



HOLME VALLEY VISION SURVEY OF YOUNG PEOPLE 2012

FINAL REPORT 28TH SEPTEMBER 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:

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

Young People's Survey

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



1. Introduction

About the survey

The survey was carried out in June 2012 via a web based survey. Children and young people attending numerous schools, youth clubs and other groups were invited to take part, with specific time made available for this to happen. In total 1,027 local young people took part.

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 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 survey response rates, methodology and data analysis, please see appendix A.



2. Summary of main findings

Health and Well-being

1. It is encouraging to see that being active and healthy is important to the vast majority of young people with at least 7 out of 10 respondents agreeing with the six measures reported on in chart 4.1. Around 9 out of ten respondents (88%) stated that “being healthy is really important to me” including 60% who ‘agreed a lot’. Only 2% disagreed with this statement. Subsequently, four fifths (81%) of young people agreed that having access to cheap, local healthy food was important.
2. Around three quarters of the sample (77%) felt they were active and fit for someone their age, with a similar proportion (75%) agreeing that the community should be encouraged to become fitter and healthier.
3. There is a desire to use leisure facilities more if they were cheaper (74% agreed) or were closer to home (71%).
4. There was a certain amount of disparity in the responses given with regards to the information and support available for the young population in Holme Valley (chart 4.2). For example, nearly three quarters of the sample (72%) would use local health services more if they were more young person friendly, whereas only 44% feel there is enough information on what to do to help when people are feeling depressed.
5. Just over half of the respondents agreed there was a need for better access to information and support around sexual health (53%, agreed) and smoking, drugs and alcohol (55%).

Staying safe

6. A little over a half of the sample population (51%) disagreed that there are local areas in their neighbourhood they feel they can’t go because they feel threatened by groups of young people, whereas a third (32%) agreed this was the case.
7. Similarly, around a half of the sample (49%) disagreed that they felt intimidated by other people/groups when out in their local neighbourhood. However, a third (32%) agreed with this statement.
8. Young people would feel safer if they were able to report crime anonymously (68% agreed), or if there were stricter controls on young people drinking alcohol when out and about (49%).

Belonging in the area

9. Three quarters of the sample (76%) believe the Holme Valley is a really good place for young people to grow up in, including 40% who agreed a lot with this statement. Despite this, only 42% of young people want to stay and live in the Holme Valley as they get older, with even less (27%) wanting to get a job in the area.



2. Summary of main findings

10. Around three out of four respondents felt it was important to improve the look of the Holme Valley environment (76%). A similar proportion felt it was important that young people have a local voice on the development of the area (74%) as well as having adults recognise the contributions already made to the community by the young people (73%).
11. Just over two thirds (69%) felt it was important that young people are able to develop and be responsible for their own youth facilities.

Transport

12. Around four out of five respondents (83%) think cheaper public transport would encourage them to use local facilities more. Nearly three quarters (72%) would like to see more bus routes introduced and a similar proportion (69%) would like to see the buses run later in the Holme Valley. Just over two thirds (68%) would like to see more parking provision.

Housing and support

13. Despite a high proportion of the sample stating their intention to leave the area (section 6), it is positive to see how important a variety of issues regarding housing and support are to the young population of Holme Valley. For example, around four out of five respondents (84%) said help getting unemployed parents/carers into work was important to the economic wellbeing of the Valley.
14. Similarly, nearly three quarters (72%) think affordable, suitable homes for young people is important to encourage them to stay in the area in the future, with a further two thirds stating the provision of appropriate training would also persuade them to stay and find employment in the area.

Retail facilities

15. Key to the young people in the Valley is providing more shops that are of interest to them, with eight out of ten respondents saying this was important to them, including nearly a half (48%) who said it was very important.
16. Seven out of ten respondents (71%) wanted to see more support for shops that support local valley trades and agriculture and six out of ten (61%) want more support for small local neighbourhood shops and not encourage big chains and supermarkets to move into the area.

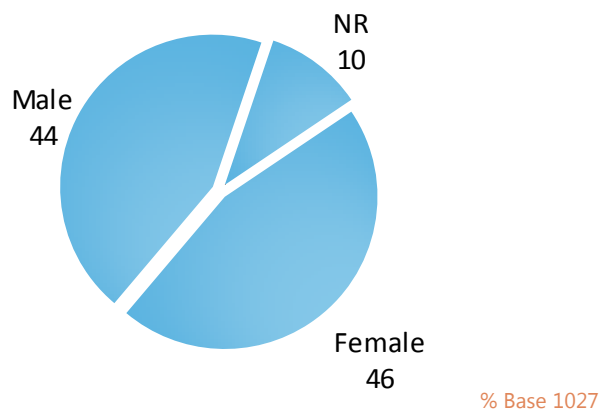
Future priorities for the Valley

17. The highest ranked priority for future improvement is for an improved and cheaper bus service (section 8) which echoes findings elsewhere in the report (chart 7.1). This is more of an issue for younger teenagers who cannot drive yet.
18. The next highest ranked priority is for better sports facilities, followed closely by cleaning up the area, creating more local events for young people and developing the shops in Holmfirth on the riverside. The least supported priority was developing the train line going through Brockholes.

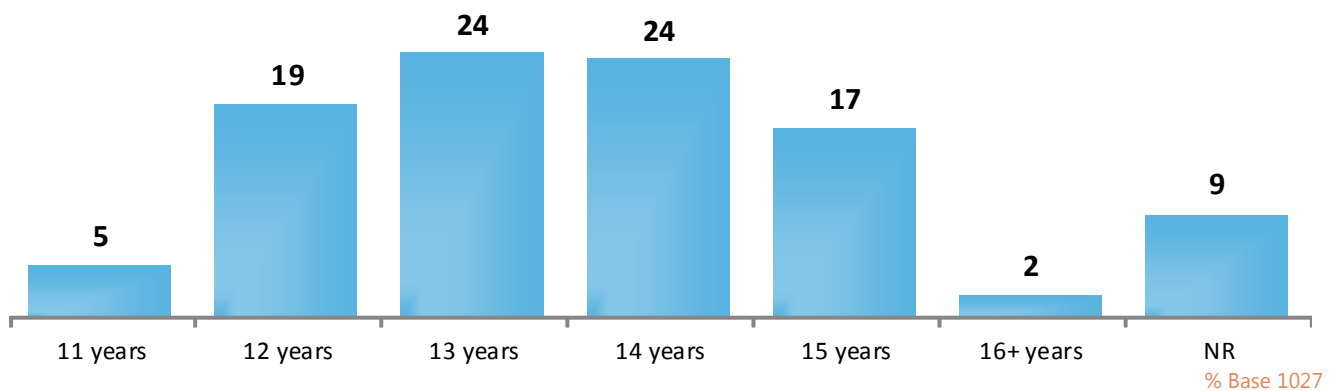


3. Respondent profile

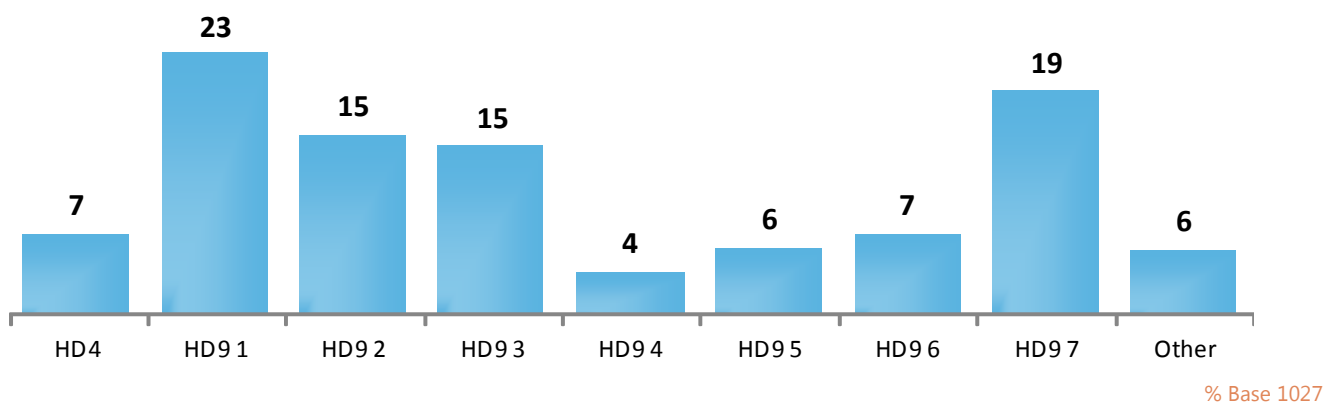
3.1 Gender



3.2 Age



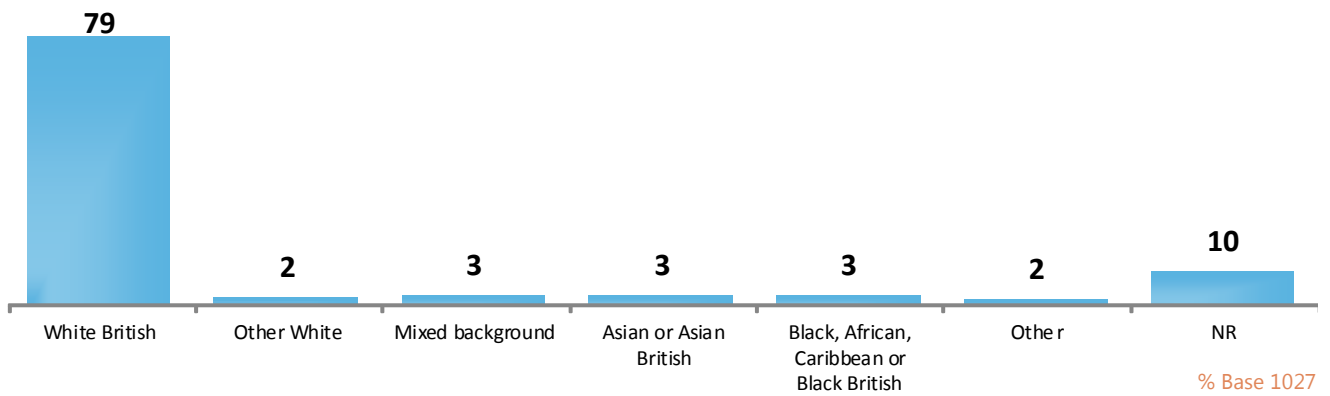
3.3 Postcode district



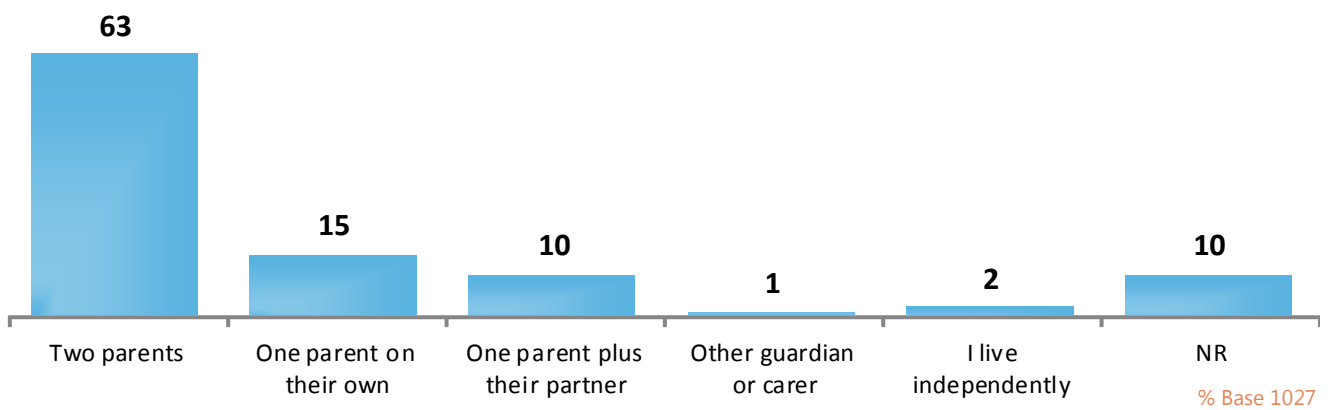


3. Respondent profile

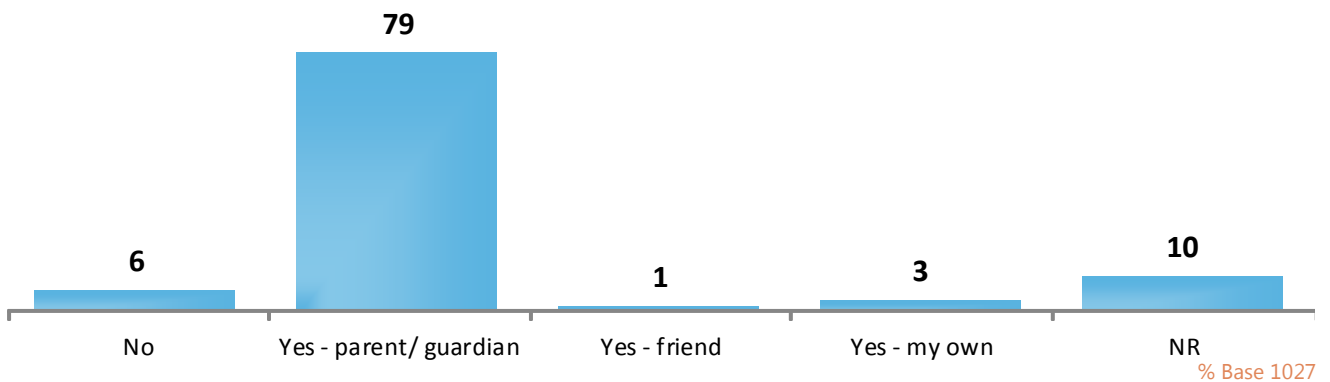
3.4 Ethnic background



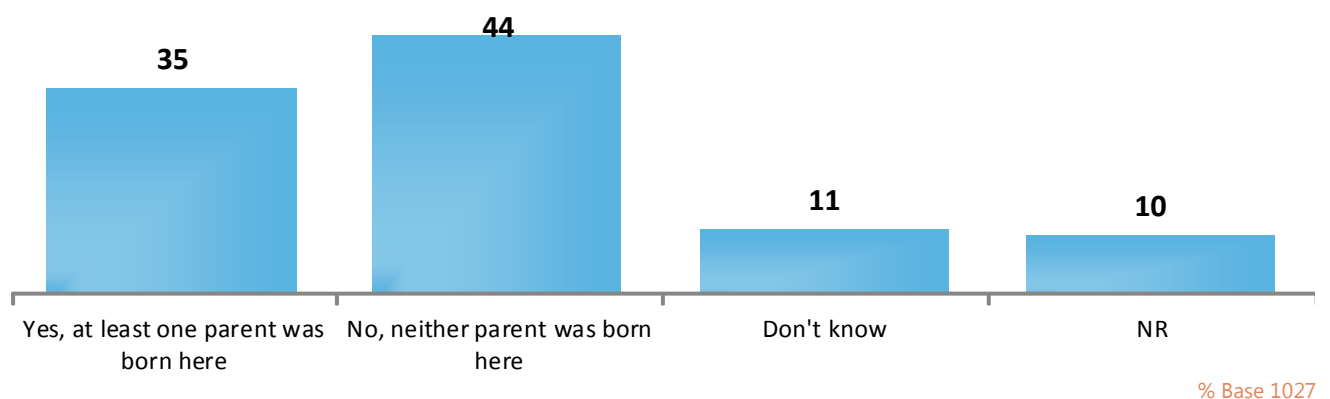
3.5 Who do you normally live with?



3.6 Do you have regular access to a car?



3.7 Either parent born in the Holme Valley?





4. Health and Well-being

It is encouraging to see that being active is important to the vast majority of the sample with at least 7 out of 10 respondents agreeing with the six measures in chart 4.1.

Indeed, nearly 9 out of 10 respondents (88%) stated that “being healthy is really important to me” including 60% who ‘agreed a lot’ with only 2% actively disagreeing. When analysed further there was an interesting difference with this between two postcode sectors – HD9 2 respondents were significantly more likely to agree with this than respondents in HD9 5 (93% v 74% respectively). Another interesting finding is that respondents who live with two parents were also significantly more likely to agree than those from a one parent household (91% v 80%) although there is little in the data to suggest why this maybe the case. Furthermore, respondents who have access to their own vehicle rated this significantly lower than average (74%).

Having access to cheap, local healthy food was important to four fifths of the sample (81%). Whilst there was little variation for this result by sub-group, it is notably less important for respondents who appear to be more independent, i.e. those with access to their own vehicle (63%, agreed), those aged 15 (75%) and those who live independently (50%).

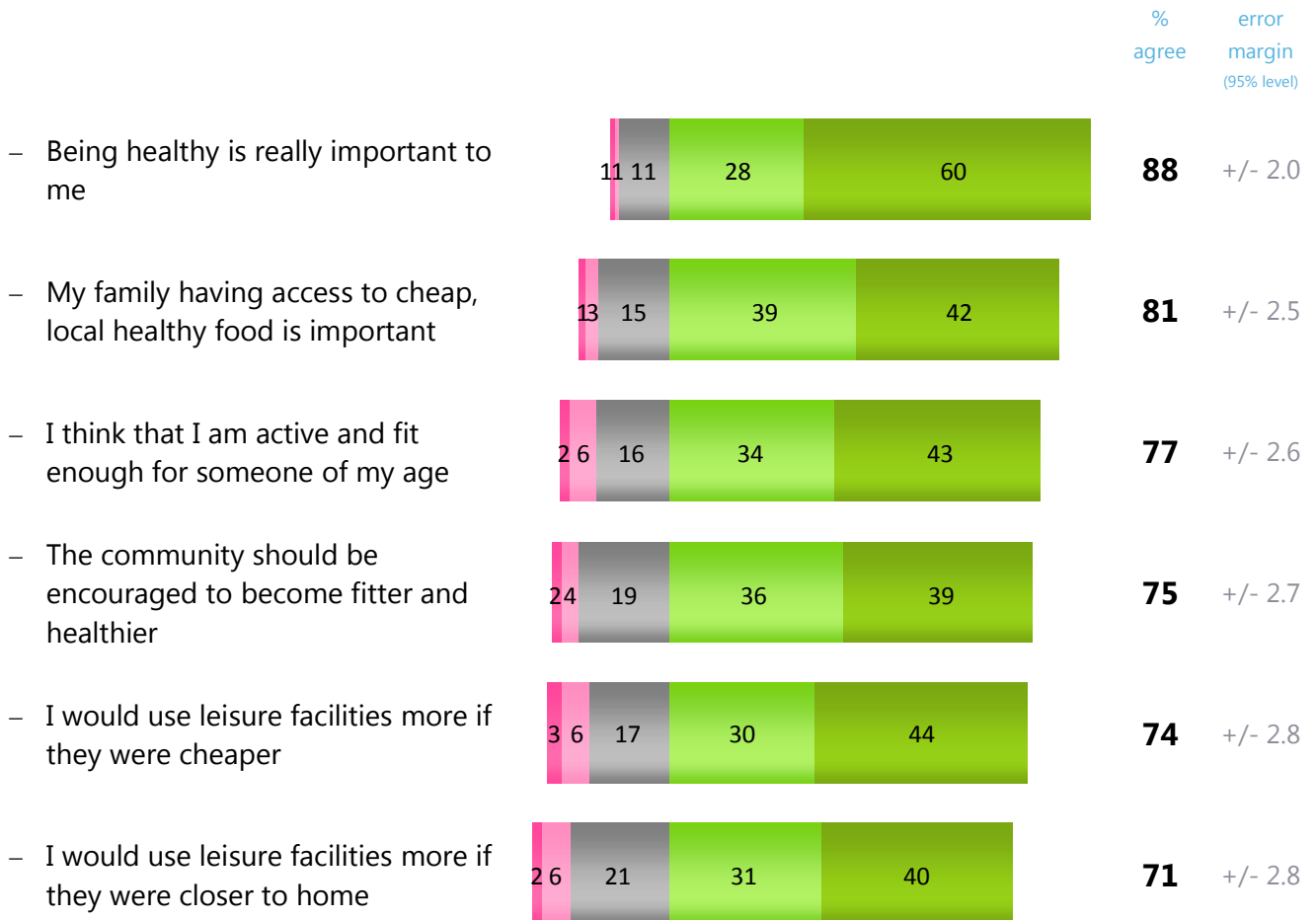
A little over three quarters of the sample believe they are active and fit for someone their age, including 43% who ‘agreed a lot’ with only 8% disagreeing. The most notable variation between the areas was respondents in HD9 2, who were once again significantly more likely to agree than the average (82%). Other significantly higher than average scores for this measure include those aged 12 (86%, agreed), males (81%), young people who live with two parents (80%) and those who are white British (78%). In contrast, significantly lower results were recorded for respondents aged 15 (68%, agreed), those from a BME background (69%), respondents living with a single parent (71%) and the female population (73%). Interestingly, respondents who do not have regular access to a vehicle were also significantly less likely than average to agree with this statement (69%).

Three quarters of the sample agreed that the community should be encouraged to become fitter and healthier, with only 6% disagreeing this was the case. When analysed by age, the 12 year olds in the sample were significantly more likely than average to agree with this than the 15 year olds who were significantly less so (80% v 65%). Scores were also significantly lower for the female population (73%), respondents who live independently (50%) or those who have their own vehicle (49%) although care should be taken when interpreting the latter two findings due to the low sample sizes for both groups.

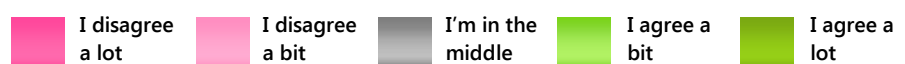


4. Health and Well-being

4.1 Being active



Excludes non respondents | % Bases (descending) 1017,988,1003,989,967,970



Around three quarters of the sample (74%) would use leisure facilities more if they were cheaper, only 9% responded to the contrary. As previously observed, the female members of the population were significantly less likely to agree that they were fit and healthy for their age so it is encouraging to see this same group were significantly more likely to use leisure facilities if they were cheaper (78%). In contrast, the BME population and those living independently were significantly less likely to use the same facilities (70% and 62% respectively).

Similar to the above, seven out of ten respondents (71%) agreed that they would use leisure facilities more if they were closer to home, the majority of whom 'agreed a lot' (40%). Only 8% of the sample disagreed, with a larger proportion ambivalent (21%). Respondents with no access to a vehicle (74%) were more likely to agree than those who do, albeit not significantly. Respondents from the following postcodes were more likely than average to agree:

- HD9 6 (80%, agreed)
- HD9 5 (79%)
- HD9 4 (75%)
- HD4 (75%)



4. Health and Well-being

Chart 4.2 highlights the disparity in the type, level and source of information and support for the young population within Holme Valley with agreement ranging from 72% for the highest rated, to 44% for the lowest.

Around three quarters of young people would like the local health services to be more young person friendly to encourage them to be used when they should. Only 6% disagreed, with a further fifth (22%) ambivalent. There was a definite split between the genders with this being significantly more of an issue for the female population than male respondents (76% v 71% respectively). There was also significantly less agreement with this statement for those aged 13 (69%, agreed) or those living in HD9 7 (67%).

A little over two thirds of the sample (69%) agreed that young people need more places for themselves, like youth shelters to hang out and chat with friends. Indeed, 38% 'agreed a lot' with this statement, the highest such score amongst this bank of statements. Interestingly, it was the younger respondents who were more likely to agree with this statement, especially those aged 12 who were significantly more likely to agree than average (76%), whereas those aged 15 were significantly less so (61%). The group which reported the significantly higher than average score was those who live with one parent plus their partner (79% of this group agreed). Another noteworthy finding is that this was significantly less of an issue for the male population (66% agreed).

Whilst 60% of the respondent population agreed that young people in Holme Valley need more help to improve their mental health and well-being, nearly a third (31%) were ambivalent. Indeed only 10% disagreed with this statement. The only notable variation from the norm for this statement was respondents in HD9 3 who were significantly more likely to agree (69%). In contrast, respondents from a more 'traditional' family background, i.e. living with two parents, were significantly less likely to agree (59%).

Bullying is unfortunately an issue which affects many young people, so it is somewhat encouraging to find more than half of the sample believed there was enough support for people who are victims of bullying. However, just over a fifth (22%) disagreed this was the case. When analysed further there were a number of notable variations. Respondents living in HD9 5 reported the lowest level of agreement, as only 41% of this group agreed, a result which is significantly lower than average (indeed the lowest of all the sub-group analysis for this statement). In contrast, respondents in HD9 1 and HD9 2 were significantly more likely to agree (65% and 63% respectively). Levels of agreement were also significantly higher for:

- Those aged 12 (66%, agreed)
- The male populace (62%)
- Respondents living with two parents (59%)
- Those who describe themselves as white British (58%)

In contrast, agreement levels were significantly lower than average for:

- Those living with one parent (46%, agreed)
- Those from a BME background (47%)
- Those aged 15 (50%)
- The female populace (51%)

Better access to information and support around smoking, drugs and alcohol was next on the list, with 55% of the sample agreeing this was needed, including a quarter who 'strongly agreed'. Interestingly, the younger members of the sample, particularly those aged 12 were significantly more likely to agree with this statement (69%). In contrast, those aged 14 or 15 were significantly less likely to agree (50% and 37% respectively).

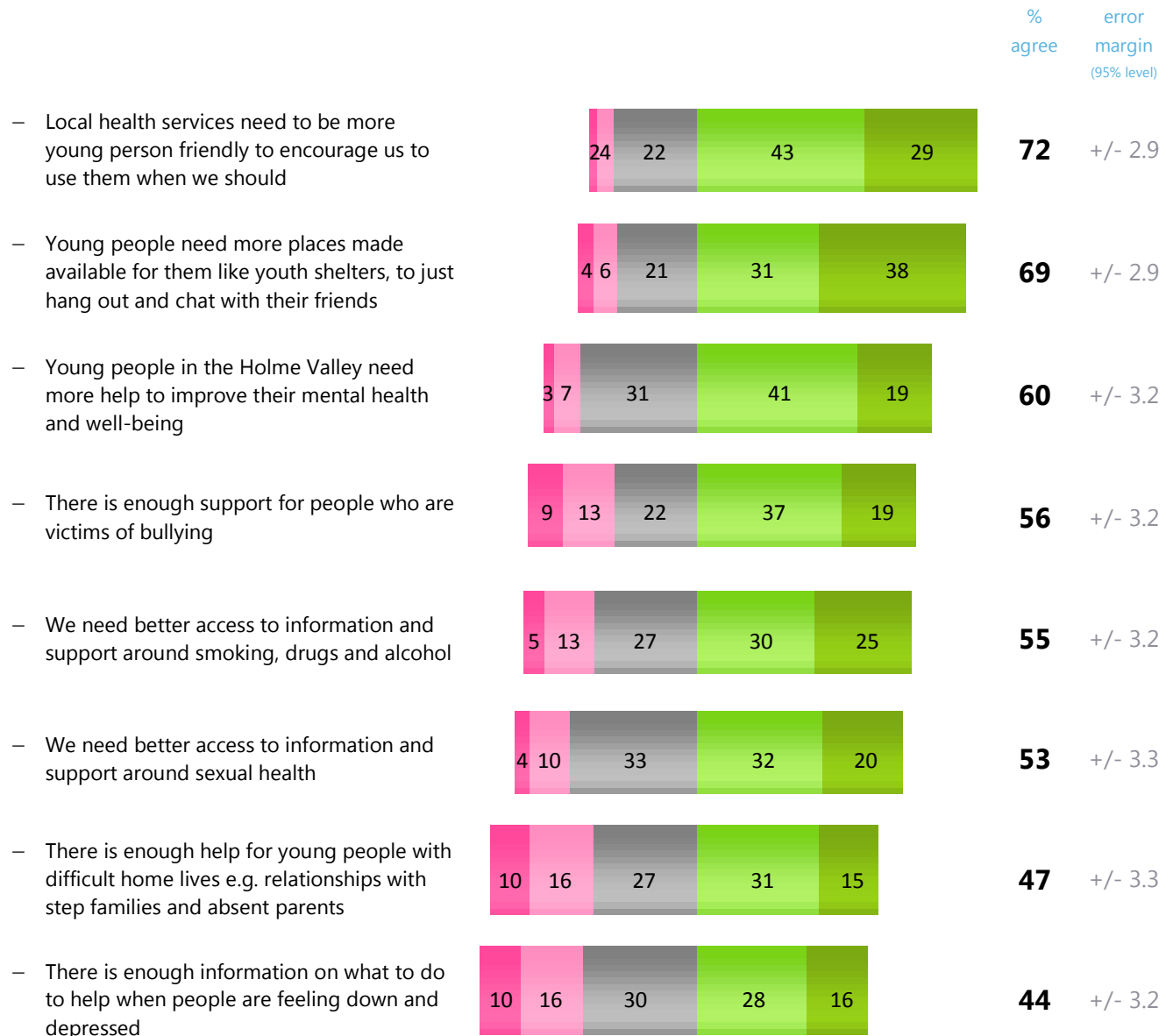
A similar proportion of the sample (53%) agreed there was a need for better access to information and support around sexual health. The vast majority of those who responded to this statement were ambivalent in their views (33%). Once again a similar variation between age exists, with 12 year olds significantly more likely than average to agree with this statement (63%). Again, the 14 and 15 year olds were significantly less so (45% and 46% respectively). Furthermore, respondents in HD9 7 reported significantly lower than average levels of agreement with this statement (46%).

Just under a half of the sample (47%) agreed there is enough help for young people with difficult home lives, e.g. relationships with step families and absent parents. A further quarter (26%), disagreed with a similar proportion in the middle (27%). Once again there were notable differences by age with 12 year olds significantly more in agreement (61%) than those aged 14 or 15 (39% and 31% respectively). There were also some interesting differences by area, with respondents in HD9 1 significantly more likely to agree than those in HD4 (54% v 26% respectively). There was also a



4. Health and Well-being

4.2 Information and support



Excludes non respondents | % Bases (descending) 930,969,892,952,940,906,865,911



gender divide, with the male populace significantly more in agreement (52%) than the female members of the sample (42%). But perhaps most interesting considering the nature of the statement, is that respondents living with two parents were significantly more likely to agree than those living with one parent (50% v 35% respectively).

Whilst 44% of the sample agreed there is enough information on what to do to help when people are feeling down and depressed, the vast majority of respondents (30%) were ambivalent. However, a quarter (26%) disagreed with this statement. Levels of agreement with this statement were significantly higher for:

- Those in HD9 2 (59%, agreed)
- The aged 11 or 12 (57% and 55% respectively)
- The male populace (48%)

In contrast, agreement levels were significantly lower than average for:

- Those aged 15 (28%, agreed)
- Respondents in HD9 5 (31%)
- The female populace (40%)



5. Staying safe

A little over a half of the sample population (51%) disagreed that there are local areas in their neighbourhood they feel they can't go because they feel threatened by groups of young people. Around a third (32%) agreed this was the case. There was a significant difference between the two gender groups with the females more likely to agree than the males (37% v 29%). There was also a notable (and significant) difference between two areas with respondents in HD9 5 more likely to agree than their neighbours in HD9 2 (42% and 28% respectively).

Similarly, around a half of the sample (49%) disagreed with the statement relating to feeling intimidated by other people/groups when out in their local neighbourhood. However, a third (32%) agreed with this statement. Once again and perhaps unsurprisingly, the female respondents were more likely to feel intimidated than the males (38% v 26%, agreed). Again, respondents in HD9 5 were significantly more likely to agree with this statement (39%).

A little over two thirds of the sample agreed they would feel safer if they could report crime anonymously, including 35% who 'agreed a lot'. Only 10% disagreed. The most notable variation amongst the groups was that BME respondents were significantly less likely than average to agree with this statement (62%), primarily the Asian or Asian British members of the sample (43%, agreed) although once again care should be taken when interpreting this particular result due to the low sample size for this group.

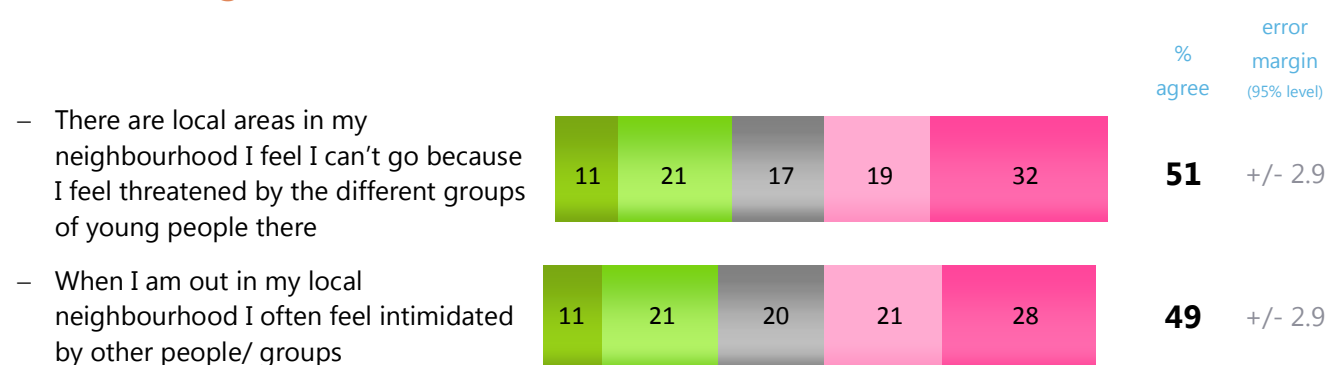
Getting help for families and friends involved in substance or alcohol misuse are second and third in chart 5.2 and just over a half of the sample agree with both statements (53% and 51% respectively). Further analysis shows respondents in HD9 2 or those aged 12 were significantly more likely to agree with both statements.

A little over a half of the sample agreed that young people in the Holme Valley do not tolerate prejudice based crime; a quarter (23%) disagreed. Male members of the sample or those aged 12 were significantly more likely to be in agreement (54% and 59%) than females or 14 year olds (48% and 44%).

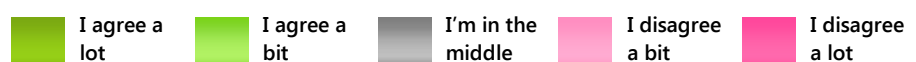
Around a half of the respondent population agreed there is enough help and support for young people who are victims of crime or abuse, a fifth (21%) disagreed. Levels of agreement with this statement were significantly higher for:

- 12 year olds (59%, agreed)
- The male populace (56%)
- Respondents living with two parents (54%)
- White British respondents (51%)

5.1 Local neighbourhood



Excludes non respondents | % Bases (descending) 967,972



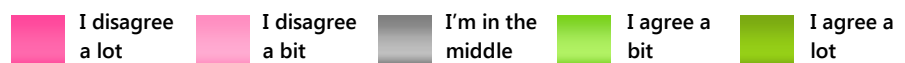


5. Staying safe

5.2 Staying safe



Excludes non respondents | % Bases (descending) 891,648,697,764,759,868,774,



In contrast, agreement levels were significantly lower than average for:

- Those aged 15 (31%, agreed)
- Respondents living with one parent (33%)
- Respondents in HD9 5 (36%)
- The BME population (39%)
- The female populace (44%)

A similar proportion of the sample (49%) would feel safer if there were stricter controls on young people drinking alcohol; a quarter (26%) disagreed. There was a very clear difference amongst the age groups with those aged 11, 12 or 13 significantly more likely to agree (80%, 62% and 58%) than those aged 14 or 15 (42% and 26%). The parental situation of the respondent also plays a part with those respondents living with two parents significantly more in agreement than those living with one parent (53% v 34%).

Whilst 43% of the sample felt the police have a good relationship overall with young people in the Holme Valley, 28% disagreed this was the case. The most notable difference by age is that 12 year olds were significantly more likely to agree with this statement than 15 year olds (51% and 31% respectively). Again the parental status has an impact with those living with two parents significantly more likely to agree than average than those with only one parent (47% v 29%). Interestingly, the female populace were in less agreement with this statement than the male members of the sample (40% v 48%). Respondents in HD4 were also significantly less likely to agree this was the case (26%).



6. Belonging in the area

It is positive to see around three quarters of the sample (76%) believe the Holme Valley is a really good place for young people to grow up in, including 40% who agreed a lot with this statement. Only 7% responded in the negative. Agreement was significantly higher for those aged 12 (83%, agreed), respondents living with two parents (82%) and those from a white British background (78%). In contrast, agreement was significantly lower than average for respondents in HD9 5 (59%), respondents living with one parent (62%), BME respondents (65%), those aged 15 (70%) and the female members of the sample.

Despite the majority of respondents claiming the Holme Valley is a good place for young people to grow up in, only 42% of the overall sample wants to stay and live in the Holme Valley as they get older. Over a third (36%) disagreed, including 22% who 'disagreed a lot'. Respondents who had at least one parent who was born in the Holme Valley area were significantly more likely to want to stay themselves (54% agreed), whereas respondents where neither parent was born in the area were significantly less likely to want to stay (33%). Levels of agreement with this statement were also significantly higher for:

- 12 year olds (50%, agreed)
- White British respondents (46%)
- Respondents living with two parents (45%)

In contrast, agreement levels were significantly lower than average for:

- BME respondents (23%, agreed)
- 15 year olds (32%)
- Respondents living with one parent (33%)
- Females (39%)

As so few of the sample were hoping to stay in the area it is unsurprising to find just over a quarter (27%) want to get a job in the Holme Valley area. Indeed 41% actively disagreed including a quarter (26%) who 'disagreed a lot'. Once again, respondents who had at least one parent that was born in the area are more likely to stay than those where neither parent was born there (37% v 19%). Similar to the previous findings, levels of agreement with this statement were also significantly higher for:

- 13 year olds (31%, agreed)
- White British respondents (29%)
- Respondents living with two parents (29%)

In contrast, agreement levels were significantly lower than average for:

- BME respondents (16%, agreed)
- 15 year olds (19%)
- Respondents living with one parent (24%)



6. Belonging in the area

In this section respondents were asked to determine how important a variety of statements were to them. It is encouraging to see that the highest rated statement is improving the look of the Holme Valley environment with 76% of the sample saying this was important to them, including 45% who said it was 'very important'. Consistent with previous findings, 12 year olds rated this significantly higher than average (82%, important) as did the female members of the sample (79%) and the white British respondents (79%). In contrast, BME respondents were less likely to rate this as important (66%) as were the 15 year olds (71%).

Nearly three quarters (74%) stated it was important that young people have a local voice on the development of Holme Valley, including 41% who said it was 'very important'. Only 9% said this was unimportant to them. This was significantly more important for the female populace (78%) and the white British respondents (76%). In contrast, this was of significantly less importance for the BME respondents (63%), 15 year olds (68%) and the male respondents (71%).

A similar score is reported for the importance of adults in the area recognising the contributions made to the community by young people, with 73% of the sample saying this was important to them. Only 7% stated this was unimportant. Again, consistent with previous findings in this section the females in the sample rated this as significantly more important to them (77%), as did the white British respondents (76%) and the 12 year olds (75%). In contrast, respondents living with one parent rated this as significantly less important (65%) as did BME respondents (65%), males (72%) and 13 year olds (74%).

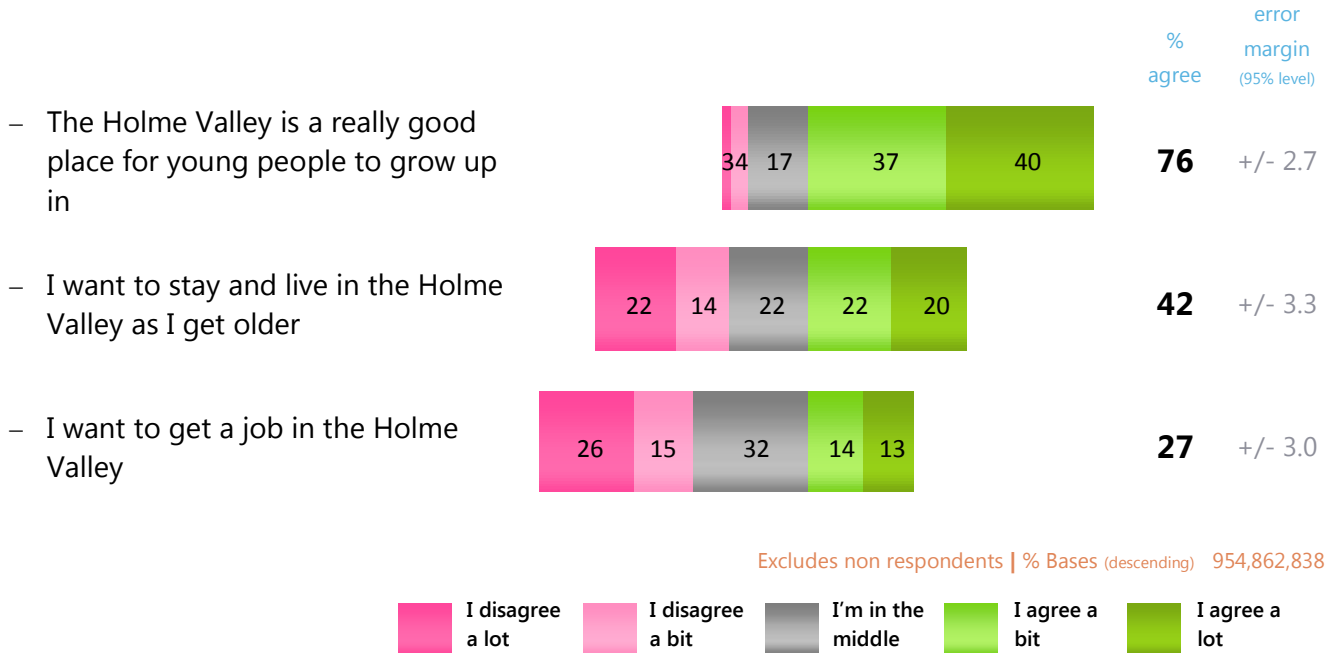
Just over two thirds of the sample (69%) felt it was important that young people are able to develop and be responsible for their own youth facilities. Only a tenth of the sample rated this as unimportant to them. Further sub-group analysis reveals a familiar theme in that 12 year olds and white British respondents rated this significantly higher than average (75% and 71% respectively). In comparison, 15 year olds (57%), those living with one parent (58%) and BME respondents (60%) rated it significantly lower.

A little over three fifths (62%) of respondents felt it important that young people are encouraged to get involved in helping the community, only 12% felt it was unimportant. Once again, 12 year olds rated this significantly higher than average (69%), whereas 15 year olds and respondents living with one parent rated it significantly lower (44% and 51% respectively).

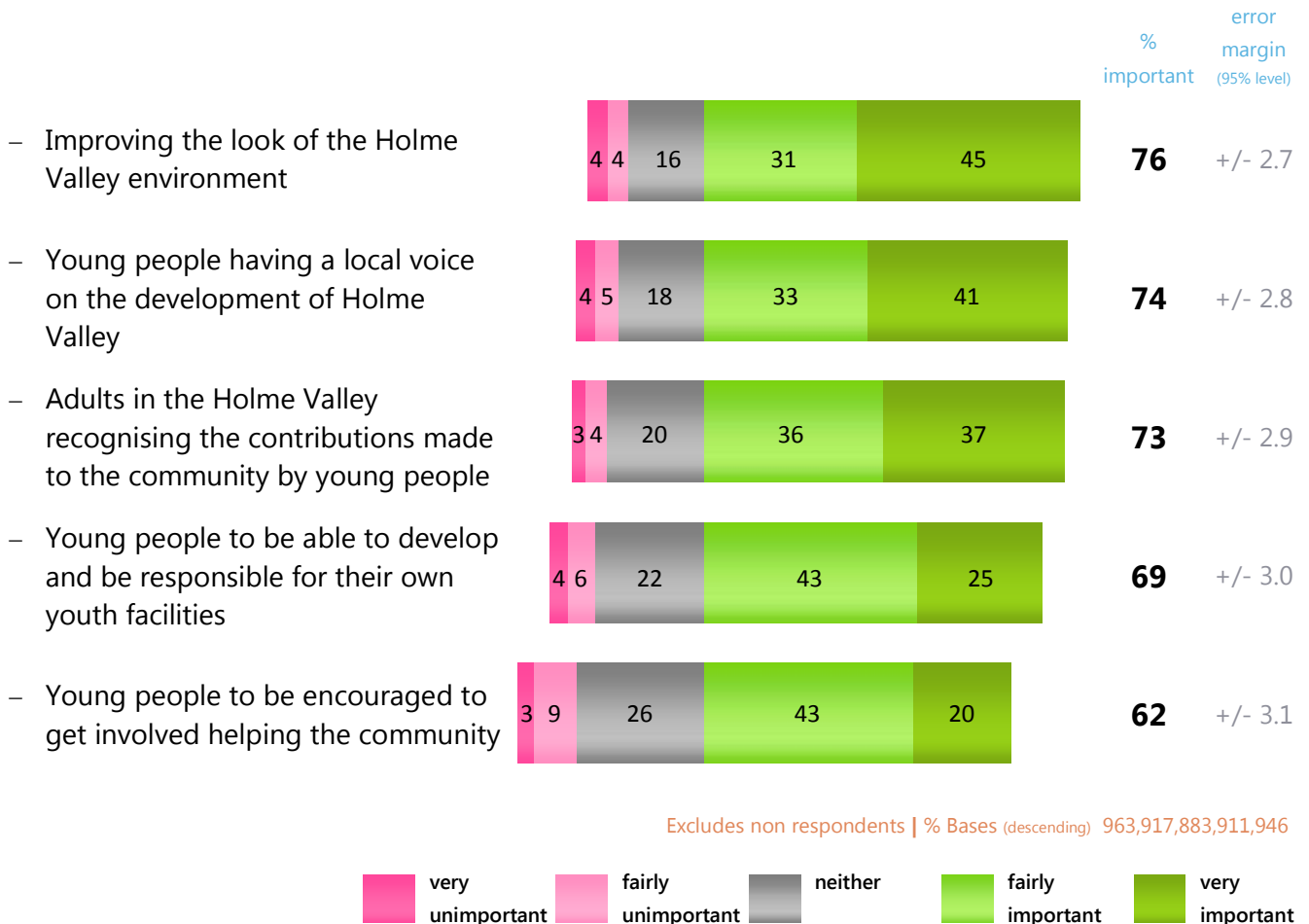


6. Belonging in the area

6.1 The Holme Valley area



6.2 The community





7. Economic well-being

In this section respondents were asked to determine how important a variety of proposed improvements were to help them get around the area. The greatest support was for cheaper public transport to encourage young people to use local facilities (83%, important) including over a half (57%) who said this was 'very important'. Only 6% rated this as unimportant. Unsurprisingly this was significantly more important for respondents who do not have regular access to a car (86%). This was also significantly more important for:

- Respondents living with one parent (89%, important)
- 14 and 15 year olds (both 88%)
- Females (88%)
- White British respondents (86%)

In contrast, this was of significantly less importance for:

- BME respondents (75%, important)
- 13 year olds (81%)
- Males (81%)
- Respondents living with two parents (83%)

The next highest rated improvement was for more routes for buses in the Holme Valley which was deemed to be important by 72% of the sample. Indeed, only 11% said this was unimportant. Similar to the previous findings in this section this was significantly more important for respondents living with one parent (81%), females (78%) and white British respondents (75%). In contrast, it was rated significantly lower by BME respondents (60%), 13 year olds (67%), males (68%) and respondents living with two parents (71%).

The third highest rated statement also relates to public transport, with 69% of the sample saying having buses that run later is important to them. This was significantly more important to respondents in HD4 (85%) than any other area. This was also of significantly more importance for:

- Respondents living with one parent plus their partner (76%, important)
- Females (76%)
- 15 year olds (75%)
- White British respondents (71%)

Perhaps unsurprisingly this was significantly important to the younger respondents, especially the 13 year olds of whom 62% said it was important to them. Furthermore, this was of significantly less importance for:

- BME respondents (60%, important)
- Males (64%)
- Respondents living with two parents (67%)



7. Economic well-being

7.1 Getting around the area



Excludes non respondents | % Bases (descending) 945,898,892,899



More parking facilities was the least important amongst this bank of statements, but was nevertheless important for 68% of the sample, including a third who said it was ‘very important’. The only significant variation amongst the sub-groups with this was this was of less importance for respondents in HD9 7 (64%) and 15 year olds (62%).

Despite a high proportion of the sample stating their intention to leave the area (chart 6.1), it is positive to see how important a variety of issues regarding housing and support are to the young population of Holme Valley.

Foremost on the list is providing help for unemployed parents/carers to get into work which was important to 84% of the sample, including over a half (51%) who stated it was ‘very important’. This was significantly more important for respondents in HD9 3 (92%) as well as the female population (89%), but less so for 15 year olds and the male population (79% and 82% respectively).

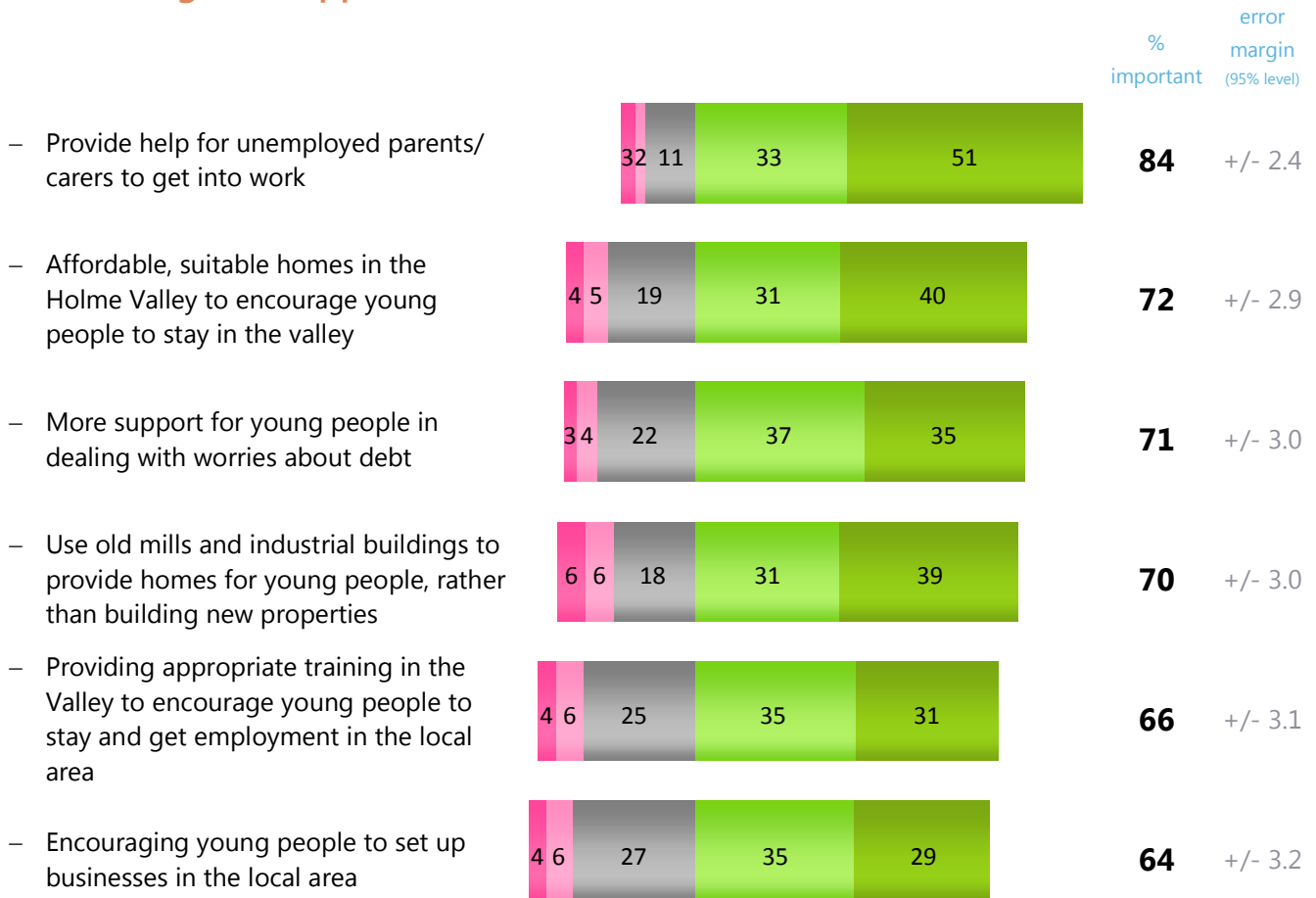
Next is affordable, suitable homes to encourage people to stay in the valley which was important for nearly three quarters (72%) of the sample. Whilst this is significantly less important for respondents in HD4 (64%), this is significantly more of an issue for those in HD9 3 (80%).

Around seven out of ten respondents felt it was important that young people received more support in dealing with worries about debt, including over a third (35%) who said it was very important. Interestingly, it was the younger element of the sample who rated this as significantly more important, primarily the 12 year olds (80%), whereas those aged 16 or over rated this as less important (50%) although this may be due to the low sample size for the latter. However, 15 year olds, which are a larger group, also rated this as less important (61%). There was also a clear gender variation with females saying this was more important to them than males (77% v 68%).



7. Economic well-being

7.2 Housing and support



Excludes non respondents | % Bases (descending) 930,915,858,901,879,893



Using old mills and industrial buildings to provide homes for young people, rather than building new properties was important to 70% of the sample. There was little variation amongst the groups other than females rated this as significantly more important than the males (76% v 66%).

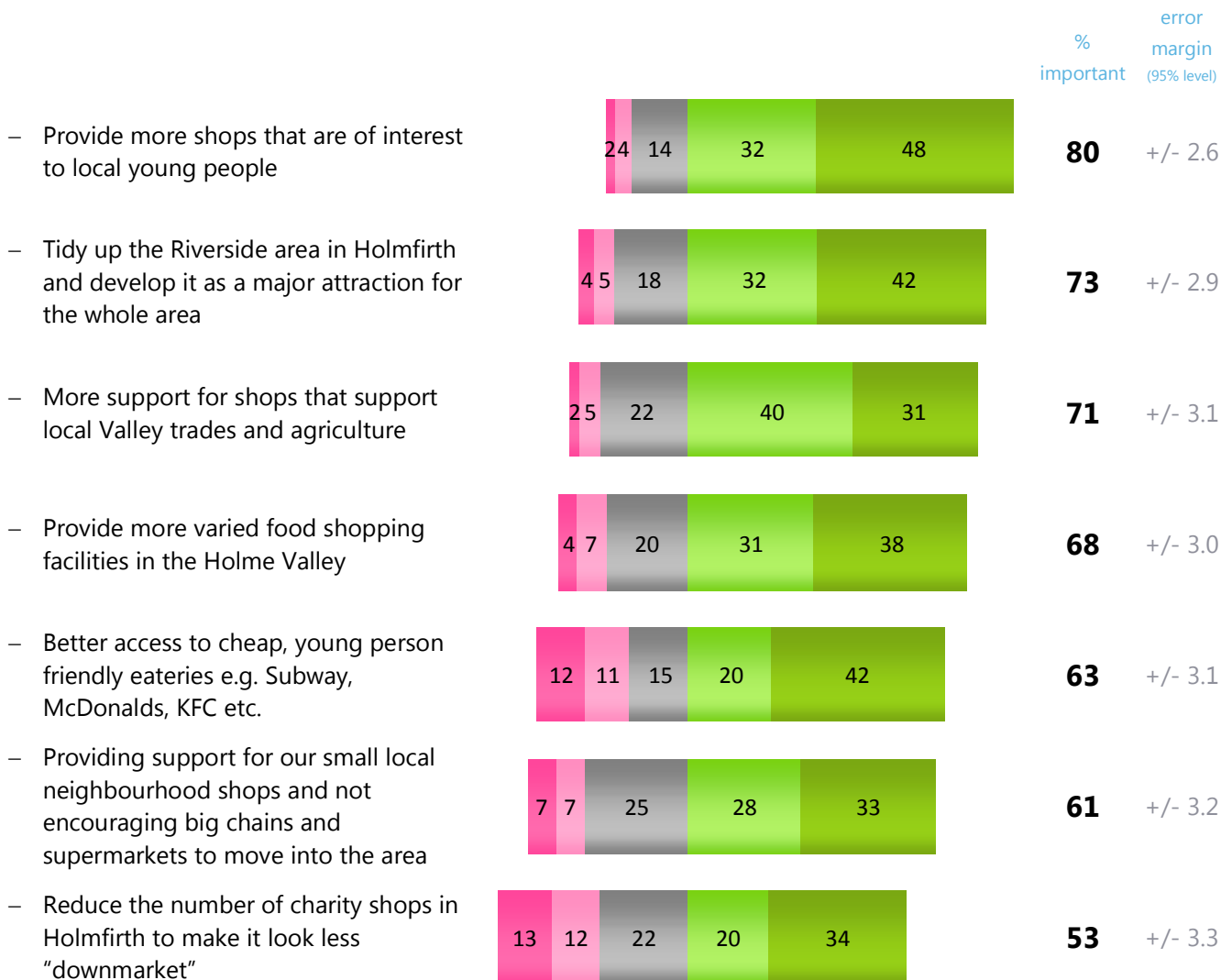
Two thirds (66%) of the sample, felt the provision of appropriate training in the Valley was important to encourage young people to stay and get employment in the local area. Again there was little difference when analysed by sub-group other than this was significantly more important for 12 year olds than 15 year olds (74% v 53%).

Encouraging young people to set up businesses in the local area was important to just under two thirds (64%) of respondents. Similar to the previous finding this was significantly more important for 12 year olds than 15 year olds (74% v 54%).



7. Economic well-being

7.3 Retail facilities and attracting people to the area



Excludes non respondents | % Bases (descending) 944,923,849,930,937,896,902



Key to the young people in this section is providing more shops that are of interest to them with eight out of ten respondents saying this was important to them, including nearly a half (48%) who said it was very important. This was significantly more important for respondents in HD9 3 (91%) and the female population (84%), but significantly less so for the males (78%).

Tidying up the Riverside area in Holmfirth and developing it as a major attraction for the whole area was important to nearly three quarters (73%) of the sample. Only 9% felt this was unimportant. This was significantly more important for respondents in HD9 1 (80%). This was also significantly more important to:

- 11 and 12 year olds (82% and 79% important)
- White British respondents (76%)

In contrast, this was of significantly less importance for:

- BME respondents (66%, important)
- 15 year olds (69%)



7. Economic well-being

Around seven out of ten respondents (71%) felt it was important to provide more support for shops that support local Valley trades and agriculture. The only notable difference amongst the sub-groups was that this was of significantly less importance to 15 year olds (60%).

Just over two thirds (68%) stated it was important to provide more varied food shopping facilities in the Holme Valley, including 38% who deemed it to be 'very important' to them. This was significantly more important to respondents in HD9 3 and those with no access to a car (both 78%) as well as 12 year olds (74%). In contrast, it was significantly less important for 15 year olds (63%), those living with two parents (67%) as well as respondents who have access to a parent/guardian's car (68%).

Nearly two thirds (63%) of respondents felt it was important to have better access to cheap, young person friendly eateries. Interestingly, nearly a quarter (23%) did not. This was significantly more important for respondents in HD9 3 (73%) as well as 15 year olds (69%). There was also an interesting split with regards to parental status, with respondents living with one parent placing significantly more importance to this than those living with two parents (71% v 61%).

Just over three fifths (61%) of the sample thought it was important to provide support for small local neighbourhood shops and not encourage big chains and supermarkets to move into the area, including around a third (31%) who thought it was 'very important'. It is unclear from the data set whether the extensive media coverage of the proposed Tesco site has impacted responses in anyway, but it is encouraging to see the young element of Holme Valley wanting more support for local businesses. Consistent with previous findings in this and other sections of the report, 12 year olds placed significantly more importance on this as did white British respondents (70% and 63% respectively). In contrast, 15 year olds (48%), BME respondents (53%) and those living with one parent (54%) placed significantly less importance on this.

The final item on this chart is reduce the number of charity shops in Holmfirth to make it look less "downmarket" with just over a half of respondents saying this was important, however a quarter said it was unimportant to them. The only variation of note amongst the sub-groups is this was significantly more important to respondents from HD9 3 (68%) but significantly less so for those in HD4 (31%) and HD9 4 (39%).



8. Future priorities

Survey respondents were asked which of a series of 14 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 8.1 opposite is a genuine reflection of business priorities, relative to one another, across all 14 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.

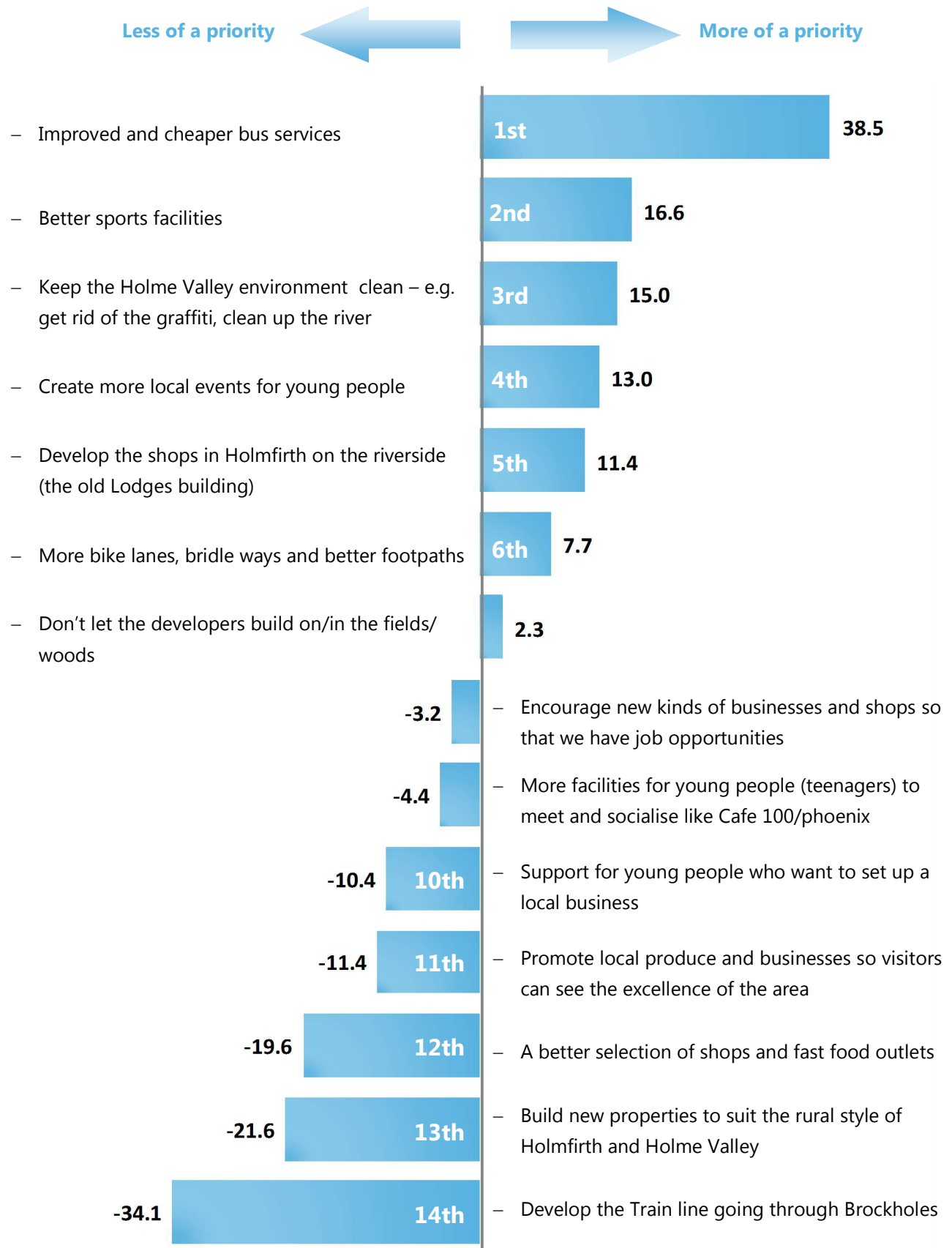
When comparing weighted scores, the reader should be aware that for every item on the list, the difference between it and any other items in the priority order should equal or exceed the 95% confidence interval for this difference to be considered statistically significant (in the case of any analyses based upon the full sample, this would be a difference in the weighted figure of 4.5).

In addition to the weighted score, the raw results used to calculate it are displayed in chart 8.2, colour coded to indicate the tertiles.



8. Future priorities

8.1 Future priorities





8. Future priorities

8.2 Future priorities - detailed response

	Support for young people who want to set up a local business	Better sports facilities	More facilities for young people (teenagers) to meet and socialise like Cate 100/phoenix	Create more local events for young people	Encourage new kinds of businesses and shops so that we have job opportunities	Don't let the developers build on/in the fields/woods	Keep the Holme Valley environment clean – e.g. get rid of the graffiti, clean up the river	More bike lanes, bridle ways and better footpaths	Build new properties to suit the rural style of Holmfirth and Holme Valley	Promote local produce and businesses so visitors can see the excellence of the area	Improved and cheaper bus services	Develop the Train line going through Brockholes	A better selection of shops and fast food outlets	Develop the shops in Holmfirth on the riverside (the old Lodges building)
Priority 1	4.9	12.0	3.5	6.9	3.7	9.8	10.1	5.5	6.0	2.6	15.0	3.7	6.6	5.7
Priority 1.5	0.3	0.8	0.2	0.8	0.4	0.9	0.9	0.6	0.2	0.1	1.0	0.1	0.4	0.3
Priority 2	3.6	8.0	6.3	7.9	6.8	7.9	7.5	7.4	4.1	2.8	11.8	3.9	5.4	7.0
Priority 2.5	0.8	0.9	0.2	0.9	1.1	0.7	1.2	1.0	0.7	0.3	0.4	0.3	0.6	1.1
Priority 3	6.3	6.4	6.1	7.3	6.5	5.9	8.5	6.3	4.0	4.1	11.1	3.2	5.3	6.4
Priority 3.5	0.4	1.2	1.1	1.6	0.9	1.1	1.5	1.7	0.3	0.7	1.8	0.4	0.8	1.2
Priority 4	4.2	7.7	5.8	7.5	5.3	5.9	6.3	7.4	3.5	5.9	6.3	3.9	5.9	7.3
Priority 4.5	2.3	2.3	1.3	1.5	1.3	1.1	1.3	1.6	1.3	1.0	2.3	1.5	2.2	1.8
Priority 5	4.4	5.4	6.3	6.3	5.7	5.5	6.7	5.5	4.9	6.6	7.2	3.5	3.1	8.2
Priority 5.5	1.0	1.6	1.7	1.7	1.0	1.2	1.7	1.9	0.9	1.7	1.5	0.8	1.5	1.0
Priority 6	7.2	6.6	7.5	5.0	7.5	5.3	6.4	6.4	4.7	6.7	6.3	3.2	3.2	6.5
Priority 6.5	0.9	0.4	1.0	1.1	1.2	0.7	0.9	1.6	1.1	1.7	0.7	0.9	0.8	2.0
Priority 7	7.9	4.7	6.9	7.4	6.1	5.1	5.8	7.8	5.1	6.6	4.5	4.1	4.5	6.7
Priority 7.5	2.3	1.1	1.1	1.2	1.3	1.2	1.3	1.6	1.7	2.5	1.6	1.7	0.4	1.5
Priority 8	6.7	5.3	7.3	7.4	6.3	4.7	4.0	7.5	4.8	6.9	4.1	5.0	4.1	5.0
Priority 8.5	1.6	1.7	2.2	1.1	1.2	0.8	1.0	1.1	1.0	1.8	0.9	1.2	0.6	1.9
Priority 9	6.3	4.4	4.9	5.4	7.0	4.2	4.6	5.5	7.9	11.1	4.4	6.4	4.0	7.0
Priority 9.5	1.2	1.6	1.3	1.6	1.6	1.3	1.5	0.9	0.9	1.5	1.0	1.5	0.8	1.8
Priority 10	6.0	4.2	8.2	5.3	5.3	7.2	7.0	4.5	8.4	6.5	3.9	7.2	4.4	3.8
Priority 10.5	1.9	1.2	1.3	1.8	1.0	1.0	1.1	1.7	1.1	1.2	1.2	1.6	1.2	1.6
Priority 11	6.4	3.8	5.0	6.6	6.7	6.5	6.1	5.1	8.4	6.3	3.5	9.2	5.3	5.3
Priority 11.5	1.6	0.7	1.1	0.7	1.1	0.7	0.8	0.7	1.8	1.0	0.7	2.0	1.5	1.5
Priority 12	6.7	4.9	5.6	4.8	4.8	6.6	5.9	5.1	7.7	6.9	2.8	10.1	6.8	7.0
Priority 12.5	1.2	0.4	0.7	0.4	0.4	1.2	0.1	0.8	1.5	0.9	0.3	1.0	0.9	0.6
Priority 13	7.2	6.0	6.9	4.0	8.9	7.3	3.5	5.4	7.2	6.5	3.4	10.1	8.8	4.6
Priority 13.5	0.9	0.9	0.6	0.6	1.1	0.4	0.0	0.7	0.4	0.6	0.2	1.2	2.1	0.6
Priority 14	5.8	5.8	5.8	3.5	5.6	5.7	4.4	5.1	10.3	5.7	2.3	12.4	18.9	2.8

Bottom third

Middle third

Top third

Note: Priority 1 is the highest, 14 is the lowest. Decimals indicate tied rankings | Base 895



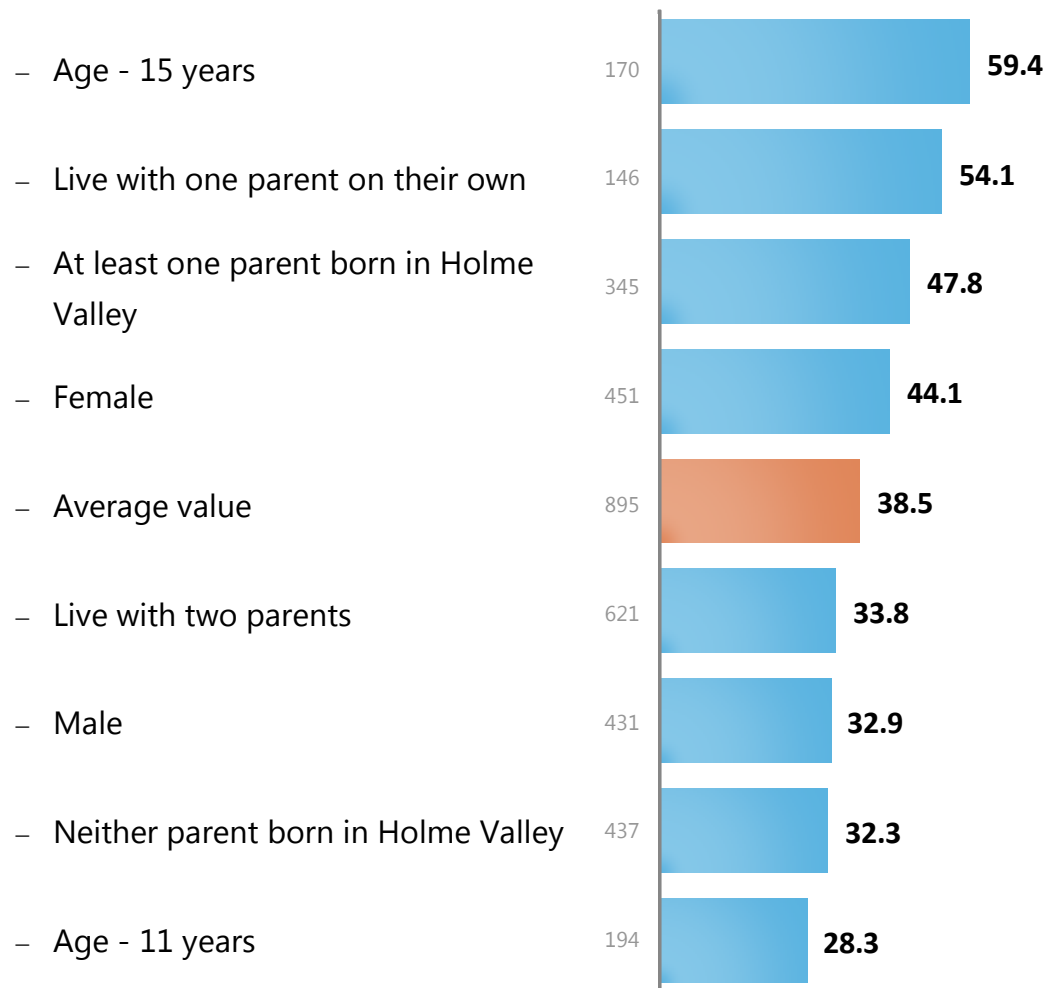
8. Future priorities

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 average 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.

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

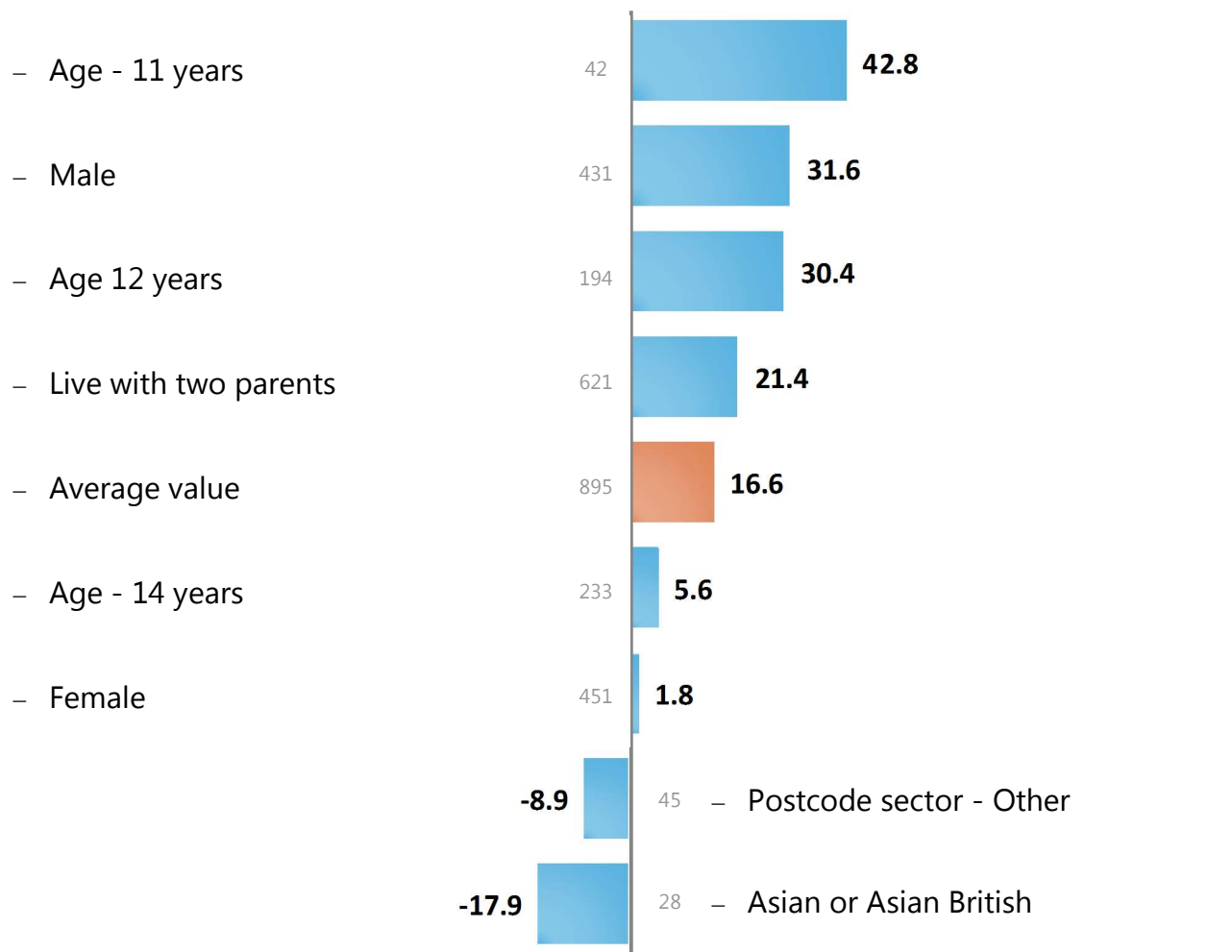
8.3 Improved and cheaper bus services





8. Future priorities

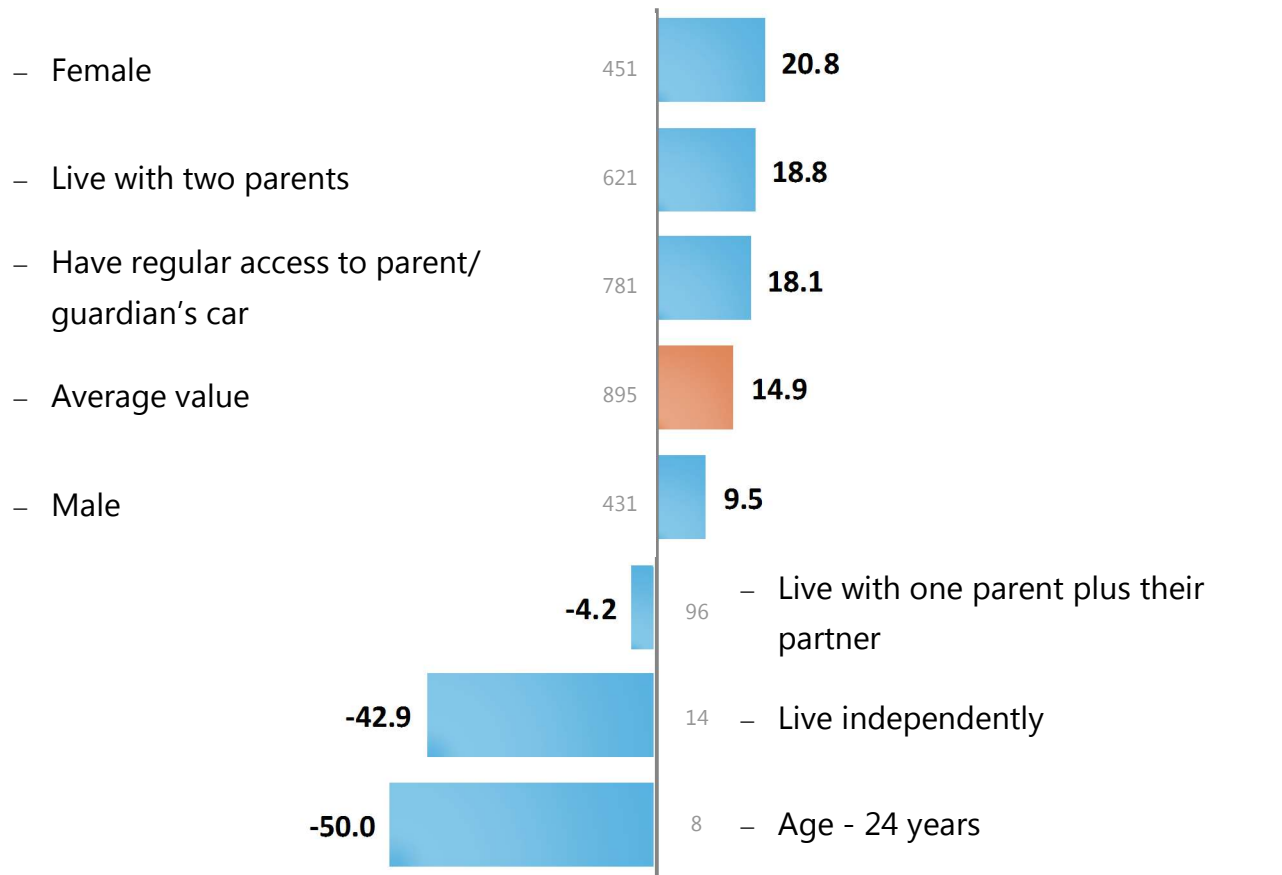
8.4 Better sports facilities



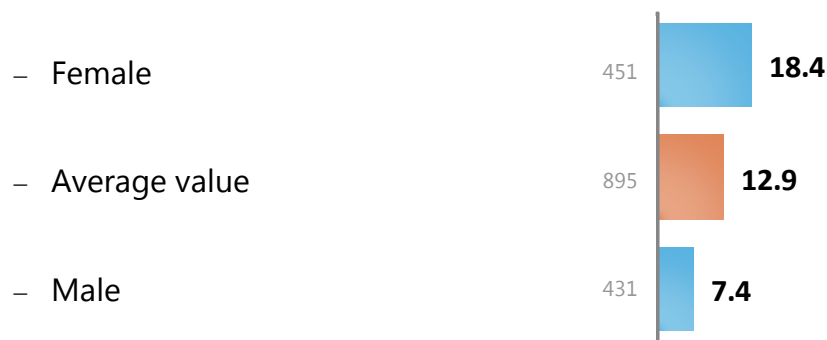


8. Future priorities

8.5 Keep the Holme Valley environment clean – e.g. get rid of the graffiti, clean up the river



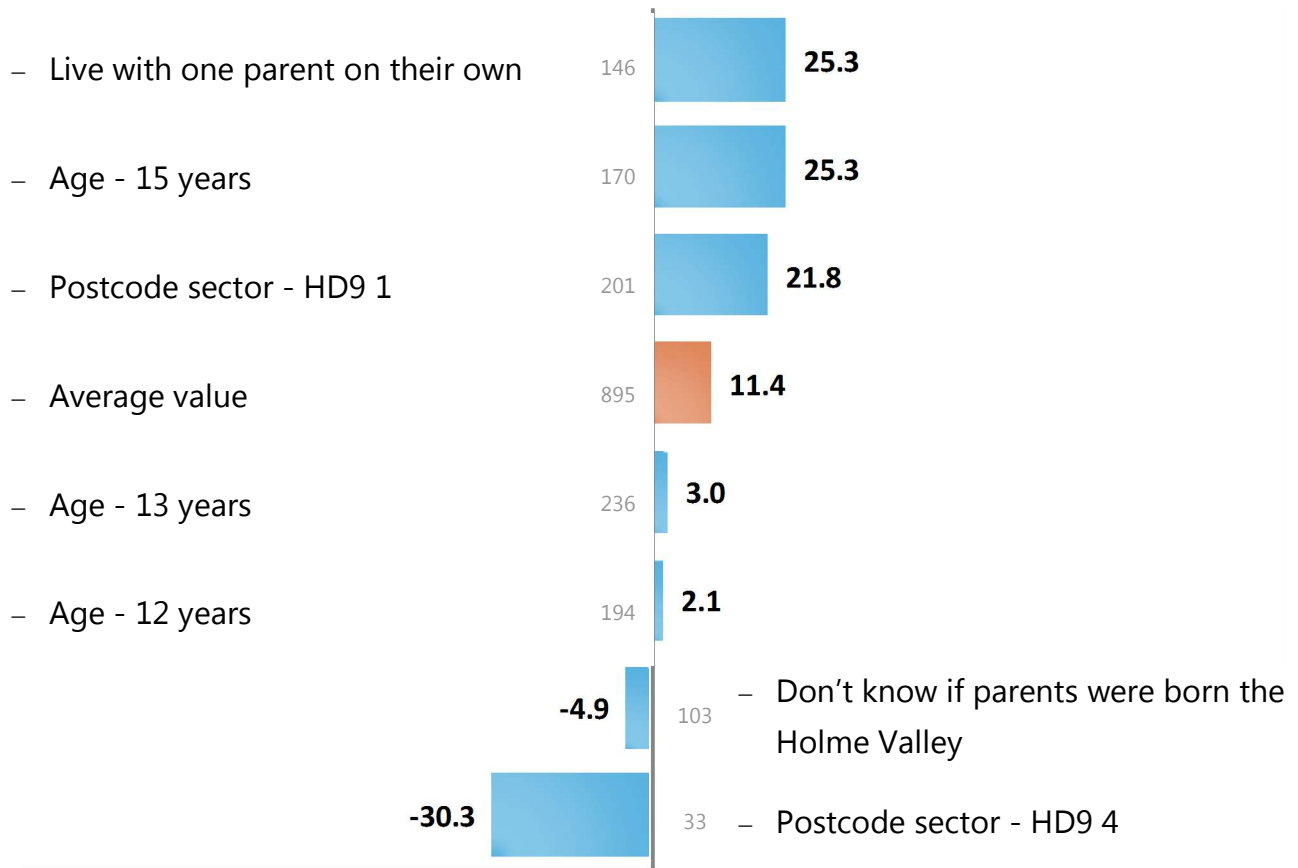
8.6 Create more local events for young people



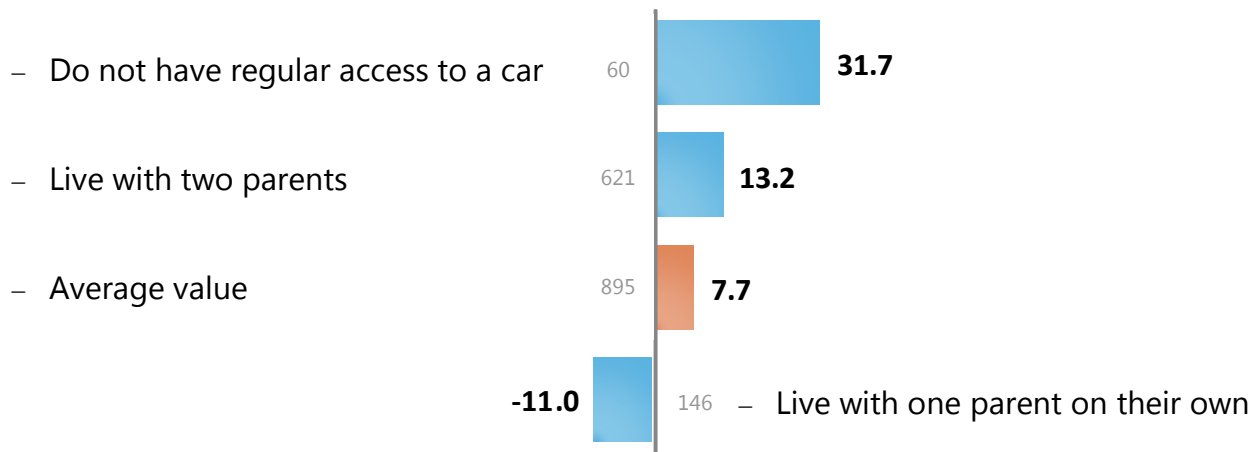


8. Future priorities

8.7 Develop the shops in Holmfirth on the riverside (the old Lodges building)



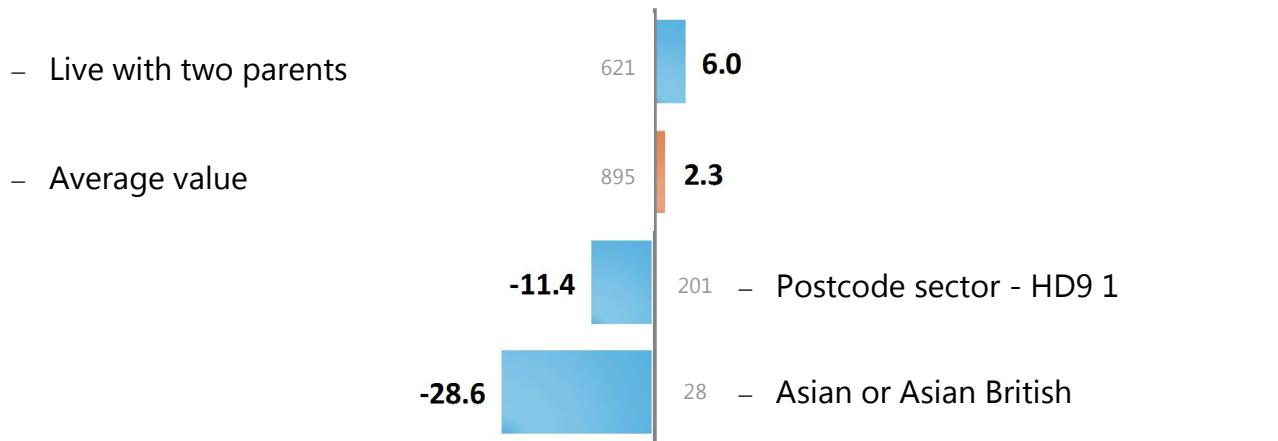
8.8 More bike lanes, bridle ways and better footpaths



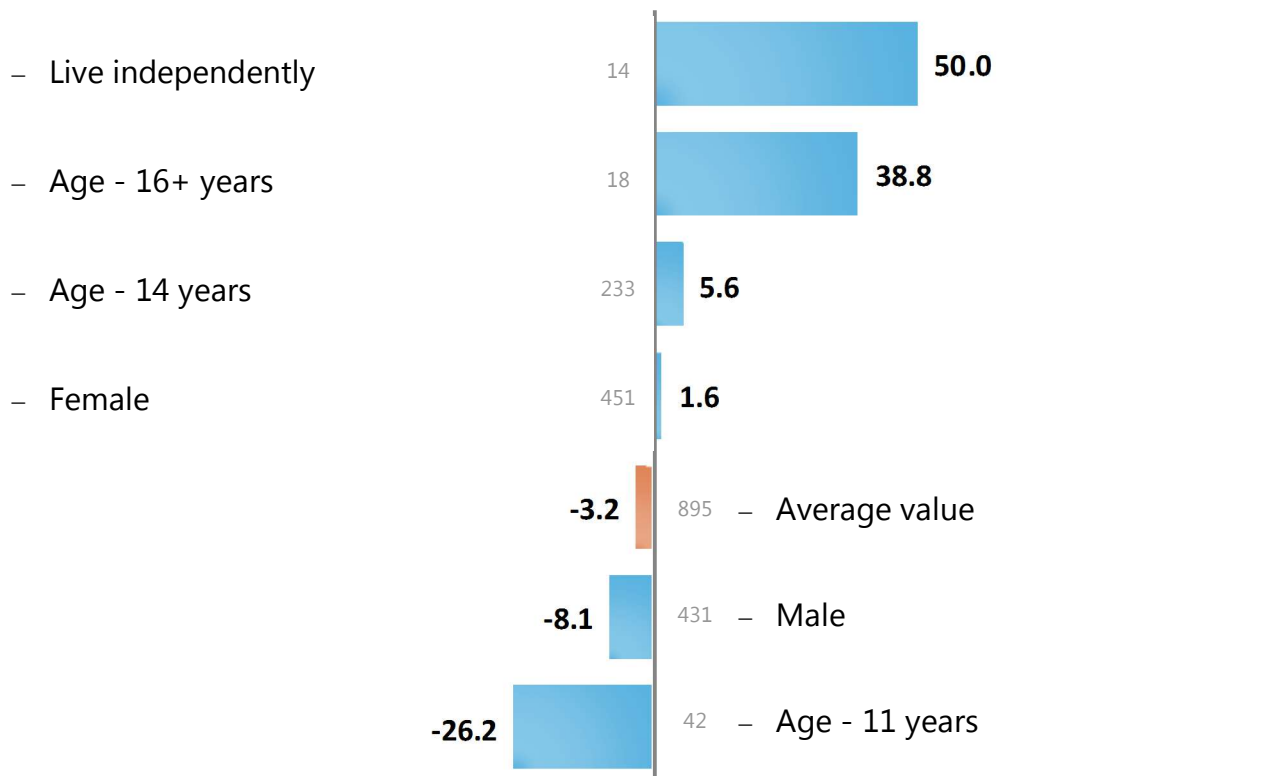


8. Future priorities

8.9 Don't let the developers build on/in the fields/woods



8.10 Encourage new kinds of businesses and shops so that we have job opportunities

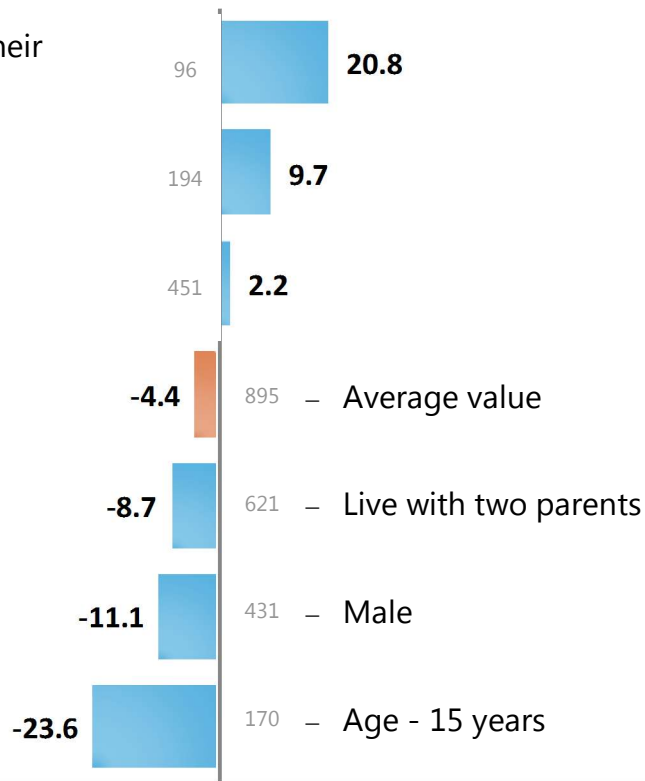




8. Future priorities

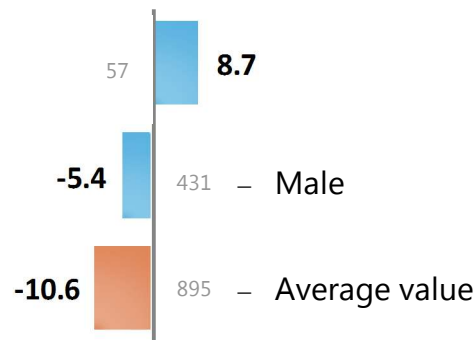
8.11 More facilities for young people (teenagers) to meet and socialise like Cafe 100/phoenix

- Live with one parent plus their partner
- Age - 12 years
- Female



8.12 Support for young people who want to set up a local business

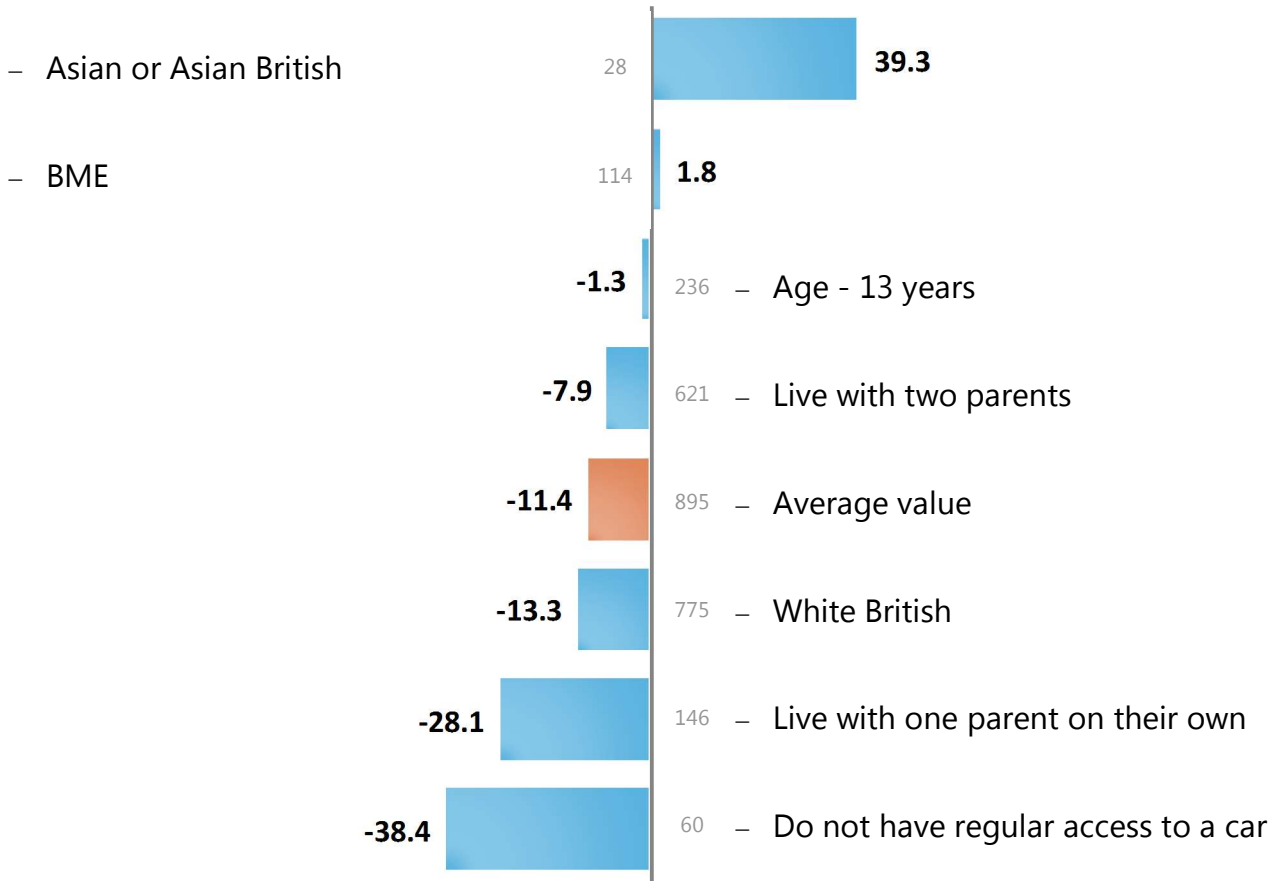
- Postcode sector - HD4





8. Future priorities

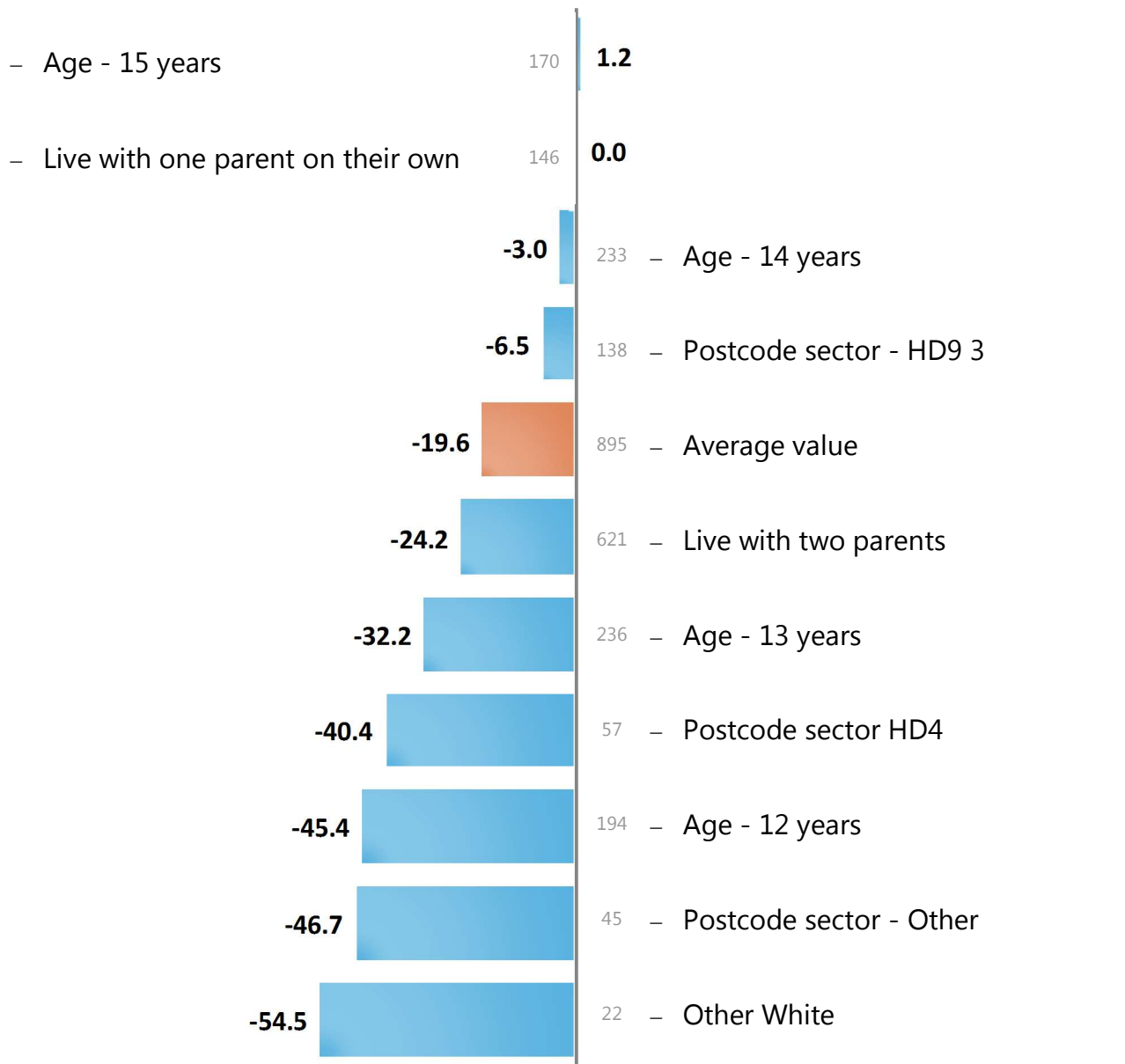
8.13 Promote local produce and businesses so visitors can see the excellence of the area



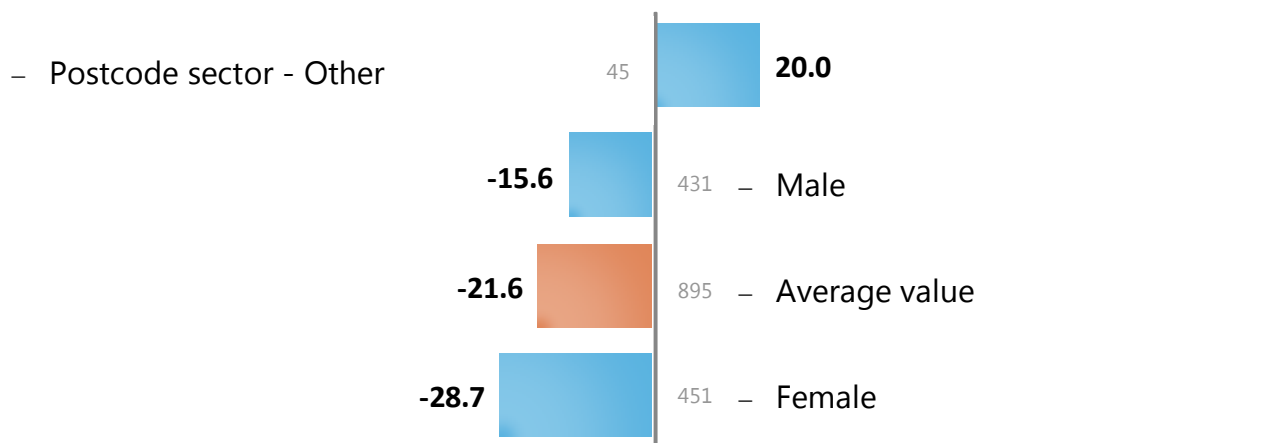


8. Future priorities

8.14 A better selection of shops and fast food outlets



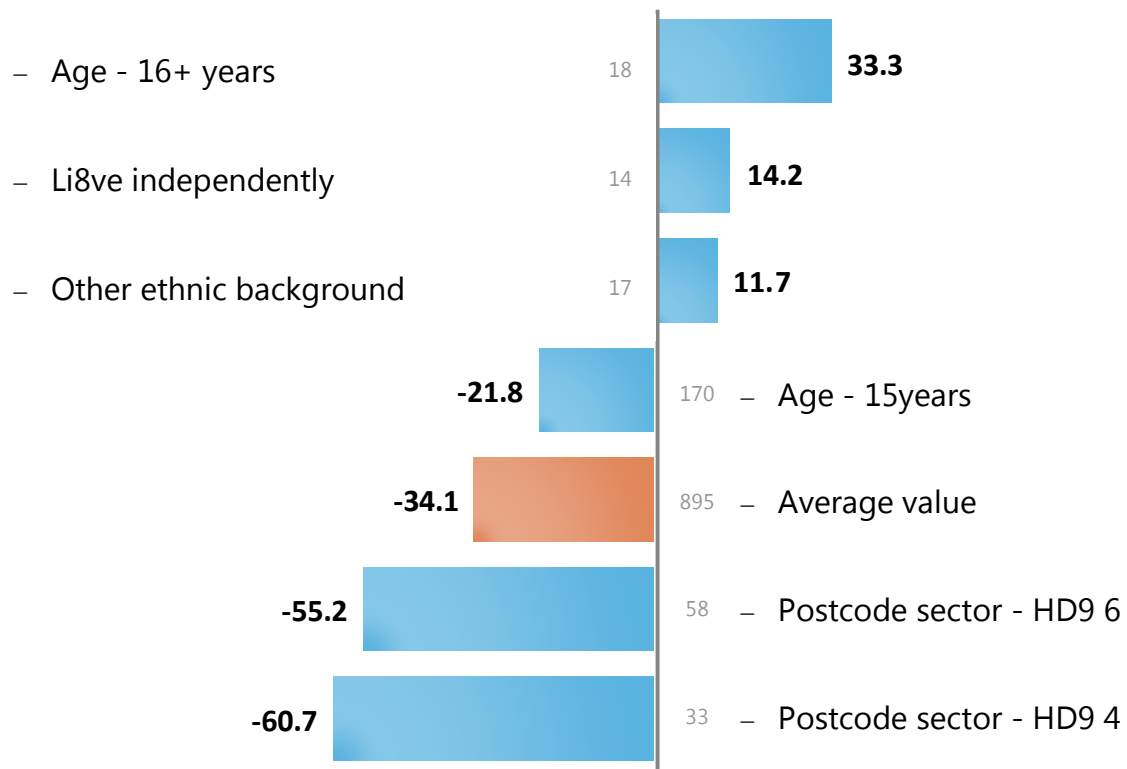
8.15 Build new properties to suit the rural style of Holmfirth and Holme Valley





8. Future priorities

8.16 Develop the Train line going through Brockholes





Appendix A. Methodology & data analysis

Fieldwork

The survey was carried out in June 2012 via a web based survey. Children and young people attending numerous schools, youth clubs and other groups were invited to take part, with specific time made available for this to happen. In total 1,027 local young people took part.

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 7 on the survey (see section 8) asked young people which were most important to them from a list of fourteen improvements to make Holmfirth and the Holme Valley a great place for people to live, work 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.

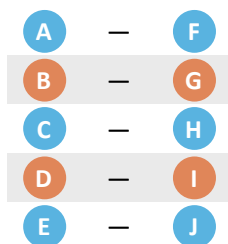
The Priority Search algorithm in detail

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.

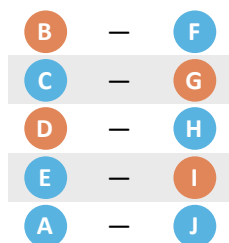
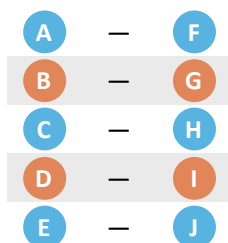
The Priority Search process allows respondents to compare each pair not dichotomously but using a Likert scale. This tool is commonly used to measure subjective phenomena, for example pain or mood. The addition of this scale gives more information per pair, and as a result the number of pairings needed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



Holme Valley Vision is a community based organisation made up by a number of groups working together.

They want people across the Valley to give their ideas and views on what they want for the future of the area in relation to:

- **employment prospects,**
- **environmental issues,**
- **tourism,**
- **education,**
- **retail,**
- **other opportunities in general.**

It is really important that as young people you have your say. This information will be used by the local elected Parish Councilors' and the Local Authority, to help create a 10 year plan for the development of the Holme Valley.

It won't take long to complete the survey. Don't worry about taking too long on each question, as your immediate answer is fine

- Many questions require an answer before you can continue to the next section
- If you do not have a strong view on a question, please use the "I don't know" category on the right
- You can pause the survey to resume at a later time - just use the button at the bottom of any page

This consultation is being carried out on our behalf by Codex Research and ARP Research. Anything you tell us completely confidential and will be only be used according to the data protection act and the Market Research Society Code of Conduct

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Holme Valley Vision



0% 100%

Where you live


Q1) What is your postcode?
Please check the format of your answer.

? We are collecting this information to make sure you live in the area covered by the survey. We will also use it to understand the issues in different parts of the Holme Valley.

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Holme Valley Vision



0% 100%

Health and Wellbeing

Q2) Please tell us how much you agree or disagree with the following:

	I agree a lot	I agree a bit	I'm in the middle	I disagree a bit	I disagree a lot	I don't know
Being healthy is really important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My family having access to cheap, local healthy food is important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think that I am active and fit enough for someone of my age	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would use leisure facilities more if they were cheaper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would use leisure facilities more if they were closer to home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The community should be encouraged to become fitter and healthier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is enough information on what to do to help when people are feeling down and depressed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back Next >>

Exit and clear survey

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Holme Valley Vision



0% 100%

Health and Wellbeing

Q2 continued) Please tell us how much you agree or disagree with the following:

	I agree a lot	I agree a bit	I'm in the middle	I disagree a bit	I disagree a lot	I don't know
Young people in the Holme Valley need more help to improve their mental health and well-being	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is enough support for people who are victims of bullying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We need better access to information and support around smoking, drugs and alcohol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We need better access to information and support around sexual health (sex and pregnancy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local health services need to be more young person friendly to encourage us to use them when we should	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is enough help for young people with difficult home lives e.g. relationships with step families and absent parents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Young people need more places made available for them like youth shelters, to just hang out and chat with their friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Staying safe

Q3) Please tell us how much you agree or disagree with the following:

	I agree a lot	I agree a bit	I'm in the middle	I disagree a bit	I disagree a lot	I don't know
When I am out in my local neighbourhood I often feel intimidated by other people / groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are local areas in my neighbourhood I feel I can't go to because I feel threatened by the different groups of young people there	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The police have a good relationship overall with young people in the Holme Valley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is enough help and support for young people who are victims of crime or abuse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Young people in the Holme Valley do not tolerate prejudice based crime (racial, gay and lesbian crime)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would feel safer if I could report crime anonymously	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is easy to get help for families and friends involved in substance misuse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is easy to get help for families and friends involved in alcohol abuse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would feel safer if there were stricter controls on young people drinking alcohol when they are out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Belonging in the area

Q4) Please tell us how much you agree or disagree with the following:

	I agree a lot	I agree a bit	I'm in the middle	I disagree a bit	I disagree a lot	I don't know
The Holme Valley is a really good place for young people to grow up in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to stay and live in the Holme Valley as I get older	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to get a job in the Holme Valley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	Very important	Fairly important	I'm in the middle	Fairly unimportant	Very unimportant	I don't know
Young people to be encouraged to get involved helping the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Young people to be able to develop and be responsible for their own youth facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving the look of the Holme Valley environment e.g. cleanliness, graffiti, cleaning the river in Holmfirth etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adults in the Holme Valley recognising the contributions made to the community by young people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Young people having a local voice on the development of Holme Valley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Economic well-being

Q6) Please tell us how important or unimportant the following are to you:

	Very important	Fairly important	I'm in the middle	Fairly unimportant	Very unimportant	I don't know
Buses that run later in the Holme Valley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More routes for buses in the Holme Valley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cheaper public transport to encourage young people to use local facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More parking facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affordable, suitable homes in the Holme Valley to encourage young people to stay in the valley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use old mills and industrial building to provide homes for young people, rather than building new properties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide help for unemployed parents/carers to get into work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide more varied food shopping facilities in the Holme Valley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide more shops that are of interest to local young people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Economic well-being

Q6 continued) Please tell us how important or unimportant the following are to you:

	Very important	Fairly important	I'm in the middle	Fairly unimportant	Very unimportant	I don't know
More support for shops that support local Valley trades and agriculture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tidy up the Riverside area in Holmfirth and develop it as a major attraction for the whole area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduce the number of charity shops in Holmfirth to make it look less "downmarket"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better access to cheap, young person friendly eateries e.g. Subway, MacDonalDs, KFC etc	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing support for our small local neighbourhood shops and not encouraging big chains and supermarkets to move into the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More support for young people in dealing with worries about debt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing appropriate training in the Valley to encourage young people to stay and get employment in the local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encouraging young people to set up businesses in the local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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“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?”

We have recently spoken to young people for their answers to the question above. Some of these answers are included in the next question, with each idea appearing three times in total.

Q7) For each row, which is more important to you?

	← ←		←	Feel the same about both	→	→ →	→ →	
	This side is much more important							This side is much more important
A better selection of shops and fast food outlets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Keep the Holme Valley environment clean – e.g. get rid of the graffiti, clean up the river
Encourage new kinds of businesses and shops so that we have job opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Develop the train line going through Brockholes
Improved and cheaper bus services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Support for young people who want to set up a local business
Better sports facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Build new properties to suit the rural style of Holmfirth and Holme Valley
Promote local produce and businesses so visitors can see the excellence of the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	More facilities for young people (teenagers) to meet and socialise like Cafe 100/phoenix
Create more local events for young people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Improved and cheaper bus services
More bike lanes, bridle ways and better footpaths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Encourage new kinds of businesses and shops so that we have job opportunities
Support for young people who want to set up a local business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Develop the shops in Holmfirth on the riverside
Build new properties to suit the rural style of Holmfirth and Holme Valley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Don't let the developers build on/in the fields/woods
More facilities for young people (teenagers) to meet and socialise like Cafe 100/phoenix	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	A better selection of shops and fast food outlets
Develop the train line going through Brockholes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Better sports facilities

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“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?”

We have recently spoken to young people for their answers to the question above. Some of these answers are included in the next question, with each idea appearing three times in total.

Q7 (continued) For each row, which is more important to you?

	This side is much more important			Feel the same about both			This side is much more important		
	←	←	←	→	→	→	→	→	
Keep the Holme Valley environment clean – e.g. get rid of the graffiti, clean up the river	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Promote local produce and businesses so visitors can see the excellence of the area
Develop the shops in Holmfirth on the riverside	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Create more local events for young people
Don't let the developers build on/in the fields/woods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	A better selection of shops and fast food outlets
Build new properties to suit the rural style of Holmfirth and Holme Valley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	More facilities for young people (teenagers) to meet and socialise like Cafe 100/phoenix
Support for young people who want to set up a local business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	More bike lanes, bridle ways and better footpaths
Improved and cheaper bus services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Encourage new kinds of businesses and shops so that we have job opportunities
Don't let the developers build on/in the fields/woods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Develop the train line going through Brockholes
Promote local produce and businesses so visitors can see the excellence of the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Create more local events for young people
Better sports facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	More bike lanes, bridle ways and better footpaths
Develop the shops in Holmfirth on the riverside	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Keep the Holme Valley environment clean – e.g. get rid of the graffiti, clean up the river

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About you

Q8 How old are you?

Choose one of the following answers

- 11 years
- 12 years
- 13 years
- 14 years
- 15 years
- 16 years
- 17 years
- 18 years
- 19 years
- 20 years
- 21 years
- 22 years
- 23 years
- 24 years

Q9 Are you:

Choose one of the following answers

- Female
- Male

Q10 What is your ethnic background?

Choose one of the following answers

- White British
- Other White
- Mixed background
- Asian or Asian British
- Black, African, Caribbean or Black British
- Other

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About you

Q11 Who do you normally live with?

Choose one of the following answers

- Two parents
- One parent on their own
- One parent plus their partner
- Other guardian or carer
- I live independently

? If you live in more than one place, please answer for the one where you spend the most number of nights

Q12) Do you have regular access to a car?

Choose one of the following answers

- No
- Yes - parent/guardian
- Yes - friend
- Yes - my own

Q13) Were either of your parents born in the Holme Valley?

Choose one of the following answers

- Yes, at least one parent was born here
- No, neither parent was born here
- Don't know

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The screenshot shows a survey completion page with a blue header containing the title 'Holme Valley Vision' and a globe icon. Below the header is a decorative border of colorful squares. The main content area is light blue and contains the text 'Thank you!' and 'Your survey responses have been recorded.' Below this is a red link for the 'Holme Valley Vision Website'. The footer is green and contains the logos for 'codex GLOBAL' and 'ARP RESEARCH', along with links for 'click to view Privacy Policy' and 'click to email support'.

Holme Valley Vision

Thank you!
Your survey responses have been recorded.

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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.

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