



COMMUNITY ALL YEAR-ROUND QUESTIONNAIRE

BUSINESS & COMMUNITY COMMITTEE

PAPER C

10 SEPTEMBER 2025

1) PURPOSE

To agree on the creation and distribution of a year-round questionnaire aimed at gathering ongoing feedback from both residents and visitors. The questionnaire will be accessible digitally via a QR code and in physical formats to ensure inclusivity for those without internet access or mobile devices.

2) PROPOSAL SUMMARY

This initiative introduces a continuous feedback mechanism that allows the Town Council to gather insights into community needs, experiences, and priorities throughout the year. The questionnaire will be available in two formats:

- a) **Digital Access via QR Code:** A low-cost, easy-to-generate QR code will link directly to the online questionnaire. It can be printed and displayed by community organisations, businesses, and in public spaces.
- b) **Paper-Based Version:** A printed version of the questionnaire will be made available at key community hubs such as the library, Town Council offices, and community centres. Completed forms can be returned via drop boxes or post.

2) OBJECTIVES

- a) To gather real-time and year-round feedback from a broad cross-section of the community.
- b) To support inclusive and transparent decision-making.
- c) To ensure that both residents and visitors have a voice in shaping local priorities.
- d) To provide a consistent channel for engagement outside of formal consultations.

3) BENEFITS

- a) **Low-Cost Implementation:** QR codes are free to generate and can be printed on posters, flyers, and signage with minimal expense.
- b) **Accessibility:** Offering both digital and paper formats ensures that no one is excluded due to lack of internet access or digital literacy.
- c) **Continuous Engagement:** Enables the Council to respond to emerging issues and trends in real time.
- d) **Community Ownership:** Encourages local organisations to participate in promoting the questionnaire and gathering feedback.

4) BALANCING INSTINCT WITH EVIDENCE

Whilst professional experience and gut instinct are valuable in shaping local services and responses, this approach ensures that decisions are also grounded in what we *know*—not just what we *feel*. The questionnaire will provide a factual basis to complement local knowledge, helping the Council to act with both insight and confidence.

5) VALUE OF DATA COLLECTION

The questionnaire will be designed to capture both **quantitative data** (e.g. satisfaction ratings, frequency of use) and **qualitative insights** (e.g. comments, suggestions, lived experiences). This combination is essential for understanding not just *what* people think, but *why* - enabling more meaningful and responsive action.

6) VALUE OF DATA COLLECTION

Agreement in principle to:

- a) Proceeding with questionnaire development.
- b) Drafting of question set (to be reviewed by Council).
- c) Via generation of QR code and design of promotional materials.
- d) With printing and distribution of paper copies and QR posters.
- e) If committee in agreement to take to Full Council for approval