



**Haydon Wick**  
Parish Council

**OUR COMMUNITY MATTERS**  
The Haydon Wick Community Plan



**SLCC**  
Society of Local Council Clerks  
Professional Supportive Innovative

## Introduction

Haydon Wick Parish Council engaged the services of a consultant from the Society of Local Council Clerks (SLCC) to help create a community-led plan for the parish.

## The need for a review

As a first step, all members and officers of the Council were invited to complete [a survey](#) to better understand the Council's current thinking about community planning. [The results of the survey](#), show that there are a range of opinions about the strengths and weaknesses of the current approach but three broad areas of consensus do emerge clearly:

- **Clarity and vision:** the need for a clear vision for the future of Haydon Wick that reflects the aspirations of the local community.
- **Focus and planning:** the need for a community-led approach to the plans and priorities of the Council
- **Performance and delivery:** the need to measure and demonstrate progress.

In summary, the results suggested that the Council needed to focus its review on better understanding the priorities and aspirations of the local community; setting a clear vision for the next five years with supporting objectives and milestones against which progress may be measured. This will help the Council focus on things that are most important to the community and assess the impact of the decisions it takes and the resources it allocates.

## Methodology

The Council adopted the 'our community matters' model incorporating the following four steps:

### STEP 1: Understanding community priorities

- A household questionnaire and community engagement campaign
- A media and awareness campaign to raise awareness
- A leaflet and survey drop to all households and businesses.
- Independent survey analysis

### STEP 2: Co-producing the action plan

- Community Café – co-design workshop
- Independent report with recommendations and draft strategy
- Strategy adopted by HWPC

### STEP 3: Implementation and delivery

- Three-year collaborative delivery plan incorporated into service and budget planning
- 'Quick wins' delivered within 6 months as key markers of commitment
- Plan updates and monitoring to be carried out every two months to maintain progress
- Six-monthly feedback through existing channels and by email to all signed-up.

### STEP 4: Review and renew

- Document (photo/video/diary) all actions delivered by the council, volunteers, and partners.
- An update on delivery included in the Annual Review
- A 'together we did this' video/slideshow created featuring the changes delivered over 3 years

- Organise the next 'Our Community Matters' community plan review for November 2025
- Plan renewed 2026

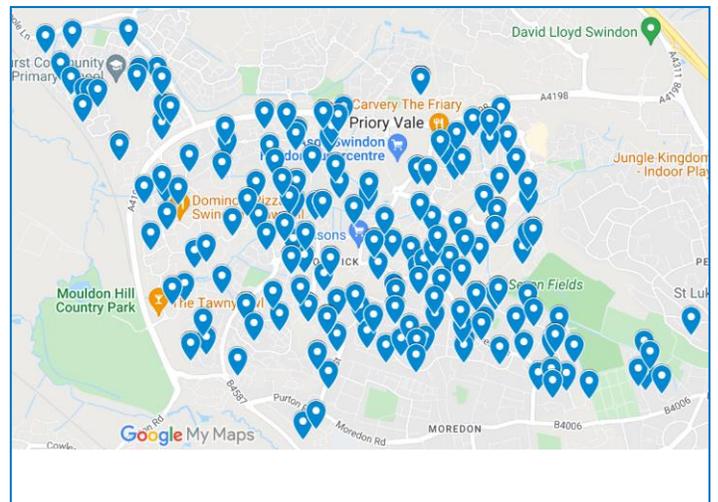
### Understanding local priorities and aspirations

With the need for a review established, the starting point for the development of a community-led plan must be the views, concerns and priorities of local people. It was decided to undertake a comprehensive household and business survey to gauge opinions on the services provided by the Council, future needs and local priorities for action. To achieve this, a publicity campaign was launched with a press release, social media posts, flyers, and posters. A flyer was posted to every residential and business property in the parish with an invitation to complete an online survey form. In addition, hard copies of the survey were provided at local collection and drop-off points in the Parish.

### Survey responses

At the time of the analysis, 293 completed responses had been received by the Council. This return rate compares very favourably with other successful engagement exercises undertaken by the Council, such as the 'community choices' participative budgeting consultation.

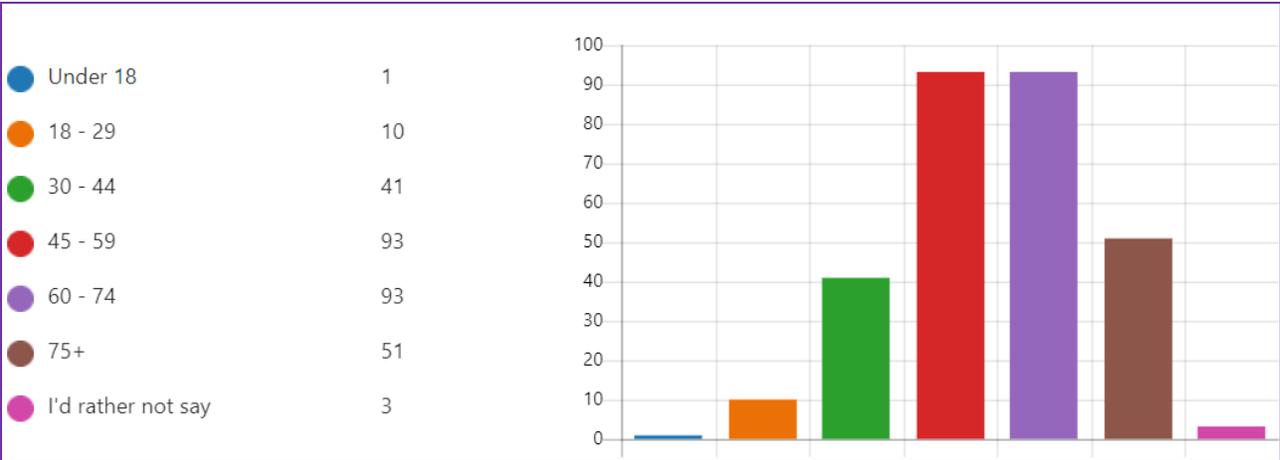
The map here (Figure.1) shows the spread of participation across the Parish. It is positive to see that the mail drop and communication campaign reached right across the Parish.



**Figure 1: Distribution of Survey Responses**

Figure 2 shows the break down in the age of respondents. The most striking conclusion is that so few young people took part in the survey. This is not completely unexpected, but it does suggest that the Council needs to find new ways of engaging people under the age of 30. There was a reasonably equal gender response – Figure 3. Around 90% of respondents have lived in the Parish for more than 5 years (Figure 4) which means they should be familiar with the issues surveyed.

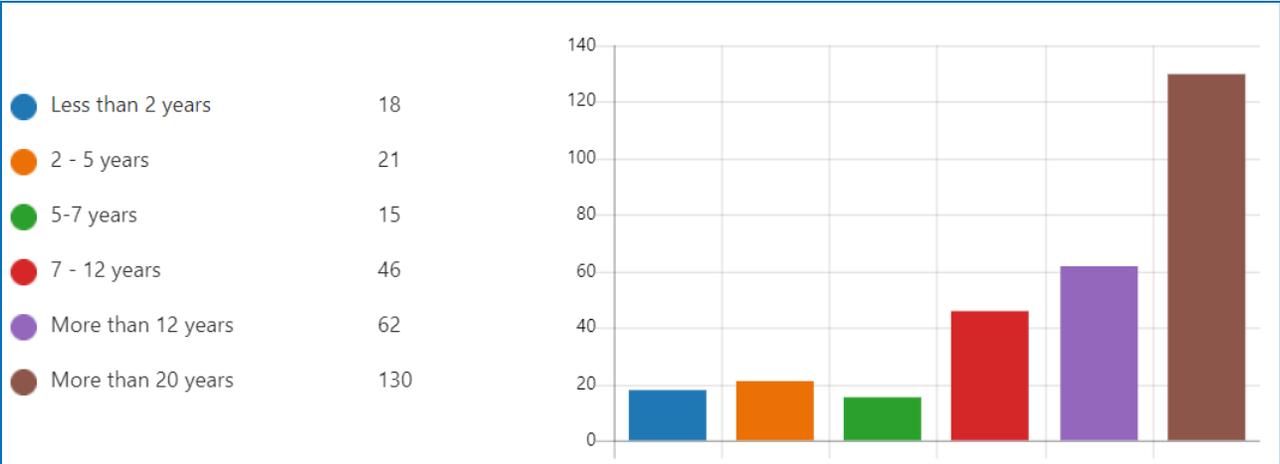
**Figure 2: Age of Respondents**



**Figure 3: Gender**



**Figure 4: Length of Residence in Haydon Wick**



**Figure 5: ‘How did you hear about this survey?’**

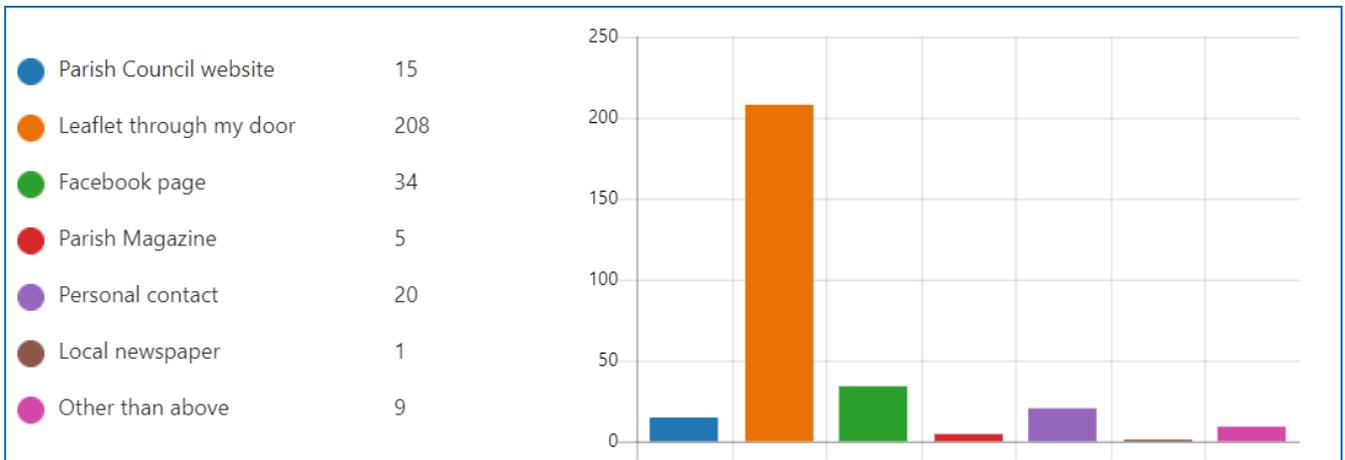
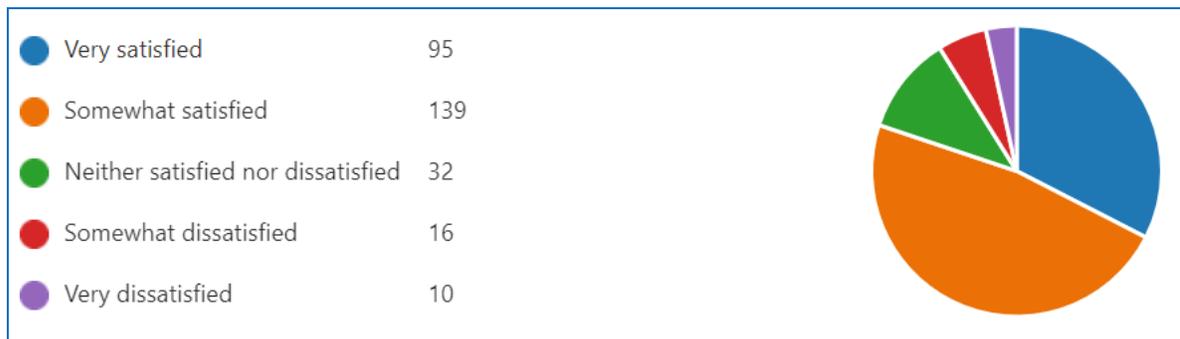


Figure 5 shows that the leaflet drop was successful, eliciting 70% of the total response. The next chart (Figure 6) shows the first of the key findings of the survey – overall satisfaction with life in Haydon Wick. It is very encouraging that 80% of respondents are either ‘very satisfied’ or ‘satisfied’ with life in the Parish. Less than 1 in 10 of respondents expressed any dissatisfaction. Quite rightly, the Parish Council should be very proud of this result.

**Figure 6: ‘Overall, how satisfied are you with things in Haydon Wick?’**



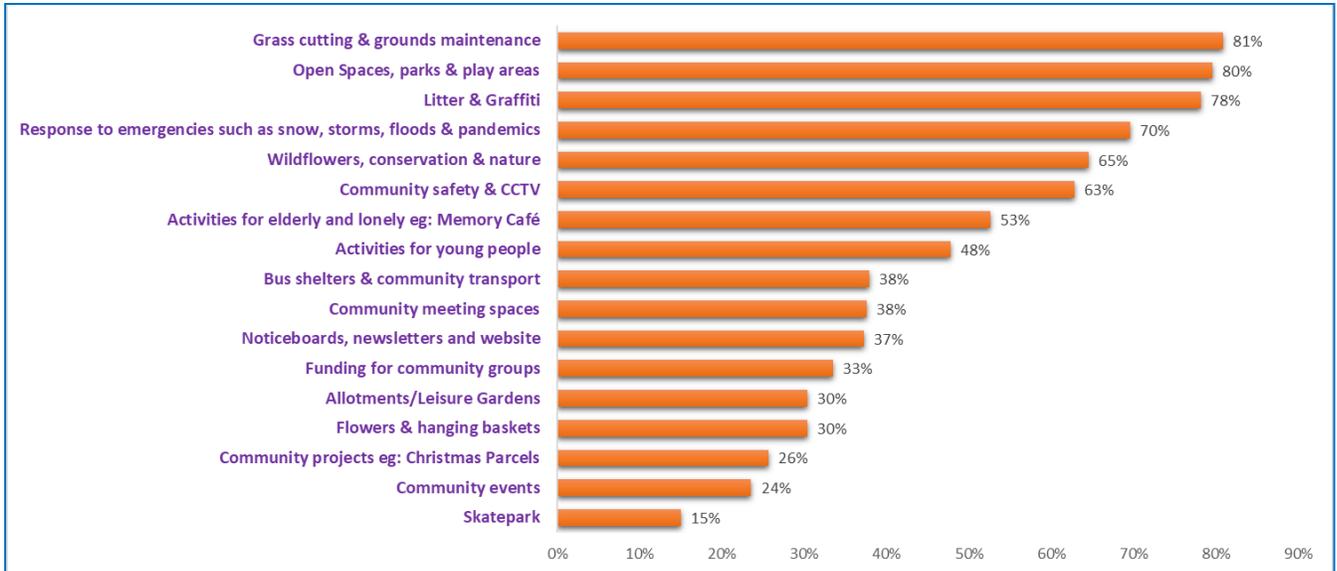
**Council Services**

The next section of the survey focused specifically on the services and activities provided by Haydon Wick Parish Council. The first (Figure 7) looks at the importance of the services to local people. There is an obvious correlation in the results between the visibility and use of services and perceived importance – open spaces, grass cutting and litter featuring highly because they are more frequently experienced by most respondents. Conversely, services such as the allotments or the skatepark feature lower because they are not widely used by most respondents.

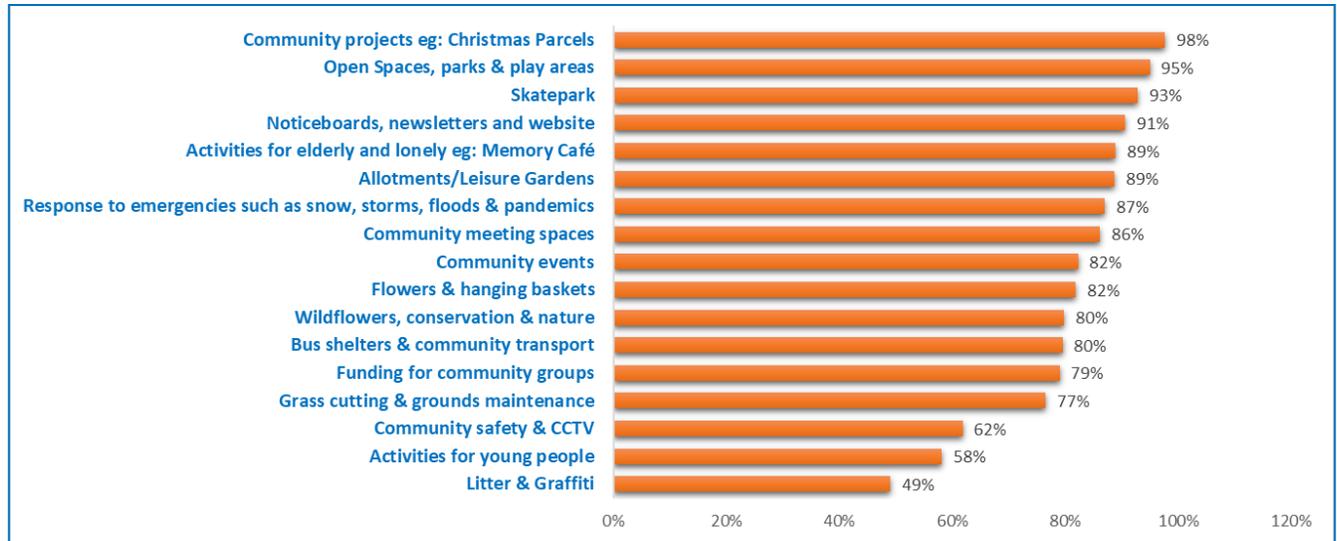
To understand this better, another question was included in the survey which gives a more informative picture. Figure 8 shows how satisfied people are with local services. A service may be very important to a respondent, but they may feel dissatisfied with the current level of provision. To enable better comparison, the results for this question include only those who expressed a view – either positive or negative. Overall satisfaction levels are very high across most services. When considered alongside the previous question this gives a valuable insight

into where improvements may be needed. For example, litter is important to over 78% of respondents but only 49% are satisfied with the present standard of service – it is clear that respondents would welcome improvements.

**Figure 7: ‘Which Council services activities are most important to you?’**



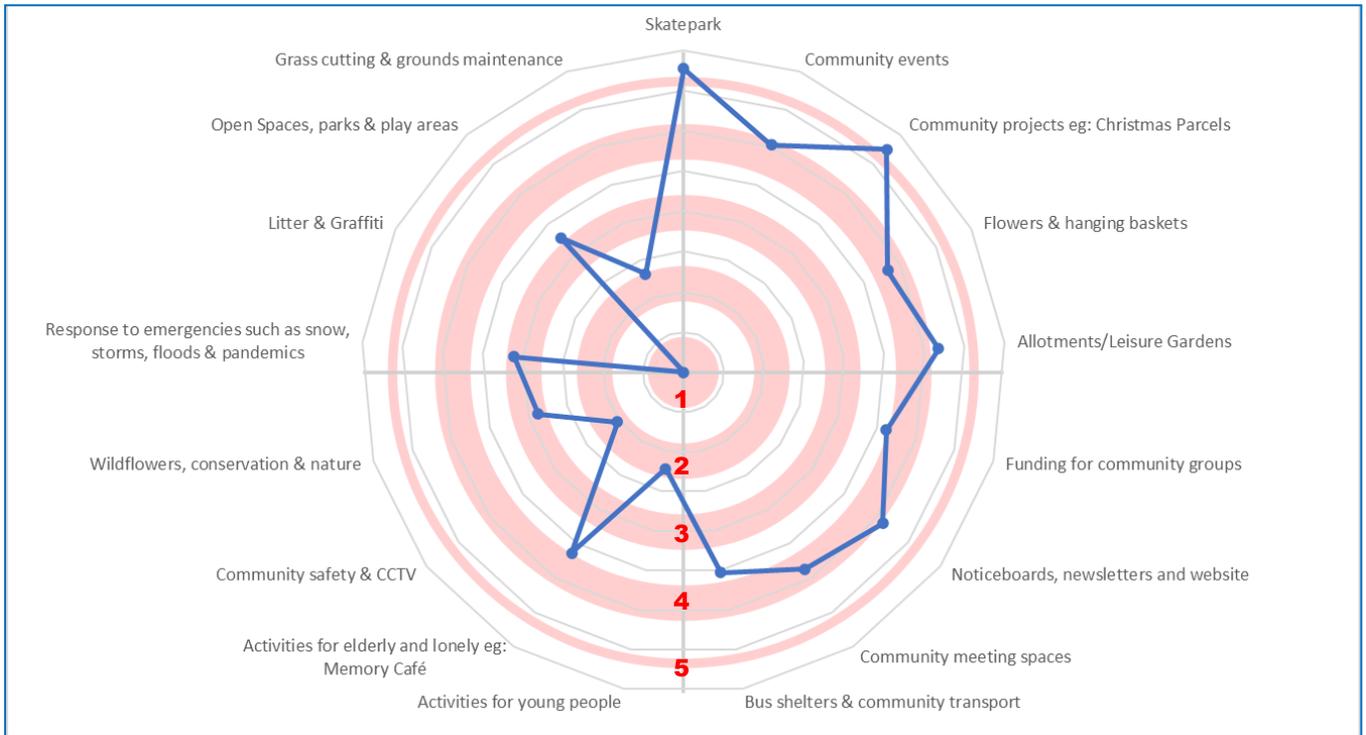
**Figure 8: ‘How satisfied are you with Council services and activities?’**



Using the results shown in Figure 7 and Figure 8 it is possible to cross-tabulate a useful analysis – the inverse correlation between importance and satisfaction. In simple terms, this is where people think something is important, but they are not happy with things at present. This shows where improvements would be most welcomed. It is shown as a radar graph in Figure 9. The chart shows those services where the respondents would most like to see improvements in the centre of the target. There is far less demand for improvements for those

services towards the edge of the target. The scale gives an improvement rating priority score; 1 being the highest priority and 5 the lowest.

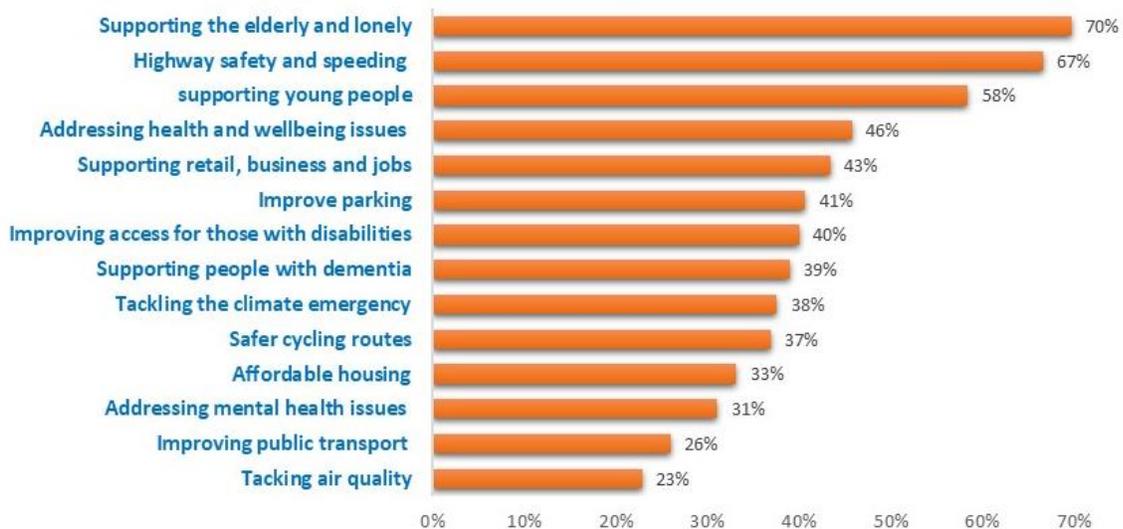
**Figure 9: Targeting improvements**



**Other local priorities for action**

The household survey focused mainly on those matters most directly under the Parish Council’s control – its services and activities. However, Haydon Wick Parish Council has an important part to play in all issues affecting the local community, either as a direct provider, grant funder, champion, partner or lobbyist. For this reason, the survey included a question about issues that are not the sole responsibility of the Council.

**Figure 10: Local issues priorities for action**



## A vision for the future

The survey also gave respondents the chance to describe how they would like the parish to be in the future. By examining the common themes from the answers provided, it is possible to build up a common or shared vision that reflects the views of the community. The most shared verbs are set out below:



Joining these words up into a vision statement we can see very clearly that local people want Haydon Wick to be:

- A safe and friendly place.*
- A clean and tidy place.*
- A green and sustainable place.*
- A kind and caring place.*

## Turning the vision into action – the co-production process

Armed with a clear vision and priorities agreed by the community, it was necessary to consider how this might be delivered on the ground. The survey had invited respondents to provide their own ideas and suggestions. This formed the basis of the 'community café' co-production workshop on 16<sup>th</sup> March 2022. 27 participants attended the event held in the Town Council Office at an event facilitated by the consultant from SLCC. The event followed the following format:

### ▪ Introduction and context

Chairman of the Council welcomed everyone to the event. The consultant then ran through a series of slides clarifying the results of the survey. They then explained the workshop process, stressing the importance of linking the workshop activities with the views expressed by the wider community.

### ▪ Task – ideas into actions

Participants broke into four groups, each focused on a theme derived from the vision agreed by the community – Safe, Clean, Green, Caring. Each table had a facilitator, a copy of the community survey results by theme, a priority sheet, and a pack of 'idea cards' that featured the ideas and suggestions arising from the survey. The group worked through the cards allocating them each a ranking based on how well they reflected the community priorities. After 20 minutes, the tables rotated, and the process continued in this way until all the cards had been allocated a priority rating and every participant had visited each theme table.

## ▪ **Task 2 – ranking actions**

Back in groups, the top priority ideas and suggestions were ranked according to cost, time, and ease of implementation. This information was captured on an action planning sheet (the foundations of the community plan). Again, the tables rotated in order that all participants may have an input – amending and adding to the process at each turn. With the sessions complete Vinay closed the Workshop.

It is important to emphasise that at every stage the planning process has been driven by the community. The priorities were derived from the results of engagement, the ideas and actions came from the community and the action plan was assembled by the community itself at the co-production café workshop. At every stage this has been led and developed by the community. Haydon Wick Parish Council has used its democratic leadership role to facilitate the process and will be a key driver of the delivery plan on behalf of the community. However, delivery will also involve other organisations, partners, community groups and volunteers. The Council will be key to this, but the results will depend on effective collaboration and community involvement. It is important to log regular updates to the plan to monitor implementation and demonstrate progress to the community.

## **Next Steps**

1. Adopt that the community plan created by the people of Haydon Wick and promote widely through existing social media channels using the ‘Haydon Wick | Our Community Matters’ brand.
2. Implement performance monitoring and review process outlined in this report and initiated immediately including the ‘quick wins’ to demonstrate commitment.
3. Set up a working group, involving community representatives, be formed to oversee implementation and co-produce the actions reporting back to the community via the Council.
4. Develop new ways of engaging with young people with a view to incorporating this into the 2026 community plan.