



Eynsford

VILLAGE HALL

**Registered Charity
302737**

New Village Hall & Football Pitch Survey of Local Residents 2011

Appendix A

Summary

In March 2011, the Trustees of Eynsford Village Hall asked residents of Eynsford and users of Eynsford Village Hall to complete a survey concerning:

- a) their current use of the village hall; and
- b) their opinions about a new village hall.

Three hundred and fifty-seven households completed the survey. Their responses showed that the village hall is central to village life:

- nearly one third of respondents are members of groups that regularly use the hall;
- people from almost three-quarters of the households that responded have been to an event at the hall in the last 12 months; and
- almost all respondents agreed that the village hall makes Eynsford a good place in which to live and strengthens the sense of community.

There is also very strong support for a new hall with additional activities:

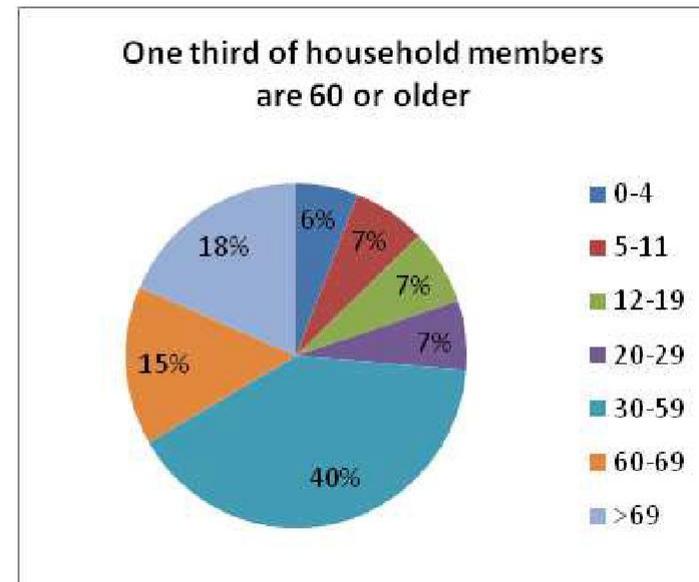
- more than half of the respondents said they would use the hall more if there were additional activities available during the day or evening; and
- nineteen out of twenty respondents believe that more activities at a new hall will make Eynsford an even better place in which to live.

Responses to the survey

There was a healthy 41% response rate to the survey¹. Three hundred and fifty seven households responded, 334 on paper surveys and 23 electronically using the on-line survey. These 357 households represent 752 people, mostly Eynsford residents, compared to an estimate of 1,835 residents in the village.²

Approximately one-third of the members of households that responded are aged 60 or older. This is over half of the people in the village in that age group. This suggests that older people in the village in particular are keen to have their voice heard about the use of the hall.

Age group	Estimated number of Eynsford residents in 2009 ³	Number of people in households that responded to the village survey as percentage of Eynsford residents
0 – 4 years	86	51%
4 – 19 years	298	54%
20 – 29 years	136	36%
30 – 59 years	791	38%
60 – 69 years	225	50%
> 69 years	299	58%
All age groups	1,835	41%



The households that responded are broadly representative of the households in the village, although older people in the village are generally more represented in the survey than other age groups.

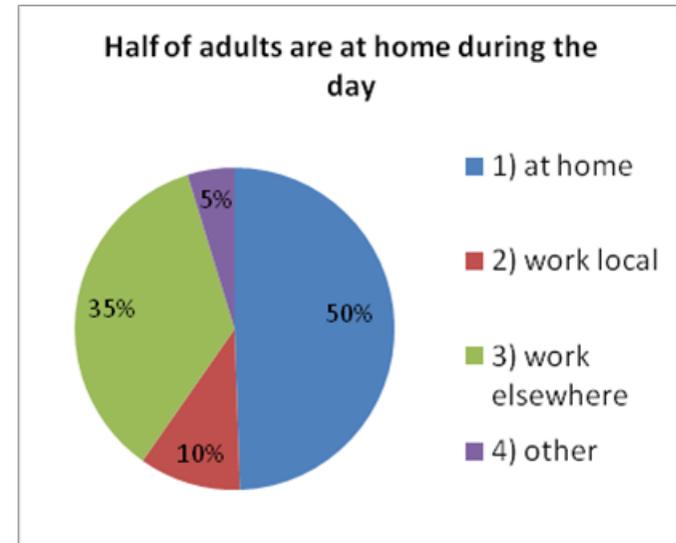
¹Customer satisfaction surveys and market research surveys often have response rates in the 10% - 30% range.
²Office of National Statistics, 2009 Ward Population Estimates for England and Wales, mid-2007 (experimental statistics)
³ibid

Responses to the survey (continued)

The survey showed that 60 adults represented by the survey have difficulty getting out / engaging in normal activities. In addition, half of the adults represented by the survey are at home during the day.

Thus we estimate that approximately 725 adults (50% of 1,451) are around during the day, of which between 100 and 120 have difficulty getting out / engaging in normal activities.

This provides a sizeable population of actual and potential users of the hall during the day as well as at evenings and weekends.



Current use of the hall

Currently the hall is used well used by residents. Of the 752 people represented in the survey, at least 237 (nearly one third) are members of groups that regularly use the hall. Approximately 60% of these—140 people—belong to more than one group. While some of these people may live outside the village, we estimate that between five and ten percent of the village residents belong to at least two clubs that use the Village Hall. This gives an indication of the importance of the hall to village life.

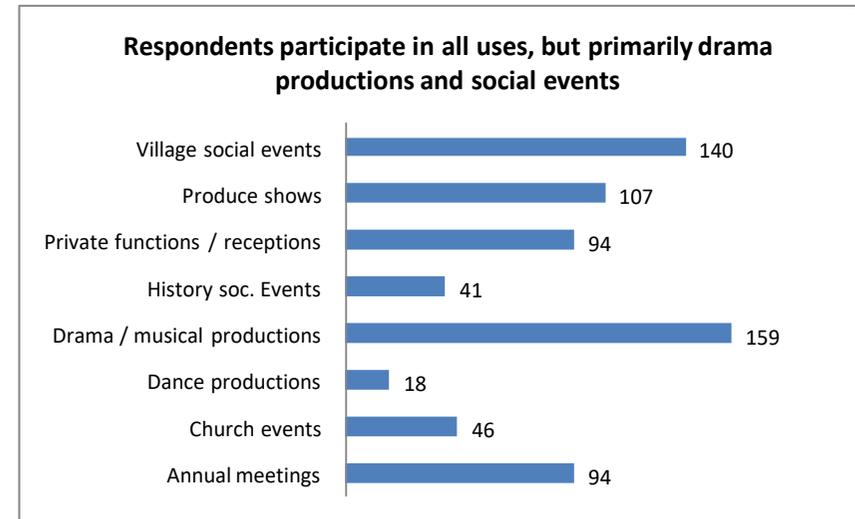
However, over half (54%) of the households that responded do not have any members of the groups that regularly use the hall. This shows that the survey is not dominated by users of these groups and that there is the potential for more people in the village to use the hall.

As shown in the table below, the most represented groups across all age groups are: Gardeners Club, Country Market, and Riverside Players.

Group	Age group					Total
	0-11	12-19	20-50	51-64	>64	
Gardeners Club	0	0	17	16	40	73
Country Market	4	1	14	12	33	64
Riverside Players	6	1	22	14	16	59
W. I.	0	0	1	4	23	28
Badminton	4	4	9	4	2	23
E.V.H. Trustees	0	0	6	5	11	22
Luncheon Club	1	0	1	4	15	21
Jazzmatazz	13	1	0	0	0	14
Yoga	0	0	2	2	4	8
Keep Fit	0	1	2	2	1	6
Riverside Youth	3	0	1	1	0	5
Irish Dancing	1	1	1	1	0	4
Other*	0	1	5	10	34	50

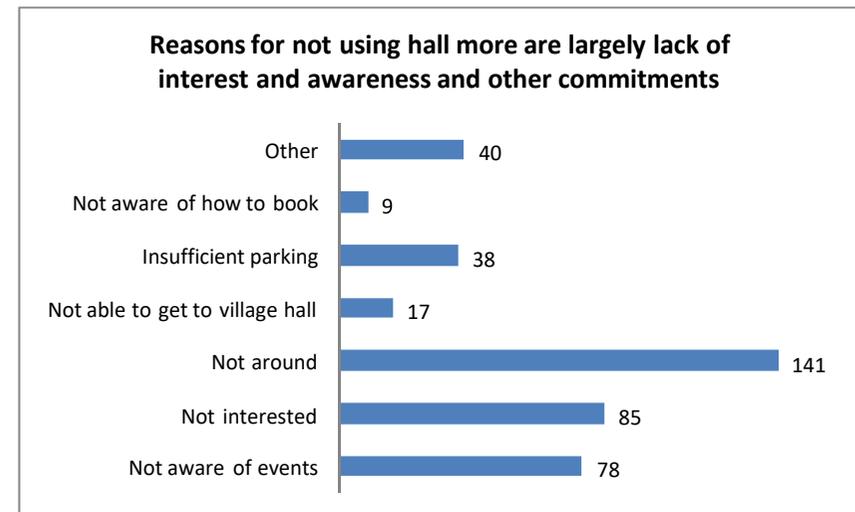
*Others are mostly: Tuesday Club, Best Kept Village, and History Society

Of course the hall is used by people who are not members of clubs. Representatives from almost three-quarters of the households that responded to the survey have been to an event at the hall in the last 12 months. The most well-attended events are drama and musical productions. Almost fifty per cent of the responding households have attended such events. General village social events are also well attended, suggesting that there may be more demand for such events.



Why people do not use the hall

Respondents were asked why they do not use the hall more. The most common reasons were that they are not around (141 responses) or are not interested in the events and activities (85 responses). Lack of awareness was the third most likely reason (78 responses). These responses suggest that a greater range of uses and more publicity together are likely to lead to increased use.



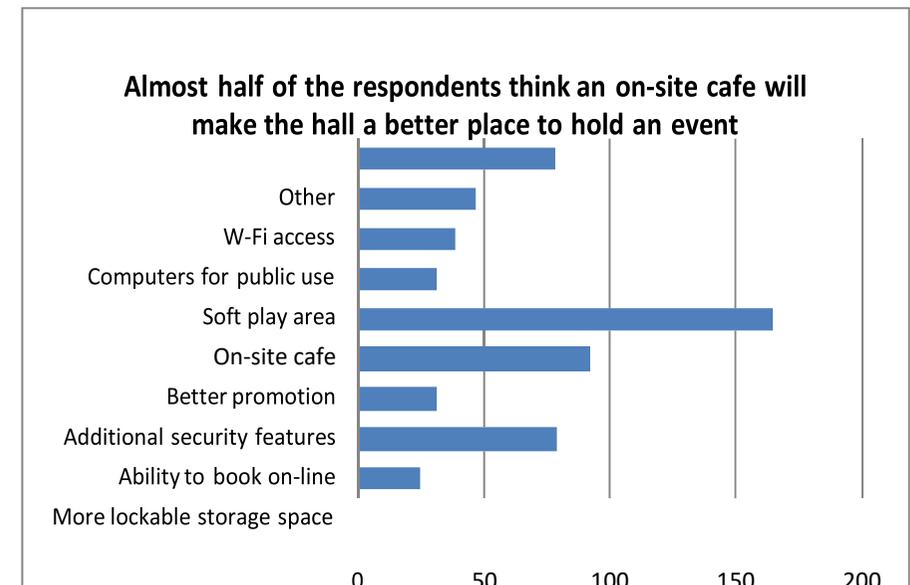
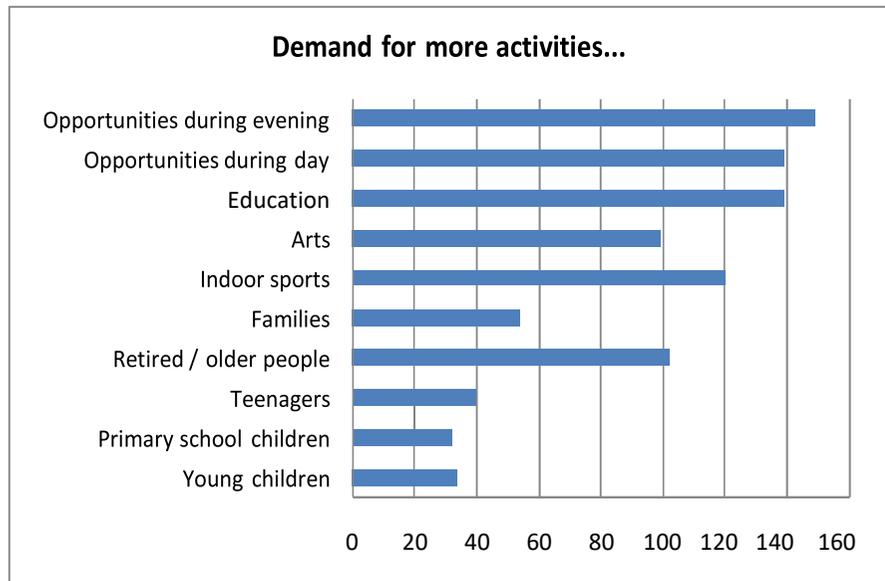
Greater use of the hall

Significantly, the survey responses suggest potential for greater use of the hall both during the day and during the evening. Almost 150 (42%) respondents reported they would use the hall more if there were additional activities during the evening, and 139 respondents (39%) said they would use the hall more if there were more activities during the day.

Eighty four of all households (23%) were interested in more activities during the day and the evening. As noted above, there are a large number of adults around during the day. The question is whether the right sort of activities can be found to make greater use of this community resource.

There was most interest in more indoor sports (120 responses) and for retired / older people (102 responses). Only 35 households were in both of these groups.

Respondents were particularly interested in having an on-site cafe (165 responses) and being able to book on-line (79 responses). Of those interested in an on-site café, 102 respondents reported they would use the hall more if there were more activities during the day. This suggests that there is a sizeable number of people who would be interested in using the hall during the day if the amenities are available.



Importance of the hall to Village Life

As shown in the chart below, there was overwhelming recognition of the importance of the hall to village life. Almost 97% of respondents agreed that the village hall and the activities that take place there help to make Eynsford a good place in which to live and strengthen the sense of community.

There is also a very strong belief that greater use of the village hall will be beneficial. Ninety-four percent of

respondents, or nearly nineteen out of twenty respondents, believe that more activities at a new hall will make Eynsford an even better place in which to live.

In summary, approximately 40% of respondents are strongly supportive of the village hall and greater use, and another 45% are similarly supportive, just not as strongly. This provides good evidence of the local commitment to Eynsford’s village hall.

