

Your Calderdale, Your Future

Combined report on the three project strands

Report prepared for Calderdale Council

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Introduction and methodology

Introduction and methodology

This report contains the combined findings from all three strands of the *Your Calderdale, Your Future* project.

This project investigated the proposals put forward by Calderdale Council on the future of Halifax Town Centre and the Central Library & Archive. This project was conducted by Ipsos MORI on behalf of Calderdale Council and together forms the broad consultation exercise about the issues around Halifax Town Centre and the Central Library & Archive.

With the exception of this executive summary, all parts of this report have previously been provided to Calderdale Council. The individual reports on the three parts of the consultation are reproduced here for completeness, to provide a single source of information, and to provide context for the executive summary without the need to refer to other documents.

Background to the consultation

Halifax is the largest town in Calderdale; as such it has a key role to play in the future prosperity of the borough. Calderdale Council has developed proposals for the future of the town centre of Halifax and the Central Library & Archive facility. Following previous consultations which some considered to be flawed¹, Calderdale Council appointed Ipsos MORI to conduct a representative sample survey and open consultation to establish how residents and other stakeholders feel about the proposals for the town centre and Central Library & Archive.

Full details of the Council's proposals can be found in the "*Your Calderdale, Your Future*" consultation document, a copy of which is appended to this report. The two options put forward by the Council are:

- **Option A:** Build larger retail units on the Northgate site to attract larger retailers to Halifax. Build a new Central Library & Archive on the Square Spire site; and
- **Option B:** Undertake basic and essential refurbishment at the existing Central Library & Archive building. Demolish Northgate House and replace with a green space.

Structure of the consultation

The programme of work for this consultation involved three distinct strands, as follows:

- **Strand 1: Exploratory research** – consisting of an evening workshop and one-to-one depth interviews with residents and stakeholders;
- **Strand 2: A representative sample survey** – mailed out to a random sample of 5,000 households across Calderdale with the resultant sample weighted to represent the demographic profile of adult residents (aged 18+) across this area; and
- **Strand 3: An open consultation** among interested parties – this element of the consultation allowed all those who want to have a say to do so.

The purpose of each of the strands of work was very different. Strand 1 was a development phase to allow Ipsos MORI and Calderdale Council to test draft materials (the consultation

¹ See for example the *Your Calderdale, Your Future* consultation document.

document and the representative sample survey and open consultation response forms²) for intelligibility, impartiality, understanding and other matters before “final” materials were produced. For the representative sample survey, Strand 2, self-completion questionnaires were mailed out to a random sample of 5,000 households across Calderdale and the resultant sample weighted to the profile of adults resident across Calderdale. The results of this sample survey can therefore be extrapolated to the adult population (within the margins of error); and this does not apply to Strand 3. Strand 3, the open consultation, was an opportunity for all interested parties, be they residents, businesses, interest groups/organisations, etc., to have their say as part of the decision-making process.

Strand 1 took place before Strands 2 and 3, in June 2012. Strand 2 ran from 12th July to 31st August 2012; Strand 3 ran from 9th July to 30th September 2012.

Structure of this document

This report is the executive summary from the overall combined report it includes details the key findings from the individual strands and explores the differences and similarities between the results to Strands 2 and 3. It also explains how these results fit together. Full details of the findings from all three strands in the study can be found in the combined report.

With the exception of the executive summary, all parts of the combined report have previously been provided to Calderdale Council. The individual reports on the three parts of the consultation are reproduced in the combined report for completeness, to provide a single source of information, and to provide context for the executive summary without the need to refer to other documents.

² Note that the representative sample survey and open consultation response forms are identical aside from some differences to the opening text.

Summary

Summary

This summary draws together the key findings from each of the three separate strands in this project. It shows the similarities and differences between opinions expressed in the representative sample survey and the open consultation and it also shows how the conflicting results from the two elements fit together.

The summaries for each element are included in the relevant chapter together with the depth of analysis in each strand.

Key findings from the exploratory stage

An exploratory stage (Strand 1) was included in the project to ensure that the consultation document setting out Calderdale Council's proposals for Halifax Town Centre and the Central Library & Archive facility was fit for purpose. That is, that the text was considered to be impartial, balanced and complete, providing sufficient information to make an informed decision between the two Options put forward by the Council.

The exploratory stage also appraised the response form which was used (with minor differences between the introductions) for both the representative sample survey and the open consultation.

The qualitative investigations found that most participants felt the consultation document and the response form were easy to understand and complete and that the text was impartial and balanced in presenting the Options.

Responses to the representative sample survey and open consultation

A total of 1,496 responses were received to the representative sample survey. This data was weighted to correct for the imbalance in responses in terms of age and gender and to ensure the results are representative of the adult (aged 18+) population of Calderdale.

A total of 1,290 responses were received to the open consultation, as detailed below:

- 1,256 responses from individuals on the official response form (657 on paper response forms and 599 online)
- 15 responses from organisations on the official response form (9 on paper and 6 online)
- 12 responses from individuals in other formats (most took the form of white mail, ie letters and emails)
- 5 responses from stakeholders (full details of the organisations responding can be found in the Strand 3 chapter)
- 1 petition (comprising 1,292 signatures) and 1 campaign (comprising 3,461 replies)

Most of the comparisons in this summary refer to the responses to the open consultation received from individuals on the official response forms. However, where results from organisations, stakeholders and those received in other formats are relevant these are included and are mentioned specifically.

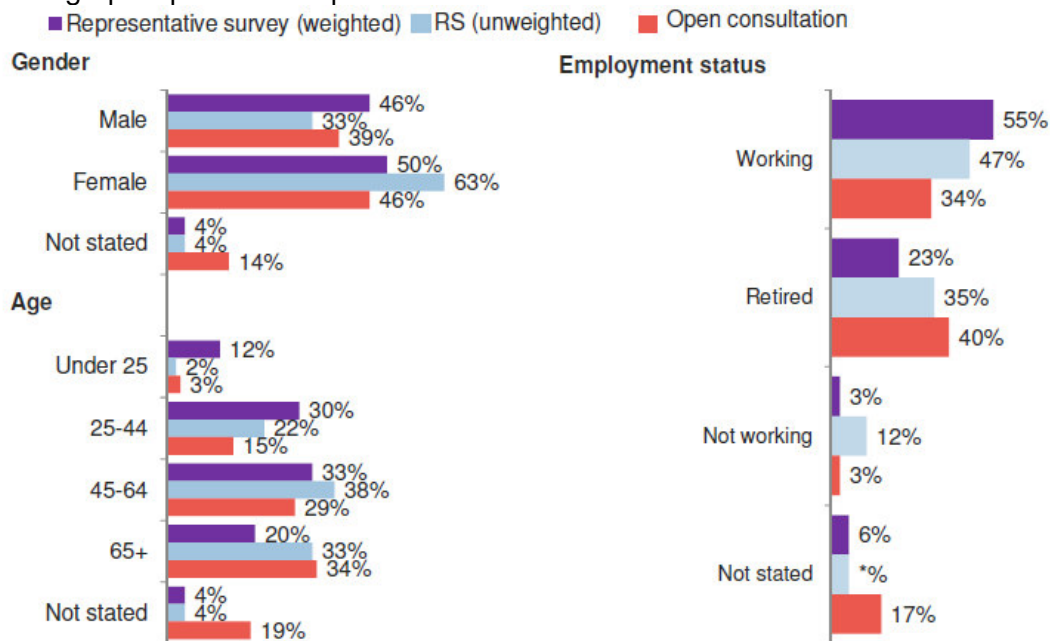
The results from individual responses to the open consultation are unweighted.

Differences in demographic and geographic profiles of responses

There are marked differences in the response profile between the two strands as shown in the chart below which shows the unweighted and weighted responses to the representative sample survey and the responses to the open consultation.

Fig 2.1

Demographic profile of responses



Base : All responding: Representative sample survey (1,496), Responses to the open consultation (1,256)

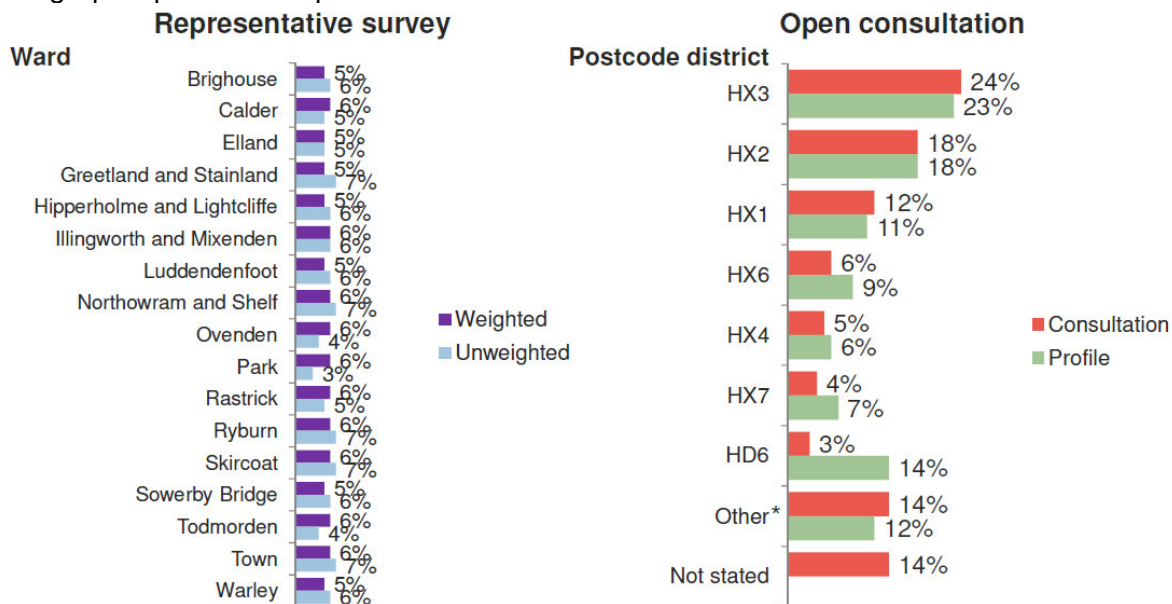
Source: Ipsos MORI

The responses to the representative sample survey have been balanced (weighted) to reflect the actual population of Calderdale in terms of age, gender and working status, hence the results can be extrapolated to apply to the adult population of Calderdale. Responses to the open consultation are more likely to be from individuals who are retired and less likely to be from residents aged 25-44, those who are working or those of working age who are not working.

In terms of the geographic profile, responses to the representative sample survey closely match the population distribution across Calderdale while responses to the open consultation under-represent the views of those in the HD6 area (that is the areas of Brighouse and Rastrick)³.

Fig 2.2

Geographic profile of responses



Base : All responding: Representative sample survey (1,496), Responses to the open consultation (1,256)

Source: Ipsos MORI

One in seven of those who responded to the open consultation (14%, 172 responses) did not give the first part of their postcode and hence it is not possible to include them in the geographic analysis, although their views are included in the rest of this analysis.

While this difference in the profile of the responses does not mean the responses to the open consultation are less important, it does mean that they are less representative of the views of the wider population in Calderdale than are the views received from the representative sample survey. We explore in this summary the impact of these differences in profile.

³ Note: the "Other" category includes not only those in postcode districts outside Calderdale but also those postcode districts within Calderdale from which fewer than 25 responses were received.

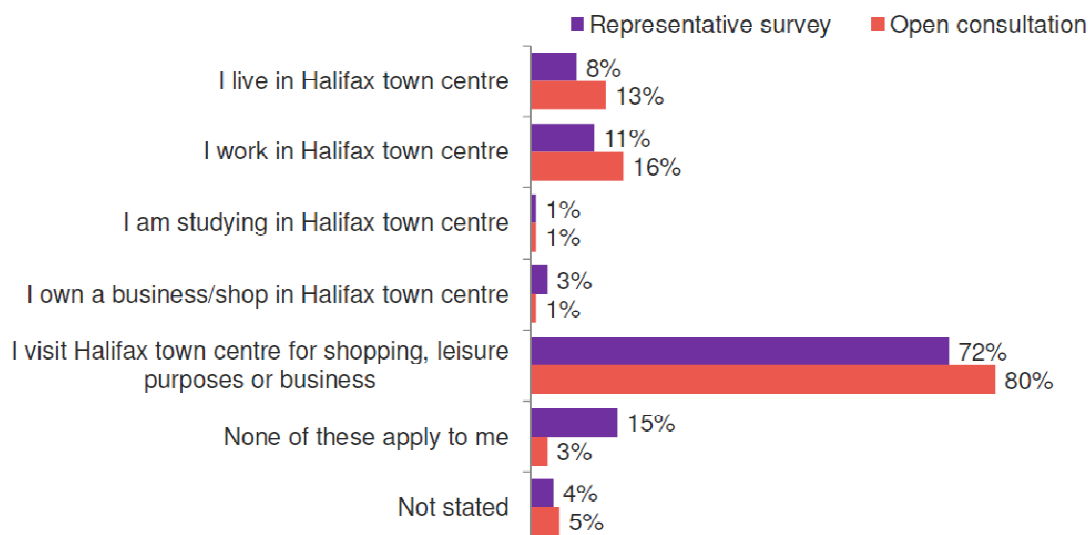
How those who responded use Halifax Town Centre

Responses to the representative survey show that most residents use Halifax Town Centre for shopping (72% do so), with smaller proportions living (8%) or working (11%) in the town centre. Responses to the open consultation show a similar pattern.

Fig 2.3

Connections to Halifax Town Centre

Q1. Which, if any, of the following describe you?



Base : All responding: Representative sample survey (1,496), Responses to the open consultation (1,256)

Source: Ipsos MORI

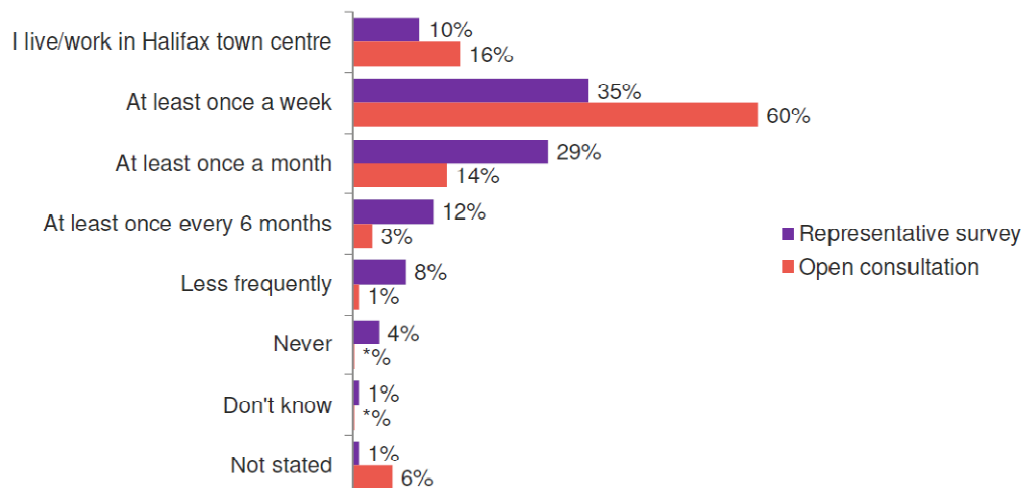
Those who responded to the open consultation are more likely to have an active connection to Halifax Town Centre: 3% (32 responses to the open consultation) state that none of the listed activities applies to them compared to 15% of those responding to the representative sample survey. As such it can be said that those who responded to the open consultation have a stronger, closer association with the town centre.

Those who responded to the open consultation also use the town centre more frequently than do the general population, as shown in the chart below, being much more likely to say that they go to Halifax Town Centre as least once a week (60%, 749 responses say they do so compared to 35% of residents in the representative sample survey).

Fig 2.4

Frequency of using Halifax Town Centre

Q4. On average, how often, if at all, do you go to Halifax Town Centre?



Base : All responding: Representative sample survey (1,496), Responses to the open consultation (1,256)

Source: Ipsos MORI

This higher frequency of use reinforces the closer connection with the town centre among those who responded to the open consultation compared to those who took part in the representative sample survey.

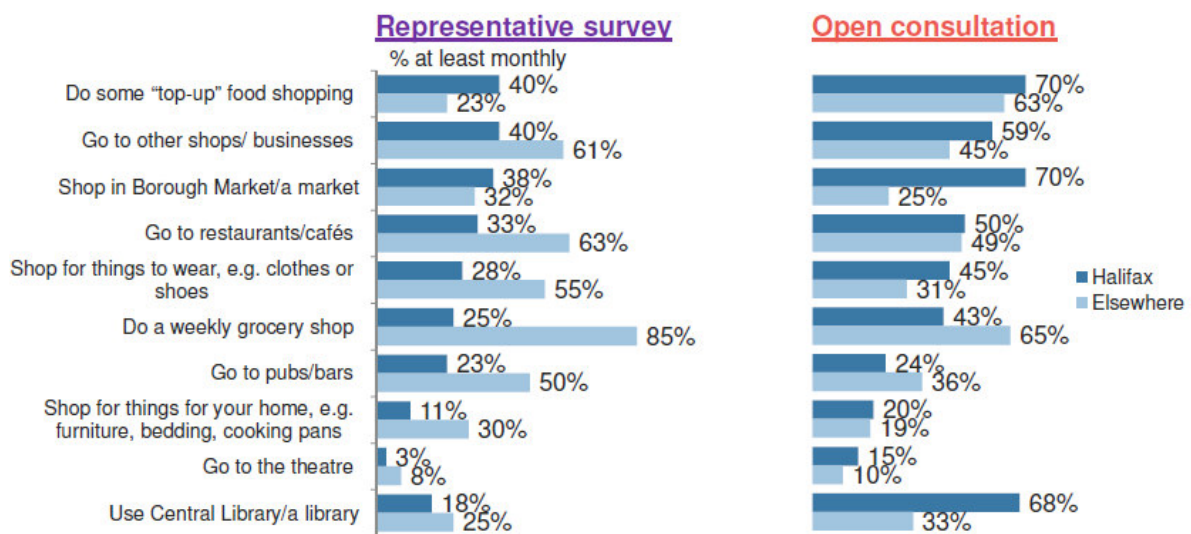
Comparing what Halifax Town Centre is used for between those who responded to the open consultation and those who responded to the representative sample survey indicates that those who responded to the open consultation are more likely to be using the town centre as their “local” shopping centre. That is, Halifax Town Centre is the place where they do their general food shopping rather than somewhere they visit for larger, less frequent, shopping purposes.

Fig 2.5

Usage of Halifax Town Centre

Q7. On average, how often, if at all, do you personally do each of the following in Halifax Town Centre?

Q8. On average, how often, if at all, do you personally do each of the following elsewhere, that is outside Halifax Town Centre?



Base : All responding: Representative sample survey (1,496), Responses to the open consultation (1,256)

Source: Ipsos MORI

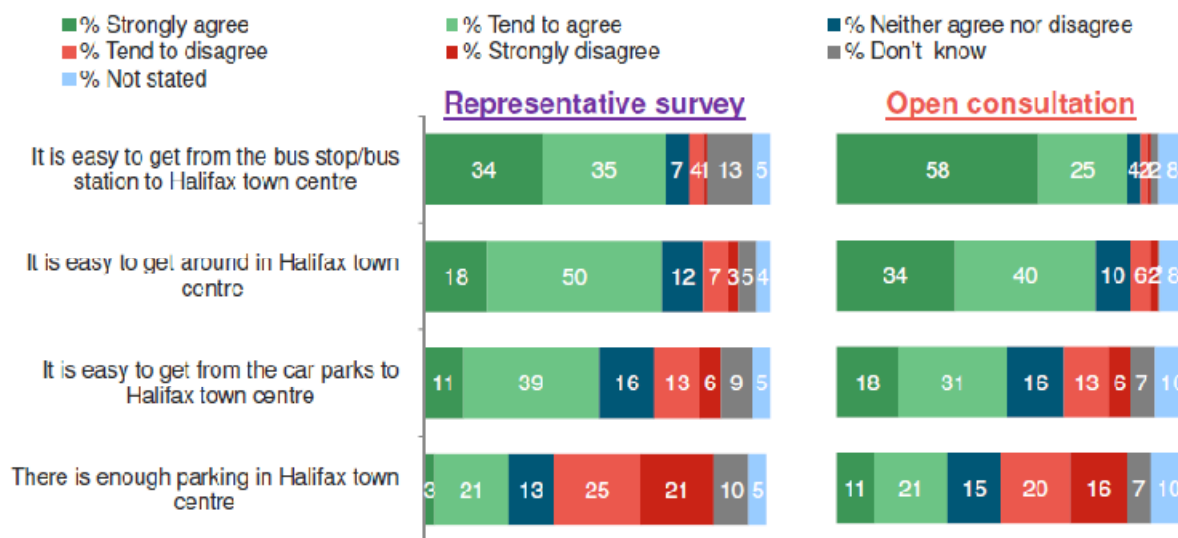
Opinions of Halifax Town Centre

Respondents to both the representative sample survey and the open consultation share similar views of the town centre. Both agree that it is easy to get around and that it is easy to get to the town centre from the bus station, bus stops and car parks. They also both inclined to disagree that there is enough car parking in the town centre.

Fig 2.6

Accessibility of Halifax Town Centre

Q6. Below are some statements about getting to and around Halifax Town Centre, to what extent do you agree or disagree with each statement?



Base : All responding: Representative sample survey (1,496), Responses to the open consultation (1,256)

Source: Ipsos MORI

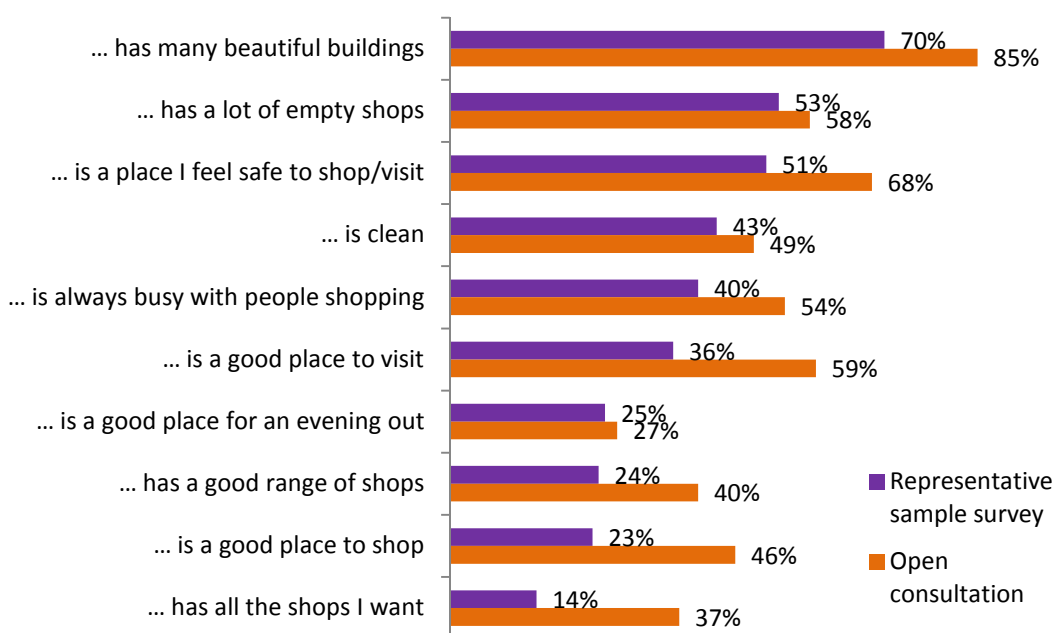
The response form also asked for opinions about the town centre as a place to shop and visit. Those who responded to the open consultation are generally more positive (more likely to agree with the statements) about Halifax Town Centre than are those who responded to the representative sample survey.

The differences of opinion are greatest in relation to the town centre being a good place to visit or shop (23 percentage point difference in opinion for both statements), having a good range of shops (24 percentage point difference) and having all the shops they want (23 percentage point difference).

Fig 2.7

Opinions of Halifax Town Centre

Q9. Below are some statements about Halifax Town Centre, to what extent do you agree or disagree with each statement? Halifax Town Centre...



Base : All responding: Representative sample survey (1,496), Responses to the open consultation (1,256)

Source: Ipsos MORI

Reflecting these more positive opinions of the town centre, those who responded to the open consultation are more likely to be satisfied with Halifax Town Centre as a place to shop (54%, 681 responses, are satisfied compared to 35% among those responding to the representative sample survey).

Those who responded to the open consultation are also more likely to recommend Halifax Town Centre as a place to shop: 42% (522 responses) say they are likely to recommend it compared to 21% of those who responded to the representative sample survey.

Usage of the Central Library & Archive

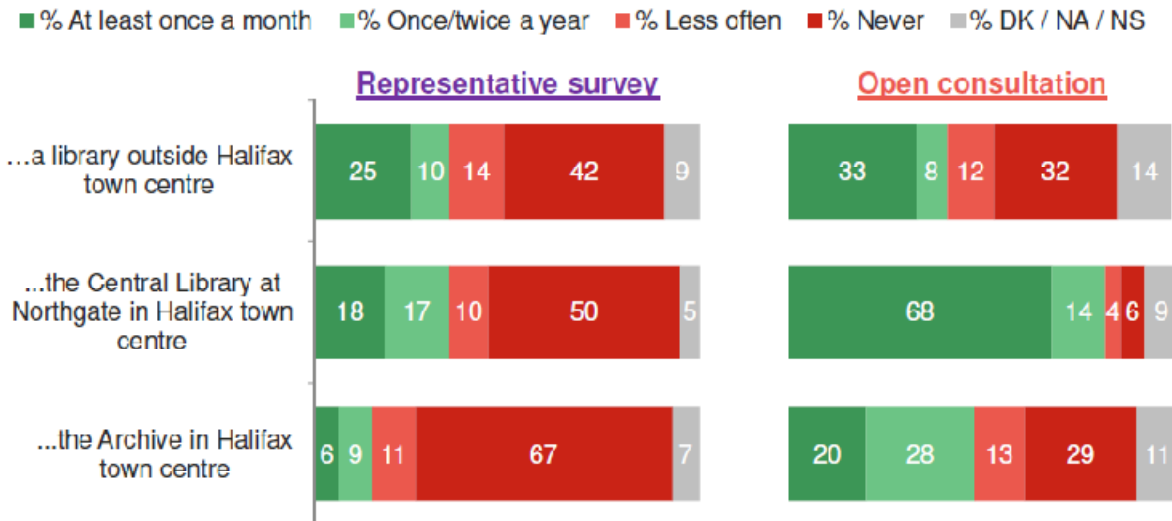
Those who responded to the open consultation are more likely to use the Central Library & Archive than are those who responded to the representative sample survey.

Fig 2.8

Usage of Central Library & Archive

Q8. On average, how often, if at all, do you personally use a library?

Q10/Q12. On average, how often, if at all, do you personally use...?



Base : All responding: Representative sample survey (1,496), Responses to the open consultation (1,256)

Source: Ipsos MORI

The opinions about the Central Library & Archive among those who responded to the open consultation are consistently more positive than the opinions of those who responded to the representative sample survey.

In both strands greater proportions are likely to agree with the statements as frequency of using the Central Library & Archive increases. In both strands, those who never use the facilities are more likely to say “don’t know” to the statements.

Fig 2.9

Opinions of the Central Library & Archive

Q11. To what extent do you agree or disagree with each of the following statements about the current Central Library at Northgate? The Central Library at Northgate...

Q13. To what extent do you agree or disagree with each of the following statements about the current Archive at Northgate? The Archive at Northgate...

Central Library	Representative survey				Open consultation			
	Total (1,496) % agree	Use at least monthly (271) % agree	Use, but less than monthly (433) % agree	Never use (720) % agree	Total (1,256) % agree	Use at least monthly (846) % agree	Use, but less than monthly (223) % agree	Never use (72) % agree
Is modern	27%	57%	39%	9%	67%	79%	48%	17%
Is the right size	39%	80%	61%	13%	79%	93%	65%	22%
Has a pleasant environment	37%	80%	60%	9%	79%	92%	68%	29%
Is easy to get around	41%	87%	67%	10%	81%	94%	74%	24%
Is easy to find things	36%	84%	59%	8%	78%	93%	64%	15%
Has everything you need from a library	34%	81%	54%	7%	78%	91%	65%	18%
Is an important resource for the region	50%	93%	70%	25%	85%	96%	79%	42%
Is in a convenient location	58%	91%	81%	35%	87%	96%	85%	58%

Archive	Representative survey			Open consultation		
	Total (1,496) % agree	User (use at least once/ twice a year) (233) % agree	Non-users (1015) % agree	Total (1,256) % agree	User (use at least once/ twice a year) (586) % agree	Non-users (365) % agree
Is modern	13%	60%	2%	49%	78%	9%
Is the right size	14%	65%	2%	53%	85%	10%
Has a pleasant environment	17%	75%	3%	56%	90%	9%
Is easy to get around	17%	77%	3%	56%	91%	8%
Is easy to find things	16%	73%	2%	55%	89%	8%
Has everything you need from an archive	16%	72%	2%	55%	88%	11%
Is an important resource for the region	29%	86%	14%	69%	95%	37%
Is in a convenient location	30%	85%	16%	71%	95%	40%

Base : All responding: Representative sample survey (1,496), Responses to the open consultation (1,256)

Source: Ipsos MORI

Preference for the options

The consultation document set out two options put forward by Calderdale Council relating to Halifax Town Centre and the Central Library & Archive. The two options are:

- **Option A:** Build larger retail units on the Northgate site to attract larger retailers to Halifax. Build a new Central Library & Archive on the Square Spire site; and
- **Option B:** Undertake basic and essential refurbishment at the existing Central Library & Archive building. Demolish Northgate House and replace with a green space.

The response form asked which, if either, of the two options was preferred; a further question asked the reasons for the answer given.

Among those who responded to the representative sample survey nearly twice as many prefer Option A than prefer Option B (39% vs 21%). Among those who responded to the open consultation 51% prefer Option B and 14% prefer Option A.

However, on interrogation of the comments made at Q16 among those who had stated “neither of these” at Q15, it was clear that some respondents would support one or other of the options put forward by Calderdale Council if changes were made to the options. Those responses which indicated “conditional support”⁴ for one or other of the options were coded to reflect this. In this way it is possible to qualify the level of support stated at Q15 to include those who might support one of the options if changes were made. In order to distinguish them from the original “neither of these” responses, those who did not indicate conditional support for either of the two stated options at Q16 were reclassified as supporting “Another proposal”.

Recoding preferences to include those who conditionally support the options shows:

- In the representative sample survey, a further 4% who would prefer Option B if changes were made, giving a total potential support for Option B of 25%. A small number (less than 0.5%) would prefer Option A if changes were made, giving a total potential support for Option A of 40%;
- Among those who responded to the open consultation a further 13% would support Option B if changes were made, giving a total potential support for Option B of 64%. A small number (less than 0.5%) would support Option A, giving a total potential support for Option A of 14%.

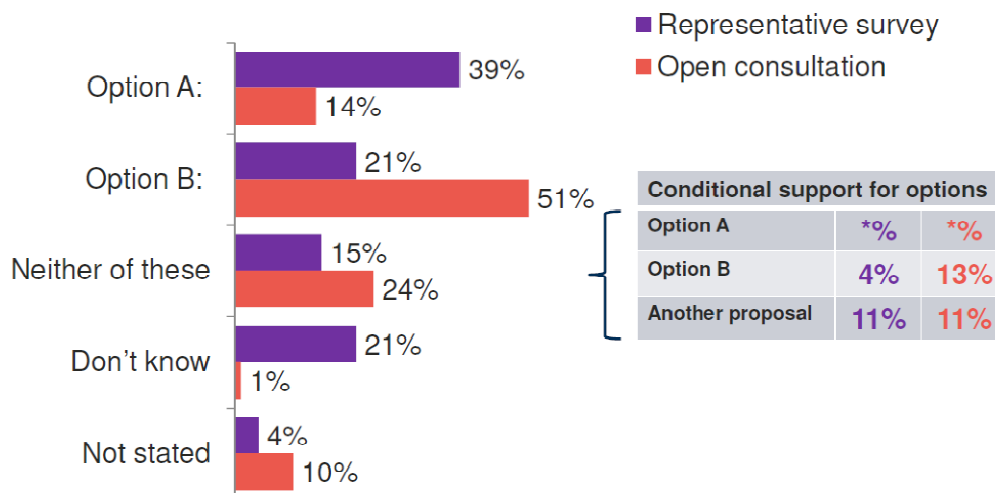
⁴ The codes in the codeframe which indicated conditional support for Option A or Option B are listed in the appendices.

Fig 2.10

Preference for the options put forward by Calderdale Council

Q15. Which of the options described on page 3 in the Your Calderdale, Your Future leaflet do you prefer?

Q16. What are your reasons for your answer at Q15?



Base : All responding: Representative sample survey (1,496), Responses to the open consultation (1,256)

Source: Ipsos MORI

Looking at the responses from stakeholders, organisations, freeform responses from individuals and in the petition and campaign shows similar views to those expressed in the individual responses to the open consultation, that is more support for Option B than for Option A. The relative responses are:

- Among the 12 written responses to the consultation received from individuals, one response supported Option A, four responses gave a preference for Option B, four indicated support for another option and three responses gave no clear indication of support or opposition.
- Among the 15 responses to the open consultation from organisations, twice as many prefer Option B (6 responses) as prefer Option A (3 responses). One response gives conditional support for Option B at Q16.
- Among the five responses to the open consultation received from stakeholders, three clearly state their opposition to Option A, one states their strong support for Option B and one does not directly state any preference but the comments indicate opposition to Option A.
- Both the petition and campaign make clear their opposition to Option A and support for Option B.

How the results from Strand 2 and Strand 3 fit together

To reconcile the two opposing results from the representative sample survey and the open consultation, the profile of those who responded to each strand needs to be taken into account.

In summary, while the differences in views between the two groups are stark on the consultation options preferred, it should be noted that there are large differences in the profiles and behaviours of those responding to the representative sample survey and the open consultation. The consultation responses are predominantly from those who use the Central Library & Archive and Halifax Town Centre more frequently and are consequently more positive about the Central Library & Archive and the town centre. The respondents to the representative sample survey use the Central Library & Archive and town centre less frequently and are less positive about them.

Appendices

Appendices

Consultation document

Response form

Listing of all coded responses received

Topline results for organisations' submitting response forms

Stakeholder responses

The code frames

Codes used to define Conditional support at Q16