

Sheringham Town Council Public Consultation

Evaluation & Outcomes

Beeston Hills Putting Green – August - September 2023

A public consultation was undertaken by Sheringham Town Council between 18th August 2023 – 29th September 2023, it was undertaken as a statutory requirement as Sheringham Town Council does not currently hold the “General Power of Competence.

Background

During 2023, Sheringham Town Council completed the purchase of Beeston Hills Putting green as a community asset. An internal strategy working group was formed to assist Council in determining the short-, medium- and long-term future of the site. It is as part of the terms of the purchase that the site will remain as a putting green for future generations.

Consultation process

This public consultation sought to obtain feedback from residents and visitors, to understand and incorporate their voices in the decision-making process as we undertake the regeneration project.

Careful consideration will be given to the responses provided, and these will be used to shape the regeneration plans.

Consultation methods were undertaken via electronic surveys, face to face stakeholder pop up events, and paper surveys available at the putting greens, Community Centre, and other public spaces. Participants were able to provide their answers over the telephone or in person at the Council Offices. 100 postal surveys were sent to randomly selected residents from the Electoral Roll.

As well as gaining information in relation to the consultation itself, we will gather information which identifies representation in those responding. We will not collect data which will identify individuals. Sheringham Town Council will store this data securely and use it only to make a judgement about representativeness.

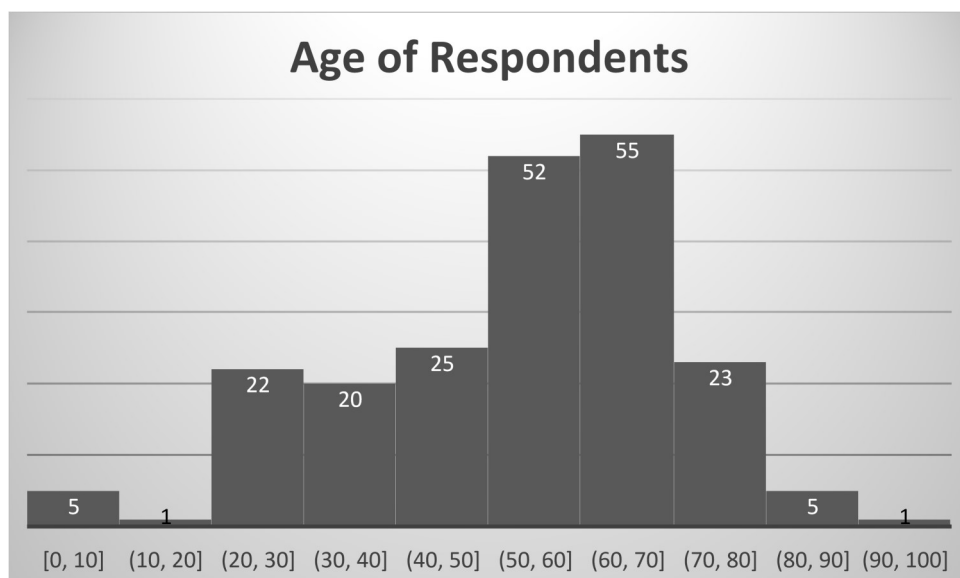
An evaluation of the consultation will also be undertaken to measure its effectiveness and if changes are required for any future consultations.

The process adopted has been created using guidance from the Local Government Association. <https://www.local.gov.uk/our-support/communications-and-community-engagement/resident-communications/understanding-views-2#:~:text=Best%20practice%20suggests%20you%20should,statutory%20consultation%20has%20specific%20rules>). We have also utilised MRS guidance - <https://www.mrs.org.uk/pdf/2014-09-01%20Questionnaire%20Design%20Guidelines.pdf>

Results –

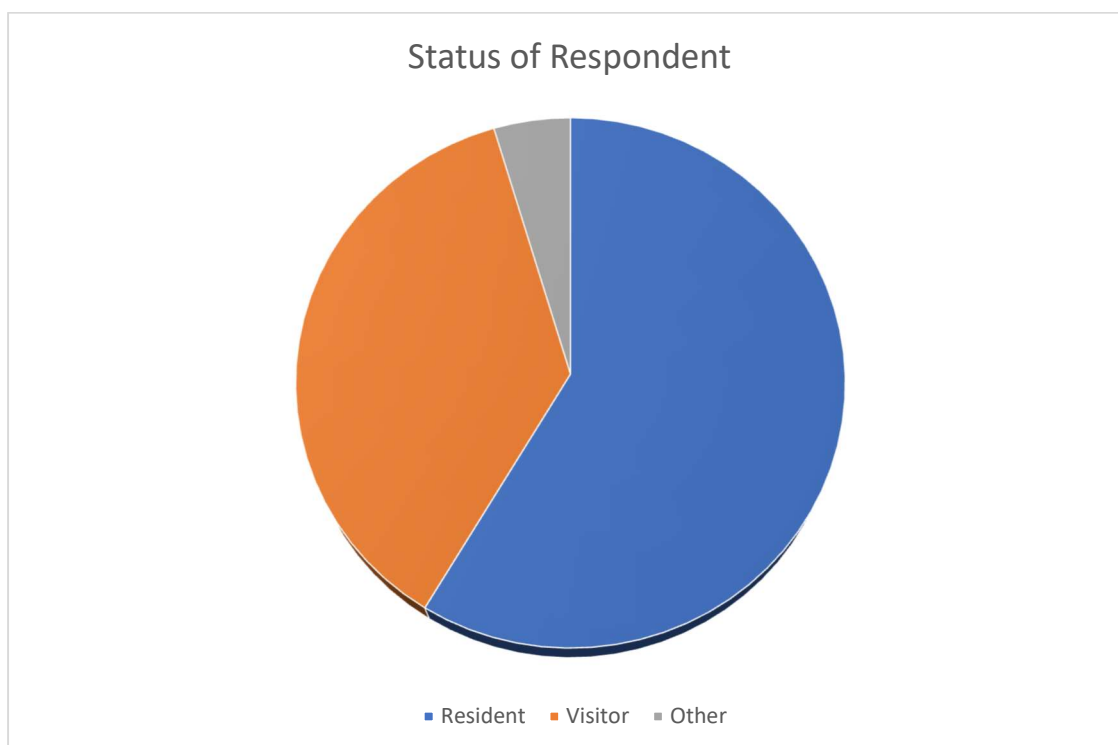
213 responses were received overall, with 143 responses to the electronic survey and 70 paper survey responses.

Of the 100 surveys posted to residents – 36 responded. These postal surveys enabled those in older age groups an opportunity to feedback where they would not necessarily have been reached (the oldest respondent was 90), but also enabled young people to respond (the youngest respondent was 19).



The average age of respondents overall was 55. The average age for those responding to the electronic survey, using a QR code, was 51, whereas the average age for those responding to the paper survey was 61.

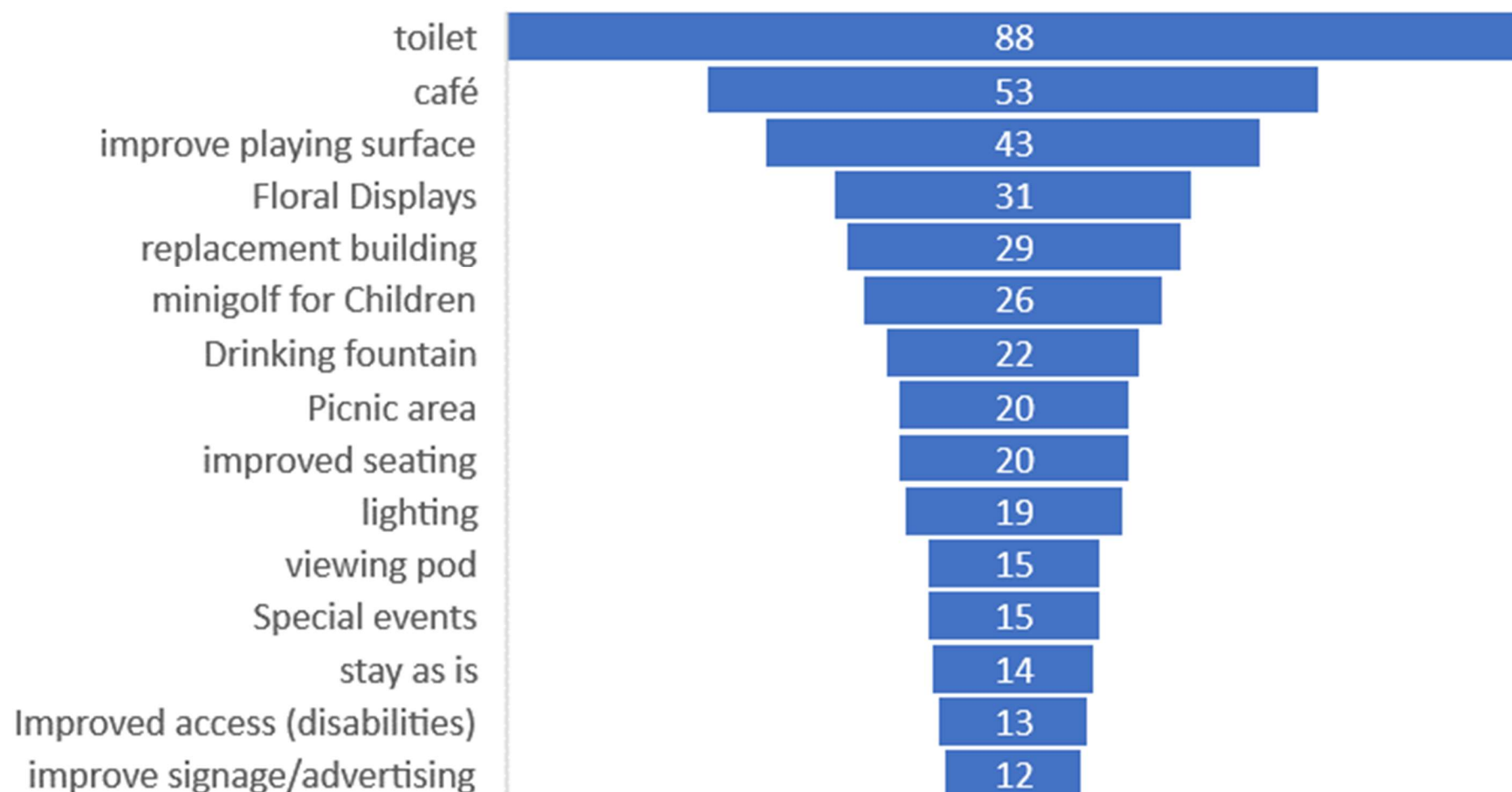
It was very positive to receive a high number of responses from those identifying as Sheringham residents, 79 visitors also took the time to complete the survey.



The results above are the overall output of the survey which could be analysed, this identified key areas which were of importance to the respondents –

Change	Count of Change	Change	Count of Change
toilet	88	improve access	1
café	53	Childrens Play area	1
improve playing surface	43	extended lease	1
Floral Displays	31	Bike Stand	1
replacement building	29	as little as possible	1
minigolf for Children	26	info board about local area	1
Drinking fountain	22	Hill holes more level	1
Picnic area	20	Didn't know it was there	1
improved seating	20	better putters	1
lighting	19	keep as is	1
Special events	15	stage for plays	1
viewing pod	15	keep old fashioned	1
stay as is	14	Extended opening hours	1
Improved access	13	keep up to date	1
improve signage/advertising	12	Norfolk/Sheringham themed course	1
sunset golf	6	wildlife habitat	1
sheltered seating	6	nothing offered for children	1
card payment	4	winners' podium	1
Improved Grounds	4	outdated & boring	1
crazy golf	3	Longer tenancy	1
tea and Coffee	3	reduction of slope	1
keep as is	3	looks dilapidated	1
view of sea	3	remove metal poles	1
Remove Golf	2	Sculptures	1
activities for children	2	Do not overdevelop	1
replace fencing	2	seating at top of course	1
nothing	2	Clear signage from prom	1
sea views	2	dog friendly area	1
Resident discounts	1	very steep	1
Older age social group	1	shelter for non-players	1
Tournaments	1	disabled parking	1
Come back offers	1		

> 10 Suggestions for Change



Change	Count of Change
toilet	17.19%
café	10.35%
improve playing surface	8.40%
Floral Displays	6.05%
replacement building	5.66%
minigolf for Children	5.08%
Drinking fountain	4.30%
Picnic area	3.91%
improved seating	3.91%
lighting	3.71%
Special events	2.93%
viewing pod	2.93%
stay as is	2.73%
Improved access	2.54%
improve signage/advertising	2.34%
sunset golf	1.17%
sheltered seating	1.17%
card payment	0.78%
Improved Grounds	0.78%
crazy golf	0.59%
tea and Coffee	0.59%
keep as is	0.59%
view of sea	0.59%
Remove Golf	0.39%
activities for children	0.39%
replace fencing	0.39%
nothing	0.39%
sea views	0.39%
Resident discounts	0.20%
Older age social group	0.20%
Tournaments	0.20%
Come back offers	0.20%
improve access	0.20%
Childrens Play area	0.20%
extended lease	0.20%
Bike Stand	0.20%
as little as possible	0.20%
info board about local area	0.20%
Hill holes more level	0.20%
Didn't know it was there	0.20%

Change	Count of Change
better putters	0.20%
keep as is	0.20%
stage for plays	0.20%
keep old fashioned	0.20%
Extended opening hours	0.20%
keep up to date	0.20%
Norfolk/Sheringham themed course	0.20%
wildlife habitat	0.20%
nothing offered for children	0.20%
winners' podium	0.20%
outdated & boring	0.20%
Longer tenancy	0.20%
reduction of slope	0.20%
looks dilapidated	0.20%
remove metal poles	0.20%
Sculptures	0.20%
Do not overdevelop	0.20%
seating at top of course	0.20%
Clear signage from prom	0.20%
dog friendly area	0.20%
very steep	0.20%
shelter for non-players	0.20%
disabled parking	0.20%
Dog Park	0.20%
move holes regularly	0.20%
Art Trail	0.20%
needs more of a draw	0.20%
tarmac path	0.20%
night golf	0.20%
card payments	0.20%
no Childrens facilities	0.20%
facilities for walkers	0.20%
no dogs	0.20%
mammoth walk picnic spot	0.20%
children's parties	0.20%
birdwatcher's lookout/hide	0.20%
18 holes	0.20%
long term tenant	0.20%
Grand Total	100.00%

The feedback received demonstrates an interest by residents in the investment in improvements. The comments made in the forms was also that facilities for children were lacking at the site. It would be a positive exercise once development and improvements are complete that feedback surveys are undertaken with patrons to see if they have been to the facility before, the likelihood of their return and other suggestions. We can also understand the conversion value of publicity and marketing.

This report and its outcomes will now be considered by the Putting Greens Strategy working group, with recommendations made to full council, with voting by members upon the outcome and subsequent actions.

We would like to that everyone who took the time to consider the consultation and provide their feedback.

Post project evaluation leads us to feel that the methods adopted for this consultation should be mirrored for future public engagement. The use of type form, and QR codes, proved to be the most popular method. However, we would also use the paper surveys and proactively engage with residents via postal surveys (where deemed appropriate via a cost benefit analysis).

Sarah Peberday

Clerk

3rd October 2023