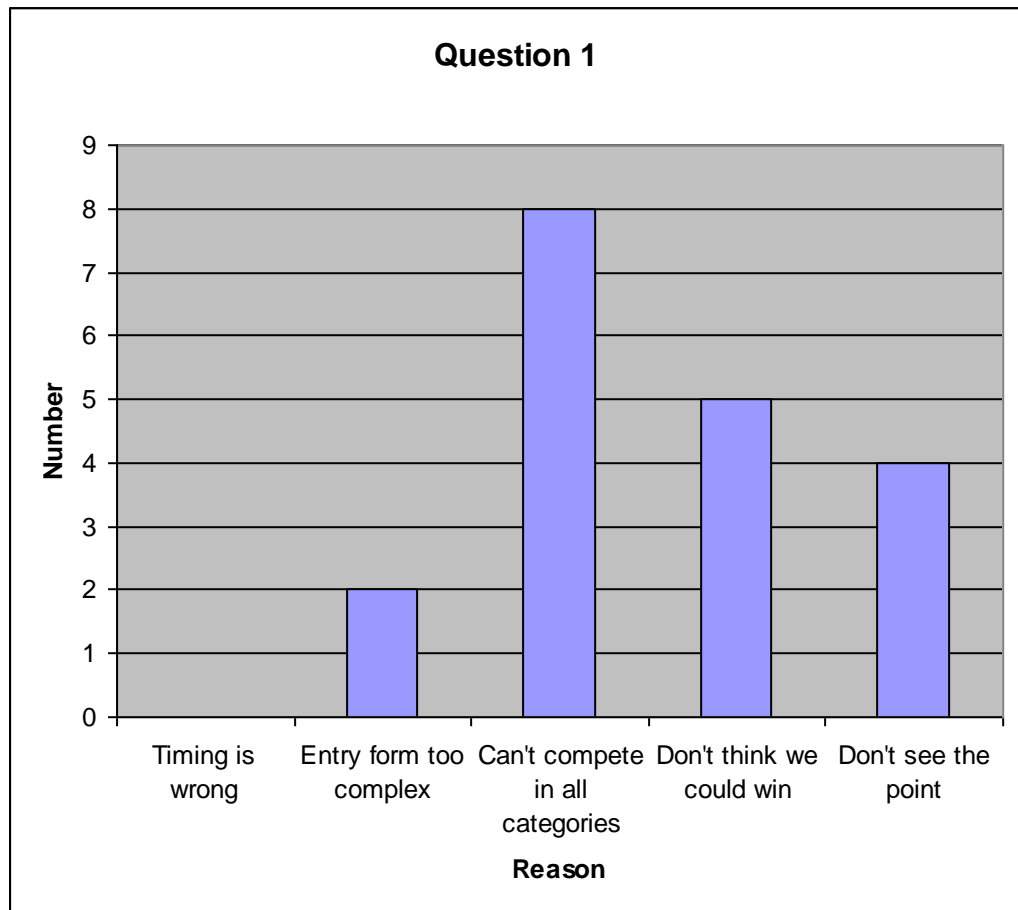


HERTFORDSHIRE VILLAGE OF THE YEAR SURVEY RESULTS

1. The Village of the Year Working Group, concerned at the very small number of entries in 2010 (8, compared with an average of around 12 and including just two villages contesting the Village of the Year North title), decided to survey potential entrants. The main objectives of the survey were to attempt to establish a) why villages were not entering the competition and b) what would encourage them to enter in the future. The questions were based on the existing competition format, and villages were invited to choose from a range of options, some of which included additional comments.
2. The survey tool used was a free online software called 'Survey Monkey' which allows a maximum of 10 questions.
3. 150 email addresses were contacted. These comprised Parish Councils and previous and current competition entrants. HAPTC (Herts. Association of Parish and Town Councils) included a link in its bulletin and a link was also placed on CPRE Herts. website homepage. Several email reminders were sent.
4. 46 survey responses were begun (approximately 30% of initial emailing), of which 38 were completed (82.6% completion rate).
5. The results, including the questions asked, are shown below.

Q1: The Hertfordshire Village of the Year competition is open to all villages countywide. If you have entered the competition before skip to question 2, if you haven't entered the competition, please tell us why not (*choose as many answers as you wish*), then go to question 3.

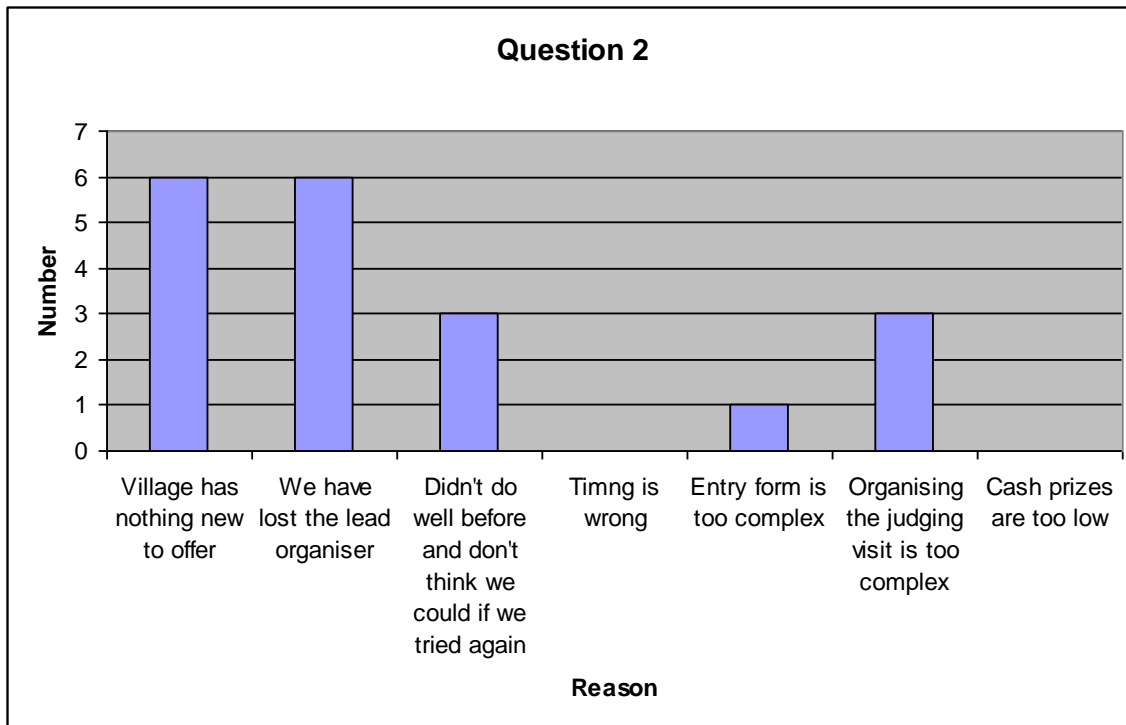
13 responses



Other (*please give brief details*). 12 responses:

1. Amount of effort/lack of enthusiastic volunteers/Parish Council has no time (*similar comments x 3*)
2. Don't want to encourage any more visitors to the village
3. We want to do it, but there are so many competing pressures that this results in being a nice-to-have rather than a priority
4. The initiative has not been raised before as something the village should undertake.
5. Harpenden is a town so not sure if we could enter
6. Haven't heard of it before
7. We have entered previously, but the competition requirements for a village as small as ours to win [*sic*].
8. Thought we were too big to enter.
9. There seem to be virtually no categories suitable for a small village.
10. We have won quite a lot in the last few years so think it is time to give someone else a chance.

Q2: If you have entered the competition in the last three years skip to question 3. If you have previously entered the competition, but not in the last three years, is this because (*choose as many answers as you wish*)? **10 responses**

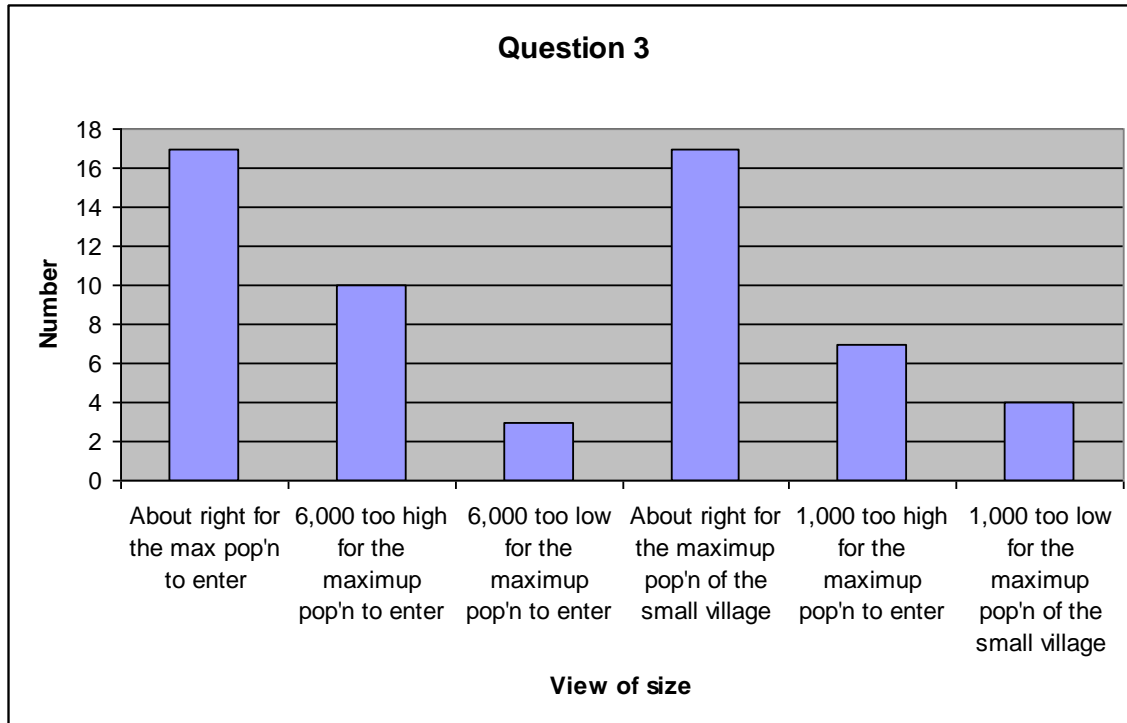


Other (*Please give brief details*). 4 significant responses.

1. No one to mastermind the entry (x 2)
2. The Parish Council tells me they don't wish to enter.
3. No one has the time to give to the organising of the entry with little benefit save publicity.

Q3: The maximum size of village population for entering the competition is 6,000. For being considered in the Small Village of the Year category it is, 1,000. Do you think this is?

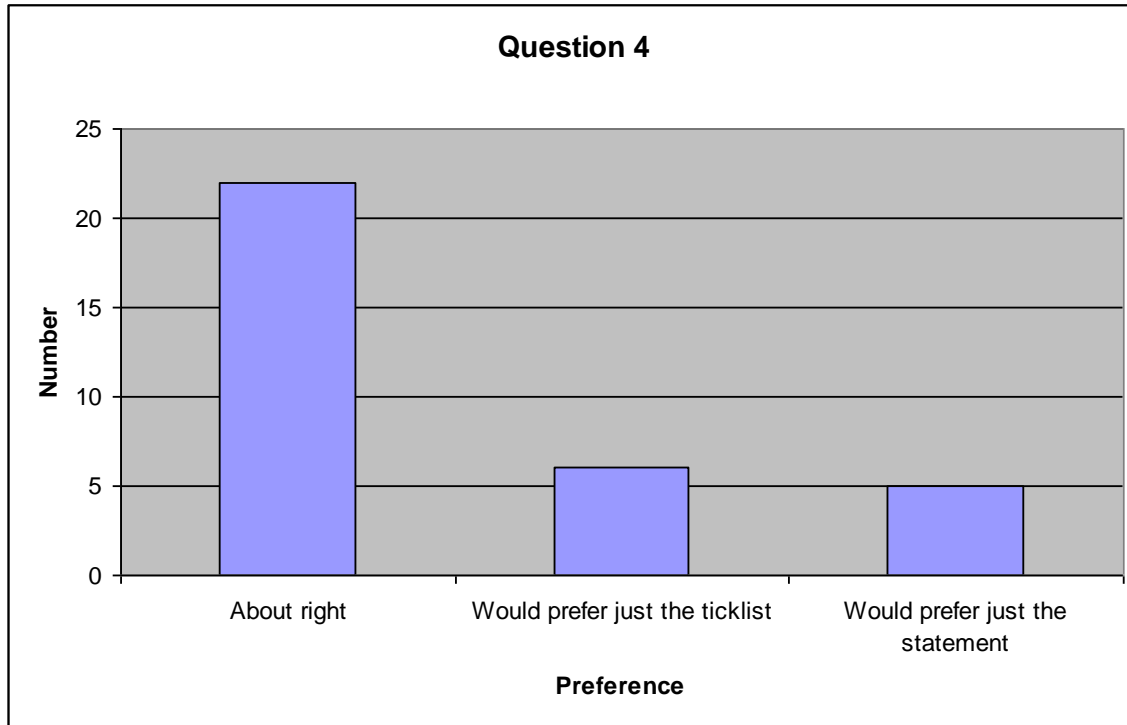
39 responses



If you think the numbers should be different, please indicate what you think the numbers should be (10 significant responses)

1. 700.
2. 2,000.
3. With all the extra housing that is expected by Government perhaps 7,500 might be a better figure to encourage larger villages to enter this very exciting competition
4. 1500.
5. Think 6,000 may miss some larger villages that are not towns e.g. Abbots Langley or London Colney for example.
6. 3,000 maximum to enter (x 2) and 750 for small village (x1)
7. Maximum pop'n for a small village should be 500.
8. Maximum 4,000, minimum 2,000
9. Max pop'n of small village ok at 1,000, maybe 800 would be better. 6,000 too high, more like a small town therefore 3,500 or 4,000 should be max pop'n to enter.

Q4: The entry form is currently in two parts, a ticklist with questions veering each of the four categories (Environment, Business, People, Communications) and a statement (max 500 words) on 'What Makes My Village Special'. Is this (*choose one*)? **33 responses**

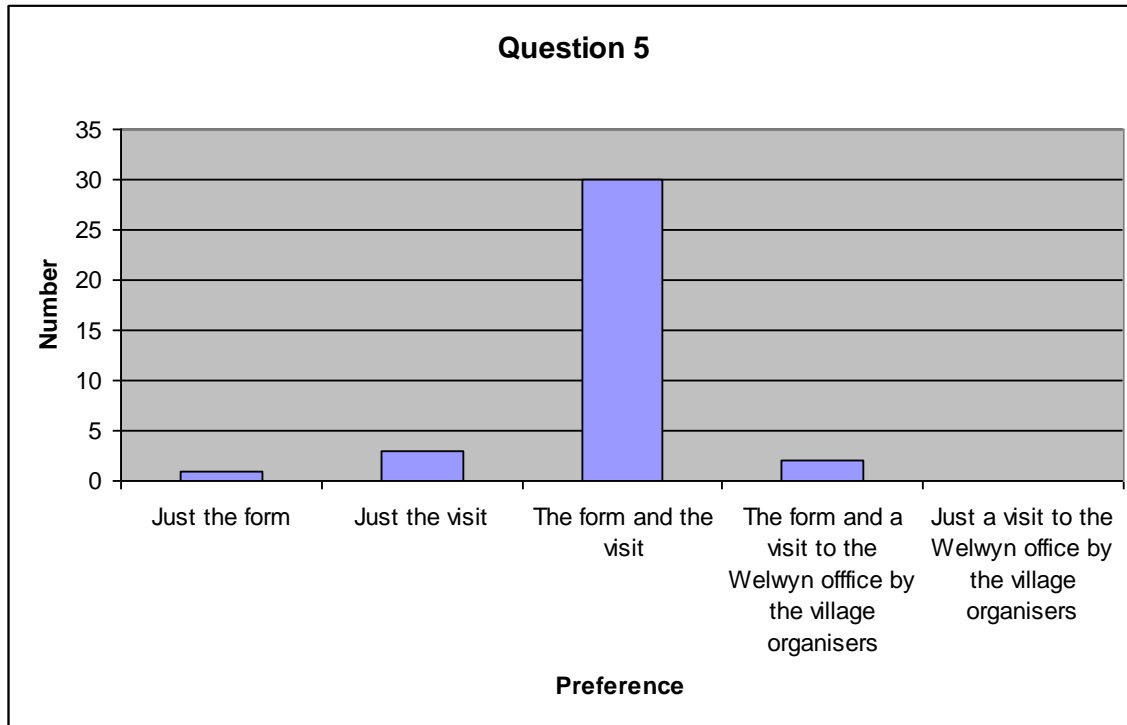


Would you prefer something else/different categories (*please give brief details*)

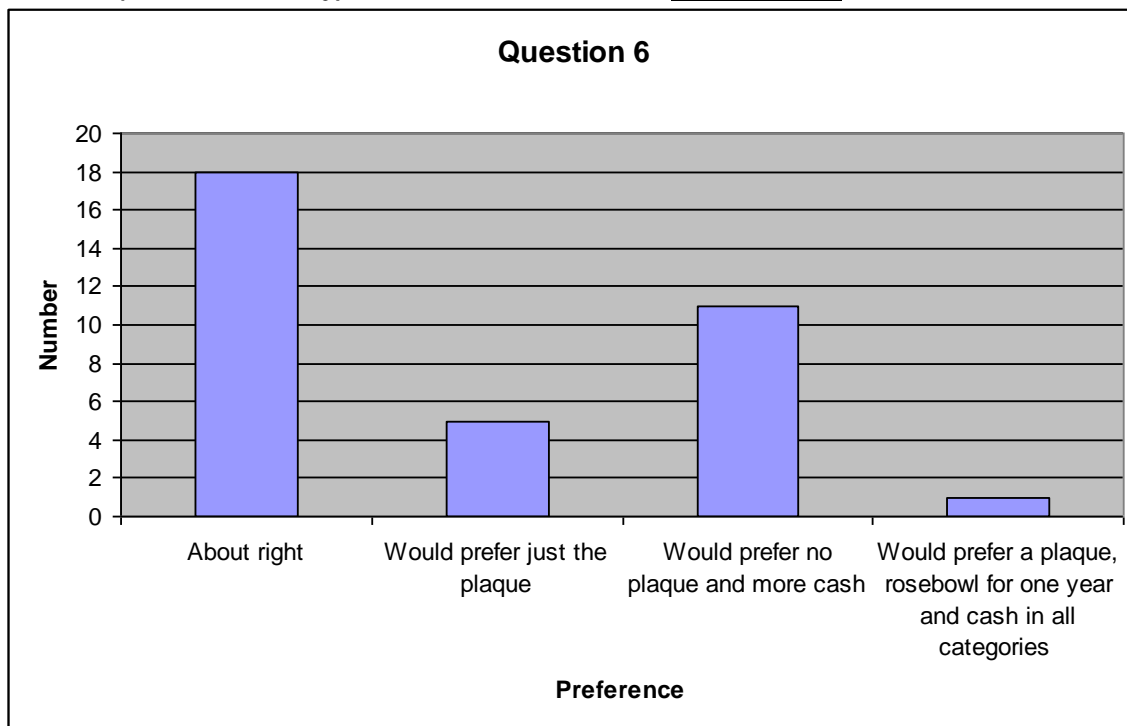
3 significant responses

1. It was not clear that you only saw the first part as a tick list. We ended up adding in many detailed answers because we did not feel we could cover the points adequately otherwise. Does this mean that our extra notes will have been ignored? A 500 word statement seems far too brief and again, we felt we needed to supplement that in part one as there was so much we wanted to tell you about our village. I appreciate that this would make a lot of extra work for the judges!
2. Both parts are essential. In tick list where comments are added an examples stated it is sometimes difficult to know which place to put something so can lead to duplication.
3. I find it difficult to reconcile the fact that sometimes we have the same judges and the next year there might be one different one so it is hard to decide whether to repeat oneself for the benefit of the new judge or not. If not, then that could act against us.

Q5 The entries are currently judged on the completed entry form and a pre-arranged visit to the village.
 Would you prefer (*choose one only*) 33 responses



Q6 Category prizes are currently £100 each plus a plaque each for Business, People and Communication categories; £100 plus a plaque and rosebowl for one year for the Environment category. Do you think these are (*choose one only*) 35 responses

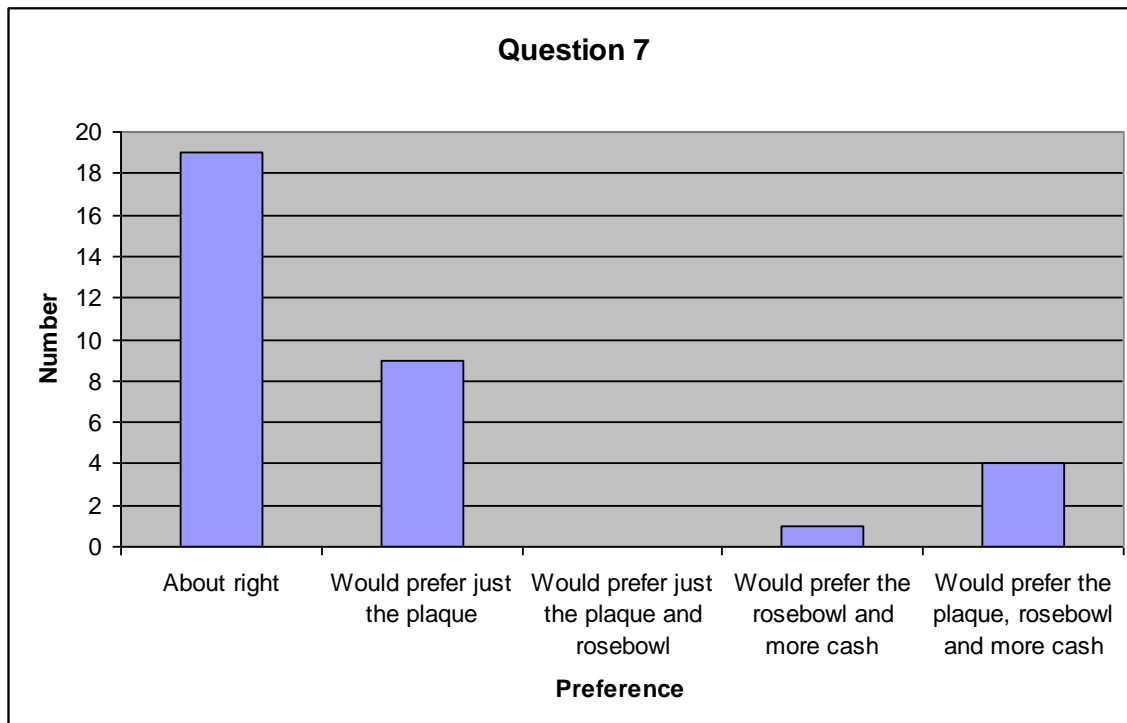


Other preferences (*please give brief details*) 8 responses

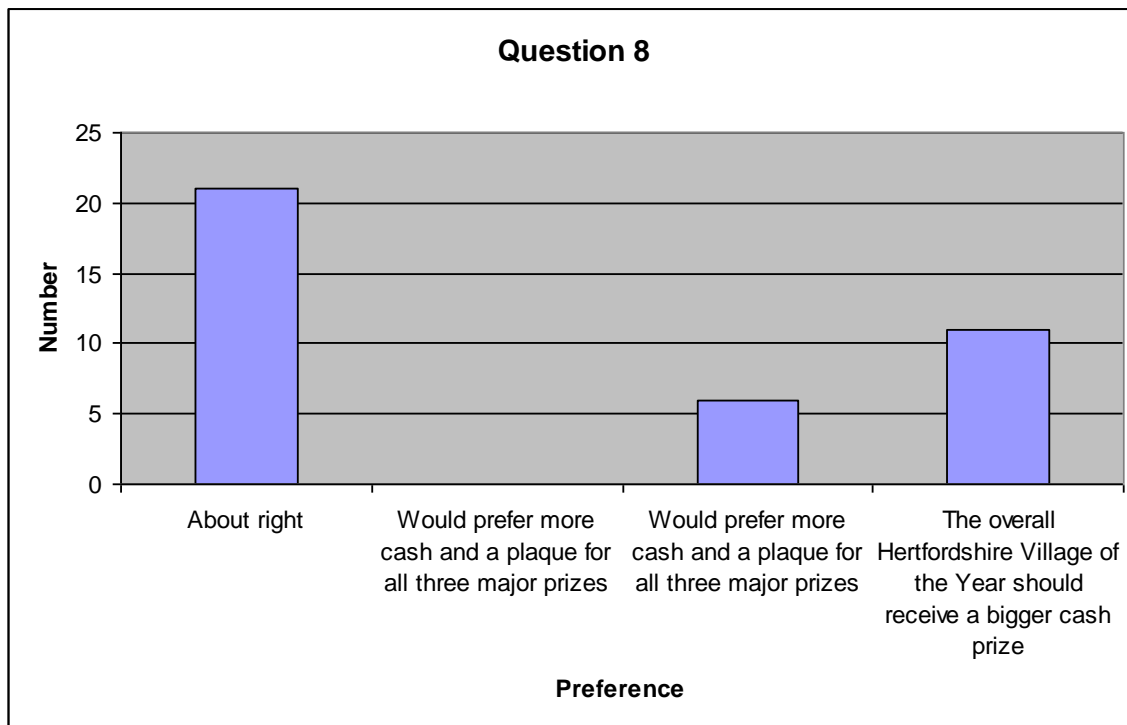
1. Cash amount is very small.

2. Entry for our village was not about the prizes – it is about holding a community event. When we moved forward beyond the local award it cost the village significantly to do so. More support for attending major awards ceremonies might be worth considering.
3. I do not think a Rose Bowl is needed.
4. The amount of effort needing to be diverted to make entry a possibility is not available, Money might be an incentive, but unlikely.
5. Rosebowl for one year, plaque with or without cash for all categories.
6. Instead of a rosebowl think you should erect a plaque in winning village so it can be seen by people. No one will see a rosebowl as it will be kept in a house. Plaque could be put up in village of village hall.
7. Lots of publicity too.
8. The prize money can only be spent on the Village. What can be bought for £100?

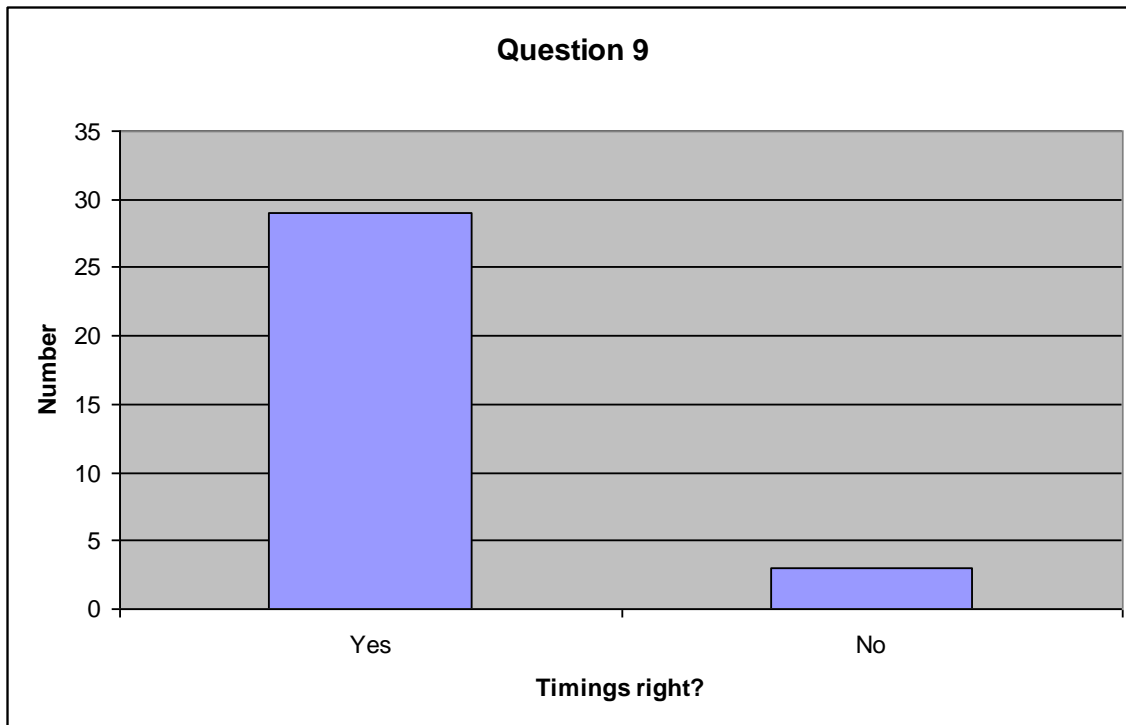
Q7 The Small Village of the year prize is currently £100 plus a plaque and Rosebowl for one year. Do you think this is **(choose one only)?** **33 responses**



Q8 The major prizes, Village of the Year East, North and West, are currently a plaque, a village trophy for a year and £250. One of these three (East, North or West) is chosen as the over Hertfordshire Village of the Year and receives an additional plaque. Do you think this is ***(choose one only)*** **38 responses**



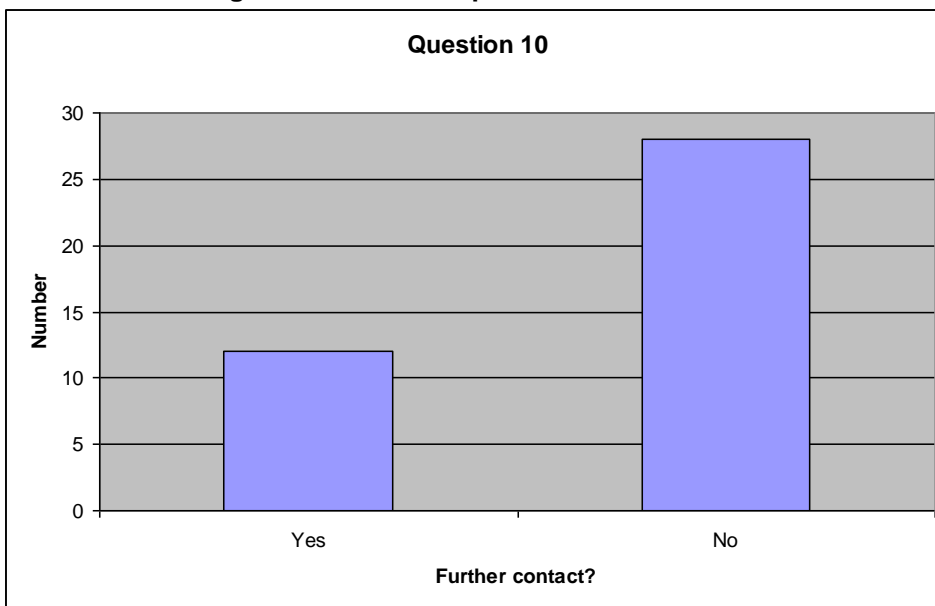
Q9The current schedule for the competition is: invitations to enter arrive by February 1; the deadline for receipt of entries is around the end of April; villages are visited during June; the results are announced at the end of June/beginning of July; Presentations are made in the three major prize-winning villages (East, North and West) towards the end of July. Are these timings about right for your village? **32 responses**



If no, please give a brief indication of the timings you would prefer *3 significant responses*

1. May is a very good time to visit our village
2. Prefer deadline for entries not to co-incide with annual audit and/or elections. Perhaps this could be September with visits in October.
3. Most villages are in bloom and look much better in May. Why not bring the schedule forward by one month?

Q10 Thank you for completing this survey. Would you like to be contacted to discuss the Hertfordshire Village of the Year Competition further? **38 responses**



Note: Of the 12 respondents who answered 'Yes' to Question 10, 11 gave contact details, 8 of which were recognisably from previous entrants.