



BRADING TOWN COUNCIL

CONSULTATION MEETING

SUMMARY

This is a summary of the feedback from the Consultation Event on the proposals for the development of the site of Brading the Experience following its closure on 3 January 2010. The more detailed analysis of the quantifiable responses recorded on the Feedback Forms is attached as is a copy of the Feedback Form.

1) THE CONSULTATION EVENT

- a) The event took place from 3pm to 7pm on Monday 7 December in Brading Town Hall.
- b) It was jointly arranged by Brading Trading Ltd and Brading Town Council although neither the Town Councillors nor their Clerks took any part in the proceedings of the event other than collecting the Feedback Forms and recording attendance.
- c) The Event was advertised by a leaflet delivered door-to-door throughout the Parish in the week preceding it and details of it were prominently displayed on the Town Council's web site.
- d) In addition to the personnel from Brading Town Council and Brading Trading Ltd, 134 individuals attended the event at some time during the 4 hours it was open.
- e) Large Architect drawings were available on display Boards at two locations in the Town Hall. The Managing Director of Brading Trading Ltd, Robert Ball, provided detailed explanations of the plans at four points during the event and took questions at length from each. He remained available at all times to members of the public.
- f) Everyone who attended was handed a Feedback Form and encouraged to complete and return it. A total of 83 (61.9% of those distributed) completed forms were received by the Town Council and the quantifiable responses from them are summarised below.

2) OPPOSITION

- a) Actual opposition to the four major elements of the proposals is expressed in the percentages of those who ticked boxes as follows:
 - o 17 New Homes: Negative + Very Negative
 - o Auction House: Negative + Very Negative
 - o Heritage Centre: No + Certainly not
- b) The relevant percentages of opposition on this basis are as set out in the following table:

Element	% forms	% attendees	% population
17 Houses	48.1%	27.6%	2.0%
Auction House	39.0%	23.8%	1.8%
Heritage Centre	20.7%	12.7%	0.9%

- c) The core of the opposition is located among those resident in the area shown on the feedback form as consisting of: Church Lane, Cliff Close, Cross Street, Haven Crest, High Street, Quay Lane, The Mall, Hornsey Rise, West Street and Wrax Road – the central area of the town and the one closest to the proposed development.

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- d) Analysis of feed back responses from the 46 residents of these areas who completed feed back forms shows that opposition to the least popular element of the proposed development – the 17 new houses – was recorded by 21 (45.7%) with 14 (31.8%) opting for the 'Neutral' response and 9 (20.5%) recording either a Very positive (2) or Positive (7) and 2 not completing this section.
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FEEDBACK FORMS ANALYSIS

A: BASICS

Element	Number	% Population	% of Attenders
Individuals who attended	134	7.5%	-
Completed Feedback Forms	83	4.7%	61.9%
of which who: looked at plans	79	4.4%	59.0%
heard a presentation	67	3.8%	50.0%
discussed with Robert	38	2.1%	28.4%

B: FEEDBACK FORMS: WAXWORKS CLOSURE

What do you think will be the effect of the Waxworks closure?					
	Very Serious	Serious	Neutral	Good	Very good
Numbers	24	30	20	3	1
% responses	30.8%	38.4%	25.6%	3.8%	1.3%
% attenders	17.9%	22.4%	14.9%	2.2%	0.7%
% population	1.3%	1.7%	1.1%	0.2%	0.1%

C: FEEDBACK FORMS: 17 NEW HOMES

What do you think will be the effect of 17 new homes on this site on Brading?					
	Very positive	Positive	Neutral	Negative	Very negative
Numbers	4	16	20	13	24
% responses	5.2%	20.8%	26.0%	16.9%	31.2%
% attenders	3.0%	11.9%	14.9%	9.7%	17.9%
% population	0.2%	0.9%	1.1%	0.7%	1.3%

D: FEEDBACK FORMS: AUCTION HOUSE

What do you think will be the effect of an Auction business on this site for Brading?					
	Very positive	Positive	Neutral	Negative	Very negative
Numbers	5	23	22	14	18
% responses	6.1%	28.0%	26.1%	17.1%	21.9%
% attenders	3.7%	17.2%	16.4%	10.4%	13.4%
% population	0.3%	1.3%	1.2%	0.8%	1.0%

E: FEEDBACK FORMS: HERITAGE CENTRE

Would you support the use of the Rectory Mansion as a Heritage Centre?					
	Very strongly	Strongly	No opinion	No	Certainly not
Numbers	18	36	11	13	4
% responses	21.9%	43.9%	13.4%	15.8%	4.9%
% attenders	13.4%	26.9%	8.2%	9.7%	3.0%
% population	1.0%	2.0%	0.6%	0.7%	0.2%

B: FEEDBACK FORMS: PLEASE IDENTIFY WHERE YOU LIVE

Area	No.	%
Broadstone Crescent, Broadstone Corner, Coach Lane, Kyngs Town Estate	14	17.7%
Church Lane, Cliff Close, Cross Street, Haven Crest, High Street, Quay Lane, The Mall, Hornsey Rise, West Street, Wrax Rd	46	58.2%
Aylett Close, Clarendon Close, Devonia Gardens, Greenwood Lane, Hadrians Way, Morton Road, Morton Old Road & Morton Manor Rd, Nicholas Close	3	3.8%
Lower Furlongs, New Road, Station Gardens, Station Road, Yarbridge	13	16.5%
Lower and Upper Adgestone Roads, Well Lane	1	1.3%
Brading Road, Carpenters Road, Hardingshute, Nunwell	0	0.0%
Not in Brading: please give location:	2	1.5%

BRADING THE EXPERIENCE CONSULTATION

FEEDBACK FORM

7 DECEMBER 2009

Have you seen the plans for the site? Yes No

Have you heard Robert Ball's explanation of them? Yes No

Have you discussed the plans with Robert Ball? Yes No

What do you think will be the effect of the Waxworks' closure on Brading?

Very Serious	Serious	Neutral	Good	Very Good
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please say why

What do you think the effect of 17 new homes on this site will be for Brading?

Very Positive	Positive	Neutral	Negative	Very Negative
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please say why

What do you think the effect of an Auction business on this site will be for Brading?

Very Positive	Positive	Neutral	Negative	Very Negative
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please say why

Would you support the use of the Rectory Mansion as a Heritage Centre?

Very Strongly	Strongly	No Opinion	No	Certainly Not
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please say why

Please use the back of this sheet for any other comment you want to record

Please use this area for any other comments you want to record with us

Please identify where you live

Broadstone Crescent, Broadstone Corner, Coach Lane, Kyngs Town Estate

Church Lane, Cliff Close, Cross Street, Haven Crest, High Street, Quay Lane, The Mall, Hornsey Rise, West Street, Wrax Rd

Aylett Close, Clarendon Close, Devonian Gardens, Greenwood Lane, Hadrians Way, Morton Road, Morton Old Road & Morton Manor Rd, Nicholas Close

Lower Furlongs, New Road, Station Gardens, Station Road, Yarbridge

Lower and Upper Adgestone Roads, Well Lane

Brading Road, Carpenters Road, Hardingshute, Nunwell

Not in Brading: please give location:

If you would like to be kept in touch with the future progress of this site, please put your name and email address below

NAME

EMAIL ADDRESS

Details will also be available on the Town Council's web site: www.bradingtowncouncil.org.uk