

# Report on Cambois Creates Survey

## Contents

1	Management Summary .....	1
2	Method .....	2
3	Response Rate .....	3
4	Activities / Skills/ Volunteering Questions.....	3
5	About Cambois Questions .....	12
6	Demographic Questions .....	17

## 1 Management Summary

The purpose of the survey was to establish what the residents of Cambois, North Blyth and East Sleekburn wanted to see from the Cambois Creates project.

5.4% of our target audience responded to the survey suggesting we still need to do more to capture sufficient interest in the Cambois Creates project with the target area. Although it could be argued that a survey is not likely to capture that interest.

A consistent theme running through the responses suggest that activities related to history and heritage are important to the respondents of the area. To a lesser extent, so are musical activities. In terms of cultural activities, the respondents are clearly interested in participating in cinema, theatre, museums and music and currently have to travel outside the area to access these.

There is scope to engage residents to help set up or run additional activities on a voluntary basis.

We weren't surprised by the range of skills that the respondents displayed, but we were surprised that they were willing to share these skills on a paid or voluntary basis. Again, this suggested there is scope to develop and deliver activity using local skills, although this skill may need to be paid for.

Respondents identified people who could deliver activity, although none of the people they identified completed the survey. Some care would have to be taken in approaching these people.

When we asked what respondents thought other people would think about the area, there were mainly negative responses that suggested the respondents anticipated a stereotypical view from 'outsiders'. However, there were some positive views and in particular, the beach is seen as a positive resource for the area. There was an interesting conflict between whether the area is seen as industrial or rural. There was an overall feeling that the community wanted their area to be seen as welcoming and friendly.

We asked what were the challenges facing the area and this question probably resulted in the most engagement from respondents. The top three challenges were the lack of transport, the lack of shops and the lack of social facilities.

It is interesting to contemplate how the area can be seen as welcoming and friendly when people coming into the area are limited in their opportunities to contact residents given the lack of services that both residents and visitors can access. Put another way, there aren't many opportunities for residents and visitors to mix. Would it be possible to promote Cambois Creates as a way for the community to show the rest of Northumberland how welcoming and friendly the place is?

Around 38% of respondents thought the area was a healthy or very healthy place to live and only 17% thought it was unhealthy. This is interesting to note given that the ward of East Bedlington (which contains Cambois, North Blyth and East Sleekburn) has a greater proportion of people whose activity is limited by their health than most other parts of Northumberland.

When communicating with the local community, we need to use Facebook (probably Cambois Matters Facebook group) and leafleting; as well as identify those people who can promote within the community. The respondents gave some key contacts that might support this: interestingly, the local MP was highlighted by more than one respondent.

In terms of what would encourage people to attend any event we produce, we need to ensure that it is put on by the local community and that it is free. We also need to find a way for local people to encourage others to attend.

When we asked how people would like Cambois to be seen in 100 years, the key words that come out of these responses are 'Heritage', 'Beauty' and 'Community'. Aside from these words helping us to theme activity, it may be that in any promotion of events outside of the area, we can use these words to start to build this view.

Finally, the survey identified that 76% of respondents would be interested or very interested in attending an event. However, this survey only definitely shows that 4.4% of the households in the area would be interested in attending an event.

## **2 Method**

We created a paper-based survey and an MS Forms online survey.

The paper-based survey was hand-delivered to around 400 properties in Cambois, North Blyth and East Sleekburn. Attached to it was a flyer explaining what to do and providing details of the prize draw available; and a Freepost envelope. The flyer included a QR Code that provided a link to the MS Forms online survey. A further 100 surveys were left at Cambois Club along with a box to collect responses. Residents could also leave completed paper surveys in the 'library' outside the former Miners Welfare Institute (The Tute).

The online survey was advertised through social media on Cambois Matters Facebook page, and on The Tute's and November Club's social media (Facebook, Instagram and X).

### **3 Response Rate**

We had hoped to see a return of at least 100 surveys as this would have given us statistically significant results and would have required a response rate of 20%. We anticipated that this level of returns would be challenging, which is why we offered such a generous prize. We received 70 responses to the survey.

Looking at the raw data, it appears that several people who don't live in Cambois, North Blyth or East Sleekburn have completed the survey. Because we wanted the survey to be completed by the general public, we had to allow anyone to have access to the survey. It looks like people have accessed the survey through our social media posts and responded to the survey either purely to be entered into the prize draw or to purposefully subvert the results.

More than one member in a household could have responded by using the online survey or by accessing spare paper surveys from The Cambois Club. The results show that two people responded separately in three of the households.

If we strip out the records that do not relate to a Cambois, North Blyth or East Sleekburn postcode, we are left with 26 responses. We also received one response from Stakeford, one from Cramlington and one from Choppington, which whilst outside of our intended survey reach, is within the Tute catchment area. This report is based on those 29 responses.

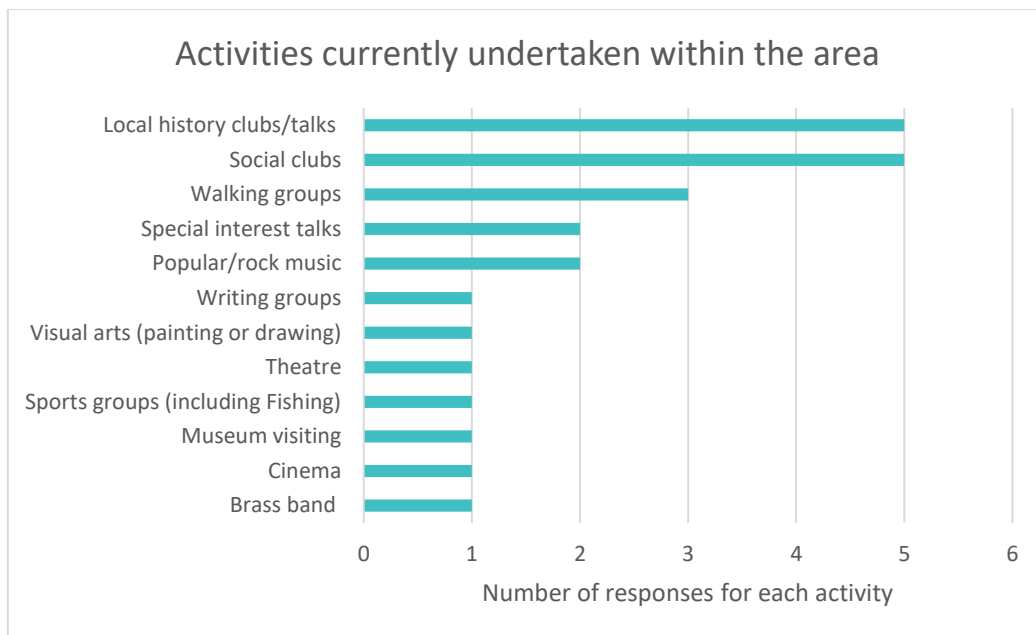
5.4% of our target audience responded to the survey. We have not achieved the response rate we had aimed to achieve.

### **4 Activities / Skills/ Volunteering Questions**

The first few questions of the survey relate to the activities that residents were involved with already, what else they would like to see happen in the area and what help they would be willing to provide. These questions were intended to identify what activities we should include within the project, what skills existed in the community that we could utilise within the project and what scope there was for the activities to last beyond the project.

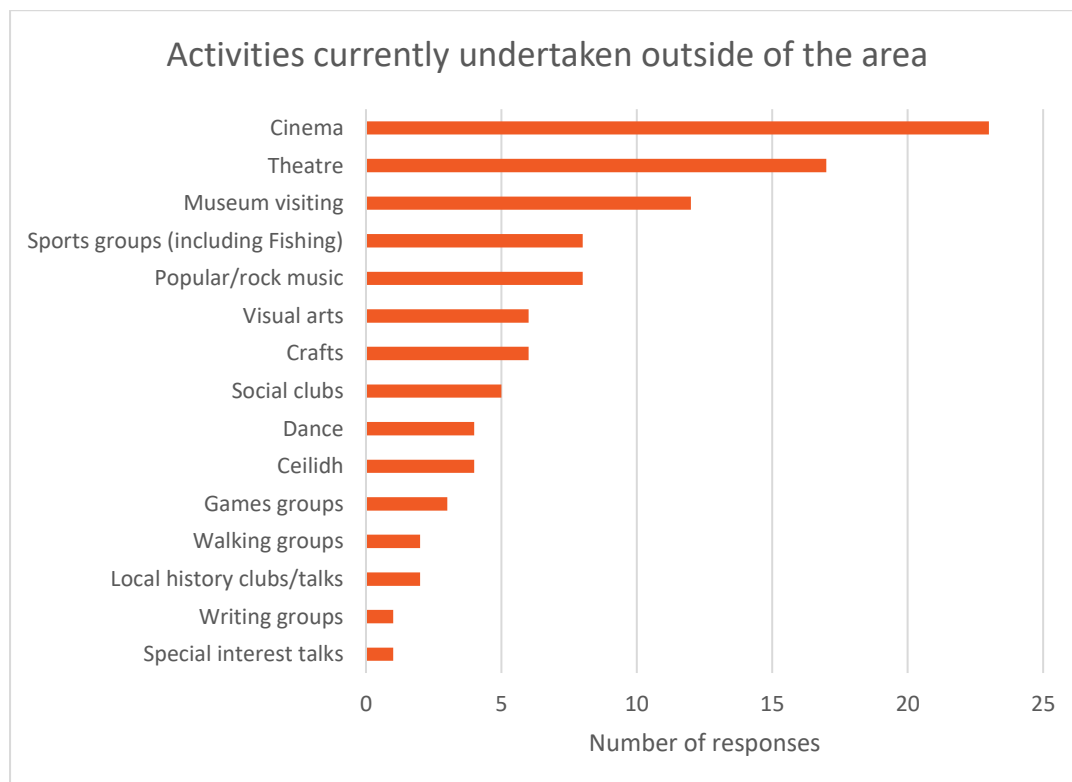
#### **4.1 What activities do you currently do in Cambois, North Blyth and East Sleekburn?**

15 respondents undertook activities within the area. The chart below shows all the activities being undertaken. Some respondents undertook more than one activity. The respondents seem particularly interested in local history, socialising, walking and music.



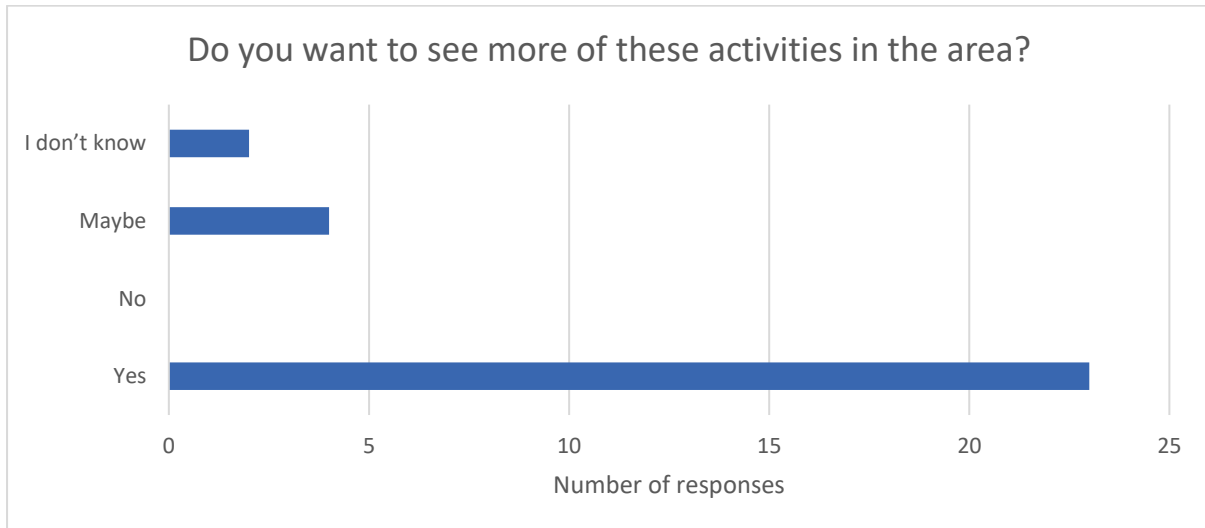
## 4.2 What activities do you travel outside of Cambois, North Blyth and East Sleekburn for?

27 respondents undertook activities outside of the area. The chart below shows all the activities being undertaken. Some respondents undertook more than one activity. Unsurprisingly, given the lack of facilities in the area, residents travel outside of the area for most of their cultural activity. In terms of cultural activities, the respondents are clearly interested in participating in cinema, theatre, museums and music.



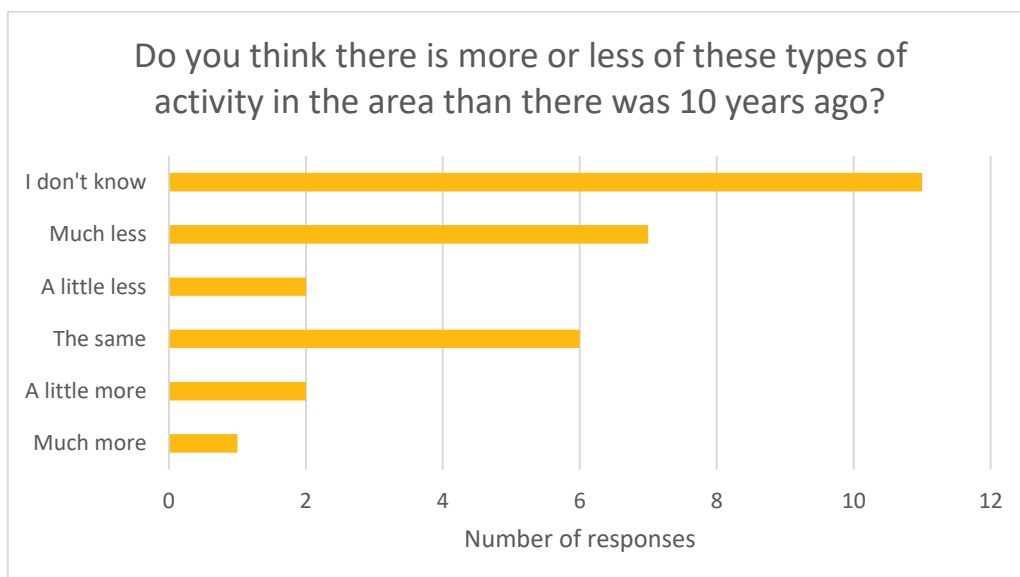
### 4.3 Do you want to see more of these types of activities in Cambois, North Blyth and East Sleekburn?

All respondents replied to this question and most wanted to be able to undertake the activities within the area.



### 4.4 Do you think there is more or less of these types of activity in the area than there was 10 years ago?

All respondents replied to this question and most didn't know if there was more of less activity in the past. Only three respondents thought there was 'much more' or 'a little more' activity.

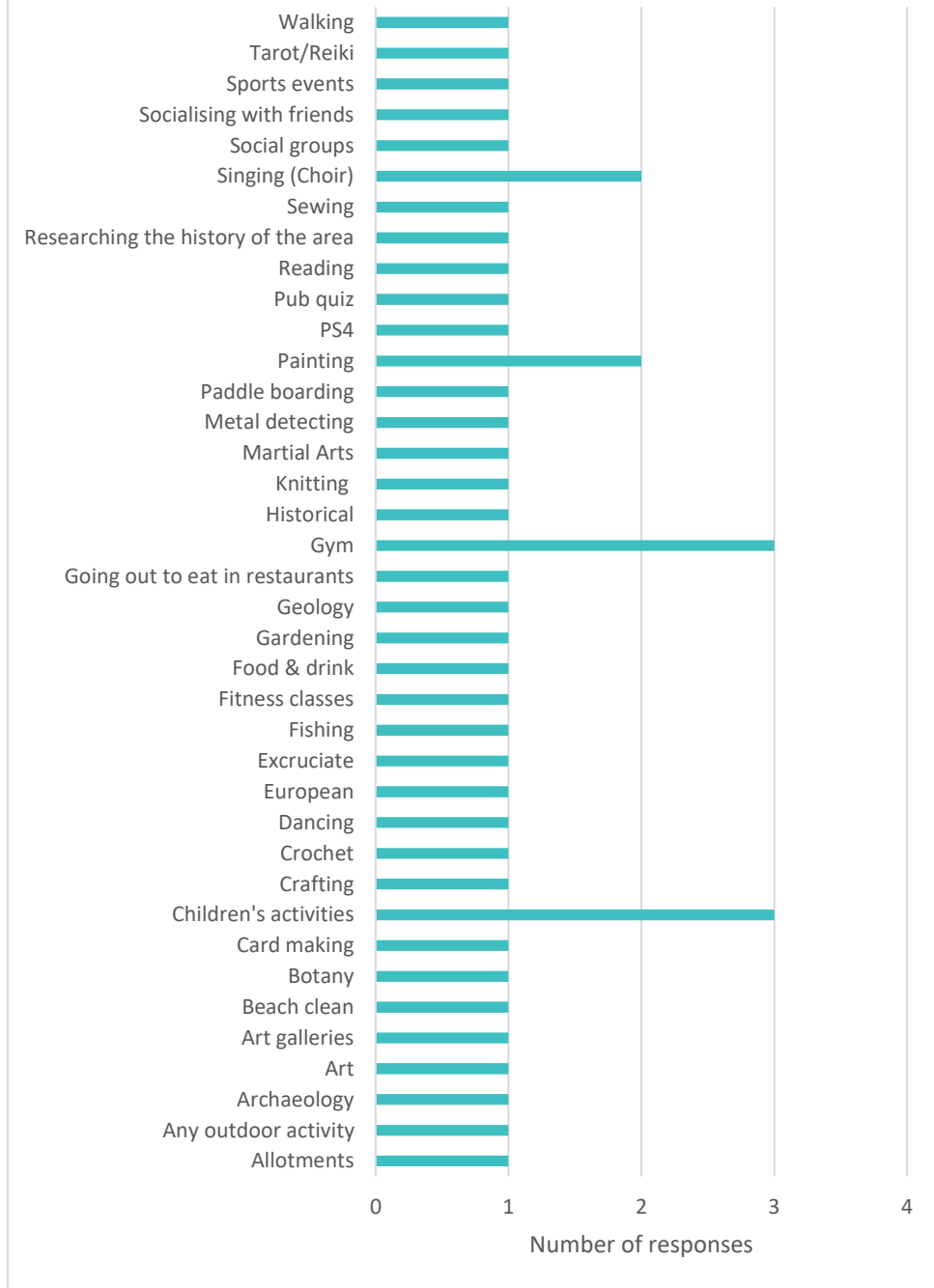


#### **4.5 Please list any other activities or hobbies that you enjoy doing.**

There were 26 responses to this question and some people listed more than one response. The top activities were the gym (3), children's activities (3), singing in a choir (2) and painting (2). Some people used different words for similar activities, so someone was interested in 'Art' and this might be similar either to 'Painting' or to 'Art Galleries'. We assume that 'PS4' relates to Play Station 4, but we don't know what 'Excruciate' is. (This person provided two other understandable options, so it may be a spelling mistake.).

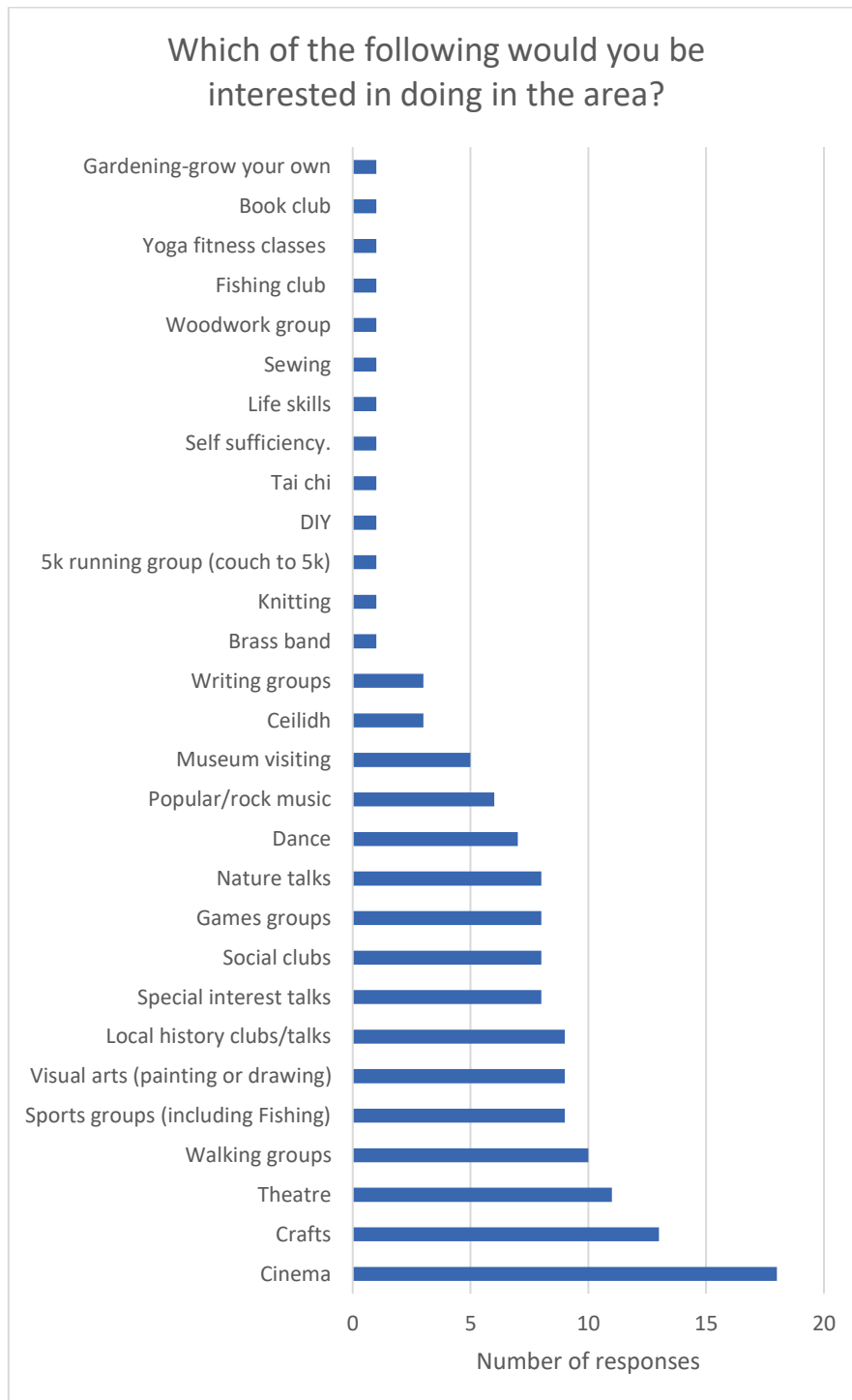
The responses to this question don't provide clear direction regarding any other activities the Cambois Creates project should consider.

## List other activities/hobbies you enjoy doing



#### 4.6 Which of the following would you be interested in doing in Cambois, North Blyth and East Sleekburn if they were offered as free activities? Please tick all that apply.

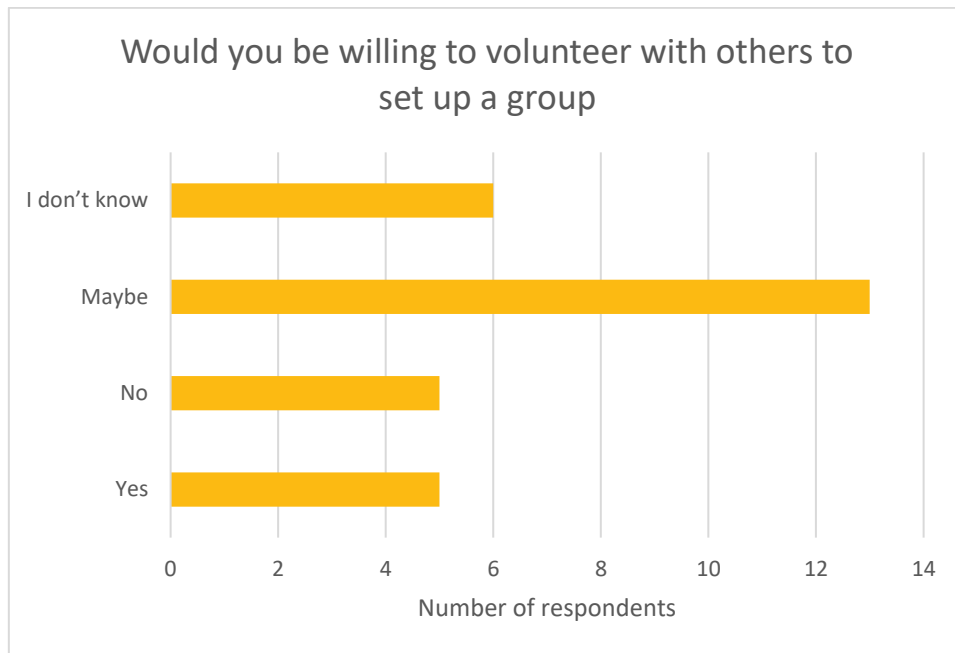
There were 27 responses to this question and some people listed more than one response or provided other suggestions. The top four activities are having access to films, craft workshops, theatre events and walking groups. In fact, 62% of the survey respondents were interested in seeing free cinema in Cambois.



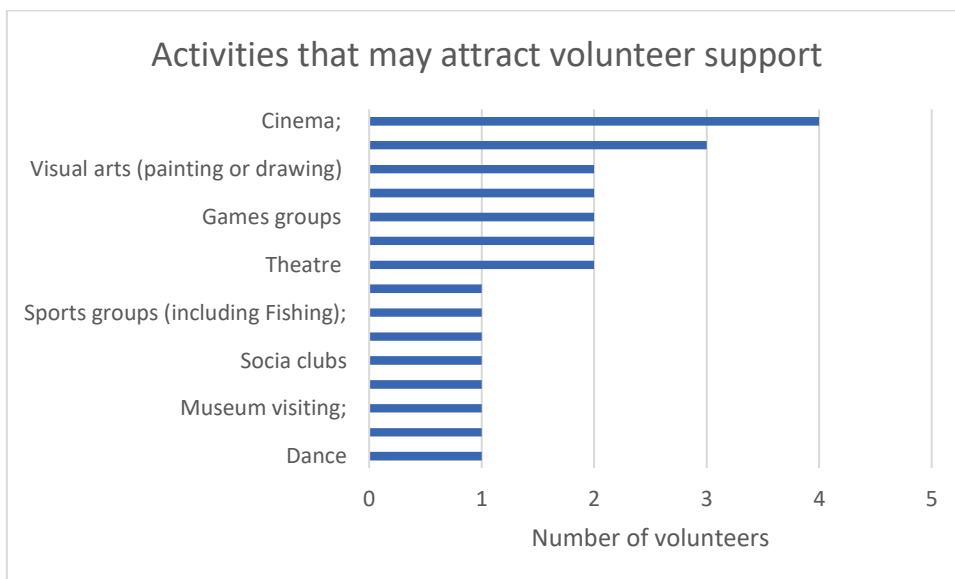


#### 4.7 Would you be willing to volunteer with others to set up a group to do any of the things you are interested in?

We included this question to establish if there were local people willing to help develop the Cambois Creates project. For the project to have ongoing sustainability, local people will have to become involved in the ongoing running of activities. Five people would be interested and a further twelve may be interested.



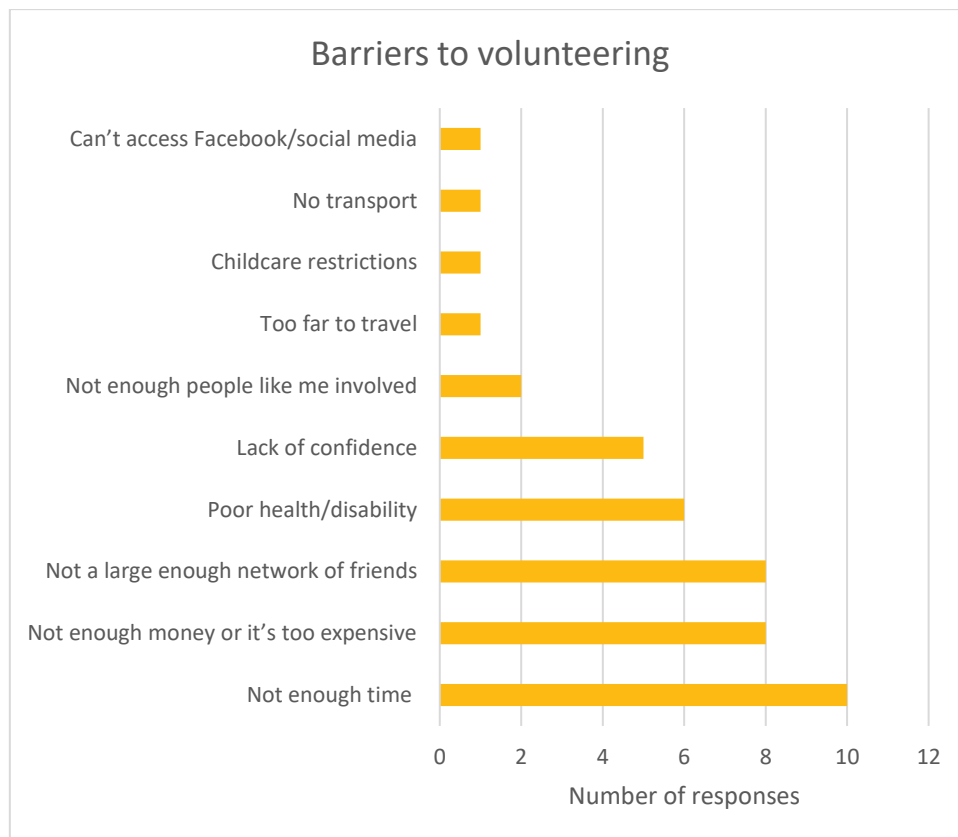
The people who would be willing to volunteer were interested in the following activities. This may make these activities more sustainable in the long-term.



## 4.8 What barriers would stop you from doing this, or do stop you from wanting to do this?

There were 25 responses to this question, including four of the people who actively **would** be willing to volunteer. 15 of the 25 cited more than one barrier.

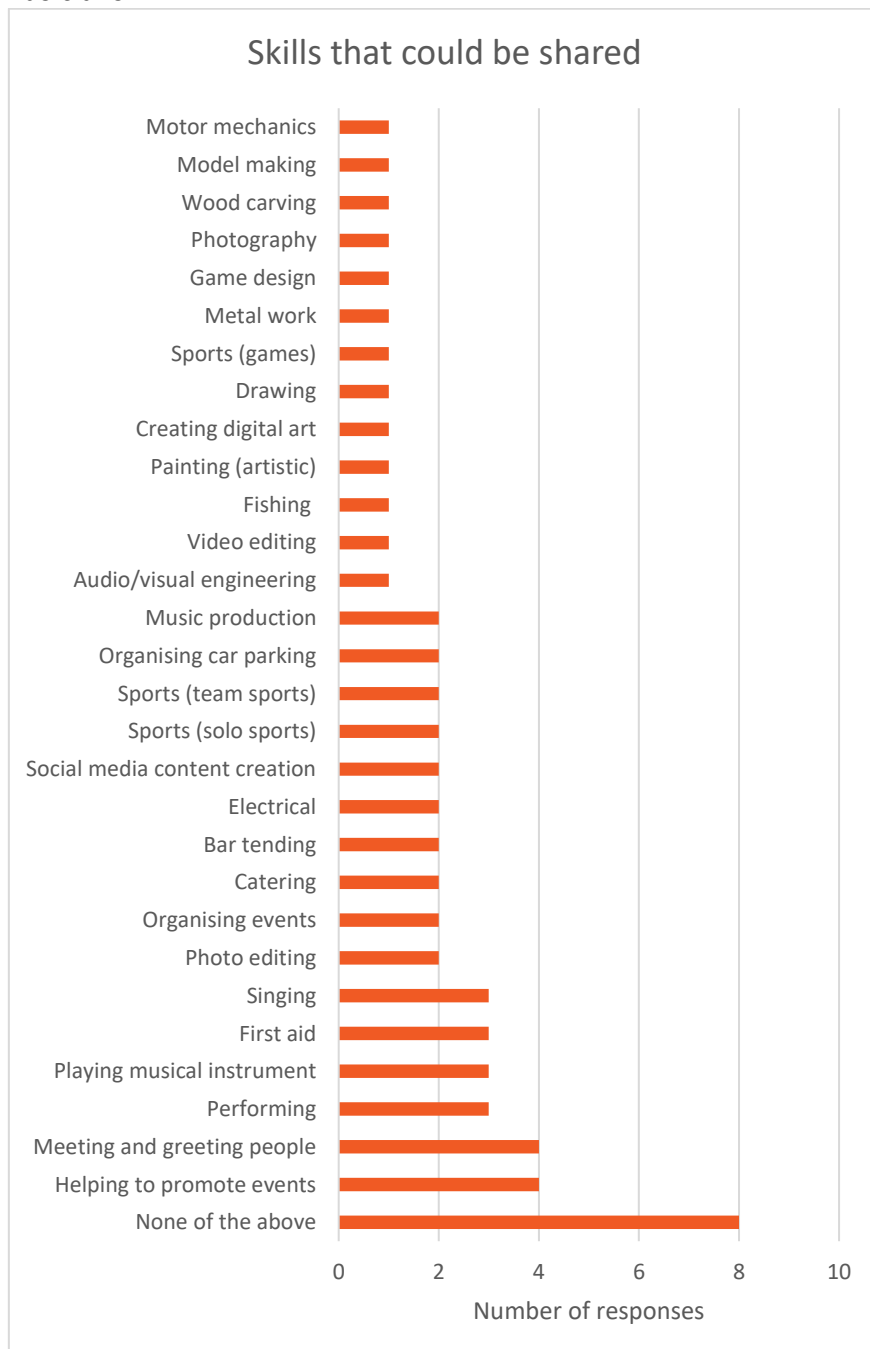
When we drafted this question, we considered the typical barriers that people face when doing any kind of activity. On reflection we may have been better thinking about the barriers that were specific to volunteering. Whilst the most popular reason why people would not volunteer is 'Not enough time', the second most popular reason 'Not a large enough network or friends' doesn't seem a barrier to volunteering.



**4.9 Look at the list of skills below. Identify which ones you possess. Then select those that you would be willing to share with others (on either an amateur or professional basis).**

There were 23 responses to this question and some people listed more than one response. One person also said “I would like to join activities ... help out ? ... learn ...”. Eight of the respondents did not have any skills they wanted to share.

Whilst the number of volunteers is small, there is quite a range of skills that individuals would be willing to share. Clearly some people we could call upon to promote events, to help greet people to provide first aid support. We also have a selection of performers, singers and musicians.

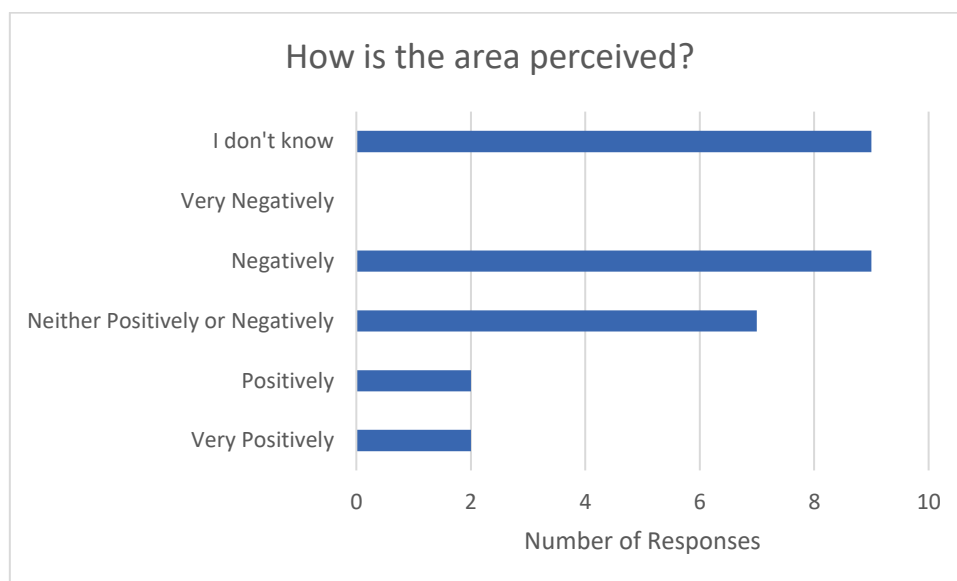


## 5 About Cambois Questions

We used questions in this section to find out the issues that residents faced in the area and what, therefore, we would have to do to make an event more attractive to them.

### 5.1 How do you think Cambois, North Blyth and East Sleekburn are perceived by people outside of the community?

There were 29 responses to this question. Removing the 'I don't know' answers, most of the remaining respondents thought the area was viewed negatively by those from outside the area, although 20% of the remaining respondents held a more positive view.



### 5.2 If you were to pick three words to describe how people perceive the local area, what would they be?

There were 24 responses to this question. The most commonly occurring word was 'beach', with 'beautiful', 'boring' and 'quiet' following closely behind.



[Cambois \(freewordcloudgenerator.com\)](http://freewordcloudgenerator.com)

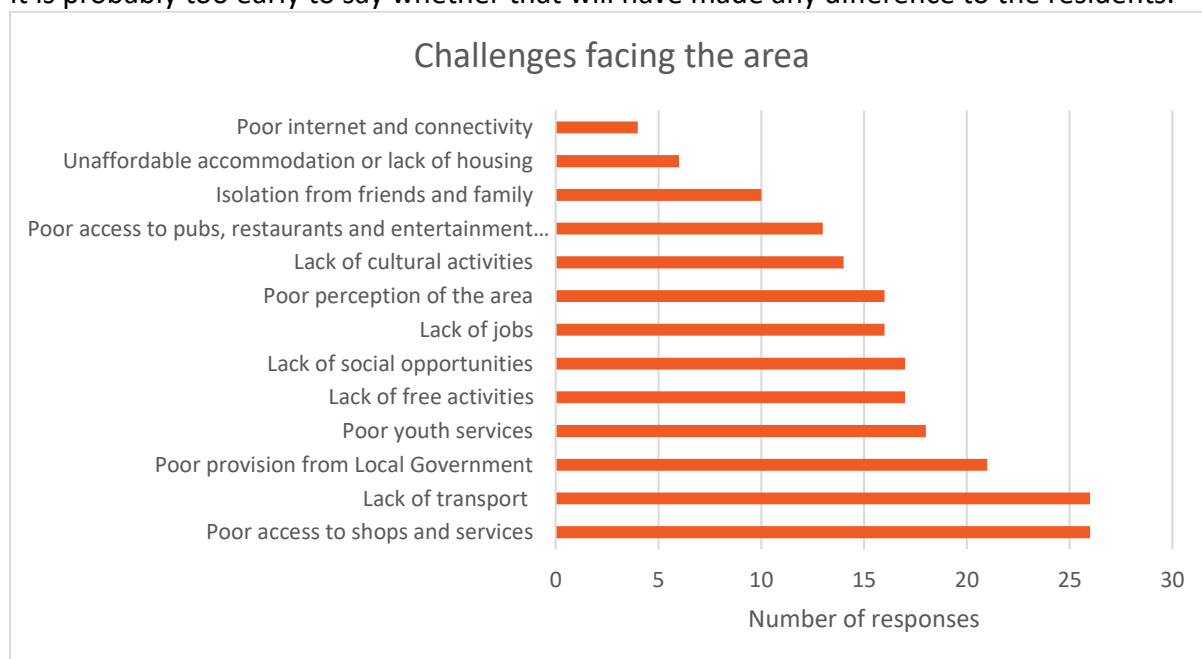
### 5.3 How would you like people to perceive the local area in future?

There were 26 responses to this question. The most commonly occurring words were ‘interesting’, ‘fun’, ‘friendly’, and ‘welcoming’.



### 5.4 What do you think the challenges are in Cambois, North Blyth and East Sleekburn?

There were 28 responses to this question and all but one of these identified multiple challenges. The most frequently cited challenges were ‘poor access to shops and services’ and ‘lack of transport’. A bus service has been recently introduced into the village, however it is probably too early to say whether that will have made any difference to the residents.



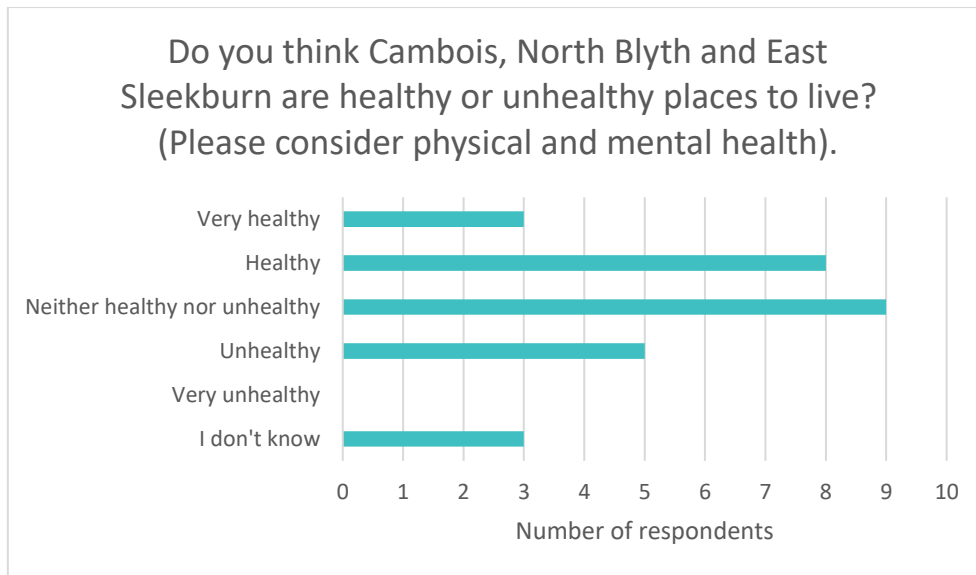
We provided a range of challenges for respondents to select from and this will have influenced their responses, so we also asked them to identify any other challenges they saw. Their responses were:

- Integration of people buying new build properties
- Investment, seems little interaction going on.
- Very little local funding seems to be spent in the Cambois area compared to Bedlington et al.
- The distances from clubs. Parking facilities e.g. visitors, club users taking up residents parking.
- No mains gas in property.
- Expensive to live here.
- Not well known about.
- Lack of shop.
- Public transport and local amenities
- To be able to hold a wedding for the community of Cambois/North Blyth at our local church.
- I'm Ripken (?) from out of area parking in awkward places to go to beach.
- Because the areas is mostly considered industrial there is a lack of drop kerbs for buggies/wheelchairs (when the weather is bad the path along the road is far better then the beach path for wind exposure). Paths are uneven and broken slabs so a massive trip hazard - I have tripped over twice injuring my ankle and knee. Grass is left to overgrow also preventing the path to be used, it's currently overgrown now and has been since May.
- Entrenched negativity
- If you don't drive your stuck
- The road conditions,

We also asked respondents to identify the top three challenges. We categorised the comments we received and identified that the top challenge was the lack of transport, the next most common was the lack of shops and the final one was lack of social facilities. In particular, one resident in North Blyth noted that there were no social facilities in their village.

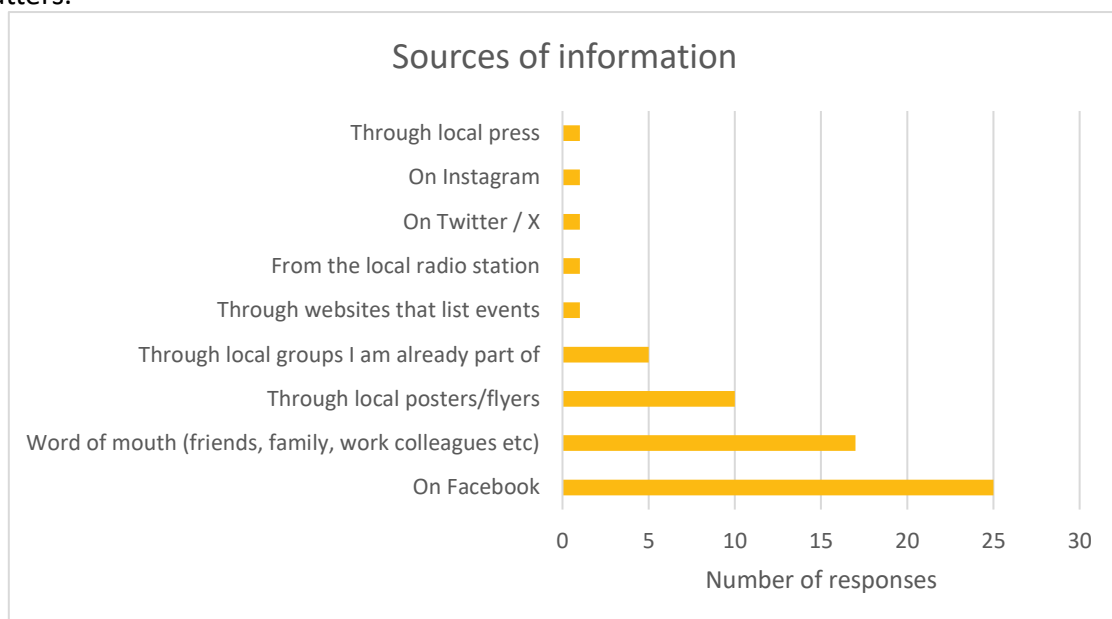
## **5.5 Do you think Cambois, North Blyth and East Sleekburn are healthy or unhealthy places to live? (Please consider physical and mental health).**

There were 28 responses to this question. Around 38% of respondents thought the area was a healthy or very healthy place to live. 31% were non-committal.



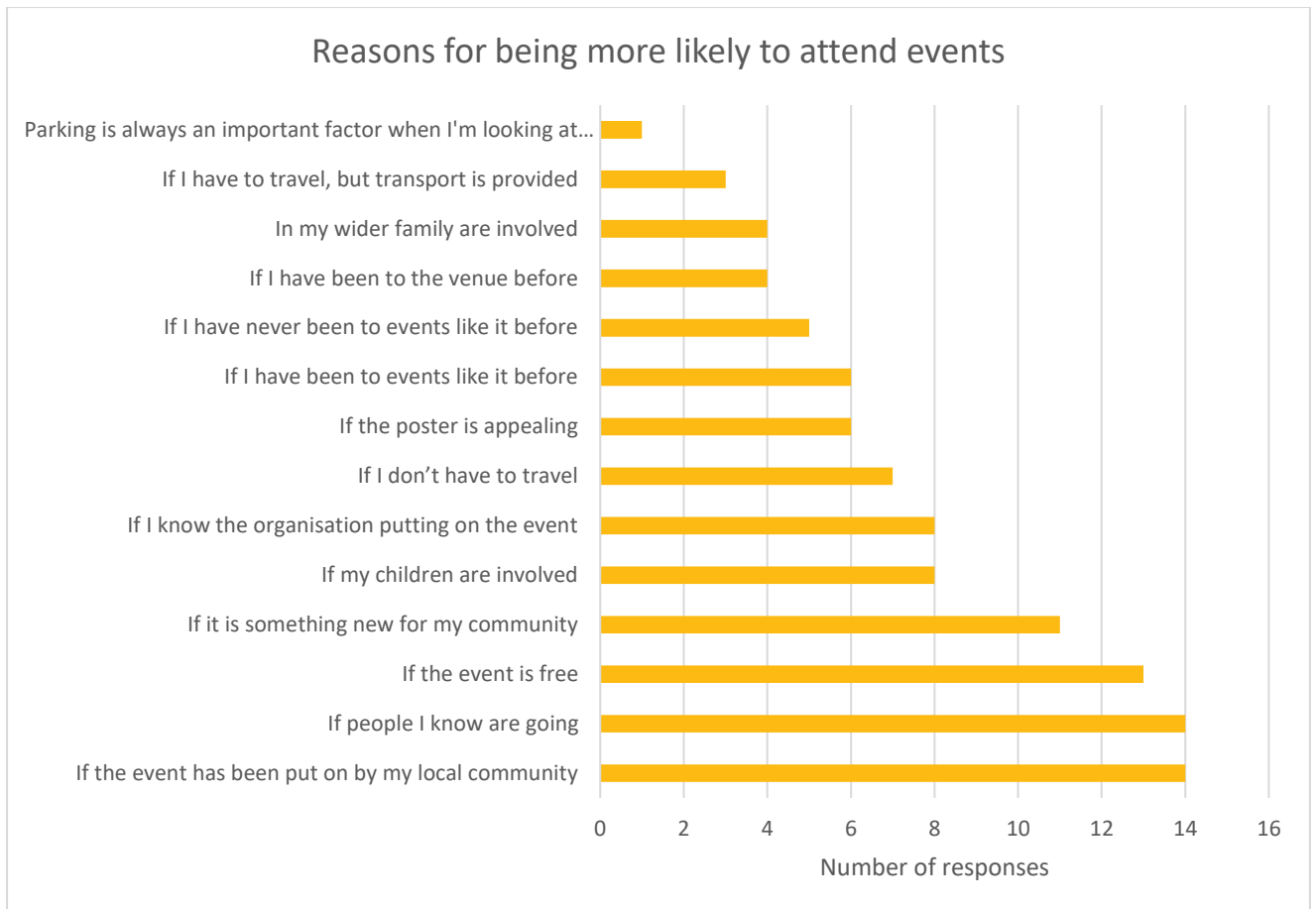
**5.6 Where do you get your information about events in the local community? Please tick all that are appropriate.**

There were 28 responses to this question. The most frequent source of information was through Facebook, although word of mouth and local flyers were well represented in the survey. Cambois appears to have a very well supported Facebook page, called Cambois Matters.



**5.7 Which of these would make you MORE likely to go to a local event?**

There were 25 responses to this question. The most common responses were ‘If the event is being put on by my local community’, ‘If people I know are going’ and ‘If the event is free’.



## 5.8 In 100 years, what would you like Cambois, North Blyth and East Sleekburn to be remembered for?

There were 17 responses to this question. We were hoping that this might clarify the long-term ambition for Cambois Creates. The key words that come out of these responses are 'Heritage', 'Beauty' and 'Community'.

- Rich cultural history
- Community involvement for all ages
- Surviving
- Friendly, welcoming residents with charming homes, well cared for village and a beautiful beach. A place that people went out of their way to visit. A place full of history.
- Being a good place to live
- It's heritage & community
- The friendly community
- Beautiful area and accessible
- Great family day out
- It's beauty
- Me
- Beauty - Landscaping Friendly & helpful community
- Community



- A community that always pulls together.
- Fantastic family friendly beach resort with lots happening
- Great place to visit
- History as there is a lot of history surrounding Cambois.

### 5.9 Would you be interested in attending or participating in a free outdoor festival of film, performance and projection that celebrates the area and its heritage?

There were 17 responses to this question. 76% of respondents would be interested or very interested in attending an event.

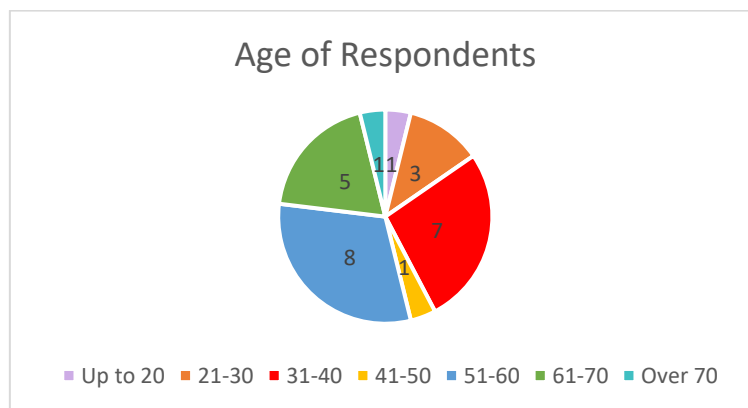
However, this survey only definitely shows that 4.4% of the households in the area would be interested in attending an event.



## 6 Demographic Questions

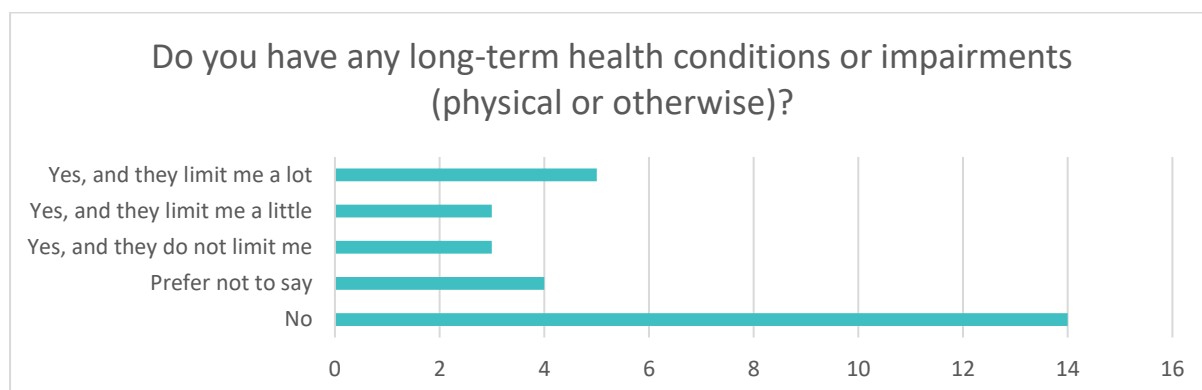
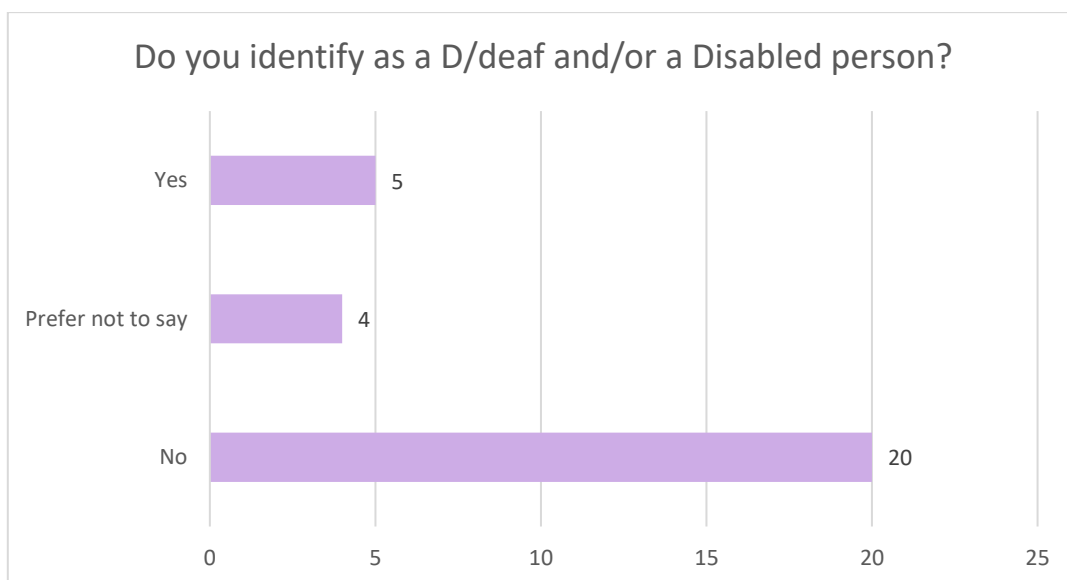
### 6.1 Age

26 respondents provided their age. Respondents from a range of ages completed the survey. The most popular age ranges were '51 to 60' and then '31 to 40'.



## 6.2 Disabilities

All 29 respondents answered the two questions related to disability and health. Five of the respondents identified as disabled with four of them suggesting their health conditions limited them a lot. One further person did not class themselves as disabled but had health conditions that limited them a lot.



## 6.3 Location

Of the 29 responses, 55% came from addresses in Cambois, 24% from North Blyth and 10% from East Sleekburn.

Postal Code area	Number of Reponses
Cambois	16
North Blyth	7
East Sleekburn	3
Choppinton	1
Stakeford	1
Cramlington	1