

The Outer Hebrides Community Appraisal Survey – Supplementary report for Broadbay

Research report for
Comhairle nan Eilean Siar &
Broadbay Community Planning Partnership



Ipsos MORI

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Introduction

This report contains the findings of the Broadbay Community Planning Partnership area questions included in the Outer Hebrides Community Survey 2007. This survey was conducted by Ipsos MORI Scotland on behalf of the Outer Hebrides Community Planning Partnership.

The survey was the first island-wide survey designed to gather information from all residents to inform the future development of the islands and local communities. It represented the key consultation device for the Partnership in their commitment to actively engage with local residents towards improving community vitality throughout the Western Isles.

As part of this, the Broadbay sustainable community area included a number of questions that were asked only of Broadbay residents (see figure 1 for boundaries of the Broadbay Sustainable Community Area). These include: perceptions of a number of suggested developments in the Broadbay area; support for the provision of housing on common grazing land in the area; priorities for residents' local community centres; and prospective household use of a number of leisure facilities if they were provided in their area.

Figure 1: Boundaries of Broadbay Sustainable Community Area

Broadbay Sustainable Community Area



Structure of the report

All households in the Outer Hebrides were invited to participate in the Community Survey by completing a paper questionnaire. Thirteen different versions of the questionnaire were designed, comprising of a core section of questions asked of all households in the Outer Hebrides and an additional section specifically designed to inform the unique local issues and challenges of each Sustainable Community Area. The additional section for Broadbay enabled local residents to be asked about issues that were specific to the local community.

The core report documents the major findings from questions contained in the core section of the questionnaire and indicates the overall picture of residents across the whole of the Outer Hebrides. This report provides supplementary analysis of the results from the questions asked specifically of residents in Broadbay. The data tables, available from Comhairle nan Eilean Siar, also provide a comparison of responses to the core questionnaire between residents on Broadbay and those in the rest of the Outer Hebrides.

Broadbay Community Questions

This chapter focuses on the responses from residents living in Broadbay regarding a number of topics specific to their local area. It details their views on a number of suggested developments in Broadbay. It considers the changes that residents feel should be prioritised at their local community centre. In addition, it considers residents' opinions towards the provision of new housing on common grazing land in the area. Finally, it outlines whether they or anyone in their household would be likely to use leisure facilities if they were provided in the area.

Satisfaction with living in the Outer Hebrides

At the start of the questionnaire, residents were asked if they were satisfied with living on the islands. Most residents (95%) living in Broadbay are satisfied with the islands as a place to live. The overall satisfaction level across the Outer Hebrides was 94%.

Over half (54%) say they are very satisfied, while 41% say they are fairly satisfied with the islands as a place to live. Only 2% of residents who returned a questionnaire say that they are dissatisfied.

Priorities for a range of suggested development in Broadbay

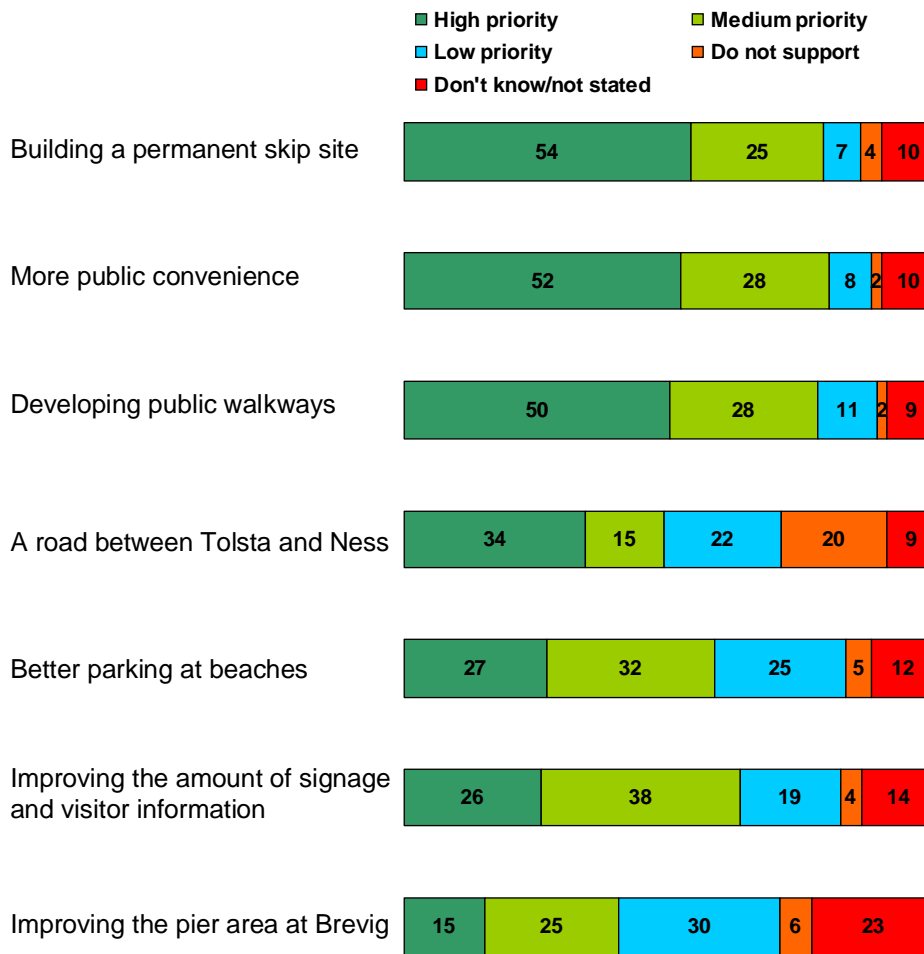
Residents were asked how much of a priority should be given to eight suggested developments in the Broadbay area.

The majority of residents said that three developments should be given high priority: building a permanent skip site (54%); increasing public conveniences (52%); and developing public walkways (50%).

Fewer residents say that other four developments should be given high priority. While around a third of residents (34%) said that building a road between Tolsta and Ness should be a high priority, 1 in 5 residents (20%) opposed this suggestion. Around a quarter of residents (27%) say that better parking at beaches is a high priority, while a similar proportion (26%) said that improving the amount of signage and visitor information is a high priority. Only 15% of residents said that improving the pier area at Brevig is a high priority.

Figure 2: Prioritising developments in Broadbay

Q A number of developments have been suggested for Broadbay. How much of a priority, if any, should be given to the following in the area?



Base: All respondents (309)

Source: Ipsos MORI

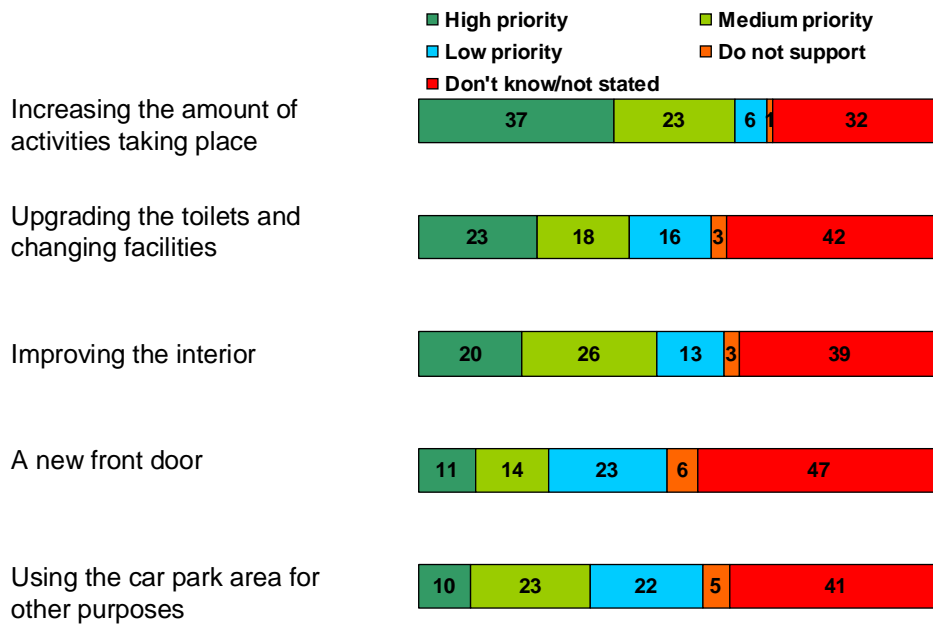
Priorities for the local community centre

Residents were asked about priorities for action regarding their local community centre. (See Figure 3).

They were most likely say that high priority should be given to increasing the number of activities taking place (37%), upgrading the toilets and changing facilities (23%) and improving the interior (20%). Fewer people said that high priority should be given to a new front door (11%) or using the car park area for other purposes (10%) and providing a new front door.

Figure 3: Priorities for the local community centre

Q Thinking about your local community centre, how much of a priority, if any, should be given to the following?



Base: All respondents (309)

Source: Ipsos MORI

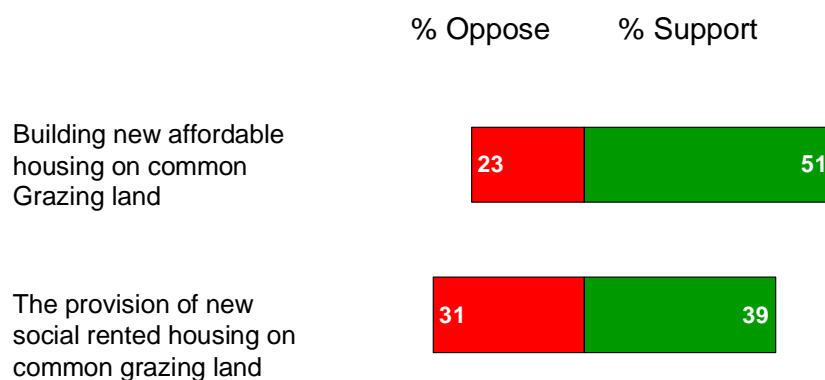
Providing Housing in the Broadbay area

The majority (51%) of residents support proposals for building new affordable housing on common grazing land. Around a quarter (23%) oppose this proposal. (See Figure 4).

Around 4 in 10 residents (39%) support proposals to provide new social rented housing on common grazing land. Around 3 in 10 residents (31%) oppose such plans.

Figure 4: Levels of support for the provision of housing on common grazing land

Q *In principle, how strongly would you support or oppose the following.....?*



Base: All respondents (309)

Source: Ipsos MORI

These questions were asked in most community planning areas across the Outer Hebrides (See Table 1).

Table 1: Levels of support by area

<i>In principle, how strongly would you support or oppose the following?</i>													
	Barra and Vatersay	South Uist and Eriksay	Benbecula	North Uist and Berneay	Harris	Paic and Kinloch	North Lochs	Stornoway	Point	Broadbay	Uig and Bernera	West Side	Ness
<i>Base: All</i>	111	216	105	180	264	110	97	666	217	309	132	377	211
<i>% Support</i>	%	%	%	%	%	%	%	%	%	%	%	%	%
Building new affordable housing on common grazing land	59	60	47	48	58	60	53	-	49	51	61	60	46
The provision of new social rented housing on common grazing land	55	54	36	40	52	50	41	-	37	39	55	47	36

Source: Ipsos MORI

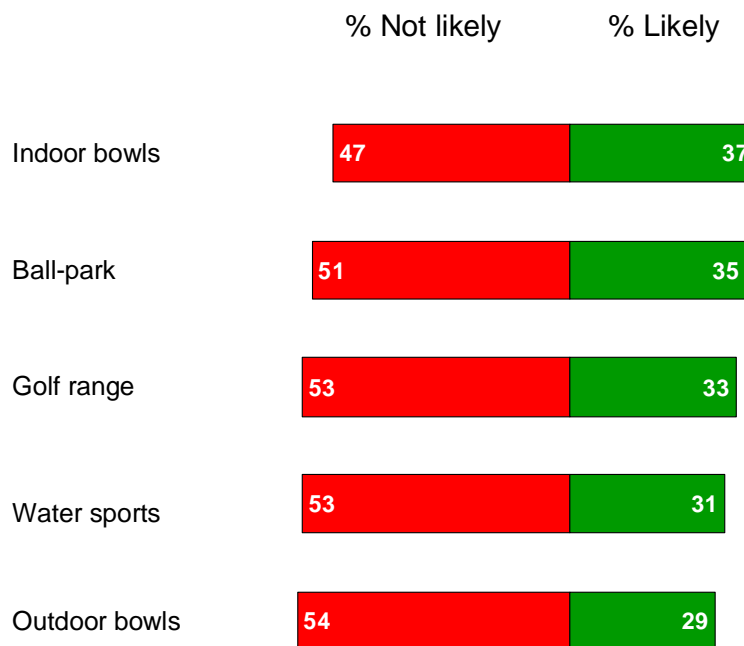
Use of sports facilities

Residents were asked how likely they or their household would be to use five facilities if they were provided in the Broadbay area.

Residents said they would be most likely to use indoor bowls facilities (37%) and a ball-park (35%). Slightly fewer said they would use a golf range (33%), water sports facilities (31%) and outdoor bowls facilities (29%).

Figure 5: Sports facilities in Broadbay

Q *How likely, if at all, would you, or anyone in your household be to use the following facilities if they were provided in the local area.....?*



Base: All respondents (309)

Source: Ipsos MORI

Appendix: Broadbay Questionnaire