

Glenfield Township Information Network Research Report



Prepared for: Nigel Green

Manager, Glenfield Community Centre Incorporated

Prepared by: Jane Marzan

Masters of Applied Social Work, Massey University

October 2018

Contents

	Page
Executive Summary	3
Background and Objectives	5
Survey Design	6
Research Methodology	7
Timeframe	10
Discussion	12
Conclusions	23
Recommendations and Suggestions for Future Research	24
Appendices	26

1 Executive Summary

This report contains the results of the Glenfield Township Information Network Research survey.

The main purpose of this survey was to determine whether local organisations, including businesses, Council, community services and partners and some local primary and secondary schools want to come together to develop relationships and share information through a common forum to help shape Glenfield into a vibrant, supportive, busy and dynamic township.

160 organisations were contacted, 64 within a one-kilometre radius of the Glenfield Post Office and 96 within the Glenfield Mall. 47 organisations completed the survey, 35 outside the Mall and 12 within.

Survey findings:

- There was a 55% response rate from organisations outside the Glenfield Mall compared with 13% from within the Mall
- 60% of the respondents want to be a part of an information sharing forum
- 69% want to develop/strengthen partnerships with the Glenfield community
- 64% of business owners/managers and organisations are interested in sharing their local/institutional knowledge
- 68% of respondents preferred some form of electronic media as the best method of communication as opposed to 32% who would attend a face-to-face meeting
- 42% identified “Crime and security” as the most pressing issue facing Glenfield Township, 39% said a “Lack of activities”, and 32% said a “Lack of a town centre”
- 17% of respondents listed “Retail” as their organisation type, compared with 14% for “Education and training”, “Hospitality”, and “Professional services”
- 93% of the respondents wanted to receive regular information updates, while only 7% were not interested.

Survey results will be shared with all participants as well as key stakeholder groups to whom it will assist in further work around building and supporting the local community.

RESULTS:

60%

Want to be a part of an information sharing forum



69%

Want to develop/strengthen partnerships with the Glenfield Community



64%

Are interested in sharing their local/institutional knowledge



68%

Preferred some form of social media as the best method of communication



32%

Would attend a face-to-face meeting



42%

Said "Crime and security" is the most pressing issue



93%

Want to receive regular information updates about Glenfield township



2 Background and Objectives

In 2013, a group of local businesses and community persons came together to discuss common issues at the Glenfield Community Centre, including one of the Centre's Governance group members and local business owner. Due to lack of focus or agreed outcomes, over time the meetings petered out.

When the current Glenfield Community Centre Manager was employed in 2015, he was approached to rejuvenate the meeting. However, there was concern that without first determining whether there was sufficient interest and focus, any attempt would suffer a similar fate and result in a waste of time and energy for all involved. In addition, due to time constraints and other priorities, this project was parked until a decision was taken to attract a volunteer to undertake the work alongside the Centre Manager.

In July 2018, a Masters of Applied Social Work student from Massey University's Albany campus was selected to undertake a 480-hour placement at Glenfield Community Centre, with the survey and subsequent research report her prime area of focus.

The survey was intentionally short and voluntary. All information recorded during the interviews was confidential and the collected data is to be used only for research purposes. The survey took participants around five minutes to complete, either with assistance from the interviewer conducting the survey, or through self-completion in either paper form or directly online.

Results from the survey will be shared with all participants, the Governance Group of the Glenfield Community Centre, the Kaipātiki Local Board (KLB), Auckland Tourism Events and Economic Development (ATEED), Auckland Transport (AT), Auckland Council's Community Places, and the Kaipātiki Community Facilities Trust (KCFT) – all of whom have a stake in the research findings.

This will flow into future survey design and highlights issues around how best to contact and involve the local community, is recommended to lead into a series of focus groups and workshops around the findings, and ultimately help drive policy and inform upcoming projects such as the revitalisation of Glenfield Township being driven by the KLB, AT and ATEED.

3 Survey Design

Rather than recreate a process that had proved unsustainable, it was decided it would be more helpful to go out to the local Community and find out five key things:

1. Are people interested in being part of a common forum?
2. What would that forum look like?
3. What issues would they like to discuss?
4. What would they bring to this forum?
5. If they did not want to be directly involved, would they still like to receive information about what is happening in the community?

The survey aligns with Glenfield Community Centre Incorporated's Strategic Plan, and the Society's Strategic Mission, Goals and Principles. This survey research was supported by the Chair of the Kaipātiki Local Board (KLB), John Gillon and supplements recent survey research undertaken separately on behalf of KLB by Jonathan Sudworth, Local Economic Development Advisor in Auckland Tourism, Events and Economic Development (ATEED). David Sanders, Team Leader of the North and West Planning Unit, Plans and Places, a Town Planner for Auckland Council, also supported it.

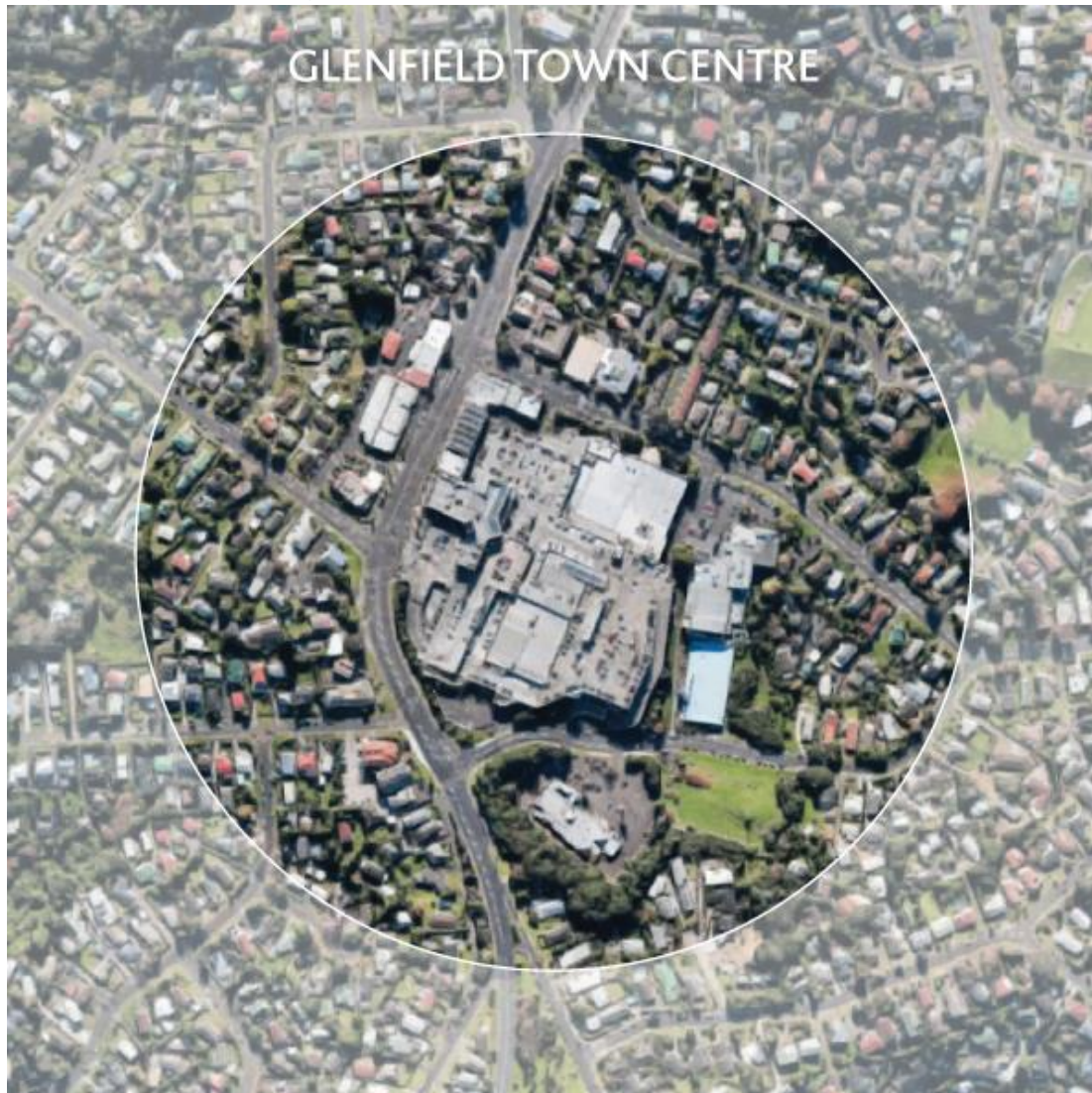
The questions were expanded to allow for multiple answers and comments and then incorporated into a simple, two-page paper survey¹.

¹ See Appendices

4 Research Methodology

The survey was conducted using an online survey engine² to track direct face-to-face interviews with owners/ managers of organisations within a one-kilometre radius of the Glenfield Post Office, located in the Glenfield Mall.

Map of Glenfield Township³



² surveymonkey.com

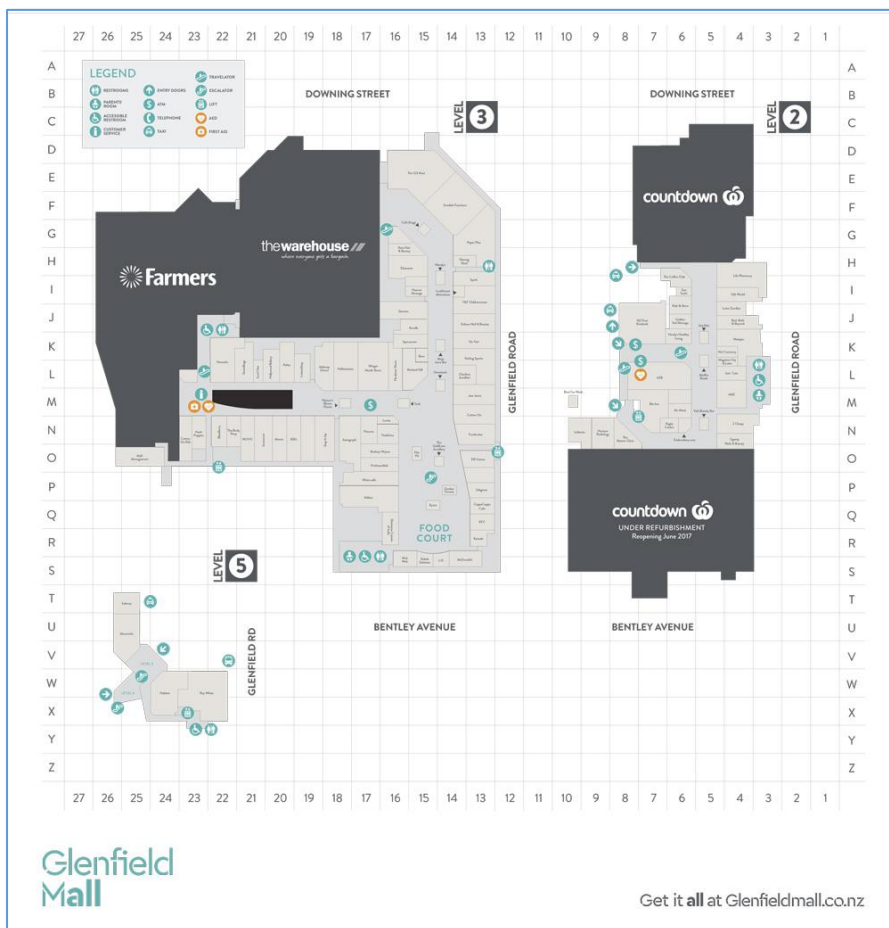
³ Google Maps

Busy owners/managers were offered four options:

1. Work with the interviewer to complete the physical survey immediately
2. Complete a physical survey sheet left with them, to be collected after a week
3. Complete an online version of the survey through a URL (web) link that was provided
4. Given a pre-paid envelope to post the survey back to the Centre⁴

Glenfield Mall sits in the centre of the township, located at 40-48 Downing Street in Glenfield, on Auckland's North Shore and is owned and managed by Ladstone Glenfield Ltd. As was discovered, Mall management's policy is not to allow surveys of this type to occur on site as they consider it disruptive to their tenants and their clients.

Glenfield Shopping Mall Stores Map:



⁴ Ten such surveys were distributed but there was a nil response

The Mall's Directors granted special permission to contact tenants once they were clear of the focus of the survey. In addition, they pointed out, the majority of businesses are franchises that employ staff and so any survey would not necessarily reach the intended recipients. Instead, they supplied the email contact information for the business owners/ managers and, using an online bulk email engine,⁵ a URL link was distributed to the Glenfield Mall owners/managers encouraging them to complete the survey online.

In addition, the survey was advertised through the Glenfield Community Centre's monthly Bulk Newsletter, on the Centre's website, and on the Glenfield Community Facebook page. When contacted, organisations that preferred to do online surveys were sent email reminders a week before the survey closed. Individual emails were sent to all 96 organisations based in Glenfield Mall encouraging them to participate after initial contact netted a single respondent⁶. Unfortunately, a proportion of the email contacts supplied were for owners and regional managers that do not live or work at the Glenfield Mall, or in some cases, even in New Zealand.

⁵ Mailchimp.com

⁶ See Appendices

5 Timeframe

The survey, research and report were conducted between the months of July and October 2018.

Almost one week was spent designing and finalising the survey questions. A further two weeks were spent conducting face-to-face interviews with owners/managers of organisations outside the Mall.

Almost three days were spent distributing, following-up, emailing and petitioning people to encourage them to participate in the survey.

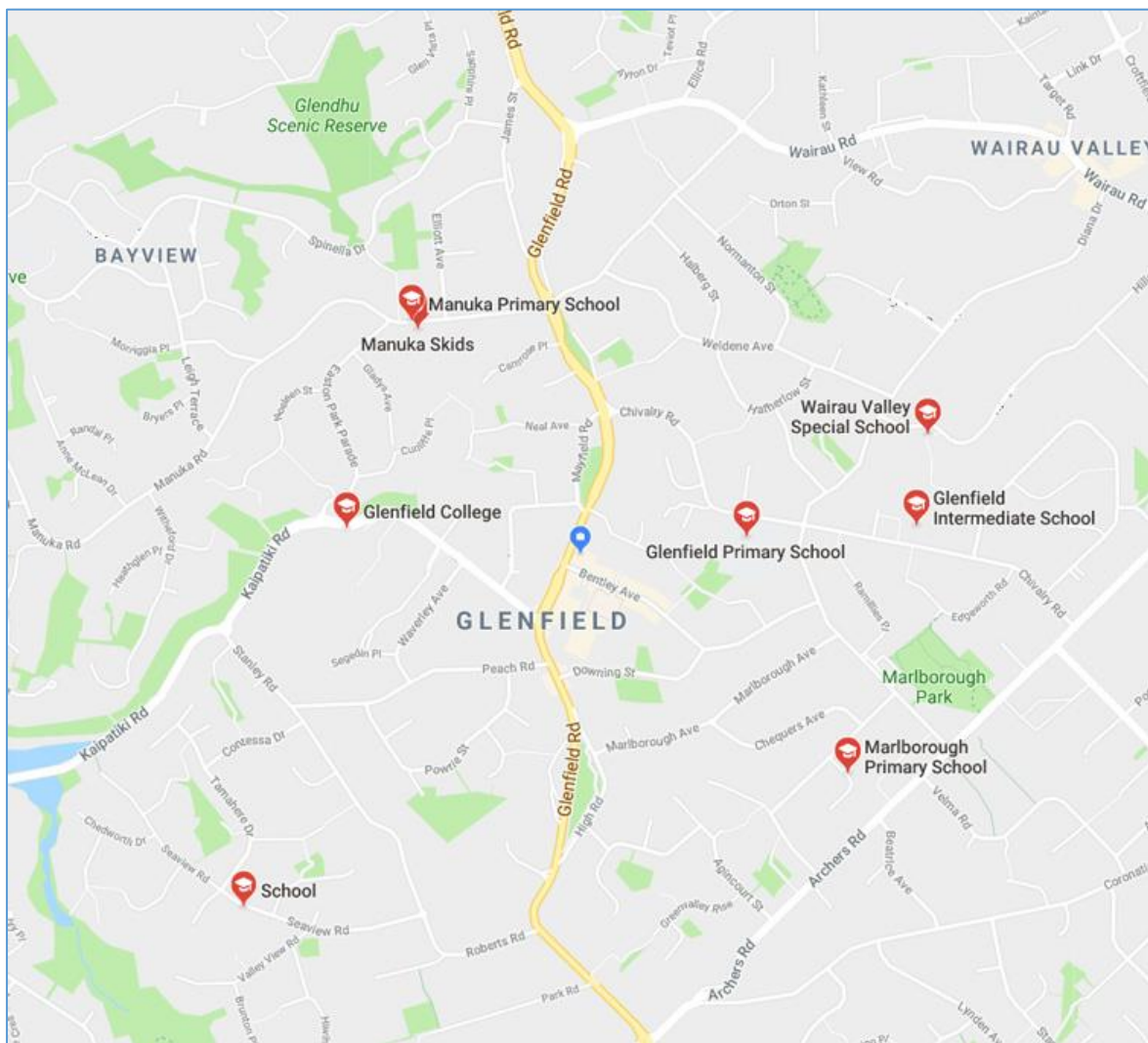
In total, almost six weeks were spent collecting the survey data, another four completing the report.

The survey and data collection process required significantly more time, as it had to be adapted to meet the requirements of Glenfield Mall and because this was the first survey of its type organised by the Glenfield Community Centre management.

The amount of time allocated for the survey collection was supposed to be four weeks, but stretched to six. Owners/managers were often not available or too busy to bother with the survey, regardless of how useful participation might be to their organisations.

Also, two weeks into collection, it was decided to solicit information from local Primary, Intermediate and Secondary schools, as they were perceived as also having a direct stake in what happens in the Town Centre. This involved a day spent on direct visits to the schools, dropping-off surveys and pre-paid envelopes and further follow-up phone calls and emails.

Map of greater Glenfield showing locations of Schools surveyed⁷:

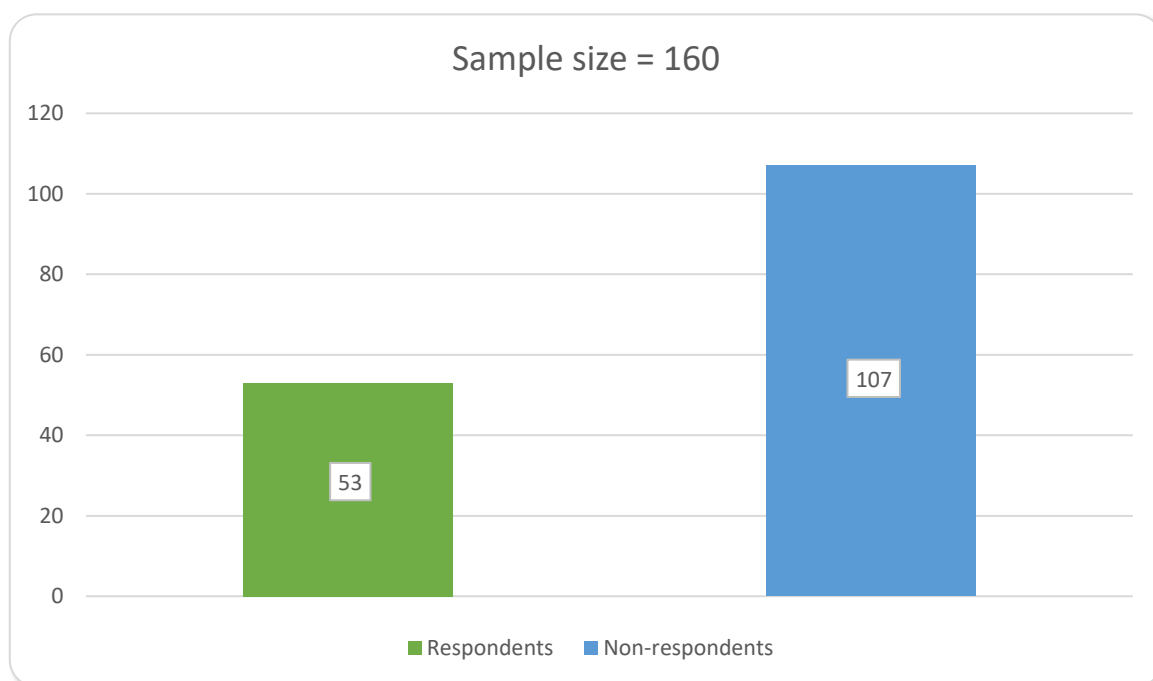


⁷ Google Maps

6 Discussion

This research used the online survey engine, Survey Monkey. This assisted in survey design, data collection and analysis (although some services are limited through paid subscription). Another cloud-based service, Mail Chimp, was used to send bulk e-mails with the survey link to owners/managers at the Glenfield Mall, once Mall management supplied their email addresses.

The total sample size was 160 organisations, including 53 (33%) respondents and 107 (67%) non-respondents.⁸ The sample included 96 Mall tenants, 64 businesses and organisations within one-kilometre of the Glenfield Post Office (located in the Mall), and 7 schools. Local schools were included because some of the issues raised by some organisations during the course of the survey.⁹

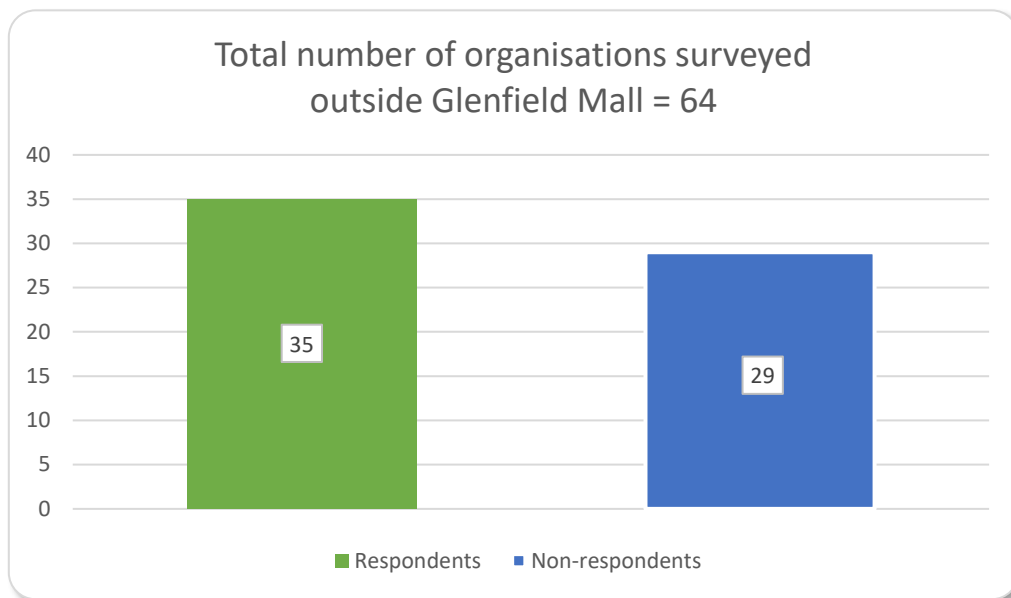


There was a difference noted in terms of response rates for surveys conducted face-to-face outside the Mall, those solicited via email within the Mall, and those schools that were contacted.

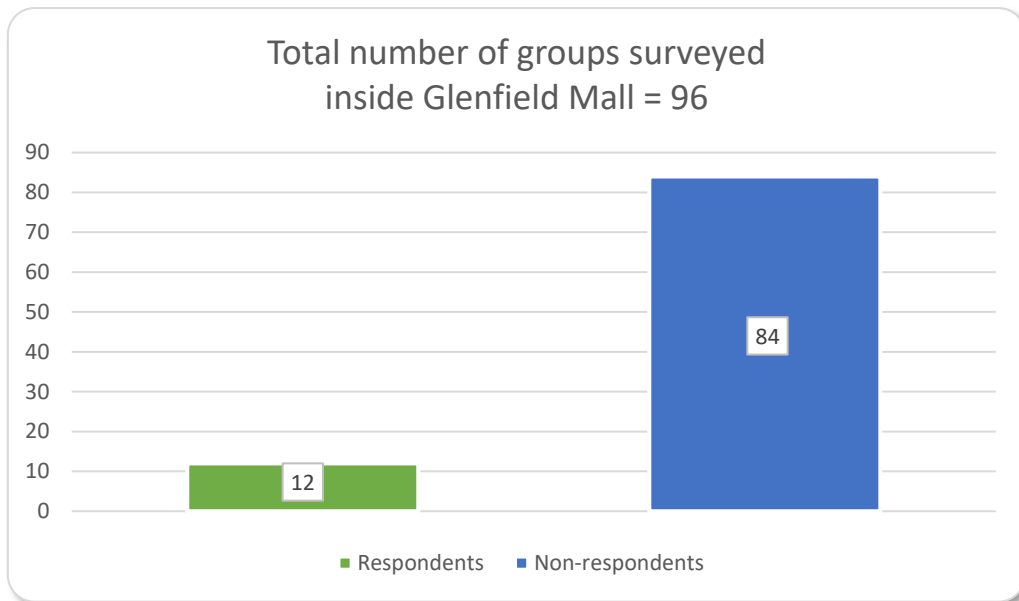
⁸ This gives an 11% margin of error (MOE) for a 95% confidence level. Considering the nature of the survey however, MOE is less important than the content of the responses, as the population size represents organisations cf. individuals and therefore was always going to be low.

⁹ E.g., “Kids are loitering and wagging during school hours”.

Of the 64 organisations surveyed outside the Mall, 35 (55%) responded, and there were 29 (45%) non-respondents. The higher response rate might be because respondents preferred a more personal method of survey, where ambiguities could be clarified and results completed and collected immediately.



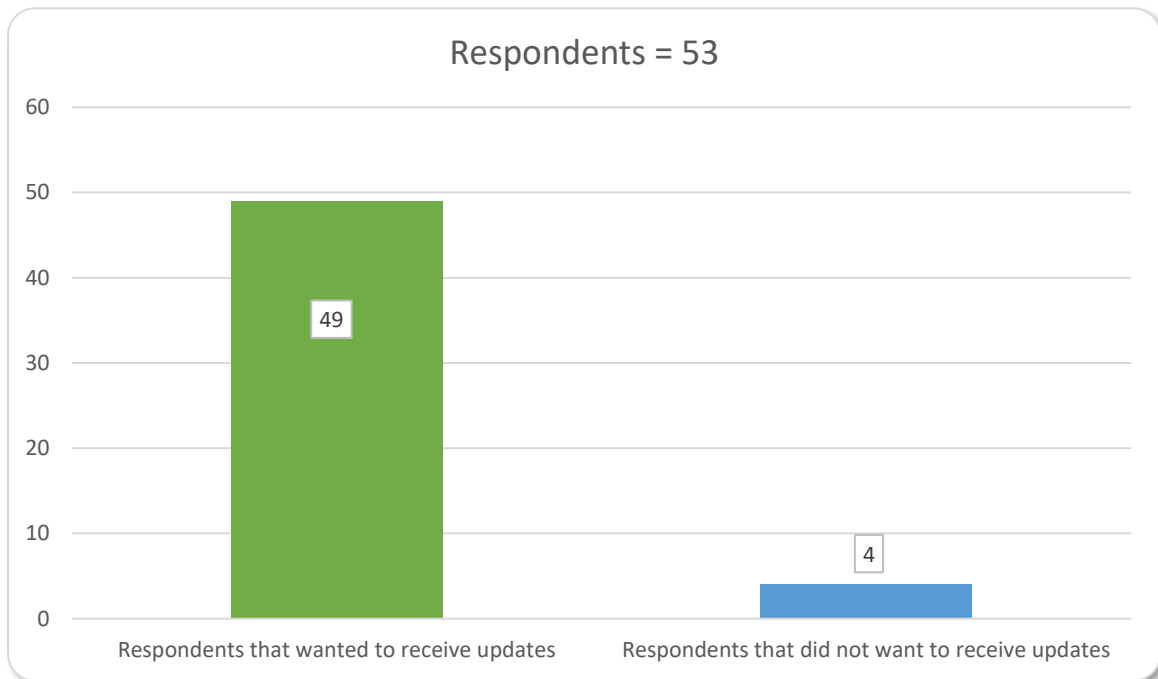
Out of 96 Glenfield Mall tenants surveyed, 12 (13%) responded. The low turnover might be due to factors including owners/operators living outside Glenfield (in some cases outside New Zealand), incorrect/out-of-date email contacts provided by Mall management, and the difference between direct and indirect methods for soliciting responses.



Six respondents were not identified, possibly because they accessed the survey separately via the Centre’s bulk newsletter or website. Two people answered the survey twice, as they were interviewed and then answered online¹⁰. In addition, four persons who participated in the online survey did not provide an email address, indicating they were not interested in receiving updates.

¹⁰ This indicates the need for an online filter to prevent this from occurring in future surveys.

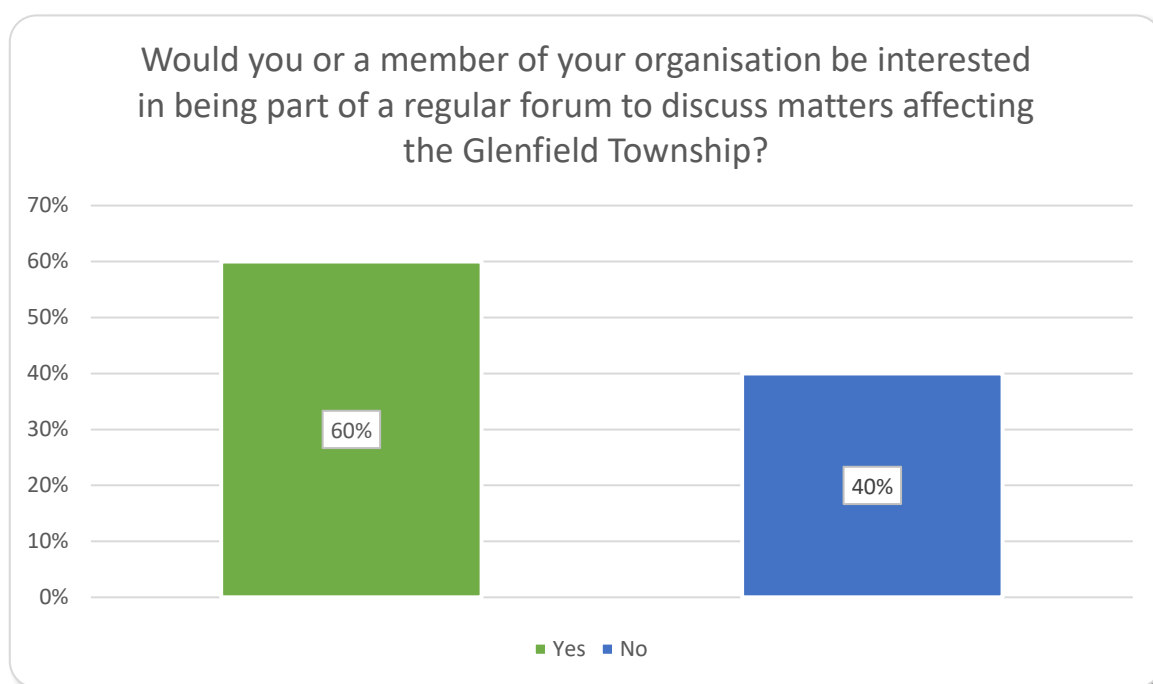
Two owners/ managers outside the Glenfield Mall, who did not participate in the survey, expressed concerns around attending a meeting if it was conducted on a weekly or monthly basis, due to the perceived time commitment. Out of the 53 respondents, 21 (39%) were not interested in being part of this form of forum, but still wanted to receive information updates.



Survey Questions and Responses:

Q.1. When asked, “Would you or any member of your organisation be interested in being part of a regular forum to discuss matters affecting the Glenfield Township?”

- 40% of respondents were not interested but wanted to receive updates
- 60% of respondents wanted to be a part of the forum as well as receive updates.



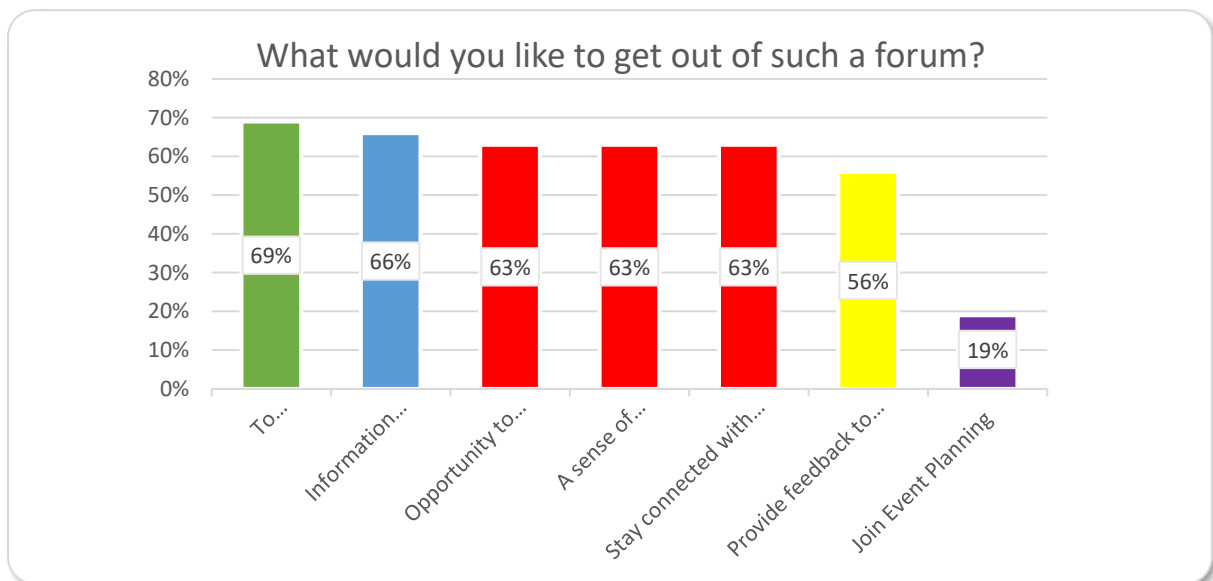
Others comments:



Q.2 When asked, “What would you like to get out of such a forum?”

(Note: Respondents could select any or all options)

- 69% of respondents wanted “to develop/strengthen partnerships with the Glenfield community”
- 66% of respondents wanted “information sharing and networking”
- 63% of respondents wanted the “opportunity to meet other people working in the Glenfield Township”
- 63% of respondents value “a sense of neighbourhood/community/belonging”
- 63% of respondents wanted to “stay connected with the community/ be part of decision making regarding the community”
- 56% of respondents wanted to “provide feedback to Local Council and /or other organisations (e.g. transport)”
- 19% of respondents wanted to do “joint event planning”



Other comments:

“Security and theft.”

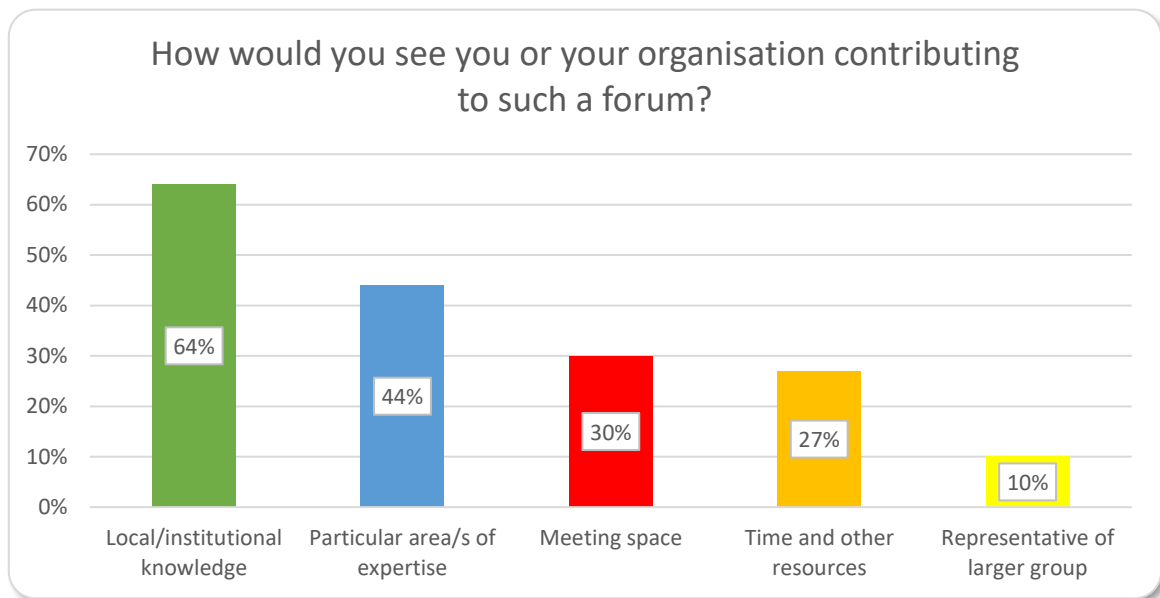
“Get local information to pass on to our students.”

“Get a feeling of connectedness with the community.”

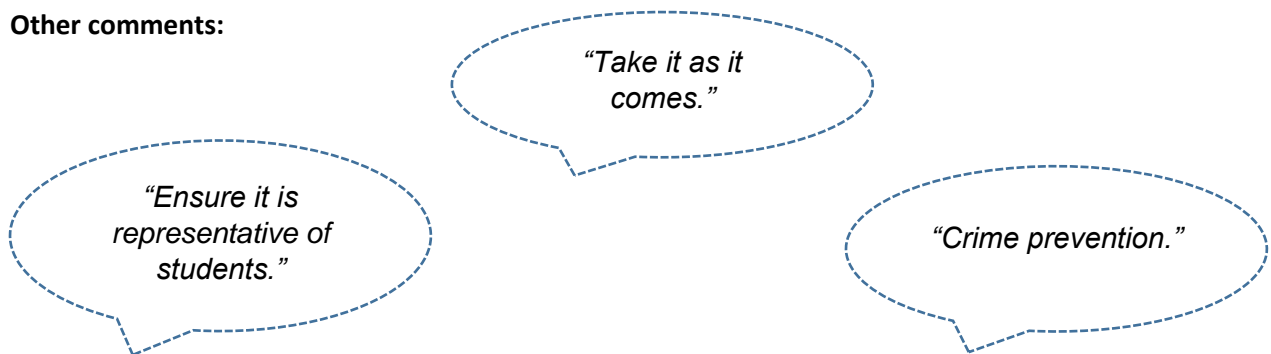
Q.3 When asked, “What would you see your organisation contributing to such a forum?”

(Note: Respondents could select any or all options)

- 64% of respondents can contribute their “local/institutional knowledge”
- 44% of respondents would like to share their “particular areas of expertise”
- 30% of respondents want their facility to be the “meeting place”
- 27% of respondents have “time and other resources”
- 10% of respondents wanted to be a “representative of larger group”



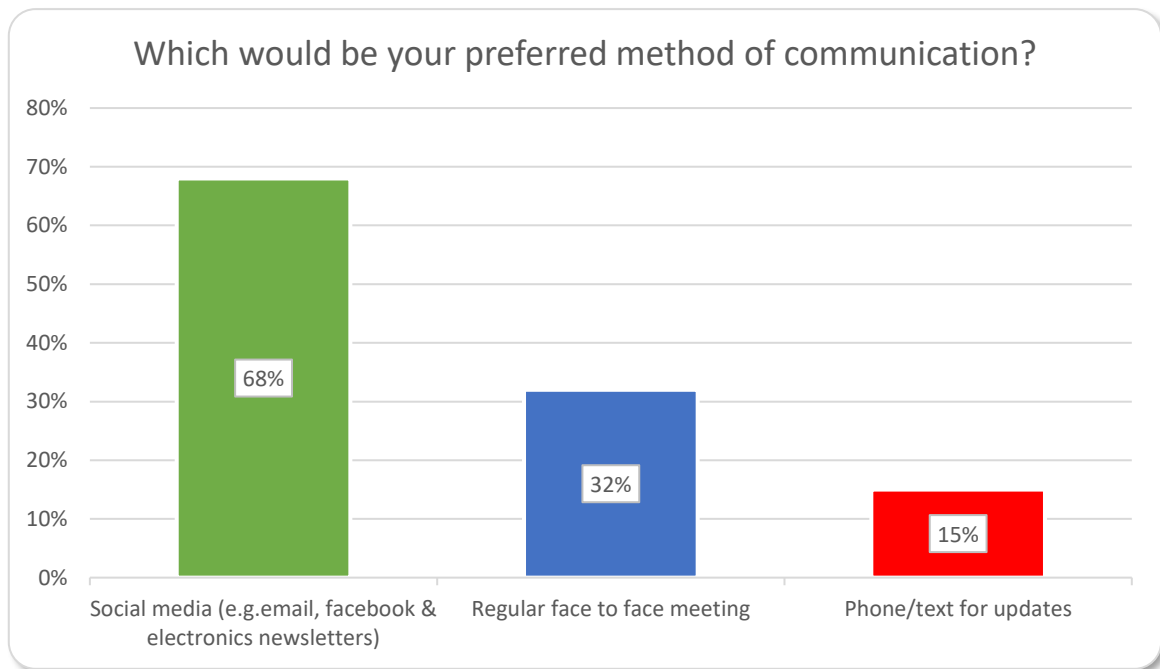
Other comments:



Q4. When asked, “Which would be your preferred method of communication?”

(Note: Respondents could select any or all options)

- 68% of respondents preferred “social media (e.g. email, Facebook & electronic newsletters)”
- 32% of respondents preferred “regular face-to-face meeting”
- 15% of respondents preferred “phone/text for updates”



Other comments:

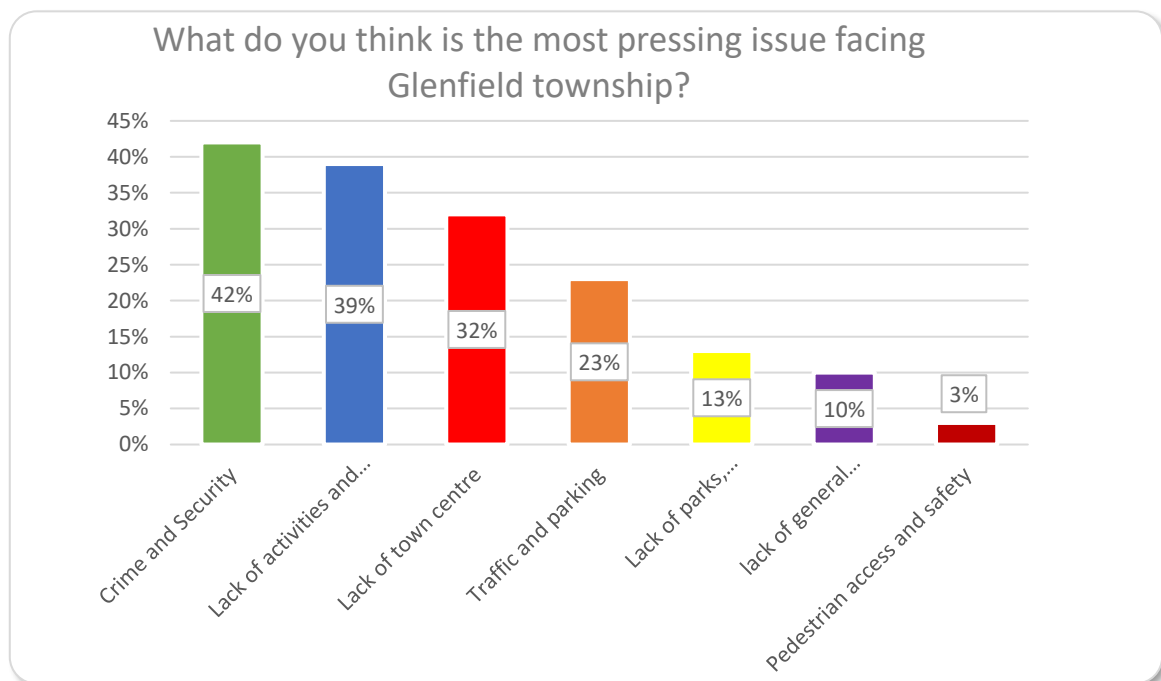
“Email only.”

“A three-monthly meeting to get-together.”

Q5. When asked, “What do you think is the most pressing issue facing Glenfield Township?”

(Note: Respondents could select any or all options)

- 42% of respondents answered “crime and security”
- 39% of respondents answered “lack of activities and promotion”
- 32% of respondents answered “lack of town centre”
- 23% of respondents answered “traffic’ and “parking”
- 13% of respondents answered “lack of parks, playgrounds/picnic areas”
- 10% of respondents answered “lack of general amenities” (e.g. toilets, shaded areas, drinking fountains)
- 3% of respondent answered lack of “pedestrian access and safety”



Other comments:

“Glenfield lacks a town centre space in many peoples’ view.”

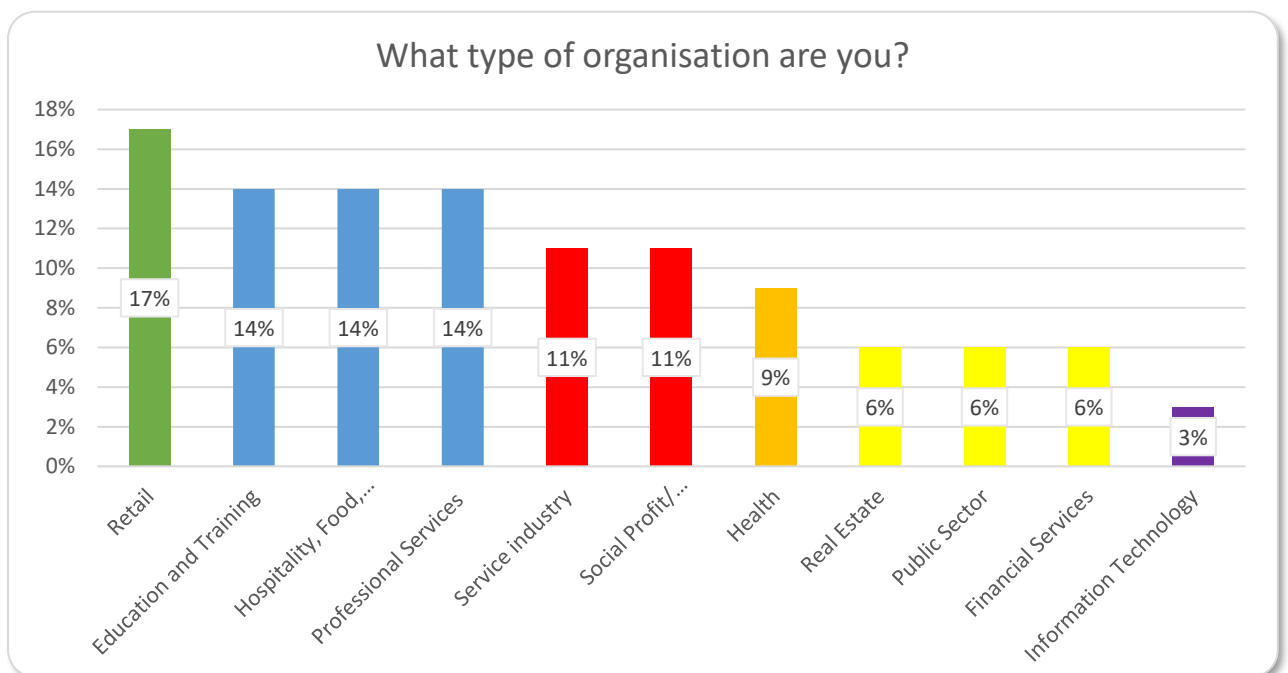
“Lack of awareness of what Glenfield township has to offer, more marketing and advertising for what the Glenfield can offer to the community as well as advertising and promoting to schools.”

“Youth/disorderly behaviour.”

“Cleanliness, tidiness, and lack of outdoor dining areas.”

Q6. When asked, “What type of organisation are you?”

- 17% of respondents answered “Retail”
- 14% of respondents answered “Education and training”
- 14% of respondents answered “Hospitality food, drink, tourism”
- 14% of respondents answered “Professional services”
- 12% of respondents answered “Service industry”
- 12% of respondents answered “Social profit/community organisation”
- 9% of respondents answered “Health”
- 6% of respondents answered “Real estate”
- 6% of respondents answered “Public sector”
- 6% of respondents answered “Finance services”
- 3% of respondents answered “Information technology”



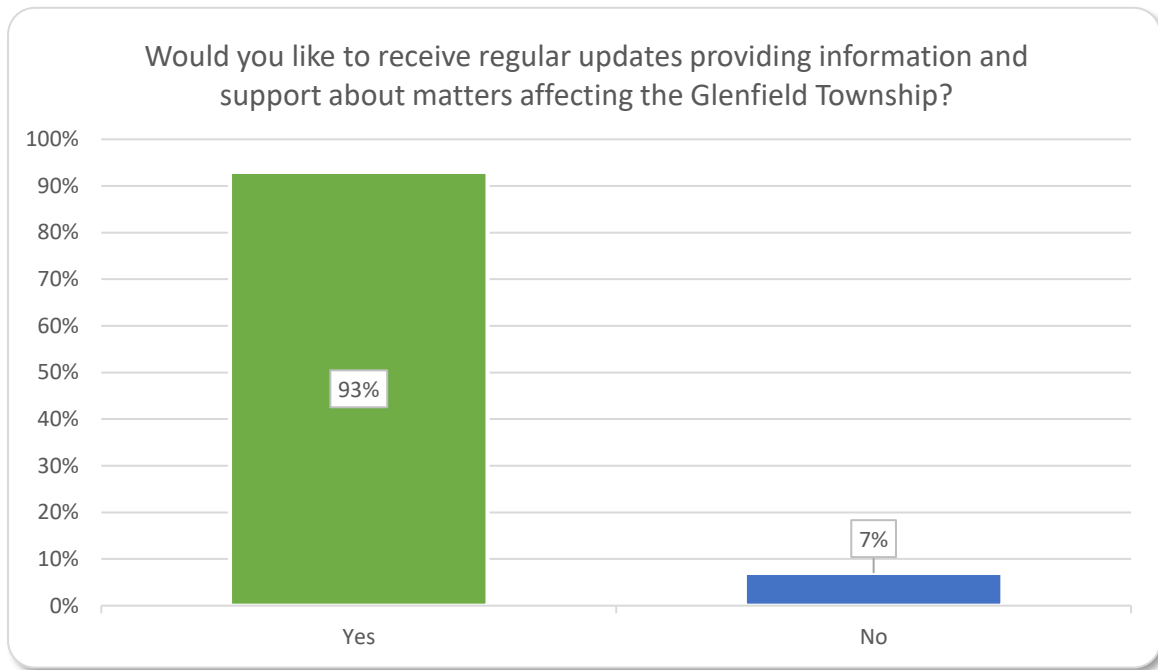
Although there were 31 respondents that answered this question, some organisations, such as “health” classified their organisation as a “public” and “professional industry”.

Other comments:

“Faith-based community organisation.”

Q7. When asked, “Would you like to receive regular updates providing information and support about matters affecting the Glenfield Township?”

- 93% of respondents answered “Yes”
- 7% of respondents answered “No”



7 Conclusions

The aim of the research was to determine whether local organisations would be interested in being a part of a regular forum to discuss issues affecting the Glenfield Township. 60% of respondents said they would want to be part of an information-sharing forum, 68% of whom would prefer this to occur through some form of electronic or social media. This was supported by many anecdotal comments around the lack of time available to attend a meeting.

The survey findings also indicate 69% of respondents want to join the forum to *“develop and strengthen partnerships within the Glenfield Town Community”*, and 64% of respondents are willing to share their *“local/institutional knowledge”* with the community.

Engaging with organisations proved more difficult than anticipated, especially due to the limitations placed on interviewing those located within Glenfield Mall. Face-to face interviewing generated a significantly higher completion rate than the other methods, but interactions with Mall tenants was limited to solicitation through emailing call to action links to the owner/ managers. Add to this, many Mall stores are franchise chains (e.g. Farmers, Briscoes, Countdown, The Warehouse), where owners and regional managers do not usually work or live in the area and so have no perceived stake in participation or the survey outcome, and this probably contributed to the low response rate.

The survey findings indicate the majority (17%) of organisations that participated were from the *“Retail industry”*, followed closely by the *“Education and training”*, *“Hospitality, food, drink and tourism”*, and *“Professional services”* (all 14%).

42% identified *“Crime and safety”* as their prime concern followed closely by, 39% for the *“Lack of activities”* and 32% the *“Lack of a town centre.”*

Recommendations and Suggestions for Future Research

While the Glenfield Community Centre commissioned this report, its findings are for the benefit of the wider Glenfield Community. The following recommendations would be best picked-up by one of the various other larger, better-resourced community organisations such as the Kaipātiki Local Board, Auckland Tourism, Events and Economic Development, Auckland Transport, Community Police, and/or the Kaipātiki Community Facilities Trust.

As a mini-community engagement project, it has identified various limitations for others considering conducting similar surveys of the local Glenfield community: working people are time-poor, not particularly motivated to complete something they cannot see a direct benefit to their business or organisation, and those within Glenfield Mall present a unique challenge. It might be better to approach large scale franchises independently as many may have their own community development programmes, staff or focus.

However, there appears sufficient interest by those surveyed in being better informed on topics affecting Glenfield to look at ways of achieving this aim. If it is later seen as a useful resource, more might be attracted to use it and increase the overall level of engagement and utility.

One way might be to promote focus groups to workshop specific issues: community building, traffic, crime, parking, promotional events, and civic and amenities alongside appropriate partner groups. For example, Community Police facilitating a discussion group around crime and security including local schools and affected storeowners, or AT around parking and traffic.

Another may be to setup a dedicated Facebook page, website or regular electronic newsletter targeting local organisations and starting with the core group who registered their interest in the survey.

Another maybe to focus on a specific issue and create a specific survey or focus group to gain a greater depth of knowledge around the problem. Existing information networks should be used to help deliver these messages.

As personal interviews deliver a higher response rate, as shown by the survey results, future surveys need to be conducted primarily face-to-face with respondents and over a longer period.

In order to do this would require dedicating greater resources — number of volunteers or paid staff, combining additional ways of surveying (e.g., telephone), and considering reducing barriers to participation e.g., using multi-language surveys and providing incentives for completion.

It should also be noted that some people do not respond to surveys because they are not familiar with them, may have issues around English as a second language, or even around the sex of the person conducting the survey, so a multi-pronged approach to surveying should continue to be used.

Survey respondents online were anonymous, hence we do not know which organisations they belong to, so it is important to structure future surveys to require collection of email information, permission to be contacted, and to apply filters in the survey engine to avoid the potential for multiple responses from the same groups or individuals.

Although the sample was limited to a narrow focus on business/ organisation managers, it is worth considering expanding the survey sample size to incorporate people who work and visit Glenfield, including staff, shoppers and even high school children, in an aim to make the sample group as representative of the demographics of the local population as possible.


The survey progressed from an assumption the owner/operators would have a greater stake in supporting the outcome, but the response rate means this remains largely unproven. Other stakeholder groups may or may not have a more informed opinion as to what happens in and around the Town Centre and the best methods to involve them in community building would need to be explored separately.

To avoid a perception of those ‘inside’ versus ‘outside’ Glenfield Mall, it will be important to investigate ways to engage better with the Mall and its tenants — perhaps through public notices or direct invitations. This is a conversation to be had with Mall management.

Finally, this study included only a few very simple questions and was in some cases limited to certain predetermined answers. It might well be worth considering expanding the scope if a similar study is considered in the future.

Appendices

1 Example of Survey URL link Call to Action:



The banner features a blue sky background with a dandelion seed head on the left. The Glenfield Community Centre logo is in the top center, and the text 'Ko te Hapori tō mātou Pokapū Community is at our Centre' is on the right. The main title 'Glenfield Information Network' is centered, with the tagline 'Developing a vibrant, safe and supportive Community environment' below it.

WHAT IS THE PURPOSE OF THE SURVEY?

To determine whether local organisations would be interested in being part of a regular forum to discuss matters affecting the Glenfield Township, what form that forum might take, how they would like to receive up-to-date information about issues as they arise, and what do they feel is important to discuss.

WHY IS THIS IMPORTANT TO ME OR MY ORGANISATION?

Our aim is to determine whether local organisations including business, Council, community services and partners wish to come together to develop relationships and share information through a common forum; helping to shape the Glenfield Township into a busy, inclusive and dynamic location that is a vibrant, safe and supportive Community environment.

But we need your help to achieve this aim.


[CLICK HERE TO TAKE THE SURVEY](#)

Please feel free to contact us if you have any concerns - **[click to email us here](#)**.

We appreciate your time and input and with the help of Glenfield Mall Management, determined this was the most effective way to contact owner/operators whose businesses are operating in the Mall.

The survey is completely confidential and when complete the results will be shared with all participants.

2 Example Survey:



GLENFIELD Community Centre Ko te Hapori tō mātou Pokapū
Community is at our Centre

Glenfield Information Network

Developing a vibrant, safe and supportive Community environment

WHAT IS THE PURPOSE OF THE SURVEY?

To determine whether local organisations would be interested in being part of a regular forum to discuss matters affecting the Glenfield Township, what form that forum might take, how they would like to receive up-to-date information about issues as they arise, and what do they feel is important to discuss?

WHAT IS THIS IMPORTANT TO ME OR MY ORGANISATION?

Our aim is to determine whether local organisations including business, Council, community services and partners wish to come together to develop relationships and share information through a common forum; helping to shape the Glenfield Township into a busy and dynamic location.

SURVEY QUESTIONS

This survey should take around 5 minutes to complete.
Access an online version here: <https://www.surveymonkey.com/r/8FFKN56>

Q.1 Would you or a member of your organisation be interested in being part of a regular forum to discuss matters affecting the Glenfield Township?

Yes (Go To Q2.) No (Go to Q7.)

Q.2 What would you like to get out of such a forum? (Select as many as appropriate)

Information Sharing/ Networking Join Event Planning

Provide feedback to Local Board, Auckland Council, and other Organisations

Stay connected with/ be part of decision-making regarding the Community


Develop/strengthen partnerships with the Community

Sense of Neighbourhood/Community/Belonging

Opportunity to meet other people working in the Glenfield Township

Other (please explain):

Your answers will be kept strictly confidential. Findings will be shared with participants once all information has been collated. If you have any concerns, please contact us directly.

 **GLENFIELD Community Centre**

Corner Glenfield Road & Bentley Avenue
Phone: 09 444 5023
Email: manager@glenfieldcommunitycentre.co.nz
Website: www.glenfieldcommunitycentre.co.nz

Q.3 What would you see your organisation contributing to such a forum?(Select as many as appropriate)

- Local/ institutional knowledge Particular area/s of expertise
 Meeting space Representative of larger group
 Time and other resources
 Other (please explain):

Q.4 Which would be your preferred method of communication? (Select one)

- Regular face-to-face meeting Phone/ text for updates
 Social Media (Facebook, Email, Electronic Newsletter)
 Other (please explain):

Q.5 What do you think is THE most pressing issue facing Glenfield Township? (Select one)

- Traffic Parking
 Pedestrian Access and Safety Lack of Activities and Promotion
 Lack of General Amenities (toilets, etc.) Lack of Parks, Playgrounds, Picnic areas
 Lack of 'Town Centre' Crime and security
 Other (please explain):

Q.6 What type of organisation are you? (Select one)

- Professional Services Hospitality, food/drink, tourism
 Health Retail
 Social Profit/ Community Organisation Education and training
 Service Industry Real Estate
 Information Technology Public Sector
 Financial Services
 Other (please explain):

Q7. Would you like to receive regular updates providing information and support about matters affecting the Glenfield Township? Yes No

Organisation: _____
Contact Person: _____
Phone: _____
Email: _____
Website: _____

Thank you for participating in this survey

3 Email sent to Glenfield Mall Owner/ Operator/ Managers:

All of us are time-poor and business owners and operators are some of the poorest.

How valuable then do you think it would be for you to take **5 minutes** to let us know about some of the challenges you face being part of Glenfield Township?

Really valuable but certainly worth a short-term one-off “investment”.

We have already tried to contact your organisation, as we want an **inclusive** picture of who cares about helping build a Glenfield community with vision.

Of the 96 businesses operating in Glenfield Mall, we have had one respondent to our survey (**Well done on you Postie Plus**).

However, we can't believe that **only 1% of you care** enough not to want your voices heard, and so we are contacting you each individually so you can still have the chance to participate.

A copy of our survey information is attached, but all you really have to do is [click this Survey Monkey link](#).

For less than the time it takes to make a coffee you can help us help you to shape the future of Glenfield.

We are willing to listen, how many other groups can honestly say that?

Thank you for your time.

Nigel Green

Manager

Glenfield Community Centre

PO Box 40 112, Glenfield, Auckland 0629

T 09 444 5023 W www.glenfieldcommunitycentre.co.nz

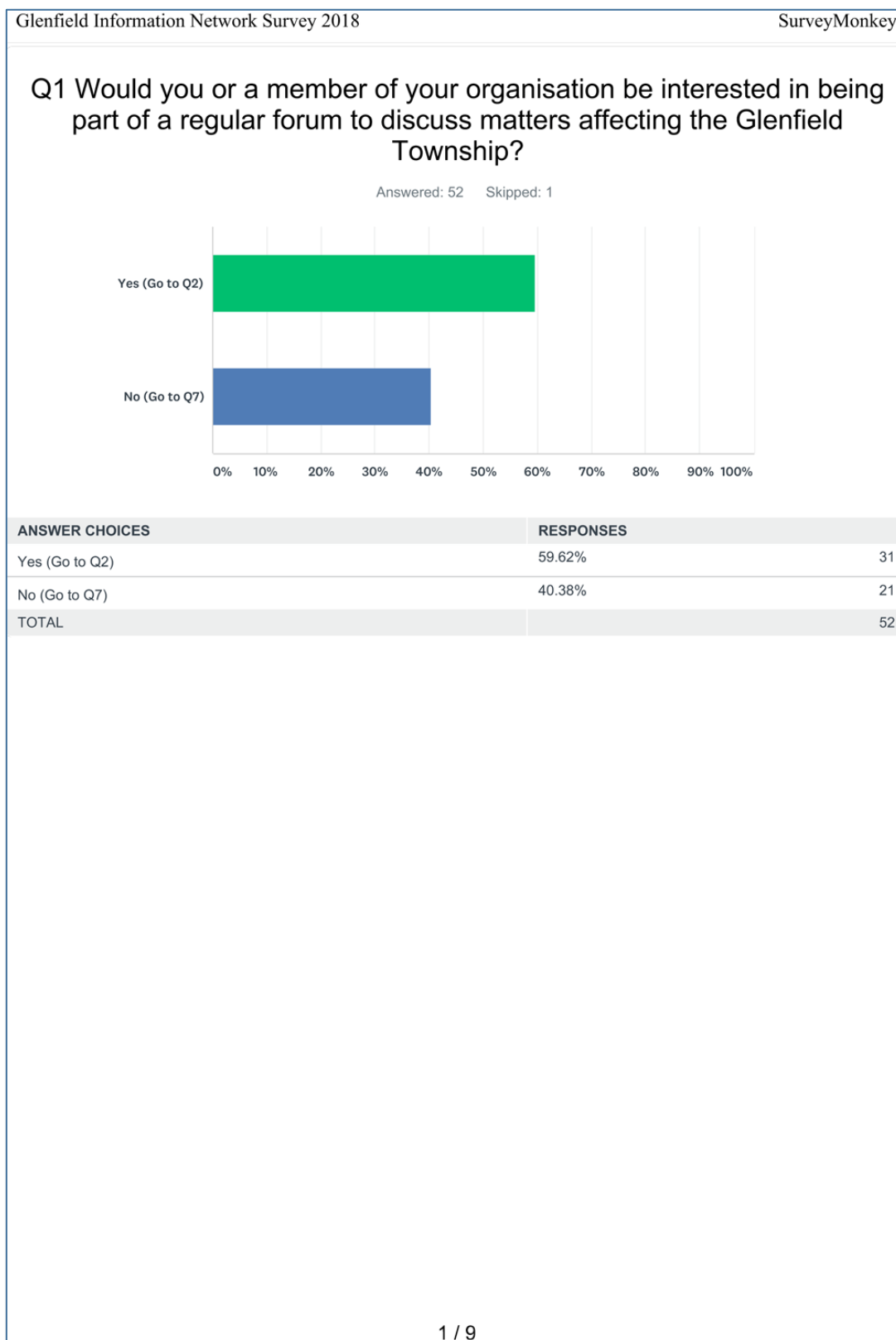


www.facebook.com/GlenfieldCommunityCentre



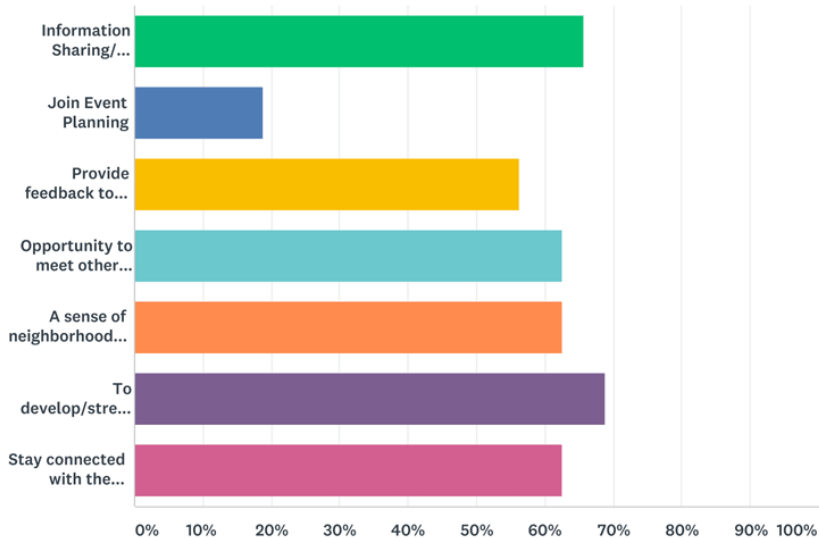
Please consider the environment before printing this email 

4 Survey Monkey Raw Data:



Q2 What would you like to get out of such a forum? (Select as many as appropriate)

Answered: 32 Skipped: 21

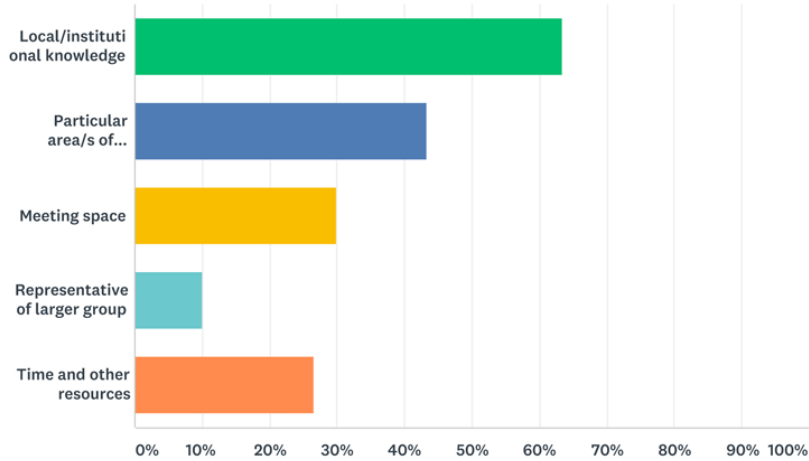


ANSWER CHOICES	RESPONSES
Information Sharing/ Networking	65.63% 21
Join Event Planning	18.75% 6
Provide feedback to Local Board, Auckland Council, and/or other Organisations (e.g. Auckland Transport)	56.25% 18
Opportunity to meet other people working in the Glenfield Township	62.50% 20
A sense of neighborhood/community/belonging	62.50% 20
To develop/strengthen partnerships with the Community	68.75% 22
Stay connected with the Community/ be part of decision-making regarding the Community	62.50% 20
Total Respondents: 32	

#	OTHER (PLEASE SPECIFY)	DATE
1	security and theft	8/24/2018 10:50 AM
2	we feel that we are connected with the community	8/9/2018 4:39 PM
3	local information to be able to pass to our students	8/2/2018 3:11 PM

Q3 How would you see you or your organisation contributing to such a forum? (Select as many as appropriate)

Answered: 30 Skipped: 23

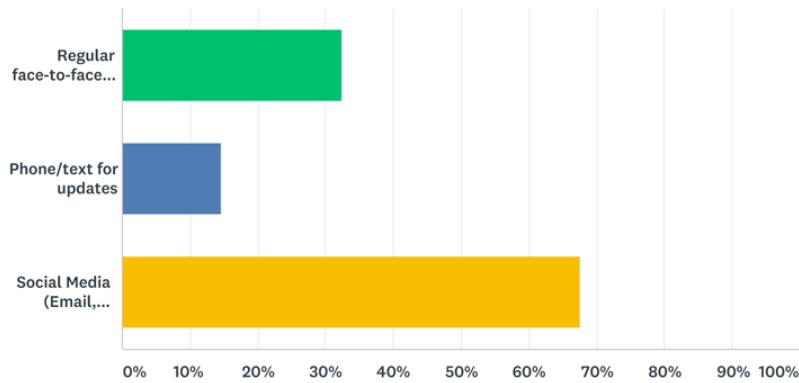


ANSWER CHOICES	RESPONSES
Local/institutional knowledge	63.33% 19
Particular area/s of expertise	43.33% 13
Meeting space	30.00% 9
Representative of larger group	10.00% 3
Time and other resources	26.67% 8
Total Respondents: 30	

#	OTHER (PLEASE SPECIFY)	DATE
1	representative of students	8/2/2018 2:57 PM
2	crime prevention	8/2/2018 1:23 PM
3	take it as it comes	7/31/2018 9:41 AM

Q4 Which would be your preferred method of communication? (Choose one)

Answered: 34 Skipped: 19

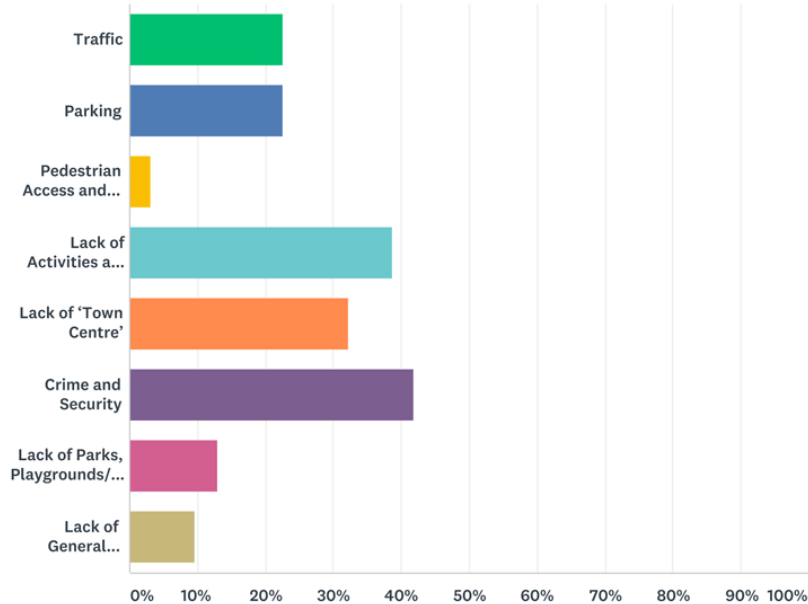


ANSWER CHOICES	RESPONSES
Regular face-to-face meeting	32.35% 11
Phone/text for updates	14.71% 5
Social Media (Email, Facebook, Electronic newsletter)	67.65% 23
Total Respondents: 34	

#	OTHER (PLEASE SPECIFY)	DATE
1	email	8/31/2018 1:48 PM
2	A 3 monthly meeting to get together	8/26/2018 5:45 PM

Q5 What do you think is THE most pressing issue facing Glenfield Township? (Choose one)

Answered: 31 Skipped: 22

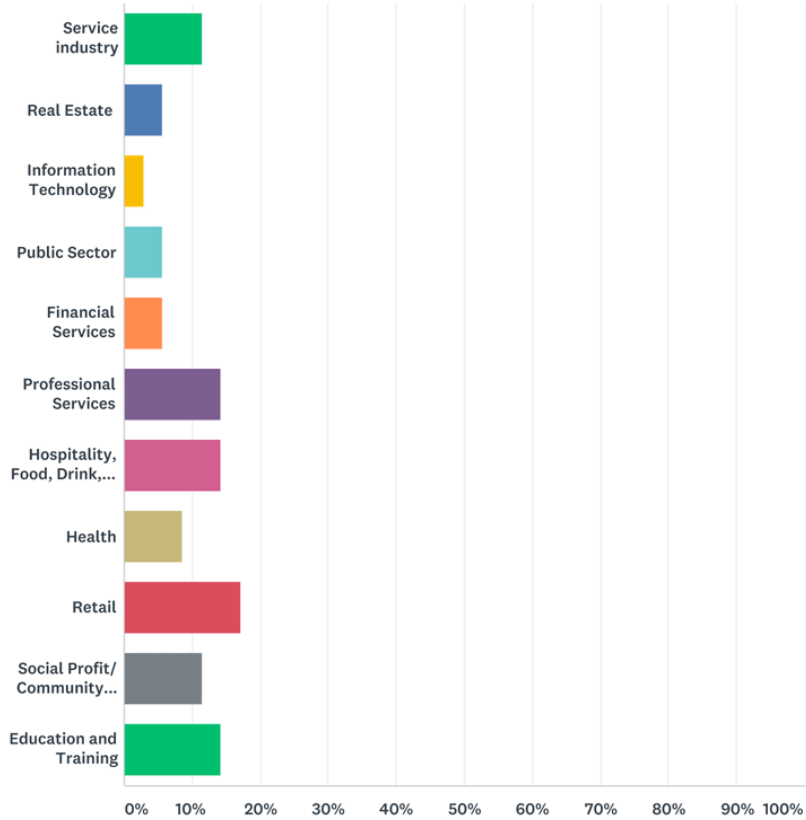


ANSWER CHOICES	RESPONSES
Traffic	22.58% 7
Parking	22.58% 7
Pedestrian Access and Safety	3.23% 1
Lack of Activities and Promotion	38.71% 12
Lack of 'Town Centre'	32.26% 10
Crime and Security	41.94% 13
Lack of Parks, Playgrounds/ Picnic areas	12.90% 4
Lack of General Amenities (e.g. toilets, shaded areas, drinking fountains)	9.68% 3
Total Respondents: 31	

#	OTHER (PLEASE SPECIFY)	DATE
1	Glenfield lacks a town centre space in many peoples view. Thanks largely to Glenfield Rd main thoroughfare going straight through the middle. There is just no focal point to work from.	8/26/2018 5:45 PM
2	youth/disorder/behaviour	8/2/2018 1:23 PM
3	cleanliness and tidiness. Lack of outdoor dining areas	8/1/2018 3:36 PM
4	lack of awareness of what Glenfield has to offer,more marketing and advertising for what Glenfield can offer to the public, advertising through school	7/31/2018 9:41 AM

Q6 What type of organisation are you? (Choose one)

Answered: 35 Skipped: 18



ANSWER CHOICES	RESPONSES	
Service industry	11.43%	4
Real Estate	5.71%	2
Information Technology	2.86%	1
Public Sector	5.71%	2
Financial Services	5.71%	2
Professional Services	14.29%	5
Hospitality, Food, Drink, Tourism	14.29%	5
Health	8.57%	3
Retail	17.14%	6
Social Profit/ Community Organisation	11.43%	4
Education and Training	14.29%	5
Total Respondents: 35		

Glenfield Information Network Survey 2018		SurveyMonkey
#	OTHER (PLEASE SPECIFY)	DATE
1	Faith based community organisation	8/7/2018 3:16 PM

