

Hassocks Neighbourhood Plan

3rd Consultation Event

Analysis of Preference Data

As at close of business on Friday 17th July, 616 paper responses had been received (either at the event or in the office), and 429 on-line responses had been submitted.

For the paper responses the coding and analysis involved data entry of address, e-mail address and responses, whilst for the on-line responses the data was downloaded from Survey Monkey. For both paper and on-line responses, area codes (1 to 9) were added to represent location. The area codes are defined as follows:

Table 1: Definition of Area Codes and Responses from each area

Area Code	Area Covered	Approx Number of Houses	Number of Responses	Responses per household
0	No address		6	
1	Shepherd's Walk Area	145	159	1.10
2	Stonepound Road Area	517	135	0.26
3	Stonepound Area	261	76	0.29
4	Clayton Mills/Mackie etc	508	279	0.55
5	Woodsland Rd to Orchard Lane	525	73	0.14
6	The Quadrant/Damian Way Area	623	140	0.22
7	Downs View/ParklandsRd Area	432	31	0.07
8	Dale Avenue/Lodge Lane/Beaconhurst Area	372	131	0.35
9	Outside the Parish		15	
Total	All responses		1045	

Clearly, some areas (ie those close to potential sites) were more motivated to respond than others, with an extremely high response rate from area 1, a high response rate from area 4 and a relatively low response from area 7.

The scoring system used in the analysis allocates a score of 15 to the most preferred site and 1 to the least preferred site, such that sites with the highest scores are the most preferred. The individual scores for each site were then totalled and an average "score" was calculated.

For 56 of the 1,045 responses the preference order task was not completed correctly. An analysis has been undertaken with and without these responses that had missing data to ensure that there is no material impact on the overall results.

The overall results (combined paper and on-line responses) are summarised below:

Table 2: Overall Analysis of Responses

New Order of Preference	Site Number	Site Location	Score
1	10	National Tyre Centre	11.68
2	17 & 17a	Russell's Nursery & Silvertrees	10.15
3	15	Hassocks Golf Club	9.50
4	13	Land to north of Clayton Mills	8.84
5	20	Undeveloped land south of Clayton Mills	8.22
6	12	Land east of Lodge Lane/rear of Beaconhurst	8.16
7	4	Land to north of Clayton Mills & Mackie Avenue	7.85
8	7	Pattendens (Streamside)	7.76
9	6	Land to west of Lodge Lane	7.54
10	16	Land north of Friar's Oak	7.36
11	5a	Land at Southdown Farm	7.33
12	1b & 1c	Land opposite Stanford Avenue	6.74
13	9	Land to north of Shepherd's Walk	6.59
14	2	Land at the Ham	6.22
15	8	Land to the east of Ockley Lane	5.68

Based on 1045 responses.