



Suffolk Enterprise
Business Support

Survey Report

for

**The
Saxmundham & District
Community Interest Company**

DOCUMENT DESCRIPTION

The document reports on the findings, and recommendations, arising from a research project conducted by The Saxmundham & District Community Interest Company (SADCIC) into the social/economic needs and wants of various stakeholders of the community, centred on Saxmundham, Suffolk.

The survey covered all residential household and businesses/enterprises in the IP17 postal code area, as well as a special focus on local young people attending local schools.

This research took place over June and July 2008, with the analysis carried out in August. The mass survey was designed to refine ideas generated by a previous consultation exercise, conducted in the preceding months.

This output in turn will be used to help form the basis of an Action Plan, and Business Plan, to direct further activities of the social enterprise, and partners, including funding bids. The current major focus is the specification of a "Community Enterprise Centre" – as a multi-function, multi-agency set of building facilities.

For more information, and the latest news, on The Saxmundham & District Community Interest Company, please visit their website: www.saxcommunity.co.uk

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NB. The main quantitative findings are contained in “Survey Findings”, but to get a stronger qualitative flavour of the response, please check “Illustrative Comments”

***An electronic copy of the full survey report can be downloaded from
The Saxmundham & District Community Interest Company’s website:***

www.saxcommunity.co.uk

EXECUTIVE SUMMARY

The Surveys

1. The main survey of c.5, 500 mailings to all premises in the IP17 postal district, (centred on Saxmundham) returned 1,046 completed questionnaires, giving a very healthy response rate of 19%. This survey employed Royal Mail to hand deliver a newsletter plus questionnaire to every premise – both households and enterprises.
2. 69% of respondents were based in Saxmundham, Kelsale and Benhall. The remainder were mainly from Yoxford, Snape, Friston, Farnham, Rendham, Sweffling, Peasenhall and Sibton.
3. Because youth issues were strongly flagged by the earlier consultations, it was decided to research this area in more depth, by directly researching this group of key stakeholders - local youth (9-17) – using more focussed questionnaires. Thus there was an additional parallel survey in the two major local schools, focussing on pupils attending the Saxmundham Middle School and pupils living in Saxmundham and attending Leiston High School. Questionnaires were delivered to the schools for distribution and return. This target group returned 291 completed questionnaires.

SADCIC & the Community Enterprise Centre

1. **An overwhelming 92% of respondents, of the main survey, supported the development of a new multi-function “Community Enterprise Centre” for Saxmundham.**
2. The general purpose combination of large hall, for general social / economic use, and a dedicated youth club room, would form the “starter pack”.
3. However, the centre was seen as providing a wide range of various social and economic needs - to fill a vacuum in Saxmundham - which could be met by a multi-agency approach to the supply of services eg a mix of public sector, private sector and third sector (community & voluntary groups and social enterprises).
4. The majority of respondents felt the youth of Saxmundham had been badly let down by the local authorities, for many years, even though the town has doubled in size in recent years.
5. The extra youth questionnaires/survey highlights were:
 - i) Over 80% of youth respondents were unhappy with amenities for youth in Saxmundham
 - ii) The current popular interests, for well over half of the respondents, were indoor: computer/electronic games and watching TV DVDs.
 - iii) The most popular demands were for a youth club (especially at week-ends for the 14+), a skate park, outdoor shelters to ‘hang around’ and an all weather soccer/ hockey/basketball pitch.

Other Findings for Other Agencies to Action

The main survey included some questions covering topics requested to be covered by “Businesses of Saxmundham” – the local business trade association.

1. When supporting local businesses, 94% of respondents claim to “shop” locally at least once a month, with 56% frequenting 4 or more local suppliers in that period.
2. When asked what other shops, trades, professions and other enterprises they would like to see in Saxmundham, the three main responses cited by respondents were:
 - i) Shoe Shop
 - ii) Clothes shop (of all sorts – adult female, male, young – budget and premium)
 - iii) New and/or additional Supermarket (ASDA etc., but not another local Co-op)
3. It is apparent from the responses that Saxmundham has a major residential split between the economically disadvantaged and the relatively well off, in terms of retail outlet requirements.
4. It is very interesting to note that a large number of people are asking for outlets that already exist in the town. Either these people are ignorant of the existing facilities in town, or the existing suppliers simply don’t meet their requirements of choice, cost or convenience. There is some evidence to support the latter.
5. When respondents were asked about additional shopping factors that might lead to their greater use of Saxmundham High Street the most highly rated was an increased variety of shops. However, a noticeable number of respondents compared Saxmundham unfavourably with neighbouring towns eg Halesworth in terms of attractiveness, parking charges, pedestrianisation and the mix of retail outlets.
6. The last question was a catch-all for any community opportunities not already covered. The top ten items raised were, in order of popularity were:
 - i) New Surgery
 - ii) Free Car Parking
 - iii) Traffic-Free high Street
 - iv) Less Charity Shops
 - v) Improved Bus Schedule
 - vi) High Street Facelift
 - vii) Increase Police Presence
 - viii) Reduce Business Rates
 - ix) Shuttle Bus
 - x) Cut illegal parking

NB. The number of responses relating to the New Surgery significantly exceeded the next four requests put together.

RECOMMENDATIONS

1. The Community Enterprise Centre proposal needs to be followed up strongly, as it has very wide support, and it needs to ensure a strong youth focus in all areas of economic and social activities. The next steps and timeframe will be important factors to communicate, and probably stronger than before.
2. A number of respondents referred to numerous past surveys and consultations – none of which apparently developed into anything. Some see these exercises as a PR activity with no feedback. A public explanation should be formally given for all those ideas that are not feasible for one reason or another. The reasons should come from, and be quoted from, the most appropriate body eg Suffolk County Council(SCC), Suffolk Coastal District Council (SCDC), Saxmundham Town Council (STC), Businesses of Saxmundham (BoS) and SADCIC, but consolidated, and promoted, by SADCIC, as a follow up to this survey. This could form an appendix to the ensuing Action Plan?
3. A “quick win” for the youth of Saxmundham would be the provision of “teenage shelters” – style chosen by the youth and located in open space areas with good visibility for safety. SADCIC or STC to lead?
4. SADCIC needs to invest more time and effort into educating the community as regards the nature of their enterprise, especially the fact that it is a social enterprise and not part of the public sector and that its initial funding will be by grants i.e. its work does not require local tax payers funding.
5. Several references were made to existing facilities. SADCIC should widely promote and make available their audit of existing facilities and groups - The Saxmundham Profile – to make it clear that these have been identified and explored.
6. SADCIC to discuss the potential for community use of the three run-down/running down sites of the old Primary School, the Middle School and the Saxmundham Resource Centre.
7. SADCIC, Saxmundham Town Council and Businesses of Saxmundham may find a joint “site visit” to Halesworth, and a meeting with their town council, may prove beneficial, as Halesworth was cited by a number of respondents as a possible general benchmark.
8. SADCIC should consider researching tourists (business and private) as to their potential needs and wants that might be met by the Community Enterprise Centre. Revenues gained from tourists should be able to subsidise activities for local residents, especially the youth and elderly.
9. Businesses of Saxmundham need to promote themselves better to local residents to ensure that they are aware of them and understand what they offer. Perhaps they

should work in partnership with Saxmundham Town Council to raise general awareness and understanding of what's on offer in the town.

10. STC, in partnership with SCDC and SCC, to publicly review options/implications of pedestrianising some of the town centre eg Market Square and/or High Street.
11. STC, in partnership with SCDC, SCC and public transport suppliers, to publicly review enhancing Saxmundham as the travel hub for the wider district – not only to bring in people from the surrounding villages, but also to encourage tourists to use Saxmundham as a base.
12. All stakeholders may wish to study reports on Regional Winners of The 2008 Market Town Awards: www.markettownresources.co.uk/2008MTAWINNERS/mtawinners

BACKGROUND

The Saxmundham & District Community Interest Company (SADCIC)

“The Saxmundham & District Community Development Partnership Ltd” (SADCDP) was formed in February 2007, after several public meetings. It converted into a Community Interest Company in December 2007, to underline the fact that it was an embryonic social enterprise – a business with a social aim. In the longer term it plans to achieve commercial sustainability through trading activities. Any assets the company eventually acquires will remain the property of the company and any future potential profits will be ploughed back into the company – for the benefit of all in the local community.

SADCIC is a non-political and non-sectarian organisation run on democratic principles. It strongly advocates the concepts of promoting equality, fairness openness and accountability - treating all people according to their needs. No individual will be unjustifiably discriminated against. SADCIC is committed to regenerating the area and helping to create a vibrant and thriving district, for the wellbeing of all those who want to live, work and enjoy leisure pursuits in Saxmundham and district.

SADCIC has a board of directors who represent various community interests but make decisions for the benefit of the whole community. The directors are all unsalaried volunteers.

Community Development Companies

Thus SADCIC is a “community development company” and while there is no one model for community development companies they are all enterprises with social objectives which are actively engaged in the regeneration of an area, whilst ensuring that the benefits are returned to the community. They are concerned with the long term regeneration of an area in its widest sense - with its economy, its environment, its facilities and the services and the 'spirit' of its communities. They seek to be financially self-sufficient and independent - not just relying on grants. They aim to create assets in the community and make a profit - but not for private gain.

The creation of local community development companies is actively encouraged by the Government and the SADCDP was formed with the local support of both Saxmundham Town Council and Suffolk Coastal District Council. Other community development companies have been set up in the rest of England, including other areas of Suffolk eg Leiston, Framlingham and Wickham Market.

Scope of Work

Responding to local needs, community development companies make things happen in their community, e.g. community/resource centres, business start up, managed workspace, recycling, environmental improvements, management of public space, advice and debt counselling, welfare advice, energy efficiency advice, family support, child care services, community grants schemes, affordable housing, volunteering, job training, youth work, micro credit, supplementary education, community safety, transport schemes, festivals and arts activities, sports and leisure, community cafes and restaurants, food markets, healthy living schemes.

SADCIC has been formed not to supplant other enterprises and activities but to address needs and wants which are not being addressed, as determined by all members of the wider community.

Partnerships

SADCIC is not directly connected to, or run by, the local Town Council or District Council.

However, in pursuing its aims to support the well-being of the local community, The Saxmundham & District Community Interest Company actively seeks to work in partnership with other public sector, private sector and third sector organisations.

Research & Consultations to Date

Throughout 2007 SADCIC conducted an audit of local amenities and facilities, and consulted with residents, and other local organisations, on their needs and wants. Two major public consultations were held – one with other local agencies, bodies and groups, and one with the general public. Both meetings were held in the Market Hall, High Street, Saxmundham.

From this work, SADCIC has compiled a local “Profile”, including an audit of existing facilities and local groups and organisations, and a list of stakeholder requests. This work then needed further quantitative research to draw up a list of priority requirements.

From the earlier work, three key issues had been identified as critical to the future development of Saxmundham town and where SADCIC could play a significant role in helping to develop solutions:

1. Improving the local economy, especially provision of higher skilled/paid jobs
2. Community facilities for enhancing sport and leisure provision
3. Youth facilities linked with the above, but also some independent facilities

Other Suffolk towns and villages have shown that these improvements are possible and SADCIC is determined that Saxmundham is not to be left behind to degenerate into a “dormitory town” with diminishing local opportunities and facilities.

SURVEY OBJECTIVES

Most of the local requirements gathered so far could be met by building a multi-function, multi-agency “Community Enterprise Centre” – combining various social, leisure, sports and commercial interests for the district.

However, it is recognised that such a centre would need to generate sufficient ongoing funding – in addition to the initial grant funding to build the centre - to run and maintain it in the longer term. Thus certain facilities would need to cross-subsidise others.

This document reports on that next stage of further quantitative research to help build a specification for a sustainable “Community Enterprise Centre”, which supports:

- Valuing Our Young People
- Developing the Local Economy and Quality of Employment Opportunities
- Supporting an Active Town & District.

Thus the overall survey objectives were to:

- 1. Discover the general level of community support for the “Community Enterprise Centre” concept.**
- 2. Help refine the possible facility specification of a “Community Enterprise Centre”, by assessing the level of demand for the various requirements gathered so far.**
- 3. Investigate the use and views of the current Saxmundham businesses, and identify missing business elements.**
- 4. Capture any other comments, queries or suggestions that would help this quest.**

SURVEY TECHNICAL INFORMATION

Target Respondents

In SADCIC’s governance documents it states that its “Objects” are for the benefit of the inhabitants of Saxmundham (the civil parish of Saxmundham and neighbouring parishes, including but not limited to the civil parishes of Benhall and Sternfield, Friston, Great Glemham, Kelsale cum Carlton, Peasenhall, Rendham, Snape, Farnham and Stratford St Andrew, Sweffling, Yoxford and Sibton.

However, it is accepted that the coverage will ebb and flow according to different stakeholder demand for facilities in Saxmundham.

Sampling Frame & Survey Methodology

Given the general lack of resources in personnel and funds for a quantitative survey, SADCIC opted for a mass postal survey of all premises in the area generally covered by SADCIC.

Royal Mail was contacted to investigate ways and means to utilise their professional resources, to cover what is essentially their IP17 postal area, centred on Saxmundham.

The SADCIC board finally opted for the simple solution of commissioning the Royal Mail to deliver a questionnaire package to all premises in the IP17 postal area.

The Questionnaire Package

The package comprised 4 items:

1. C4 printed envelope (white)
2. C5 printed envelope (manilla)
3. A3 newsletter 4/4 folded to A4
4. A4 double-sided questionnaire

The C5 envelope was printed with a Freepost return address to the home of one of the SADCIC directors.

The C4 envelope was printed with a promotional message for the survey purpose.

The questionnaires were printed locally with sequential numbers to allow for the small incentive of a prize draw with prizes, supplied by a local business association "Businesses of Saxmundham" to encourage response.

The C5 envelope, newsletter and questionnaire were stuffed into the C4 envelope which was then sealed. These packages were then added to the delivery postal rounds covering IP17 for hand delivery by the postmen.

Fieldwork

The fieldwork (delivery and recovery of questionnaire) took place over June/July, 2008.

Analysis

Of the c.5, 500 mailings, 1,046 were completed and recovered, giving a very healthy response rate of 19%.NB.The exact figure is not known as 5,500 questionnaires were printed and the Royal Mail recycled unused ones. There were also a few reports of non-delivery.

The 1,046 questionnaires were then methodically analysed manually by two SADCIC (volunteer) directors, over the following month of August.

The "total counts" and marked up questionnaires were then passed to Suffolk Enterprise Business Support (SEBS) for distilling into this report for action. SEBS itself is a social enterprise and has produced this report free-of-charge. (For more information on Suffolk Enterprise Business Support, and any queries, please refer to the SEBS website – see web link at the foot of the page)

THE QUESTIONNAIRE

The questionnaire was designed and tested by SADCIC. It was kept short and simple - to focus on the key requirements, encourage completion and simplify the manual analysis.

It was printed on two sides of A4, contained an explanatory introduction, four closed ("tick box") questions, two open questions and a classification question relating to respondent geographical location:

District Questionnaire for Future Amenities

Three key issues have been identified as critical to the future development of the town and where Saxmundham & District Community Interest Company can play a significant role in helping to develop solutions

- **Community facilities for enhancing sport and leisure provision**
- **Youth facilities linked with the above but also some independent facilities**
- **Improving local economy especially provision of higher skilled/paid jobs.**

From the public consultations so far, most of the requirements people have asked for could be met by building a multi-function Community Enterprise Centre, combining various social, leisure, sports and commercial interests for the district. Saxmundham & District Community Interest Company believe we can raise the £1-2million necessary to design and build such an amenity, by bidding for grants specially created for social enterprises. However, we recognise that the facility would need to also generate sufficient additional funding to run and maintain it in the longer term. Certain facilities will need to cross-subsidise others.

Similar smaller such buildings can be found at Wickham Market (Resources Centre), Stratford St.Andrew (The Riverside Centre) and Lowestoft (The Aspire Centre). Therefore we need your help to find the right balance of building functions and facilities to ensure that our building not only meets most needs but also generates sufficient funding to cover its eventual running costs.

1. Would you support development of a new multi-function Community Enterprise Centre for Saxmundham?

Yes No

2. The following might feature as part of a new Community and Leisure facility. Can you indicate your preference for these features by numbering in order of preference all of your selections - 1 being most favoured and 13 the least. You need only select the ones you are in favour of.

- | | |
|---|---|
| • Large hall for indoor sports/events | <input style="width: 50px; height: 15px;" type="text"/> |
| • Commercial kitchen facilities | <input style="width: 50px; height: 15px;" type="text"/> |
| • Bar | <input style="width: 50px; height: 15px;" type="text"/> |
| • Café for daytime/evening use by public | <input style="width: 50px; height: 15px;" type="text"/> |
| • Public library (with internet/IT facilities) | <input style="width: 50px; height: 15px;" type="text"/> |
| • Youth club dedicated room (with access to café and other communal facilities) | <input style="width: 50px; height: 15px;" type="text"/> |
| • Meeting rooms for hire by community organisations and other enterprises | <input style="width: 50px; height: 15px;" type="text"/> |
| • Parent and toddler facility | <input style="width: 50px; height: 15px;" type="text"/> |
| • Outdoor play area for younger children | <input style="width: 50px; height: 15px;" type="text"/> |
| • Adult education training room(s) facilities | <input style="width: 50px; height: 15px;" type="text"/> |
| • Social care facilities | <input style="width: 50px; height: 15px;" type="text"/> |
| • Small business office units | <input style="width: 50px; height: 15px;" type="text"/> |
| • Other - please describe below | <input style="width: 50px; height: 15px;" type="text"/> |

The following questions relate to your usage of the High Street and surrounding local businesses

3. Apart from Somerfield how many local businesses in and around the High Street do you support on a regular basis? (i.e. at least once a month) - please tick the relevant box.

None 1 to 3 4 to 6 over 6

4. What other shops, trades, professions or other enterprises would you like to see in Saxmundham? (Insert 3 maximum in box below)

5. Would you use Saxmundham High Street more regularly if any of the following options were available? Please indicate order of preference 1-6 (1 is most preferred)

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5. Would you use Saxmundham High Street more regularly if any of the following options were available? Please indicate order of preference 1-6 (1 is most preferred)

- Increased variety of shops?
- No early closing on Thursday?
- Later closing on a specific night?
- More paid car parking?
- More time restricted free car parking?
- Improved free / cheap transport into the town from surrounding parishes?

Additional comments not covered on the form

6. Whether you support or disagree with the above comments and questions please let us have any other comments that you feel we should be taking into account. If there is insufficient space then feel free to write to Phil Peeling 4 Heron Road, Saxmundham IP17 1WR or email (phil@saxcommunity.org.uk)

If you wish to be included in prize draw please insert your telephone number into the box and return questionnaire by **7th July 2008**

tel:

7. I live or work in....Please tick appropriate box below or insert your Parish name:-

Saxmund- -ham	Benhall & Sternfield	Farnham & Stratford S A	Friston	Great Glemham	Kelsale cum Carlton	Peasenhall	Rendham

Snape	Sweffling	Yoxford	Sibton	Other Parish Name

SURVEY FINDINGS

An overwhelming 92% of respondents supported the development of a new multi-function “Community Enterprise Centre” for Saxmundham.

From additional comments made by some non-supporters it is clear that they did not appreciate the social enterprise nature of SADCIC and thought that the cost of this facility would adversely affect their local council tax.

Respondents were then asked about which features they would prefer the centre to contain, from a pre-printed list, based on earlier consultation suggestions, and asked to rank those they would like to see in order of preference – A score of 1 being the most favoured down to a possible 13 (if they wanted all the features).

The features presented in rank order of popularity (average score) are:

Feature	Average Score
Large hall for indoor sports/events	2.2
Youth club dedicated room (with access to café and other communal facilities)	3.9
Public library (with internet/IT facilities)	4.7
Café for daytime/evening use by public	4.9
Commercial kitchen facilities	5.3
Meeting rooms for hire by community organisations and other enterprises	5.3
Adult education training room(s) facilities	6.0
Parent and toddler facility	6.3
Outdoor play area for younger children	6.4
Bar	7.0
Social care facilities	7.1
Small business office units	9.4

By far and away, the feature in greatest demand – essential - is a “large (general purpose) hall”, with all of the rest of the features, bar one, spread over only a 3 point difference. However, a dedicated youth facility is also something most respondents see as vital.

The least popular, perhaps not unexpectedly, was the small business units – given that most respondents had a residential outlook. Nonetheless it would be one feature that could earn income to pay for others.

The next three questions related to local business outlets, retail, commercial, trades and professional.

Firstly, respondents were asked roughly how many local businesses they “supported” on a regular basis (ie at least once a month).

The frequency distribution was:

None	1 to 3	4 to 6	Over 6
6%	38%	36%	20%

Thus 94% claim to “shop” locally at least once a month, with 56% frequenting 4 or local more suppliers in that period.

Respondents were then asked what other shops, trades, professions and other enterprises they would like to see in Saxmundham.

The most popular, in ranked order, were:

Over 100 responses

1. Shoe Shop
2. Clothes shop (of all sorts – adult female, male, young – budget and premium)
3. Supermarket (ASDA etc., but not Co-op)

50 -100 responses

4. Swimming Pool
5. Greengrocer
6. Chain Store Outlet (eg Peacocks, Woolworths, W H Smiths etc...)
7. Large DIY/Hardware Store

20-50 response

8. Coffee Shop/Café
9. NHS Dentist
10. Grocery Shop
11. Drapery Shop
12. Fishmonger
13. Health food / Herbalist
14. Deli / Specialist Food
15. Larger / Improved Market

Miscellaneous remainder

16. Bakery
17. Family Pub
18. Large Bookshop
19. Travel Agent
20. Farmers market
21. Florist
22. Garden Centre
23. Furniture Shop
24. DVD / Games Hire
25. Laundrette
26. Craft / Hobby Shop

Several added that they wanted less charity shops.

The three latest retail additions to Saxmundham High Street have been a third charity shop, a third fish and chip shop and a pawnbroker, perhaps underlining the fact that outside Ipswich and Lowestoft, the area of Saxmundham and Leiston scores the highest multi-deprivation factor in the whole of Suffolk.

It is apparent from the responses that Saxmundham has a major residential split between the economically disadvantaged and the relatively well off. For example on the question of a new supermarket, which both groups want, one group is looking for Pound Stores, Aldi, Lidl, ASDA, Morrison's and TESCO while the other wants M & S and Waitrose. These responses tie up with other calls for, on the one hand, a laundrette, drop-in centre, affordable housing, amusement arcade, credit union and betting shop with a wine bar, antique shop, smarter pubs, a saddlery and computer shop, on the other hand.

It is very interesting to note that a large number of people are asking for outlets such as a greengrocer, florist, coffee shop/café, bakery, deli/specialist food, hairdresser, dry-cleaner, butcher, gift shop, pet shop, solicitor, cobbler, wet fish shop, toy shop, stationery and a newsagent. Either these people are ignorant of the existing facilities in town, or they don't meet their requirements of choice, cost or convenience. It is also true that a number of outlets offer multiple services, which may not be apparent to the occasional visitor.

Other minority, more exotic, interests left included a KFC outlet, an ice rink, an Olympic-size swimming pool and an Ann Summers outlet...

Respondents were then asked to rank their preference of an additional list of shopping factors that might encourage them to use the town centre suppliers more often. The ranking started with a score of 1 (to signify the most important factor) down to 6.

Factor	Average Score
Increased variety of shops?	1.5
More time restricted free car parking?	2.8
No early closing on Thursday?	3.2
Improved free / cheap transport into the town from surrounding parishes?	3.7
Later closing on a specific night?	3.9
More paid car parking?	4.1

The most important factor that would add the greatest value to making Saxmundham town centre more attractive to most respondents, by a significant margin, is an increase in the variety of shops.

Of course this is not easy to achieve but the second most popular factor of more short-term free car parking may be a more attainable goal.

All the other ratings were more or less within one point of each other, with a score 3 – 4.

The last main section question, was a catch-all question which aimed to capture any ideas not captured elsewhere.

The Top Five (in ranked order)

- i) New Surgery
- ii) Free Car Parking
- iii) Traffic-Free High Street
- iv) Less Charity Shops
- v) Improved Bus Schedule

NB. The number of responses relating to the New Surgery significantly exceeded the next four requests put together.

Other responses that followed

- vi) High Street Facelift
- vii) Increase Police Presence
- viii) Reduce Business Rates
- ix) Shuttle Bus
- x) Cut illegal parking
- xi) Restrict Parking in High Street
- xii) Introduce Saturday Market
- xiii) Improve Train Schedule
- xiv) No more Houses
- xv) No more Estate Agents

An analysis of where respondents were based showed:

Respondent Location	Percentage of Respondents
Saxmundham	48%
Kelsale	12%
Benhall	9%
Yoxford	8%
Snape	6%
Friston	5%
Farnham	4%
Rendham	3%
Sweffling	2%
Peasenhall	2%
Sibton	1%

Other locations with less than 1% of respondents included Gt. Glemham, Westleton, Dunwich, Bruisyard, Middleton and Darsham. They make up c. 3% of all respondents.

In addition, a few appear to come from IP17 property/business, where the owner resides elsewhere eg London, Woodbridge and Blythburgh.

The next three sections take a selection of quotes from respondents who were adding further clarification of their interest with comments, queries and suggestions.

As the summary of the quantified topline analysis has been presented, this qualitative individual feedback explores the variety of respondent feelings and their proposals to help positive action to regenerate the town of Saxmundham. Some are simple, others more complex, some are at the mercy of market forces and some are innovative. They are best read, in toto, without further embellishment to illustrate the range and depth.

ILLUSTRATIVE COMMENTS: GENERAL COMMUNITY

This selection of responses covers general community topics of possible interest to a number of stakeholders who may wish to investigate further to see if they, or a partnership, can provide some of the solutions...

Youth

"Youth facilities so crucial."

"As a 78 year old with a car, who uses Saxmundham frequently, much of this does not apply to me. I feel strongly that there should be more provision for young people, and a community and leisure facility is an excellent idea."

"It's really sad that, with all the new houses on Brook Farm, the council have done nothing in the way of doing/thinking of what the children can do in Sax. they are bored. We need something for a newer generation."

"Most important – anything for teenagers."

"Compared to other local towns sports facilities and facilities for young people are definitely "left wanting"."

"Saxmundham is a great little community to live in, but the kids require a focal point. I appreciate the skate park is ongoing, but for how much longer? A generation of kids has nearly grown up waiting. But, again, I see Woodbridge has been successful."

"Youth of Saxmundham – why have they got nothing?"

"The main thing that Saxmundham lacks is a community building for our children. There is nothing provided to keep them off the streets."

"Personally I think an evening café with game machines, Juke Box, Pool tables and soft drinks etc. would be very good – keep the youngsters off the streets. If I ever won the lottery, that is one thing I would try and set up."

"Skate park is a great idea because it is somewhere the youth of the town can go."

"A good youth club would be handy – CYDS is only open one afternoon a week. They need somewhere to go."

"Outdoor play area for older children – bike scrambling course (push bikes) and Skate Park"

"Skate Boarding Park – What happened to the money?"

"Provision for teenagers in Saxmundham has been woeful – decision-makers need to address this, rather than complain about "problems of young people on the street"."

"I would like to see more facilities for the young people, as there is nothing for them to do in the evenings"

"We need a bicycle track for youngsters to run off their teenage energy. Not all people want to play sports!!"

"Cycle speedway or scramble track for the youth."

"I feel this town lacks facilities for our young people, especially the teenagers. It would be nice if they had a café to go to in the evenings."

"feel we really need to cater more for youngsters during holidays and weekends and possibly evenings. How about asking at schools what is needed most for them."

"Youth need somewhere to go – FREE!!"

"A safe place for our young people would benefit the whole community – as well as giving a learning opportunity."

"As a mother to 2 teenage boys it would be such a relief if there was somewhere for them to go instead of just wandering around. They don't want anything fancy or high tech, just somewhere warm and dry, where they can "hang out" with their friends."

Elderly/Vulnerable

if you haven't consulted older people directly, we suggest that you do."

"meeting place for older retired people with heavily subsidised coffee and tea area."

"I think the development of Sax has to include all ages, without bias, as we are all living longer. The recycled teenagers (OAP's) need free extra help getting from A to B and helping to provide activities for them."

"55 + club. I am a pensioner and fully back projects for the young, but us oldies are often ignored."

"Toddlers already fairly well catered for now. What about a quiet outdoor space with seating for relaxation, friends to meet and chat."

"The youth club facility should be separated from the main community hall. Unsupervised young people become rowdy and would intimidate more mature would-be users."

"Adventure playground for pensioners."

"Too many retired people – unbalanced community."

"You do not mention a facility for the over 60/65's – a growing community in numbers that need support help and free parking."

Education

"Youth clubs, unless run properly, do not solve the "youth issue". Education and training, in my opinion, will stimulate interest of self-improvement and possibly self-enterprise."

"Educational resource for teenagers and young adults – colleges too far away."

Transport

"I think public transport is key. Saxmundham should be a hub for regular transport to surrounding villages which should connect with trains to Ipswich/Lowestoft."

"We contribute more than enough on our rates now for things we don't actually use. Public transport is non-existent in our rural area. Coast Link only works 7am-7pm and has to be pre-booked or wait hours/carted about with the rest on the bus."

"Please try to ensure that buses calling at the station do link their timetables to those of trains."

"The Saxmundham bus junction has been poorly located."

"We need some public transport on Sundays and Bank Holidays"

"Even the Norwich bus service twice a week gets full in winter by the time it reaches Yoxford. More buses needed, now fuel is so expensive."

"Low cost/free public transport from surrounding villages is essential for the development to have any relevance to these communities."

"A monthly free circular bus route, with a contribution box."

"A communal taxi service."

"Bicycle racks in the High Street and at the station."

"Off-road cycle track to Leiston."

"As I have to walk into Sax from Kelsale, I would like to sit down for a while – not one seat in sight."

"Electric small vehicles"

Health

"Although I support this idea, we desperately need a medical centre or bigger surgery – more people are moving out this way – the surgery is pushed to its limits."

"Why don't you concentrate your energy in sorting out decent dentist/doctor care! Having to wait up to 17 days for an appointment with your own doctor really is the limit. And who can afford the dentist!!"

"We need better social care facilities and healthcare day centre for older and disabled people."

"Medical centre incorporating NHS dentists and social care facilities."

"Local out of hours clinic facilities."

"We need another doctor's surgery – not a bigger one but another one."

Employment

“Apprentice work for 16 year olds and upwards.”

“Encouraging quality employment into the town would be my number one priority.”

“There is a need for higher-skilled jobs locally to make Sax a thriving community and not just a dormitory town – also very important to have more facilities to keep our young people or encourage them to return following further/higher education.”

“Bring in industrial and commercial companies to the town to generate help for the employment problem and to keep the High Street alive.”

“Development of derelict brown field sites for job creation schemes.”

“Support for unemployed who have to retrain as no one will take them on because of no experience.”

“Encourage more light industrial businesses for local job creation.”

“By putting a superstore in Saxmundham like TESCO would create a lot of jobs for people living in the town.”

“We see the land for sale on the A12, off Rendham Road, is marked as light industrial. Why hasn't it been utilised to provide jobs for the unemployed in Sax and the surrounding area? To our knowledge it has sat unused for 20 years or more.”

Police

“It would be nice to find the police station manned, at least during the day. After all, Saxmundham is a town!!!”

“The police station should not be part-time.”

“clamp down on constant double-yellow line parking on the High Street – causing congestion!”

“before you decide on anything, the traffic problem in the High Street wants to be sorted out first...at evenings there have been up to 19 cars an hour parking on the zig-zags.”

ILLUSTRATIVE COMMENTS: COMMUNITY ENTERPRISE CENTRE

This selection of responses covers topics of that fall more in the purview of The Saxmundham & District Community Interest Company interest who will need to investigate further to see if they, or a partnership, can provide some of the solutions...

Centre Design & Siting

“Sax needs a basic community centre which people/organisations can hire for regular plus one-off events. More or less every village and town has one but Sax does not – the Market Hall is not really the right venue.”

“Support, dependent upon design of building being environmentally friendly and of architectural design – not visually offensive. Stratford is a bad example.”

“Very careful thought must be given to the siting of a Community/Leisure Centre so that it is inclusive.”

"I am very much in favour of such a community project – depending on its site – needs to be central and easily accessible."

"If the consensus is that we need a community centre, please could we ensure that it is "eco-friendly", green and a leading facility in the area?"

"Why not make Carlton Park into a proper park with paved walks, more trees etc.? We have a real asset on our doorstep that is under-utilised – ideal site for a community centre."

"The old primary school has been standing empty for some considerable time now. Is it not possible to make use of this building."

"What a pity the old primary school could not be put to community use – an eyesore for the last few years!"

"The old primary school would be ideal youth club and skate park in one."

"It makes no sense to set up a new building when the Middle School site is ideal for expanding and redevelopment for community use, following the move to two-tier."

"Nowhere here does it mention the closing of the Middle School. You should be working in tandem with the educational school organisational review team to talk about the future use of the site."

"Sax, with its growing population, does need facilities – the Middle School ticks all the boxes!"

"A building / facility which makes Saxmundham proud and gives its teenagers focus and self-esteem."

Centre facilities

"Workshop areas within the large hall, equipped with sound and lighting – drama and dance studios, soundproof music room, recording facilities. Let's nurture the talent of Saxmundham!"

"A large hall with side rooms and kitchen could accommodate many functions – plus an information board, or room, to promote travel info, local clubs, medical services etc.."

"Ensure you support such as St. John's Ambulance, scouts, guides, dance and drama groups etc."

"Citizens Advice Bureau centre."

"Information/advice centre."

"Internet Café (supervised) for the young and older members of the community."

Computer training."

Ought to be subsidised office units for small/start up businesses"

"There should be better "expert" support for local enterprises who work voluntarily to offer facilities for the community – help and advice about licences, law, marketing, vehicles etc..."

"encourage hubs for "remote working" to reduce commuting – would help regenerate this great town"

"Local exchange trading scheme."

"If there were to be business units at this new community enterprise centre, perhaps one could be a gallery or shop for local small scale artists or crafts people. It could help them to become businesses instead of just doing something for a hobby."

"Large hall should also have stage for drama, choir etc. productions with dressing room facilities."

"A Community Radio Station and Recording Studio."

Dance studio which can be used for all types of dance, yoga, Pilates etc... (one wall of mirrors). And we need plenty of free parking at this centre."

"Roller Disco for children/teenagers."

"Good sports facilities with suitable transport from the surrounding villages and a professional coach in charge and able to give grounding in the various sports."

"A gym similar to that at Leiston Leisure Centre."

"Exercise classes."

"To beat obesity in Great Britain, there needs to be a fitness centre built in every town – with fees low enough for all to afford."

"Indoor sports facilities, badminton, basketball – skate boarding facility (outside)."

"possibly a room for needs of physically disabled people's interests."

"A field for outdoor events and activities, next to the Centre - with car park."

"A full size Astroturf sports field that can be rented to other groups."

"A swimming pool would be good for all ages and would save car miles travelling to Leiston, something we must all be aware of, and we believe emphasis should be on youth facilities."

"Leisure fun pool with flumes."

"Support centre specifically for people with mental health difficulties."

"Civil ceremonies room."

"Large hall needs to be available to hire for weddings, parties etc."

"A good facility for disabled people!! There seems very little done for these people in Sax, whereas in Woodbridge there is plenty."

"Exhibitions. Decent toilets."

"Cross-generational events."

"A family-oriented pub/café/restaurant with safe play area would be great."

"If you have a large complex, you will need a very large area for parking." If you had a ferrying service to and from Saxmundham, you would have to carry the cost."

"Electric car charging points."

"Could the police station be included in the community centre as well?"

Centre General Support

"Years ago there was talk of Sax having a community centre – nothing. What's wrong with Sax? All around us there are lovely village halls etc. This time it's our turn. Community Centre here we come."

"Any community project is good because it brings people together."

"Thanks for the opportunity to express our views. I hope some are taken on board."

"Please, please, please keep fighting for us!!"

"Stop spending money on consultations- form a fair view from what is already known and decide to do something."

Centre General Non-Support

"I have never known any notice to be taken of such questionnaires and do not expect this to be a first in that respect. They are a PR exercise – doubtless giving employment to somebody."

"All facilities already there. However, resources are not in place to fund these, so why spend public money on building something new?"

"The same money as building a new centre could be put into existing facilities. The Sax Resource Centre seems to be underused."

"All these requirements are desirable but can be met in many ways. Talk of a new facility without due consideration of existing buildings is a little premature."

"I cannot really see why you are asking such daft questions about the High Street. Have you nothing better to do with taxpayer's money!"

."Where is the money coming from – tax payers like myself – increase in Council Tax!"

Complete waste of taxpayer's money. Leave Saxmundham alone."

"I see this as a threat to the existing businesses and services in Saxmundham – please do not persist with this."

"What a waste of rate payers money – you are barking mad!"

"How much are the members being paid to run this Quango?"

NB. Despite receiving a newsletter and website reference, with the questionnaire, explaining the legal status of The Saxmundham & District Community Interest Company and the status of the directors, it would appear that a small, vociferous, group have not read or digested the facts – The Saxmundham & District Community Interest Company is a charitable social enterprise run by unpaid volunteer directors. They are not a local authority body, nor do they sit in the public sector or affect local taxation. Their funding is initially from grants and donations and longer term through trading eg rentals of facilities with the aim of becoming self-sustainable. They will however be working with other bodies in the public, private and third sectors. Before conducting this research they had compiled a profile of the area including existing facilities and local groups and bodies. This was then consulted on to understand current supply and demand. The aim is not to compete or supplant existing facilities that are widely used / respected by the community, but to meet unmet demand and access funding available to social enterprises, as opposed to private and public sector bodies.

Centre Commercial Governance / Sustainability

“Financial viability of running such a facility is already too expensive and Leiston leisure Centre is already a loss maker and could not afford to lose trade!”

“I am very concerned that financing of a “mixed” project like this is not disciplined enough. Any local authority involvement makes for great inefficiency”

“Are you working in collaboration with local authorities and in the context of the area?”

“I would like to see a clear picture of the finance and how each activity is to be funded. This sort of activity runs away with cash. People want facilities but complain when it costs them – and it will.”

“I hope you are successful, but I do not think it would be viable.”

ILLUSTRATIVE COMMENTS: SAXMUNDHAM TOWN

This selection of responses covers topics relating to Saxmundham town centre, and its access and retail aspects, of prime interest to Saxmundham Town Council and Businesses of Saxmundham (local business association) who may wish to investigate further to see if they, or a partnership, can provide some of the solutions...

Town General Appearance

“At the moment I will do anything to avoid using Sax – unpleasant place to shop or visit.”

“Tidy up the tatty looking premises on the High Street.”

“Sax needs a fresh outlook. It has the potential to be brought into the 21st century, without being spoilt.

“There are too many selfish interests in Sax to change things drastically.”

“Station area is very unwelcoming – ill lit at night – horrid for train / bus waiting in winter – creepy atmosphere for lone females. Compare with Halesworth, which is clean well-lit and cheerful. I think a station says a lot about a community. Saxmundham station is an Eastern European “hole”.”

“Shopkeepers offered free/subsidised paints/painting service from a range of vibrant and traditional “Suffolk” colours. A colourful High Street would immediately create a strong and inviting image – enticing visitors into the town.”

“There should be moves to clear up some sites in the town, which can only be described as “eyesores” – mainly the old bus depot and in Church Street.”

“There is a need to raise the profile of Saxmundham to attract visitors from outside – holiday makers and shoppers. This should include more community events which are then widely publicised. Also general promotion of the town which could include a town guide focussed on visitors – like the Woodbridge guide

“More going on at The Market Hall. The town always looks busy when there is something happening there.”

“An area off the main road through Sax set aside for pedestrians only, used as a café cum eating area with outdoor furniture, planters etc – perhaps in the Market Place.”

“Demolish the block containing “Fishers” to create an open space –allowing improved paving and safety.”

“Pedestrianise – encourage al fresco eating/drinking in the town centre.”

“Pedestrianise the Market Place.”

Saxmundham would benefit from the area around the river being opened up.”

“Regular outdoor community gathering functions eg fetes, carnivals, youth sporting events”

“Saxmundham lacks a “soul”! Perhaps ways could be found to bring the inhabitants together more – like fete/carnival.”

“Smoking outside eg Christies, The Bell Hotel is uninviting.”

“The footfall of customers is not sufficient to sustain larger or better shops within Sax.”

“The viability of high street shops depends on competitive prices and overheads. Cars, catalogues and TV shopping channels make life difficult for local retailers.”

“Visitor friendly meeting place.”

“Saxmundham is a dead town. Why would anyone imagine that late night shopping, free parking or a bus to nowhere would make the slightest difference? Try reducing the rates.”

Shops

“Big development on A12 with superstores with access/transport to villages plus free business rates for local small shops.”

“The variety of shops is good, it’s the quality of goods for sale that still goes against shopping in Sax, though things are improving.”

“I think our supermarket could do with a shake up and a bit of competition.”

“We were disappointed when TESCO were refused permission to open. Somerfields have a monopoly and is relatively expensive”

“I think the variety of shops overall is very good. Most things you could require are there. The most notable omission is a shoe shop and secondly a really good quality ladies clothes shop (like Appaloosa in Halesworth) and good men’s clothes shop too.””

“There is no cohesion in the business community in Saxmundham. It’s not pulling together – very bitty.”

“I’ve tried to get other shopkeepers to open until 5pm, 6 days a week, for consistency and customer convenience, but to no avail.”

“having had a shop in Saxmundham for 20 years, I feel that late night closing and no Thursday early closing very hard, for small shops. Several years ago, in the guise of a Victorian Evening we tried Christmas late night opening – it wasn’t a success!”

“ It’s no good local shops complaining about TESCO when they can afford to close all day/half day a week and close at 5pm.Saxmundham is a ghost town on Thursdays and evenings. Where can you buy anything other than at Somerfields? No local shops are open.”

“I would like to see additional charity shops, a Subway and a Poundland”

"The market is vital in bringing people in from the villages who also then use the High Street shops."

"another supermarket with household and clothes outlets"

"It would be nice to see more shops in the High Street but realistically most of them would fail as they have in the past – they don't do enough business to cover their overheads."

"We agree with all the proposed regeneration ideas for Saxmundham, but also feel that existing businesses should qualify for financial assistance to upgrade their properties."

"No more charity shops on the High Street and certainly not a pawnbroker!"

"Saxmundham has a great High Street! I love the variety of shops. We used to live in Leiston, but I feel Sax caters more for what I need to buy."

"Co-op is now the major supermarket in the area with stores in Leiston, Framlingham, Halesworth, Woodbridge and now Saxmundham? We need some competition from other supermarkets."

"It needs a serious retail park on the outskirts – say alongside the A12 – large DIY, Argos, supermarket with fuel."

"Somerfields always runs low on everyday food. I drive 20 miles to get the choice of food I need, or order online. We need a bigger well-stocked supermarket in Sax as the town has outgrown Somerfields."

"it would be great to have some larger stores in the area eg TESCO, Woolworths, M&S. the small shops are too expensive, so I travel."

"Would hate to have a TESCO or an ASDA. These ruthless businesses would destroy an already fragile community."

"Banks should be open Saturday mornings as this drives people to Ipswich/Woodbridge."

"If I have to go out of Sax for groceries I do other shopping at the same time. As a working Mum I don't have time to then come back to Sax to support other shops."

"Adding a major supermarket would hardly affect the High Street shops as we already have a supermarket (Somerfields), but it would encourage visitors to Saxmundham, which would help the High Street specialist shops."

"By far the largest amount of money I spend is in TESCO. I would love to be able to spend this money locally and save fuel costs, but I also want choice and value for money."

*"Well-run, high quality specialist shops are needed to increase activity in the High Street."
"Licensed restaurant for evening eg like Prezzo in Aldeburgh."*

"A wine bar and Pizza Hut"

"A TESCO store is our only hope of survival for this town, which will bring more people into Saxmundham to support local shops."

"I would like to push the point of another retail shop in this community. And, I don't see how local shopkeepers who are on the local council are allowed to vote, or have a say, and have stopped us having another supermarket in the town. It should be voted on by all in Sax."

"A Sunday garden market would be great with flower and plant stalls – making Sax a destination on Sundays for locals and visitors."

Due to the influence of certain individuals Saxmundham is destined to remain a backwater, which suits me fine.. However, I regularly travel outside the area to obtain competitive prices. I enjoy living in "sleepy hollow", but to attract more visitors to the town, it needs, for example, an Iceland, TESCO or ASDA or perhaps a McDonalds."

"Sax High Street and market cover every aspect of necessities, bar adult clothing for which most people are prepared to travel to a big town."

"TESCO, Sainsbury's or Waitrose to compete with Somerfields. Local shops are fine but naïve to think people prefer them or that they can compete. Admit it; we need to stop people going to TESCO at Martlesham. By having our own TESCO, or whatever, we will at least keep the money and people in Sax."

"What we need in Sax is a good selection of shops, including Woolworths, Peacocks and a shoe shop."

"Reduce business rates to allow start up businesses to survive."

"I live in Sax and have no transport. I have to rely on Sax for everything – wish there was more choice – need more food stores, clothes and shoes shops."

"Early closing on a Saturday afternoon is a real sign of dead businesses and a dead town."

"As a pensioner, we need low prices. If Somerfields is sold to the Co-op, then I won't use the town at all – apart from buying a paper. I'll go further afield by bus, using my bus pass – every penny is going to count in the future."

"there is scope for existing shops eg Deli, pharmacy, garden shop to stock a wider range of products."

"Don't encourage any more take-aways or cheap tat shops."

"it is quite frustrating that some shops close on Saturday afternoons eg the dry-cleaners. This is inconvenient and probably reduces business."

"It would be more inviting to shop in Saxmundham if the shops had a facelift – as many look dowdy and old-fashioned."

"Saxmundham needs QUALITY eg butcher, baker, chemist, ironmonger. In spite of being ugly, Leiston has quality shops."

"Saxmundham is so in need of more facilities – it has been a dying town for many years now! Very sad."

"If you want to buy underwear, shoes, jeans you have to travel. If you travel you need to buy fuel. To buy fuel in Saxmundham you need to be wealthy."

"Drop off zone outside the Post Office."

"Do not concentrate solely on the High Street for shops – one near Brook Farm would be good."

Traffic Other

"A one-way traffic system would help – pedestrians take their lives in their hands at some points in the town centre"

"Saxmundham will never be an attractive town until the High Street is made pedestrian only, at least during the day. This is quite achievable if sensible development is pursued between the two bridges east of the river."

"Is there a way to pedestrianise the High Street? Currently it doesn't feel very welcoming, all a bit grey and in need of refurbishment."

"A traffic-free area for shopping similar to Halesworth would attract me to shop more regularly in Saxmundham."

"Reduce speed on the High Street to 20mph."

Parking

"The High Street will remain dead whilst no parking is allowed on the street. There is no reason why parking couldn't be allowed on one side of the road in those areas where the width allows."

"We have seen Saxmundham die over the past 13 years due to very limited free parking and time restrictions on certain parking. We don't eat or have coffee because of this. Just look at the High Street shops and all look dead and are closing down. You must encourage people into town."

"Saxmundham died when parking charges were imposed – all surrounding towns Leiston/Halesworth etc. have free parking and are growing. Invite people in, do not punish them."

"nobody wants to pay to park to pay higher prices and more restricted range of goods. Saxmundham is not worth visiting."

"We seriously believe that lack of free parking puts visitors off exploring the town"

"Better parking at current library."

"Paid car parking should also be possible for 3-4 hour periods. Two hours restrains to shopping only, no chance to stay for a drink and/or meal!"

"Better control of illegal parking."

Town Comparison

"You are wasting your time and effort. Saxmundham will never have the amenities of Leiston, Wickham Market or Woodbridge. I have known Sax for 75 years."

"Car parking in Framlingham is all free. We are both SCDC, so why is this?"

"I shop in Leiston as parking is free in several places, which gives me more time to browse with an elderly relative – Saxmundham is too rushed as I have to pay to park."

"I grew up here, left after school and returned with a family four years ago. When I was young we only shopped in Sax. Now I shop in Leiston and Halesworth, primarily because we mix shopping with sport and extra-curricula activities the kids do eg Leiston Leisure Centre and The Cut, Halesworth." This keeps us out of Sax, coupled with the fact that while Sax has a reasonable range of shops, they are not as varied as at Leiston or Halesworth."

"Saxmundham has no nice bars or restaurants, with the exception of the Bistro/Deli. Sax has nothing to offer affluent people – benchmarks would be Off-the-Square in Framlingham or Prezzo in Aldeburgh. The Railway, White Hart and the Coopers Dip all cater for the minority and smaller purse in Sax. I'm embarrassed when friends from out of the county come to visit."

"Leiston and Aldeburgh are thriving, bustling market towns because there is ample free parking for up to two hours. Saxmundham is a sleepy backwater with a dying High Street because there is no free parking beyond a useless 30 minutes. If I wanted to start a business

I would not choose to do it in Saxmundham for this reason. This is also the reason I choose not to shop there.”

“We go to Gt. Yarmouth on a regular basis to buy cheaper fuel and supplies. This pays for our overnight stay in Gt. Yarmouth.”

“I believe the lay-out of the entire place lacks attractiveness. Halesworth, for example, for me has a buzz, a feel good factor – maybe we need some pavement cafes? Maybe a covered area? – a Precinct?. Something is definitely lacking – it appears to be dead!”

“Halesworth is a good example of a more “bustling” town.”

Saxmundham would benefit by following the Halesworth example, where a variety and quality of shops, in a visually pleasing environment, makes visits a pleasure.”

SUPPLEMENTARY YOUTH SURVEY

Because youth issues were strongly flagged by the earlier consultations, it was decided to research this area in more depth, by directly researching this group of key stakeholders.

So in addition, and in parallel, two other (volunteer)SADCIC directors, carried out an additional survey of local school children through the local schools, with a more specific questionnaire enquiring about their particular wants. These responses were also analysed manually.

This targetted group of respondents were split into two groups – the Under 14's and 14+, reflecting the local school system of both Middle and High schools.

The surveys centred on The Saxmundham Middle School for pupils in the age range: 9-13

And The Leiston High School for pupils in the age range: 14-18

The vast majority of Saxmundham and district young attend these two schools, as the two nearest to the community.

Two separate questionnaires were employed and copies of these were taken to the schools and left with the school office to distribute and gather up. The completed questionnaires were then collected, taken away and analysed manually by an SADCIC director.

245 completed questionnaires were collected from the Saxmundham Middle School and 46 from Leiston High School.

The numbers were lower at the High school, because most of the 17-18 year olds were away with exams. However, this is not an issue as the 45 respondents were in the age group 14-16, and the Community Enterprise Centre is at least 3 years away from being available to the community - by which time these pupils would be in the 17-19 age category.

Under 14 Questionnaire & Results

The questionnaire was constructed using the feedback of the earlier public consultation meetings and was essentially 8 "tick-box" questions, 2 open-ended questions allowing for greater clarification and 4 classification questions.

Here is the questionnaire:

1. Do you think that Saxmundham provides adequate facilities for young people?

Yes / No

- Only 28% of pupils felt that Saxmundham provides adequate facilities for young people

2. Which facilities do you use regularly?

- Most respondents left this blank.
- The most popular response was Carlton Park with 30% of pupil respondents.
- Only 3% made use of local woods.
- Virtually no-one made use of school or library facilities

**3. Which local clubs do you attend?
(tick up to 5)**

Scouts
Guides
Brownies
Cubs
Soccer
Cricket
Tennis
Sunday church
Other(s), please specify:

- Current clubs, per se, appear to hold little interest and were not used by a large majority of respondent pupils
- Guides and Soccer scored the highest, but with only around 15% each. (Scouts were used by 10%)
- Cricket, Tennis and Dancing were the only other noteworthy clubs mentioned – with around 5% of respondents each
- Other responses mainly related to other sports eg rounders, rugby, karate, swimming and running - but were negligible in numbers.

**4. What are your main leisure interests?
(tick up to 5)**

Outdoor Sport (such as football, tennis, cricket etc)
Indoor Sport (such as netball, basketball, 5 a side football etc)
Watching TV DVDs
Computer/electronic games
Skateboarding/ Roller Skating
Bike riding (including BMX)
Music (playing instruments)
Chess
Martial Arts
Reading
Running/ Jogging/Walking
Other (please specify)

- The popular interests, for two-thirds of the respondents were indoor: computer/electronic games and watching TV DVDs
- A half of respondents played outdoor sport while a third of respondents played indoor sports (but presumably not in “clubs” for the most part)
- However, when it comes to outdoor leisure interest, 60% of all respondents prefer bike riding (including BMX)
- 20% also currently enjoy skateboarding/roller skating
- Music, reading and running/jogging/walking scored with just over 25% of respondents, each.
- Other minority leisure interest, with around 10% of respondents each, was swimming, chess and martial arts.

**5. What better facilities for young people are needed in Saxmundham?
(tick up to 3)**

Outdoor sport (organised clubs)
Outdoor sport (anytime for youngsters to use as they wish)
Outdoor shelter to 'hang around'
Indoor sport
All weather soccer/hockey/baseball pitch
Youth club for under 13's

- The two most popular answers, with 50% each of respondents were an outdoor shelter to 'hang around' and a youth club for under 13's.
- Two-thirds of the pupils were interested in one of the other three options.

**6. What is the most important immediate need for young people in Saxmundham?
(tick only one)**

Under 13 youth club
Skate Park
Outdoor shelter to 'hang around'
All weather soccer /hockey/basketball pitch
Other (please specify)

- When pushed for the most immediate need, responses were spread but the under 13 youth club was the most popular with support from 30% of the pupils.
- However, not far behind were a skate park and outdoor shelter to 'hang around', with 20% of respondents voting for each.
- 12% wanted an all weather soccer /hockey/basketball pitch.
- Just fewer than 10% wanted a swimming pool.

**7. Where would you prefer a new/improved sport and leisure facility to be provided?
(tick only one)**

Carlton Park
Memorial Field (Rendham Road)
Middle School site
Other (please specify)

- The most popular location for a new amenity was Carlton Park, with support from over 60% of the pupils.
- The Middle School scored with 15% and the Memorial Field with 10%
- 5% wanted it to be sited elsewhere.

8. Do you live in Saxmundham?

Yes/No

- Respondents were roughly split between living in Saxmundham and living outside.

9. If you live outside Saxmundham do you use any facilities in the town at weekends/ holidays/evenings?

Yes/No

- Over 90% of those pupils living outside of Saxmundham make use of facilities inside Saxmundham.

10. If you live outside Saxmundham, what facilities do you use in your town/village?

- Half of those pupils living outside Saxmundham also make use of their local park or playing field.
- Just under 10% make use of any other local facilities.

Now please enter some statistics for us. (Circle)

Age:

9: 4%
10: 30%
11: 20%
12: 25%
13: 21%

Sex

Male: 45%
Female: 55%

Disability.

Yes: 1%
No: 99%

14 Plus Questionnaire & Results

The questionnaire for this group was essentially the same as the Under 14 questionnaire: but leaves out obvious Under 14 specific prompted responses:

1. Do you think that Saxmundham provides adequate facilities for young people? (please tick)

Yes
No

- Only 21% of pupils felt that Saxmundham provides adequate facilities for young people

2. Which facilities do you use regularly?

- No facilities were used by more than a few respondents. Carlton Park was mentioned by 15%.
- Less than 5% made use of the Tuesday afternoon/evening CYDS Youth Club

3. Which local clubs do you attend? (tick up to 5)

Scouts
Guides
Soccer
Chess
Martial Arts
Running/Jogging/Walking
Cricket
Tennis
Sunday church
Other) s), please specify:

- Very few teenage respondents engaged with any clubs. The tennis club attracted the most, but this was less than 15%.

5. What are your main leisure interests? (tick up to 5)

Outdoor Sport (e.g. football, rugby, tennis, cricket)
Indoor Sport (e.g. basket ball, netball, five-a-side football, badminton)
Watching TV DVDs
Computer/electronic games
Skateboarding/Roller skating
Bike riding (including BMX)
Music (instruments/playing music).
Chess
Martial Arts
Reading
Running/Jogging/Walking
Hanging around/socialising
Other (please specify):

- The popular interests, for nearly half of the respondents were indoor: computer/electronic games and watching TV DVDs
- 40% of respondents opted for hanging around/socialising and music
- 30% of respondents were interested in both skateboarding/roller skating and bike riding (including BMX)
- The same proportion roughly split half and half, showed an interest in sport – both indoors and outdoors.

**6. What better facilities for young people are needed in Saxmundham?
(Tick up to 3)**

Outdoor sport (organised clubs)
Outdoor sport (anytime for youngsters to use as they wish)
Outdoor shelter to 'hang around'
Indoor sport
All weather soccer/hockey/basketball pitch
Youth club for over 13's
Friday/Weekend club for 13-18's)

- 40% of respondents wanted to see an outdoor shelter to 'hang around', and the same number wanted outdoor sport facilities (anytime for youngsters to use as they wish)
- 30% of respondents wanted to see a Friday/Weekend club (for 13-18's), and the same number wanted outdoor sport (organised clubs).

**6. What is the most important immediate need for young people in Saxmundham?
(tick only one)**

Over 13 youth club
Friday/Weekend club for 13-18's)
Outdoor shelter to 'hang around'
Skatepark
All weather soccer/ hockey/basketball pitch
Other

- The three most popular responses, from around 20% of respondents in each case, were in order of popularity, a skate park, an all weather soccer/ hockey/basketball pitch and an over 13 youth club.

**7. Where would you prefer a new/improved sport and leisure facility to be provided?
(tick only one)**

Carlton Park
Memorial Field (Rendham Road)
Middle School site
Other, please specify:

- 40% would like to see a new facility in Carlton Park, 30% on the Memorial Field and 15% at the Middle School site.

8. Do you live in Saxmundham?

Yes/No

- Close on 75% of respondent pupils lived in Saxmundham.

10. **If you live outside Saxmundham, What facilities do you use in your village?**

- Of the 11 that lived outside Saxmundham , 3 said Park/Play Field and 3 said Basketball/Tennis Court

Now please enter some statistics for us. (Circle)

Age

13: 9%
14: 37%
15: 45%
16: 7%
17: -
18: 2%

Sex

Male: 70%
Female: 30%

Disability.

Yes: 4%
No: 96%