
COMMUNITY CONSULTATION



Elloughton cum Brough Town Council

July - October 2021



OBJECTIVE

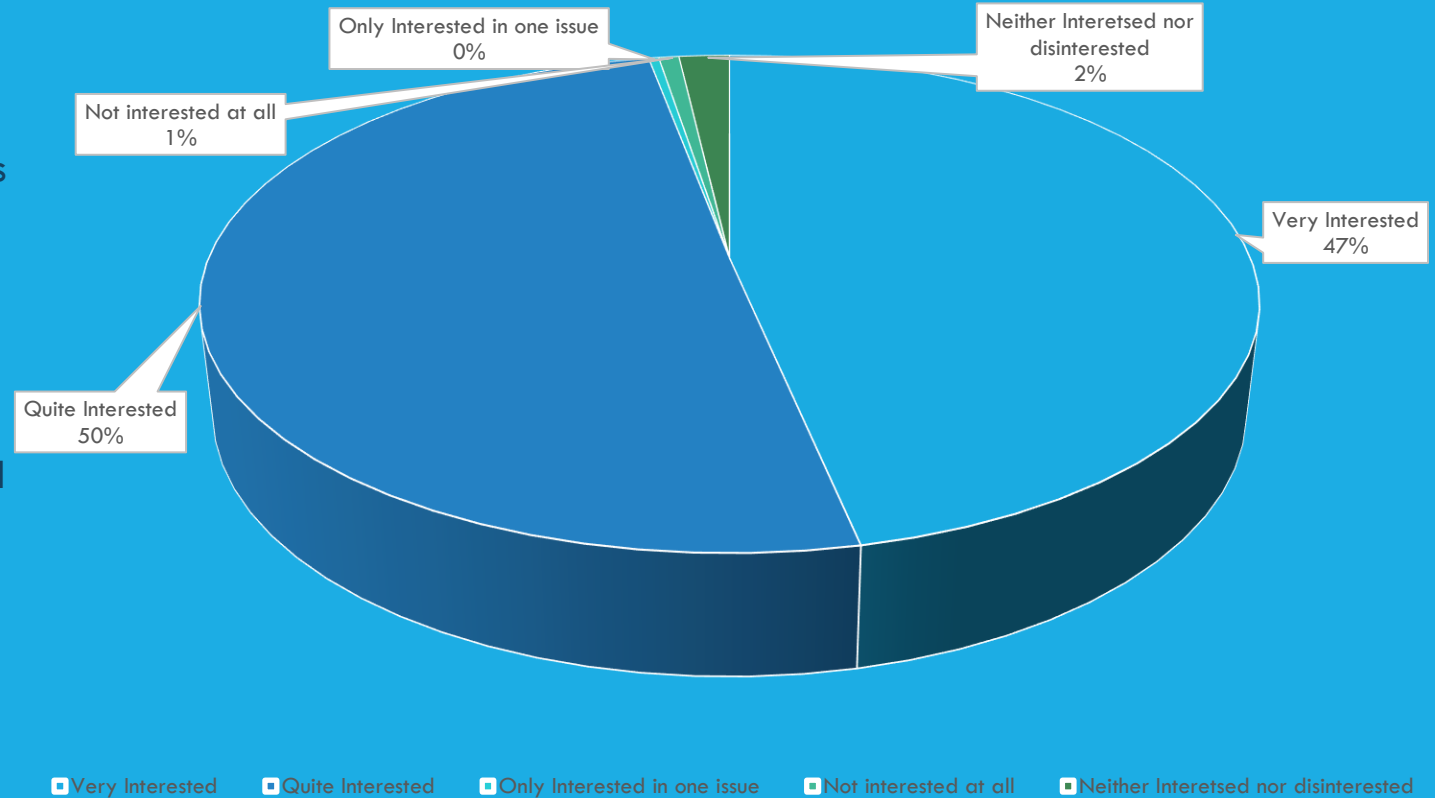
To determine the preferences of Elloughton cum Brough's residents regarding:

- Communication from the Town Council
- Environmental Aesthetics
- Community Events & Activities

01 COMMUNICATION

A total 97% of residents in Elloughton cum Brough have an interest in local issues. This is important as it validates the remaining questions which were asked throughout the survey, giving an honest and realistic representation of what the community would like to see going forward.

How Interested are you in local issues?



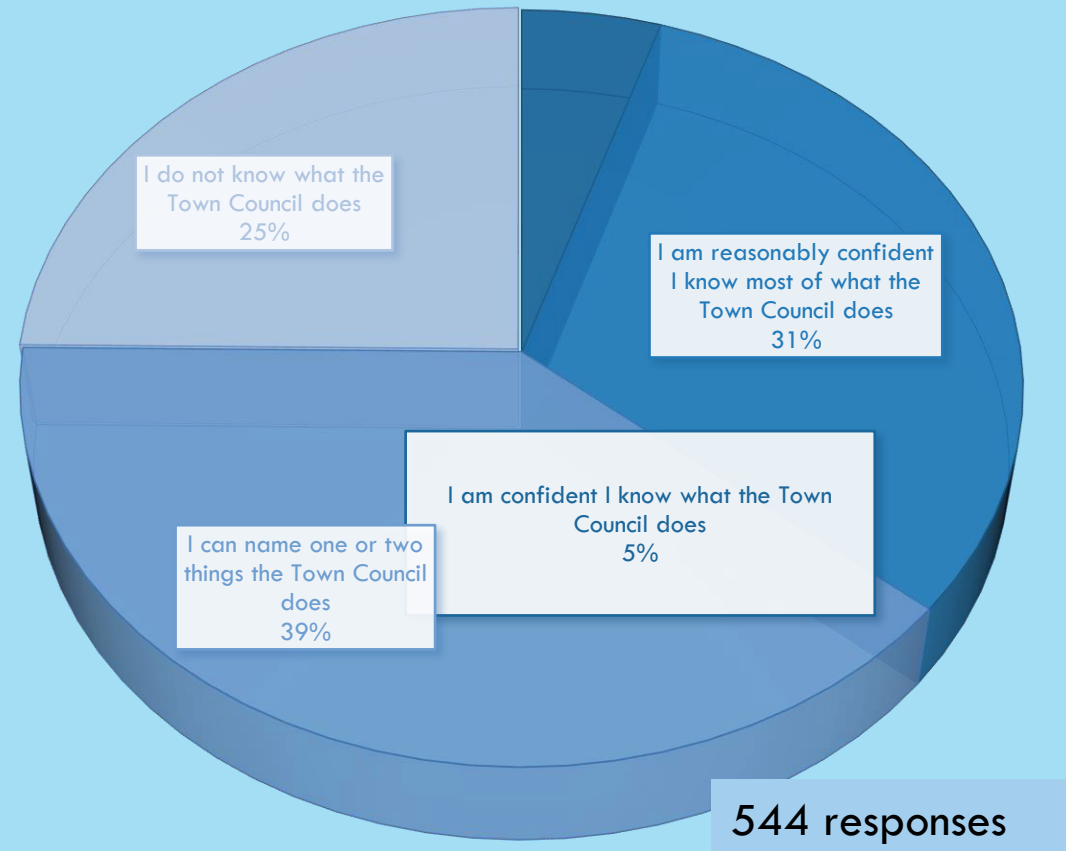
544 responses

02 UNDERSTANDING WHAT THE TOWN COUNCIL DOES

How much do you know about what the Town Council does?

The majority of people within the community believe they have some ideas as to what the Town Council does. With a large proportion thinking they can name a *couple* of things.

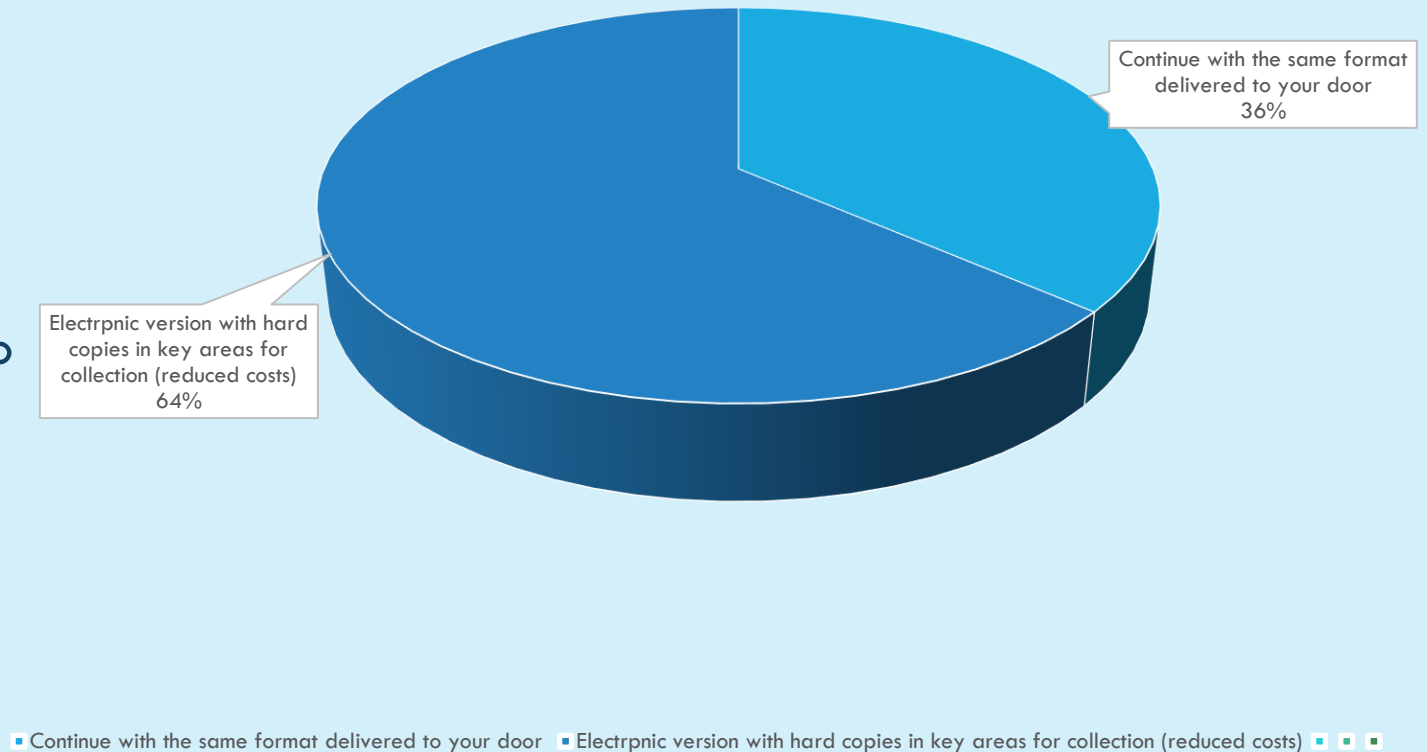
We aim to better clarify the role of the Town Council through better communication. To give clear sign-posting as to what we do as a council, the things we have control over and how we can help and support the community.



03 THE PETUARIA PRESS

The Petuaria Press is a valued document which delivers key information across Elloughton cum Brough. Although 64% would like to see it in electronic form (email shot and website link), it will still be beneficial to produce some hard copies, especially to those without access to the internet.

The Petuaria Press is a longstanding publication for Elloughton cum Brough residents. Would you like to see this...



544 responses

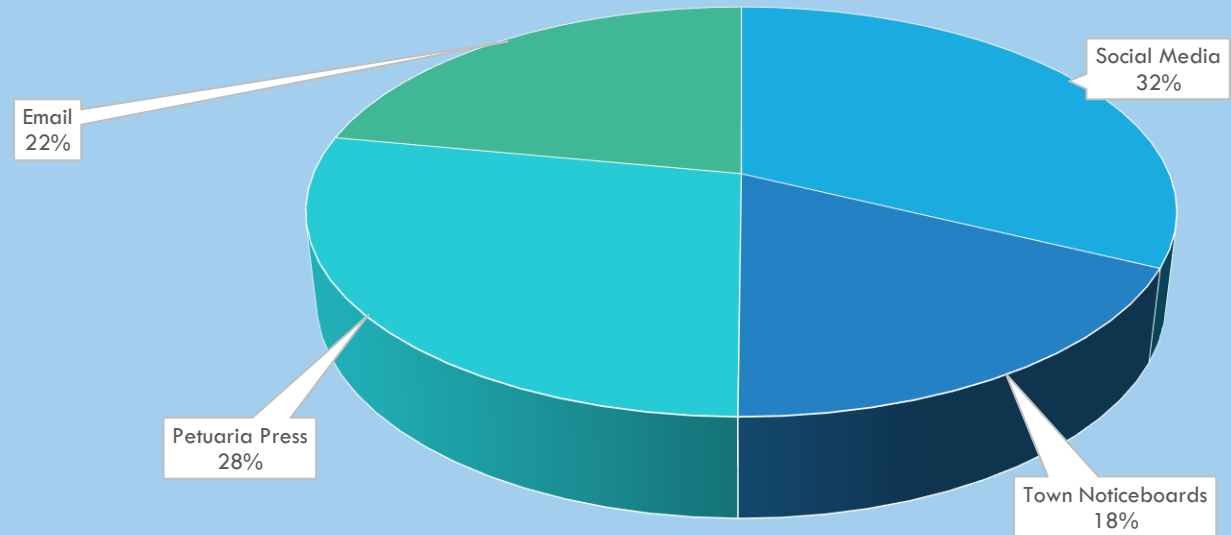
04 TOWN COUNCIL UPDATES

In order to communicate our key messages across the community, it is clearly important to use all available electronic and 'hardcopy' methods.

For immediate and urgent announcements the council will use all Social Media channels and update the website with formal notices. We will determine the urgency of key statements at a local level and will seek approval where necessary.

As a secondary channel, noticeboards will be utilized.

How would you like to receive updates from the Town Council?



■ Social Media ■ Town Noticeboards ■ Petuaria Press ■ Email ■

556 responses

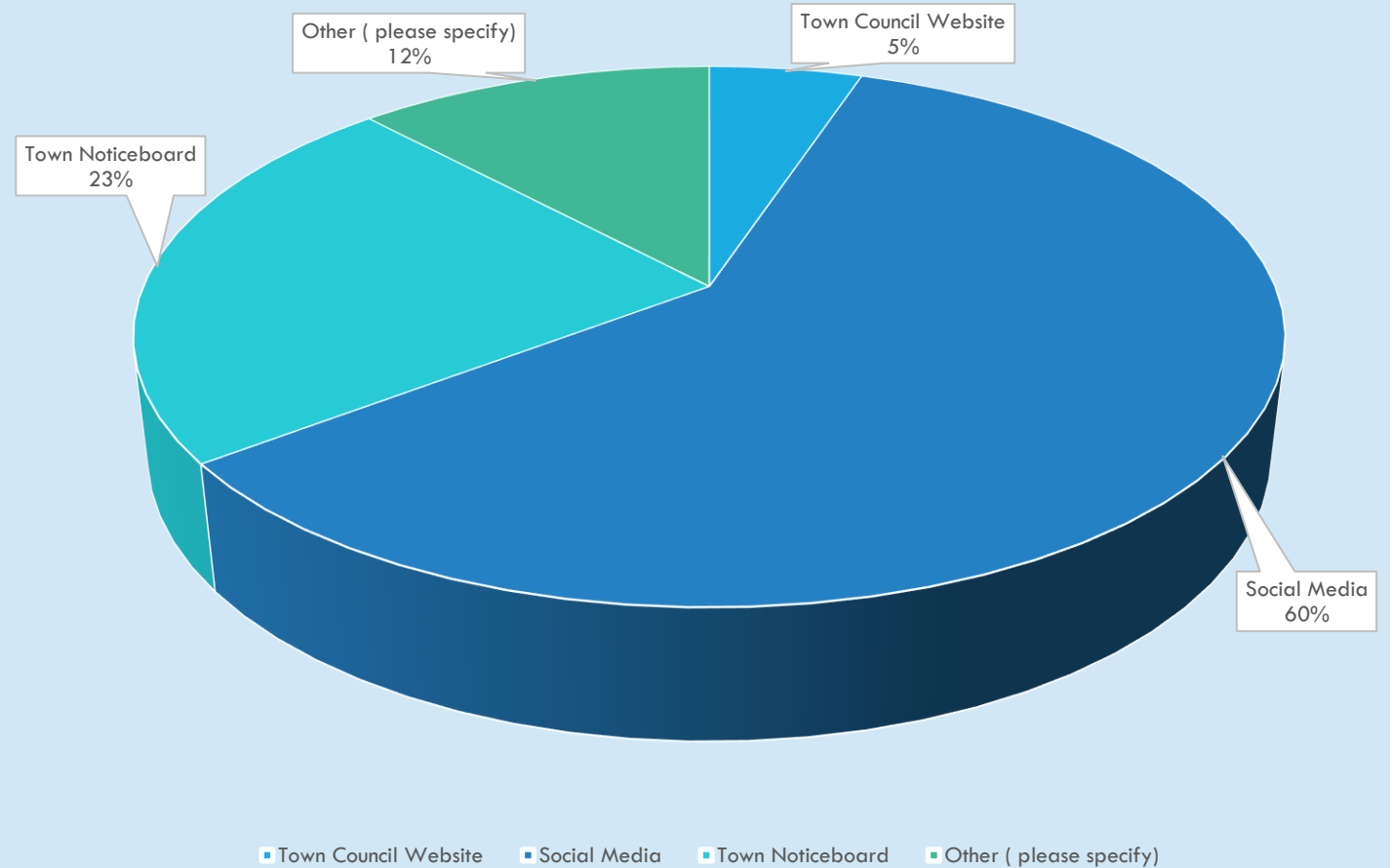
05 ACTIVITIES & EVENTS

60% of respondents would prefer the use of Social Media for communication on all events and activities.

We are now using mail shots to send out updates and all social media channels are fully utilized.

The Petuaria Press and Town Noticeboards are also useful sources of information for communicating these messages. Implementation of new noticeboards in the newer developed areas should be considered a priority.

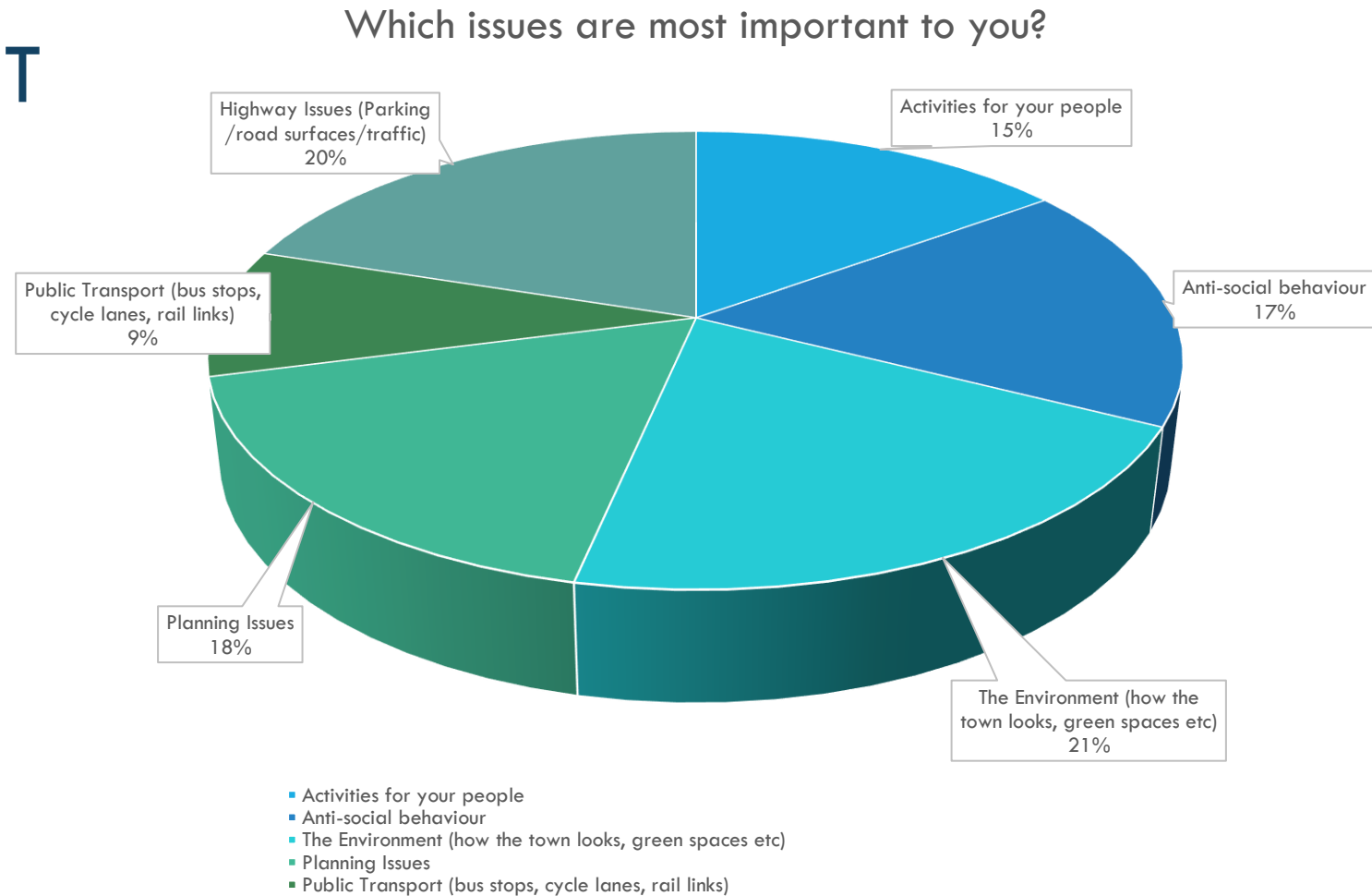
How do you find out about activities or events in your area?



537 responses

06 ISSUES WHICH ARE IMPORTANT TO YOU

598 people responded to this question, having had the list of options to choose from in a drop down menu. The environment and planning issues are clearly of great interest to the residents, with anti-social behaviour and activities for young people also a concern for a large portion of the community.



598 responses

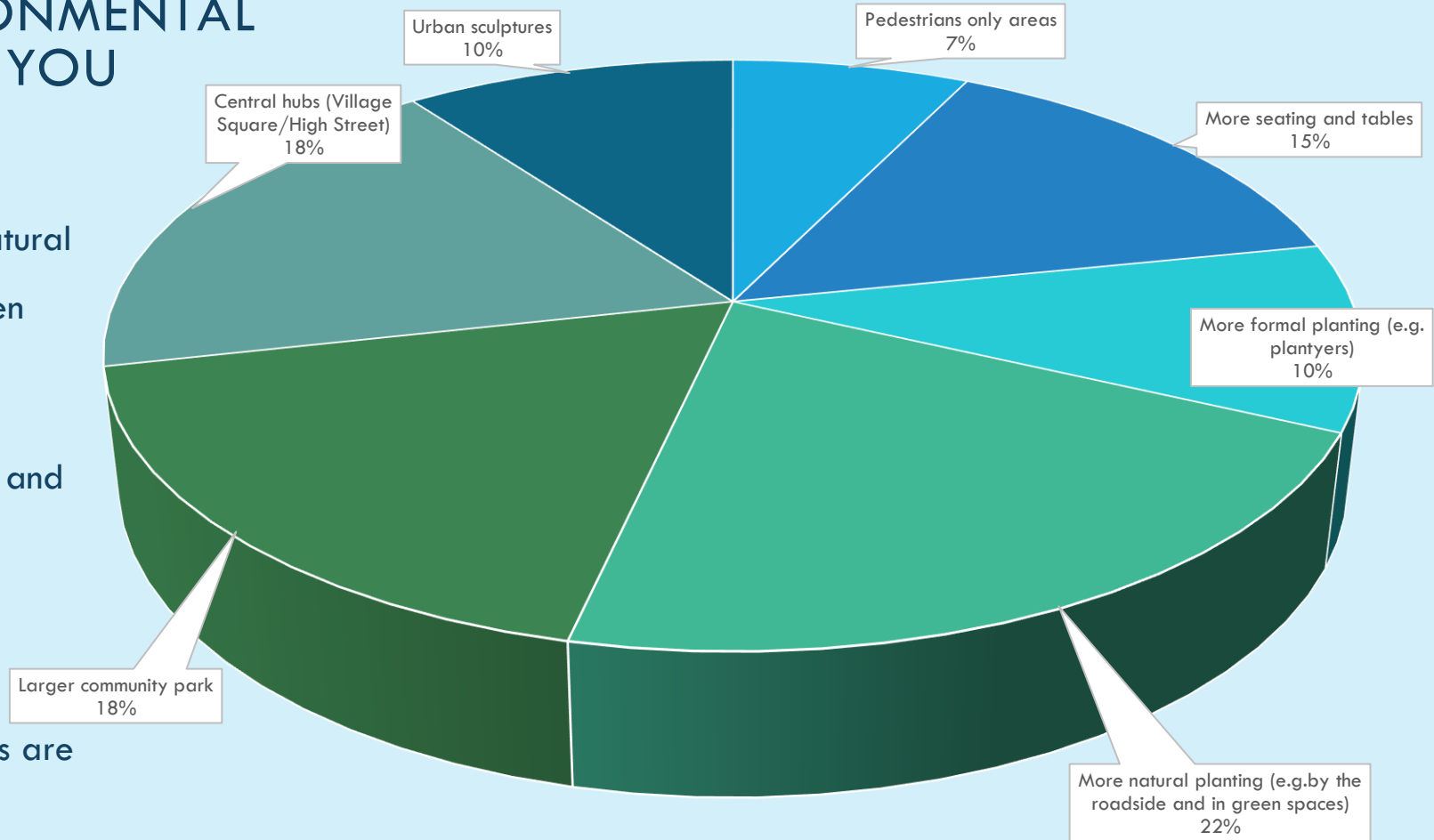
07 WHAT AESTHETIC/ENVIRONMENTAL FEATURES WOULD YOU PREFER?

22% of residents would like to see more natural planting areas along roadsides and in green spaces throughout Elloughton and Brough.

There is a call for a larger community park and more seating and table areas.

Urban sculptures and pedestrian-only areas are relatively unimportant additions.

What aesthetic/environmental features would you like to see?



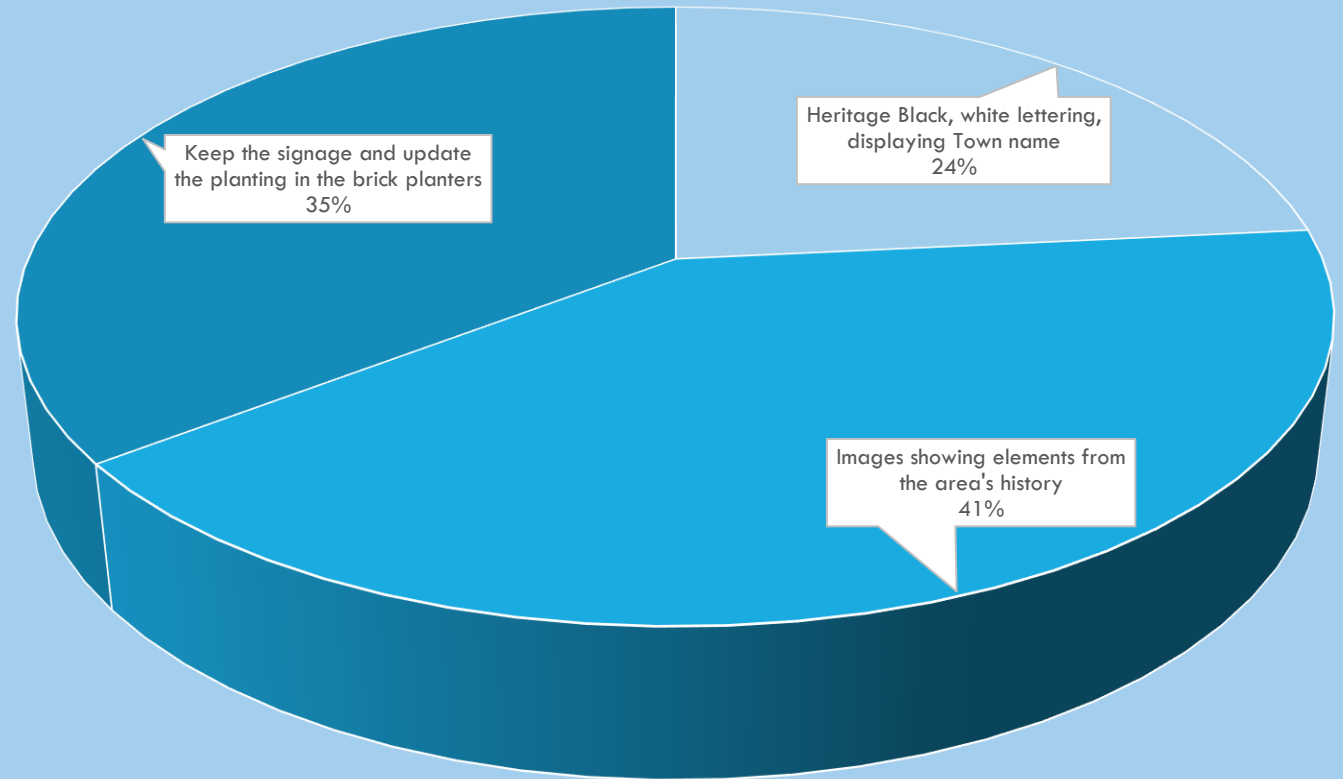
- Pedestrians only areas
- More formal planting (e.g. planters)
- Larger community park
- Urban sculptures
- More seating and tables
- More natural planting (e.g. by the roadside and in green spaces)
- Central hubs (Village Square/High Street)

552 responses

08 TOWN ENTRANCE SIGNS

The majority of residents (41%) would favour signs depicting the areas heritage through images, similar to surrounding towns and villages.

Town Entrance Sign Preferences



- Heritage Black, white lettering, displaying Town name
- Images showing elements from the area's history
- Keep the signage and update the planting in the brick planters

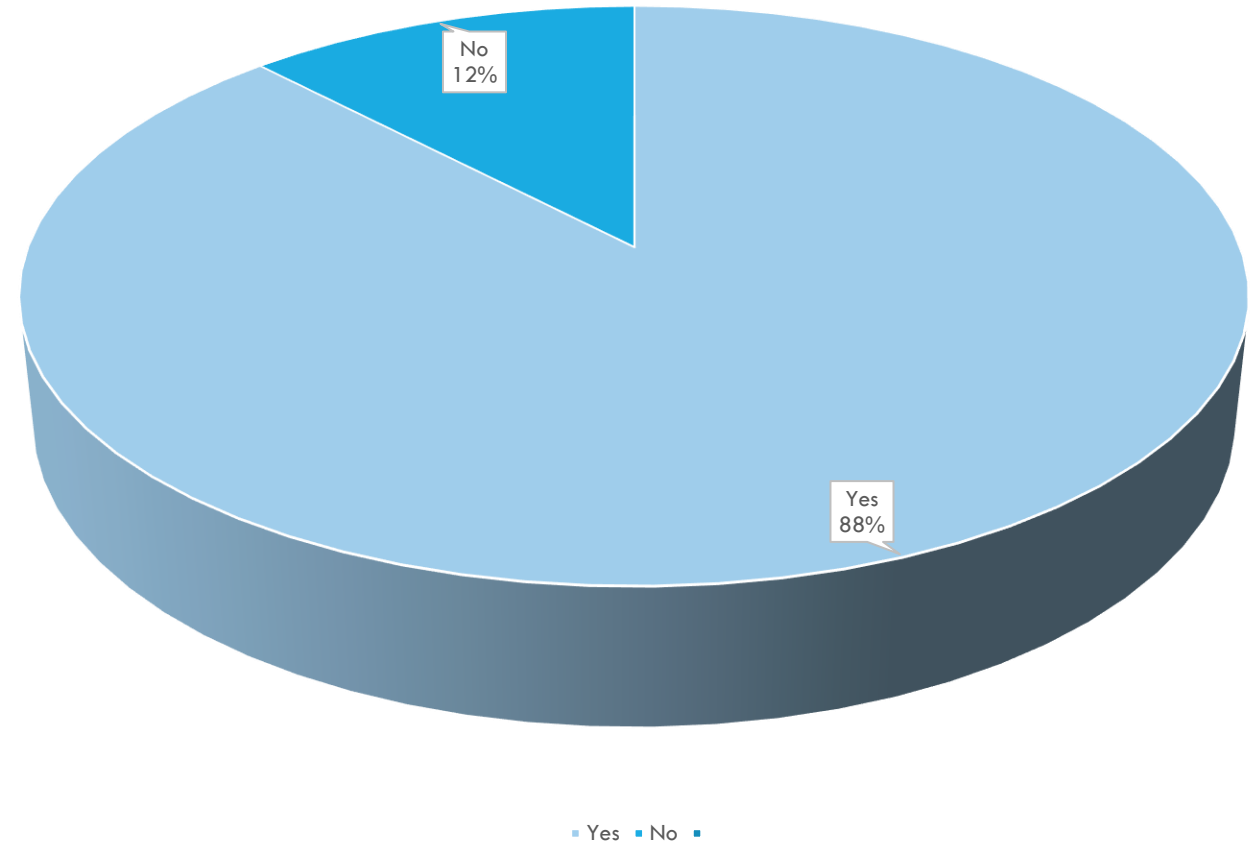
534 responses

09

COMMUNITY EVENTS & ACTIVITIES

88% of residents would like to see more events and activities organized for the community.

Would you like to see more public events in the community?



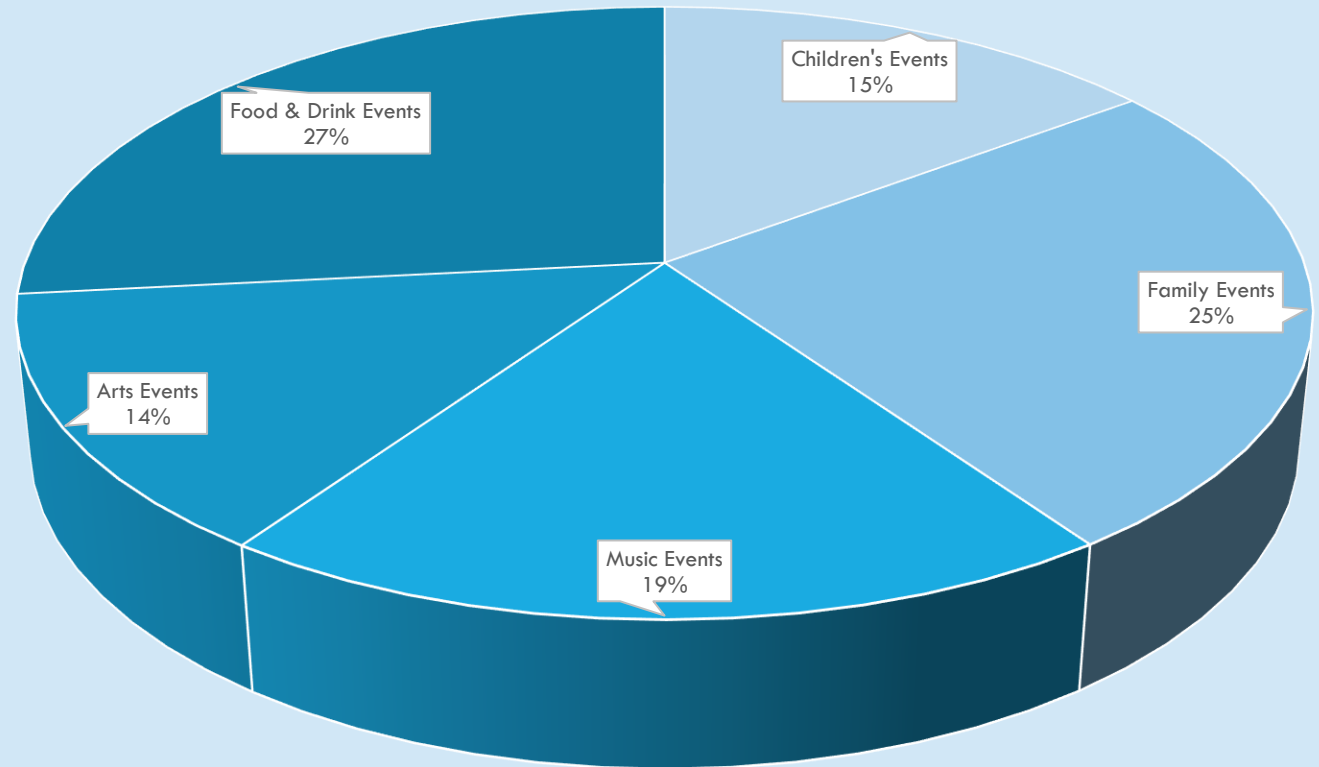
533 responses

10 EVENTS & ACTIVITY PREFERENCES

It is apparent that there is a real appetite for an extensive range of activities across all genres, ranging from food festivals to music events.

There is a call for family & children's events and we will be placing a greater focus on Easter, Halloween and Christmas going forward. With the appointment of an Events Coordinator, this will also help to plan, coordinate and gain feedback on events for the future.

Would you like to see more public events in the community?



Children's Events Family Events Music Events Arts Events Food & Drink Events

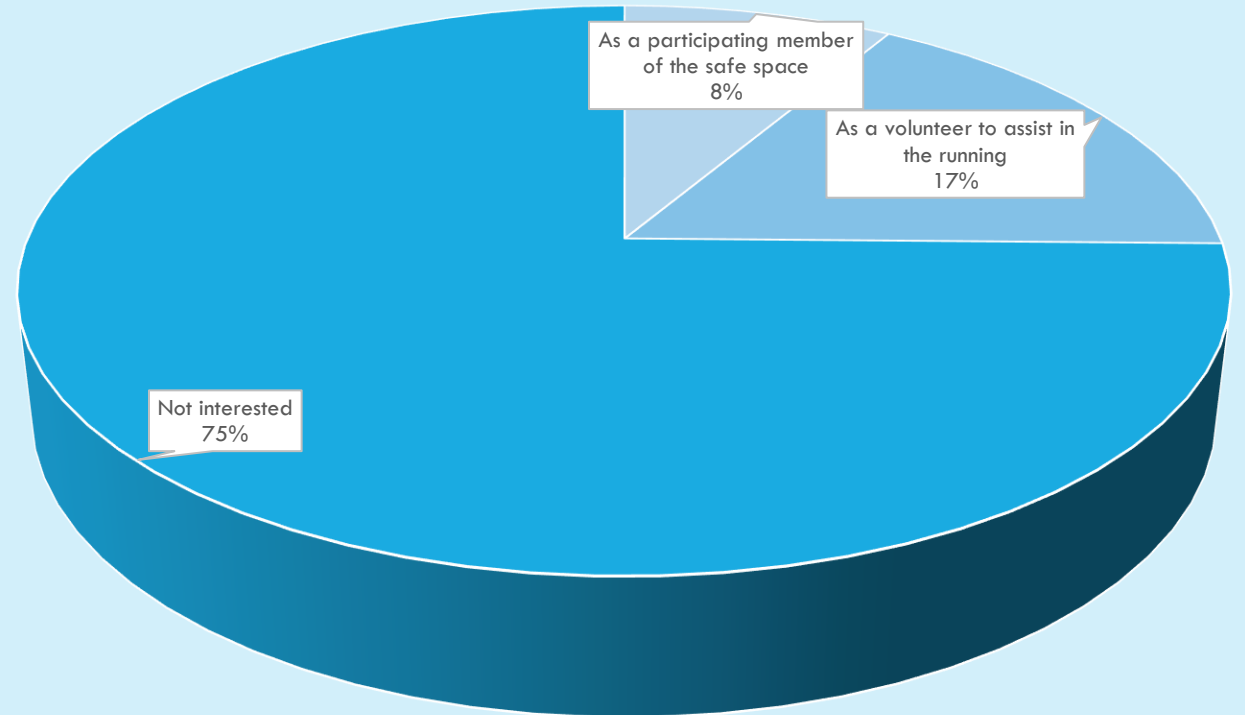
544 responses

11 SAFE SPACE FOR YOUNG ADULTS

Based on the consultation findings, it is clear that the majority of residents have little interest in creating a safe space for young adults. And that only 17% would be interested in volunteering to help run such a place.

Obviously the town council is keen to provide space for all residents in the area to feel safe and welcomed, but has to be conscious of the cost and maintenance implications and the overall demand for such areas.

Would you like to see more public events in the community?

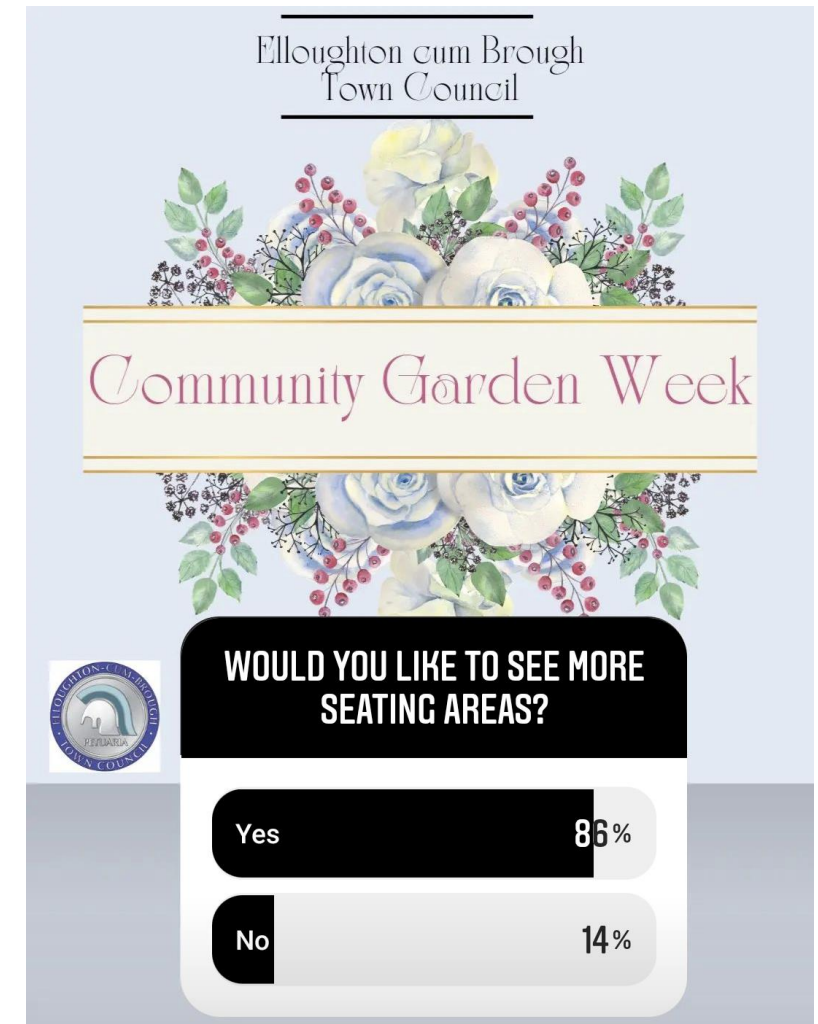


■ As a participating member of the safe space ■ As a volunteer to assist in the running ■ Not interested ■

525 responses

INSTAGRAM SNAPSHOT

Instagram 'snapshot' questionnaire concludes similar results to the consultation, showing 75% of residents would prefer natural planting and 85% would like to see more seated areas.



SELECTION OF COMMENTS RECEIVED

“More child friendly
activities would be good”

“I know very little about
what the Council does”

“I’ve lived here for 6 weeks and haven’t
received anything through the post about the
Council apart from one leaflet today, so
would be great to receive more info about
things that are happening, including local
community events”

“I really like the events
such as competition for
Halloween decorations –
moved to Brough one year
ago and it’s lovely to
see!”

“Local events need
better promotion”

“More parks &
activities for kids
aged 11+. Better
updates on Brough
South”

“Need to be more visible and more
face to face availability within the
community”

“A regular email
update would
be useful”

“I just don’t hear about the great
stuff you do!”

“More policing, re
parking on the
pavements”

Anonymous
responses

CONSULTATION HIGHLIGHTS



Communication

- Residents are interested in local issues
- An electronic version of the Petuaria Press is preferential
- Communication through both electronic means and physical leafleting/noticeboards is required

Environment

- Residents would like to see more natural planting (e.g. by the roadside and in green spaces)
- A central hub (Village Square/High Street) would be welcomed
- More seating and table areas are required

Events & Activities

- Social Media should be the main source for events information, with noticeboards continuing to display such activities
- Family and Children's events and activities are most valued and requested

Council Priorities

- Develop and maintain better electronic channels for communication
- Give clear, concise and relevant information on what the council does and how it represents the community's best interests.
- Plan inclusive, imaginative and fun events which can be enjoyed by all, especially families and children.
- Ensure green spaces are representative of what residents have requested – natural planting and increased seated areas.

DEMOGRAPHIC RESPONSE MAKEUP



Demographic Response Makeup:

Female: 66%

Male: 31%

Prefer not to say: 3%

Age Ranges:

15-20: 1%

21-30: 8%

31-45: 33%

46-60: 34%

61-75: 20%

75+: 5%