

Stirley Farm Consultation



Findings from a Survey of Residents

Final Report March 2010

ACKNOWLEDGEMENTS

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EXECUTIVE SUMMARY

- This report presents the findings from a consultation with residents conducted in 2009 by Information by Design (IbyD) on behalf of the Yorkshire Wildlife Trust.
- The purpose of the consultation was to provide market research information for the development of the Stirley Farm project, assessing the demand from local residents for a community-based facility offering the types of services mentioned in the business plan.
- The consultation included a survey which was conducted using a multi-mode method combining face-to-face interviews on the doorstep with an online survey.
- The survey findings are based on data collected mainly from residents in the three sample areas: Newsome (split into two categories: Newsome and Hall Bower); Netherton and Honley; and Almondbury. These are areas around the Stirley farm site.
- The areas covered in the consultation include both affluent and more deprived Lower Super Output Areas (LSOAs). One-in-five respondents to the survey (20%) live in LSOAs with a high level of deprivation (an IMD score of 40 or over - the most deprived 20% of LSOAs in Kirklees).
- In total, 519 questionnaires were completed. Of these, 401 were completed via face-to-face interviews and 118 were completed online.
- Overall, just under half (48%) of residents in the consultation reported that they had heard of Stirley Farm before completing the questionnaire, and of these, almost all (93%) claimed to know where Stirley Farm was geographically.
- Overall, almost a half of residents (48%) used the land belonging to Stirley Farm a lot or a little. Those living close to Stirley Farm (for example in Hall Bower) were more likely to say they used the land a lot or a little.
- 62% of respondents from the least affluent areas said they used the land belonging to Stirley Farm 'a lot' or 'a little'.
- Respondents indicated that they commonly make use of the Castle Hill area: roughly three-quarters (76%) of them said that they visit Castle Hill at least once a year.
- Almost all (98%) of the residents said that they would either 'support the restoration a lot' (76%) or 'support the restoration a little' (22%). There was only a small difference in the level of support for the restoration of Stirley Farm between those living in areas of high and low deprivation – 80% of respondents from areas of low deprivation said they 'would support the restoration a lot' in comparison to 76% of respondents from the least affluent areas.

- A large proportion of all residents (89%) stated that they thought that Stirley Farm was either in a 'very good' (57%) or a 'fairly good' (32%) location in regards to access from the surrounding communities.
- There was a strong indication that several of the services proposed in the consultation were in high demand amongst residents. For example, roughly half of the residents consulted said they 'definitely would use' self-guided or guided trails, wildlife conservation, walks in the countryside, and a farm shop.
- Residents included in the consultation were generally positive about attending various 'educational' activities if they were provided at Stirley Farm. For example, a third (33%) indicated that they would be 'very likely' to attend activities about growing food at the farm.
- 92% of residents said they 'strongly agree' that Stirley Farm should be entirely self-sustainable.
- There was some consensus amongst residents completing the survey that 'Area C' on the map shown to residents (see Appendix 3) was a preferable location for an allotment area to be established.
- Less than a third (30%) of all residents said that they would be either 'very likely' (11%) or 'fairly likely' (19%) to use gardening equipment provided by Stirley Farm if an allotment area was made available.
- 72% of all residents said they would 'definitely' (23%) or 'probably' (49%) like to buy more organic food. Of these, over two-thirds (71%) said they would be 'very likely' (37%) or 'fairly likely' (34%) to buy organic beef produced at Stirley Farm.
- Almost three quarters of those residents who said they would like to buy more organic food pointed out that they would be willing to pay 'a little more' for organic beef from Stirley Farm than they usually pay for normal beef, while 10% said they would be happy to pay 'a lot more'.
- Almost a third (31%) of all residents stated that they would be either 'very likely' (9%) or 'fairly likely' (22%) to volunteer at Stirley Farm. The most popular aspects which these residents said they would like to volunteer to help in were 'nature conservation', 'wildlife recording' and 'education'.
- Roughly a quarter of all residents consulted said that the provision of 'training schemes' would make people most likely to volunteer.

1 INTRODUCTION AND OBJECTIVES

- 1.1 This report presents the findings from a consultation with residents conducted in 2009 by Information by Design (IbyD), an independent research and evaluation company, on behalf of the Yorkshire Wildlife Trust.
- 1.2 The work was funded by the Yorkshire Wildlife Trust, with support from IbyD.
- 1.3 This consultation focused on aspects and opinions to support the development of Stirley Farm – an area comprising vacant farm and land holdings formerly let and managed for dairy farming by Kirklees Council. The land covers 103 ha made up of hay meadow and permanent pasture. Within the land-holding is Stirley Farm – a complex of a cottage, barns and outbuildings that is very run-down and requires significant investment to make habitable and useable.

Objectives of the Consultation

- 1.4 The purpose of the research/consultation was to provide market research information for the development of the Stirley Farm project, assessing the demand from local residents for a community-based facility offering the types of services mentioned in the business plan.
- 1.5 The key research objectives were to:
 - Assess the views of local residents on the proposed development of the area.
 - Provide a means of collecting market research data on the demand for some of the aspects included in the business plan. For example, estimating the potential demand for allotments within the development or for particular training opportunities likely to be available.
 - Measure the likely level of future involvement with the Stirley Farm project, the potential for volunteering and the potential barriers to local residents becoming involved in the project.
- 1.6 The findings from the research will be used by the Yorkshire Wildlife Trust to build on plans to redevelop Stirley Farm into a community-based facility for local residents.

2 METHODOLOGY

2.1 The consultation included a survey which was conducted using a multi-mode method combining face-to-face interviews on the doorstep with an online survey. IbyD fieldwork staff were briefed before the survey commenced on the background to the area, the purpose of the survey and questionnaire content, and the methods of collecting data.

2.2 The following approach was used in conducting the survey:

- A questionnaire was developed, piloted and amended to give a final agreed questionnaire for use with residents.
- An online version of the questionnaire was developed. This was made available to potential respondents using the following website link: www.consultkirklees.org
- A leaflet publicising the survey and website link was developed and distributed on a large scale in the three sample areas. The leaflet is shown in Appendix 1 to this report.
- Newsome Ward Community Forum and contacts in the local areas were informed of the survey and were asked to encourage involvement whenever possible.
- IbyD staff spent six days interviewing residents in total. The interviews took place on Thursday 6th and Friday 7th August, and on the weekends of 8th/9th and 15th/16th August.

2.3 Fieldwork was conducted as follows:

- A team of fieldwork staff worked across the geographical areas of Newsome, Hall Bower, Netherpton, Honley, and Almondbury, calling on residents in their own homes.
- Where a resident was at home, the interviewer conducted the survey on the doorstep.
- If the resident was too busy to complete the survey there and then, a questionnaire was left for them to complete in their own time. A leaflet explaining the purpose of the survey and giving the website address of the online survey was also left with the resident. Where the questionnaire was completed by self-completion, the completed questionnaire was collected at a later time by the fieldwork team.
- Where no one was in at the address, the publicity leaflet with the website link was left. This resulted in some residents visiting the website to complete the survey or calling the team and re-making an appointment.

- 2.4 Survey data was entered onto a computer file for analysis using the SPSS statistical package. The data was split into different geographical areas and also put into a postcode map in order to ensure that we had reached a wide spread of residents from each of the sample areas.
- 2.5 The areas covered in the consultation include both affluent and more deprived Lower Super Output Areas (LSOAs). Amongst the survey respondents, 20% lived in LSOAs with a high level of deprivation (an IMD score of 40 or over). These respondents live in the most deprived 20% of LSOAs in Kirklees.

Grouped IMD Scores		Number of survey respondents living in these LSOAs	Percentage of survey respondents living in these LSOAs
<20	Low deprivation	289	63%
20-39	Medium deprivation	81	18%
40+	High deprivation	91	20%

The survey results have been analysed to look for differences between residents who live in high and low areas of deprivation.

- 2.6 In total, 519 questionnaires were completed. Of these, 401 were completed via face-to-face interviews and 118 were completed online.

Examination of the data collected in the survey suggests that the sample of respondents who completed the survey online included residents who are 'active' in the local community. The results from this group appear to be very supportive of the development of Stirley Farm. Given that the bulk of the survey response came via face-to-face interviews, there is some 'balancing' in the results between online and offline responses.

- 2.7 A profile of respondents who completed the survey is provided in Appendix 2.

3 SURVEY FINDINGS

3.1 The following survey findings are based on data collected mainly from residents in the three sample areas: Newsome (split into two categories: Newsome and Hall Bower); Netherton and Honley; and Almondbury. In addition, just under a quarter (23%) of all residents either did not give a postcode or lived outside of the sample areas. Where findings are presented 'by area', these two groups are excluded as a result of their small sample sizes (see Appendix 2).

Current Usage of Land surrounding Stirley Farm

3.2 Overall, just under half (48%) of residents in the consultation reported that they had heard of Stirley Farm before completing the questionnaire, and of these, almost all (93%) claimed to know where Stirley Farm is geographically. However, it was noticeable that those residents living in areas closer to the farm were more likely to have heard of it, and were more likely to know of its whereabouts. For example, 80% of residents in Hall Bower had heard of Stirley Farm, and 100% of these knew of its specific location, but only 41% of residents in Almondbury had heard of Stirley Farm, while only 84% of these knew of where it was.

3.3 Whilst 48% of all respondents had heard of Stirley Farm prior to participating in the consultation, this was the case for a slightly higher proportion (52%) of residents who lived in areas of higher deprivation.

3.4 Just under a quarter (23%) of all residents indicated that they use the land surrounding Stirley Farm a lot. A further 25% of all residents said that they used the land a little. 52% said that they did not use the land at all. Again, those residents living in areas closer to the farm were more likely to say that they used the land surrounding it. For example, 79% of residents in Hall Bower said that they used the land either a lot or a little, compared to only 32% of residents in Almondbury.

3.5 When respondents were asked whether they currently used any of the land belonging to Stirley Farm, 62% of respondents from the least affluent areas said they used the land 'a lot' or 'a little'. In contrast, only 50% of those respondents living in the most affluent areas stated that they used the land belonging to Stirley Farm 'a lot' or 'a little'.

3.6 Of those residents who said that they used the land surrounding Stirley Farm, responses were varied regarding what they used the land for. 'Walking' was the main reason given by respondents.

<i>What do you use the land for?</i>	<i>Total %</i>
Walking to and from the surrounding areas	85
Dog walking	27
A recreational area for family/friends	32
Cycling/running	14
Other	12
<i>Base: 239 Respondents</i>	

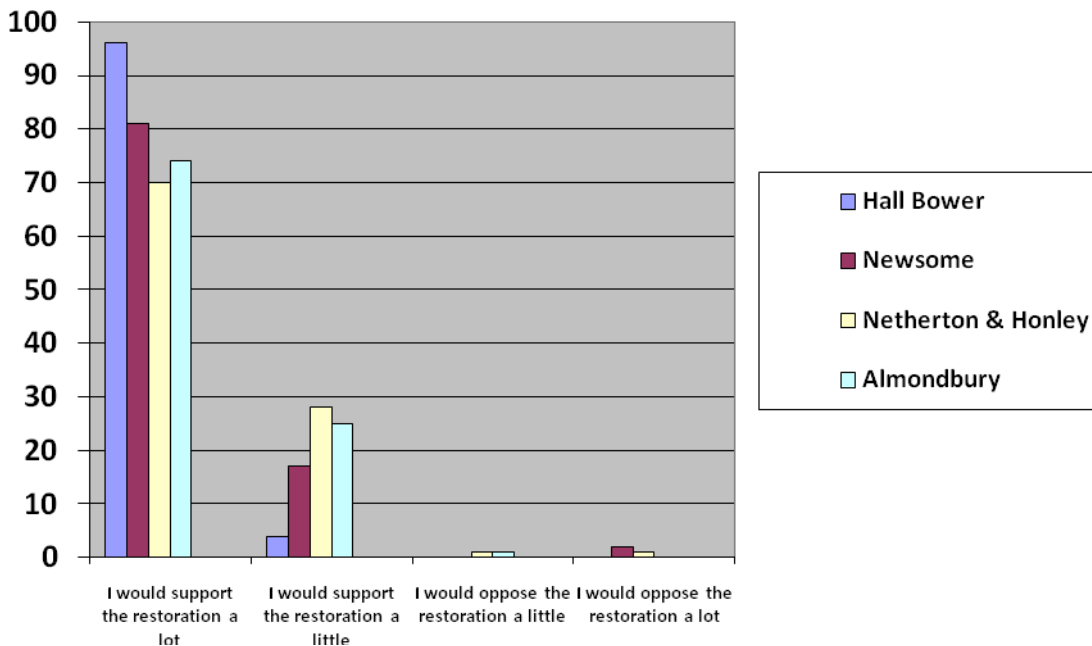
- 3.7 The most popular activities given by those who stated 'other' were:
- 'Bird watching'
 - 'Live in the area'
 - 'Enjoying the countryside'
 - 'Picking berries'
 - 'Flying kites'
- 3.8 When asked to what extent this land was used by friends, family and relatives, 63% of all residents said that they believed the land was used by those groups 'a lot' (23%) or 'a little' (40%). Typically though, those residents living in areas closer to the land said that their friends, families and relatives used the land more than those residents' stated in areas further away (85% of residents in Hall Bower answered 'a lot' or 'a little' in comparison to just 58% of residents in Almondbury).
- 3.9 Residents consulted indicated that they commonly make use of the Castle Hill area. Three quarters (76%) of the residents interviewed visit Castle Hill at least once a year.

<i>How often do you visit Castle Hill?</i>	<i>Total %</i>
Once a week	7
Once a fortnight	7
Once a month	20
Once every 3 months	18
Once every 6 months	13
Once a year	11
Very rarely	21
Never	3
<i>Base: 202 Respondents</i>	

Views on the Restoration of Stirley Farm

- 3.10 Residents included in the consultation were asked whether they would support or oppose the restoration of Stirley Farm to provide local community facilities. Almost all (98%) of the residents said that they would either 'support the restoration a lot' (76%) or 'support the restoration a little' (22%).
- 3.11 Some differences between areas emerged within these overall figures. Those living closest to the potential Stirley Farm development were more likely to support the restoration 'a lot'.

To what extent would you support or oppose the restoration of Stirley Farm?



Base: 466 Respondents

- 3.12 Of the minority of respondents who live in areas outside those shown above, all said that they would support the restoration of Stirley Farm 'a lot' (10 respondents) or 'a little' (2 respondents), while those respondents who did not give their postcodes also largely supported the idea (10 respondents: 'a lot', 13 respondents: 'a little'), although one respondent said that they 'would oppose the restoration a lot'.
- 3.13 There was only a small difference in the level of support for the restoration of Stirley Farm between those living in areas of high and low deprivation - 80% of respondents from areas of low deprivation said they 'would support the restoration a lot' compared to 76% of respondents from the least affluent areas.

3.14 A large proportion of all residents (89%) indicated that they thought the location of Stirley Farm as a community facility for the surrounding area was either a 'very good' (57%) or a 'fairly good' (32%) location, with only 2% of all residents feeling that the location was 'fairly bad' or 'very bad'. There was a slightly more positive response towards the location from certain areas (see table below). For example, 67% of those living in Hall Bower thought that the location was very good.

What do you think about the location of Stirley Farm as a Community Facility?

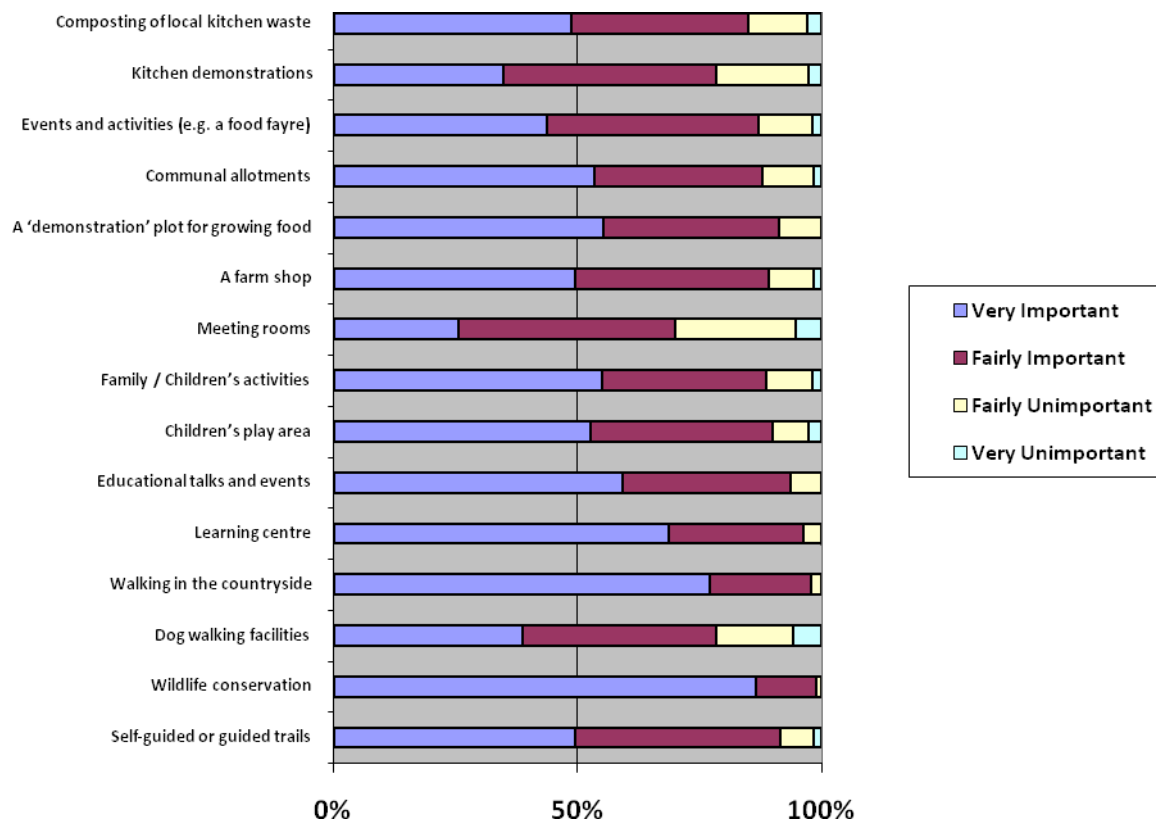
	<i>Hall Bower</i>	<i>Newsome</i>	<i>Netherton & Honley</i>	<i>Almondbury</i>
A good location	67	62	53	58
A fairly good location	25	27	37	32
Neither a good or bad location	4	8	8	8
A fairly bad location	2	3	1	2
A very bad location	2	0	1	0
Base: 467 Respondents				

3.15 There were only small differences between responses in the least and most deprived areas regarding the location of Stirley Farm as a community-based facility. A slightly larger proportion of respondents (63%) living in areas of high deprivation said they thought the farm was in 'a good location', compared with 60% of respondents from areas of low deprivation.

Provision of Services

3.16 Respondents were asked how important they thought the inclusion of various services in the Stirley Farm development were to the **community as a whole**. Clearly, being able to use the land for walking was seen as a key aspect for the development. A learning centre was also commonly seen as very important.

Thinking about the local community as a whole, how important or unimportant do you think it is that the following services should be provided?



Base: All Respondents

3.17 Among those respondents (69 in total) who stated that they feel 'other' services are very or fairly important, there was a wide range of interesting suggestions, including:

"Access for disabled visitors"

"Alternative energy demonstrations"

"Eco-therapy"

"Community Supported Agriculture - to supply staple produce for local Newsome shops"

"Cycle trails"

"Education for local residents with regards to recycling promotion"

"Facilities to learn for example dry stone walling, then help onsite. Other country crafts; green woodwork hurdle making, live willow structures. Bird watching, making bird boxes/bat boxes, bird tables, feeders etc."

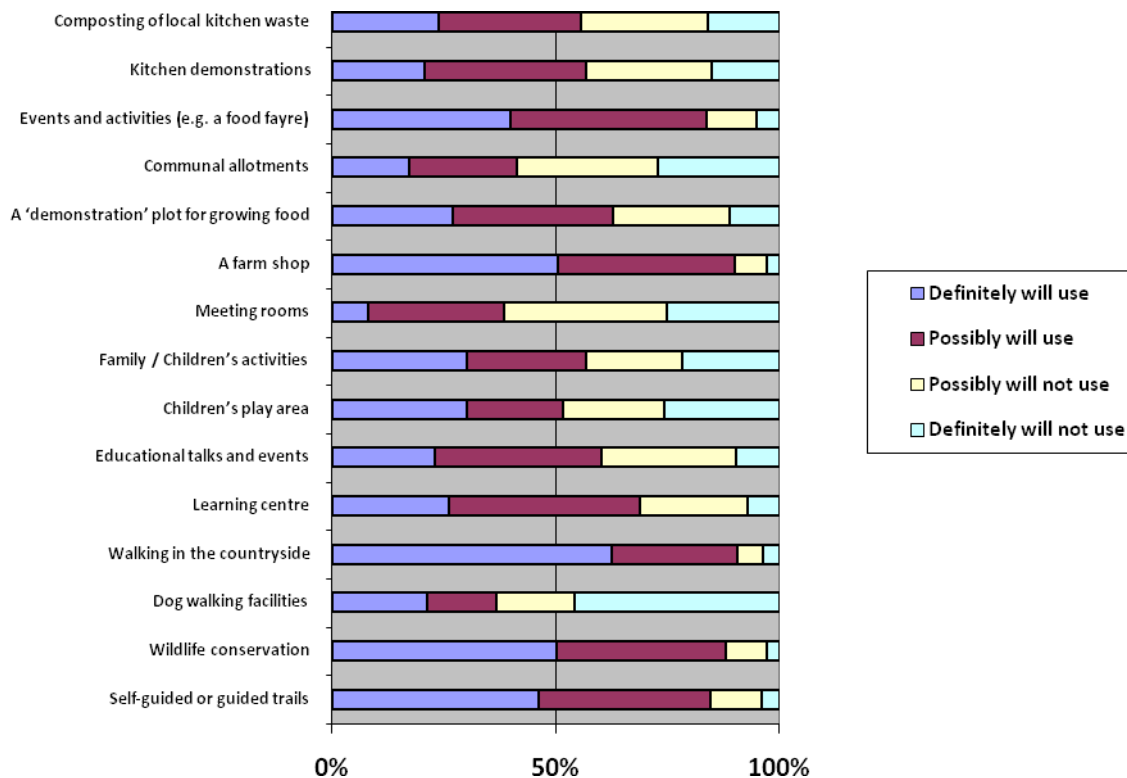
"Open area for outdoor activities like kite flying, boarding, mountain biking"

“Other country crafts like wine making, jam making, and bread baking”

“Small animal farm (chickens, geese, etc.)”

3.18 Residents were also asked how likely they would be to use various services **personally** in the 2 years after a restored Stirley Farm had opened. Potential usage was highest for walking, a farm shop and wildlife conservation.

How likely or unlikely are you personally to use the services provided at Stirley Farm in the next two years after it is opened?



Base: All Respondents

3.19 Among those respondents (42 in total) who stated that they definitely or possibly will use 'other' services, there was again a variety of interesting suggestions, such as:

“Disabled facilities”

“I am very interested in promoting outdoor play in natural environments (as opposed to playgrounds) for children and would definitely get my children and others involved in anything like that”

“Local school educational visits would be very useful in teaching about the environment – I work in a local school and know that what is being proposed would work very well within the curriculum”

“Open area for kite flying, boarding, etc.”

“Picnic and barbeque area within the guided trails”

“Would definitely use any plans for Community Supported Agriculture to provide staple crops for servicing local shops and restaurants”

“Would definitely use an information centre re Castle Hill”

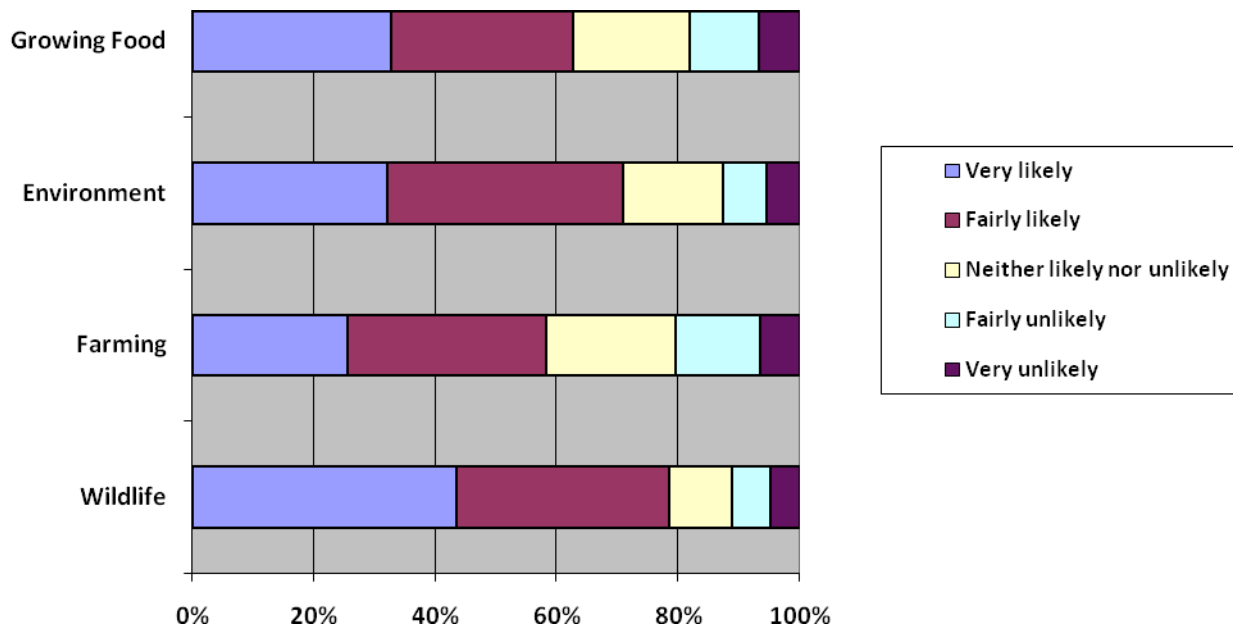
- 3.20 Those living in the areas of highest deprivation indicated greater potential usage for a range of facilities. Roughly half of the respondents living in the least affluent areas said they would ‘definitely use’ self-guided or guided trails (51%), wildlife conservation (53%), walks in the countryside (65%), a children’s play area (40%), family and children’s activities (40%), a farm shop (49%), and events and activities (45%).

In addition, up to one-third of the respondents living in the areas of higher deprivation stated that they would ‘definitely use’ dog walking facilities (26%), a learning centre (37%), educational talks and events (32%), a ‘demonstration’ plot (30%), communal allotments (22%), kitchen demonstrations (26%), and composting of kitchen waste (30%).

Educational Activities

- 3.21 When asked about their views regarding the proposal to invite school children and community groups to the farm, 98% of all residents believed that this was ‘a very good’ (91%) or ‘fairly good’ (7%) idea.
- 3.22 Residents included in the consultation were generally positive about attending various ‘educational’ activities if they were provided at Stirley Farm. For example, a third (33%) indicated that they would be very likely to attend activities about growing food at the farm.

If there were walks, talks, open days and activities for all ages, how likely or unlikely would you be to attend any of these events based on the following themes?



Base: All Respondents

- 3.23 Of those respondents (29 in total) who stated that would attend events based ‘other’ themes, there were a few interesting suggestions, such as:

“Art and craft activities”

“History of local buildings/ usage/ architecture - things that are being lost”

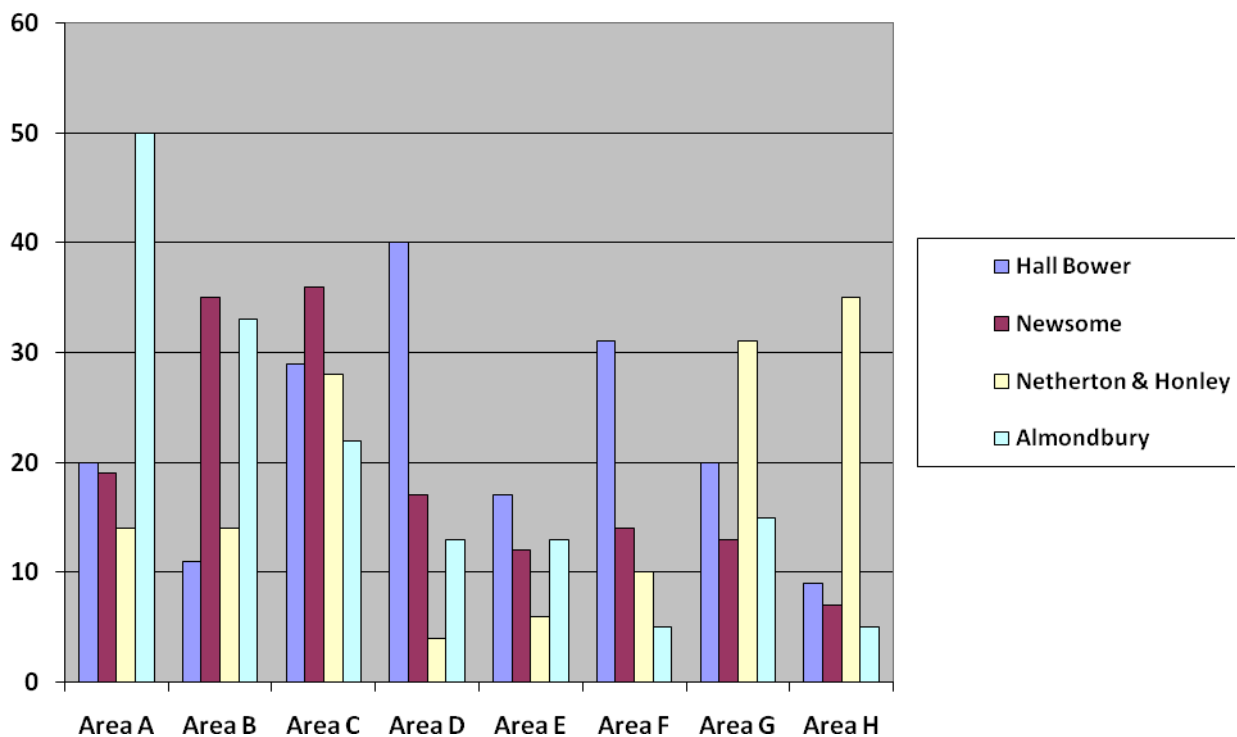
“Local geological activities – this site is of regional importance”

- 3.24 Nearly half of the respondents (46%) from the most deprived areas stated that they would be 'very likely' to attend events based on wildlife at Stirley Farm.
- 3.25 When all respondents were asked whether they agree or disagree that Stirley Farm should be entirely self-sustainable, 92% said they either 'strongly agree' (62%) or 'agree' (30%) with this idea, while only 1% of all respondents said they 'disagree'.

Communal allotments

- 3.26 Residents were asked where any communal allotments should be located (if it was possible for these to be provided within the Stirley Farm development). As expected, these are differences by area, with residents generally wanting allotments to be located close to where they live. However, Area C on the location map (see Appendix 3) shown to residents in the consultation appears to have some consensus. This is the area to the south of central Newsome.

If it was possible to provide communal allotments for the use of residents in the local area, in which area(s) on the map would you prefer the communal allotments to be located? (For the map with marked areas, see Appendix 3)



Base: 268 Respondents - those who showed an interest in using a communal allotment

- 3.27 When asked if they believed the provision of gardening equipment and tools for communal use on the allotments was important or unimportant for the local community as a whole, three quarters (75%) of all respondents said that they thought it was either 'very' (34%) or 'fairly important' (41%), while only 6% of all respondents said it was 'fairly' or 'very unimportant'.
- 3.28 However, when asked if they would personally use gardening equipment and tools provided for communal use on the allotments, less than a third (30%) of all respondents said that they would be either 'very' (11%) or 'fairly likely' (19%) to use such equipment, while almost a half (48%) of all respondents said it was 'fairly' (18%) or 'very unlikely' (30%).

Organic Beef

- 3.29 Respondents were asked approximately how much of the food they bought in the last year was organic, 11% said 'all or most of it', almost three quarters (74%) said 'some of it', and only 15% said 'none of it'.
- 3.30 72% of all respondents said they would 'definitely' (23%) or 'probably' (49%) like to buy more organic food.
- 3.31 Of those respondents who said they would like to buy more organic food, 66% stated that they would like to buy more organic meat, 94% said they would like to buy more organic fruit and vegetables, 69% said they would like to buy more organic eggs, and 5% pointed out that they would like to buy 'other' organic foods. For 'other', the most popular suggestions were bread, dairy products, herbs, and pulses and grains.
- 3.32 Over two-thirds (71%) of those residents who said they would like to buy more organic food stated that they were 'very' (37%) or 'fairly likely' (34%) to buy organic beef produced at Stirley Farm, with only 12% of those residents saying they were 'unlikely'.
- 3.33 Almost three quarters (73%) of those residents who said they would like to buy more organic food pointed out that they would be willing to pay 'a little more' for organic beef from Stirley Farm than they usually pay for normal beef, while 10% said they would be happy to pay 'a lot more', and only 17% said they would be prepared to pay 'no more'.
- 3.34 75% of the respondents from areas of high deprivation said they would 'definitely' (27%) or 'probably' (48%) like to buy more organic food. Of these respondents, 74% indicated that they would be 'very likely' (36%) or 'fairly likely' (38%) to buy organic beef from Stirley Farm. However, only 7% of these respondents said they would be prepared to pay more than they usually pay for 'normal beef', although 74% said they would be willing to pay 'a little more'.

- 3.35 When all respondents were asked what main thing would discourage them from buying organic beef produced at Stirley Farm, the responses were thus:
- 'Price' (59%)
 - 'Accessibility' (15%)
 - 'Do not eat beef' (8%)
 - 'Time to buy' (7%)
 - 'Other' (7%)
 - 'Trust' (4%)

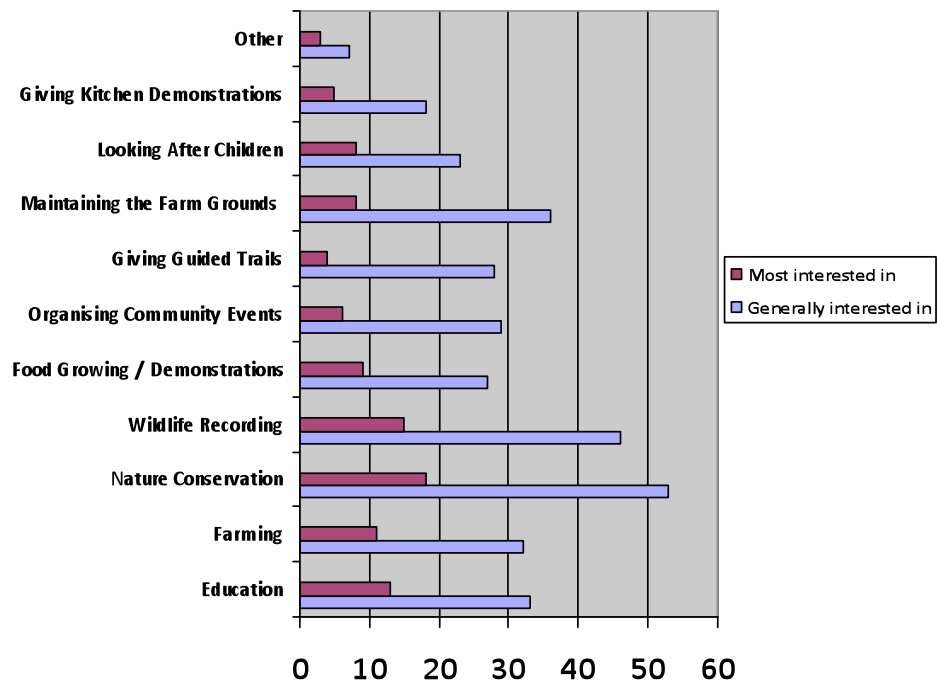
The most popular explanations in 'other' largely consisted of a lack of belief that organic food was any better quality than 'normal' beef – or that the animal had a better quality of life – and of a desire for other organic meat like chicken, lamb or pork, rather than beef.

Volunteering

- 3.36 Almost one-third (31%) of all residents indicated that they would be either 'very' (9%) or 'fairly likely' (22%) to volunteer at Stirley Farm. 21% said they were neither likely nor unlikely to volunteer; the remainder were unlikely.
- 3.37 The results are similar for residents living in the more and less deprived areas. 29% of respondents living in the most deprived areas stated they would be 'very likely' (11%) or 'fairly likely' (18%) to volunteer.

3.38 Residents were asked which activities at Stirley Farm they would be interested in volunteering for. Nature conservation and wildlife recording were most commonly mentioned.

Which activities at Stirley Farm would you be generally interested in volunteering for? Of these, which one would you be most interested in?



Base: 239 Respondents – those who stated an interest in volunteering at Stirley Farm

3.39 Of those respondents who stated that they would be interested in volunteering for ‘other’ activities, there were various interesting suggestions, such as:

“Admin and clerical work”

“Working in the farm shop”

“Geological activities”

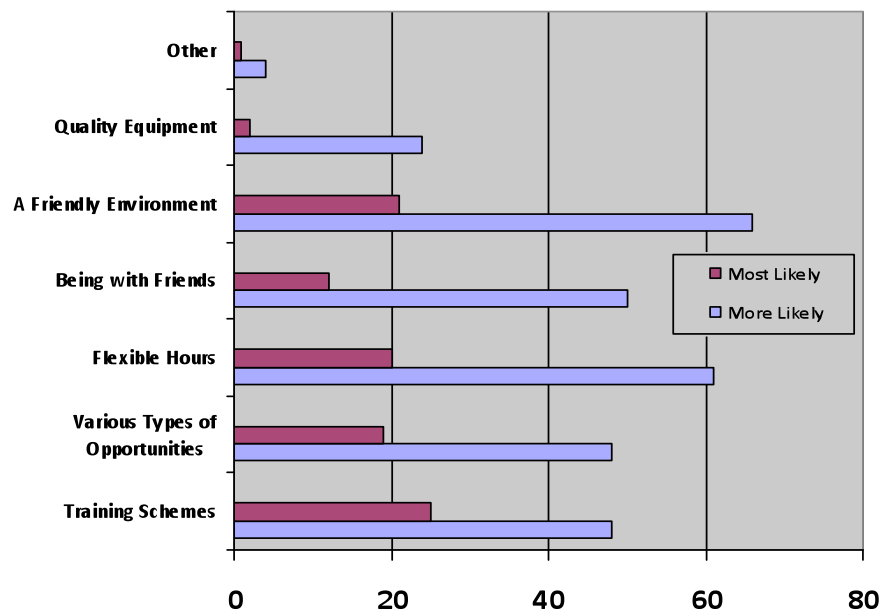
“I would love to help restore the farm buildings”

“I would perhaps volunteer to be involved in delivering wellbeing/eco-therapy groups”

“We work at an embroidery company and could easily help supply and embroider staff uniforms as cheaply as possible”

3.40 As might be expected, the Stirley Farm environment being 'friendly' was commonly stated as being something that would encourage people to volunteer. Flexible hours and training were also a key to involvement.

What do you think would make people more likely to volunteer at Stirley Farm? Of these, which one do you think would make people most likely to volunteer?



Base: All Respondents

3.41 Those respondents who believed that 'other' aspects would encourage people to volunteer offered some of the following insights:

"Publicity"

"Opportunities to make new friends"

"Good leadership"

"Family orientated – all age groups"

4 CONCLUSIONS

- 4.1 Stirley Farm is clearly a well-known landmark within the local communities engaged in this consultation. The land comprising the farm and surrounding areas is currently well-used by the local communities. In particular, residents from Hall Bower and the Newsome area generally commonly reported that they use the area belonging to Stirley Farm, principally for walking and recreation.
- 4.2 Given this, the consultation revealed considerable interest in the possible development of Stirley Farm. Almost all of the residents completing the survey were positive about the restoration of the farm. Only a very small minority opposed the restoration.
- 4.3 It was also apparent that a large proportion of all residents believed the farm was well located as a potential community facility with regards to the surrounding areas; very few residents objected entirely to the location. Clearly the farm is located away from the main roads and 3 of the 4 main residential areas included in this consultation. However, even those living some distance from the farm were unlikely to be critical of the location as a base for community facilities and activities.
- 4.4 The residents completing the survey generally agreed that all of the services proposed would be beneficial to the local community on the whole, and over half of residents said they would be likely to use all of the services mentioned, with the exception of dog walking facilities, meeting rooms, and communal allotments, which about a third of all residents said they would use. The most popular services, in terms of potential resident usage, were self-guided or guided trails, walks in the countryside, wildlife conservation, events and activities, and a farm shop.
- 4.5 In terms of usage of the farm's facilities, the survey results indicate that residents from areas of high deprivation are in almost all cases (and sometimes more so) as likely to use the services on offer as residents from areas of low deprivation.
- 4.6 Roughly two-thirds of all residents said they would be likely to attend educational activities and events at the redeveloped farm. Of these, the most popular was wildlife conservation, followed by events about the environment and growing food.
- 4.7 Although a key challenge for the future operators of Stirley Farm, the vast majority of residents agreed that the farm should be entirely self-sustainable.
- 4.8 There was clearly considerable support from residents included in the consultation for community allotments. Other research¹ has highlighted the high potential demand for local food growing in the Newsome area and this is supported in this work. It was evident that the land closest to where residents

¹ Information by Design (2008) Grow Your own Food in Newsome – Findings from a survey of residents, Conducted for Newsome Ward Community Forum.

lived was their most popular choice as to where to locate a communal allotment, although there was some 'middle ground' found between the sample areas. Area C in particular was highlighted as popular across the consultation areas.

- 4.9 Although most residents agreed that the provision of gardening equipment was important for the local community as a whole, less than a third of residents interested in using a communal allotment said they would personally use equipment if it was provided.
- 4.10 There was a clear indication that many residents would be keen to buy more organic produce, and over two thirds of those stated an interest in buying organic beef from Stirley Farm. Almost three quarters of residents also said that they would be willing to pay 'a little more' than they usually pay for normal beef. These figures differ very little between residents in areas of high and low deprivation.
- 4.11 The results indicate a very high level of potential for volunteering at the re-developed Stirley Farm site. Almost a third of residents would be interested in volunteering at the farm. As is common in volunteering, a friendly environment and the provision of training schemes would make people most likely to volunteer.
- 4.12 The results from this consultation with residents living around Stirley Farm are extremely positive. They highlight strongly an interest in and support for the development of the farm as a community facility. The level of potential community involvement in the farm appears to be very high from this study and there clearly needs to be significant involvement of local community groups if and when the plans for the development of Stirley Farm are progressed.

APPENDIX 1 – The Leaflet Used in the Consultation

STIRLEY FARM

- what do you think?



We are conducting some research on behalf of Yorkshire Wildlife Trust regarding plans to restore a local farm to provide a range of community-based services.

We want to know your views on what activities and services you would like at Stirley Farm if the development was to go ahead.

Please use the website link below to:

- ✓ tell us your views and opinions about the Stirley Farm project
- ✓ help us to develop plans for a new community-based facility at the farm

**JOIN IN WITH THE STIRLEY FARM CONSULTATION BY
GOING TO:**

www.consultkirklees.org



APPENDIX 2 – Profile of respondents

<i>GENDER</i>	<i>Hall Bower</i>	<i>Newsome</i>	<i>Netherton & Honley</i>	<i>Almondbury</i>	<i>Huddersfield</i>	<i>No Postcode</i>	<i>Total</i>
Male	23	91	68	46	7	11	246
Female	24	97	64	58	5	10	258
Total	47	188	132	104	12	21	504

<i>AGE</i>	<i>Hall Bower</i>	<i>Newsome</i>	<i>Netherton & Honley</i>	<i>Almondbury</i>	<i>Huddersfield</i>	<i>No Postcode</i>	<i>Total</i>
16-24	2	12	5	1	1	2	23
25-34	6	27	17	11	5	3	69
35-44	5	32	24	21	3	3	88
45-54	11	26	16	19	0	2	74
55-64	9	47	37	20	2	3	118
65-74	12	29	24	20	1	3	89
75+	4	16	10	12	0	5	47
Total	49	189	133	104	12	21	508

<i>ETHNIC ORIGIN</i>	<i>Total</i>
White British	461
White Irish	5
Any other white background	8
White and Asian	1
White and Black African	1
White and Black Caribbean	0
Any other mixed background	0
Chinese	0
Bangladeshi	0
Indian	2
Pakistani	5
Any other Asian background	1
Black or Black British African	3
Black or Black British Caribbean	4
Any other Black background	0
Any other ethnic group	0
Total	491

<i>DOGS IN HOUSEHOLD?</i>	<i>Total</i>
Yes	108
No	393
Total	501

APPENDIX 3 – Map of Areas

