



Beech Hill Community Plan 2022 Update

Draft report version 1.6

Representing the views of Beech Hill residents and
businesses

Welcome From the chair



Our 2022 Plan

Brings up to date and improves on the 2013 Plan

The Community Plan Committee is pleased to present the result of the residents' survey. Overall our findings indicate a general level of happiness with life in Beech Hill, but with some areas of concern. Beech Hill is a rural community and this is seen as a great asset for most.

The downside is that we are deprived of some things available to other towns and villages, such as good transport. We hope that through our own efforts and working we can make continuing improvements to the highlighted issues.



Chair, Community Plan Committee

About this report Published Dec 2022

What to expect

This survey report is published by the Beech Hill Community Plan Committee. Further information, as well as updates on action arising from the report may be found on the web site: plan.beechhill.online. Contact the Committee at info@plan.beechhill.online

The Committee behind the survey and report is:

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The aim of the report is to identify and report on the feelings of residents and businesses in Beech Hill in relation to living and working in Beech Hill. The report summarises the data collected and we have tried to analyse and interpret the data in a neutral manner. The simple choices offered by most questions were backed up with the opportunity to make general comments and these have also been analysed.



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Conclusions

Main findings

The survey was well supported, with 86% of residences and 72% of residents, plus 8 businesses taking part. The survey is very representative of Beech Hill views.

Both residents and businesses are happy with Beech Hill as a place in which to live and work. In particular, people feel that Beech Hill is a safe place in which to live.

Topics that were positive and received most support

Green issues

This covers several areas including re-wilding, conservation, footpath maintenance and recycling. Many people expressed a desire to be involved in projects.

Cycle/footpath to Mortimer station

While this is the most obvious single issue in the transport category the theme runs across many questions: Beech Hill is a rural community and cut off from many opportunities or forced to adopt environmentally unfriendly transport choices.

Footpaths

Footpaths are mentioned both as a positive, leading to better health and general enjoyment of life, and a negative due to poor maintenance and all year round availability.

Three negative areas where action is required

Litter and fly tipping

Whereas the main part of Beech Hill is not used for fly tipping a very large number of people are outraged at the frequency and volume of rubbish dumped, mostly in lanes around the village. Everyone knows the obvious locations and there is a willingness to engage with the council for a solution. People are aware that this is a national problem, but knowing where and when it occurs and doing nothing is not acceptable. We are grateful to West Berkshire Council

(WBC) for generally responding well when a case of fly tipping is reported, but we all need to work on a prevention method.

Road, pavement hedge maintenance

There is general discontent at the level of maintenance. In particular the recent pavement work has worsened the look of pavements in the village. There needs to be more engagement with the village to resolve these issues promptly.

Social and recreational

As a small village with limited resources Beech Hill is unable to offer an extensive range of social and recreational activities that are available in some surrounding towns and villages. However, there does appear to be an opportunity to create more clubs, some limited outdoor exercise facilities and to promote these more widely in the village.

What next?

The purpose of this survey was to gauge the feelings of business and residents and identify specific issues so that an action plan can be put together either to clear up problems or improve and enhance other areas that are doing well. This will require further work from volunteers interested in specific areas. An outline action plan has been included with this report. The next stage will be to form small teams to deal with the issues raised, with a steering committee to keep projects on track.

Appendix 1 has a breakdown of every single question, showing the number of responses and an analysis by response to the question and sentiment expressed in comment. A simple conclusion is shown against each question. This is based on the response rate, strength of feeling shown in the survey and the ability to do something.



Highlights

Key points

Top 2 negative issues

1. Fly tipping
2. Road and verge maintenance

Top 3 positive issues

1. Green environment
2. New cycleway/footpath to station
3. Footpath availability



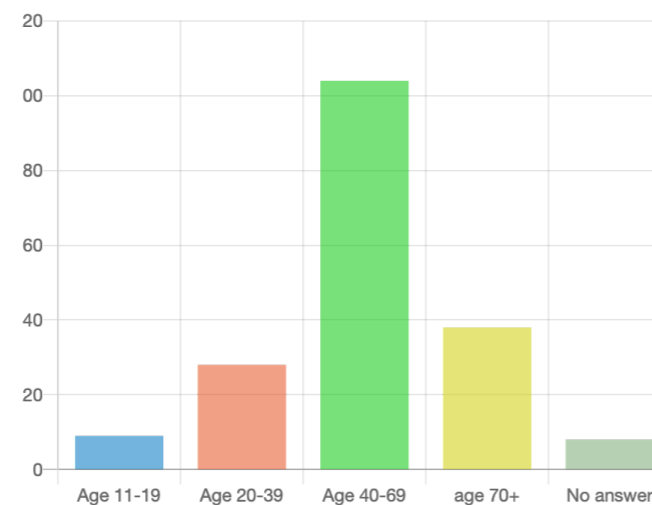
Female: 94

Of those who chose to enter this information (8 did not say)



Male: 85

Of those who chose to enter this information (8 did not say)



Key concerns

From comments



Text analysis

The 4 most positive (top row) and 2 most negative (bottom row) comments made in summary at end of survey. There were fewer negative comments and most remaining comments were of the 'no comment' type.

Quiet & safe place in which to live

Access to green space and countryside

Friendly people and good community spirit

Good access to Reading and motorways

Lack of public transport. Forced to use a car

Speed, volume and noise of traffic



Background

The report identifies good and bad points about life in Beech Hill, highlights topics of most concern and suggests a priority list of issues to tackle, but does not propose or impose solutions. It will be for residents and businesses to agree what actions should follow on, in what order and which organisations should be involved to improve matters for the future.

The first Beech Hill Community Plan (then known as the Village Plan) was published in 2013. Using a combination of on-line and paper surveys, and open to all residents aged 16 and over, 108 people took part. This was 42 % of village residents, or about 60% of households compared to the 2022 figures of 72% and 86%. For various reasons the follow-on committee charged with the task of taking action on the issues raised ceased to operate after a few months. Whereas various issues were successfully tackled it was generally felt that an opportunity to do more for the village had been missed.

This 2022 plan updates the 2013 plan. Several changes have been made to the development process that we hope will lead to greater success this time.

- The Community Plan Committee is sponsored by Beech Hill Parish Council. This means that some of the Council's resources can be used to help produce and implement the plan and there is a clear statement that the Plan is formally endorsed by the village.
- All residents aged 11 and over were invited to take part (age 16 for the last survey), as well as businesses based in Beech Hill.
- The Committee has a formal constitution, so its aims, objectives and members are publicly declared and can be questioned.
- The Plan has its own web site: plan.beechhill.online. This means that it has been easier to set up a registration database both for initiating participation in the survey and for keeping everyone involved in day to day progress. The web site has been used to gather initial ideas and is open to continuing comment.

- Because the survey is run and managed from our own server we are able to provide good security and privacy controls and we now have the infrastructure to run specific follow-up surveys in areas of high interest.

The Committee has worked very hard to: produce a survey with a range of questions considered important by West Berkshire Council, other village surveys and the 2013 survey; ensure that the survey is representative of everyone in the village; encourage people to complete surveys through personal contact. We believe that this report is a fair reflection of the mood of Beech Hill in 2022 and contains well-supported arguments for change and improvements in certain areas.



History

Brief summary

From AD 950 to 2022

An Anglo Saxon charter of 950 AD refers to the Foudry Brook and the surrounding area, although there is no known mention of Beech Hill in the Domesday book of 1086. The Priory (founded in 1170) would have been an important welfare and economic centre for the mediaeval community until it was declared an Alien priory by Edward III in 1345. Edward IV gave its land to Eton College, in whose possession it remained until 1924.

From the end of the mediaeval period until 1866 (when the common of about 80 acres was enclosed and 39 acres of old enclosures were redistributed) the Parish was a

landscape of small fields, hedges and woodland, and from around 1600 onwards a community of landed gentry estates and small farms. The landed estates were Beech Hill House, Wokefield Park (including Trunkwell) and Stratfield Saye. They owned farm labourers' cottages dotted throughout the Parish as well as a small grouping of houses supporting the community in the trades of blacksmith, wheelwright and brick making, centred around the present site of the old forge and adjacent cottages. Until 1867 the Parish was a tithing within the Parish of Stratfield Saye, Hampshire and as such was within the

administrative hundred of Reading in Berkshire.

The present modern era of the community and landscape appearance of the parish started to evolve with the building of the school and school house in 1848 and the parish church of St Mary the Virgin and rectory in 1867. The enclosed parcels of land allowed for the former common land to be built upon. The main housing area in the Village is on the former common land.

AD 950

2013

The building of the church allowed for the creation of an ecclesiastical parish on 31 January 1869. Before this time people would have worshipped either at Shinfield or Stratfield Saye church, or at the Baptist Chapel situated in Beech Hill. This Chapel was first used as a place of worship in 1796, although non-conformist worship extends back to 1715, and is the site of the oldest Baptist Chapel in Berkshire.

Across the road from the parish church of St Mary the Virgin is the Memorial Hall, rebuilt in 2011 on the former site of the original Memorial Hall. The first hall was built in 1921 in remembrance of the people of the parish that served in the First World War.

Mains water, electricity supply and telephone services did not reach the community until the late 1930s and a mains sewer was not provided until the middle of the 1960s.

From 1894 to 1974 the parish was in Bradfield rural district; it was merged in 1974 into the new Newbury District. With the break up of Berkshire County Council in 1998 the parish became part of the West Berkshire unitary authority within the district ward of Mortimer.

West Berkshire Council has defined the Parish landscape character as part of the Grazeley Open Clay Lowland, which includes the River Loddon SSSI area.

2018

2022



Village today Highlights

Demographics

The 2021 national census data has not yet been published down to the level of parishes (at the time of this report production). The latest data available is from [Nomisweb](#). The population of the Village in 2011 was: 294 residents; 135 male; 159 female; children aged 0-9 25; children aged 10-17 34; median age 48. The ethnic mix was: white 278; non-white 16. The population projection for 2020 from [City Population](#) was 309. The percentages of economically active were: 77.5% economically active; 22.5% economically inactive (mostly retired); 3.2% unemployed. Since there has been almost no new housing development in Beech Hill in recent years it is felt that the population number and mix will not have grown significantly from the above numbers. It is possible that the projected numbers are an over-estimate, since we identified 264 adults and children, but did not count children below 11.

Geographic features

Beech Hill, in the extreme south east corner of West Berkshire, sits on a small ridge rising to 69m above sea level, with the River Loddon forming the south-east boundary and Foudry Brook the north. The soil is predominantly London Clay with some gravel and chalk.

Physical features

The Village covers an area of 470 hectares (1160 acres) and is predominantly agricultural, having 6 farms within the Parish boundary. With 130 residences, the main area of population is concentrated in the area bounded by the main road through the Village (Beech Hill Road) and Wood Lane, with smaller clusters and isolated dwellings in the north, east and south.

Main features within the village

The Parish Church of St Mary the Virgin, built in 1867 by William Butterfield, occupies a central location in the Village. The Beech Hill Baptist Church (believed to be the oldest in the district) was built in 1724 and is situated at the end of Chapel Drive off Wood Lane.

The Memorial Hall, built in 1921 as a memorial to those villagers who fought and died in the First World War, was replaced by a larger,

modern building on the same site in 2011.

At the south east corner of the Village is a copse surrounding a moat, all that remains of Beaumys Castle, believed to be the home of Sir Nicholas de la Beche, tutor to The Black Prince, from whom the name Beech Hill may have come.

The Jubilee Reservoir monument at the junction of Beech Hill Road and Trowes Lane, erected in 1897 to commemorate Queen Victoria's Silver Jubilee, replaced the pump by the village pond which had broken down. The village pond is now much reduced in size compared with 100 years ago, mainly due to nearby trees.

The village green, managed by the Beech Hill Allotments Trust, has a small play area for children, and a casual games area.

The Old Elm Tree Public House, named after a magnificent elm tree adjacent to it, was renamed The Elm Tree after Dutch Elm Disease caused the tree to be felled in 1972.

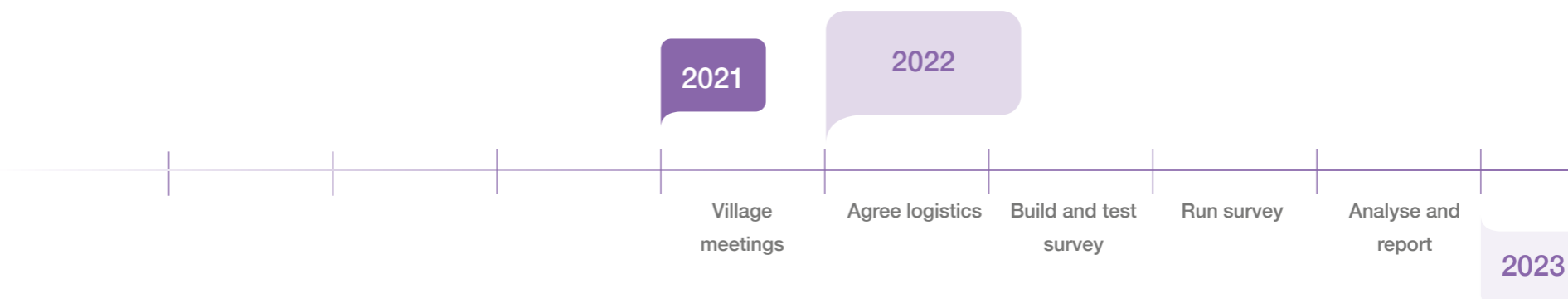
Businesses

A list of businesses is at Appendix 2.



Planning Timescale and detail

Goal: complete within one year



The idea of refreshing the Community Plan was raised and approved at a Parish Council meeting in the autumn of 2021. It was agreed that the Parish Council would support the formation of a new committee to carry out the necessary work.

Residents were approached at the public, annual bonfire event in November 2021 to comment on any ideas that they might have for the new plan and to volunteer as a committee member,

The first meeting of new volunteers was held in January 2022 in the Beech Hill Memorial Hall, open to all residents. A committee of 9

members (later reducing to 7) was formed. The first 2 monthly meetings dealt with logistical matters such as electing committee officers, deciding on a working methodology and building a new web site.

In the period leading up to summer 2022 much work was done in: gathering ideas from the village on topics to be covered in a survey; checking with other villages and West Berkshire Council that our survey was proceeding in the right direction and constructing the survey itself. Much discussion was required to balance the need to gain information with keeping the survey as short as

possible.

At an early stage the committee agreed that the survey would be open to all residents aged 11 and above as well as all organisations based in Beech Hill. Each business, as well as each qualified resident, would have an individual survey to complete. In keeping with modern practices the committee opted for an on-line survey, while allowing those who did not wish to or could not access the survey on-line to be provided with a paper copy.

Various commercial survey packages were examined, considering cost, flexibility and security. The Committee eventually settled on LimeSurvey, an open source software package that would run free of charge on our own server. This provided us with complete flexibility over survey construction as well as being able to re-assure participants that data would be held in an encrypted form only on our own server. Invitations initially started on-line using an existing village email distribution system, with people registering themselves using the Plan's own web site. In order to boost the number registered the village was

divided into 7 zones and each committee member allocated the responsibility of visiting 20 residences to update the email registration list and gain agreement to take part. After several weeks work most households agreed to take part in the survey, mostly on-line.

A significant effort was made to abide by GDPR rules in all on-line data handling. Interim working documents containing sensitive information were held encrypted in iCloud with only registered committee members being allowed access. It was agreed that all temporary documents would be deleted on completion of the survey,

and that the survey data itself would be deleted after approximately one year.

LimeSurvey provided an immediate summary of all the results with no further analysis being essential. However, a key part of the survey was to encourage free text comments. We initially tried to use computer Artificial Intelligence (AI) software to speed up the process of analysing free text, but found that we had more confidence in manually produced numbers.

The survey

Methodology

Major phases of the survey, tools and method used.

Getting from zero to completed survey

and WBC guidelines into our own succinct survey. We needed to work hard to resist the temptation to ask for more data.

Logistics

Starting from nothing the Committee needed to establish working practices first. Having agreed a constitution, a framework for team working was established using an on-line tool, MeisterTask to hold documents centrally and to show project phases and tasks graphically. The hardest part was to distill questions and ideas from the previous survey, other village surveys

Survey

A pilot survey was run with Committee members and a small group of other volunteers, and feedback incorporated into the final survey. Three weeks was allowed for completion of the live survey. Plenty of follow-up was needed to ensure that as many responses as possible were gathered.

Analysis

LimeSurvey provided an instant, high level report with graphs giving a summary of results for each question. However, a lot of detailed work was required to format the summary information into a well-presented form. The phases with tasks listed are summarised opposite.

Logistics

Organise committee and run survey

Put together a committee. Create a constitution. Create web site. Agree goals and project plan. Collate information for survey. Narrow down list of questions. Select on-line software.. Agree final list of questions. Run pilot surveys.

Survey

Test and run survey

Contact all residents and businesses by email or in person to obtain email address (or request for paper copy). Build registration database. Start live survey. Contact all of those not completing survey (several times if necessary) to ensure maximum numbers have completed.

Analysis

Analyse results, produce report

Initial analysis using in-built software. More detailed analysis where required. Produce report with conclusions. Agree report with Parish Council and West Berkshire Council. Publish report.

Response rate

And related data

Gathering data

Having decided at the outset that this would be an on-line survey it was important to produce an accurate list of email addresses for those taking part.

The parish was divided into 7 zones, each with approximately 20 residences. Each committee member was assigned a zone and would be responsible for getting to know the people who lived there, collecting the needed data and assessing whether people were willing to participate or not. Initially people were invited through a village email list to register on the Plan's web site. This produced a reasonable response. Committee members then visited all residences and businesses to explain what we were doing and invite them to participate. There were discrepancies between official records and what we found due to people moving in and out or properties being unoccupied. We found that there were 121 occupied residences and 8 separate business premises. The number of people at these properties was 266, of which

196 (74%) agreed to participate.

17 people (6% of the potential voter total) declined to participate. Only 19 people asked to do the survey on paper. Some did not have an email address and a special registration was created for them so that they could still connect using a browser. Some people who opted for a paper survey switched to this method. 96% of individuals who said yes to completing the survey did so.

Live running

The survey ran for 3 weeks from 15 October 2022 to 5 November 2022. As is usual with such things there was an initial flurry of completions, but reminders had to be sent twice to encourage others to complete. The survey software was very good at showing the status of all those registered and allowed us to send customised reminders at the click of a button.

Despite sending reminders we found that many last minute personal visits were required to re-confirm status and

encourage people to complete before the deadline.

Conclusion

The results show that we have an extremely high response rate. The average industry response for an on-line survey is 30%, and for a in person survey it is around 60%. We have exceeded these levels by a considerable margin and have a good spread of ages and level coverage between male and female. We can thus have high confidence in the validity of the data.

Key response figures

86%

Residences who completed survey

72%

Individuals who completed survey

Appendix 1 Notes

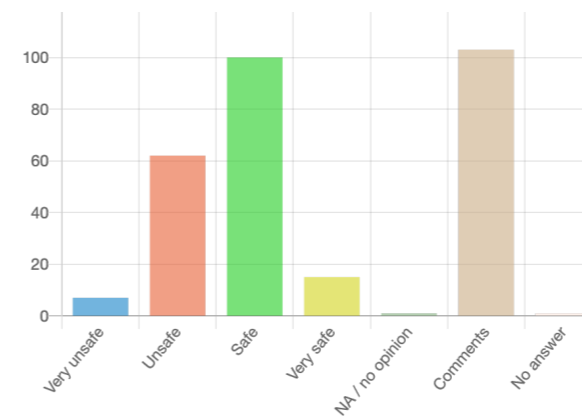
The following pages contain a high level analysis of each of the questions in the survey. Most pages follow the same format:

- The question number and text are shown at the top of the page.
- A count of all responses by category, plus the percentage for each category, is shown next. The code refers to the code within the questionnaire, enabling us to check the original data.
- A bar chart represents these figures graphically. Data to this point was provided automatically by LimeSurvey.
- Where comments were made we have examined each comment and allocated it to a category. A table shows the ranking of comments by categories. Where several points were made in one comment response we have allocated the category according to what appeared to be the most important item mentioned.
- A summary table has been produced by extracting the survey responses into a spreadsheet and carrying out further analysis. Most questions in the survey (regardless of the actual question wording) are in the form very negative, negative, positive, very positive. The chart gives a visual representation. This general split gives us a quick and visual indication of the support or otherwise for the question. Negative/positive numbers show the balance for or against. In a few cases the range of questions covers more of a continuum ranging from none/a little to a great deal. In such cases we have changed the ratio from 50:50 to 25:75.
- While examining each comment we have given it a rating: -100, -50, 50, 100 indicating a degree of negative or positive sentiment in the response. This is obviously a subjective measure. We initially tried to use computer Artificial Intelligence (AI) software to speed up this process, but found that we had more confidence in manually produced numbers. On many occasions a vote may have been negative, but the comments positive (or the reverse).
- 4 tables are included at the end of Appendix 1: response summary by question number, positive response, negative response; summary by category.

Appendix 1 Summary for A1

Your view on safety of roads in Beech Hill for all types of road user (car, bike, pedestrian etc.), considering speed, traffic volume, number of HGVs etc.

Answer	Count	Percentage
Very unsafe (AO01)	7	3.74%
Unsafe (AO02)	62	33.16%
Safe (AO03)	100	53.48%
Very safe (AO04)	15	8.02%
NA /no opinion (AO05)	1	0.53%
Comments	103	55.08%
No answer	1	0.53%
Not completed or Not displayed	1	0.53%



A1 categories

A1 categories	A1 categories (Count All)
Blind spots	9
Dangerous	2
Foot/cycle/horse	13
HGVs	3
Maintenance	2
No problem	8
Other	4
Pavements	8
Speed	44
Traffic calming	10
Grand Total	103

Summary

Counts	185
Very negative	7
Negative	62
Positive	100
Very positive	15
NA	1
Negative	69
Positive	115
Negative %	38%
Positive %	62%
Response rate	99%
Comment %	56%
Sentiment	-56

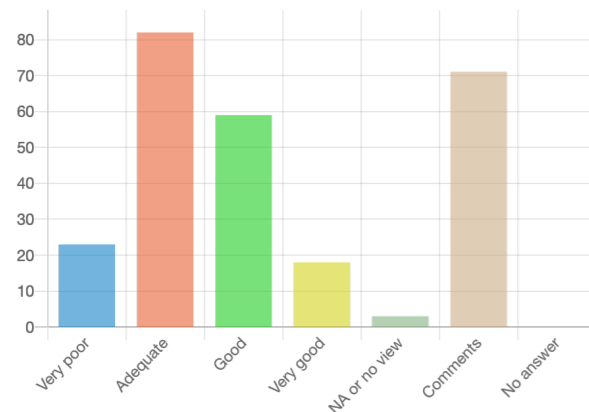
Conclusion

Results are similar to the previous survey. While results on safety are positive there are many negative comments on speeding and difficult junctions. Non-motor users feel particularly affected. While this topic is not in the top 5 list of concerns the number of negative comments and possible effect on non-motor users make it a high priority. Also, issues with blind spots and cycle/footpath in A3 and C4 are linked.

Appendix 1 Summary for A2

Rate the standard of maintenance of roads, pavements, hedges and verges.

Answer	Count	Percentage
Very poor (AO01)	23	12.30%
Adequate (AO02)	82	43.85%
Good (AO03)	59	31.55%
Very good (AO04)	18	9.63%
NA or no view (AO05)	3	1.60%
Comments	71	37.97%
No answer	0	0.00%
Not completed or Not displayed	2	1.07%



A2 categories

A2 categories	A2 categories (Count All)
Hedges	16
No problems	8
Other	7
Parking	2
Pavements	26
Potholes	12
Grand Total	71

Summary

Counts	185
Very negative	23
Negative	82
Positive	59
Very positive	18
NA	3
Negative	105
Positive	77
Negative %	58%
Positive %	42%
Response rate	98%
Comment %	38%
Sentiment	-39

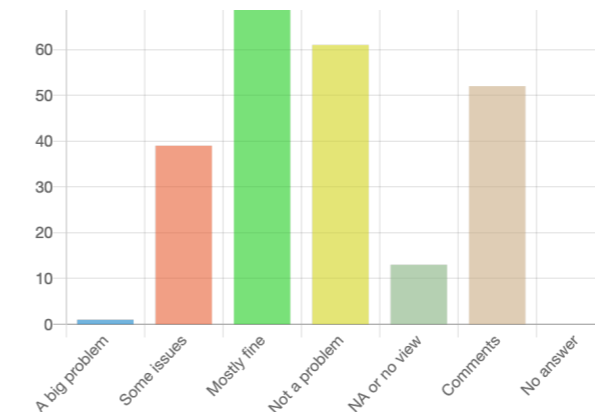
Conclusion

General unhappiness with state of maintenance for roads, pavements, hedges and verges. Pavements and pot holes are considered bad. Further investigation needed to identify specific problems and remedies.

Appendix 1 Summary for A3

Tell us whether you think that parking in Beech Hill is or is not a problem.

Answer	Count	Percentage
A big problem (AO01)	1	0.53%
Some issues (AO02)	39	20.86%
Mostly fine (AO03)	70	37.43%
Not a problem (AO04)	61	32.62%
NA or no view (AO05)	13	6.95%
Comments	52	27.81%
No answer	0	0.00%
Not completed or Not displayed	3	1.60%



A3 categories

A3 categories	A3 categories (Count All)
Church	8
Memorial Hall	3
No problem	2
Opposite pond	1
Other	1
Park View verge	1
Pavement	5
Station	1
Too few spaces	1
Triangle/pub	9
Trunkwell	3
Wood Lane	17
Grand Total	52

Summary

Counts	184
Very negative	1
Negative	39
Positive	70
Very positive	61
NA	13
Negative	40
Positive	131
Negative %	23%
Positive %	77%
Response rate	93%
Comment %	28%
Sentiment	-43

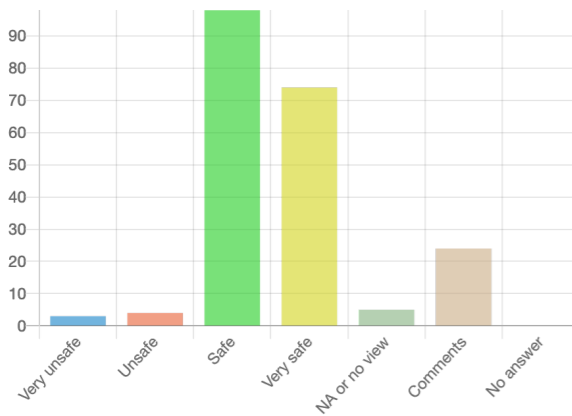
Conclusion

Generally no big issues (which is a significant improvement from the previous survey), but some hotspots identified Wood Lane, Church, pavement, junction. Should be investigated further to see if specific improvements could be made.

Appendix 1 Summary for A4

How safe is Beech Hill as a place in which to live?

Answer	Count	Percentage
Very unsafe (AO01)	3	1.60%
Unsafe (AO02)	4	2.14%
Safe (AO03)	98	52.41%
Very safe (AO04)	74	39.57%
NA or no view (AO05)	5	2.67%
Comments	24	12.83%
No answer	0	0.00%
Not completed or Not displayed	3	1.60%



A4 categories	
A4 categories	A4 categories (Count All)
Drug dealing	1
Farm thefts	1
Joy riders	1
More policing	1
No major problems	10
Other	1
Other thefts	6
Travellers	3
Grand Total	24

Summary	
Counts	184
Very negative	3
Negative	4
Positive	98
Very positive	74
NA	5
Negative	7
Positive	172
Negative %	4%
Positive %	96%
Response rate	97%
Comment %	13%
Sentiment	13

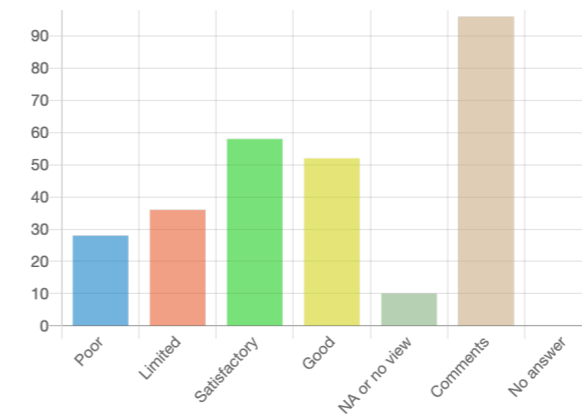
Conclusion

With 96% positive we cannot do much more to improve. The only area of concern reported was theft of farm machinery and household goods. Measures are underway to make the main public areas less accessible to unwanted visitors.

Appendix 1 Summary for B1

Rate the quality of mobilephone reception in Beech Hill.

Answer	Count	Percentage
Poor (AO01)	28	14.97%
Limited (AO02)	36	19.25%
Satisfactory (AO03)	58	31.02%
Good (AO04)	52	27.81%
NA or no view (AO05)	10	5.35%
Comments	96	51.34%
No answer	0	0.00%



B1 categories	
B1 categories	B1 categories (Count All)
3 Poor service	3
3 Satisfactory	2
EE/BT Poor service	4
EE/BT Satisfactory	24
Good service	3
O2 Poor service	7
O2 Satisfactory	9
Other	9
Poor service	14
Vodafone Poor service	16
Vodafone Satisfactory	5
Grand Total	96

Summary	
Counts	184
Very negative	28
Negative	36
Positive	58
Very positive	52
NA	10
Negative	64
Positive	110
Negative %	37%
Positive %	63%
Response rate	95%
Comment %	52%
Sentiment	-3

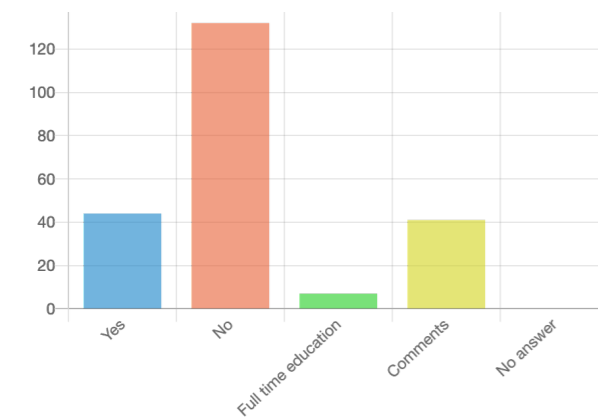
Conclusion

A mixed response, looking more like grudging acceptance than satisfaction. Vodafone stands out as giving poor service. Some local pressure on these companies might be possible based on these results. The high number of comments mostly reflects people being asked to name their provider.

Appendix 1 Summary for B2

Do you work within the Beech Hill parish?

Answer	Count	Percentage
Yes (AO01)	44	23.53%
No (AO02)	132	70.59%
Full time education (AO03)	7	3.74%
Comments	41	21.93%
No answer	0	0.00%
Not completed or Not displayed	4	2.14%



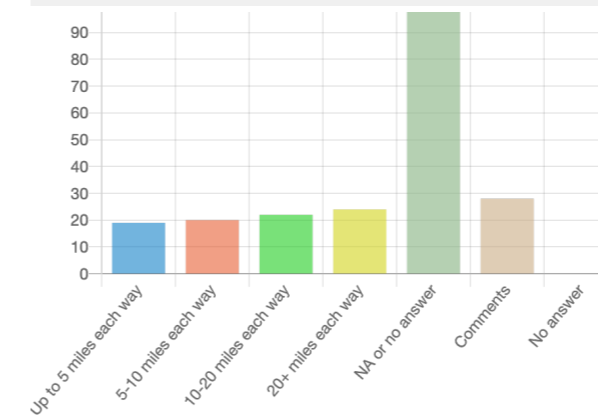
Conclusion

Although most people commute by car to work locations outside Beech Hill around one third (increased from 2013) work within the parish. This large dependence on car ownership probably has some bearing on later responses, especially those relating to public transport. A good contribution to the environment should be possible by having a public transport link to transport hubs.

Appendix 1 Summary for B3

If you do not work in the parish, how far do you travel to work?

Answer	Count	Percentage
Up to 5 miles each way (AO01)	19	10.16%
5-10miles each way (AO02)	20	10.70%
10-20miles each way (AO03)	22	11.76%
20+miles each way (AO04)	24	12.83%
NA or no answer (AO05)	98	52.41%
Comments	28	14.97%
No answer	0	0.00%
Not completed or Not displayed	4	2.14%



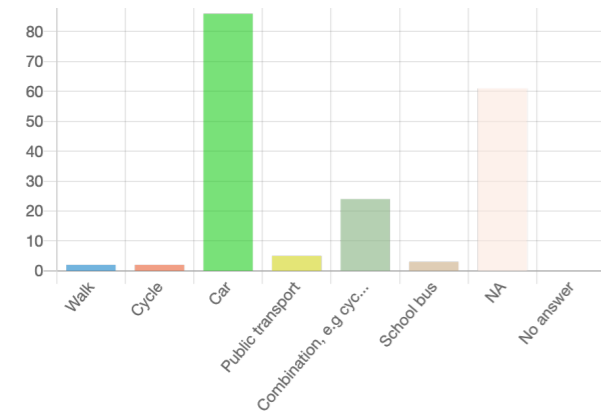
Conclusion

Beech Hill is a dormitory, commuter village. This has some impact on village social activities, reported elsewhere. An even spread of commuting distances. Comments from B2 indicate a larger number of people working at home.

Appendix 1 Summary for B4

What means of transport do you use for travelling to work or school/college?

Answer	Count	Percentage
Walk (AO01)	2	1.07%
Cycle (AO02)	2	1.07%
Car (AO03)	86	45.99%
Public transport(AO04)	5	2.67%
Combination, e.g cycle or car to station and train/bus (AO05)	24	12.83%
School bus (AO06)	3	1.60%
NA (AO07)	61	32.62%
No answer	0	0.00%
Not completed or Not displayed	4	2.14%



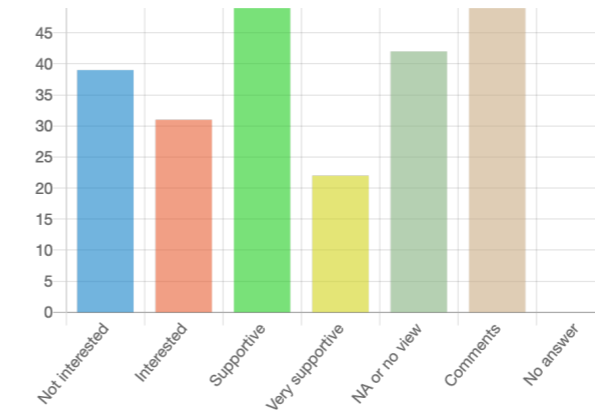
Conclusion

As expected for a community with no public transport. No option but to use a car to get anywhere and commuting is largely by car.

Appendix 1 Summary for C1

Rate the value or your use of Beech Hill social events such as Village Teas and Baptist toddler/coffee mornings.

Answer	Count	Percentage
Not interested (AO01)	39	20.86%
Interested (AO02)	31	16.58%
Supportive (AO03)	49	26.20%
Very supportive (AO04)	22	11.76%
NA or no view (AO05)	42	22.46%
Comments	49	26.20%
No answer	0	0.00%
Not completed or Not displayed	4	2.14%



C1 categories

C1 categories	C1 categories (Count All)
Additional suggestions	9
Attend/ enjoy	12
Don't go/ not interested	4
More for children/ young people	4
Other	1
Work/ availability clash	19
Grand Total	49

Summary

Counts	183
Very negative	39
Negative	31
Positive	49
Very positive	22
NA	42
Negative	39
Positive	102
Negative %	28%
Positive %	72%
Response rate	77%
Comment %	27%
Sentiment	52

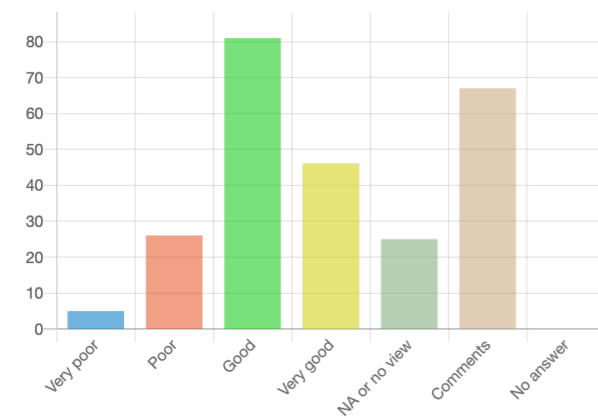
Conclusion

The number of votes show a reasonable level of appreciation/support for events currently on offer. The reason most often given is work/availability clash. More events for younger people are requested. Local work is needed to ensure that events are well publicised and to look at different events or different scheduling.

Appendix 1 Summary for C2

Rate local health services such as GP, hospital etc.

Answer	Count	Percentage
Very poor (AO01)	5	2.67%
Poor (AO02)	26	13.90%
Good (AO03)	81	43.32%
Very good (AO04)	46	24.60%
NA or no view (AO05)	25	13.37%
Comments	67	35.83%
No answer	0	0.00%
Not completed or Not displayed	4	2.14%



C2

C2 categories	C2 categories (Count All)
Appointment delay	13
Mortimer	12
No problems	8
Other	6
Phone response	1
Public transport	10
Swallowfield	16
Unsympathetic	1
Grand Total	67

Summary

Counts	183
Very negative	5
Negative	26
Positive	81
Very positive	46
NA	25
Negative	31
Positive	127
Negative %	20%
Positive %	80%
Response rate	86%
Comment %	37%
Sentiment	-2

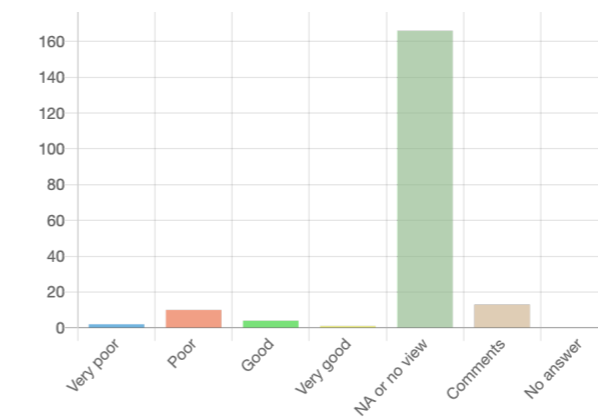
Conclusion

Count shows a high level of appreciation for facilities available, but comments are neutral overall. Most comments appear to be about the difficulty of getting an appointment or delays on the telephone/waiting for treatment. This is a national problem, but further research could be carried out to see if local improvements could be made. Lack of public transport is a big issue affecting a significant minority.

Appendix 1 Summary for C3

Rate social care if you use or would like to use it (choose NA if you do not use).

Answer	Count	Percentage
Very poor (AO01)	2	1.07%
Poor (AO02)	10	5.35%
Good (AO03)	4	2.14%
Very good (AO04)	1	0.53%
NA or no view (AO05)	166	88.77%
Comments	13	6.95%
No answer	0	0.00%
Not completed or Not displayed	4	2.14%



C3 categories

C3 categories	C3 categories (Count All)
Community dentist good	1
Do not use	4
Gone private	1
Home visits needed	2
Long wait	1
More information needed	2
Public transport	1
Rural problem	1
Grand Total	13

Summary

Counts	180
Very negative	2
Negative	10
Positive	4
Very positive	1
NA	163
Negative	12
Positive	5
Negative %	71%
Positive %	29%
Response rate	9%
Comment %	7%
Sentiment	-23

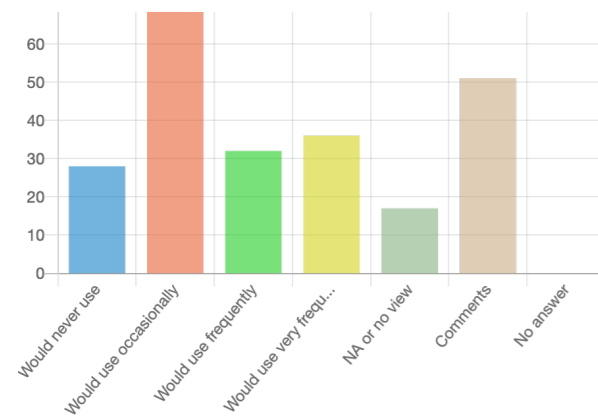
Conclusion

Very little use made of social care, although some individual cases would like more. This is probably more of an individual issue. Limited comments possibly suggest national situation post-pandemic.

Appendix 1 Summary C4

Would you use a dedicated cycle/footpath to Mortimer station if this could be arranged and built?

Answer	Count	Percentage
Would never use (AO01)	28	14.97%
Would use occasionally (AO02)	70	37.43%
Would use frequently (AO03)	32	17.11%
Would use very frequently (AO04)	36	19.25%
NA or no view (AO05)	17	9.09%
Comments	51	27.27%
No answer	0	0.00%
Not completed or Not displayed	4	2.14%



C4 categories

C4 categories	C4 categories (Count All)
Children use	4
Current road fine	1
Great idea	16
Healthy and Green	4
Isolated without car	1
Other	11
Speeding/ heavy traffic	8
Use as a footpath	5
Would not use	1
Grand Total	51

Summary

Counts	183
Very negative	28
Negative	70
Positive	32
Very positive	36
NA	17
Negative	28
Positive	138
Negative %	17%
Positive %	83%
Response rate	91%
Comment %	28%
Sentiment	67

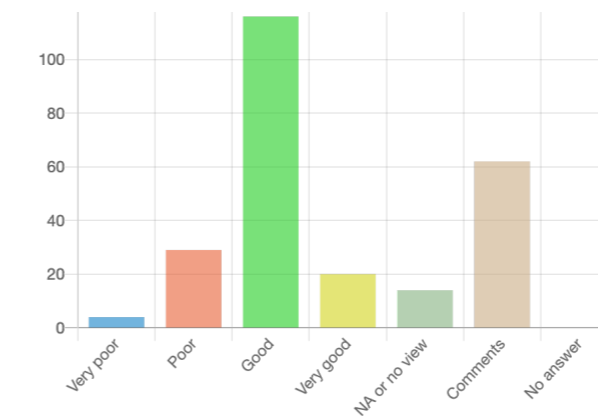
Conclusion

Most people would make use of this and many would be frequent users. Some very strong support in comments, especially among certain groups, so further investigation desirable. This also gets mentioned in other questions in relation to the village being cut off and denying or making it difficult to access services. Speeding and heavy traffic was also cited as a reason for supporting this idea. To be investigated further.

Appendix 1 Summary of C5

Rate the public footpaths in and around Beech Hill. These are the paths identified by a 'Public Footpath', 'Bridleway' or 'Byway' sign.

Answer	Count	Percentage
Very poor (AO01)	4	2.14%
Poor (AO02)	29	15.51%
Good (AO03)	116	62.03%
Very good (AO04)	20	10.70%
NA or no view (AO05)	14	7.49%
Comments	62	33.16%
No answer	0	0.00%
Not completed or Not displayed	4	2.14%



C5 categories

C5 categories	C5 categories (Count All)
A33 lay-by	4
Access/ muddy in winter	11
Horses using footpaths	6
More information/ improved signs	5
More required	9
Other	8
Overgrown/ lack of maintenance	12
Satisfactory/ no issues	7
Grand Total	62

Summary

Counts	183
Very negative	4
Negative	29
Positive	116
Very positive	20
NA	14
Negative	33
Positive	136
Negative %	20%
Positive %	80%
Response rate	92%
Comment %	34%
Sentiment	4

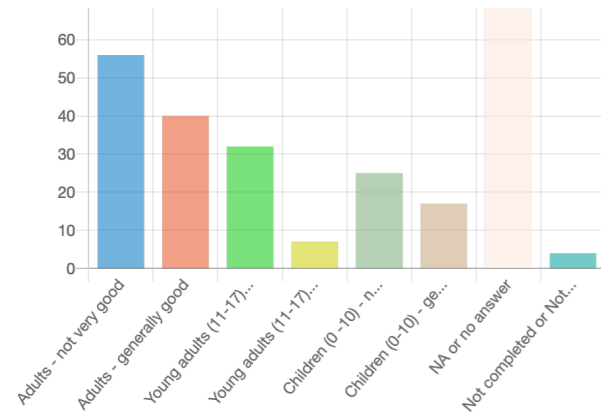
Conclusion

Strong support, but better maintenance required for year-round access. A local group should be able to identify particular issues one by one and deal with them.

Appendix 1 Summary of C6

Rate the availability of recreational and sporting facilities that you would like to use.

Answer	Count	Percentage
Adults –not very good	56	29.95%
Adults –generally good	40	21.39%
Young adults (11–17) –not very good	32	17.11%
Young adults (11–17) –generally good	7	3.74%
Children (0 –10) –not very good	25	13.37%
Children (0–10) –generally good	17	9.09%
NA or no answer	70	37.43%
Not completed or Not displayed	4	2.14%



Young adults 'good'

C6 young adult gd	C6 young adult
More facilities/ clu	1
Other	1
Satisfactory	2
Grand Total	4

Young adults 'not good'

C6 young adult	C6 young adult
More facilities/	13
Other	1
Grand Total	14

Adults 'good'

C6 adult good categories	C6 adult good categories (Count All)
Appropriate for size of village	1
Memorial hall useful/ pilates/ fitness	5
More required/ tennis/ outdoor gym etc.	5
Other	1
Satisfactory	3
Travel for facilities	2
Walking/ cycling available	2
Grand Total	19

Adults 'not good'

C6 adult not good categories	C6 adult not good
Appropriate for size of village	2
More required/ Tennis/ outdoor gym	10
Not enough/ non existent	7
Other	1
Travel for facilities	5
Walking/ cycling available	2
Grand Total	27

Summary

Counts	177
Very negative	0
Negative	113
Positive	64
Very positive	0
NA	70
Negative	113
Positive	64
Negative %	64%
Positive %	36%

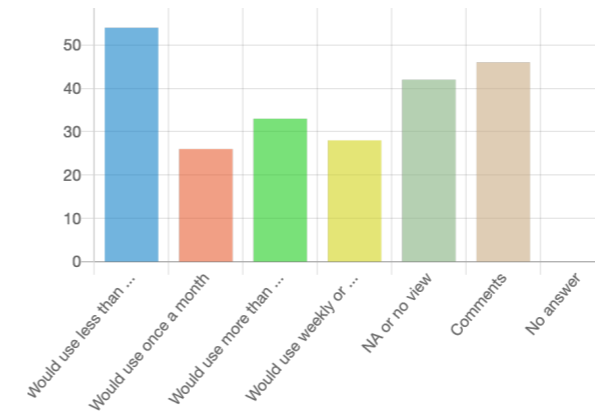
Conclusion

Adults voted as by a big majority as being unhappy with what is available locally but comments were fairly positive (eg mentioning walking as a good exercise) and acknowledging that a small village cannot provide everything. Outdoor activities and clubs such as pilates seemed popular solutions. Young adults and children voting patterns were more negative and comments more positive.

Appendix 1 Summary of C7

Identify your likely use of a bus service to Mortimer(including station), Spencers Wood, Mere oak Park & Ride, were one to be provided.

Answer	Count	Percentage
Would use less than once a month(AO01)	54	28.88%
Would use once a month(AO02)	26	13.90%
Would use more than once a month(AO03)	33	17.65%
Would use weekly or daily (AO04)	28	14.97%
NA or no view (AO05)	42	22.46%
Comments	46	24.60%
No answer	0	0.00%
Not completed or Not displayed	4	2.14%



C7 categories

C7 bus categories	C7 bus categories (Count All)
Biggest problem in Beech Hill	4
Children independence	6
Cycle path better	3
Depends on timetable	7
Have to own a car	4
Other	5
Public transport needed	6
Station or P&R	7
Would never use	4
Grand Total	46

Summary

Counts	183
Very negative	54
Negative	26
Positive	33
Very positive	28
NA	42
Negative	54
Positive	87
Negative %	38%
Positive %	62%
Response rate	77%
Comment %	25%
Sentiment	47

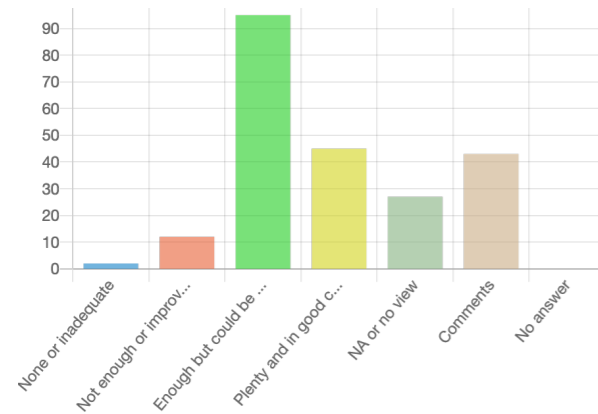
Conclusion

Good support for more public transport generally especially links to Mortimer Station or Mere oak Park and Ride. Further work should be done to see if existing bus links can be extended to Beech Hill.

Appendix 1 Summary of D1

Rate the availability or quality of green spaces that you can enjoy such as the village green, pond, 'old allotments' area or others. Use the comment box to identify specific points.

Answer	Count	Percentage
None or inadequate (AO01)	2	1.07%
Not enough or improvement needed (AO02)	12	6.42%
Enough but could be improved (AO03)	95	50.80%
Plenty and in good condition (AO04)	45	24.06%
NA or no view (AO05)	27	14.44%
Comments	43	22.99%
No answer	0	0.00%
Not completed or Not displayed	6	3.21%



D1 categories

D1 green space	D1 green space
Benches	3
Cicrcular walks	1
Create allotmen	1
Good as is	9
More green spa	2
Not aware of wt	4
Other	6
Tidy up	15
Wild flowers	2
Grand Total	43

Summary

Counts	181
Very negative	2
Negative	12
Positive	95
Very positive	45
NA	27
Negative	14
Positive	140
Negative %	9%
Positive %	91%
Response rate	85%
Comment %	24%
Sentiment	-12

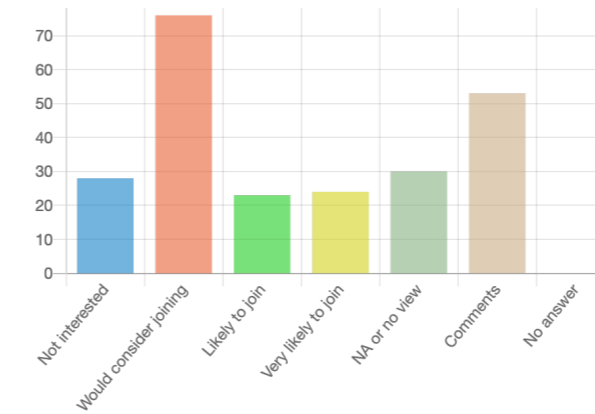
Conclusion

Good appreciation of current facilities and ongoing efforts to improve.. The main concern is that certain areas, such as the pond, the triangle (next to Elm Tree), need maintenance, and general tidying up of most areas is desirable. Most of this can be managed locally, especially by working with the Allotments Trust and local landowners.

Appendix 1 Summary of D2

Identify interest in possible group purchase schemes if they were available.

Answer	Count	Percentage
Not interested (AO01)	28	14.97%
Would consider joining (AO02)	76	40.64%
Likely to join (AO03)	23	12.30%
Very likely to join (AO04)	24	12.83%
NA or no view (AO05)	30	16.04%
Comments	53	28.34%
No answer	0	0.00%
Not completed or Not displayed	6	3.21%



D2 categories

D2 group purchase categories	D2 group purchase categories (Cou
No/ not interested	6
Other	3
Yes for one or more schemes	44
Grand Total	53

Summary

Counts	181
Very negative	28
Negative	76
Positive	23
Very positive	24
NA	30
Negative	28
Positive	123
Negative %	19%
Positive %	81%
Response rate	83%
Comment %	29%
Sentiment	62

Conclusion

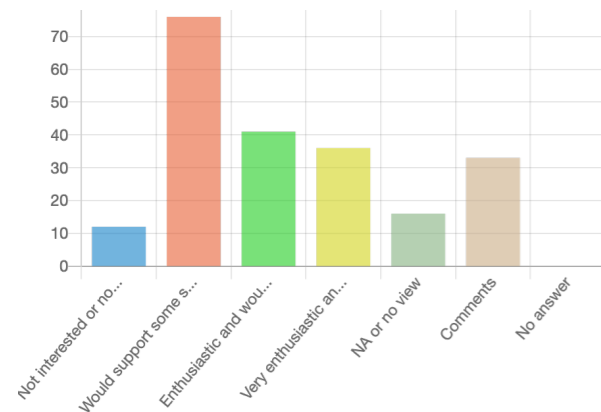
Most people would consider joining a suitable scheme and many would be happy to be actively involved. The next step would be to identify possible schemes and those who have indicated an interest and investigate possibilities.

Appendix 1

Summary of D3

Indicate your interest in conservation projects such as re-wilding, wildlife encouragement, planting more trees and hedges, green corridors.

Answer	Count	Percentage
Not interested or not required (AO01)	12	6.42%
Would support some small projects (AO02)	76	40.64%
Enthusiastic and would support (AO03)	41	21.93%
Very enthusiastic and would strongly support (AO04)	36	19.25%
NA or no view (AO05)	16	8.56%
Comments	33	17.65%
No answer	0	0.00%
Not completed or Not displayed	6	3.21%



D3 categories

D3 conservation categories	D3 conservation categories (Count)
Children to learn	1
Happy to help	9
Maintenance	1
Other	7
Supportive	3
Very enthusiastic	3
Whole parish initiative	3
Wildlife	6
Grand Total	33

Summary

Counts	181
Very negative	12
Negative	76
Positive	41
Very positive	36
NA	16
Negative	12
Positive	153
Negative %	7%
Positive %	93%
Response rate	91%
Comment %	18%
Sentiment	32

Conclusion

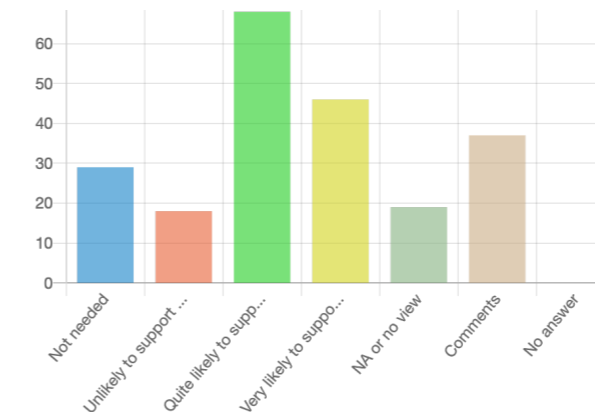
Good support for re-wilding type projects in general. Strong support for getting involved. Most actions to support and improve can be taken by individuals, the Parish Council and Allotments Trust to encourage and manage projects. This should be an easy project to start and to maintain satisfaction by starting at least some small projects quickly.

Appendix 1

Summary of D4

Rate your support for re-cycling or composting improvements such as a simpler collection scheme, local plastic collection etc. (over and above current West Berkshire Council collection schemes).

Answer	Count	Percentage
Not needed (AO01)	29	15.51%
Unlikely to support or get involved (AO02)	18	9.63%
Quite likely to support or get involved (AO03)	68	36.36%
Very likely to support or get involved (AO04)	46	24.60%
NA or no view (AO05)	19	10.16%
Comments	37	19.79%
No answer	0	0.00%
Not completed or Not displayed	7	3.74%



D4 categories

D4 recycling categories	D4 recycling categories (Count All)
No, happy with current schemes	7
Other	1
Yes would support	9
Yes, additional/ better plastic schemes required	17
Yes, copy other local schemes	3
Grand Total	37

Summary

Counts	180
Very negative	29
Negative	18
Positive	68
Very positive	46
NA	19
Negative	47
Positive	114
Negative %	29%
Positive %	71%
Response rate	89%
Comment %	21%
Sentiment	59

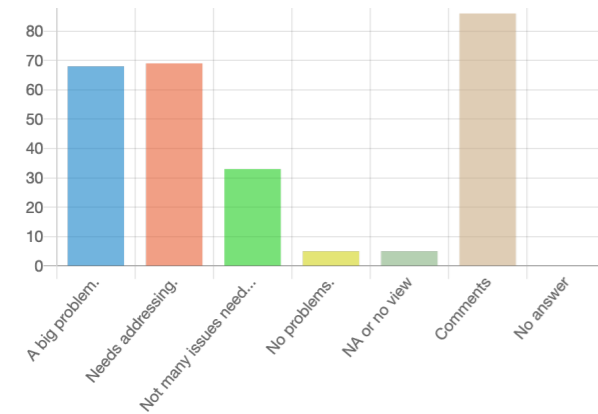
Conclusion

Strong general support for better re-cycling, especially in particular improved re-cycling for plastic waste. Discussions should take place with WBC and individual groups in village to see what more could be done.

Appendix 1 Summary of D5

Indicate your level of concern or lack of concern about litter and fly tipping. Use the comment box to identify specific problem locations or other points.

Answer	Count	Percentage
A big problem. (AO01)	68	36.36%
Needs addressing. (AO02)	69	36.90%
Not many issues need addressing. (AO03)	33	17.65%
No problems. (AO04)	5	2.67%
NA or no view (AO05)	5	2.67%
Comments	86	45.99%
No answer	0	0.00%
Not completed or Not displayed	7	3.74%



D5 litter categories	D5 litter categories (Count All)
Fly tipping hot spots	45
Fly tipping is a problem	25
Good clean up from WBC	5
Litter picking groups	5
Not a problem	2
Other	4
Grand Total	86

Counts	180
Very negative	68
Negative	69
Positive	33
Very positive	5
NA	5
Negative	137
Positive	38
Negative %	78%
Positive %	22%
Response rate	97%
Comment %	48%
Sentiment	-78

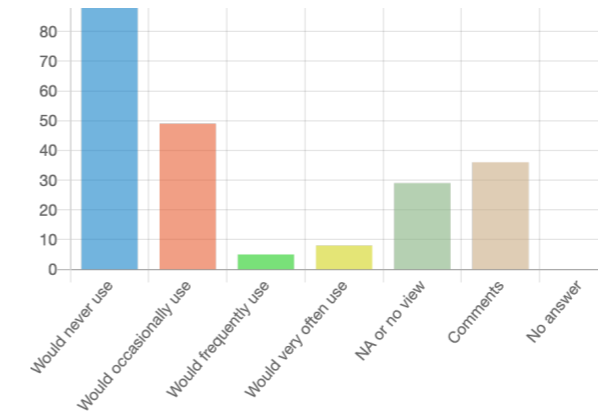
Conclusion

There is a lesser concern about litter in general, but fly tipping is considered a big issue by most people. Even there it is mostly restricted to certain spots and does not affect the main part of the village. Various ideas have been suggested, including more cameras. Probably an issue for the Parish Council to investigate with interested people in Beech Hill, propose a solution and agree with WBC.

Appendix 1 Summary of D6

Indicate your level of support for a shared car service, such as local taxi, regular minibusservice, shared ownership car scheme or others designed to supplement or replace local public transport (were one to be created).

Answer	Count	Percentage
Would never use (AO01)	88	47.06%
Would occasionally use (AO02)	49	26.20%
Would frequently use (AO03)	5	2.67%
Would very often use (AO04)	8	4.28%
NA or no view (AO05)	29	15.51%
Comments	36	19.25%
No answer	0	0.00%
Not completed or Not displayed	8	4.28%



D6 categories	
D6 shared car categories	D6 shared car categories (Count All)
Depends on route/timetables	3
Happy with Horseman	2
Local taxi	14
Minibus	1
Not interested	4
Other	2
Own car needed	4
Shared car	4
Would support as a driver	2
Grand Total	36

Summary	
Counts	179
Very negative	88
Negative	49
Positive	5
Very positive	8
NA	29
Negative	88
Positive	62
Negative %	59%
Positive %	41%
Response rate	84%
Comment %	20%
Sentiment	18

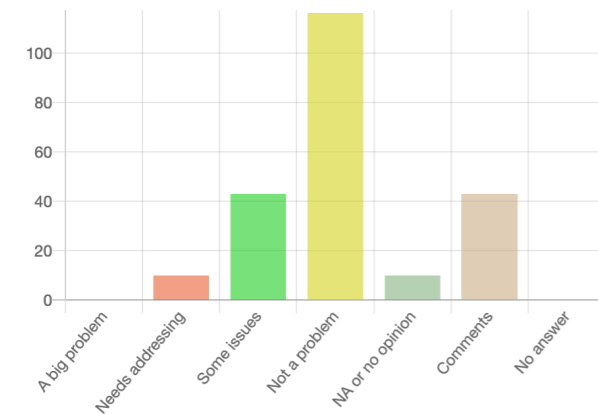
Conclusion

Likely use of some form of shared transport is low, but many comments point to the desire for some form of village transport. Many people mention a desire for a village taxi service. If this is linked to comments in other areas about the village being cut off and access to some services denied, this could be considered a high priority action, especially as it affects more disadvantaged minorities.

Appendix 1 Summary of D7

Indicate your level of concern about noise in Beech Hill.

Answer	Count	Percentage
A big problem (AO01)	0	0.00%
Needs addressing (AO02)	10	5.35%
Some issues (AO03)	43	22.99%
Not a problem (AO04)	116	62.03%
NA or no opinion (AO05)	10	5.35%
Comments	43	22.99%
No answer	0	0.00%
Not completed or Not displayed	8	4.28%



D7 categories

D7 noise categories	D7 noise categories (Count All)
Fireworks	3
Not a problem	4
Occasional issues	6
Other	3
Road noise/ aerobatics	15
Trunkwell improved	2
Trunkwell occasional issues	10
Grand Total	43

Summary

Counts	179
Very negative	0
Negative	10
Positive	43
Very positive	116
NA	10
Negative	10
Positive	159
Negative %	6%
Positive %	94%
Response rate	94%
Comment %	24%
Sentiment	-35

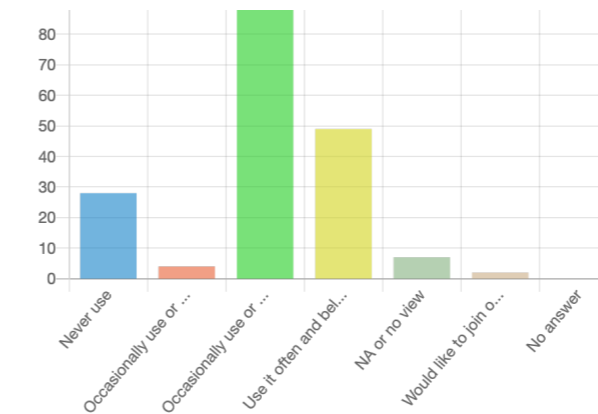
Conclusion

For the majority of responders noise is not an issue, which is an improvement from the previous survey. However, one or two hotspots should be checked, but not considered a problem overall.

Appendix 1 Summary of E1/1

How important or unimportant to you are the following village amenities?
Memorial Hall.

Answer	Count	Percentage
Never use (AO01)	28	14.97%
Occasionally use or think it needs improving (AO02)	4	2.14%
Occasionally use or think it is generally good (AO03)	89	47.59%
Use it often and believe it to be very good (AO04)	49	26.20%
NA or no view (AO05)	7	3.74%
Would like to join or help (AO06)	2	1.07%
No answer	0	0.00%
Not completed or Not displayed	8	4.28%



Conclusion

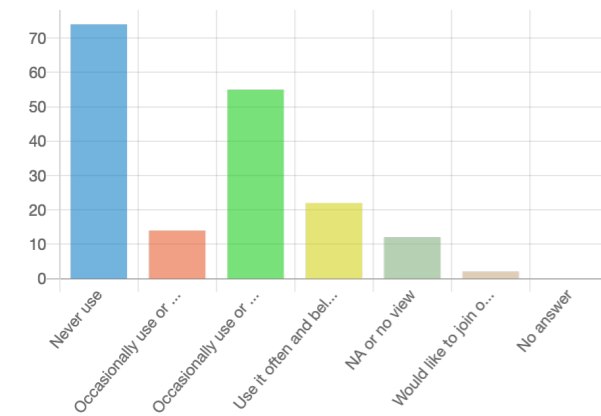
No comments were allowed for in this question, simply a count of usage. Well accepted and used. No real issues raised. Balance 32:138 (19%:81%) positive.

Appendix 1

Summary of E1/2

How important or unimportant to you are the following village amenities? **St Mary's church**

Answer	Count	Percentage
Never use (AO01)	74	39.57%
Occasionally use or think it needs improving (AO02)	14	7.49%
Occasionally use or think it is generally good (AO03)	55	29.41%
Use it often and believe it to be very good (AO04)	22	11.76%
NA or no view (AO05)	12	6.42%
Would like to join or help (AO06)	2	1.07%
No answer	0	0.00%
Not completed or Not displayed	8	4.28%



Conclusion

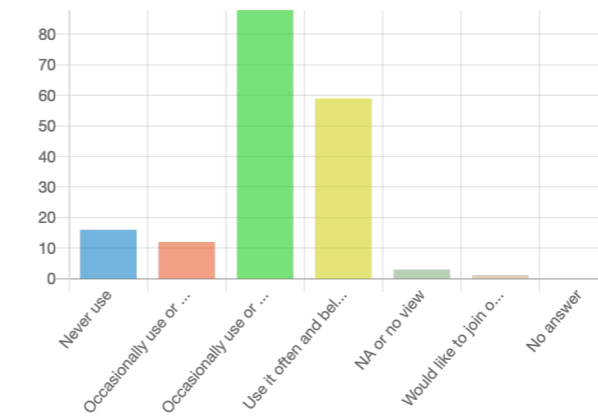
No comments were allowed for in this question, simply a count of usage. Balanced view with largest number not using. For the church to consider further if necessary. Votes 88:77 (54%:46%) slightly negative.

Appendix 1

Summary of E1/3

How important or unimportant to you are the following village amenities? **Village post boxes.**

Answer	Count	Percentage
Never use (AO01)	16	8.56%
Occasionally use or think it needs improving (AO02)	12	6.42%
Occasionally use or think it is generally good (AO03)	88	47.06%
Use it often and believe it to be very good (AO04)	59	31.55%
NA or no view (AO05)	3	1.60%
Would like to join or help (AO06)	1	0.53%
No answer	0	0.00%
Not completed or Not displayed	8	4.28%



Conclusion

No comments were allowed for in this question, simply a count of usage. A useful facility that is much appreciated. Votes 28:147 (16%:84%) very positive.

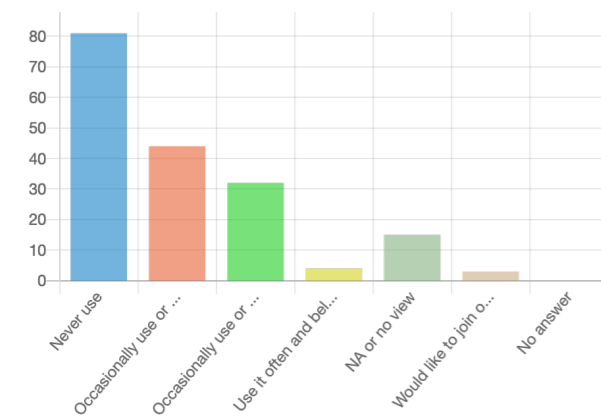
Appendix 1

Summary of E1/4

How important or unimportant to you are the following village amenities?

Playground.

Answer	Count	Percentage
Never use (AO01)	81	43.32%
Occasionally use or think it needs improving (AO02)	44	23.53%
Occasionally use or think it is generally good (AO03)	32	17.11%
Use it often and believe it to be very good (AO04)	4	2.14%
NA or no view (AO05)	15	8.02%
Would like to join or help (AO06)	3	1.60%
No answer	0	0.00%
Not completed or Not displayed	8	4.28%



Conclusion

No comments were allowed for in this question, simply a count of usage. Not widely used. Some comments in other sections reinforce desire for some maintenance, although not large-scale updating. Votes 125:36 (78%:22%) very negative.

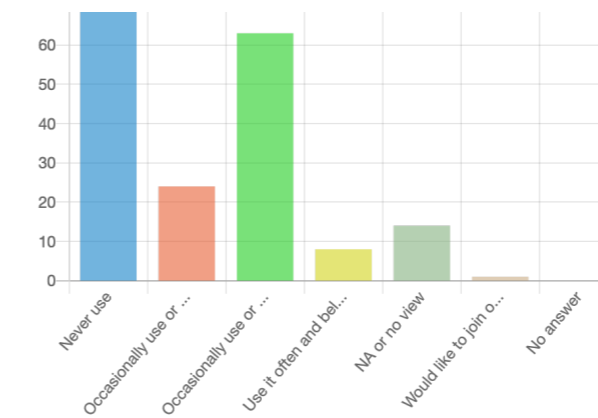
Appendix 1

Summary of E1/5

How important or unimportant to you are the following village amenities?

Notice boards.

Answer	Count	Percentage
Never use (AO01)	69	36.90%
Occasionally use or think it needs improving (AO02)	24	12.83%
Occasionally use or think it is generally good (AO03)	63	33.69%
Use it often and believe it to be very good (AO04)	8	4.28%
NA or no view (AO05)	14	7.49%
Would like to join or help (AO06)	1	0.53%
No answer	0	0.00%
Not completed or Not displayed	8	4.28%



Conclusion

No comments were allowed for in this question, simply a count of usage. A reasonable number of people use the notice boards, so they should continue to be one source of village information. Votes 93:71 (57%:43%) slightly negative).

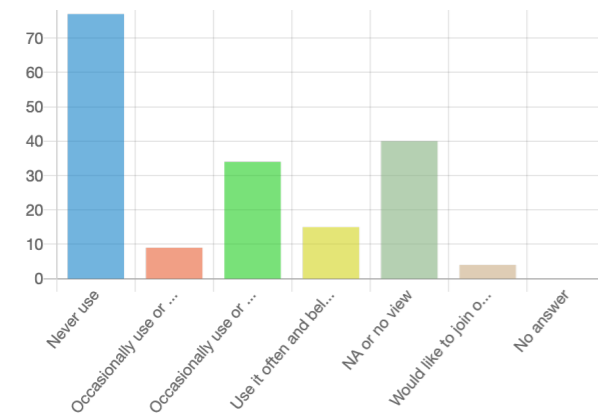
Appendix 1

Summary of E1/6

How important or unimportant to you are the following village amenities?

Parish Council.

Answer	Count	Percentage
Never use (AO01)	77	41.18%
Occasionally use or think it needs improving (AO02)	9	4.81%
Occasionally use or think it is generally good (AO03)	34	18.18%
Use it often and believe it to be very good (AO04)	15	8.02%
NA or no view (AO05)	40	21.39%
Would like to join or help (AO06)	4	2.14%
No answer	0	0.00%
Not completed or Not displayed	8	4.28%



Conclusion

No comments were allowed for in this question, simply a count of usage. While some people engage with the Parish Council it would be desirable to increase numbers. Perhaps this survey might encourage the Parish Council to engage more with the village. Votes 86:49 (64%:36%) slightly negative).

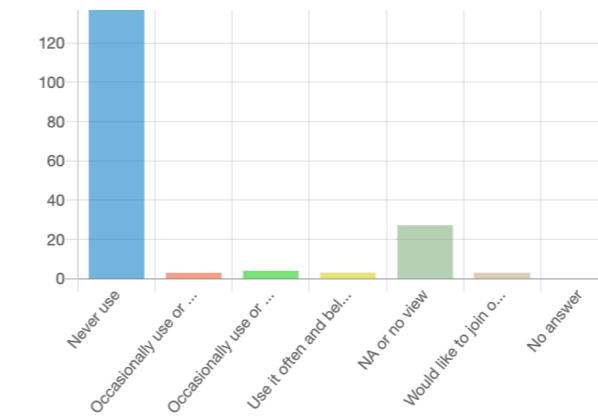
Appendix 1

Summary of E1/7

How important or unimportant to you are the following village amenities?

Baptist Chapel.

Answer	Count	Percentage
Never use (AO01)	139	74.33%
Occasionally use or think it needs improving (AO02)	3	1.60%
Occasionally use or think it is generally good (AO03)	4	2.14%
Use it often and believe it to be very good (AO04)	3	1.60%
NA or no view (AO05)	27	14.44%
Would like to join or help (AO06)	3	1.60%
No answer	0	0.00%
Not completed or Not displayed	8	4.28%



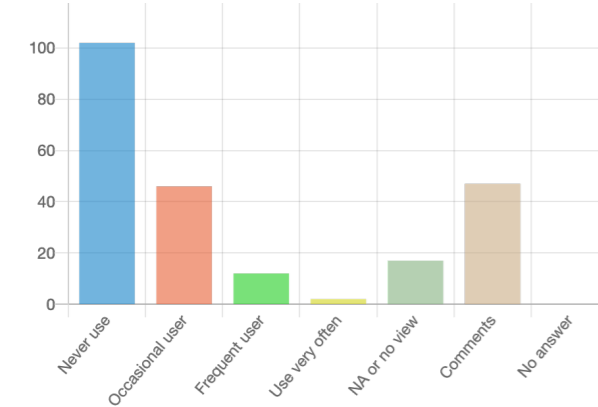
Conclusion

No comments were allowed for in this question, simply a count of usage. Not used by many and few comments. For the Baptist Chapel to follow up if desired. Votes 142:7(95%:5%), very negative.

Appendix 1 Summary for E2

Rate your usage of the leisure facilities on offer, such as fitness, film club etc.

Answer	Count	Percentage
Never use (AO01)	102	54.55%
Occasional user (AO02)	46	24.60%
Frequent user (AO03)	12	6.42%
Use very often (AO04)	2	1.07%
NA or no view (AO05)	17	9.09%
Comments	47	25.13%
No answer	0	0.00%
Not completed or Not displayed	8	4.28%



E2 categories

E2 clubs categories	E2 clubs categories (Count All)
Good for size of village	1
Good offering	21
More for children/ young adults	5
More information required	3
More required	8
Other	9
Grand Total	47

Summary

Counts	179
Very negative	102
Negative	46
Positive	12
Very positive	2
NA	17
Negative	102
Positive	60
Negative %	63%
Positive %	37%
Response rate	91%
Comment %	26%
Sentiment	53

Conclusion

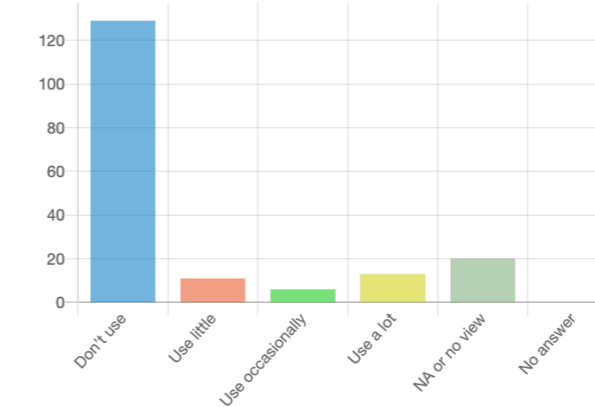
Taken as a group clubs were not widely used, but the numbers attending have grown. Those who attend specific clubs (such as the film club) like them. Perhaps as part of an improved village communication plan people could be told more about this and other clubs.

Appendix 1 Summary of E3/1

Rate your usage of the visiting library.

Use

Answer	Count	Percentage
Don't use (AO01)	129	68.98%
Use little (AO02)	11	5.88%
Use occasionally (AO04)	6	3.21%
Use a lot (AO06)	13	6.95%
NA or no view (AO05)	20	10.70%
No answer	0	0.00%
Not completed or Not displayed	8	4.28%



Conclusion

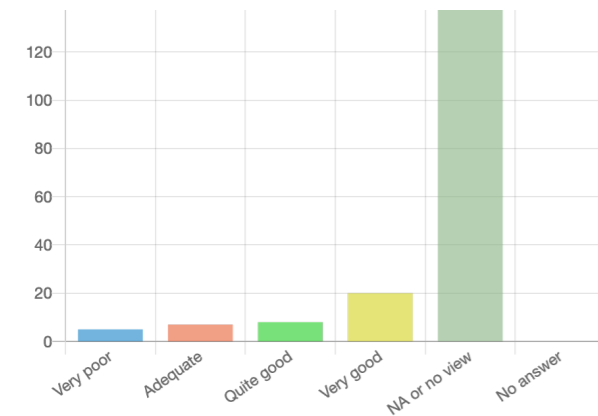
No comments were allowed for in this question, simply a count of usage. Few people use the visiting library. This might mean that they do not know about it. See communication comment under film and other clubs. Those who use it appear to enjoy using it and rely on it for social interaction. This service is being provided for an important minority.

Appendix 1 Summary of E3/2

Rate your happiness with the visiting library.

Happiness

Answer	Count	Percentage
Very poor (AO01)	5	2.67%
Adequate (AO02)	7	3.74%
Quite good (AO03)	8	4.28%
Very good (AO04)	20	10.70%
NA or no view (AO05)	139	74.33%
No answer	0	0.00%
Not completed or Not displayed	8	4.28%



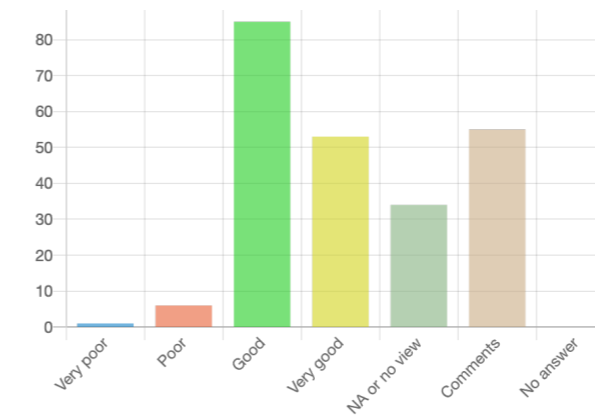
Conclusion

No comments were allowed for in this question, simply a count of usage. Those who use the library are very happy with it. Although a minority, it would be a bad move for the village if it were not available as it appears to contribute both to mental and physical well-being.

Appendix 1 Summary of E4

Tell us what you think of the Beech Hill News quarterly magazine.

Answer	Count	Percentage
Very poor (AO01)	1	0.53%
Poor (AO02)	6	3.21%
Good (AO03)	85	45.45%
Very good (AO04)	53	28.34%
NA or no view (AO05)	34	18.18%
Comments	55	29.41%
No answer	0	0.00%
Not completed or Not displayed	8	4.28%



E4 categories

E4 newsletter categories	E4 newsletter categories (Count All)
Frequency good	3
Hard copy	2
Informative	8
Larger print	1
More content	6
Other	5
Paperless	22
Professional	8
Grand Total	55

Summary

Counts	179
Very negative	1
Negative	6
Positive	85
Very positive	53
NA	34
Negative	7
Positive	138
Negative %	5%
Positive %	95%
Response rate	81%
Comment %	31%
Sentiment	46

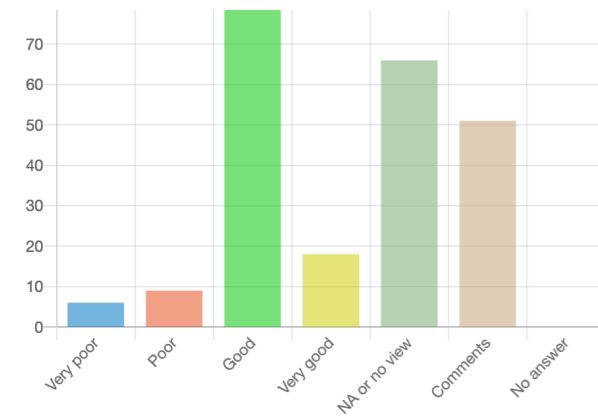
Conclusion

Very popular and comments were generally very positive. The only changes are to make most copies available electronically and to increase coverage of local events. The sentiment was not checked because most comments referred to desire to go paperless.

Appendix 1 Summary of E5

Give us your opinion of the Beech Hill Village web site.

Answer	Count	Percentage
Very poor (AO01)	6	3.21%
Poor (AO02)	9	4.81%
Good (AO03)	80	42.78%
Very good (AO04)	18	9.63%
NA or no view (AO05)	66	35.29%
Comments	51	27.27%
No answer	0	0.00%
Not completed or Not displayed	8	4.28%



E5 categories

E5 web site categories	E5 web site categories (Count All)
Against Facebook	1
Don't use it	12
Event news	8
More on notice boards	1
Other	6
Out of date/poor design	14
Useful	9
Grand Total	51

Summary

Counts	179
Very negative	6
Negative	9
Positive	80
Very positive	18
NA	66
Negative	15
Positive	98
Negative %	13%
Positive %	87%
Response rate	63%
Comment %	28%
Sentiment	-22

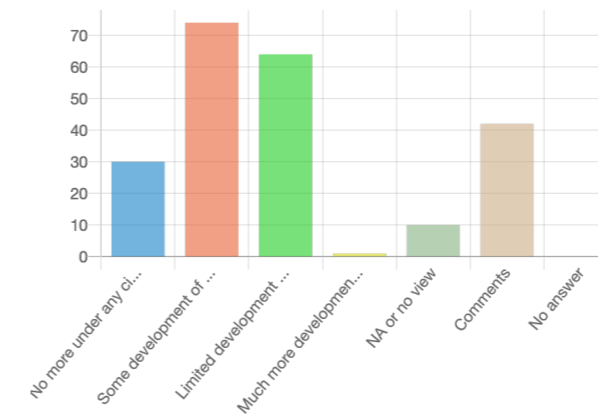
Conclusion

The web site is generally popular and used to check for events, for example. Many comments that it could do with updating. This is in progress and a new web site is available and being populated with information. Some people did not know that it existed.

Appendix 1 Summary of E6

Give us your opinion of potential housing development in Beech Hill

Answer	Count	Percentage
No more under any circumstances (AO01)	30	16.04%
Some development of existing properties acceptable (AO02)	74	39.57%
Limited development of new and existing properties acceptable (AO03)	64	34.22%
Much more development desirable (AO04)	1	0.53%
NA or no view (AO05)	10	5.35%
Comments	42	22.46%
No answer	0	0.00%
Not completed or Not displayed	8	4.28%



E6 categories

E6 housing categories	E6 housing categories (Count All)
Affordable housing required	11
Existing infrastructure inadequate	7
Growth required/ better amenities	5
Limited development acceptable	6
No expansion	10
Other	3
Grand Total	42

Summary

Counts	179
Very negative	30
Negative	74
Positive	64
Very positive	1
NA	10
Negative	104
Positive	65
Negative %	62%
Positive %	38%
Response rate	94%
Comment %	23%
Sentiment	2

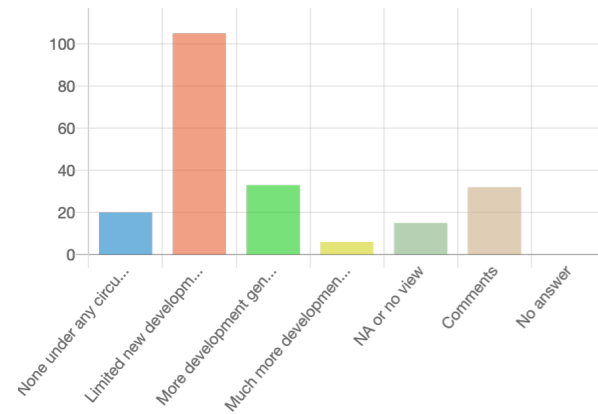
Conclusion

People are against large scale development, but tolerant and even welcoming of improving existing stock. No real action is needed, but the Parish Council and WBC should consider these feelings when looking at new developments. Affordable housing would be welcome, especially to allow younger people to remain in the village.

Appendix 1 Summary of E7

Give us your opinion of potential business development/increase in Beech Hill.

Answer	Count	Percentage
None under any circumstances (AO01)	20	10.70%
Limited new development or extension of existing businesses acceptable (AO02)	105	56.15%
More development generally acceptable (AO03)	33	17.65%
Much more development generally acceptable (AO04)	6	3.21%
NA or no view (AO05)	15	8.02%
Comments	32	17.11%
No answer	0	0.00%
Not completed or Not displayed	8	4.28%



E7 businesses categories	E7 businesses categories (Count All)
Limited/ conditional expansion	19
More jobs desirable	4
No expansion	5
No increase in traffic	2
Other	2
Grand Total	32

Summary	
Counts	179
Very negative	20
Negative	105
Positive	33
Very positive	6
NA	15
Negative	125
Positive	39
Negative %	76%
Positive %	24%
Response rate	92%
Comment %	18%
Sentiment	31

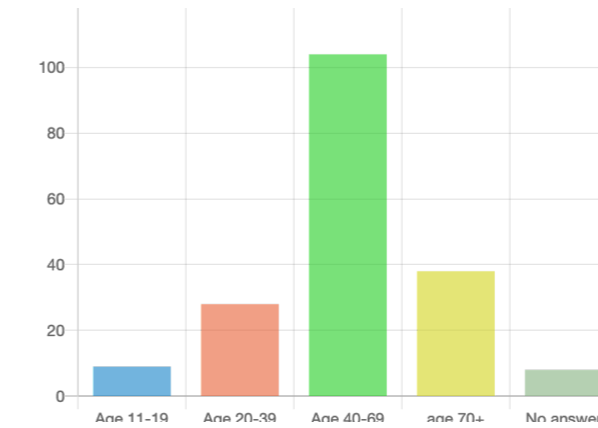
Conclusion

People are generally against new developments, more accepting of updates to existing developments, but not in favour of much new development.

Appendix 1 Summary of F3

Age range

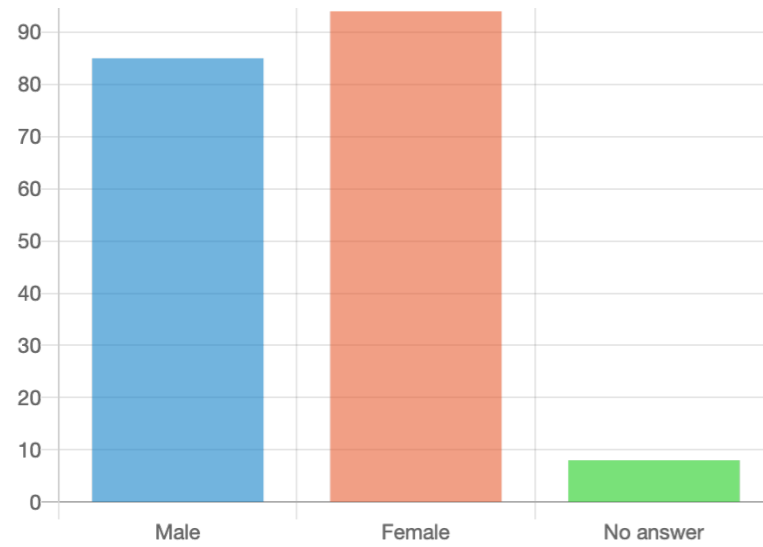
Answer	Count	Percentage
Age 11-19(AO02)	9	4.81%
Age 20-39(AO03)	28	14.97%
Age 40-69(AO04)	104	55.61%
age 70+(AO05)	38	20.32%
No answer	8	4.28%
Not completed or Not displayed	0	0.00%



Appendix 1 Summary of F6

Sex

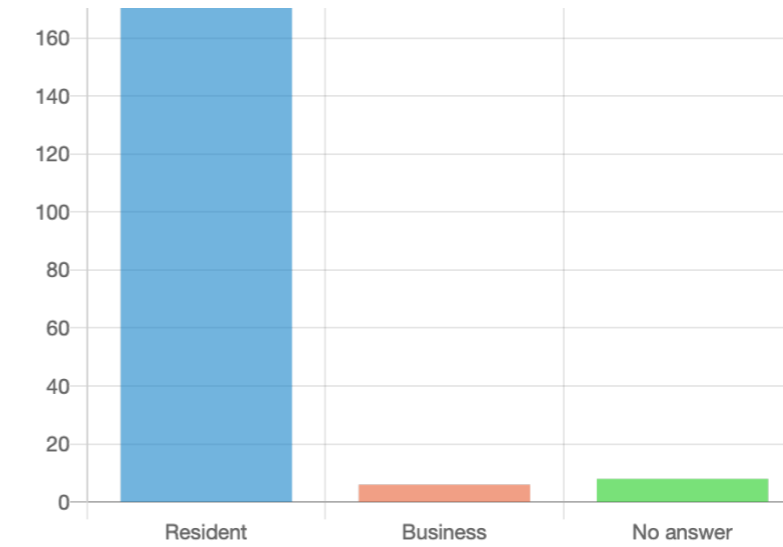
Answer	Count	Percentage
Male (AO01)	85	45.45%
Female (AO02)	94	50.27%
No answer	8	4.28%
Not completed or Not displayed	0	0.00%



Appendix 1 Summary for F7

Resident or business

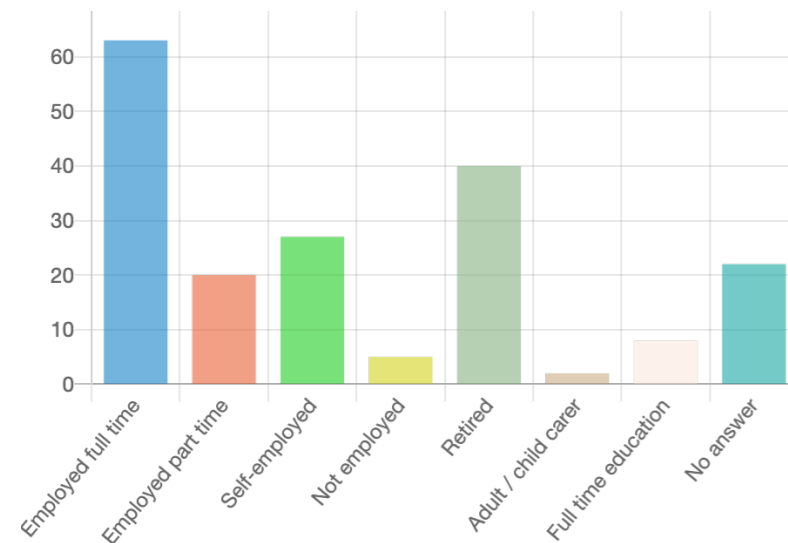
Answer	Count	Percentage
Resident (AO01)	173	92.51%
Business (AO02)	6	3.21%
No answer	8	4.28%
Not completed or Not displayed	0	0.00%



Appendix 1 Summary of F8

Employment status

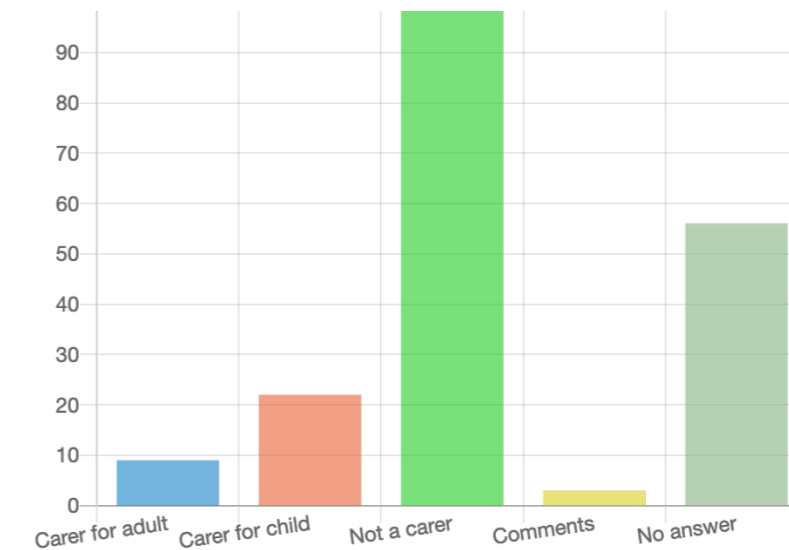
Answer	Count	Percentage
Employed full time (AO01)	63	33.69%
Employed part time (AO02)	20	10.70%
Self-employed (AO03)	27	14.44%
Not employed (AO04)	5	2.67%
Retired (AO05)	40	21.39%
Adult /child carer (AO06)	2	1.07%
Full time education (AO07)	8	4.28%
No answer	22	11.76%
Not completed or Not displayed	0	0.00%



Appendix 1 Summary for F9

Please indicate whether you are a carer for an adult or child.

Answer	Count	Percentage
Carer for adult (AO01)	9	4.81%
Carer for child (AO02)	22	11.76%
Not a carer (AO03)	100	53.48%
Comments	3	1.60%
No answer	56	29.95%
Not completed or Not displayed	0	0.00%



Appendix 1

Full list of results by question number

Rankings by question number with all C6 merged

Question	Total response	V -ve	-ve	+ve	V +ve	NA	Negative sum	Positive sum	Negative %	Positive %	Response rate	Comments	Comment %	Sentiment	Group
A1 road safety	185	7	62	100	15	1	69	115	38%	62%	99%	103	56%	-56	A
A2 road maintenance	185	23	82	59	18	3	105	77	58%	42%	98%	71	38%	-39	A
A3 parking no issues	184	1	39	70	61	13	40	131	23%	77%	93%	52	28%	-43	A
A4 safe place	184	3	4	98	74	5	7	172	4%	96%	97%	24	13%	13	A
B1 mobile phones	184	28	36	58	52	10	64	110	37%	63%	95%	96	52%	-3	B
C1 social events	183	39	31	49	22	42	39	102	28%	72%	77%	49	27%	52	C
C2 health services	183	5	26	81	46	25	31	127	20%	80%	86%	67	37%	-2	C
C3 social care	180	2	10	4	1	163	12	5	71%	29%	9%	13	7%	-23	C
C4 footpath/ cycleway	183	28	70	32	36	17	28	138	17%	83%	91%	51	28%	67	C
C5 footpaths	183	4	29	116	20	14	33	136	20%	80%	92%	62	34%	4	C
C6 recreation all merged	177	0	113	64	0	70	113	64	64%	36%	60%	87	49%	37	C
C7 bus service	183	54	26	33	28	42	54	87	38%	62%	77%	46	25%	47	C
D1 green spaces	181	2	12	95	45	27	14	140	9%	91%	85%	43	24%	-12	D
D2 group purchase	181	28	76	23	24	30	28	123	19%	81%	83%	53	29%	62	D
D3 conservation	181	12	76	41	36	16	12	153	7%	93%	91%	33	18%	32	D
D4 recycling	180	29	18	68	46	19	47	114	29%	71%	89%	37	21%	59	D
D5 litter no issues	180	68	69	33	5	5	137	38	78%	22%	97%	86	48%	-78	D
D6 shared car/taxi	179	88	49	5	8	29	88	62	59%	41%	84%	36	20%	18	D
D7 noise	179	0	10	43	116	10	10	159	6%	94%	94%	43	24%	-35	D
E2 leisure facilities	179	102	46	12	2	17	102	60	63%	37%	91%	47	26%	53	E
E4 news magazine	179	1	6	85	53	34	7	138	5%	95%	81%	55	31%	46	E
E5 web site	179	6	9	80	18	66	15	98	13%	87%	63%	51	28%	-22	E
E6 housing	179	30	74	64	1	10	104	65	62%	38%	94%	42	23%	2	E
E7 businesses	179	20	105	33	6	15	125	39	76%	24%	92%	32	18%	31	E

Appendix 1

Full list of results by positive response

Question	Total response	V -ve	-ve	+ve	V +ve	NA	Negative sum	Positive sum	Negative %	Positive %	Response rate	Comments	Comment %	Sentiment	Group
A4 safe place	184	3	4	98	74	5	7	172	4%	96%	97%	24	13%	13	A
D7 noise	179	0	10	43	116	10	10	159	6%	94%	94%	43	24%	-35	D
D3 conservation	181	12	76	41	36	16	12	153	7%	93%	91%	33	18%	32	D
D1 green spaces	181	2	12	95	45	27	14	140	9%	91%	85%	43	24%	-12	D
E4 news magazine	179	1	6	85	53	34	7	138	5%	95%	81%	55	31%	46	E
C4 footpath/ cycleway	183	28	70	32	36	17	28	138	17%	83%	91%	51	28%	67	C
C5 footpaths	183	4	29	116	20	14	33	136	20%	80%	92%	62	34%	4	C
A3 parking no issues	184	1	39	70	61	13	40	131	23%	77%	93%	52	28%	-43	A
C2 health services	183	5	26	81	46	25	31	127	20%	80%	86%	67	37%	-2	C
D2 group purchase	181	28	76	23	24	30	28	123	19%	81%	83%	53	29%	62	D
A1 road safety	185	7	62	100	15	1	69	115	38%	62%	99%	103	56%	-56	A
D4 recycling	180	29	18	68	46	19	47	114	29%	71%	89%	37	21%	59	D
B1 mobile phones	184	28	36	58	52	10	64	110	37%	63%	95%	96	52%	-3	B
E5 web site	179	6	9	80	18	66	15	98	13%	87%	63%	51	28%	-22	E
C7 bus service	183	54	26	33	28	42	54	87	38%	62%	77%	46	25%	47	C
A2 road maintenance	185	23	82	59	18	3	105	77	58%	42%	98%	71	38%	-39	A
C1 social events	183	39	31	49	22	42	39	102	28%	72%	77%	49	27%	52	C
E6 housing	179	30	74	64	1	10	104	65	62%	38%	94%	42	23%	2	E
C6 recreation all merged	177	0	113	64	0	70	113	64	64%	36%	60%	87	49%	37	C
D6 shared car/taxi	179	88	49	5	8	29	88	62	59%	41%	84%	36	20%	18	D
E2 leisure facilities	179	102	46	12	2	17	102	60	63%	37%	91%	47	26%	53	E
E7 businesses	179	20	105	33	6	15	125	39	76%	24%	92%	32	18%	31	E
D5 litter no issues	180	68	69	33	5	5	137	38	78%	22%	97%	86	48%	-78	D
C3 social care	180	2	10	4	1	163	12	5	71%	29%	9%	13	7%	-23	C

Appendix 1

Full list of results by negative response

Question	Total response	V -ve	-ve	+ve	V +ve	NA	Negative sum	Positive sum	Negative %	Positive %	Response rate	Comments	Comment %	Sentiment	Group
D5 litter no issues	180	68	69	33	5	5	137	38	78%	22%	97%	86	48%	-78	D
E7 businesses	179	20	105	33	6	15	125	39	76%	24%	92%	32	18%	31	E
C6 recreation all merged	177	0	113	64	0	70	113	64	64%	36%	60%	87	49%	37	C
A2 road maintenance	185	23	82	59	18	3	105	77	58%	42%	98%	71	38%	-39	A
E6 housing	179	30	74	64	1	10	104	65	62%	38%	94%	42	23%	2	E
E2 leisure facilities	179	102	46	12	2	17	102	60	63%	37%	91%	47	26%	53	E
D6 shared car/taxi	179	88	49	5	8	29	88	62	59%	41%	84%	36	20%	18	D
A1 road safety	185	7	62	100	15	1	69	115	38%	62%	99%	103	56%	-56	A
B1 mobile phones	184	28	36	58	52	10	64	110	37%	63%	95%	96	52%	-3	B
C7 bus service	183	54	26	33	28	42	54	87	38%	62%	77%	46	25%	47	C
D4 recycling	180	29	18	68	46	19	47	114	29%	71%	89%	37	21%	59	D
A3 parking no issues	184	1	39	70	61	13	40	131	23%	77%	93%	52	28%	-43	A
C1 social events	183	39	31	49	22	42	39	102	28%	72%	77%	49	27%	52	C
C5 footpaths	183	4	29	116	20	14	33	136	20%	80%	92%	62	34%	4	C
C2 health services	183	5	26	81	46	25	31	127	20%	80%	86%	67	37%	-2	C
C4 footpath/cycleway	183	28	70	32	36	17	28	138	17%	83%	91%	51	28%	67	C
D2 group purchase	181	28	76	23	24	30	28	123	19%	81%	83%	53	29%	62	D
E5 web site	179	6	9	80	18	66	15	98	13%	87%	63%	51	28%	-22	E
D1 green spaces	181	2	12	95	45	27	14	140	9%	91%	85%	43	24%	-12	D
C3 social care	180	2	10	4	1	163	12	5	71%	29%	9%	13	7%	-23	C
D3 conservation	181	12	76	41	36	16	12	153	7%	93%	91%	33	18%	32	D
D7 noise	179	0	10	43	116	10	10	159	6%	94%	94%	43	24%	-35	D
A4 safe place	184	3	4	98	74	5	7	172	4%	96%	97%	24	13%	13	A
E4 news magazine	179	1	6	85	53	34	7	138	5%	95%	81%	55	31%	46	E

Appendix 1

Response summary by category

Top 10 issues group results

Category	Description	Positive	Negative
A	A safe environment	303	174
B	A more prosperous village	0	64
C	A healthy and enjoyable life	401	167
D	A greener environment for all to enjoy	575	225
E	A stronger and more close knit community	138	331
F	Personal information		

Appendix 2

List of organisations

Beech Hill Businesses August 2022

Name	Address	Business Type
Beech Hill Garage	Beech Hill Road	Car repairs and sale specialist in MGB cars
Elm Tree Public House	Beech Hill Road /Trowes Lane	Public house and restaurant
Thrive	Beech Hill Road	Charity supporting people through gardening
Trunkwell House Hotel	Beech Hill Road	Weddings, parties, proms small hotel
St Mary's Church, Church of England	Beech Hill Road	Place of religious worship
Beech Hill Memorial Hall	Wood Lane	Hall for the use of people both in and outside the Parish
Baptist Church	Chapel Lane off Wood Land	Place of religious worship
Allotments Trust	of no fixed address	Land held for enjoyment of the Parish
Priory Court RG7 2BJ	Off Wood Lane	Commercial units
Priory Court RG7 2BJ	Off Wood Lane	Bulb Interiors
Lambwood Industrial Units RG7 1JF	Bloomfield Hatch Lane	Climate Cooling Ltd
Lambwood Industrial Units RG7 1JF	Bloomfield Hatch Lane	Hobby Ceramicraft Ltd
Home Farm	Beech Hill Road	Farmstead
Cross Lanes Farm	Cross Lanes	Farmstead
Priory Farm	Wood Lane	Farmstead
Great Hill Farm	Trowes Lane	Farmstead
Great Park Farm		Farmstead
Little Park Farm		Land only no farmstead
Perrins Farm		Land only no farmstead
Clappers Farm		Farmstead
Beech Hill Road Farm RG7 3AD		Land only barns - no farmstead
Cross Hatch Farm	Cross Lanes	Farmstead
Wellington Estates		Land only no farmstead
Brook Farm (votes in BH)	off Beech Hill Road	Stabling of horses
Leslay Boardman Physio	Old Rectory, Beech Hill Road	Physiotherapy

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Appendix 3

Action plan - improve the positive

Name of Parish: Beech Hill										Date Plan Adopted
Key:										
BHPC Beech Hill Parish Council										WBC West Berkshire Council
BHCP Beech Hill Community Plan Committee										
WE Wellington Estate										
BHAT Beech Hill Allotments Trust										
ES Englefield Estate										
Reference	Objective	Actions	Priority H/M/L	Start Date	Planned Finish Date	Project Manager/Lead Partner	Other Partners	Justification/comments (refer to community support from consultation)	Completed (Give Date)	Sustainable Communities Strategy Theme (in this column put Safer, Prosperous, Healthy, Greener or Accessible)
A4	Enhance village safety	Improve security of public spaces to prevent traveller incursions	Low			BHAT	BHPC	A small number of people expressed concern about thefts allegedly by travellers.		Safer - cat A
D7	Noise	Much improved from last survey. However, need to identify hotspots and work with relevant organisations to improve	Low			BHPC		While much better than previous survey improving one or two concerns specifically identified would make this a fully satisfied category.		Greener - cat D
D3	More wildlife, planting and re-wilding	Work with Allotments Trust, main landowners, and private individuals, to turn Beech Hill into a better green space.	High			BHPC	WBC, BHAT	Most people expressed strong interest in creating a greener environment. Most of the projects suggested were small and quick, easy gains could be made.		Greener - cat D
D1	Improve green spaces	Improve existing green spaces.	Low			BHPC	BHAT, WE	Most people generally happy, but general tidying up would improve satisfaction.		Greener - cat D
E4	News magazine	Improve font size, make most copies electronic.	Low		Dec-22	BHPC		Already actioned		Stronger - cat E
C4	Create new footpath/cycleway	Continue investigation with Englefield Estate on establishing a low cost path that could later be extended.	High			BHPC	WBC, ES	If this is viewed along with other comments the lack of public transport is considered one of the major blights on Beech Hill.		Healthy - cat C
C5	Footpaths	Tidy up footpaths and ensure year round access.	Medium			BHPC		Most actions are fairly simple and could be achieved quickly. This also ties in with many other comments about access to the countryside.		Healthy - cat C
A3	Parking	Much improved from last survey, but a few hotspots need to be checked.	Medium			BHPC	WBC	Many comments point to a couple of areas for improvement.		Safer - cat A
C2	Health services	Discuss with local GP surgeries how waiting times could be improved. Link this to public transport issues, as some people cannot access health facilities.	Medium			BHCP		Two issues in votes and comments stand out: waiting times and difficulties getting to health facilities across all health areas.		Healthy - cat C
D2	Create group purchase schemes	Identify most likely schemes to succeed and work with potential suppliers to create schemes.	Medium			BHCP		Most people interested in joining some form of group purchase scheme.		Greener - cat D

Appendix 3

Action plan - deal with the negative

PARISH ACTION PLAN - TOP 10 NEGATIVE VOTES											
Name of Parish: Beech Hill								Date Plan Adopted			
Key:											
BHPC				Beech Hill Parish Council				WBC		West Berkshire Council	
BHCP				Beech Hill Community Plan Committee				MH		Beech Hill Memorial Hall	
WE				Wellington Estate							
BHAT				Beech Hill Allotments Trust							
ES				Englefield Estate							
Reference	Objective	Actions	Priority H/M/L	Start Date	Planned Finish Date	Project Manager/Lead Partner	Other Partners	Justification/comments (refer to community support from consultation)	Completed (Give Date)	Sustainable Communities Strategy Theme (in this column put Safer, Prosperous, Healthy, Greener or Accessible)	
D5	Litter	Clear up/prevent fly-tipping blackspots.	High			BHPC	WBC	Top negative concern with many examples given.		Greener - cat D	
E7	Businesses	Ensure that BHPC and WBC are aware of village concerns in the event of proposed new business developments.	Low			BHPC	WBC	High vote against new business expansion, although acceptance of some existing business growth.		Stronger - cat E	
C6	Provide additional recreation facilities.	Discuss with BHPC and BHAT whether more low-cost facilities can be provided.	High			BHCP	BHPC, MH	Strong vote and comments to improve existing facilities, but acceptance that large-scale facilities not appropriate.		Healthy - cat C	
A2	Improve maintenance of roads, pavements and verges.	Work with WBC, large landowners and private property owners to establish where problems exist and develop a maintenance plan.	High			BHPC	WBC, ES, WE	Pavement maintenance comes out particularly badly and affects disadvantaged groups.		Safer - cat A	
E6	Housing	Ensure that BHPC and WBC are aware of village concerns in the event of proposed new housing developments.	Low			BHPC	WBC	High vote against new housing expansion, although acceptance of some small growth, especially in affordable housing.		Stronger - cat E	
E2	Leisure facilities	Discuss with MH whether more clubs can be provided and better promoted.	High			BHCP	MH	Most people generally happy, but many unaware of what is on offer and some cannot attend daytime clubs.		Stronger - cat E	
D6	Shared car/taxi or minibus	Identify whether some service could be provided.	Medium			BHCP		Many people commented that a lack of public transport is a major problem. This is one potential solution.		Greener - cat D	
A1	Improve road safety	Investigate identify village blackspots and propose improvements.	High			BHPC	WBC	Many people concerned with unreported accidents or near misses at well-known problem locations.		Safer - cat A	
B1	Improve mobile phone coverage	Discuss with most used providers whether coverage can be improved.	Medium			BHCP		Most people unhappy with Vodafone coverage.		Prosperous - cat B	
C7	Have a bus service for Beech Hill	Identify whether an existing service could be re-routed through Beech Hill.	High			BHPC	WBC	This ties in with all the other issues about lack of public transport.		Healthy - cat C	

Appendix 4

Overall comment

F11 What is the best thing about living in Beech Hill

There was no voting/ rating required for this question, however the highest number of comments were received for this question. A total of 133 comments were received, the comments were reviewed and categorised and the following key themes were identified;

- Quiet/ safe place to live;
- Access to green spaces, countryside and rural nature;
- Friendly/ good people/ great community spirit;
- Good for access to Reading and motorways;
- Good pub.

While the categories are based on the major or first mentioned sentiment, it should be noted that many responses were a combination of two or more of the above, i.e. Access to the countryside with great views, yet with easy access to Reading and a great pub. This matches well with the answers provided to the detailed questions in that questions associated with how safe do you feel and importance of green spaces and support for conservation projects scored highly.

F12 What do you not like about living in Beech Hill

As per F11 no voting was required for this question. The second highest number of comments were received for this question, a total of 109 comments. The key themes for this category were;

- Lack of public transport and the requirement to have to use a car to access amenities;
- Negative feedback on the speed of traffic, traffic noise and/ or the volume of traffic.

In addition the failure of the village shop and lack of facilities received mention to a lesser extent.

When read in conjunction with F11 the overall situation can be summarised as;

Beech Hill is a great place to live if you can drive and have access to a car. However, if access to independent travel is not available then Beech Hill has the potential become a very isolated and lonely place. As mentioned in other responses this affects both ends of the age scale, senior members of the community and children/ young adults. For this reason and while not featuring in the top 10 of votes cast, the Committee believed that it was important to try and instigate action on shared car, taxi and minibus services and investigate the limited extension of the bus services currently covering Riseley and Mortimer to cover Beech Hill as well.