8
243: Neither	615	23.3	24.2
244: Tend to disagree	816	30.9	32.2
245: Disagree strongly	364	13.8	14.3
246: No opinion	84	3.2	
N/R	17	0.6	

### Q6h Drug dealing and abuse is a problem in my local neighbourhood

Base: 2640

247: Agree strongly	280	10.6	11.8
248: Tend to agree	404	15.3	17.0
249: Neither	618	23.4	26.0
250: Tend to disagree	647	24.5	27.2
251: Disagree strongly	428	16.2	18.0
252: No opinion	244	9.2	
N/R	18	0.7	

### Q7a For me and my family to be active

Base: 2640

253: Very important	1527	57.8	59.0
254: Fairly important	938	35.5	36.2
255: Neither	98	3.7	3.8
256: Fairly unimportant	19	0.7	0.7
257: Very unimportant	7	0.3	0.3
258: No opinion	27	1.0	
N/R	25	0.9	

### Q7b My family having access to locally sourced, cheap, healthy food

Base: 2640

259: Very important	1415	53.6	55.0
260: Fairly important	964	36.5	37.5
261: Neither	126	4.8	4.9
262: Fairly unimportant	45	1.7	1.7
263: Very unimportant	22	0.8	0.9
264: No opinion	32	1.2	
N/R	36	1.4	



# Appendix C. Data summary

Frequency % overall % valid

## Q7c Better health care support for people with depression or mental health care issues in the Holme Valley

Base: 2640

265: Very important	991	37.5	41.0
266: Fairly important	873	33.1	36.1
267: Neither	407	15.4	16.9
268: Fairly unimportant	104	3.9	4.3
269: Very unimportant	40	1.5	1.7
270: No opinion	199	7.5	
N/R	25	0.9	

## Q7d More community understanding of how to help people with depression or mental health care issues

Base: 2640

271: Very important	908	34.4	37.5
272: Fairly important	900	34.1	37.1
273: Neither	447	16.9	18.4
274: Fairly unimportant	119	4.5	4.9
275: Very unimportant	50	1.9	2.1
276: No opinion	192	7.3	
N/R	23	0.9	

## Q7e More support for people who are victims of bullying

Base: 2640

277: Very important	1015	38.4	41.4
278: Fairly important	953	36.1	38.9
279: Neither	357	13.5	14.6
280: Fairly unimportant	86	3.3	3.5
281: Very unimportant	41	1.6	1.7
282: No opinion	165	6.3	
N/R	23	0.9	

## Q7f More local employment opportunities for people with disabilities

Base: 2640

283: Very important	907	34.4	36.3
284: Fairly important	994	37.7	39.8
285: Neither	477	18.1	19.1
286: Fairly unimportant	84	3.2	3.4
287: Very unimportant	35	1.3	1.4
288: No opinion	121	4.6	
N/R	22	0.8	

## Q7g Better support for family carers

Base: 2640

289: Very important	899	34.1	36.7
290: Fairly important	992	37.6	40.5
291: Neither	461	17.5	18.8
292: Fairly unimportant	66	2.5	2.7
293: Very unimportant	29	1.1	1.2
294: No opinion	170	6.4	
N/R	23	0.9	

## Q7h Better access to information and support around smoking, drugs and alcohol

Base: 2640

295: Very important	665	25.2	27.2
296: Fairly important	818	31.0	33.4
297: Neither	682	25.8	27.9



## Appendix C. Data summary

	Frequency	% overall	% valid
298: Fairly unimportant	189	7.2	7.7
299: Very unimportant	93	3.5	3.8
300: No opinion	168	6.4	
N/R	25	0.9	

### Q8a Overall people living within the Holme Valley are healthy

Base: 2640

301: Agree strongly	154	5.8	6.4
302: Tend to agree	1528	57.9	63.9
303: Neither	578	21.9	24.2
304: Tend to disagree	118	4.5	4.9
305: Disagree strongly	15	0.6	0.6
306: No opinion	225	8.5	
N/R	23	0.9	

### Q8b Overall people living within the Holme Valley are happy

Base: 2640

307: Agree strongly	177	6.7	7.4
308: Tend to agree	1726	65.4	71.8
309: Neither	417	15.8	17.3
310: Tend to disagree	71	2.7	3.0
311: Disagree strongly	13	0.5	0.5
312: No opinion	212	8.0	
N/R	25	0.9	

### Q9a There are lots of chances for me and my family to get involved helping in the community if we want to

Base: 2640

313: Agree strongly	393	14.9	16.0
314: Tend to agree	1166	44.2	47.3
315: Neither	541	20.5	22.0
316: Tend to disagree	325	12.3	13.2
317: Disagree strongly	38	1.4	1.5
318: No opinion	151	5.7	
N/R	27	1.0	

### Q9b There are lots of chances for people to help improve the environment across the Holme Valley

Base: 2640

319: Agree strongly	232	8.8	9.5
320: Tend to agree	965	36.6	39.3
321: Neither	716	27.1	29.2
322: Tend to disagree	486	18.4	19.8
323: Disagree strongly	56	2.1	2.3
324: No opinion	157	5.9	
N/R	29	1.1	

### Q9c Adults in the Holme Valley recognise the contributions made to the community by young people

Base: 2640

325: Agree strongly	67	2.5	2.9
326: Tend to agree	521	19.7	22.5
327: Neither	860	32.6	37.1
328: Tend to disagree	723	27.4	31.2
329: Disagree strongly	147	5.6	6.3
330: No opinion	286	10.8	



# Appendix C. Data summary

	Frequency	% overall	% valid
N/R	36	1.4	
<b>Q9d Young people need to have a local voice on the development of the Holme Valley</b>			
	<i>Base: 2640</i>		
331: Agree strongly	614	23.3	24.5
332: Tend to agree	1335	50.6	53.3
333: Neither	374	14.2	14.9
334: Tend to disagree	151	5.7	6.0
335: Disagree strongly	32	1.2	1.3
336: No opinion	109	4.1	
N/R	25	0.9	
<b>Q9e New people moving into the Holme Valley make a positive contribution to the community</b>			
	<i>Base: 2640</i>		
337: Agree strongly	247	9.4	10.6
338: Tend to agree	791	30.0	34.1
339: Neither	878	33.3	37.8
340: Tend to disagree	278	10.5	12.0
341: Disagree strongly	128	4.8	5.5
342: No opinion	290	11.0	
N/R	30	1.1	
<b>Q9f There are enough local community support networks to help local people e.g. young single parents, single elderly people</b>			
	<i>Base: 2640</i>		
343: Agree strongly	72	2.7	3.4
344: Tend to agree	496	18.8	23.7
345: Neither	941	35.6	45.0
346: Tend to disagree	483	18.3	23.1
347: Disagree strongly	97	3.7	4.6
348: No opinion	511	19.4	
N/R	39	1.5	
<b>Q10 Is Timebanking something you would be interested in?</b>			
	<i>Base: 2640</i>		
349: Yes	923	35.0	
350: No	1585	60.0	
N/R	132	5.0	
<b>Q12 We want to make Holmfirth and the Holme Valley a great place for people to live, work in and visit. What do we need to do as a community to make this happen? (2549 respondents)</b>			
	<i>Weighted score</i>	<i>Average rank</i>	<i>Rank</i>
A new supermarket in the town centre to improve footfall and benefit shops and			
a. local businesses in the area	-14.0	6.2	9.0
b. Education and training facilities for all to be developed in the Holme Valley	-5.6	5.7	7.0
Better choice of retail establishments to encourage people to come and shop in the			
c. Holme Valley	8.3	5.2	4.0
d. Better parking facilities in the Holme Valley	-8.1	5.8	8.0
e. More festivals and events to encourage tourists and local people into the area	-26.1	6.5	10.0
f. Improved and cheaper bus services	7.8	5.2	5.0
Keep the Holme Valley environment clean e.g. get rid of the graffiti, clean up the			
g. river etc	19.0	4.8	1.0
h. Encourage new business into the area to increase job opportunities	14.8	4.9	2.0



## Appendix C. Data summary

	Frequency	% overall	% valid
i. Promote local produce and businesses so visitors can see the excellence of the area Develop more leisure based facilities and maintain existing ones including bike	-2.9	5.6	6.0
j. routes, bridleways and footpaths	8.8	5.2	3.0

### Q12a A new supermarket in the town centre to improve footfall and benefit shops and local businesses in the area

Base:2549

Priority 1 - HIGHEST	366	13.8	14.3
Priority 1.5 (Tie)	27	1.0	1.1
Priority 2	199	7.6	7.8
Priority 2.5 (Tie)	15	0.6	0.6
Priority 3	146	5.5	5.7
Priority 3.5 (Tie)	33	1.3	1.3
Priority 4	114	4.3	4.5
Priority 4.5 (Tie)	14	0.5	0.6
Priority 5	94	3.5	3.7
Priority 5.5 (Tie)	23	0.9	0.9
Priority 6	117	4.4	4.6
Priority 6.5 (Tie)	33	1.2	1.3
Priority 7	226	8.5	8.9
Priority 7.5 (Tie)	20	0.8	0.8
Priority 8	168	6.4	6.6
Priority 8.5 (Tie)	31	1.2	1.2
Priority 9	291	11.0	11.4
Priority 9.5 (Tie)	37	1.4	1.5
Priority 10 - LOWEST	595	22.5	23.3
N/R	91	3.4	

### Q12b Education and training facilities for all to be developed in the Holme Valley

Base:2549

Priority 1 - HIGHEST	220	8.3	8.6
Priority 1.5 (Tie)	40	1.5	1.6
Priority 2	202	7.7	7.9
Priority 2.5 (Tie)	33	1.3	1.3
Priority 3	174	6.6	6.8
Priority 3.5 (Tie)	47	1.8	1.8
Priority 4	191	7.2	7.5
Priority 4.5 (Tie)	38	1.4	1.5
Priority 5	189	7.2	7.4
Priority 5.5 (Tie)	36	1.4	1.4
Priority 6	243	9.2	9.5
Priority 6.5 (Tie)	58	2.2	2.3
Priority 7	221	8.4	8.7
Priority 7.5 (Tie)	40	1.5	1.6
Priority 8	195	7.4	7.7
Priority 8.5 (Tie)	48	1.8	1.9
Priority 9	251	9.5	9.9
Priority 9.5 (Tie)	36	1.3	1.4
Priority 10 - LOWEST	288	10.9	11.3
N/R	91	3.4	

### Q12c Better choice of retail establishments to encourage people to come and shop in the Holme Valley

Base:2549

Priority 1 - HIGHEST	198	7.5	7.8
Priority 1.5 (Tie)	30	1.1	1.2



## Appendix C. Data summary

	Frequency	% overall	% valid
Priority 2	252	9.6	9.9
Priority 2.5 (Tie)	30	1.1	1.2
Priority 3	298	11.3	11.7
Priority 3.5 (Tie)	65	2.5	2.5
Priority 4	202	7.6	7.9
Priority 4.5 (Tie)	56	2.1	2.2
Priority 5	223	8.4	8.7
Priority 5.5 (Tie)	43	1.6	1.7
Priority 6	212	8.0	8.3
Priority 6.5 (Tie)	54	2.0	2.1
Priority 7	224	8.5	8.8
Priority 7.5 (Tie)	45	1.7	1.8
Priority 8	301	11.4	11.8
Priority 8.5 (Tie)	42	1.6	1.6
Priority 9	175	6.6	6.9
Priority 9.5 (Tie)	20	0.8	0.8
Priority 10 - LOWEST	80	3.0	3.1
N/R	91	3.4	

### Q12d Better parking facilities in the Holme Valley

Base:2549

Priority 1 - HIGHEST	221	8.4	8.7
Priority 1.5 (Tie)	33	1.2	1.3
Priority 2	224	8.5	8.8
Priority 2.5 (Tie)	25	0.9	1.0
Priority 3	211	8.0	8.3
Priority 3.5 (Tie)	50	1.9	2.0
Priority 4	169	6.4	6.6
Priority 4.5 (Tie)	34	1.3	1.3
Priority 5	149	5.6	5.8
Priority 5.5 (Tie)	36	1.4	1.4
Priority 6	171	6.5	6.7
Priority 6.5 (Tie)	36	1.4	1.4
Priority 7	221	8.4	8.7
Priority 7.5 (Tie)	46	1.7	1.8
Priority 8	273	10.3	10.7
Priority 8.5 (Tie)	66	2.5	2.6
Priority 9	262	9.9	10.3
Priority 9.5 (Tie)	32	1.2	1.2
Priority 10 - LOWEST	290	11.0	11.4
N/R	91	3.4	

### Q12e More festivals and events to encourage tourists and local people into the area

Base:2549

Priority 1 - HIGHEST	116	4.4	4.5
Priority 1.5 (Tie)	20	0.8	0.8
Priority 2	130	4.9	5.1
Priority 2.5 (Tie)	28	1.1	1.1
Priority 3	154	5.8	6.0
Priority 3.5 (Tie)	43	1.6	1.7
Priority 4	150	5.7	5.9
Priority 4.5 (Tie)	38	1.4	1.5
Priority 5	195	7.4	7.6
Priority 5.5 (Tie)	65	2.5	2.5
Priority 6	207	7.9	8.1



## Appendix C. Data summary

	Frequency	% overall	% valid
Priority 6.5 (Tie)	34	1.3	1.3
Priority 7	213	8.1	8.4
Priority 7.5 (Tie)	34	1.3	1.3
Priority 8	278	10.5	10.9
Priority 8.5 (Tie)	36	1.3	1.4
Priority 9	377	14.3	14.8
Priority 9.5 (Tie)	49	1.9	1.9
Priority 10 - LOWEST	383	14.5	15.0
N/R	91	3.4	

### Q12f Improved and cheaper bus services

Base:2549

Priority 1 - HIGHEST	360	13.6	14.1
Priority 1.5 (Tie)	48	1.8	1.9
Priority 2	231	8.8	9.1
Priority 2.5 (Tie)	39	1.5	1.5
Priority 3	230	8.7	9.0
Priority 3.5 (Tie)	37	1.4	1.5
Priority 4	192	7.3	7.5
Priority 4.5 (Tie)	34	1.3	1.3
Priority 5	176	6.7	6.9
Priority 5.5 (Tie)	45	1.7	1.8
Priority 6	180	6.8	7.1
Priority 6.5 (Tie)	38	1.4	1.5
Priority 7	189	7.2	7.4
Priority 7.5 (Tie)	49	1.9	1.9
Priority 8	200	7.6	7.9
Priority 8.5 (Tie)	40	1.5	1.6
Priority 9	216	8.2	8.5
Priority 9.5 (Tie)	18	0.7	0.7
Priority 10 - LOWEST	224	8.5	8.8
N/R	91	3.4	

### Q12g Keep the Holme Valley environment clean e.g. get rid of the graffiti, clean up the river etc

Base:2549

Priority 1 - HIGHEST	319	12.1	12.5
Priority 1.5 (Tie)	36	1.4	1.4
Priority 2	302	11.5	11.9
Priority 2.5 (Tie)	42	1.6	1.6
Priority 3	261	9.9	10.2
Priority 3.5 (Tie)	44	1.7	1.7
Priority 4	212	8.0	8.3
Priority 4.5 (Tie)	57	2.2	2.3
Priority 5	230	8.7	9.0
Priority 5.5 (Tie)	58	2.2	2.3
Priority 6	258	9.8	10.1
Priority 6.5 (Tie)	43	1.6	1.7
Priority 7	166	6.3	6.5
Priority 7.5 (Tie)	51	1.9	2.0
Priority 8	184	7.0	7.2
Priority 8.5 (Tie)	15	0.6	0.6
Priority 9	139	5.3	5.4
Priority 9.5 (Tie)	11	0.4	0.4
Priority 10 - LOWEST	121	4.6	4.7
N/R	91	3.4	





# Appendix C. Data summary

Frequency % overall % valid

## Q12h Encourage new business into the area to increase job opportunities

Base:2549

Priority	Frequency	% overall	% valid
Priority 1 - HIGHEST	216	8.2	8.5
Priority 1.5 (Tie)	27	1.0	1.1
Priority 2	235	8.9	9.2
Priority 2.5 (Tie)	52	2.0	2.0
Priority 3	260	9.9	10.2
Priority 3.5 (Tie)	50	1.9	2.0
Priority 4	348	13.2	13.7
Priority 4.5 (Tie)	37	1.4	1.4
Priority 5	305	11.6	12.0
Priority 5.5 (Tie)	69	2.6	2.7
Priority 6	217	8.2	8.5
Priority 6.5 (Tie)	44	1.7	1.7
Priority 7	227	8.6	8.9
Priority 7.5 (Tie)	24	0.9	1.0
Priority 8	167	6.3	6.5
Priority 8.5 (Tie)	26	1.0	1.0
Priority 9	158	6.0	6.2
Priority 9.5 (Tie)	10	0.4	0.4
Priority 10 - LOWEST	76	2.9	3.0
N/R	91	3.4	

## Q12i Promote local produce and businesses so visitors can see the excellence of the area

Base:2549

Priority	Frequency	% overall	% valid
Priority 1 - HIGHEST	113	4.3	4.4
Priority 1.5 (Tie)	16	0.6	0.6
Priority 2	190	7.2	7.5
Priority 2.5 (Tie)	25	1.0	1.0
Priority 3	210	8.0	8.2
Priority 3.5 (Tie)	46	1.8	1.8
Priority 4	278	10.5	10.9
Priority 4.5 (Tie)	52	2.0	2.1
Priority 5	327	12.4	12.8
Priority 5.5 (Tie)	47	1.8	1.9
Priority 6	262	9.9	10.3
Priority 6.5 (Tie)	78	2.9	3.0
Priority 7	230	8.7	9.0
Priority 7.5 (Tie)	49	1.9	1.9
Priority 8	235	8.9	9.2
Priority 8.5 (Tie)	36	1.4	1.4
Priority 9	185	7.0	7.3
Priority 9.5 (Tie)	24	0.9	1.0
Priority 10 - LOWEST	145	5.5	5.7
N/R	91	3.4	

## Q12j Develop more leisure based facilities and maintain existing ones including bike routes, bridleways and footpaths

Base:2549

Priority	Frequency	% overall	% valid
Priority 1 - HIGHEST	233	8.8	9.2
Priority 1.5 (Tie)	30	1.1	1.2
Priority 2	272	10.3	10.7
Priority 2.5 (Tie)	39	1.5	1.5
Priority 3	234	8.8	9.2
Priority 3.5 (Tie)	68	2.6	2.7
Priority 4	244	9.3	9.6



## Appendix C. Data summary

	Frequency	% overall	% valid
Priority 4.5 (Tie)	37	1.4	1.5
Priority 5	216	8.2	8.5
Priority 5.5 (Tie)	50	1.9	2.0
Priority 6	212	8.0	8.3
Priority 6.5 (Tie)	49	1.9	1.9
Priority 7	211	8.0	8.3
Priority 7.5 (Tie)	47	1.8	1.8
Priority 8	199	7.5	7.8
Priority 8.5 (Tie)	38	1.4	1.5
Priority 9	167	6.3	6.6
Priority 9.5 (Tie)	18	0.7	0.7
Priority 10 - LOWEST	184	7.0	7.2
N/R	91	3.4	
<b>R13 Postcode sector</b>			
	<i>Base: 2640</i>		
351: HD9 1	671	25.4	
352: HD9 2	357	13.5	
353: HD9 3	360	13.6	
354: HD9 4	4	0.2	
355: HD9 5	6	0.2	
356: HD9 6	582	22.0	
357: HD9 7	482	18.3	
358: HD9 9	1	0.0	
359: Other	6	0.2	
N/R	171	6.5	
<b>Q14 How long have you lived in the Holme Valley?</b>			
	<i>Base: 2640</i>		
360: Under 1 year	97	3.7	
361: 1 - 2 years	114	4.3	
362: 3 - 5 years	221	8.4	
363: 6 - 10 years	342	13.0	
364: 11 - 20 years	572	21.7	
365: 21+ years	1232	46.7	
366: Don't know/can't remember	15	0.6	
N/R	48	1.8	
<b>Q15 What type of home do you live in?</b>			
	<i>Base: 2640</i>		
367: Bungalow	172	6.5	
368: House (terraced)	813	30.8	
369: House (semi-detached or detached)	1457	55.2	
370: Flat or maisonette	111	4.2	
371: Other	49	1.9	
N/R	38	1.4	
<b>Q16 Are you:</b>			
	<i>Base: 2640</i>		
372: Female	1457	55.2	
373: Male	1131	42.8	
N/R	52	2.0	
<b>Q17 What is your age?</b>			
	<i>Base: 2640</i>		
374: 16 - 24 years	265	10.0	
375: 25 - 34 years	424	16.1	



## Appendix C. Data summary

	Frequency	% overall	% valid
376: 35 - 44 years	511	19.4	
377: 45 - 54 years	529	20.0	
378: 55 - 59 years	213	8.1	
379: 60 - 64 years	156	5.9	
380: 65 - 74 years	270	10.2	
381: 75 - 84 years	173	6.6	
382: 85 years and over	53	2.0	
N/R	45	1.7	

### R17 Age group [simple]

Base: 2640

383: 16-44	1200	45.5	
384: 45-64	899	34.1	
385: 65+	496	18.8	
N/R	45	1.7	

### Q18 Are your or any household members day to day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

Base: 2640

386: Yes - limited a lot	194	7.3	
387: Yes - limited a little	282	10.7	
388: No	2123	80.4	
N/R	41	1.6	

### R18 Disability in household

Base: 2640

389: Yes	476	18.0	
390: No	2123	80.4	
N/R	41	1.6	

### Q19 What is your ethnic group?

Base: 2640

391: English / Welsh / Scottish / Northern Irish / British	2497	94.6	
392: Irish	6	0.2	
393: Gypsy or Irish Traveller	7	0.3	
394: Any other White background	32	1.2	
395: White & Black Caribbean	5	0.2	
396: White & Black African	1	0.0	
397: White & Asian	3	0.1	
398: Any other Mixed background	2	0.1	
399: Indian	2	0.1	
400: Pakistani	0	0.0	
401: Bangladeshi	0	0.0	
402: Chinese	2	0.1	
403: Any other Asian background	0	0.0	
404: African	0	0.0	
405: Caribbean	0	0.0	
406: Any other Black background	0	0.0	
407: Arab	0	0.0	
408: Any other ethnic group	0	0.0	
409: Prefer not to say	5	0.2	
N/R	80	3.0	

### R19 Ethnic group

Base: 2640

410: White British	2497	94.6	
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## Appendix C. Data summary

	Frequency	% overall	% valid
411: BME	64	2.4	
N/R	80	3.0	
<b>Q20 How would you describe your employment status?</b>		<i>Base: 2640</i>	
412: Employed (full or part time)	1400	53.0	
413: Self employed	272	10.3	
414: Retired	633	24.0	
415: Unemployed (available for work)	100	3.8	
416: Long term sick/disabled	43	1.6	
417: Student	36	1.4	
418: Other	106	4.0	
N/R	48	1.8	
<b>Q21 Is your job based in the Holme Valley (or was it before retirement)?</b>		<i>Base: 2305</i>	
419: Yes	775	29.4	33.6
420: No	1476	55.9	64.0
N/R	389	14.7	2.3
<b>Q22 Thinking about the chief income earner in your household, how would you best describe their occupation (or occupation before retirement)?</b>		<i>Base: 2305</i>	
421: Higher managerial, administrative or professional	644	24.4	27.9
422: Middle managerial, administrative or professional	785	29.7	34.1
423: Supervisory or clerical and junior managerial, administrative	374	14.2	16.2
424: Skilled manual work	302	11.4	13.1
425: Semi skilled or unskilled manual work	106	4.0	4.6
426: Casual work	33	1.3	1.4
N/R	396	15.0	2.6
<b>Q23 Do any children live in your household?</b>		<i>Base: 2640</i>	
427: No	1463	55.4	
428: Yes - aged under 5	410	15.5	
429: Yes - aged 5 to 16	703	26.6	
430: Yes - aged 17+	290	11.0	
N/R	17	0.6	
<b>Q24 If you have school aged children, do they attend a school within the Holme Valley?</b>		<i>Base: 703</i>	
431: Yes	633	24.0	90.0
432: No	60	2.3	8.5
N/R	1948	73.8	1.6
<b>Q25 Do you own or have regular use of a car, van or motorcycle?</b>		<i>Base: 2640</i>	
433: Yes	2332	88.3	
434: No	293	11.1	
N/R	15	0.6	

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