

Briefing Paper

Aim: to enable the Parish Council to make a decision about the method to be used to conduct a survey of residents' views on the five agreed areas of interest.

Introduction: Note that for each option listed below, Action in Rural Sussex (AirS) can construct the survey form, input residents' responses into a data-base, analyse the results and write a report on the main findings.

Each method of conducting surveys has its own advantages/disadvantages. No one method is perfect but we need to make a decision and, if we decide to appoint AirS, to inform them of our choice before we can move forward.

Option 1: A paper survey. AirS would mail out survey forms to 800 households and include a sae for the return of the forms.

Cost £3,485

Option 2: A paper survey but with the Parish Council carrying out some of the tasks, for example printing survey forms and delivering them, and bearing some of the costs.

Cost depending on the PC's involvement

£ 2,814 - £3,013, plus the PC's costs

Option 3: An electronic survey with PC publicising it via Link, Facebook, banners. Possibility of the Clerk providing paper survey forms to residents without access to a computer.

Cost £1,822, plus the PC's costs of publicity (likely to be under £100)

Author: Owen Hydes, November 2020.