



Morecambe Town Council Environment Committee - 09.04.2024

Agenda Item 9

Land Parcel Survey

Introduction

Lancaster City Council are currently considering gifting two small parcels of land to Morecambe Town Council – one near Maylands Square and the other near Mardale Avenue.

Morecambe Town Council plan to survey residents living in a small catchment area around each location to: understand more about the current usage of the land and attitudes towards maintenance and upkeep; understand the appetite for investing in the spaces; understand hyper-local priorities and source ideas for what any investment may look like.

Morecambe Town Council will also collect limited data from respondents (including age bracket of respondent and household makeup) to better understand the demographics of the area, which would also help inform any plans.

There will also be an optional question about signing up for Morecambe Town Council's emailing list to help improve MTC's ability to communicate more effectively, regularly, and directly with residents.

Members are asked to consider the questions and response options and advise of any proposed amends so the surveys can be finalised post-meeting.

Example draft survey for Maylands Square

<https://form.jotform.com/240773317443052>

Please note, the survey questions slightly differ depending on your answers to certain questions – eg if you currently make use of the land you'll be asked about the purpose, whereas if you don't you won't.

Complete list of proposed questions below:

1. Do you currently use the land at Maylands Square for any purpose? This could include sitting at the bench, walking across etc.
Y/N
2. (If yes to 1) Please share the purpose(s) for which you currently use the land. This could include sitting at the bench, walking across etc.
Open text field
3. On a scale of 1-10, where 1 is awful and 10 is excellent, how would you rate the current upkeep and maintenance of the land at Maylands Square?

1-10 sliding scale

4. Would you like to see additional investment in the land at Maylands Square? This could include anything from the addition of more amenities to the site, to enhancing the upkeep and maintenance.
Y/N
5. (If no to 4) Please can you explain why you would not like to see additional investment in the land at Maylands Square.
Open text field
6. (If yes to 4) On a scale of 1-10, where 1 is not at all enthusiastic and 10 is extremely enthusiastic, how enthusiastic would you be about investment in each of the following areas?

Infrastructure - free WiFi, bins, noticeboards, defibrillator, additional benches etc.

Beautification - seasonal planting, formal flowerbeds, increased frequency of mowing etc.

Biodiversity - bird boxes, bug hotels, wildflower areas etc.

Recreation - picnic/activity tables, play equipment, outdoor gym, community book swap, seed library etc

1-10 sliding scale for each general area
7. (If yes to 4) Are there any specific improvements you would like to see made to the land at Maylands Square?
Checkboxes with the following specific options:

Rubbish bins, Defibrillator, Free WiFi, seasonal planting, bird boxes, wildflower areas, play equipment, community book swap, increased frequency of mowing, additional benches, noticeboard, cctv, formal flowerbeds, bug hotels, picnic/activity tables, outdoor gym, seed library, other (please state)
8. Is there anything else you would like to add?
Open text field
9. House name/number and postcode
10. Age bracket
11. Number of people in household
12. Number of under 18s in household
13. Optional email sign-up

Collecting responses

The Council currently plan for Officers to door knock in pairs in the surrounding areas over a period of two weeks (date tbc) completing the survey with residents on the doorstep.

Surveying will always be conducted in pairs due to the (small) risk of potentially hostile residents. Where this occurs officers will be briefed to apologise for any inconvenience caused and walk away, rather than stay and engage.

Where there isn't anyone available to complete the survey in person, a print-out encouraging people to complete the survey online or (if that isn't possible) ring the Council to complete the survey will be posted through letterboxes instead.

With the survey available online people outside of the identified catchment areas will be able to complete it, but we will be able to use postcode data to filter results to concentrate on those from residents within the intended areas.

While time-consuming, we feel it's important to door knock and have the phone option available as digital disenfranchisement (whether due to lack of digital literacy or access) could skew results, which would

often be at the expense of older demographics or those in more challenging economic circumstances. We also feel it is important to increase visibility and awareness of MTC, and demonstrate our commitment to getting out into the communities that the Council represents.

If any councillor(s), particularly those representing the areas where the land parcels are located or the Environment Committee, would like to join in the door knock they would be more than welcome. Please note it is important for the validity of the results that the survey is conducted consistently and without any particular idea or agenda being given undue prominence.

Proposed catchment areas

To include maps with roads to be surveyed highlighted.

