

# Sevenoaks District Council Master Vision for Swanley & Hextable Public Consultation

**Public Consultation**

**Prepared by Lake Market Research**

January 2016

*This report complies with ISO:20252 standards  
and other relevant forms of conduct*

## Lake's credentials

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We ensure that all of our research is conducted to the highest levels of integrity, including appropriate research design and frameworks, to ensure that our findings are robust and can be used with confidence.

- Accredited to **ISO20252** industry standards
- Registered with the **Data Protection Act**
- **Company Partner** of the Market Research Society

We are the approved fieldwork supplier for a number of research agencies who use Lake to manage the fieldwork requirements for large scale government studies which require stringent data protection and adherence to quality procedures.

# Lake's experience with consultations

## RESIDENT CONSULTATION PROJECTS:



Lake has been commissioned to partner Kent County Council on a number of consultations:

- **Budget Consultation** – 1) Developing an online modelling tool that was distributed to residents recruited by telephone to understand budget priorities, 2) Design of qualitative face to face deliberative workshops that 100 of Kent's residents were recruited by telephone to attend. An additional deliberative workshop was also conducted amongst Kent County Council staff. The results of which were analysed and a final report was produced and presented to the Council board.
- **Street Lighting** – A questionnaire was designed alongside proposals to change the street lighting strategy throughout Kent. We processed all the paper returns and online submissions and coded all of the open feedback. Design of qualitative face to face deliberative workshops that were attended by around 150 of Kent residents who were recruited by telephone to attend. The results of which were analysed and a final report was produced and presented to the Council board.
- **Mobile Libraries** – A questionnaire was designed alongside proposals to change how the mobile libraries service is being delivered in Kent. We processed all the paper returns and online submissions, coded all of the open feedback and produced a detailed written report.

# Lake's experience with postal surveys

## *RESIDENT CONSULTATION PROJECTS VIA POSTAL METHODOLOGY:*

Lake has been commissioned to partner with various district, borough and local councils throughout Kent on a number of projects:

- **Maidstone Borough Council Mote Park Consultation** – A postal survey involving 5,000 randomly selected households. Lake was contracted to design, print and mail out questionnaire packs including covering letter, council branding, questionnaire and freepost envelopes. Lake randomly selected the sample using Royal Mail's PAF files according to ward population sizes and a reminder was sent to all non responders during fieldwork. Lake processed all completed questionnaires and verification checks were undertaken. We also set up a parallel online survey for any invited residents to complete the survey online. We produced a raw data export in Excel, cross-tab data tables and a detailed written report highlighting parallels between the postal and visitor survey, sub group differences and conclusions and recommendations with regards to proposals Maidstone Borough Council were looking to put in place at Mote Park.
- **Speldhurst Parish Council Resident Perception Survey** – Lake was commissioned to carry out a local area perception survey by Speldhurst Parish Council. The survey was delivered to over 1,800 households within the Speldhurst Parish Council boundary. Lake processed over 900 completed paper questionnaires, coded all of the open feedback and produced a detailed written report.

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# Methodology

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- Questionnaire designed by Sevenoaks District Council
- Paper questionnaire printed by Lake & distributed by Royal Mail to 9,800 household & businesses within the 'BR8 7' & 'BR8 8' postcode areas (9,403 households & 397 businesses)
- Addresses provided by Sevenoaks District Council from its Local Land and Property Gazetteer
- An online version of the questionnaire was published on the Sevenoaks District Council website
- Questionnaires were distributed with copies of the Crockenhill parish magazine to reach rural areas lying outside of the specified postcode areas
- A further consultation with young people aged 11-14 years at Orchards Academy was carried out on tablets provided by Lake

## Methodology – Processing of submissions

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- Lake's participation in the consultation complied with the MRS Code of Conduct
- Completed paper & online questionnaires were sent directly back to Lake via pre-paid envelopes to Lake's offices & the online submissions were sent directly to Lake's server separate to Sevenoaks' domain
- Multiple submissions per household were allowed
- 15 duplicate entries were received so the latest submission was used in the results & any previous submissions were discarded
- 70 completed paper questionnaires were received after the deadline & were not processed

## Methodology – Sampling

- Each household or business within the specified postcode areas had an equal chance of participating in the consultation
- This can be considered a statistically robust sample & can be classified as representative of the views of the residents and businesses of Swanley & Hextable with a confidence interval of 2.2%

Confidence Level	95%
Sample Size	1,816
Population	22,485
Percentage	50%
Confidence Interval	+/- 2.2%

- In Lake's experience, those choosing not to respond to the consultation can be considered neutral or not having strong feelings towards the proposals



Any questions?