

Woodend Community Woodland Project (Bobby's Wood).

Maghull Community Survey

July 2020

Commissioned by Maghull Town Council.

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1.0 Introduction

The purpose of this report is to provide an analysis of a Maghull community survey, commissioned by Maghull Town Council in July 2020 regarding the green improvements proposed for Bobby's Wood by the charity group Friends of Maghull and District (FOMD) as part of their ongoing crowdfunding campaign (www.spacehive.com/woodend). An introduction to the project and the site is provided in the FOMD business case (appendix 1), whilst other supporting documentation and presentation of the survey is signposted in the contents and appendix list above.

1.1 Survey Rationale.

Maghull Town Council (MTC) unanimously supported the Friends of Maghull & District (FOMD) business case proposals (appendix 1), to undertake green improvements to Bobby's Wood, funded by an ongoing FOMD crowdfunding initiative and presented at a full council meeting (22.6.20). MTC and Sefton Green Department both valued the initial consultation to obtain feedback from the community regarding the proposals (appendix 2) during the pandemic restrictions in April/May but recognised the importance of obtaining further community feedback during the current loosening of restrictions. Consequently, a survey monkey was undertaken in July to provide a wonderful opportunity to receive feedback from the community to help shape the proposals, to maximise public participation and ownership.

MTC is currently three years into 10 year lease from Sefton Council for Bobby's Wood which was officially ratified in July 2020. MTC's driving principles for this lease is to prevent commercial development - to be achieved by undertaking its statutory responsibility of enhancing accessibility for all, providing safety, and maintain and improve its natural appearance as a resource and gateway to Maghull.

1.2 Survey Method.

The survey was constructed by MTC council officers and verified by Jayne Vincent (Sefton Council Consultation and Lead), who provided advice and guidance in line with the Sefton Public Engagement and Consultation Framework/standards.

The survey was advertised online but also involved visiting over 600 houses in a radius around Bobby's Wood (road list - appendix 3) during the data collection (6.7.20/3.8.20). We sought a response from every house and if unavailable we left them with a leaflet identifying the online links to obtain the information sheet (appendix 4), the question and answer sheet (appendix 5) and the online survey monkey. The majority of houses where we did receive a response we provided them with the same information, an opportunity to ask further questions and the choice to undertake the survey online at their convenience or to complete a copy there and then with the supportive information, or alternatively to be collected the following day. Most people chose to undertake the process on their own volition online, with a small older percentage preferring the paper version.

2.0 Results

The survey culminated in 274 respondents/participants, which is considered to be a valid survey sample within the context of this type of data collection. The raw data is provided in appendix 6.

2.1 Demographic.

Q1 Do you live in Maghull? (Answered 274)

The overwhelming majority (94.89% = 260) of participants provided a Maghull postcode, with only (5.1% = 14) outside Maghull. The majority of participants were broadly spread within the local postcode to Bobby's Wood L31 7_ _ paralleling the area of local canvassing.

Q9 Which Age Group to You Belong to? (Answered: 270. Skipped: 4)

Age Group	Percentage Response	Participant Number
56 – 65	24.44%	66
46 – 55	16.67%	45
66 – 75	16.30%	44
36 – 45	15.19%	41
76+	14.07%	38
26 – 35	8.52%	23
16 – 25	4.81%	13
15 and under	0.37%	1

As can be seen from the table there is a significant averaging of participants from the middle and older age groups and a disproportionate underrepresentation of the younger age range, which perhaps demonstrates an unavoidable deficit in the survey's targeting during the current restrictions which we would like to address at a later stage when the community will be engaging in the initial delivery. Nevertheless, the other age ranges are evenly represented.

Q7 Would you be interested in becoming involved in a Friends of the Bobby's Wood group? (Answered: 268. Skipped: 6.)

Q8 Contact details if you are interested in Q7. (Answered: 40. Skipped: 234.)

There was a very encouraging 30 participants who are interested in playing a part in a Friends of Bobby's Wood Group, representing 10.94%, whilst 86.86% (238) did not wish to be involved at this level, and 2.18% (6) participants did not respond.

2.2 Informed Responses.

Q2 Have you seen the proposals for improving Bobby's Wood? (Total 274 answered)

The overwhelming majority (93.43% = 256) confirmed they had seen the proposals, whilst only (6.57% = 18) hadn't, providing a positive informed response.

Q3 Do you think Bobby's Wood Is a gateway to Maghull. Eg that it is one of the first places visitors see as they enter the town? (Answered: 273. Skipped: 1)

92.67% (253) agreed with this statement, whilst 7.33% (20) disagreed, confirming that participants understood where Bobby's Wood is geographically but also recognising its significance in terms of the important visual/functional impact in the area.

2.3 Analysis of Participants Responses to the Proposals.

Q4 Are you generally in favour of the proposal suggested to improve Bobby's Wood?
(Answered: 272. Skipped: 2).

An overwhelming 86.03% (234) were generally in favour of the suggested proposals to improve Bobby's Wood, whilst 13.97% (38) were against. Interestingly, some of those who were not in favour overall appeared to be in favour of some of the individual proposals as 269 participants answered Q5 and conversely with Q6.

Q5 Please state if you are supportive of the following components of the proposals
(Answered:269. Skipped: 5)

Q6 Please state if you are opposed to any of the following components (Answered: 124. Skipped: 150).

Q5 and Q6 have been brought together to provide a quantitative comparison but will be supported with a qualitative analysis utilising the survey monkey's word cloud. The word cloud extracts keywords/statements from the comments narrative feedback, increasing the size of the word font to demonstrate its repeated use and conversely reducing the size of the word font for those less commonly used.

Individual proposals	Supportive	Not supportive	No response/neutral
1. The planting of mature trees.	91.6% (251)	4.01% (11)	4.37% (12)
2. The planting of borders	90.51% (248)	6.56% (18)	2.91% (8)
3. The creation of an accessible pathway across the space	86.86% (238)	7.66% (21)	5.47% (15)
4. The construction of a knee-high protective rail and a low perimeter hedge	83.94% (230)	6.93% (19)	9.12% (25)
5. The installation of a wisteria arch	76.64% (210)	10.91% (30)	12.40% (34)
6. The installation of a feature statue	67.15% (184)	21.16% (58)	11.67% (32)
7. The installation of the feature table and chairs	66.42% (182)	25.91% (71)	7.66% (21)

Quantitative Results (information related to the above table).

Caveat: *The quantitative results in this section should be considered the valid/representative/true outcome, whilst the qualitative results below (based on comments)*

do not represent the total overall number of participants, and has been included to promote discussion only.

The **natural components** of planting mature trees (1) and border planting (2) were both overwhelmingly supported with 92% and 91% respectively and is compatible with many of the comments regarding the promotion of natural elements. The tree planting will future proof the current trees whilst the border planting will provide all year round colour interest and community involvement.

The importance of the **natural/harmonious landscaping** elements to provide 'accessibility and safety' for everyone have also been recognised with 86% supportive of an accessible pathway (3) and only 8% not supportive and 5% unconcerned. Whilst a 17 inch high horizontal wooden rail to protect the 2/3 feet perimeter hedge (4) is also recognition of the important necessity of an aesthetically and ecologically safe boundary, demonstrated by the 84% support and the further 9% who declared no concern for this installation. The importance of these two components is considered an essential statutory responsibility to provide accessible equality for everyone and safety from the nearby 20,000 daily vehicles. They both provide a platform for all the other proposed components to develop.

The installations of **natural park features** were overwhelmingly supported particularly when combined with the absence of objection from the neutral percentages. Nevertheless, despite the large supportive response there was a small rise in the non-supportive participants which should be explored and contextualised further in this analysis.

The wisteria arch (5) received 77% support with 12% having no objections, whilst 11% were not supportive. We suspect that this small none supportive participants group may have considered the arch not as natural as the other elements, without realising perhaps how this element can be completely harmonious whilst providing many sensory benefits as can be seen in similar natural iconic environments.

The installation of a potential Saxon statue on a short term loan basis (6) was well supported with 67% and a further 12% expressing no objection. However, 21% were not supportive, which we think may have been due to the lack of understanding of its significance in terms of the Saxon history of the site, the international experts involved in its creation and installation, and the short-term honour this statue would represent. This perspective was apparent from several of the non-supportive participant responses during the doorstep conversations. Whilst conversely, the supportive participants had been incredibly enthusiastic from an artistic and historical perspective.

The installation of a table and chairs (7) was also well supported with 66% and 8% expressing no objection. Nevertheless, 26% of participants were not supportive of this feature, and simply interpreted it as a venue for attracting antisocial behaviour. Interestingly, the Q&A sheet had thoroughly explored this potential concern and provided proactive solutions and an assurance that if any antisocial behaviour arose that could not be resolved then the table would simply be removed and used elsewhere. Conversely, the majority of participants appeared to see the benefits of this community hub for all those who would be engaging positively with this environment and had been reassured by the considered process outlined in the Q&A sheet. Whilst several also expressed that they did not wish to be constrained by a potential antisocial minority or nothing nice would be undertaken in Maghull.

Qualitative Results (narrative analysis of supportive and non-supportive comments).

***Caveat:** the comments represented below do not represent the majority but provide an interesting perspective of views and wherever possible the number of times the same comment was used it will be indicated in brackets following the comment.*

It will 'enhance the appearance' (32), 'keep it natural' (15), 'it's an improvement to what's there' (23) and better than the dog toilet (4).

The table may attract 'youth antisocial behaviour' (23), 'litter' (15) and would prefer a 'bench' (4). Whilst others stated that 'it's a good idea and will create an asset to the community' (27), 'will help support wildlife/ecology' (23) and 'improve accessibility' for all sections of the community (eg disability and vulnerability etc). In addition it was felt that it would be 'good for children' (12) 'helping to educate/preserve local history' (6), whilst 'providing a gateway to Maghull' (9) and 'protecting the wood from development and keeping it green'(7).

Interestingly, concern about the 'cost to the council' (7) which may indicate that some people may have ticked that they had read the introductory information and Q&A sheets, it clearly states that all funding is sourced from charity donations through the crowd funding medium. Other minority non-supportive responses may also have been ameliorated on this potential basis.

3.0 Recommendations.

- Seek feedback on the results from town and borough councillors and relevant officers. E.g. Green Sefton and Jayne Vincent.
- Publish results on the council website and Champion Newspaper, with sympathetic ordering of proposals based on available funding and survey outcomes.
- Due to funding requirements seek early permission to install the 17 inch high horizontal Bird's mouth rail, in August/September 2020.
- Assess the level of engagement that the 30 volunteers wish to undertake via email and arrange an early meeting (virtual or outdoor) within the current constraints, to identify collective aims and interest. Consider with the group how best to provide a raised bed to accommodate involvement for people with disability.
- Explore at the earliest opportunity how best to obtain increased feedback from the underrepresented younger demographic age groups.
- The crowd funding is due to be complete on the 27.10.20, when we will have a realistic idea of what aspects of the proposals will be achievable. However, realistically funding is being prioritised for the planting and installation of a path, hedge and tree planting in National tree week in November. Due to funding conditions from two major donors for our other realistic target, concerns the early installation of the wooden perimeter rail in August/September. Without being able to realise this installation (amounting to £4500), we may not reach our October funding target, which means under the current crowd funding rules we would lose the £17,000 already pledged. The increased awareness also resulted in an unexpected increase in the amount of pledges by the local community.
- Further discussion will be undertaken by the Maghull Town Council to determine the best strategy for the remaining proposals.

In summary, the survey has been well received and supported on every aspect. Nevertheless, in some cases there were a significant minority who did express concerns regarding a couple of the proposals and although it is unrealistic to achieve 100% support, we would still wish to allay and deal sensitively with their concerns as we progress. Overall, the survey was a wonderful endorsement of the proposals and has raised awareness and engagement, particularly with the number of volunteers and increased donations.

We would like to take the opportunity to thank all of the participants for their invaluable input towards shaping the proposals and promises of future engagement. We look forward to making a positive difference together.

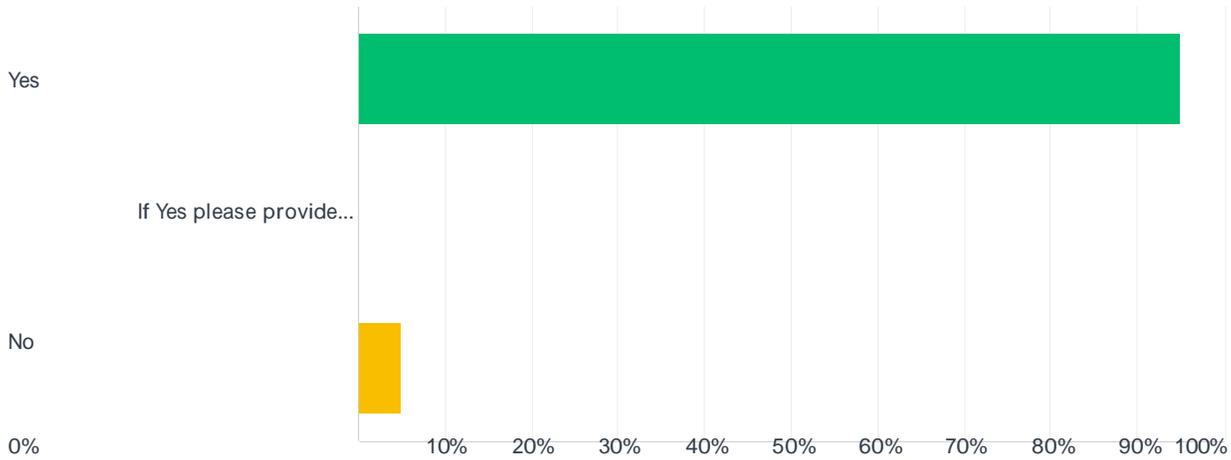
Appendix Six: Raw Data Summary Results.

Bobby's Wood

Q1 Do you live in Maghull ?

Answered: 274

Skipped: 0

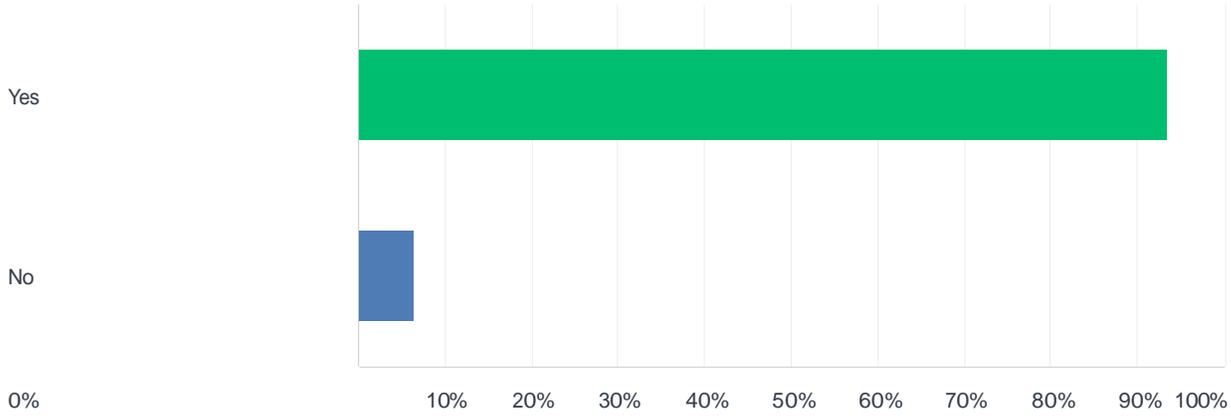


ANSWER CHOICES	RESPONSES	
Yes	94.89%	260
If Yes please provide postcode	0.00%	0
No	5.11%	14
TOTAL		274

Q2 Have you seen the proposals for improving Bobby's Wood?

Answered: 274

Skipped: 0

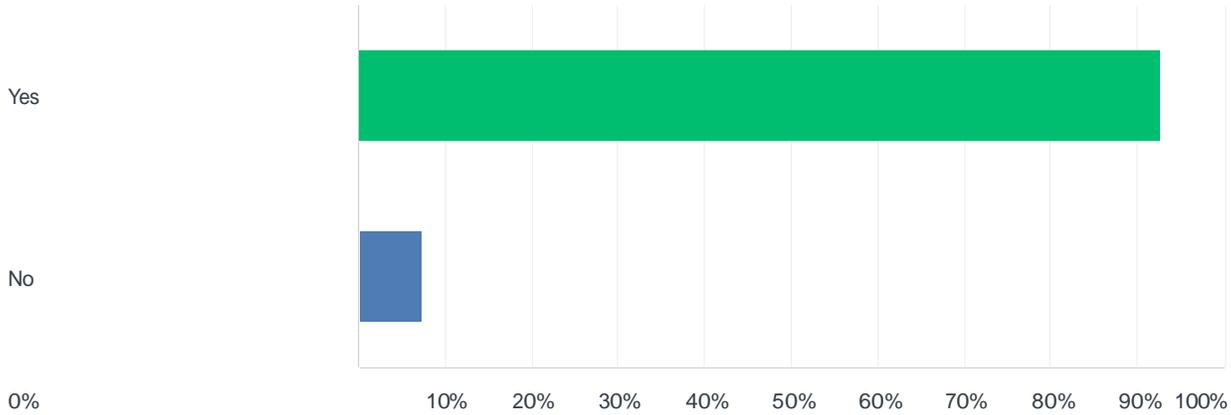


ANSWER CHOICES	RESPONSES	
Yes	93.43%	256
No	6.57%	18
TOTAL	274	

Q3 Do you think Bobby's Wood is a gateway to Maghull that is one of the first places visitors see as they enter the town?

Answered: 273

Skipped: 1

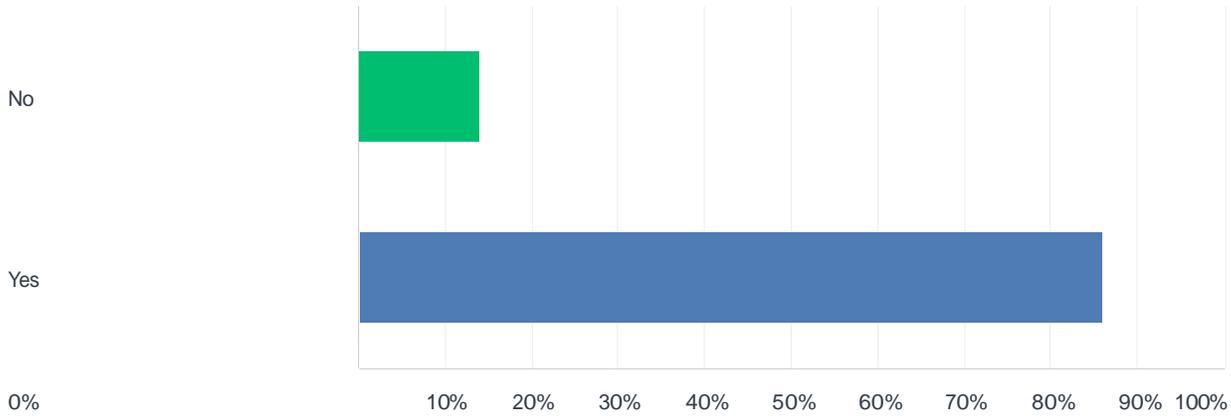


ANSWER CHOICES	RESPONSES	
Yes	92.67%	253
No	7.33%	20
TOTAL	273	

Q4 Are you generally in favour of the proposals suggested to improve Bobby's Wood?

Answered: 272

Skipped: 2

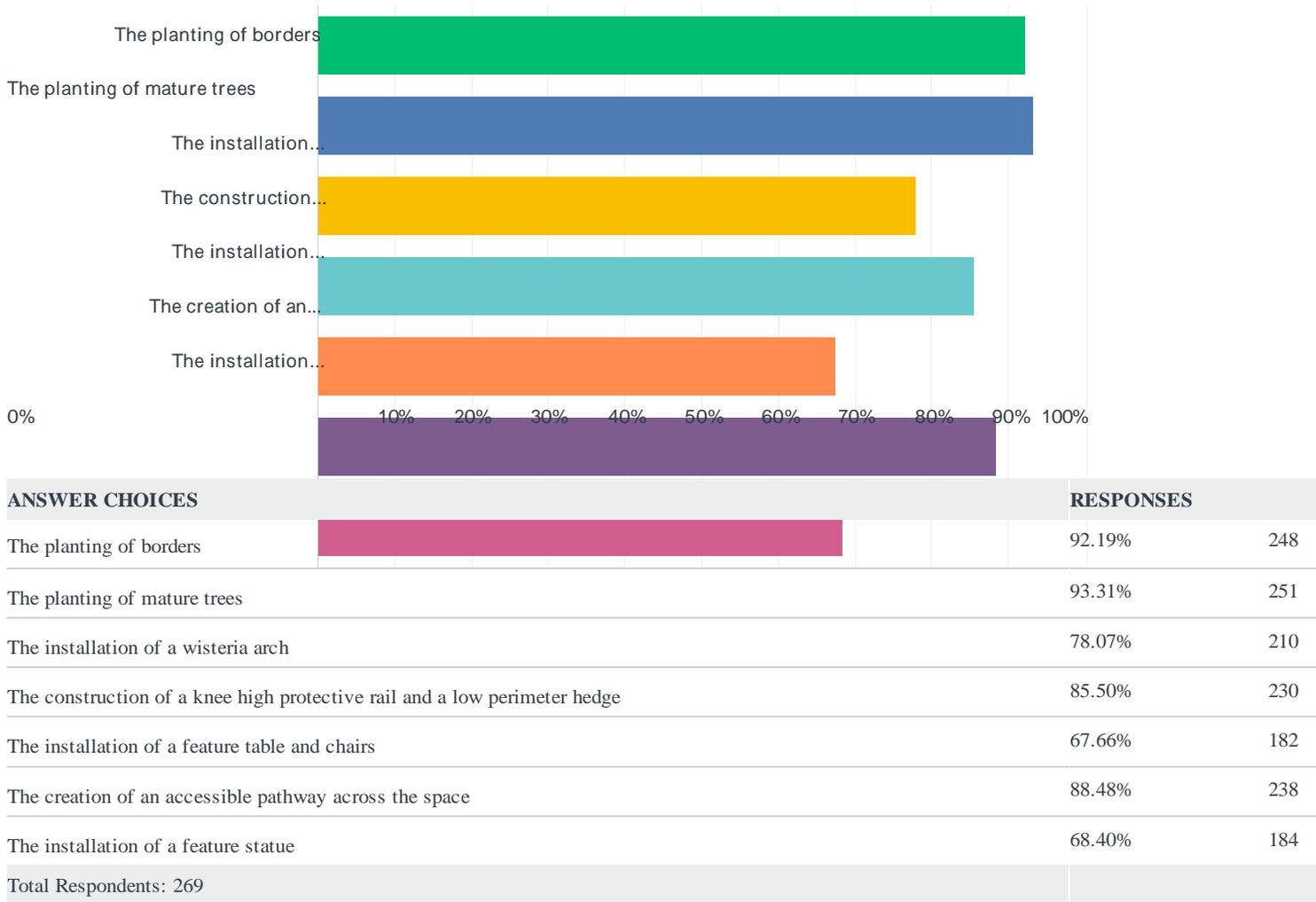


ANSWER CHOICES	RESPONSES	
No	13.97%	38
Yes	86.03%	234
TOTAL	272	

Q5 Please state if you are supportive of the following components of the proposals (please tick the boxes)

Answered: 269

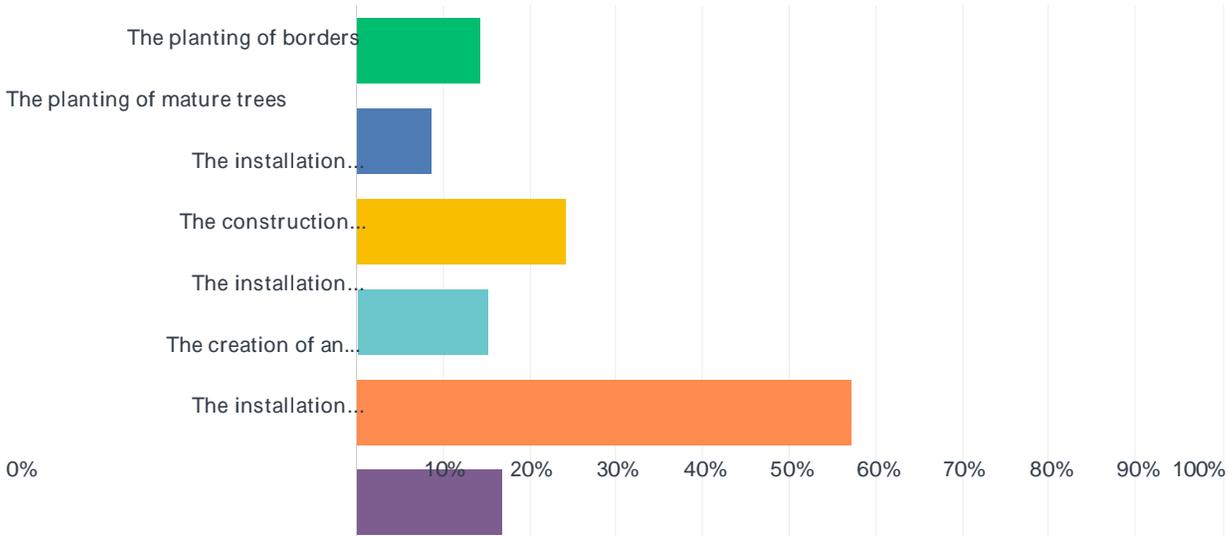
Skipped: 5



Q6 Please state if you are opposed to any of the following components (please tick the relevant boxes)

Answered: 124

Skipped: 150

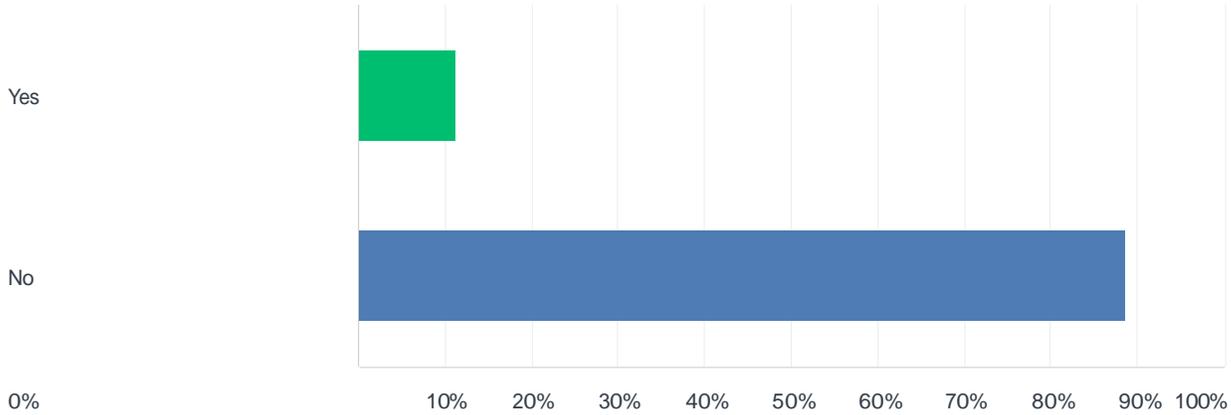


ANSWER CHOICES	RESPONSES
The planting of borders	14.52% 18
The planting of mature trees	8.87% 11
The installation of a wisteria arch	24.19% 30
The construction of a knee high protective rail and a low protective hedge	15.32% 19
The installation of a feature table and chairs	57.26% 71
The creation of an accessible pathway across the space	16.94% 21
The installation of a feature statue	46.77% 58
Total Respondents: 124	

Q7 Would you be interested in becoming involved in a Friends of Bobby's Wood group? This would help maintain and protect the area and could consider any suggestions people had to help improve it.

Answered: 268

Skipped: 6



ANSWER CHOICES	RESPONSES	
Yes	11.19%	30
No	88.81%	238
TOTAL	268	

Q8 If you answered "Yes" to the previous question please provide your contact details so that the council can reach you and provide information about the Friends of Group. If you answered "No" please skip to the next question.

Answered: 40

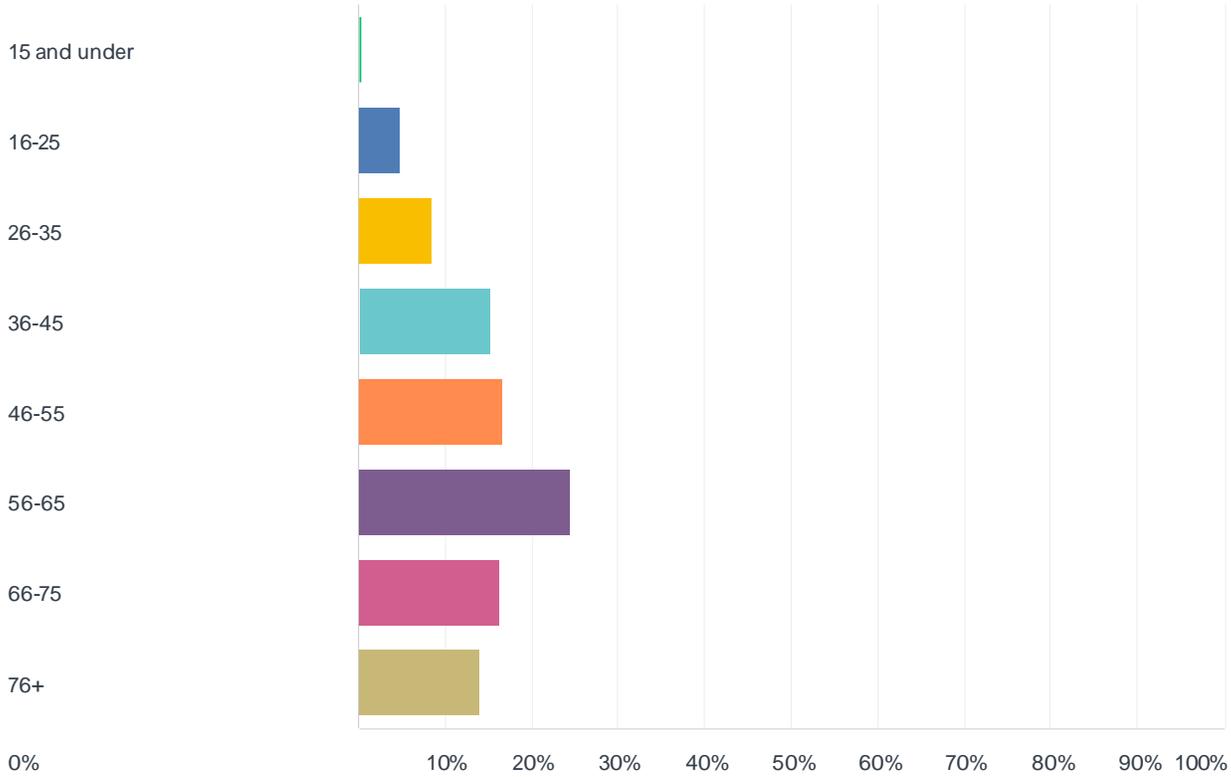
Skipped: 234

ANSWER CHOICES	RESPONSES	
Name	95.00%	38
Company	0.00%	0
Address	95.00%	38
Address 2	52.50%	21
City/Town	60.00%	24
State/Province	0.00%	0
ZIP/Postal Code	65.00%	26
Country	0.00%	0
Email Address	67.50%	27
Phone Number	47.50%	19

Q9 Which age group do you belong to ?

Answered: 270

Skipped: 4



ANSWER CHOICES	RESPONSES
15 and under	0.37% 1
16-25	4.81% 13
26-35	8.52% 23
36-45	15.19% 41
46-55	16.67% 45
56-65	24.44% 66
66-75	16.30% 44
76+	14.07% 38
Total Respondents: 270	

Q10 Are there any further comments that you would like to make about the Bobby's Wood proposals

Answered: 153

Skipped: 121