



CAMBOURNE PARISH PLAN

Steering Committee Report For Parish Council Meeting dated 05 July 2016

Purpose of Report

To report to the Parish Council the progress achieved to date on the Cambourne Parish Plan and to seek the continued support from Parish Councillors through to completion of the Project - end December 2016.

Progress Since Last Report

The steering committee reported to the Council at its February 2016 meeting (CPC/M149). This was followed in March 2016 by a Special Meeting of the Council (CPC/M151) at which the Parish Plan Questionnaire comprising the Cambourne Community-wide Survey; and Young People Survey About Cambourne was considered by and subsequently adopted by the councillors for use in the consultation phase of the Parish Plan project.

Accordingly this report covers the key activities of the consultation phase from mid March through to its close at 30 June 2016.

Engagement with Cambourne Community

- Residents aged 6-11 years

During March the children of Cambourne used their imaginations to produce special postcards showing what they liked about Cambourne and what could make Cambourne even better. The postcard competition was well supported by the local primary schools, namely Jeavons Wood; Hardwick & Cambourne; Monkfield Park; and Vine together with home educated children where known. A group of independent judges had the enjoyable but sometimes difficult task of choosing the winners in each school, each receiving a book token. These were presented along with 'highly commended' certificates to runners up at their respective end of spring term assembly.

Lots of interesting ideas came from this competition, including a zoo, a theatre, better road crossings, a sweet shop, a toy shop, more schools, an ice rink and a gingerbread trail, but the most popular request by a long way was for a swimming pool.

The winning postcards and others formed a small exhibition in Cambourne Library over the Easter holiday, to coincide with the launch of both the Young People Survey and the Community-wide Survey (see below).

The postcard 'data' will inform the Parish Plan.

- Residents aged 11-18 years

(included Cambourne Village College / Comberton Village College students; sixth form students; plus home educated students and young people not in full time education)

The Young People Survey About Cambourne Questionnaire went live online for completion on Monday, 28 March and was also made available for completion in hard copy. The consultation closed on Tuesday, 03 May although responses have continued to be received in hard copy and online.

Both Cambourne and Comberton Village Colleges fully supported the project and members of the steering committee along with Sean Purser (Student at Comberton)

and Jonathan Buwert (Cambourne Youth Worker) took part in assemblies at both Colleges where the team briefly explained what the Parish Council does and how the results of the consultation will influence parish spending over the next 5 to 10 years. The young people have had the opportunity to participate in the YP Big One! Cash Prize Draw which will be drawn at the Community Fete in September.

- Residents aged 18 and over

The Cambourne Community-wide Survey Questionnaire went live online for completion late pm Friday, 08 April and was also made available for completion in hard copy, a copy of which was delivered to each household in Cambourne over the weekend of 9-10 April.

The Questionnaire was initially made available for completion (in hard copy and online) until Sunday, 12 June. Immediately prior to this close date, latest figures suggested that the response rate was sitting at approx. 1,700 households, and that the activities of the steering committee re door knocking and other publicity events was serving to ensure that responses continued to be received at a decent rate.

In consultation with the Parish Chairman, in an effort to secure a response rate greater than or equal to 51% of households in Cambourne, (there are approx.4,000 occupied homes in Cambourne at present) the consultation period was extended by 2½ weeks to finish Thursday, 30 June in order to have every chance of meeting the response target.

Residents had the opportunity to participate in the Earlybird Incentive Cash Prize Draw which was drawn on 16 May; and the Big One! Cash Prize Draw which will be drawn at the Community Fete in September.

Publicity & Communication

- Cambourne Crier

The Crier editorial team have fully supported this community-wide initiative by:

- providing publishing expertise in the printing of both the Cambourne Community-wide Questionnaire and Young People Questionnaire documents; and
- making available its distribution team to deliver the hard copy Community-wide Questionnaire to all Cambourne homes.

In addition the Crier which is delivered to over 4,000 homes in Cambourne has consistently published cover page articles related to the initiative during the consultation period.

- Drop In Sessions

A number of Drop In Sessions were arranged during the consultation period to allow residents to pop in for advice and/or assistance in completing the Questionnaire(s). The two hourly sessions each held at various 'public' locations around Cambourne (e.g. Library; 19 Coffee House) were resourced by committee members. Of the eight sessions only one resident sought advice!

- Drop Off Points

A number of drop off points were established around Cambourne during the consultation period where residents could deliver their hard copy questionnaire response. Of the nine locations the Parish Offices; Library; and Coop Store proved most popular. Around 300 questionnaire responses have been received via the collection boxes.

- Website

The Parish Plan dedicated website was established prior to the start of the consultation period and has been regularly updated. The online version of each questionnaire is accessed via the website. The Parish Council website carries a link to the Parish Plan website.

- Banners and Ground Signs
These were installed at strategic locations around Cambourne at sites agreed with the Parish Council. Certain locations were the subject of vandalism with two banners and signs completely destroyed, however in the main the banners have lasted well and additionally withstood the vagaries of the Cambourne weather these past twelve weeks.
- Totaliser Banner
A 'thermometer' showing the number of households e.g. from zero to 4,000 against available cash prize draw pot of the Big One! Cash Prize Draw is located on the wall next to the Parish Council office entrance on the High Street. The 'mercury' is regularly updated.
- Leaflet Drop
Mid way through the consultation period a further opportunity to raise community awareness to complete the Community-wide survey was taken through a leaflet drop to all households in Cambourne with the delivery of the Cambourne Crier May edition.
- Door-knocking Exercise
Our volunteers have been out each weekend of the consultation period across the various areas of Cambourne. A total of 1,280 homes have been visited - just over 30% of the homes in Cambourne – and spoke with 499 residents. Generally, the volunteers were received well by residents who recalled the Community-wide Questionnaire, either spontaneously or when prompted with the majority committing to complete the survey.
- Publicity Stands
During the consultation period, members of the committee and some of the volunteers hosted a number of publicity stands in visible areas, including The Hub, Morrisons foyer and on the grass area next the High Street.
- Social Media
Regular posts to the various Cambourne Facebook Groups were made throughout the consultation period. These posts provided a direct link to the Parish Plan website online survey page.
- Foam Finger Countdown Campaign
Over the last four weeks of the consultation period the *Big Red* and *Big Blue* foam fingers plus countdown placards were deployed by committee members at the fixed banner locations sited at the A428 and A1198 entrances to Cambourne between 4.00 and 6.00pm, usually on a Thursday or Friday. Based on the number of vehicles passing proved an effective way of raising resident awareness to complete the Community-wide survey!

How Did We Do?

Did we secure a response rate greater than or equal to 51% of households in Cambourne?

From rough cut analysis of the data volumes collected, we believe we are on target to obtain a unique response from at least 2,000 houses in Cambourne.

Data as at 7.00pm Saturday, 25 June:

- Cambourne Community-wide Survey
 - Total Responses: 1,843 (1,560 have given an address, 283 have skipped it)
 - Hard Copies to upload: 165 estimated
 - Unique & Valid addresses: 1,298
 - Incomplete addresses (e.g. just street & postcode): 38

- Young People Survey
 - Total Responses: 555 (326 have given an address, 229 have skipped it)
 - Hard Copies to upload: 10
 - Incomplete addresses (e.g. just street & postcode): 47
- **Merging the Valid Addresses from Each Survey**
 - Produces a unique list of: 1,433 (this is already confirmed)
 - Total surveys to load: 175
 - Incomplete addresses: 85
 - Total surveys where address is skipped completely: 512
 - Potentially there are 772 additional surveys.
 - Based on 1,560 main survey respondents giving us 1,336 unique (1,298 unique + 38 incomplete), applying the same rationale to the 782, gives us: 661

The estimate therefore is 1433 + 661 = 2094 unique addresses responding to a survey = 52.3% of Cambourne Households

Since this data cut was taken, the number of surveys online has already increased by another 70, which is likely to be a combination of hard copy uploads plus additional residents responding to the final door-knocking weekend exercise.

Based on the above in terms of the Big One! Cash prize fund, the *current* unique and valid addresses from the main survey = 1,298, therefore the prize fund stands at £129. However it is likely that we can offer a cash prize of £150.

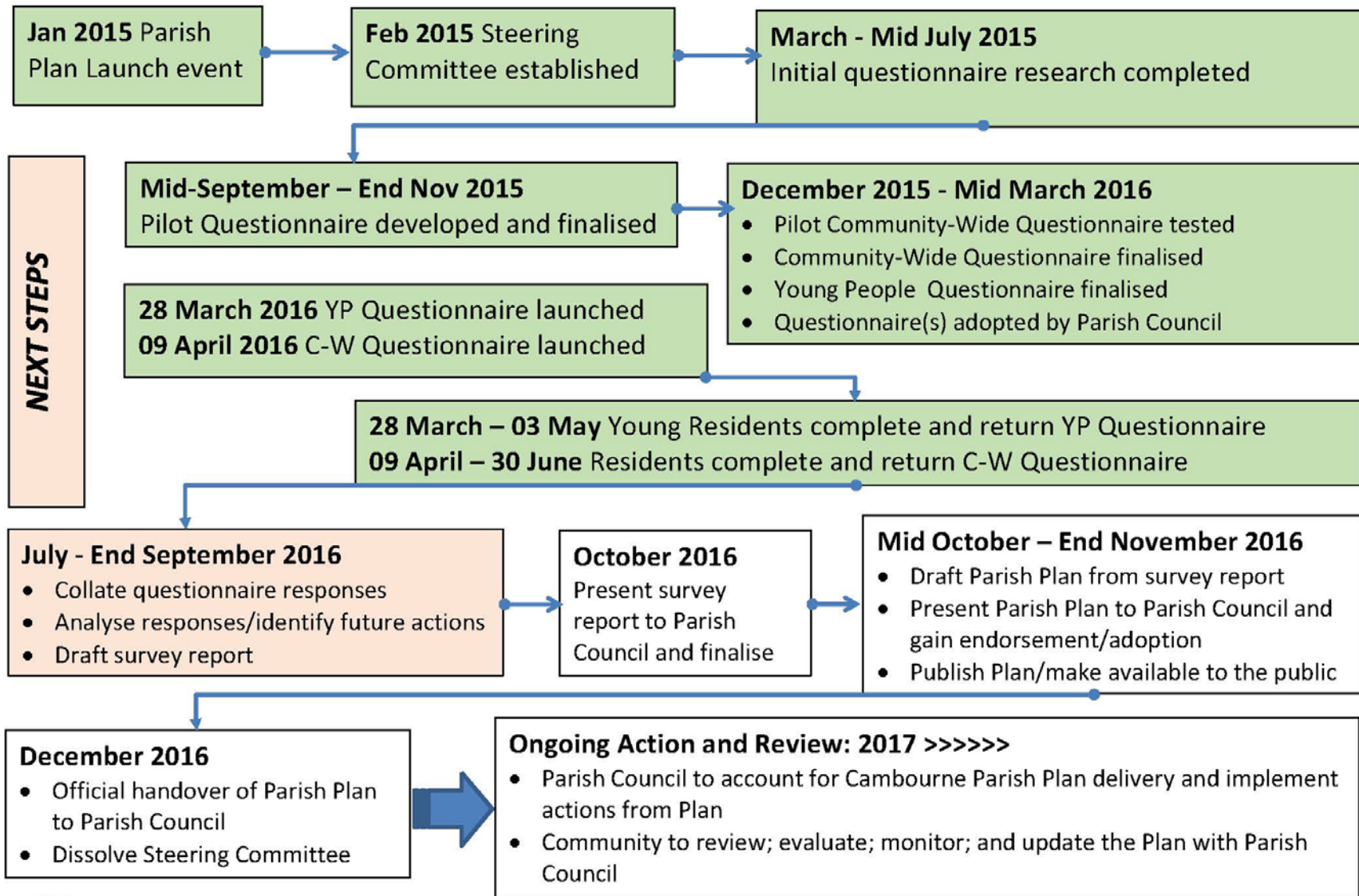
Budget/Financial Update

As at 30 June there remains an anticipated underrun of £2,185 against the available budget funds of £9,800.

Next Steps to Completion

- The steering committee will display its initial findings from the survey data at its stand at the Community Fete to be held in September.
- The steering committee intend to complete the project by no later than end December 2016, twenty-four months after the Cambourne Parish Plan launched in January 2015.
- The steering committee will liaise with the Parish Council to meet the Project Timeline (attached).

Ian Bavin
Chair – Parish Plan Steering Committee



NEXT STEPS



PROJECT TIMELINE