
SEEND COMMUNITY FACILITIES SURVEY

A one-shot community survey undertaken in March/April 2023

SOME SELECTED SURVEY 'TAKEAWAYS' – NOT QUITE AN EXECUTIVE SUMMARY.

- Both paper and web form questionnaires provided the opportunity for respondents to include other household members as joint respondents. The 118 submitted responses therefore represent the views of 221 people. In a small number of returns, some respondents did not complete all questions. Response numbers and percentages are based on the numbers of responses to each question.
- 71 (74.7%) respondents have no wish to be voluntarily involved with the operation of our community charitable organisations. Respondents stating they have been involved in the last 3 years may still be involved and are likely to be the predominant attendees at Annual General Meetings.
- 24 respondents have offered to take up active volunteer roles in our parish community organisations. Some have given limiting caveats to acceptance; some are not available until next year. Overall, this response is encouraging. Some of those volunteers are aged 75 years or older.
- 89 (81.7%) respondents said they would not accept the winding up of the Seend Community Centre and Seend Lye Recreation Field organisations. 20 said they would accept winding up. Some said they would not be happy with winding up but would accept it. 7 respondents did not address the question.
- In general terms survey respondents are satisfied with the current offerings from our organisations. Many respondents provided useful and innovative suggestions for improvement.
- 81 (69.8%) of Parish respondents had used the Community Centre facility in the 3 months prior to April 2023.
- 76 (87.3%) of respondents had used the Community Centre facility in the past. Only 2.8% of respondents had never used the Community Centre facility at all.
- 76 (67.9%) of respondents had used Seend Lye Recreation Field facilities in the past year.
- 36 (32.1%) of respondents had not used the Seend Lye Recreation Field facility in the past year.

Note:

The April 2023 Community Facilities Survey, and this report, are authored by the Seend Lye Field Honorary Secretary (currently Steve Vaux) on behalf of Seend Lye Recreation Field and Seend Community Centre. All errors and omissions in both the survey, including the daft survey questions, and the report are the sole responsibility of the author.

Acknowledgements

The author extends his sincere thanks to Seend Parochial Church Council for help with the printing and funding part of the costs of production. The Seend Community's sincere thanks are also due to the heroic Seend Spotlight delivery team for quietly accepting the extra burden of rapidly distributing 568 survey envelopes.

Heartfelt thanks are also due to the many Seend survey respondents who clearly care enough about their community facilities to engage with the long-winded survey and send in their responses - regardless of how daft some of the questions appeared.

SURVEY METHODOLOGY

Paper: The methodology comprised 568 paper survey booklets, distributed solely to Seend Parish households by the Seend Spotlight delivery team. Survey booklets were delivered in envelopes with a return envelope within for manual drop return to the Irene Usher Memorial Pavilion.

Web: An online survey form was provided on the Seend Lye Field website. Downloadable copies were also made available at the survey web location.

The questionnaire was distributed to Parish residents only as the facilities are held in trust for them. It is they who will need to be consulted by Trustees and management committees in the unlikely event of dissolution.

Questions were a mix of simple yes/no, data gathering, and stimulus-response. There was ample space for supplementary text comment.

SCOPE AND AIMS OF THE SURVEY

The scope of the survey was limited to learning something about the concerning lack of community support for the management of our village amenity assets held in trust for the community by 2 charities. Firstly, the Seend Trust, operating the Seend Community Centre with a licenced bar trading arm, and secondly the Seend Lye Recreation Field (Lye Field). Seend Playgroup, also a charity, was not a focus of the questionnaire, though it is generally recognised, though perhaps not well known, that the operation of the Lye Field charity subsidises the Playgroup through the provision of the building, outdoor spaces and the related utilities necessary for operation of the much-valued infant early years offering.

The primary aim of the survey was to discover what elements of charitable provision were used by parish residents and what elements were valued based on ranking stated frequency of use and text responses. Some questions sought opinion on access suitability. There was also opportunity to provide opinion on facility improvement. Some of the language of the questionnaire was designed to convey the wide range of charitable provision offered and the jeopardy the charities are facing, not from a lack of use, but from a lack of involved volunteer operational support.

FACTORS DRIVING NEED FOR A SURVEY

In common with most English rural communities, a socio-cultural evolution over the last 3 decades has witnessed the demise of many small clubs and societies that Seend's facilities were historically provided to accommodate. Several former clubs, societies and interest groups were associated with local youth needs, such as Cubs, Scouts, Guides, football, cricket teams, play facilities and outdoor recreational space. Further now-defunct adult interest groups were Mother's Union, Gardening Club, Seend Cricket Club, Seend Working Men's Institute, Seend Methodist Church, Seend 60-plus Club.

As Seend's population demographic moved to a majority older population so the demands on Seend's community facilities have changed with the necessary revenue generation means developing to include income streams from user groups from the wider Wiltshire community. Seend's facilities now serve the needs of many small, less well-endowed villages and both large and small interest groups from settlements within easy reach. Seend's facilities cannot survive without revenue from these external user groups. Our community facility volunteers now need to work harder than ever to meet both the financial demands of the excellent facilities we provide and maintain as well as the social needs of the wider Wiltshire community. All of this is done by a supportive but ageing population with very limited and

regular youthful support. As a community, we are fortunate that we have committed people with available time and skill to keep our facilities alive and operating in reasonable condition. However, evidently, our community members show some reluctance in taking up succession opportunities where the active management of physical parish assets is concerned. Both community organisations have volunteer vacancies and a very low AGM attendance resulting from a general lack of interest, or awareness, of how our community facilities are operated and an evident apathy concerning future community cohesion.

User organisations and private individuals have an expectation of the ready availability of cost effective, safe and well managed charitable real estate. The task of providing this is met entirely from voluntary work, with some small but vital exceptions of bar management and cleaning. Significant additional annual fundraising to maintain financial viability is also driven by volunteers. Plainly, in current economic circumstances, we need to solicit all acceptable forms of income generation. More importantly, we are not going to achieve that unless we are able to boost the existing numbers of willing, trusted, and effective volunteers in concert with some form of succession planning and motivation. To some extent this limited survey has laid out a starting point for a strategy which, logically, may include a possible amalgamation of the two charities concerned.

QUESTIONNAIRES

RESPONSE RATE

568 paper questionnaire booklets were distributed by the efficient and dependable Spotlight delivery network.

Of the 568 paper distributions 88 (15.6%) were returned. A further 29 questionnaire web forms were received. The total number of paper and web questionnaire responses received was 118 representing responses from 221 members of the Seend community (Seend, Seend Cleeve, Sells Green, Inmarsh). Both styles of questionnaire allowed the responses of additional household members to be included as shared values and opinions.

Responses returns represent 20% of the 2021 Seend parish population.

RESPONDENT DEMOGRAPHIC

44% (97) of respondents were aged beyond the notional retirement age of 65 years. There were just 13 (5.9%) of respondents aged 34 years and under. The age range generating the largest number of responses was 55 to 64 years.

Respondent age group	Number responding	% of respondent group
Under 25	6	2.7%
25-34	7	3.1%
35-44	21	9.5%
45-54	31	14.0%
55-64	52	23.5%
65-74	47	21.2%
75 and over	50	22.6%
Age not provided	7	3.16%
Total number of respondents	221	

RESPONDENT GENDER

Of those respondents providing a gender (understandably a number did not), 58.5% expressed as female and 41.4% as male. This is interesting rather than significant as the 2021 Census shows the parish gender profile as 51.6% Female and 48.4% Male.

RESPONSES TO IMPORTANT KEY QUESTIONS 23 & 24

Using recently published National Census data on the Seend population, as an opening discussion point concerning the impact of social and cultural changes in Seend and rural England, the first two pages of the questionnaire attempted to convey the existential dilemma facing the remaining management of both community facilities and to pose the question, **Why do we have so much difficulty in finding people to voluntarily help operate our excellent, yet seemingly undervalued, community facilities?**

Questions 23 and 24 were deliberately placed at the end of the questionnaire so respondents had an opportunity to relate to the opening inferences. Once stimulated by their personal answers to the many questions presented, they were asked:

Q23 - do you believe it is equitable that we continue to offer our community facilities to the wider community of Wiltshire?

Q24 - would you accept the winding up of the charitable organisations charged with administering our Community Centre and Lye Field facilities, and the disposal of the community assets in accordance with their respective Charitable Constitutions, Deeds of Trust, and our community's wishes?

For Q23, 111 (95.26) of 116 respondents answered the question with 'Yes', whilst just 2 (1.8%) respondents answered 'No'.

For Q24 – Of the 109 respondents who answered this question just 20 (18.3%) answered 'Yes' with 109 (81.6%) answering 'No'.

The answers to Questions 23 and 24, taken together in context with the overall positive comments and low dissatisfaction rates from the questionnaire, disproves the opening hypothesis that our community facilities are seemingly undervalued. They are in fact highly valued, at least by the segment of the Seend Community responding to the questionnaire and representing the views of 219 persons (19.9%) of Seend Parish population.

THE COMMITMENT TEST

Finally, having laid out the arguments and tested the values of our facilities, respondents were asked to take the Question 29 'commitment test': **Do you wish to become actively involved in supporting one or more of your village organisations by taking up an active volunteer role?** This withering question weeded out the number of respondents prepared to answer with 95 responding. Of the 95 respondents answering Q29, 16 said they were currently active in volunteer roles so they were excluded from the 'yes' responses.

The number who answered 'Yes' to taking up a volunteer role is encouraging. Converting this welcome commitment to an active role may reduce numbers as, understandably, some volunteered with conditional caveats.

Response 'Yes'	24 (25.5%)
Already active	16 (16.8%)
Response 'No'	55 (57.8%)

RESPONSES TO QUESTIONS ON COMMUNITY CENTRE/CLUB

There is little to be gained from detailing the responses to the 29 individual response points. The significant responses are as follows:

Q1 – Asked respondents if they had used the Community Centre in the last 3 months.

Response 'Yes'	70.4%
Response 'No"	29.6%

Q2 – Asked respondents the purposes for their Community Centre use in the last 3 months. 3 of the 22 possible subset answers were misleading as the activity would not have occurred in the last three months. These were Summer BBQ, Beer Festival and Annual Fete and Flower Show. The misleading answers have been omitted from the following breakdown of responses for Q2.

70.4% of respondents had used the Community Centre in the previous 3 months. 29.6% of respondents had not.		
Purpose for use in last 3 months	% of respondents using	Activity/Purpose Ranking
Bar	37.3%	1
Seend Pantomime	27.1%	2
Special private events/parties	19.5%	3=
Socialising with friends	19.5%	3=
First Friday Coffee Morning	18.6%	4
Car Parking	17.8%	5
Community entertainment events	14.4%	6
Special interest group meetings	10.2%	7=
Nosh and Natter	10.2%	7=
Ad hoc meetings	9.3%	8
Parish Council meetings	6.8%	9
Theatrical rehearsals	5.9%	10

Q3 – Asked respondents if they had ever used the Community Centre at all, and for what purposes. The purposes of past use were explored across 25 response points at Q4 with results shown in the table below.

Q4 Responses: 87.3% of respondents had used the Community Centre and 2.8% said they had never used it. Several respondents seemed to have difficulty with the yes/no part of the question and did not provide a response.		
Purpose of Community Centre or Club use	% of respondents using	Activity/Purpose Ranking
Annual Fete & Flower Show	67.0%	1
Club Bar	60.0%	2
Summer BBQs	45.2%	3
Beer Festival	44.3%	4
Annual Seend Pantomime	40.9%	5
Community entertainment events	40.0%	6=

Socialising with friends	40.0%	6=
Special private family events/parties	38.3%	7
Car parking	30.4%	8
First Friday Coffee Mornings	29.6%	9
Meetings with special interest groups	27.0%	10

Q5 – Asked respondents to rank their top 5 past uses in order of personal importance.

Q5 provided an opportunity for additional text response to the Top 5 ranking. Special mentions were made of Seend Summer Breakfasts, which had been omitted from the selectable options in the questionnaire. Other mentions were Oktoberfest, Queen's Jubilee and exercise classes.		
Purpose of Community Centre or Club use	% of respondents using	Activity/Purpose Ranking
Annual Fete & Flower Show	43.5%	1
Club Bar	40.9%	2
Beer Festival	30.4%	3=
Socialising with friends	30.4%	3=
Community entertainment events	29.6%	4
Summer BBQs	21.7%	5=
Special private events & parties	21.7%	5=

Although Nosh & Natter did not feature in the Top 5 ranking, being placed at 10.2% and ranked 7th as an activity in the previous 3 months, it is worth noting that Nosh & Natter uptake over the longer was reported at 16.4% and ranked 14th out of 22 by those mainly aged over 65.

Q6 – Asked respondents if they had been to a Seend Centre Annual General Meeting in the last 3 years. The free toffees given out at this event obviously make it unforgettable as all respondents answered the question. **28 (24.6%) respondents indicated they had been to a Seend Centre Annual General Meeting.**

Q7 – Asked respondents if they had been involved in running the Community Centre/Club in the last 3 years. **24.8% of respondents said they had been involved in running the Community Centre in the last 3 years. Presumably these were the same people who had been to the AGMs over the last 3 years!**

Q8 – Asked respondents if they were aware of Community Centre annual running costs. Respondents were asked to take a guess if they had no idea. **Only 108 respondents felt they could answer this question with 17.6% answering correctly and a significant number, 60.2%, overestimating the actual 2022 running costs of mid-£40ks. Just 22% of respondents answering underestimated Community Centre running costs.**

Q9 – Asked respondents what benefits the Seend Community Centre provided for the Seend Community. 11 tick-box response points were provided listing most of the activities and services known to be provided by the Community Centre for Seend residents. Almost all respondents ticked almost all boxes. The main insight to be gleaned from this question came from the text box responses which prepared the ground for Question 10 concerning the benefits also provided to the wider Wiltshire Community. Here are the quotes from the most relevant Q9 text box on Seend community benefits.



Q10 – Asked respondents what benefits they felt Seend Community Centre Provided to the wider Wiltshire Community. The question asked for a text response only. Here are some of the more meaningful and relevant of the 87 responses. Two responses referred to a changed post-pandemic dynamic and one of these said they no longer felt welcome, post-pandemic.

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- "Wider audience for fete & flower show and beer festival"
 - "Good venue with easy access, reasonable hire charges, ideal space for clubs."
 - "Hire to wider groups. Good venues for outside organisations."
 - "A place to celebrate, socialise & be entertained."
 - "A central venue for training and other events which offers catering and parking. I've used it for both church and WI events."

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- "Central location, good size, car parking."
 - "All activities are open to others - members of sporting teams etc. come from the wider community. It provides jobs and is great for the general health and happiness of all."
 - "Hire to wider groups. Good venues for outside organisations."
 - "Great potential for future growth."
 - "A well provisioned venue for a variety of the events and activities, easy to find and with good car parking. The fete and flower show attracts many people from the wider community."

Q11 – Asked respondents about needs NOT provided for by Seend Community Centre. Again, this was a text box response drawing on the stimulus of the previous two questions. Only 28 responses to this question were received.

"A Youth Club for children at both Primary and Secondary age."

"Film shows. More evening events? Population of the village may have increased but a lot of people are working, therefore have difficulty attending activities and events during the day."

"There aren't many child-friendly events other than pantomime, 'beer festival' and fete, not sure families would use the bar in the evenings."

"Parish Council meeting room is not very welcoming and the accessibility is poor for the elderly parishioners because of the steep stairwell. It is not well ventilated. Also, poor access from Sells Green & Seend Cleeve."

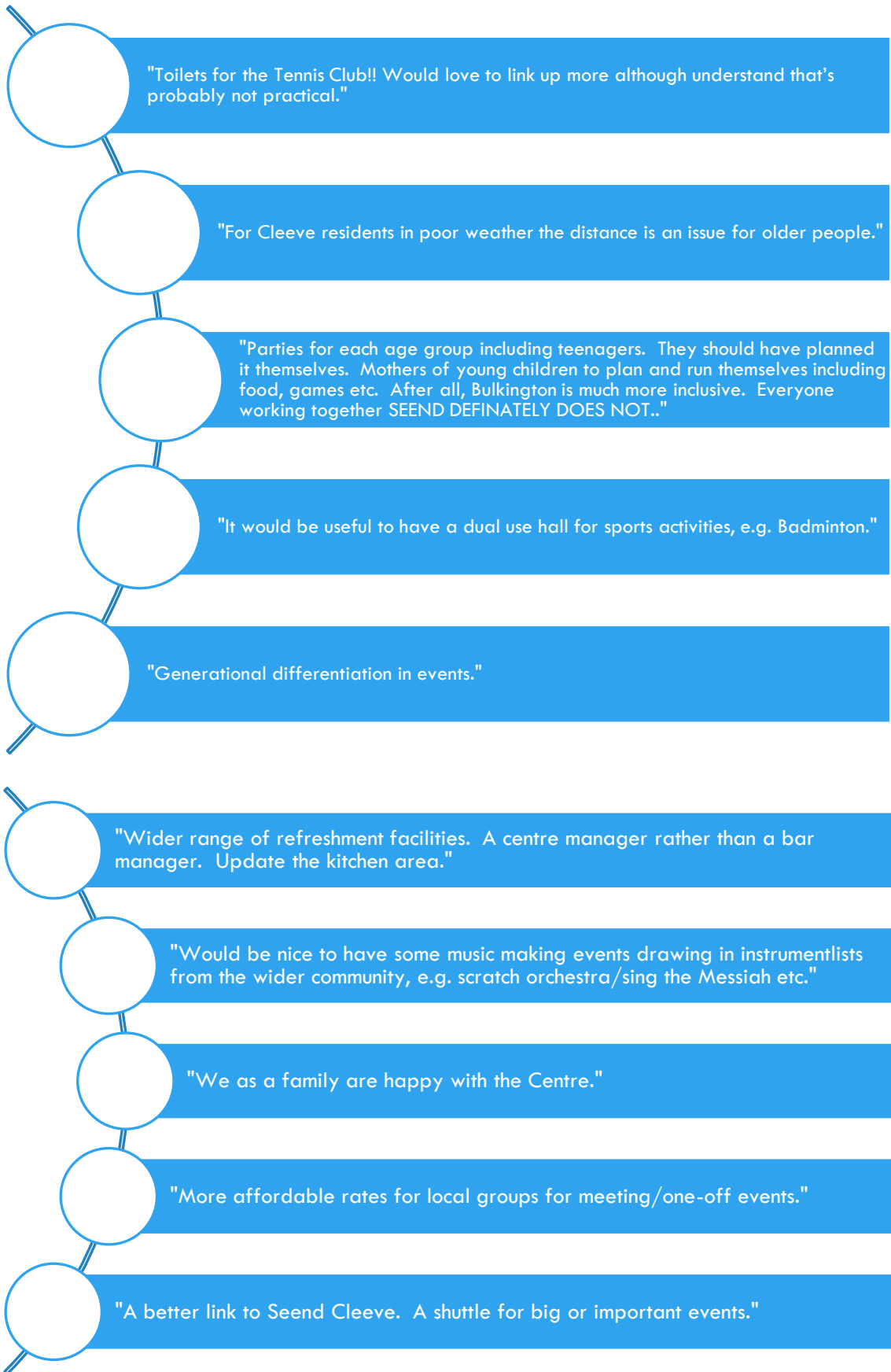
"More evening events for working families."

"A cafe or place to go with small children with some sort of activities- either there permanently or on a pop up basis. More fitness class options."

"It does not provide for families/children but am aware the Lye Field does cater to this sector."

"Craft fairs, Workshops, A place to meet for people that work from home."

"Would like to see more activity classes going on, such as aerobics, pilates etc. The timing of these activities is not helpful when people are working."





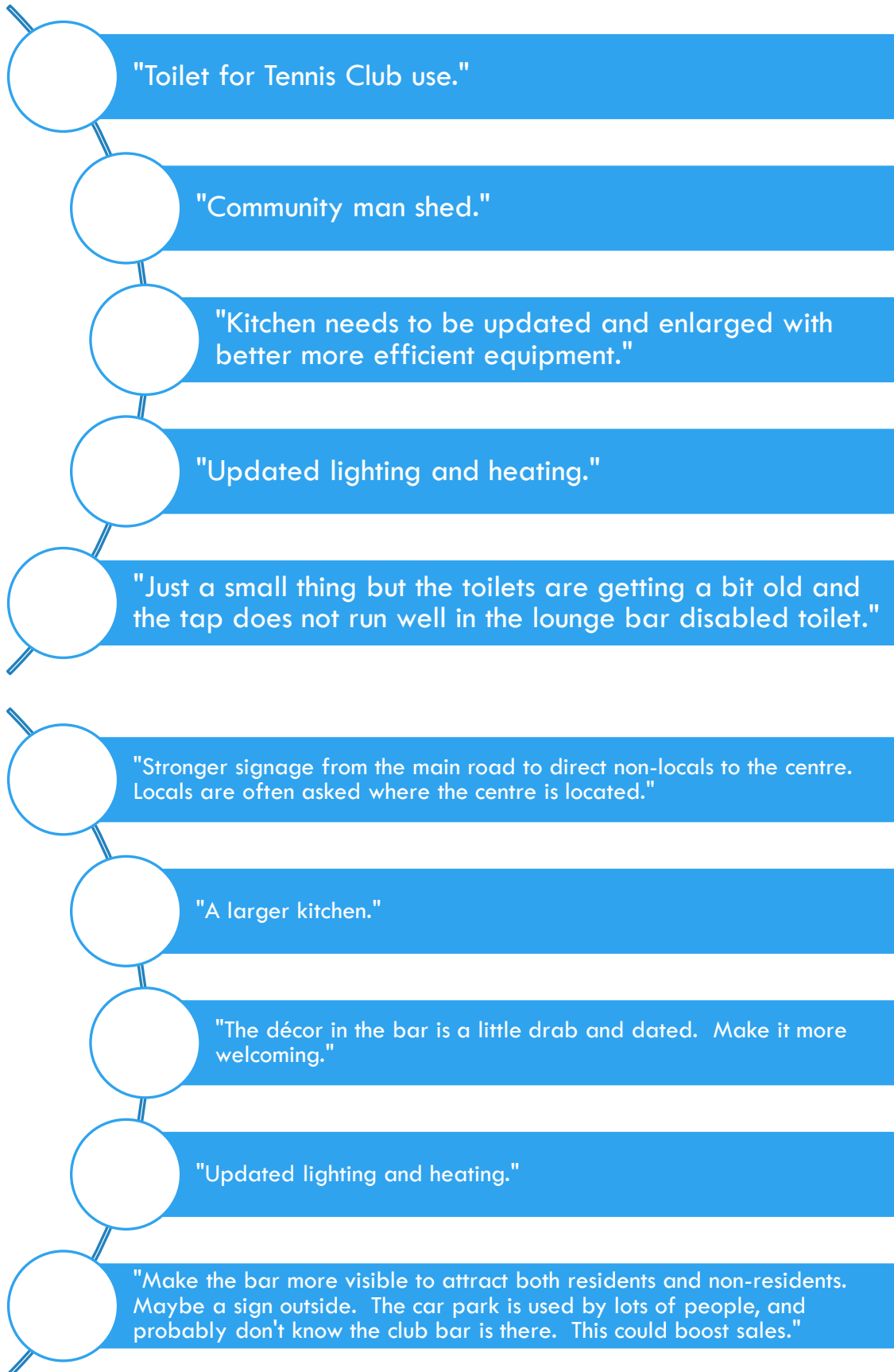
Q12.1 – Again, as a stimulus, asked respondents to provide opinion on 2 suggested facilities improvements at the Seend Community Centre. These were:

- A covered outdoor pergola.
- More permanent seating on the west lawn.


60 responses were made supporting a pergola and extra seating. 32 for the pergola and 28 for the seating.

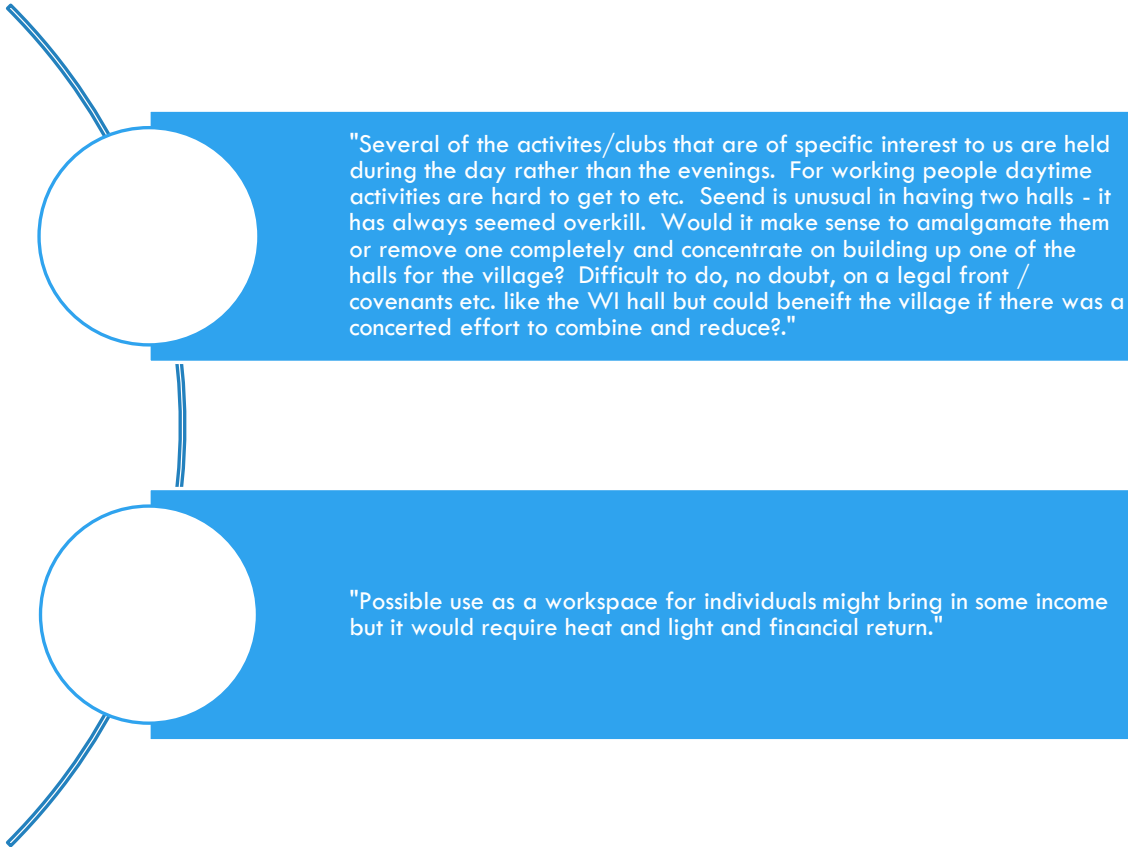
Q12.2 - Additionally, text boxes were provided for further comment concerning facilities improvement and a wider range of activities. Here are the 16 responses provided on facilities improvement.

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- "In a perfect world could the appearance of the car park be improved, resurfaced and marked out?"
 - "A boule court in the back for tournaments, visiting boule teams and locals to play."
 - "Bigger and better kitchen would offer greater potential for hire. Kitchen is rather small for number of people the hall can accommodate."
 - "Children's play equipment. Reduces risk of crossing car park. Adult doesn't have to leave event/club."
 - "Repairs to approach road and car park."
 - "A pizza oven / pop-up every Friday outside. Hot desking office would be a good idea."



Q12.3 – The Community Centre ‘Wider Range of Activities’ text response question provided the following responses.

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- "More indoor & outdoor events, theatre outdoors works well at Cleeve House, better advertising of events."
 - "These are all good ideas but not necessarily something we'd use, however, becoming a working hub could be very positive."
 - "I have often wondered whether a weekend coffee shop might be attractive to walkers but am aware the village shop does cater for this (although not sure if they are always open at weekends!)."
 - "Fitness classes, kids activities, café."
 - "More dog friendly with pedestrian access to outdoor seating area."
 - "I think more could be offered for outside weddings."
 - "I would love to attend a pilates, or similar class that isn't during daytime working hours."
 - "I have seen pubs and community centres in small communities offering those who work from home or remotely the chance to spend a morning a week in a quiet environment yet working with others. Opportunity to sell teas/coffee/ drinks etc."
 - "Well-behaved dogs in the bar would attract myself and many others if there was an opportunity to have a pint after a dog walk on Sunday."
 - "Dog friendly. I'd use the club bar more if we could bring our dog - rather than just outside. How suitable is it for wheelchair users?"



Q12.4 – Asked respondents about provision of office space for hire. 14 respondents felt this would be desirable.

Q12.5 – Asked if respondents felt there should be better public access to the Seend Community Centre. 12 respondents felt this would be desirable, though there was a lack of detail on what changes were desired. It might have been helpful if the question was more specific or explanatory.

SUMMARY OF CONCLUSIONS DRAWN FROM RESPONSES TO QUESTIONS CONCERNING THE SEEND COMMUNITY CENTRE / CLUB

SURVEY RESPONSE RATES

Survey response rates were better on questions and comments relating to the Seend Centre than the Seend Lye Field facilities. Demographic response rates overall were in line with expectations and comparable with Seend Neighbourhood Plan and Seend Community Land Trust survey responses. What really stands out is the low response rate from the under 25-year-old and 25-34 year-old age groups. Results may have been distorted by older persons completing the survey questionnaire on behalf of under 25-year-olds. Recognising that the 25-34-year-old group are digital natives it was surprising that so few web-based digital returns came from this sector when Seend has 92 people in this age range. Just 3 digital returns were submitted by females, representing 7 parish persons. Can we hear the digital natives shouting, "You should have done the survey on FaceBook or Survey Monkey!"?

FREQUENCY OF USE AND ACCESS

More than 70% of respondents had used the Seend Centre facility in the 3 months prior to filling out the questionnaire. Just over 29% of respondents had not used the Seend Centre facility in the same period. However, usage and access over the longer term revealed a higher utilisation rate of 87% and a relatively low non-usage/access rate of just 2.8%. Considering the geographical and topographical disincentives articulated by the populations of Seend Cleeve, Inmarsh and Sells Green, representing about 30% of the parish population, parish resident's usage and access rates over the longer term can be considered quite satisfactory.

POPULARITY OF USAGE CATEGORIES

Seend Centre must meet the challenge of being all things for all people. This is evident in both the survey respondent text comments and the long list of activities and facilities that continue to be made available to all by the volunteer Seend Centre management. Significant efforts are made to make the best of the seasonal cycle of events which are evidently important to the Seend community and wider communities, and for revenue generation to meet operational costs. It seems most respondents attend multiple events and make frequent use of facilities throughout the year with the top 10 ranked uses appealing to between 27% and 67% of the Seend population. The Beer Festival, Fete & Flower Show, Seend Pantomime, BBQs and Summer Breakfasts are the most popular seasonal events. Had ex-parish users from the wider Wiltshire area been included these usage figures would arguably have been higher.

SATISFACTION & DISSATISFACTION

Insight on satisfaction or dissatisfaction with the Seend Community Centre offering can be gained from the relatively small number of comments in answer to Questions 11 and 12 covering perceptions of needs not provided for, suggestions for improvement of facilities and better public access. A very small number of comments related to price differentiation and "more affordable rates for local groups". The overall impression given by responses is that, overall, most people are satisfied with current provision, although just one set of family respondents specifically said they were happy with current provision. Only 2.8% of respondents said they had never used the Community Centre. Notably, this contrasts with Seend Lye Recreation Field, where 32.1% said they had never used the facility.

COMMUNITY CENTRE NEEDS NOT PROVIDED FOR & SUGGESTED IMPROVEMENTS

The 31 comments received in response to Q11 *Needs NOT provided for by the Community Centre*, relayed a desire by people to be better entertained. Many responses in this category called for more music events such as, live music, instrument recitals, choral events, and more evening offerings for

“working families”. A transport offering for larger events was specifically requested by one respondent with others commenting on geographical isolation of the outlying settlements inhibiting their use.

Other comments called for greater age differentiation with youth events, including Youth Club, café, workshops etc. Also, there is some demand for “reasonably priced” evening exercise classes with Yoga and Pilates receiving mentions.

Other suggestions in the needs category called for physical additions or improvement to existing facilities. Two physical reasonable additions were solicited by the questionnaire as a stimulus to thought in this category of responses. These were a covered pergola and extra permanent external seating on the east lawn. Naturally, as these items were a leading suggestion, they received support from 33 respondents for the pergola and 28 for extra external seating. The text responses solicited at Q12.3 & 12.4 produced comments concerning:

- Rusty Lane road surface improvement for pedestrians and car parking improvements.
- “Stronger signage” from the High Street for the benefit of unfamiliar users and delivery vehicles.
- An permanent outdoor pizza oven for pop-up catering provision.
- Improvements in lighting, heating, and décor generally, including décor in the bar specifically.
- Kitchen improvements, including enlargement and workspace/appliance efficiency improvement. Three comments supported kitchen improvements.
- An arboretum on the land owned by the Community Centre and a boule court/pit were also suggested.
- Other interwoven text comments may be themed as dogs/children/café/family/office space/better public access.

SEEND COMMUNITY CENTRE OPPORTUNITIES

The opportunities derived from survey text comments, presented here for consideration by Seend Centre management, can be detailed in at least four categories:

- **Community and Client Engagement:**
 - The answers to Q6 and 7 concerning Community Centre AGM attendance and involvement with running the enterprise indicates there is quite a community-client engagement effort required. It is stating the obvious to say this is quite an obstacle with a dearth of volunteer communicators.
- **Improved marketing effort:**
 - Inclusive transport provision to/from parish settlements for the large and important seasonal events, such as Beer Festival, Fete & Flower Show, Seend Pantomime.
 - Better price discrimination between parish and non-parish users, particularly for groups.
 - Consider improving/marketing ‘dog friendliness’.
- **Capital investment:**
 - Kitchen improvements.
 - Décor improvements.
 - Heat and Light and digital theatre improvements as spend-to-save.
 - External covered pergola.
 - Additional external seating.
 - External pizza oven
- **Management innovation:**
 - Enhanced inclusivity achieved through a more developed programme offering, such as Yoga in the evenings, Sunday dog-walk drinks, a selective café offering.
 - Explore workspace/hot-desking possibilities.
 - Grow revenue and user take-up from the annual Flower Show.

RESPONSES ON SEEND LYE RECREATION FIELD

Q13 – Asked respondents if they had used the Seend Lye Recreation Field (SLRF) facilities in the last 12 months.

Response 'Yes'	67.94%
Response 'No'	32.1%

Q14 – Asked respondents if they had ever used the SLRF facilities.

Response 'Yes'	87.4%
Response 'No'	12.6%

Q15 – Asked respondents if they had ever attended a SLRF AGM.

Response 'Yes'	28.4%
Response 'No'	71.6%

Q16 – Asked respondents if they had ever been involved as a volunteer in running the SLRF.

Response 'Yes'	20.6%
Response 'No'	79.4%

Q17 – Asked respondents if they were aware of SLRF annual running costs. Respondents were asked to take a guess if they had no idea. **106 out of 118 respondents felt they could answer this question with 24.3% answering correctly and significant number, 66.7%, overestimating the actual 2022 running costs of £23k. 21.2% of respondents who answered underestimated SLRF running costs.**

Q18 – Asked respondents the purposes for their use of the **Irene Usher Memorial Pavilion** in the last 12 months. 11 possible response points for this question were provided as a stimulus with a text box for additional indications.

Respondent purpose of use for the Irene Usher Memorial Pavilion in the last 12 months.		
Purpose for use	% of respondents using	Activity/Purpose Ranking
Adult social event	38.1%	1
Outdoor recreational space	31.4%	2
Car parking	23.7%	3
Meetings	22.9%	4
Seend WI event	20.3%	5
Children's event	12.7%	6
Seend Playgroup event	11.0%	7
'Warm Space' social	8.5%	8
Wiltshire Astronomical Society	1.7%	9
Wessex Fuchsia Group	0%	-

Q18 Seventeen text responses included Pavilion uses for Seend Toddler Group, Spotlight printing, Polling Station, Church Fundraisers, Brewery Big Heads and Small Heads annual cricket match, Seend Open Gardens Teas, Royal British Legion Annual Drumhead Service, and funeral wakes.

Q19 – Asked respondents about the purposes for their use of the SLRF **outdoor recreational facilities** in the last 12 months. 14 possible response points for this question were provided as a stimulus with a text box for additional indications. Text responses were very limited with just one respondent stating ‘WI picnic’.

Respondent purpose of use for the SLRF outdoor recreational facilities in the last 12 months.		
Purpose for use	% of respondents using	Activity/Purpose Ranking
Annual Seend Fete & Flower Show	62.7%	1
Walking/Exercise	34.7%	2
Under 12yrs Play Park	29.7%	3
Social Kickabout	21.2%	4=
Car Parking	21.2%	4=
Outdoor Recreational Space/Facilities	17.8%	5
Tennis Club	11.9%	6
Seend Playgroup Event	11.0%	7
‘Warm Space’ social	8.5%	8
Wiltshire Astronomical Society	1.7%	9
Wessex Fuchsia Group	0%	-

Q20 – Asked respondents to rank their top 5 personally important uses of SLRF facilities. This included both indoor and outdoor facilities.


Respondent's Top 5 personally important uses of SLRF.		
Purpose for use	% of respondents using	Activity/Purpose Ranking
Annual Seend Fete & Flower Show	56.8%	1
Walking/Exercise	27.1%	2
Adult social event	26.4%	3
Under 12yrs Play Park	23.7%	4
Meeting attendance	17.9%	5

Q21 Asked respondents if they agreed a listed range of provision as a benefit to the Seend community. 12 possible response points were listed with a text box for further responses. This provided a ranking for those functions seen by SLRF users as a benefit to the Seend community.


Ranking of functions provided by SLRF and perceived as a benefit to the Seend community.		
Purpose for use	% of respondents using	Activity/Purpose Ranking
Annual Seend Fete & Flower Show	56.8%	1
Walking/Exercise	27.1%	2
Adult social event	26.4%	3
Under 12yrs Play Park	23.7%	4
Meeting attendance	17.9%	5

Q21 The text response box for this question produced as small number of supplementary comments on benefits to the Seend community as follows.

- "A beautiful 'green centre' to offset the very busy main road."
- "A useful venue for all kinds of meetings and fundraising events."
- "A good sized hall for many events. Opportunity to bring own drinks for events."
- "Village printing facilities."
- "Community warm space."
- "Rural Arts."
- "Less so [benefit] for Sells Green."

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- "A village playing field."
 - "A good sized hall for many events. Opportunity to bring own drinks for events."
 - "Non-club tennis would be good if they could offer courts to people who occasionally want to play a game."
 - "Due to its size the atmosphere feels warm, welcoming and friendly, crating a sense of belonging and friendship."

Q22 Asked respondents if the Pavilion met their current access needs. 107 responded to this question with 96.3% answering 'Yes'. 4 (3.7%) people answered to the contrary with comments below offered about the WCs requiring upgrading and the kitchen needing modernisation and boiler replacement. There was one adverse comment about the lack of utility of the female WCs when used for baby changing whilst using a buggy, and a further comment about "steps at both sides", which could be assumed refers to the absence of a wheelchair ramp on the east side of the building.

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- "Never used it."
 - "Steps at both sides."
 - "New kitchen required. Toilets need upgrading. New boiler will soon be needed."
 - "Not been inside for a while."
 - "Our daughter is a wheelchair user and to be fair I have not tried in the last year to take her in - it wasn't accessible before."

SUMMARY OF CONCLUSIONS DRAWN FROM RESPONSES TO QUESTIONS CONCERNING SLRF FACILITIES

SURVEY RESPONSE RATES

The response rate to questions concerning SLRF facilities differed slightly to the Community Centre. 1.9% fewer respondents had used the SLRF and 2.8% more had never used SLRF facilities. No doubt this relates to the narrower and less variable offering from the SLRF compared to the Community Centre, the high average age of our community, and the extensive take-up of term-time availability by Seend Playgroup.

USER TAKE-UP OF SLRF FACILITIES

- The under 12-years play area is particularly popular with parish users with 69.5% of users referring to use of the facility in the previous year.
- 72% of respondents considered the Pavilion facility to be a village hall, with a similar number considering the recreation field to be the 'village green'.
- Seend tennis facilities are owned by the SLRF and operated independently by Seend Tennis Club. Historically, the tennis courts had been left unsecured and open for use by people who were not Seend Tennis Club Members. Members were (and are) able to book tennis courts through the Lawn Tennis Association web site, to which Seend Tennis Club is affiliated. Historic custom and practices have been that if Seend Tennis Club members arrive to play then non-member users were required to leave if no court was available. For this reason, tennis facilities featured at Questions 19 (members) and 21 (non-members). 31.4% said they had used the tennis facilities as non-members and 11.9% said they had used the facilities as Tennis Club members. This is relevant in that the age demographic playing tennis as a member is perhaps less likely to have responded to the questionnaire. Whereas casual use of the tennis facility by non-members may be greater – as indicated by the responses.