



Mr Daniel Hutchings

Principal Engineer
Safer Roads Team – Traffic and Casualty Reduction
Hampshire County Council
Universal Services
Three Minsters House
Winchester
SO23 8UL

30th May 2023

Dear Mr Hutchings

Stockbridge Parish Council is aware that HCC is undertaking a survey of the Stockbridge High Street. It is clear from the questions being asked that the purpose of the survey is to ascertain the residents', visitors' and traders' parking experiences. Stockbridge Parish Council has not been given any clear reason for the survey and is therefore uncomfortable that this is because it will be unpalatable to the community.

Stockbridge Parish Council wishes to bring to your attention a number of errors and inconsistencies with the survey that the Council feels undermines its credibility. The Council is of the opinion that a robust survey and its methodology is essential to providing confidence to the community that the data behind any decision was collected fairly, with integrity and is as broadly based as possible.

At a recent meeting of Stockbridge Parish Council it was resolved to write to you and express the objections the Council has to the survey and to ask that you agree to meet with the Council to reach an understanding of an appropriate way forward. The Council has been led to believe, by senior HCC officers, that any changes to the High Street will not be undertaken without the Parish Council's agreement. It is hoped that by meeting with you, an acceptable way forward can be reached.

Attached to this letter is a critique of the survey written by a consultant of many years experience of urban design and such surveys. The PC considers the comments he makes are valid and should be properly considered. The Parish Council wishes to highlight the following issues that the PC considers are flaws in the design of the survey:

1. Stockbridge is a community with a higher than average number of elderly residents and it is well known that elderly members of our society are less computer literate. However, this survey is only online and it does not allow for the return of the questionnaire by post or provide an alternative method by which the survey can be received or indeed input.
2. The Survey allows for only one entry per IP address. Very often this will mean only one entry per household which suggests that all parties living in a property have the same opinion, which

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is unlikely. Survey Monkey provides the option of allowing multiple entries from one IP address so I would be grateful if you could explain why this option was not chosen.

3. The survey asks questions which are subjective, asking for the respondent's opinion. Questions such as these should be avoided in a fact-finding survey because there could be a myriad of reasons why a respondent holds such an opinion and there is no way of verifying if the reason is fair.
4. The Survey does not ask the trader to give their business name. I would assume that the only businesses you are interested in are those on Stockbridge High Street yet you have no way of knowing if the trader respondents are from Stockbridge. Data protection does not apply to businesses, I would be grateful if you could explain this course of action.
5. The dissemination of the survey has been questionable. Some residents that received them through their letterbox but only some. Others have not received them at all. This is a concern because Stockbridge is a surprisingly small community, reaching every house would not have been difficult or time consuming.

Stockbridge Parish Council has worked hard to be seen as inclusive and an integral part of the Stockbridge community and feels that a number of the above objections could surely have been avoided if HCC had approached the Parish Council first and asked for assistance. It is in both Council's best interests that the data captured in this survey reflects the true situation on the ground but the holes in the survey design and the poor data gathering techniques mean that the Parish Council can only seek to distance itself and asks that HCC re-considers drawing definitive conclusions from it.

I look forward to hearing from you with a number of possible dates that you are prepared to meet with the Council. A number of councillors would be happy to meet at Stockbridge Town Hall, during the day, where the coffee is a lot better than that provided by HCC!

Yours sincerely

Belinda Baker

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Clerk to Stockbridge Parish Council

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