



Spondon survey

What we like, what needs changing

Spondon Village Rejuvenation Team



What we did

- Survey conducted for 3 weeks from 3rd to 31st March
- Mainly online (publicised via SpondonOnline, Facebook, West Park School)
- Paper versions at Library, PO, GP surgeries

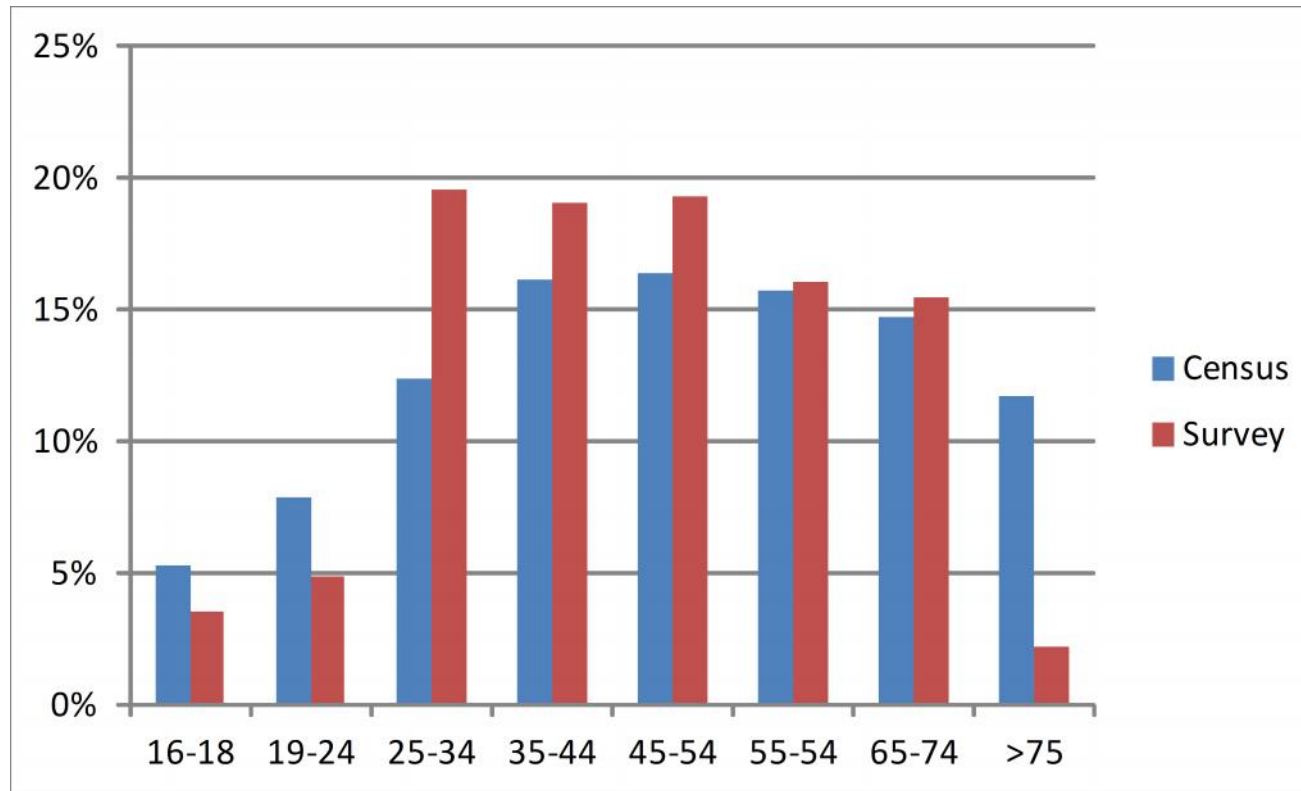
The good news...

- 460 responses (all but 12 online)
- Means that we have confidence in a valid statistical sample
- Good match to age and geographical distribution of population

The bad news...

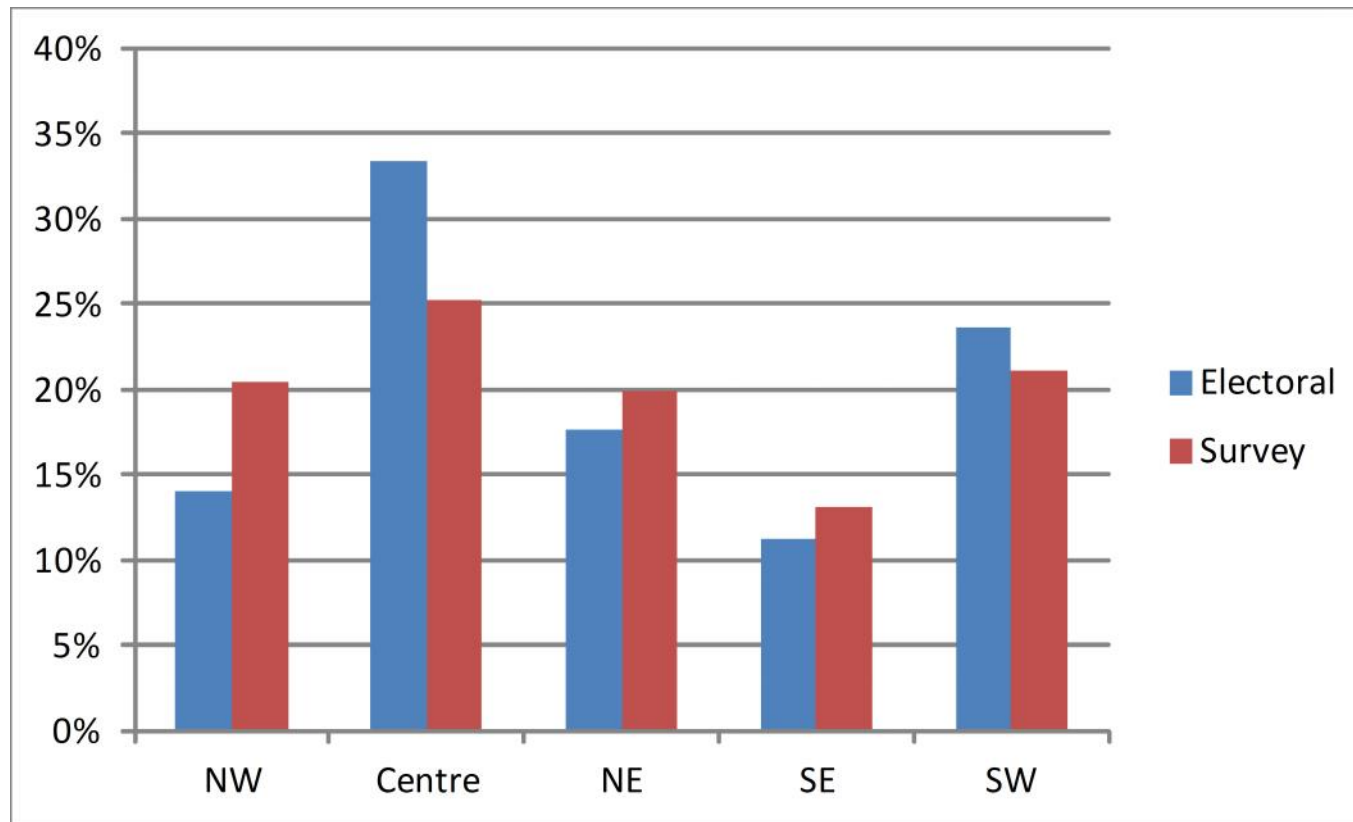
- 460 responses! An awful lot of data to analyse
- Quantative answers (yes/no, preferences) relatively easy
- Qualitative answers, such as comments, much more labour-intensive

Age sample



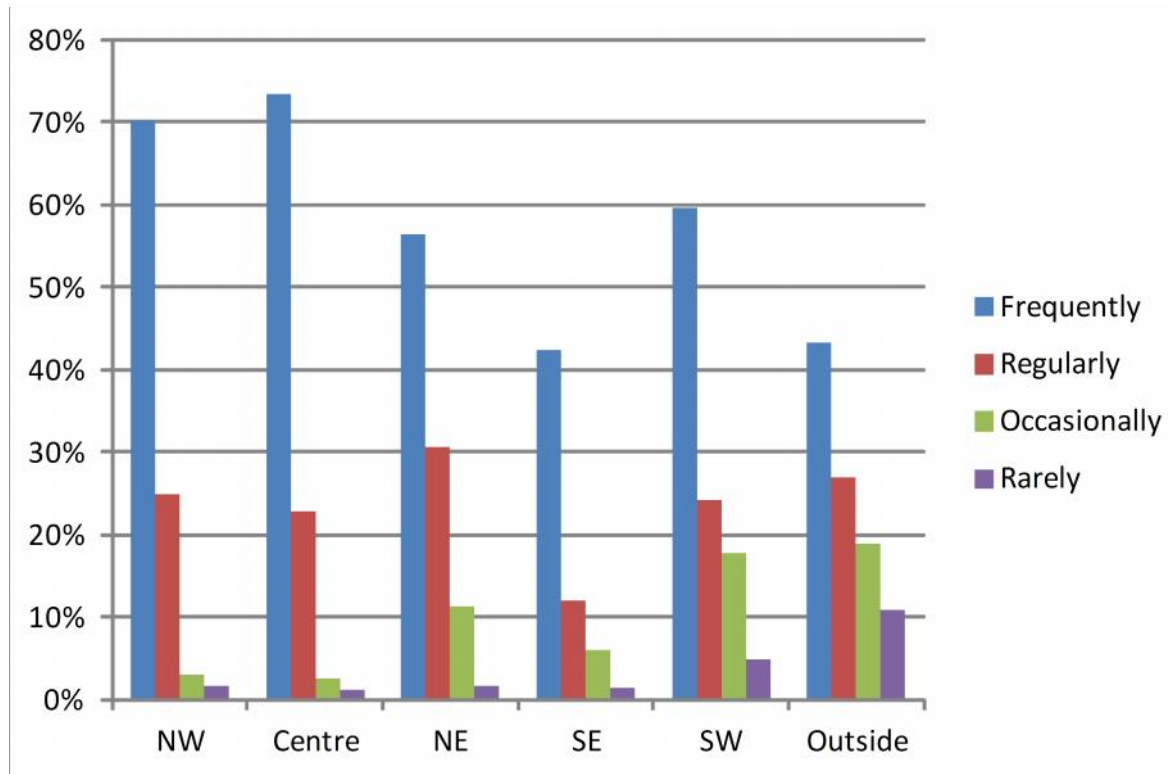
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Geographic sample

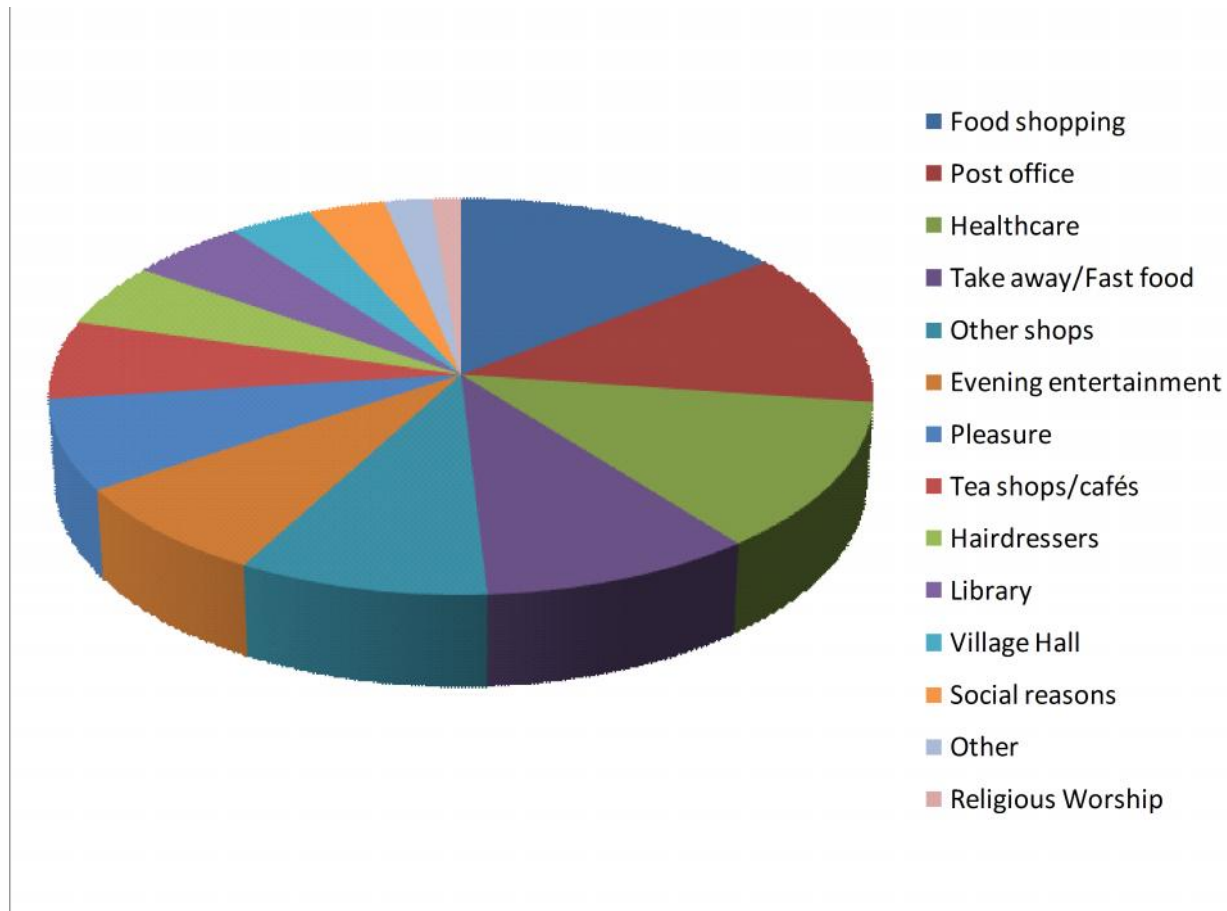


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How often do people visit the village?

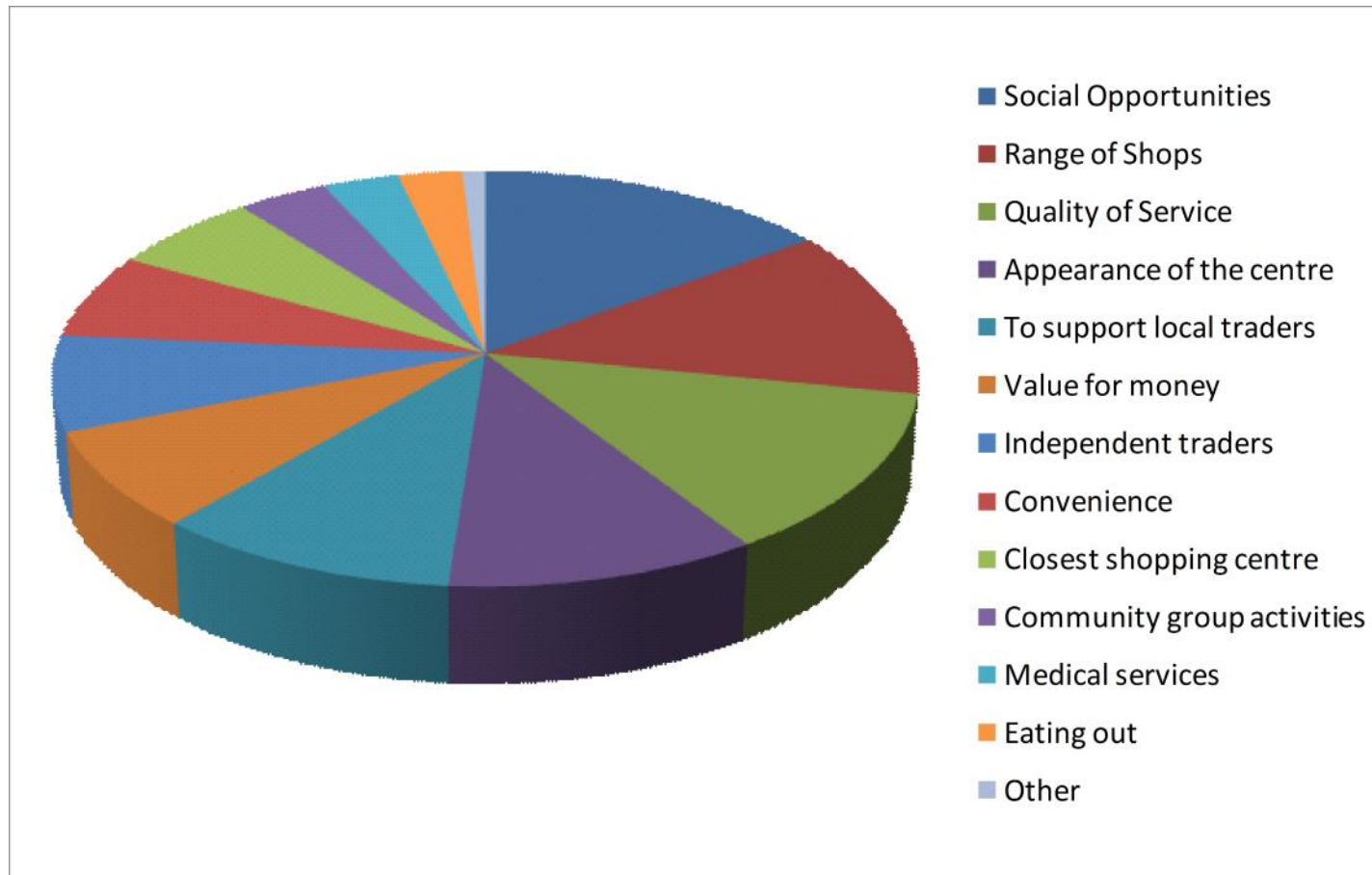


Why do people visit the village - 1?



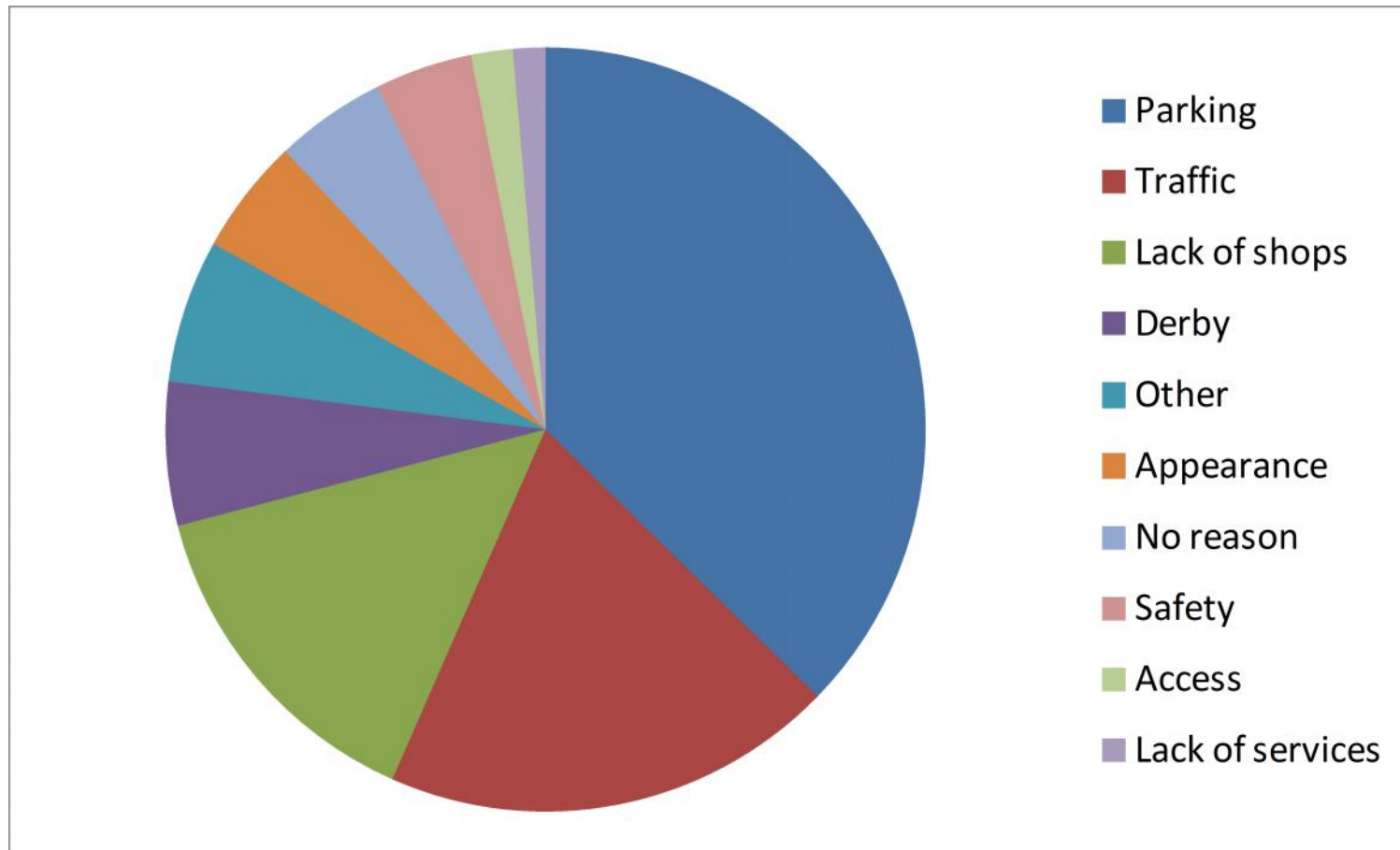
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Why do people visit the village - 2?



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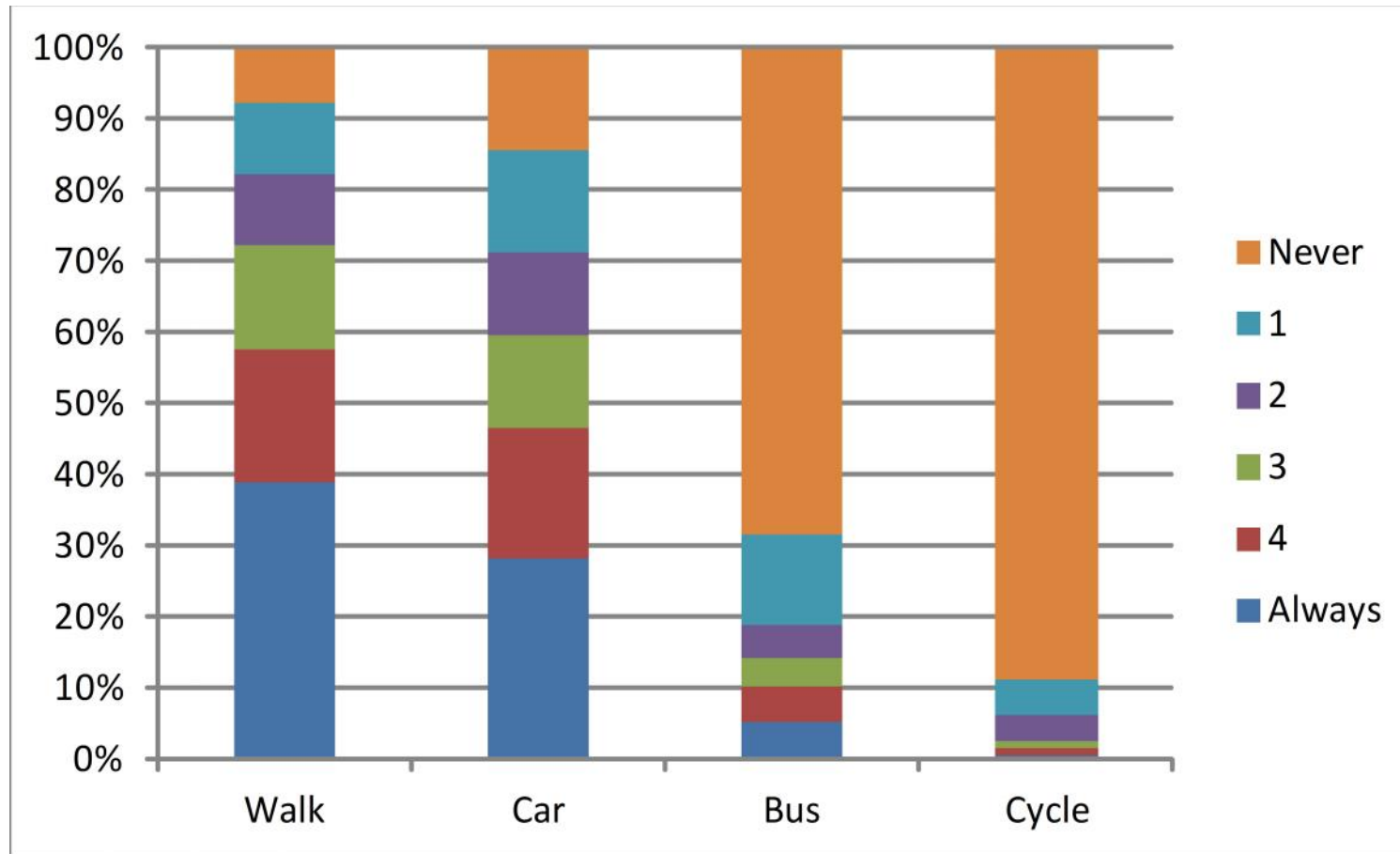
What discourages people?



Post Office and Library

	Post Office	Library
Vital as it provides a broad range of services	78%	51%
Useful but its services can be provided by other	7%	3%
It is a facility I rarely use	11%	36%
I don't have an opinion on this matter	4%	10%

Getting to the village

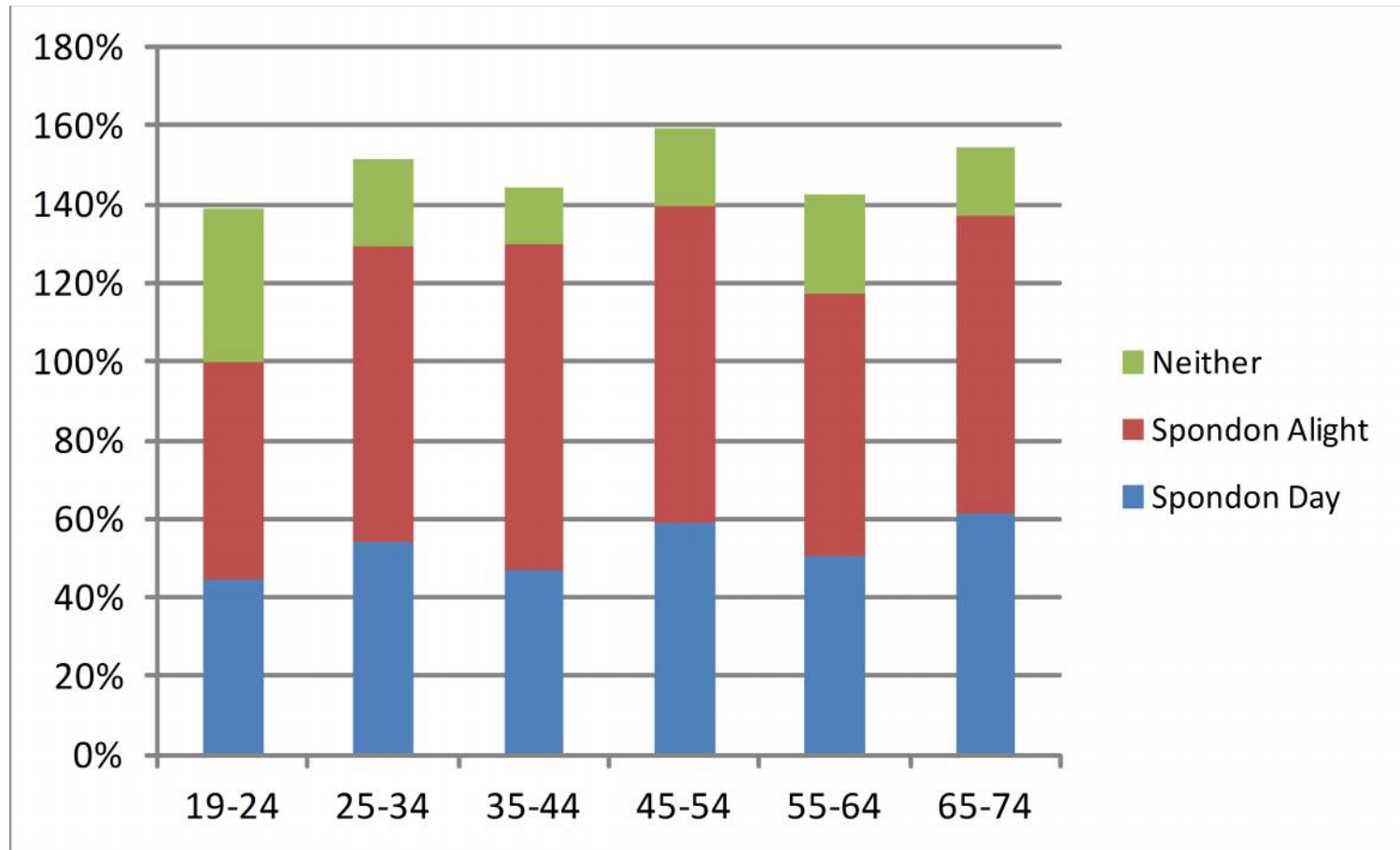


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Annual events

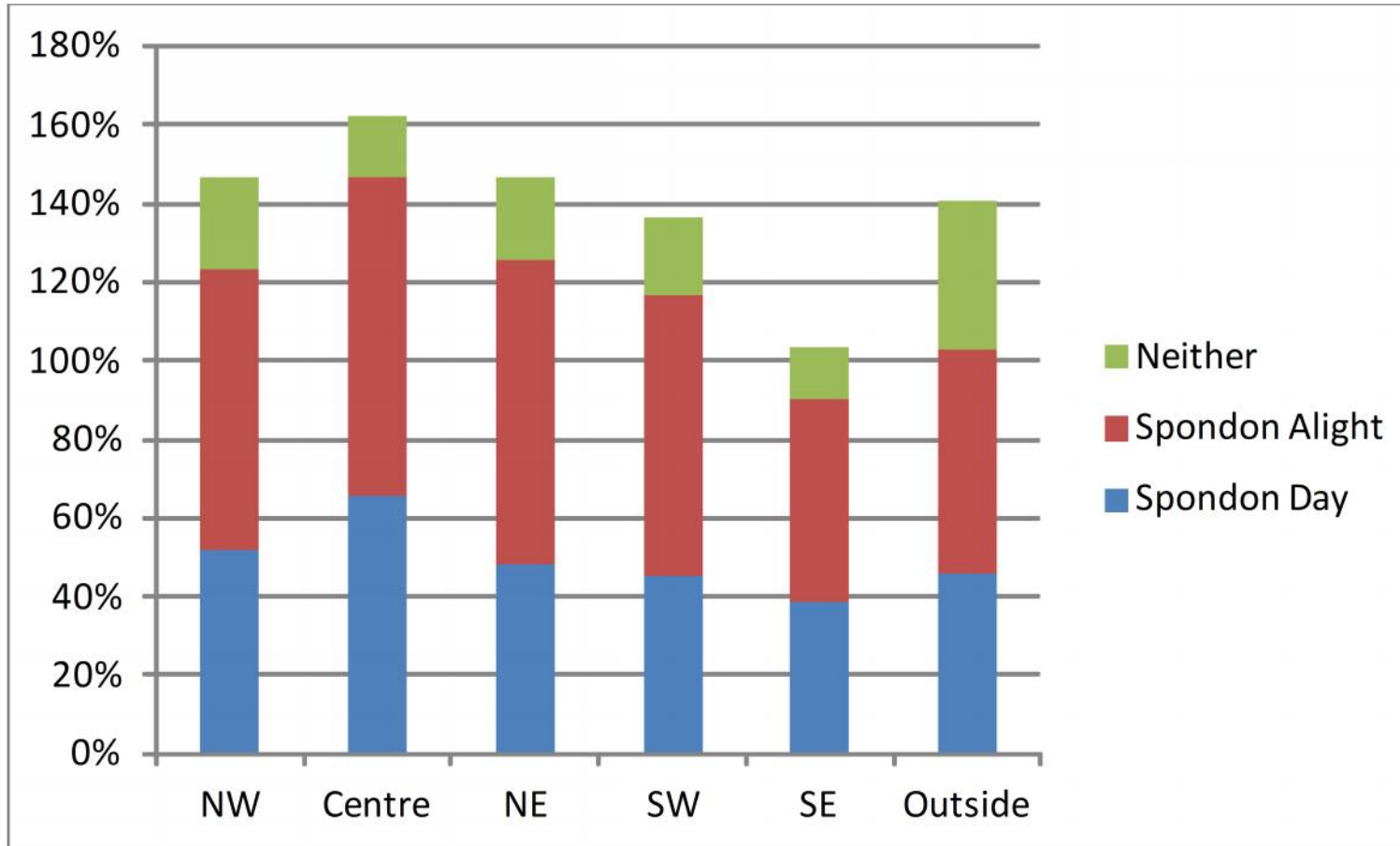
Event attended	Number	%age
Both	181	48%
Spondon Day	17	5%
Spondon Alight	97	26%
Neither	81	22%

Annual events



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Annual events



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What's in a name?

- Needed a change from VRT
- Survey had 2 close contenders
- So decided to use both!

What's in a name?

Spondon Village



Partnership

Spondon Village Rejuvenation Team

What's in a name?



*Heart of
Spondon*

What happens next?

1. Complete analysis
2. Generate outputs:
 - Full report
 - “Headlines”
 - “Action targets”
3. Follow-up actions and further research

Further action

- We have a body of “committed individuals” who are happy to help further
- We have identified “targets” for further dialogue.