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Executive Summary

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Hay-on-Wye and its surrounding area

Residents Survey

Plan **B** for Hay

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Planning for Hay's tomorrow

Hay-on-Wye and its surrounding area Residents Survey

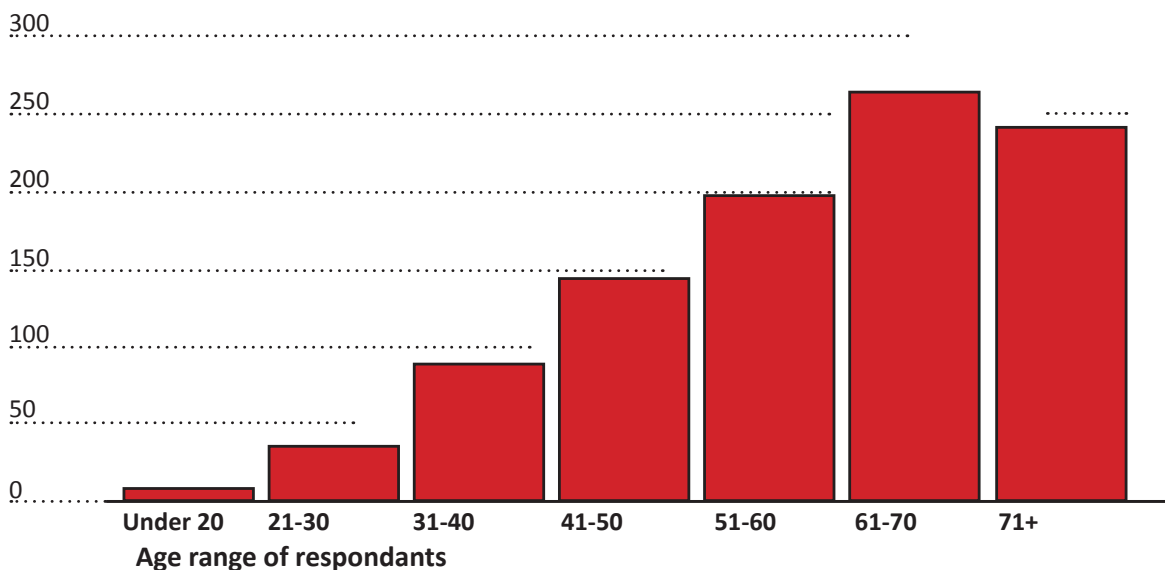
1. Introduction

In February 2012 Plan B conducted a survey amongst residents of Hay and the surrounding area. 3000 questionnaires were delivered (2 per household) in Hay and in villages up to 4 miles away, questionnaires were not delivered to all outlying houses. Questionnaires were also available to be picked up at The Red Cross and Oxfam shops in Hay. Questionnaires were returned using the Freepost envelopes or were delivered by hand to The Red Cross and Oxfam in Hay. Questionnaires were coded to ensure only one response per person.

The questionnaire investigated current shopping habits, attitudes to Hay on Wye , reaction to a possible new supermarket and how its new school should be funded. The aim of the survey was to ensure that everyone in Hay and the surrounding area had the chance to have their voice heard and their opinions considered.

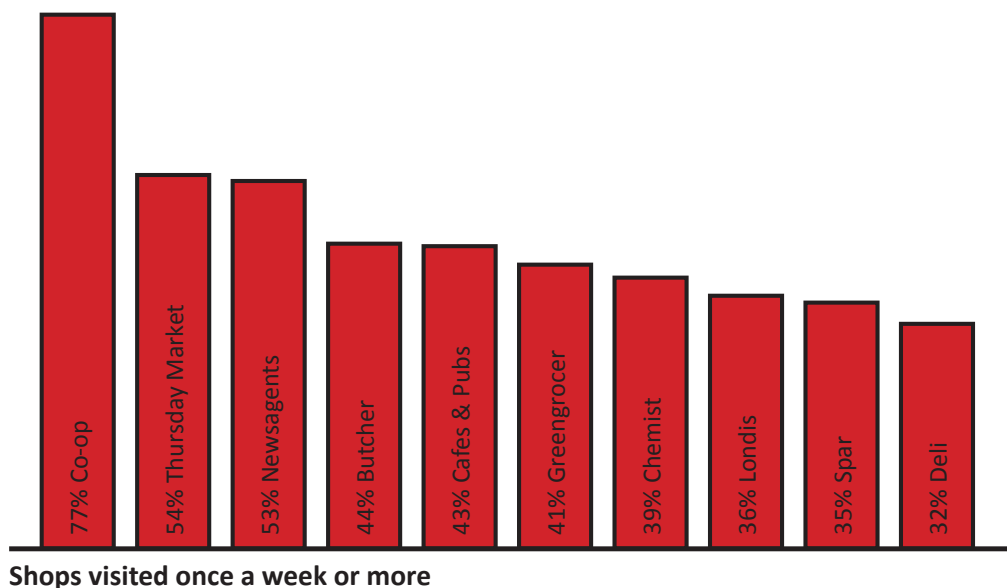
By the end of March 2012, close to one thousand questionnaires had been returned representing a response rate of about (25%). This is the first report of the results and will be followed by further reports as more analysis of the data is completed. Individual questionnaires will remain anonymous but the full data (including all written comments - anonymised where necessary) will be made publicly available.

Of the 1000 surveys returned 59% came from women and 41% came from men. The graph below shows the age breakdown of the respondents. Over 70% of respondents were aged over 50.



2. Current Shopping Habits

The Co-op was the most frequently used shop for groceries with more than three quarters (77%) using the Co-Op once a week or more. Encouragingly the Thursday market was also used by the majority of respondents (55%). Use of both was considerably more than supermarkets in Hereford (16%) and Brecon (14%).



3. Attitudes to Hay

Respondents were asked what they like or value about Hay and what they dislike or think could be improved. People were moved to write a lot of detail in these boxes and the full analysis is still ongoing. The most frequently mentioned topics related to ***maintaining its unique character***.

The following are extracts from the written responses, a full copy will be made available:

- *"It is unique".*
- *"Lovely shops and friendly people."*
- *"Just the fact I was born here. I do not want to see it spoilt in any way."*
- *"It will completely change the whole ethos of the town - an irreversible disaster. And totally unnecessary."*
- *"Hay depends on Tourism for much of its income. Once Hay loses its individual character tourists will stop coming. B&B guests have actually told us that one of the things they like about Hay is the LACK of supermarkets."*
- *"A school should be funded by national/regional government from funds we pay through taxes."*

4. Response to a possible new supermarket

Respondents were asked to agree or disagree with a number of statements relating to a possible new supermarket development in Hay. There was the strongest agreement with the following statements shown below:

And respondents disagreed most strongly with the following statements:

A new supermarket in Hay will...

	Agreed
• Result in some shops and local suppliers closing	82%
• Cause increased traffic	81%
• Mean fewer people use the existing shops in Hay	78%
• Result in some people losing their jobs	75%
• Cause increased light pollution	75%
• Not necessarily provide cheaper food in the long run	73%
• Cause more problems with parking	73%
• Result in increased refuse	72%
• Have a negative environmental impact on the town	70%

And **83%** of respondents disagreed that a new supermarket is currently the only way to fund a new school.

A new supermarket in Hay will...

	Disagreed
• Mean more people using the existing shops in Hay	77%
• Result in more job gains than job losses	67%
• Be more convenient for me	63%
• Mean fewer journeys to Hereford or Brecon	52%

5. Building and Funding the New School

76% of respondents think that the new school should be built on the current site. The remaining **24%** said on a different site. Further analysis of the location will follow.

A massive **83%** of respondents think that the new school should be funded by the Welsh Assembly and a further **65%** by Powys County Council. This was compared to just **12%** who think it should be funded by a supermarket or developer and **10%** who think it should be funded by the community.

6. Thank you

A big thank you to all those taking the time to return the completed survey, we will be announcing details of the prize draw in due course.



A p p e n d i x 1 .
Headline Survey Data



1. How often do you use the following shops in Hay

	Daily	Weekly	Monthly	Rarely/Never	Response Count
Co-Op	13.2% (118)	63.7% (568)	15.8% (141)	7.3% (65)	892
Londis	13.8% (116)	32.3% (272)	18.3% (154)	35.6% (300)	842
Spar	8.5% (73)	26.4% (226)	24.2% (207)	40.9% (350)	856
Greengrocers	5.3% (45)	35.9% (305)	19.0% (161)	39.8% (338)	849
Butshers	3.0% (26)	41.1% (359)	20.4% (178)	35.6% (311)	874
Deli	4.0% (33)	28.5% (236)	24.0% (199)	43.5% (360)	828
Chemist	1.7% (15)	37.4% (337)	46.4% (418)	14.5% (131)	901
Newsagent	20.9% (179)	31.7% (271)	16.6% (142)	30.8% (263)	855
Hardware Shops	1.8% (16)	29.4% (262)	53.0% (472)	15.7% (140)	890
Flower Shop	0.1% (1)	2.6% (22)	22.5% (189)	74.8% (629)	841
Post Office	4.8% (43)	46.8% (418)	35.6% (318)	12.8% (114)	893
Other Shops	5.3% (43)	31.4% (256)	39.5% (322)	23.8% (194)	815
Thursday Market	0.3% (3)	54.9% (481)	21.6% (189)	23.2% (203)	876
Cafes and Pubs	6.6% (58)	37.6% (332)	29.0% (256)	26.9% (238)	884
				answered question	916
				skipped question	7

2. Please tell us what you like or value about Hay on Wye (as much detail as possible)

	Response Count
	811
answered question	811
skipped question	112

3. Please tell us what you dislike or think could be improved in Hay on Wye (as much detail as possible)

	Response Count
	756
answered question	756
skipped question	167

4. How often do you use the following shops outside of Hay?

	Daily	Weekly	Monthly	Rarely / Never	Response Count
Hereford Supermarkets	0.1% (1)	15.8% (139)	31.0% (272)	53.1% (466)	878
Brecon Supermarkets	0.2% (2)	13.6% (118)	24.6% (213)	61.5% (532)	865
On line food shopping	0.0% (0)	3.6% (30)	9.8% (81)	86.5% (714)	825
Other (where?)	1.6% (9)	8.8% (50)	18.1% (103)	71.6% (408)	570
			Other (please specify)		231
			answered question		910
			skipped question		13

5. Please indicate whether you agree or disagree with the following statements. If you agree with the statement then tell us whether or not you think it is an important issue. Please add any further comments to the space below/

	Agree	Disagree	Response Count
Cause increased congestion from delivery lorries	78.9% (700)	20.6% (183)	887
Offer more choice	51.5% (444)	48.4% (417)	862
Provide access to cheaper food	42.2% (350)	56.4% (468)	830
Not necessarily provide cheaper food in the long run	72.8% (619)	26.6% (226)	850
Mean fewer people use the existing shops in Hay	78.3% (692)	21.3% (188)	884
Cause increased traffic	81.4% (721)	18.4% (163)	886
Result in increased refuse	71.5% (613)	28.4% (243)	857
Mean fewer journeys to Hereford or Brecon	47.6% (406)	51.9% (443)	853
Cause increased light pollution	74.8% (642)	24.9% (214)	858
MEan more people use the existing shops in Hay	21.7% (184)	77.5% (656)	846
Have a negative environmental impact on the town	70.8% (605)	28.5% (244)	855
Result in some shops and local suppliers closing	82.2% (728)	16.7% (148)	886
Mean fewer tourists visit Hay (in the long term)	58.7% (499)	40.2% (342)	850
Be more convenient for me	36.0% (311)	63.6% (550)	865
Cause more problems with parking	73.2% (634)	26.4% (229)	866
Result in some people losing their jobs	75.8% (647)	23.7% (202)	853
Result in more job gains than job losses	31.0% (255)	67.5% (555)	822
I believe that a new supermarket is currently the only way to fund a	16.0% (136)	83.5% (711)	851



new school	
Other Comments	496
answered question	914
skipped question	9

6. Hay needs a new primary school. Where do you think the new school should be?

	Response Percent	Response Count
On the current site	76.2%	591
On a new site	23.8%	185
and if so, where		210
answered question		776
skipped question		147






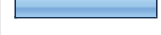

7. Who do you think should pay for the building of the new school?

	Response Percent	Response Count
The Welsh Assembly	83.0%	728
Powys County Council	65.1%	571
Supermarkets or developers	12.2%	107
Other private finance	6.4%	56
Financed by the community	10.7%	94
Other	4.1%	36
Who		73
answered question		877
skipped question		46



8. Do you have any other comments?

	Response Count
	468
answered question	468
skipped question	455

9. Which age group are you in?

		Response Percent	Response Count
U20		1.0%	9
21-30		3.8%	34
31-40		9.1%	82
41-50		14.5%	131
51-60		20.6%	187
61-70		26.3%	238
71+		24.8%	225
	answered question		906
	skipped question		17

10. Are you male or female

		Response Percent	Response Count
Male		40.7%	366
Female		59.3%	533
	answered question		899
	skipped question		24



11. Post code	
	Response Count
	856
answered question	856
skipped question	67

12. ID no	
	Response Count
	914
answered question	914
skipped question	9

13. Data entered by (please put your initials)	
	Response Count
	913
answered question	913
skipped question	10

