

June 2020 survey report



1. Background

- 1.1 This report summarises the responses to the survey run by AAFAF trustees between 1st and 12th June 2020.
- 1.2 The purpose of the survey was to:
 - find out more about how both existing members and individuals in the community wanted to engage with the activities of AAFAF; and
 - gather information about areas of interest, skills and knowledge in order to form interest and activity groups to develop ideas and activities that could make a positive difference in the community.
- 1.3 A full copy of the survey can be found in Appendix 1.
- 1.4 This report provides an analysis of the survey results. A summary is in Appendix 2.
- 1.5 This report begins by describing the characteristics of the respondents. Next the responses to the questions about levels of involvement, knowledge and skills and presented. The following section describes the suggestions for future activities. Finally, some conclusions and recommendations are proposed.
- 1.6 SurveyMonkey software was used to build, distribute and collect the survey data (using an existing AAFAF member's subscription).
- 1.7 Links to the survey were distributed via email and web links published on the AAFAF website and Facebook pages. In addition to the online version of the survey, people could complete a paper-based response by telephoning to request a copy. The telephone number was advertised in the Westmorland Gazette and the Parish Magazine. No paper-based responses were received.
- 1.8 An email requesting survey completion was sent to 116 people. There were 39 responses to the survey recorded by Survey Monkey, of these eight were partially complete but where possible the information provided has been incorporated into the response data. The response rate from members was 26% (30/116).
- 1.9 The direct mailing from the GroupSpaces distribution list resulted in 18 members using this link. A further 21 people responded using the weblink, eleven of whom indicated they were also members.
- 1.10 Of the eight incomplete responses, three can be identified as members who skipped the last section (contact details) but provided useful data for the key parts of the survey. The remaining five incomplete responses did not progress past Q1 and as all accessed using the weblink, no further data could be used to identify the source of these respondents.

2. About the respondents

Of those who responded to the survey, most of them, 26 (77%) indicated that they were already members of AAFAF.

Of the remaining respondents, three indicated they were not members and five were unsure if they were members.

Almost half (n=16, 47%) of the respondents indicated that they engaged with the group “more than once per month”. At the other end of the scale nearly a quarter (n=8, 24%) were not engaging currently.

The table below shows the relationship between current engagement and opportunities to engage more often. Just over half (n=9, 56%) of those who are currently engaging more than once per month do not want the opportunity to engage more often.

Whilst the 10 respondents who indicated that they currently engage less than once per month or not at all, indicated either that they positively did want to engage more often (n=6, 60%) or were unsure (n=4, 40%). There were no negative responses in this group.

Table 1: Current and future engagement responses; highest ranking in bold

Current engagement		Would you like the opportunity to engage more often?		
		Yes	No	Unsure
More than once per month	16	2	9	5
Usually once per month	8	3	1	4
Less than one per month	2	1	0	1
Not engaging currently	8	5	0	3
Total	34	11	10	13

Examining the ways in which respondents wanted to engage further showed that many (n=15, 63%) felt that being part of a sub-group to work on areas of specific interest was important. There was limited need (n=2, 8%) for more familiarity with online tools as a way of encouraging engagement.

Of the six “Other” responses, half (n=3, 50%) cited limited available time as being a reason for being unable, or finding it difficult, to engage more often. One particular respondent had a specific interest area (cycling) and wanted to share experiences from another group. Others wanted to know more about the activities so they could select how/when to engage.

Table 2: Suggestions for encouraging further engagement; highest ranking in bold

Options for more frequent engagement	Would you like the opportunity to engage more often?	
	Yes	Unsure
More opportunities to meet with other members (face-to-face or virtually)	5	1
Being part of a sub-group that works on an area of my specific interest	8	7
More familiarity with online tools used by the group (such as Facebook, GroupSpaces, Website)	1	1
If more specific tasks or actions were relevant to me (please give examples below)	1	2
Other (see feedback below)	2	4

Free text responses for the other response option.

- More time in my life!
- My specific interest is cycling. I live in the Ullswater Valley and would like to share our experiences and projects with yours.
- I like to focus on what action can be taken to improve our planet. That means locally and globally. I'm also so keen to learn turn a lot from the group and its activities.
- Struggles with working full time and having extra to devote to this cause (not to be selfish, but I enjoy riding my bike when the weather is good!). So winter is a better time for me.
- I engage with activities that interests me as and when I have the time/energy.
- I work all around the UK whilst living in the lakes so I am unable to attend any meetings, I would like to be involved but on a casual and distanced way.

3. Location of respondents

We asked respondents to indicate their current location. The majority of those who completed the question (n=22, 71%) live in Ambleside. A further seven live within a five-mile radius of Ambleside (Grasmere, Wray, Langdale, Windermere etc). Those living in areas outside of this (Hartsop & Satterthwaite) were still within a 10-mile radius of Ambleside.

Table 3: Location of respondents

Location	People living in that area	
	n	%
Ambleside	22	71
Elterwater	0	0
Grasmere	1	3
Hawkshead	0	0
Langdale	2	6
Rydal	0	0
Windermere	1	3
Other (please specify)	5	16

4. Involvement with specific activities

Sixty four percent (n=25) of respondents attended the monthly meetings to connect with people who feel the same as them about climate breakdown. This compares to 23% (n=9) who attended for emotional support about climate breakdown, and 51% (n=20) who attended the monthly AAFAF meetings to deliver actions that will mitigate climate breakdown. Forty six percent (n=18) of respondents attended one of the sub-group meetings such as A-Z or the growing group.

Aside from attending meetings, the three activities most frequently undertaken were:

- reducing energy use in the home to minimise fuel bills and CO₂ emissions;
- recycling; extending and enhancing opportunities to reduce, reuse and recycle our stuff; and
- exploring opportunities to reduce food waste (both domestic and hospitality).

Aside from attending meetings, the top three activities respondents said they'd like to do were:

- improving access to, and availability of, sustainable transport;
- building resilience to climate breakdown, preparing emotionally, psychologically and practically;
- developing a local community energy company (equal third);
- activities that connect and engage people (equal third); and
- sharing knowledge by raising the profile of what can and could be done to reduce our carbon footprint (equal third).

The activities respondents were prepared to lead or co-ordinate were:

- planting edible plants or fruit trees in local spaces, such as the vegetable beds at the University, in the community orchard at Rothay Park or on available unused land in the town;
- reducing energy use in the home to minimise fuel bills and CO₂ emissions; and
- improving access to, and availability of, sustainable transport.

Table 4: Activities respondents did currently, would like to do, or were prepared to lead or coordinate; highest ranking in bold

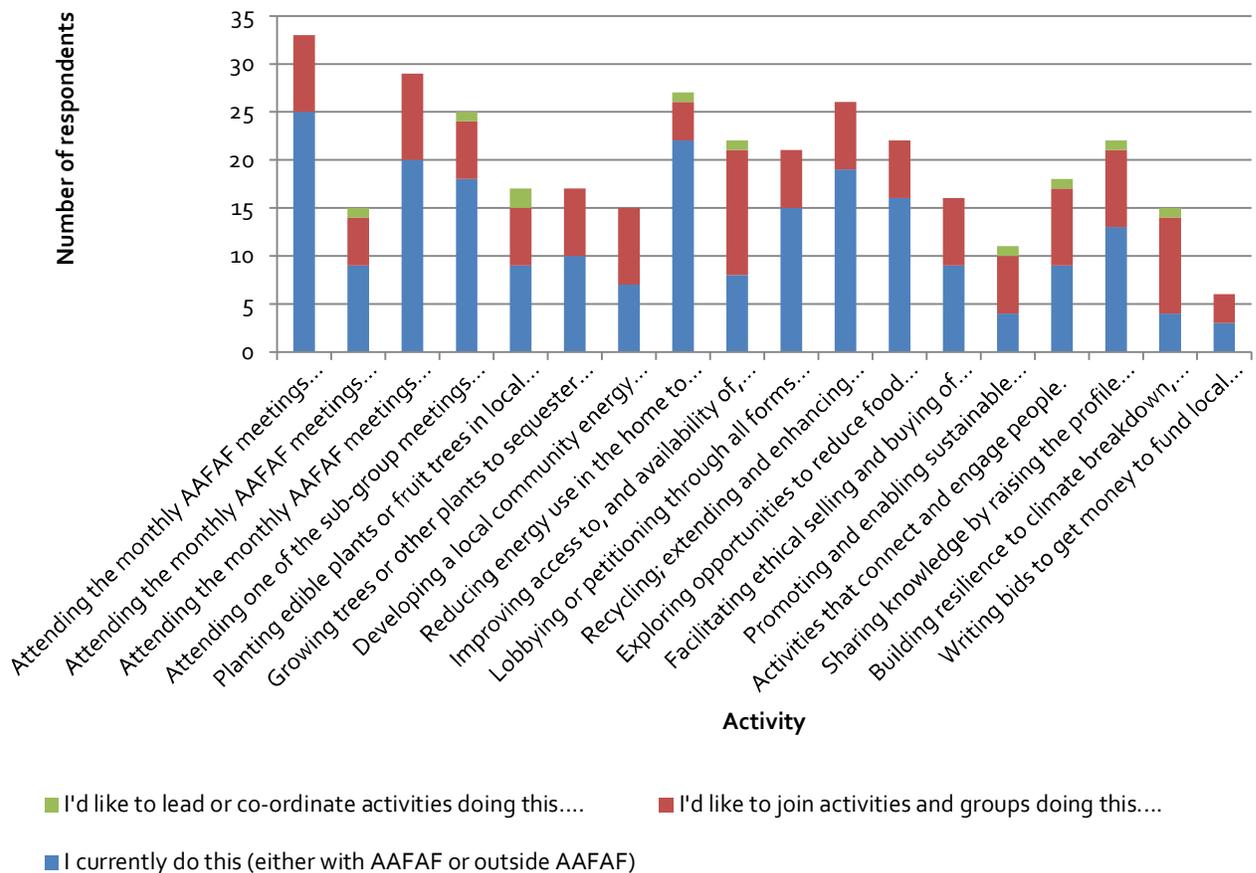
Activity	I currently do this (either with AAFAF or outside AAFAF)	I'd like to join activities and groups doing this....	I'd like to lead or co-ordinate activities doing this....
Attending the monthly AAFAF meetings to connect with people who feel the same as me about climate breakdown.	25	8	0
Attending the monthly AAFAF meetings for emotional support about climate breakdown.	9	5	1
Attending the monthly AAFAF meetings to deliver actions that will mitigate climate breakdown.	20	9	0
Attending one of the sub-group meetings such as A-Z or the growing group.	18	6	1
Planting edible plants or fruit trees in local spaces, such as the vegetable beds at the University, in the community orchard at Rothay Park or on available unused land in the town.	9	6	2
Growing trees or other plants to sequester carbon	10	7	0
Developing a local community energy company.	7	8	0
Reducing energy use in the home to minimise fuel bills and CO ₂ emissions.	22	4	1
Improving access to, and availability of, sustainable transport.	8	13	1
Lobbying or petitioning through all forms of media on topics relating to climate change	15	6	0
Recycling; extending and enhancing opportunities to reduce, reuse and recycle our stuff.	19	7	0
Exploring opportunities to reduce food waste both domestic and hospitality.	16	6	0
Facilitating ethical selling and buying of products.	9	7	0
Promoting and enabling sustainable building practices.	4	6	1
Activities that connect and engage people.	9	8	1

Sharing knowledge by raising the profile of what can and could be done to reduce our carbon footprint.	13	8	1
Building resilience to climate breakdown, preparing emotionally, psychologically and practically.	4	10	1
Writing bids to get money to fund local activities to address climate breakdown.	3	3	0
Total	220	127	10

Overall, the activities that respondents did currently, would like to do, or were prepared to lead or coordinate were:

- attending the monthly AAFAF meetings to connect with people who feel the same as me about climate breakdown;
- attending the monthly AAFAF meetings to deliver actions that will mitigate climate breakdown;
- reducing energy use in the home to minimise fuel bills and CO2 emissions;
- recycling; extending and enhancing opportunities to reduce, reuse and recycle our stuff; and
- attending one of the sub-group meetings such as A-Z or the growing group.

Figure 2: summary of activities



5. Knowledge

Participants were asked about knowledge they would be prepared to share, knowledge they could use to lead or organise others, and areas of knowledge they were interested in learning about. The responses are shown in table 5.

The three areas of knowledge most frequently offered for sharing were:

- ecology/ environment;
- biodiversity; and
- renewable energy.

Four areas of knowledge for leading or organising were offered (one person for each):

- building; sustainable practices and retrofitting;
- ecology/environment;
- renewable energy; and
- transport.

The areas of knowledge that people were interested in, and would like to learn more about were:

- renewable energy;
- biodiversity;
- food systems, preserving, zero waste (equal third);
- transport (equal third); and
- trees/forestry (equal third).

One other area of knowledge was offered:

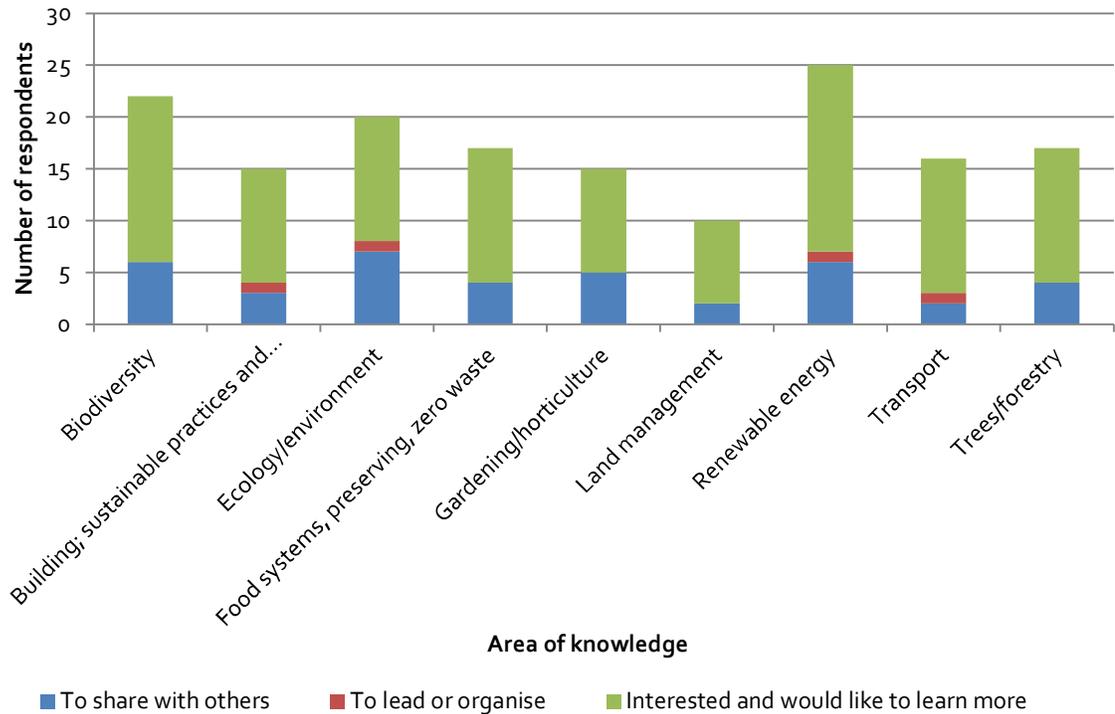
- energy efficiency.

Table 5: Knowledge to be shared, for leading or organising and to learn more about; highest ranking in bold

Area of knowledge	To share with others	To lead or organise	Interested and would like to learn more
Biodiversity	6	0	16
Building; sustainable practices and retrofitting	3	1	11
Ecology/environment	7	1	12
Food systems, preserving, zero waste	4	0	13
Gardening/horticulture	5	0	10
Land management	2	0	8
Renewable energy	6	1	18
Transport	2	1	13
Trees/forestry	4	0	13
Total	39	4	114

In total, the areas of knowledge respondents most frequently expressed interest in were renewable energy, biodiversity and ecology/environment.

Figure 3: summary of knowledge responses



6. Skills

Participants were asked about skills they would be prepared to share, skills they could use to lead or organise others, and skills they were interested in learning about. The responses are shown in table 5.

The three skills offered to be shared the most were:

- being a willing extra pair of hands to support events or activities;
- planning, organising, project management; and
- writing (letters / articles).

The four most offered skills for leading or organising were:

- planning, organising, project management;
- recruitment of volunteers (joint);
- communication (listening, caring, leading discussions) (joint); and
- being a willing extra pair of hands to support events or activities (joint).

The top three skills respondents wanted to learn about were:

- making, mending, up-cycling, re-purposing and repairs;
- writing (letters / articles); and
- being a willing extra pair of hands to support events or activities.

Table 6: Skills to be shared, for leading or organising and to learn more about; highest ranking in bold

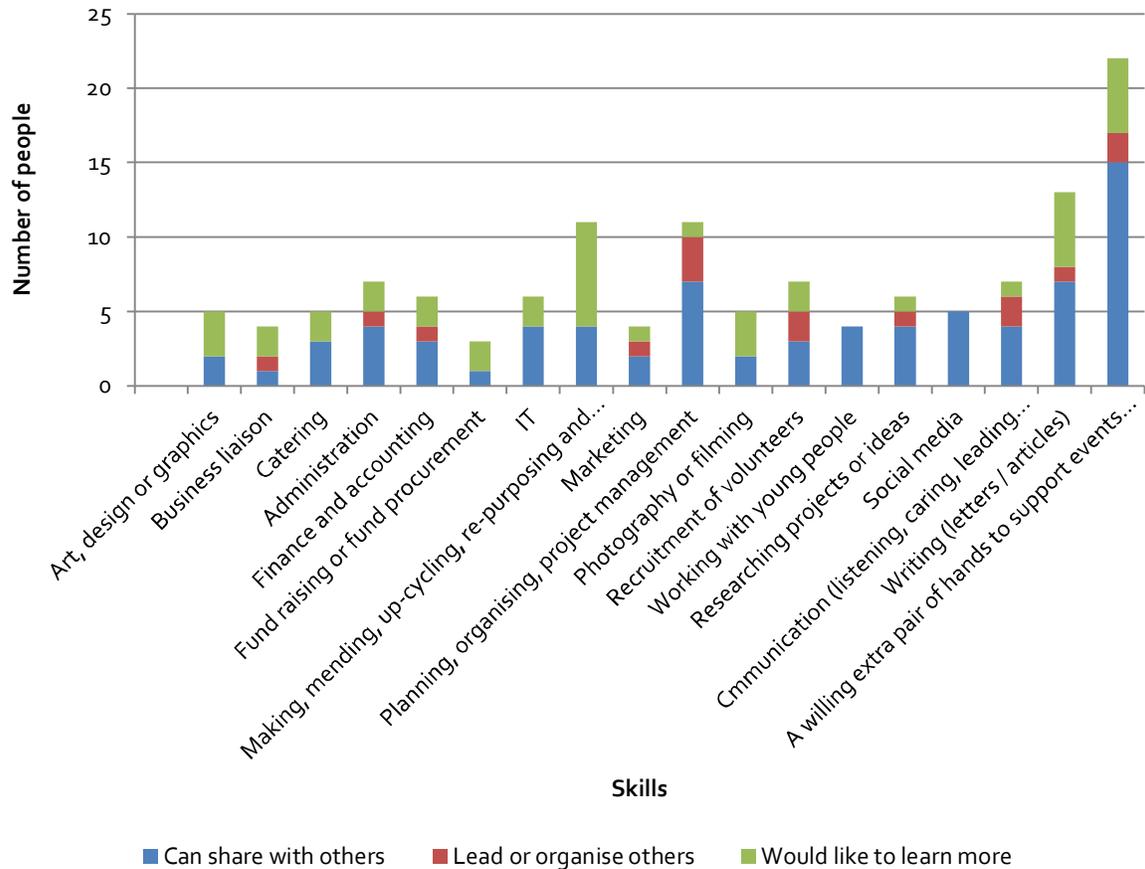
Skill	Can share with others	Lead or organise others	Would like to learn more
Art, design or graphics	2	0	3
Business liaison	1	1	2
Catering	3	0	2
Administration	4	1	2
Finance and accounting	3	1	2
Fund raising or fund procurement	1	0	2
IT	4	0	2
Making, mending, up-cycling, re-purposing and repairs.	4	0	7
Marketing	2	1	1
Planning, organising, project management	7	3	1
Photography or filming	2	0	3
Recruitment of volunteers	3	2	2
Working with young people	4	0	0
Researching projects or ideas	4	1	1
Social media	5	0	0
Communication (listening, caring, leading discussions)	4	2	1
Writing (letters / articles)	7	1	5
A willing extra pair of hands to support events or activities	15	2	5
Total	75	15	41

Other skills offered

- I have not ticked any of the above as I do not feel able to commit or make promises which I might not be able to keep. And please, please to play an informal role in passing on information and helping to make connections where appropriate.
- Engaging the media.

Overall the most frequently responded to skill was being a willing pair of hands, followed by writing articles and letters. The skills then identified by respondents were making, mending, up-cycling, re-purposing and repairs, and planning, organising, project management.

Figure 4: summary of skills



7. Suggestions for the future

Thirteen people had suggestions for things they'd like to see more of. Many suggestions overlapped. The following summary is a collation of suggestions made by more than one person for activities respondents wanted to see more of.

- Carry on with what we are already doing.
- A focus on action and outcomes, rather than discussion which does not lead to action.
- More people actively engaged on common interests in small working groups and on mini projects, with fluidity between groups and flexible ways of getting involved without feeling daunted by the scale of the issues.
- Events with speakers or debates between experts, open to the public.
- Partnership working, and engagement with local businesses, the university, the school, parish centre, churches, community groups (e.g. Rotary, special interest societies), people with long roots in the area.
- Social events.

There were eight suggestions for things people wanted less of, which were mostly about the following:

- Political activity or association with protests.
- Discussion without action.

Suggestions for engaging with the community included.

- Group meetings less intimidating for people who don't want to be put in the spotlight.
- Use empty shop windows to publicise AAFAF.
- Target activities at specific groups e.g. school children and parents, older residents.
- Use local media and social media. e.g. Ambleside on-line; school website; Growing up in Ambleside in 70s & 80s; parish magazine.
- The name AAFAF puts people off....it sounds too much like a Faff...that has been an issue when trying to ask others to join. Change the name to something more positive. The branding makes a massive difference. Just Ambleside Climate Change Group...no initials. Local people trying to make a difference.
- Hold events e.g. social events, entertainment/play, workshops, street activities, car boot sale to promote reuse/recycle, local produce stall.
- Hold consultations about specific proposals, e.g. community energy.
- Offer to give talks to local organisations/businesses or at local events, and ask them to share their skills with us.
- Find areas of common interest among groups we can pull together and help them to identify "mini" projects that they can work on without feeling daunted by the scale of the issues.
- Reach out to the Parish Council, Rotary and also Ambleside Business Community more about what we are doing and what our aims are. Maybe try and get a feature in Ambleside magazine.

Conclusions and recommendations

Overall respondents were positive about the group and the activities that had been implemented to date. In a number of questions respondents indicated they would like to see a focus on actions that have a specific purpose. There were not many people who volunteered to lead or co-ordinate activities. Many people did volunteer as a willing pair of hands.

Based on the survey results, trustees could engage the respondents in the following ways.

- Provide more information about what is happening, through as many channels as possible, so people know how and when to engage.
- Find ways to engage the people who said they were a willing pair of hands. Should we actively approach people and ask them to do specific things?
- Invite a speaker to provide expert knowledge and ideas, they talk for 20 minutes. Then people work in small groups for 20 minutes thinking how they would like to take action based on what the speaker has said. Then 20 minutes in the whole group to come up with action plan and people to work on those actions.
- Identify the people who said they would lead or co-ordinate activities and phone them to see what they are prepared to do; phone with suggestions.
- Ask non-members if they would like us to add them to our mailing list.
- If we agree that a particular suggestion is worth taking up, ask those who suggested it to lead it.