

Stour and Orwell Society

MEMBERSHIP SATISFACTION SURVEY RESULTS

**A society dedicated to preserving and enhancing the
environment of the Stour and Orwell AONB and the
associated Special Project Area**

QUESTIONS

How responsive has SOS been to your questions or concerns about the various situations on the Shotley Peninsula?

Extremely Responsive	60%
Moderately Responsive	40%
Not at All Responsive	0%

How much of an impact do you feel we are having as a Society?

A great deal	48%
A moderate amount	52%
Little or no impact	0%

Are you happy with the level of communication that is sent to you?

Yes	72%
Partly	20%
No	8%

Do you think that SOS would benefit from a Social Media presence? ie Facebook or Twitter.

Yes	40%
No	16%
Indifferent	44%

Are you happy with the Functions that are held by SOS or would you like more?

More Social	0%
More Meetings	14%
Happy with current	86%

Are you a member of any other Societies on the Peninsula?

Yes	36%
No	64%

Would you like more personal interaction with the members of the Committee?

Yes	4%
No	28%
Indifferent	68%

How can we make it easier for members to communicate with the Committee regarding any issues of concern?

Email	87%
Website or social media	30%
Open meetings	9%

Overall, how do you feel that SOS is performing as a Society?

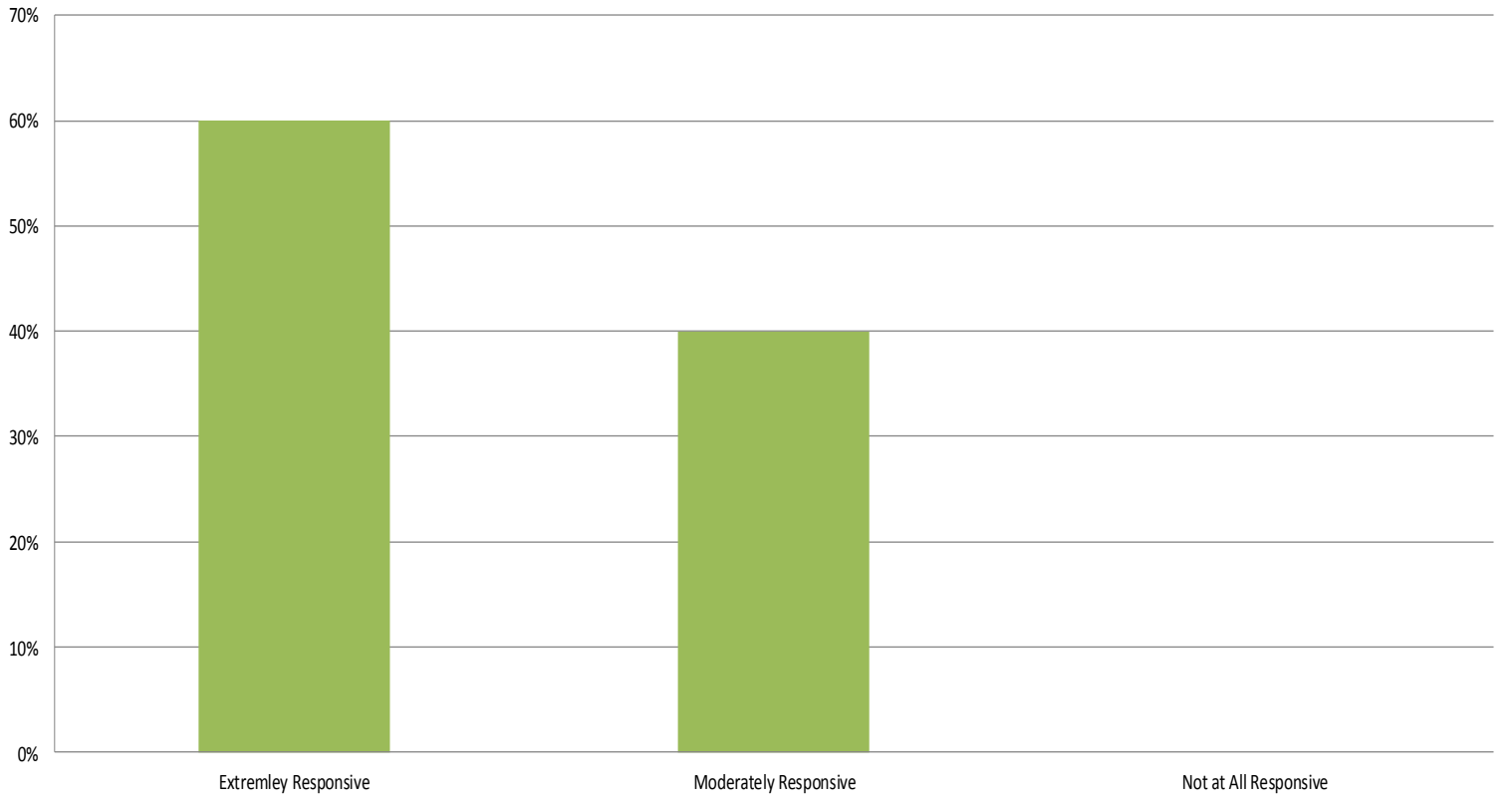
Extremely Well	60%
Moderately Well	36%
Not at all Well	4%

ARE THERE ANY CURRENT ISSUES YOU WOULD LIKE US TO CONSIDER?

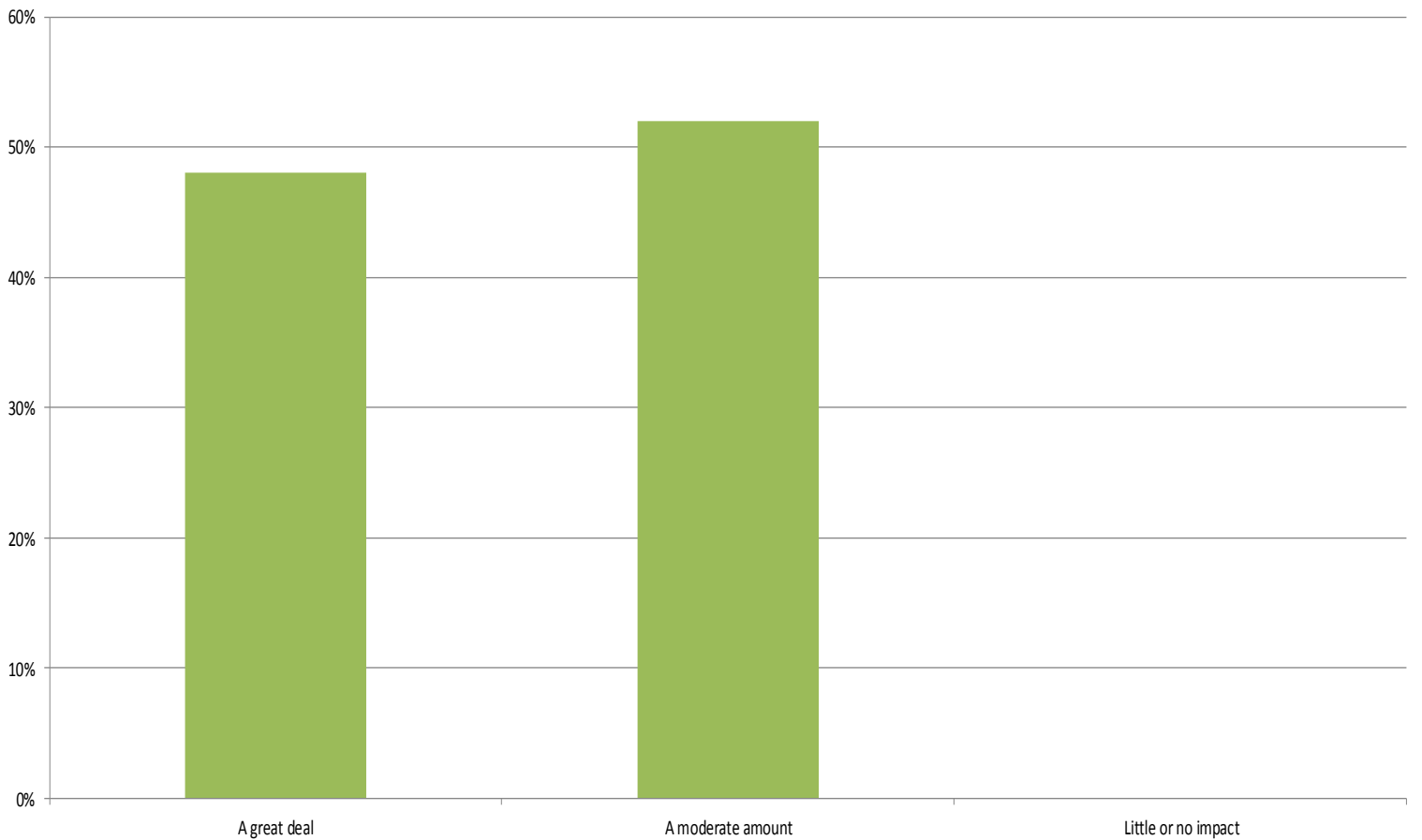
- Nothing immediate but I would say that we as a body (as in SOS) need to strike a fine balance between saying 'no' with good reason and just saying 'no' for the sake of it. Solar farms, wind turbines, unjustifiable developments all are reasonable - in my view! However, the SOS region needs to be able to support all lives and livelihoods so there may well be occasions where proposals for changes or developments that promise employment and commerce on the peninsula (or area defined by SOS) and we as a group should consider very carefully not just the environmental impact but also the socio-economic benefits that such proposals can offer. Maintaining the balance between place to live AND work is difficult but essential.
- Housing Development. There is a general increase in the number of houses being built on the peninsula. I think that this area should have a housing development plan to avoid ad hoc development which is what the current approach feels like. Access on and off the peninsula is limited, really to 2 or 3 routes and these will not be able to support the increases in traffic unless residential development is managed.
- Keeping us up to date on the caravan site
- Be more holistic like taking position on Ganges and other developments having an impact on traffic
- Practical tasks to improve the rivers, eg Beachwatch
- The over development of the Shotley Peninsula
- The current poor state of the Roads on the Peninsular, particularly the B1456, and Freston Cross roads

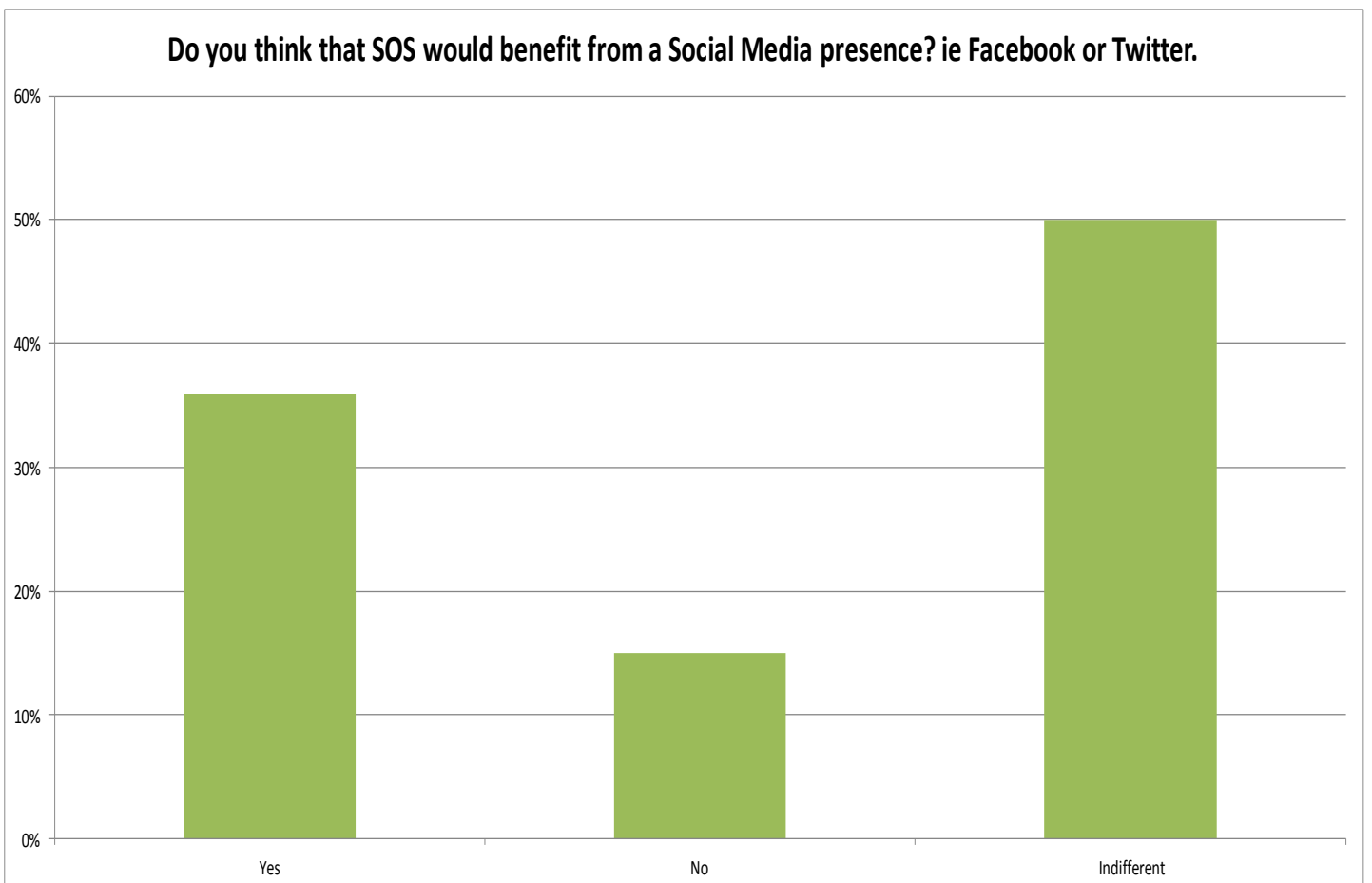
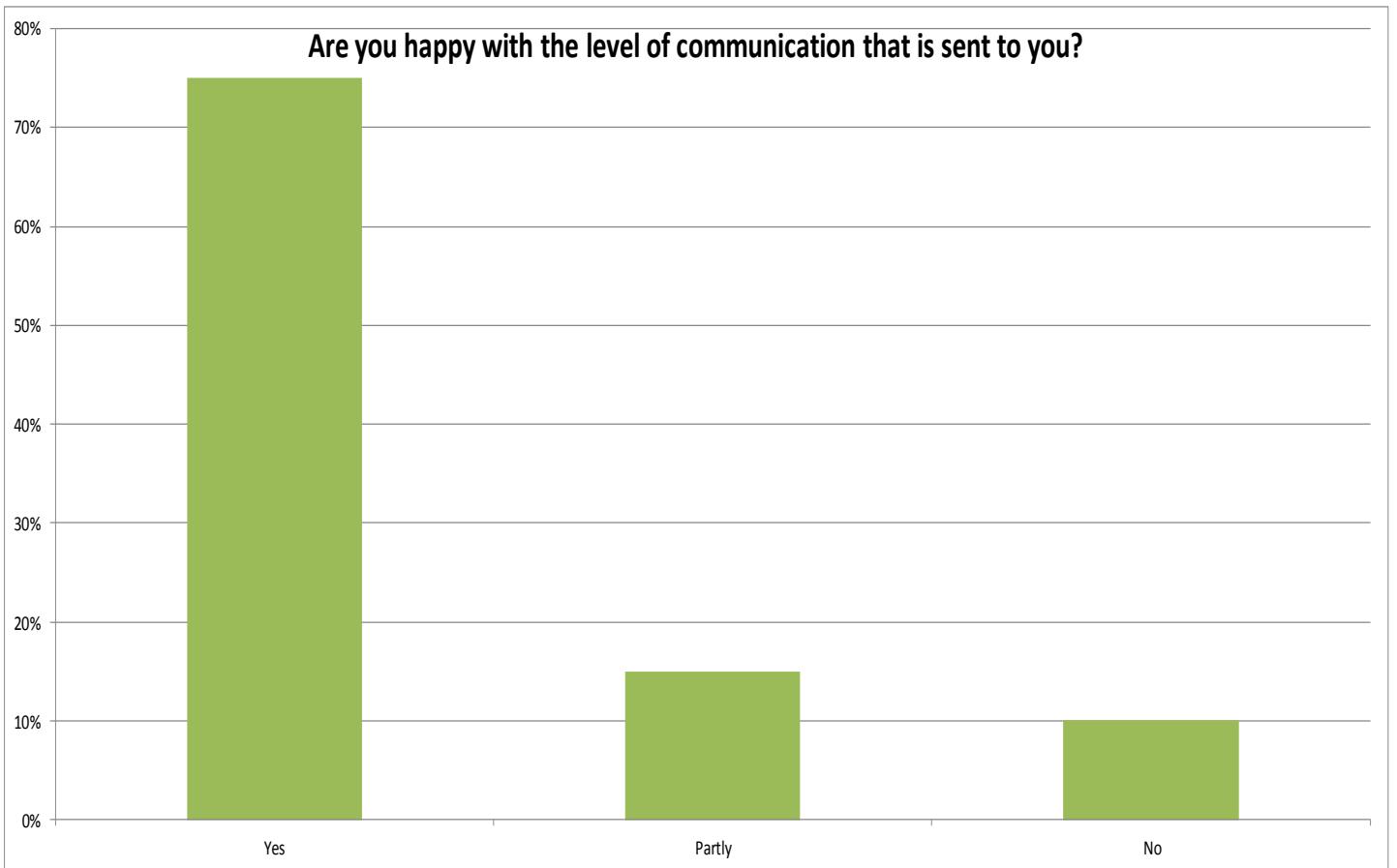
GRAPHS

How responsive has SOS been to your questions or concerns about the various situations on the Shotely Peninsula?

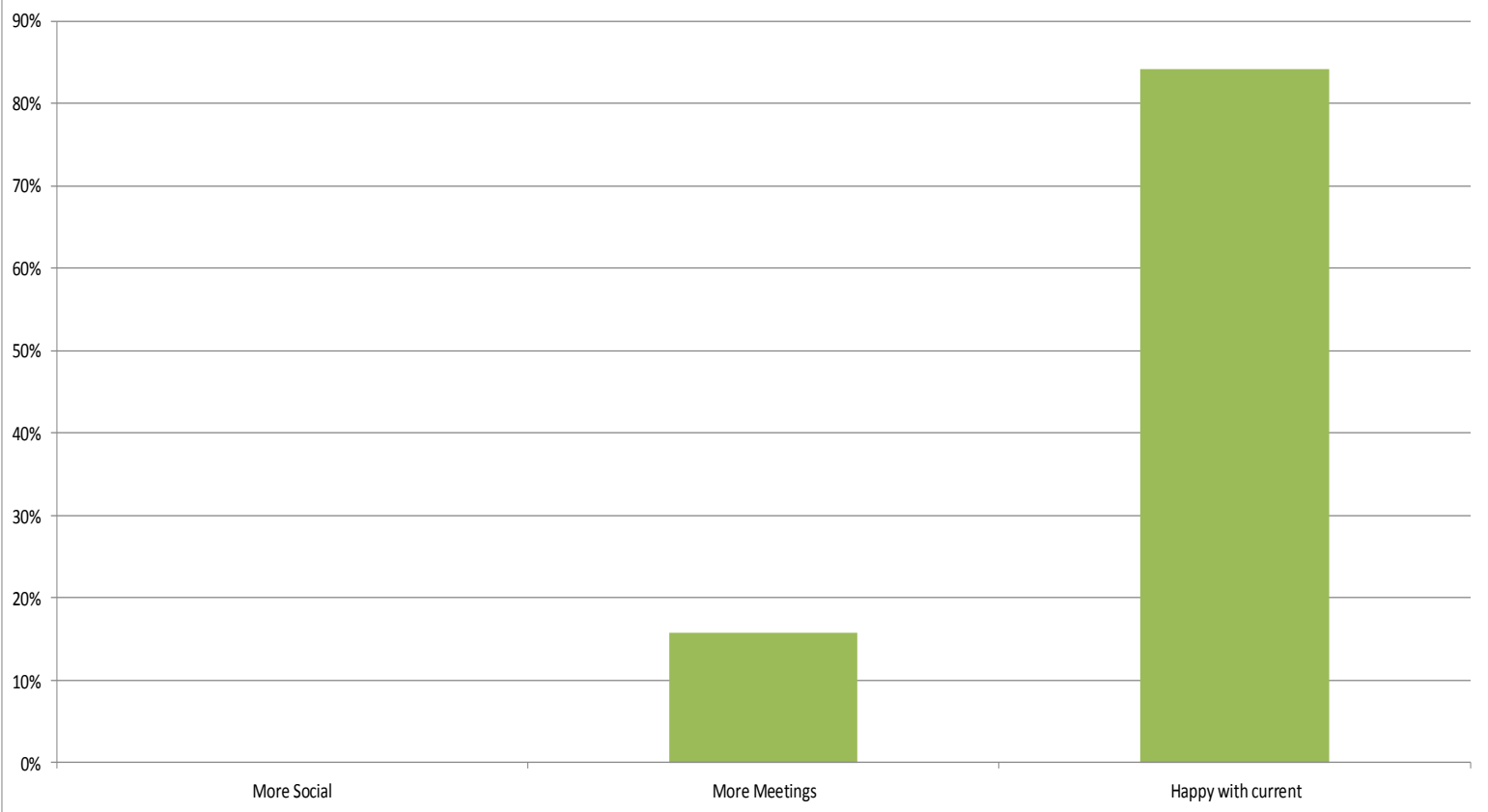


How much of an impact do you feel we are having as a Society?

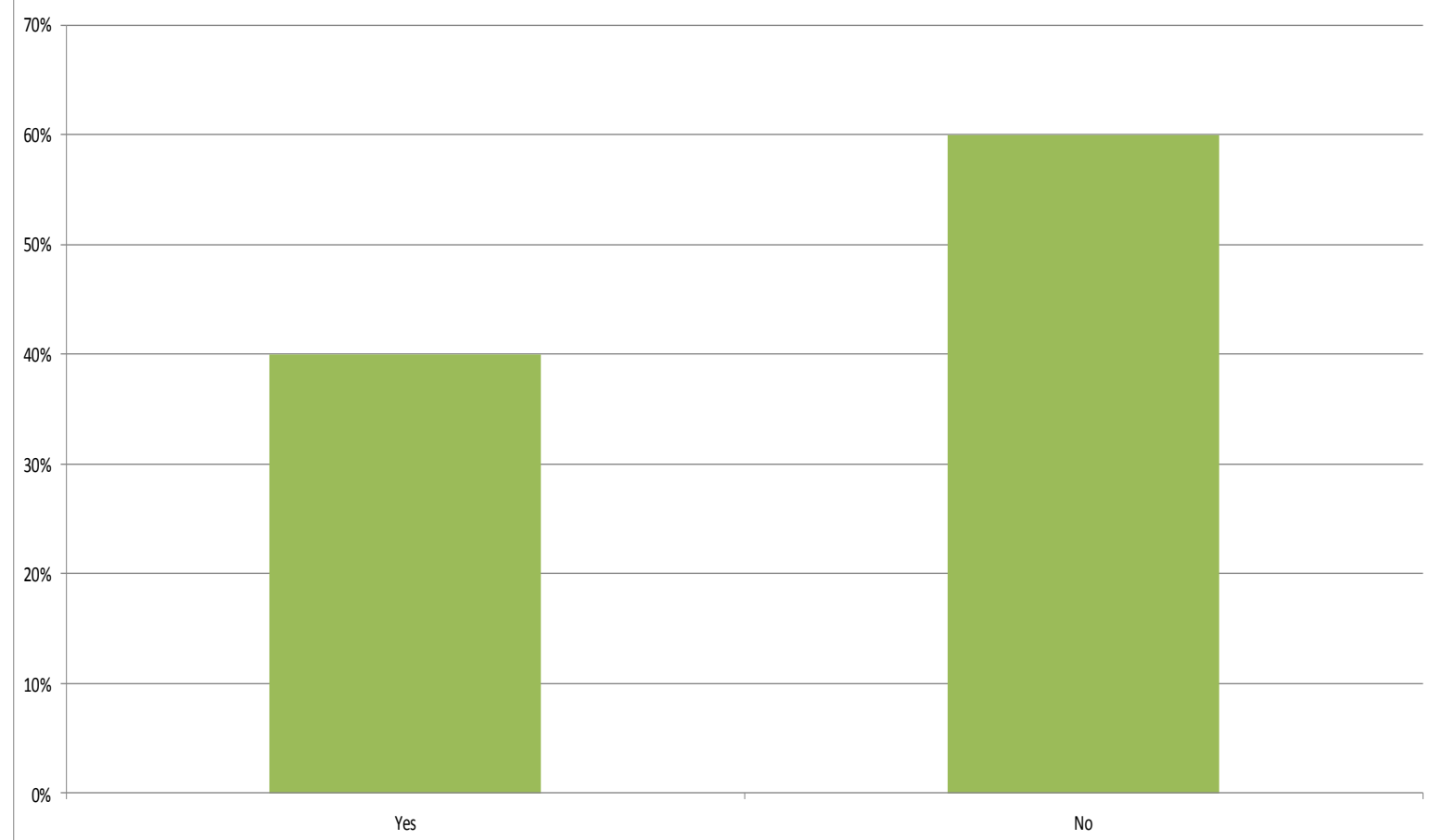




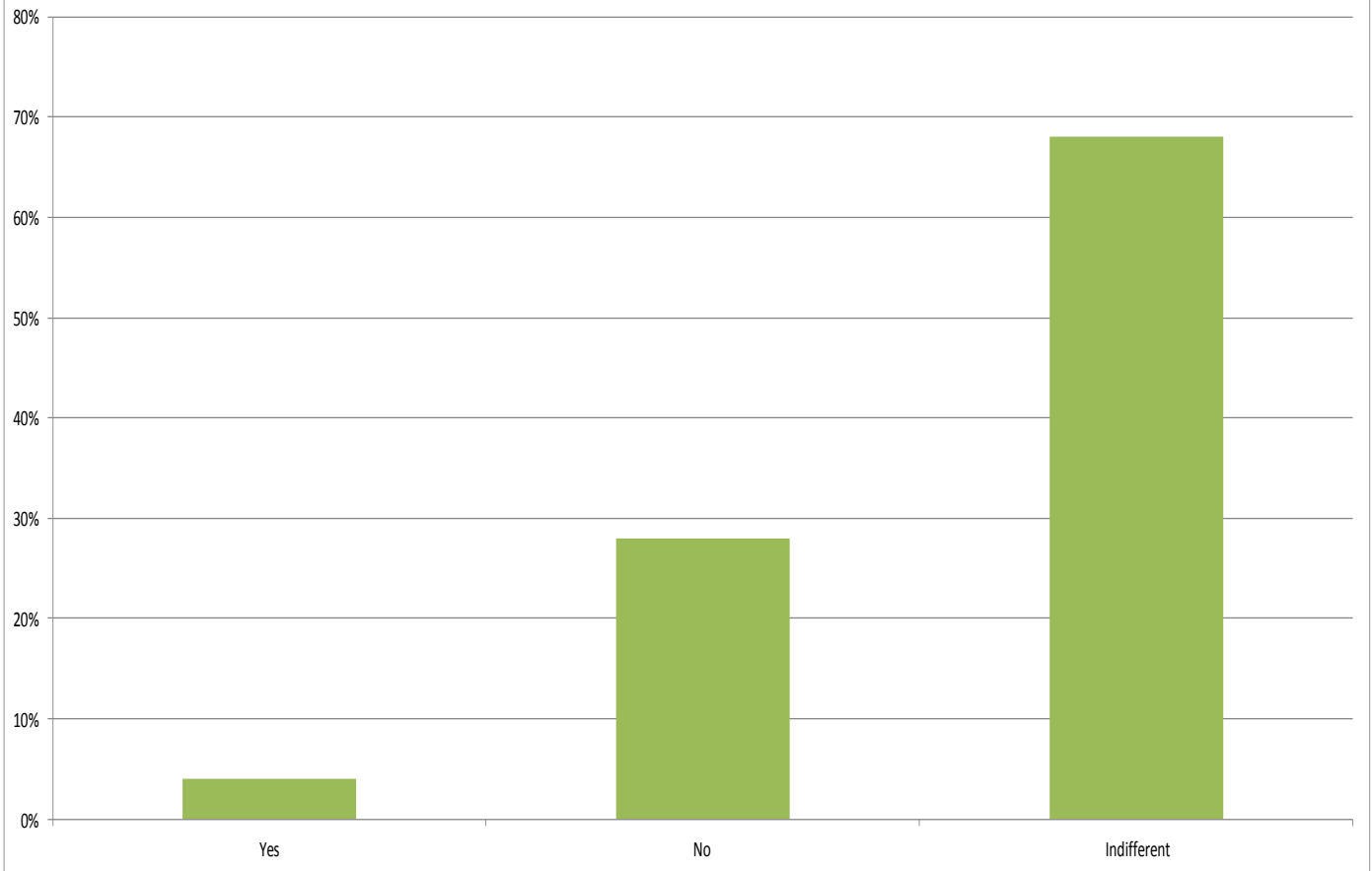
Are you happy with the Functions that are held by SOS or would you like more?



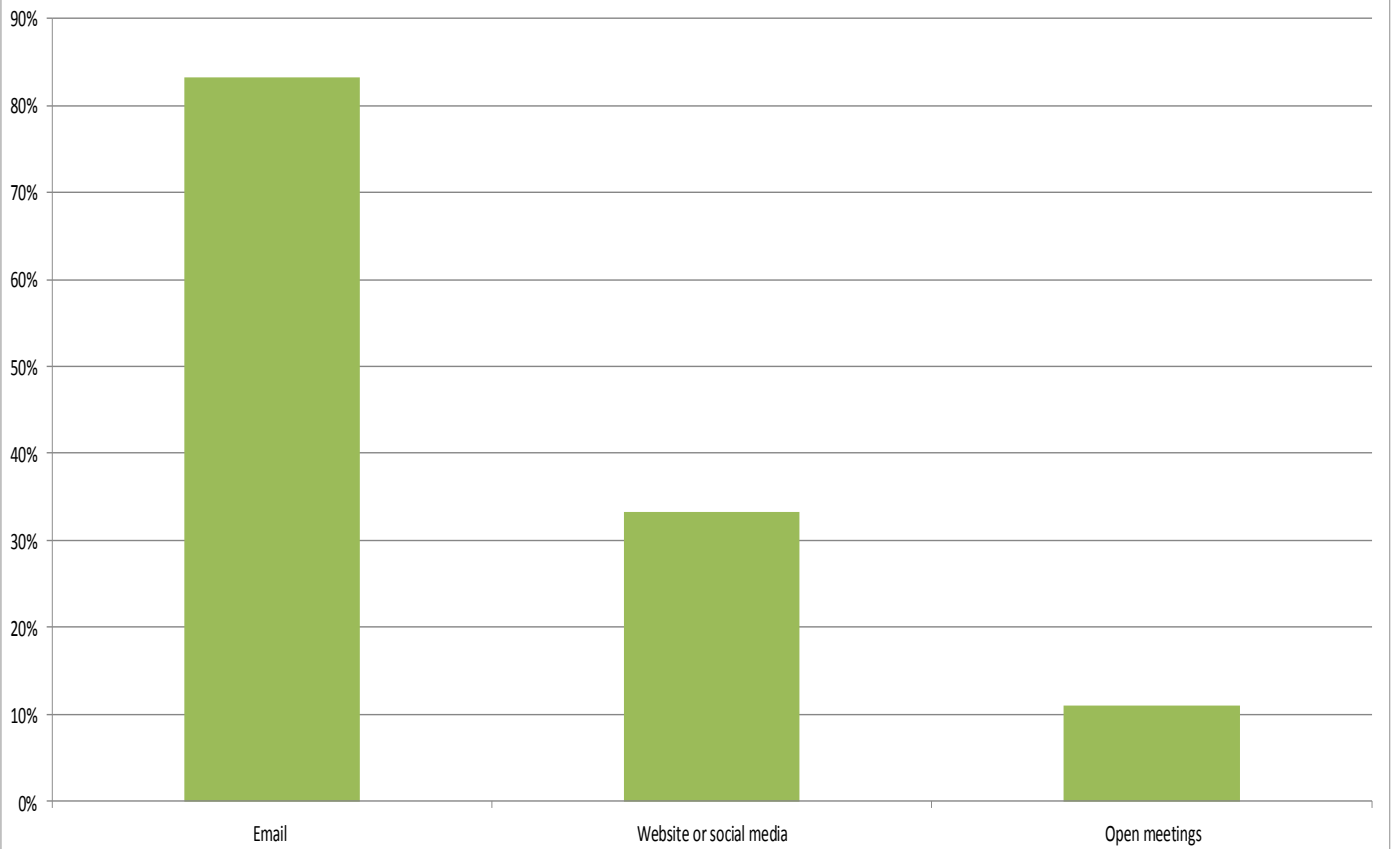
Are you a member of any other Societies on the Peninsula?



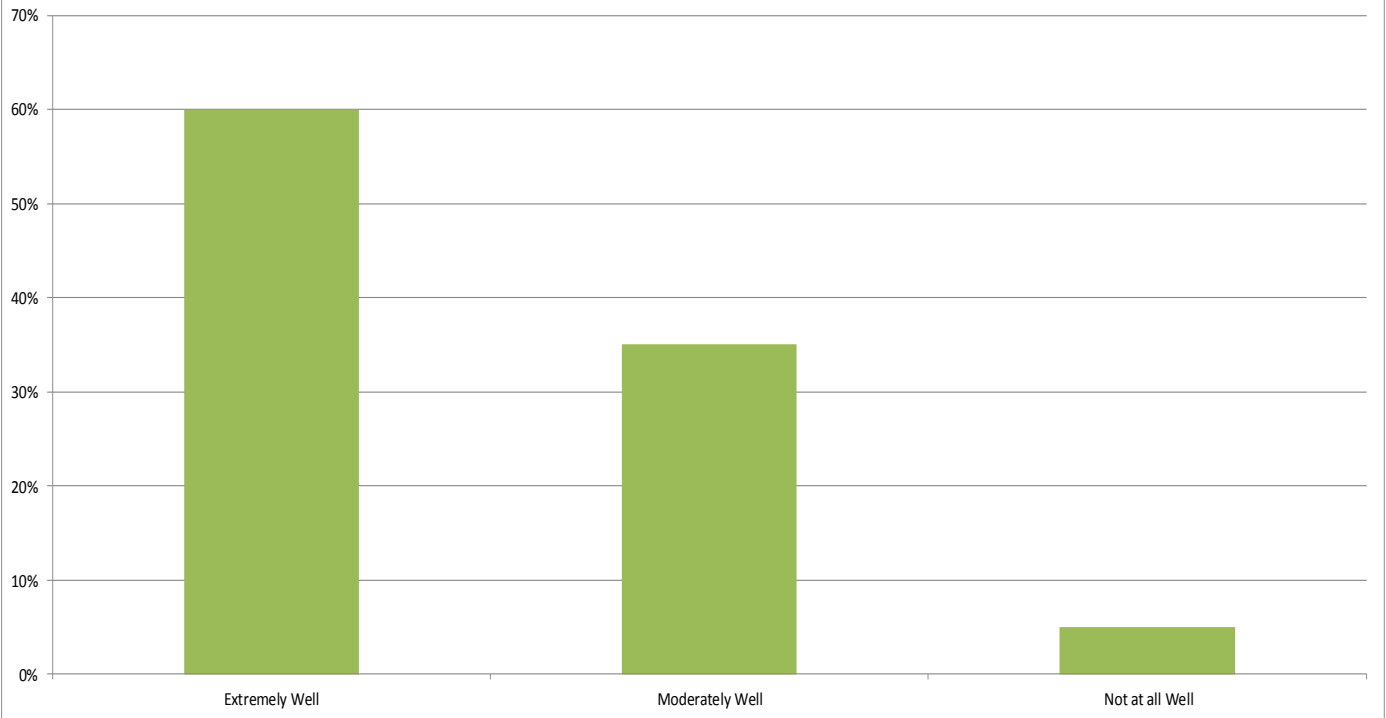
Would you like more personal interaction with the members of the Committee?



How can we make it easier for members to communicate with the Committee regarding any issues of concern?



Overall, how do you feel that SOS is performing as a Society?



SUMMARY

Performing well
as a Society

Good Level of
social
functions for
members

POSITIVES

New
Website

Communication
on campaigns
is good

Committee are
making good
decisions

More links with
other Societies

More
Involvement
with local
activities

Only
Moderate
impact as a
Society

NEGATIVES

Need an overall
strategy as to
what SOS
supports and
opposes

No Social
Media presence

IDEAS TO HELP WITH NEGATIVE FEEDBACK

1. **Moderate amount of impact as a Society**

- Ask Members before Committee Meetings if there is anything they would like discussed and provide feedback.
- More updates on success and what we are doing – perhaps send out minutes after the Committee Meetings so members are aware of all decisions.

2. **More links with other Societies in the Area and involvement in local activities.**

- Appoint a member of the Committee to be Local Area Co-ordinator. This person can keep an eye on what is happening in the area and produce a report for Committee meetings. This can include
 - ◇ Beach-watch
 - ◇ Local Pulls
 - ◇ Talks on local issues put on by Suffolk Coast and Heaths etc
- Any Social items that SOS feels they should support can go on the “Social Postcard” section of the website
- Contact other Societies (Dedham Vale, SPS, Parish Councils) on a regular basis to see if they need any support with anything they are currently working on

3. **Strategy for what SOS fights for and against.**

- Create a document for members and keep on the website, perhaps with SOS 5 year plan, what it hopes to achieve and the key types of proposals SOS plans to support and the ones it plans to fight.

4. **No Social Media Presence**

- This was felt by 40% of membership that it would be a good idea but 44% of membership were indifferent.
- Therefore perhaps a 6 month trial period on Facebook or Twitter, linking with the other Societies that use it (Suffolk Coast and Heaths, Suffolk Wildlife Trust, SPS, Dedham Vale Society) to see if it is beneficial to members.
- Could help to increase membership as any people to like or follow us could be sent membership information.

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