



**WINTERBOURNE MEDIEVAL BARN**  
**HLF Bid Reference HG-15-04570**  
**Supporting Information**  
**WMB5A – Local Community Consultation**



# **Winterbourne Barn Consultation Report**

## **July 2013**

Report prepared by:

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## **Key findings- Winterbourne Barn**

In total the council received 344 responses to the questionnaire, giving a response rate of 6.6%. Just over 70% of those who had responded had visited the barn.

### **Visiting Winterbourne Barn**

The most common reasons for visiting Winterbourne Barn were to:

- Attend events (76.6%)
- An interest in the heritage of the barn (43.8%)
- To attend performances (33.2%)

The most common reasons for those who had not attended the barn were:

- Lack of knowledge of activities/ opening times (26.7%)
- One fifth of those who had not visited the barn did not know it was there (23.3%)
- Could not attend events (14.4%)

### **Activities at Winterbourne Barn**

The most popular activities which respondents said would encourage them to visit Winterbourne Barn were:

- Community café (70%)
- Celebratory events (66.3%)
- Concerts (65.6%)
- Performances (64.7%)

Less popular activities that encourage people to use Winterbourne Barn were:

- Production of promotional literature, exhibition and interpretation panels (14.1%)
- Weddings (20%)
- Parties (23.8%)
- Private hire (community uses) (27.5%)

Other activities were suggested by respondents that would encourage them to use the Winterbourne Medieval Barn site:

- Farmers market
- Historical/ medieval activities
- Pre school group
- Activities for Old Age Pensioners

### **Other comments relevant to the project**

Other comments which people thought were relevant to the project were:

- The need for adequate car parking
- Poor/ dangerous access by foot to the barn
- A need to increase advertising and promotion of the barn

## **Purpose, Methodology and Response**

### **Purpose**

The Winterbourne Medieval Barn Trust (WMBT), with the support of South Gloucestershire Council, is applying to the Heritage Lottery Fund for a £2 million grant to restore and regenerate the grade 2\* listed barn and associated outbuildings.

The aim of the consultation was to gain thoughts on the type of activities and events that will attract people to use the facilities and attract visitors to the site. This will be used to ensure that WMBT are meeting the needs of the whole community and provide evidence to support the Heritage Lottery Funding bid.

### **Methodology**

To gather views we used various methods to consult interested stakeholders and local residents including:

- A questionnaire was sent out to 5240 households and local businesses consisting of all of Winterbourne Parish and some households within Bradley Stoke in close proximity to the barn
- Relevant local interested parties such as ward members, councillors and voluntary and community groups
- A library display was located within Winterbourne Library between 14<sup>th</sup> May and 14<sup>th</sup> June.
- Additional copies of the survey were available in Bradley Stoke library
- An online webpage dedicated to the barn with a link to the survey was also available
- An open evening was held at the barn on 21 May and was attended by 14 people.
- The consultation was also promoted through various methods by the WMBT

The extent of the consultation area where questionnaires were sent to all households can be seen in Figure 1.

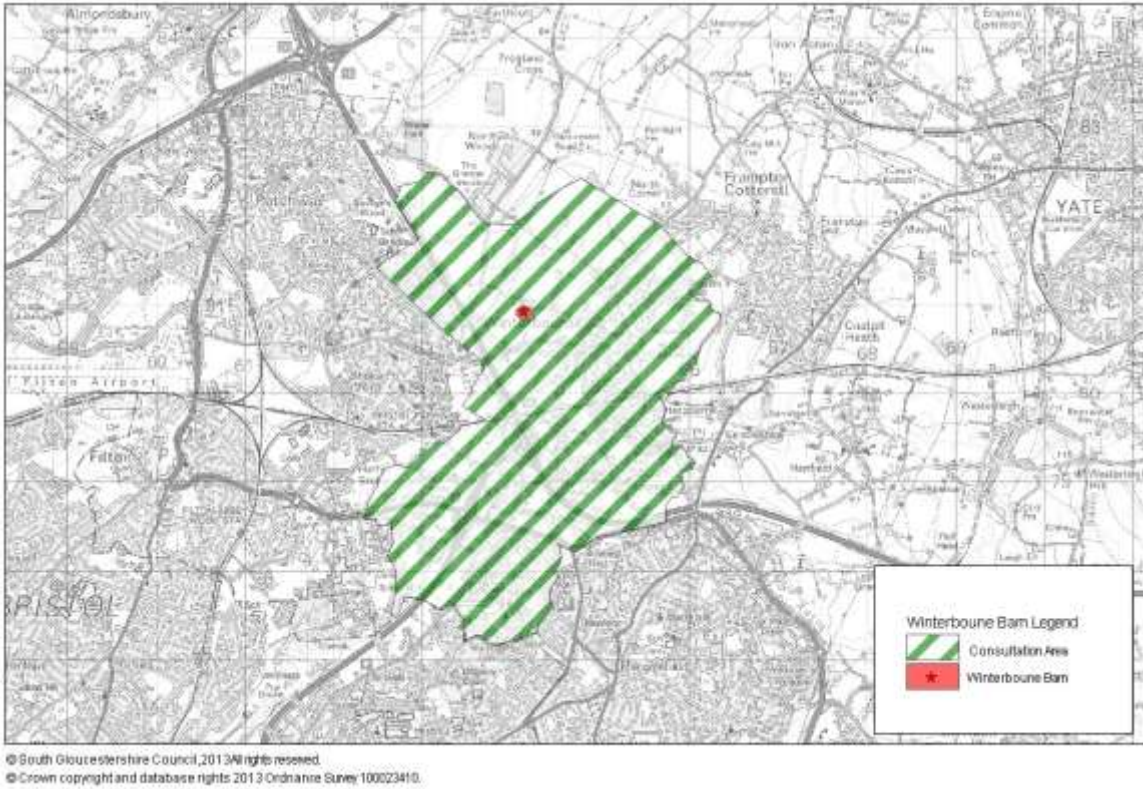


Figure 1: Area of consultation

## Response

There were 344 responses to the survey, giving a response rate of 6.6%. Just over 70% of those who responded had visited the barn.

Figure 2 shows the consultation responses within the area surrounding Winterbourne determined by postcode area. 291 postcodes were given (84.6% of the total responses received). The highest volume of responses came from within the village of Winterbourne and within Bradley Stoke (the more densely populated areas).

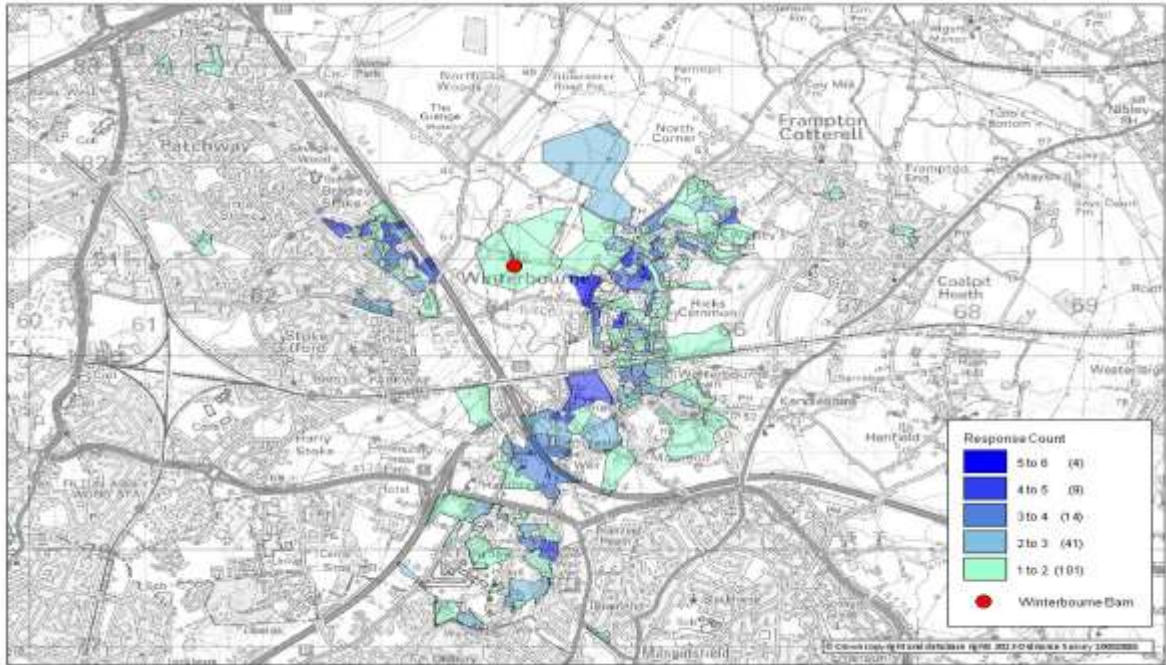


Figure 2: Response area

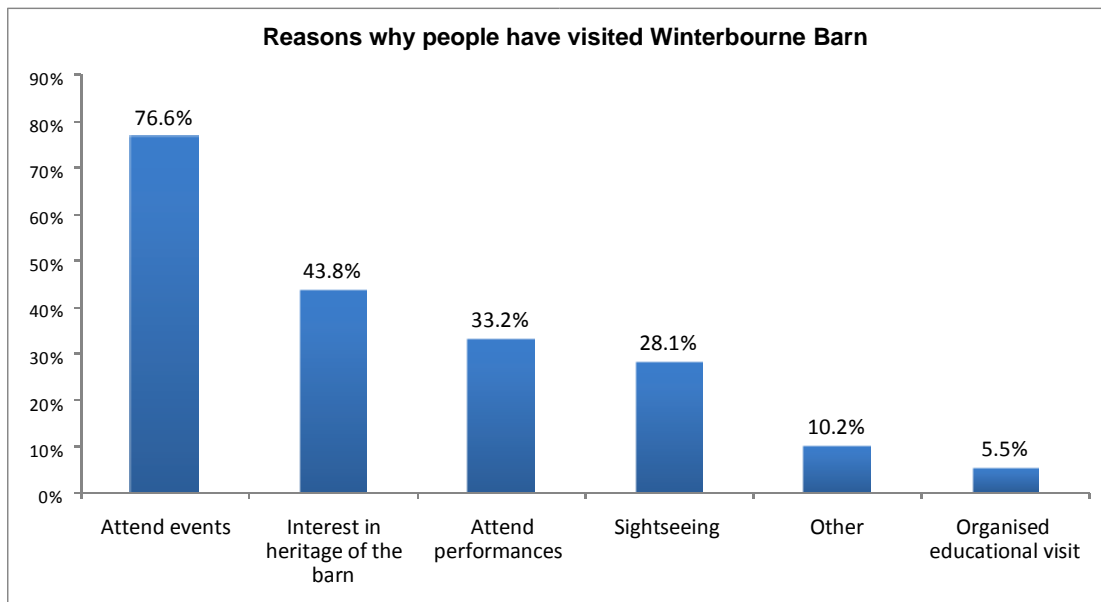


Figure 3: Reasons why people had visited the barn (Base: 235)

For those who had never visited the barn, the most common reason why people had not visited the barn was due to a lack of knowledge of activities taking place or times when they would be able to visit the barn (26.7%).

One fifth of respondents were not aware of the barn being there (23%), whilst 14% were unable to attend the events when scheduled.

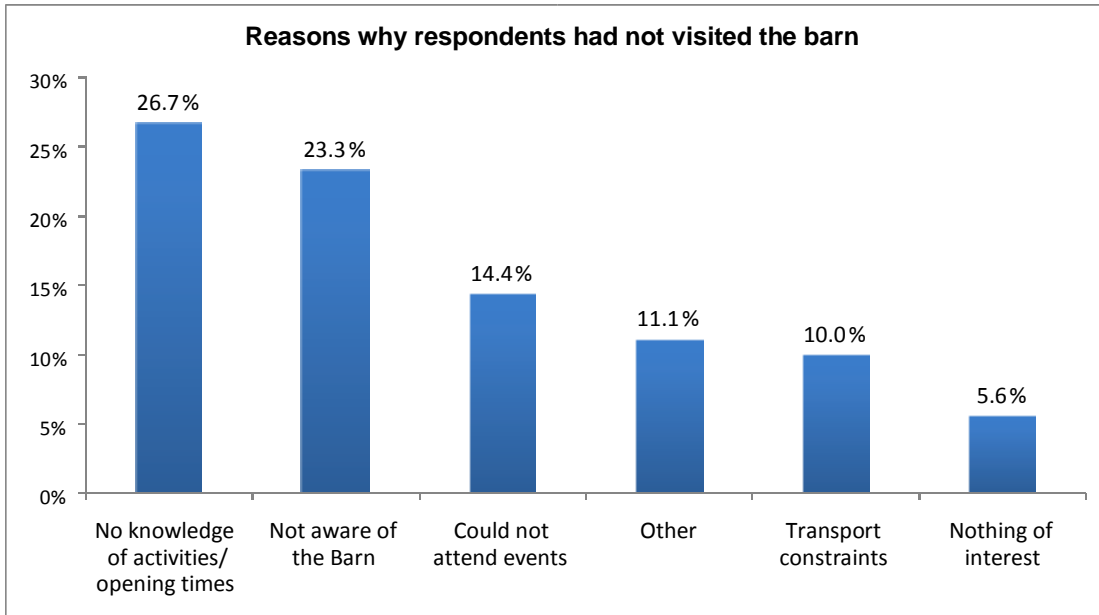


Figure 4: Reasons for not visiting the barn (Base: 89)

### Activities at the barn

Respondents were asked what activities, events or uses would encourage them to use the WMB site. More than two thirds of respondents (70%) said that having a community café at Winterbourne Barn would encourage them to use the site. Celebratory events (66.3%), concerts (65.6%) and performances (64.7%) were also popular choices why respondents would visit the barn.

Activities which were less popular with respondents were production of promotional literature, exhibition & interpretation panels (14.1%); weddings (20%), parties (23.8%) and private hire (community uses) (27.5%).



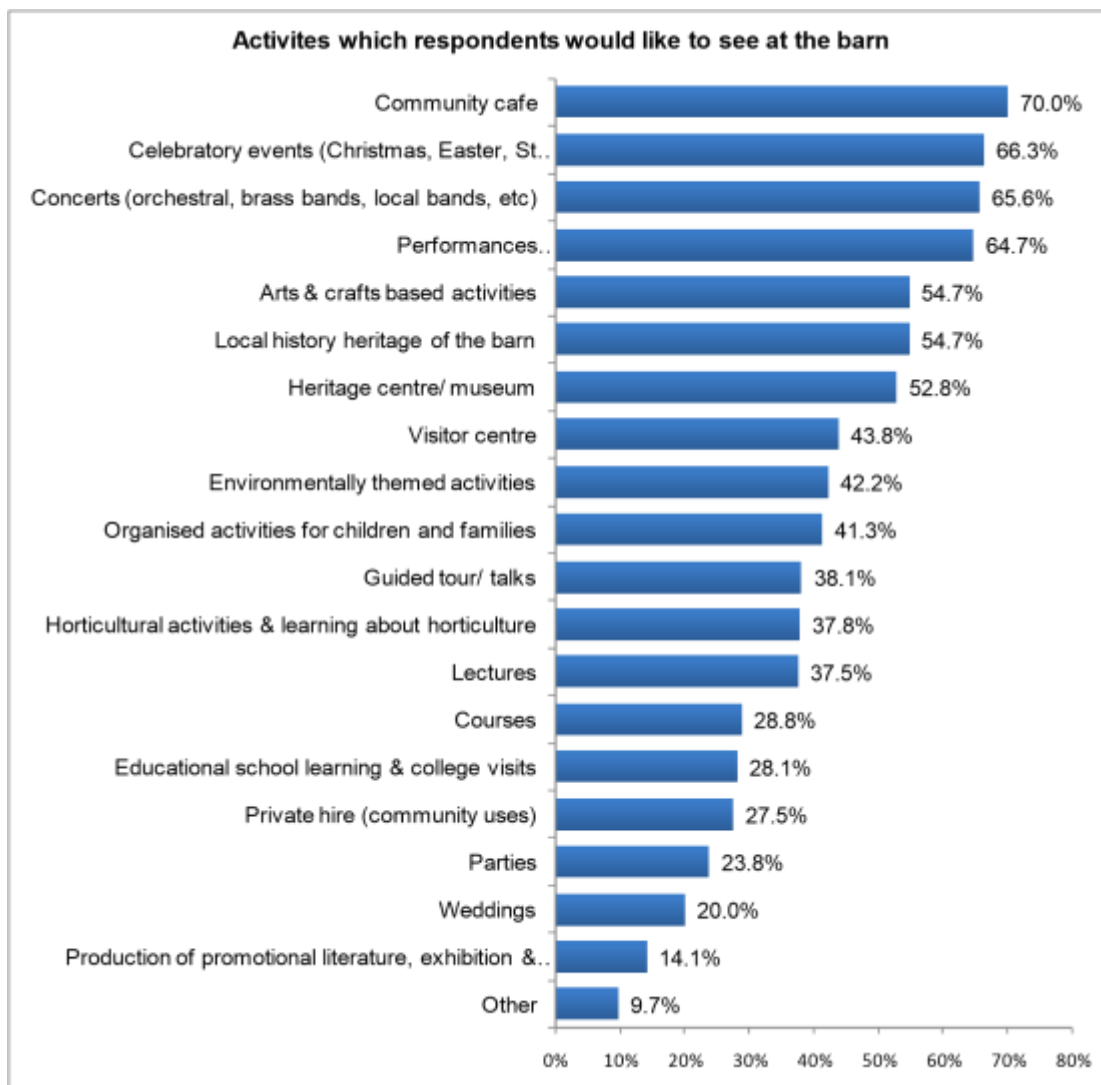


Figure 5: Activities at the barn (Base: 320)

When analysing this in further detail, it is useful to see what proportion of those who had said they would like to see certain activities at the barn had visited it or not.

Out of the 320 who answered this question, 71.9% had visited the barn and 28.1% had not visited the barn. So when looking at the figures for the various activities based on whether respondents had visited the barn or not out of 100%, any figure + 5% or - 5% these base percentages is highlighted in green or red.

For those who would like a community café on the site, 68.3% had visited the barn, whilst 31.7% had not visited the barn, giving an indifferent response based upon whether respondents had visited the barn or not (table 1). For those who had visited the barn, they were more likely to visit to attend concerts (77.3%), celebratory events (79.6%), performances (77.4%), environmentally themed activities (80.6%) or lectures (81.5%). For those who had not visited the barn, they were more likely to attend the barn for private hire (community uses) (34.8%), parties (33.8%) or weddings (34.4%).

	<b>Total</b>	<b>Those who had visited the barn</b>	<b>Those who had not visited the barn</b>
		of 100% total	of 100% total
Community cafe	<b>70.0%</b>	68.3%	31.7%
Concerts (orchestral, brass bands, local bands, etc)	<b>65.9%</b>	77.3%	22.7%
Celebratory events (Christmas, Easter, St Georges Day, heritage days, etc)	<b>65.9%</b>	79.6%	20.4%
Performances (drama, opera, musicals, dance, choirs, etc)	<b>65.0%</b>	77.4%	22.6%
Arts & crafts based activities	<b>55.0%</b>	71.6%	28.4%
Local history heritage of the barn	<b>54.7%</b>	75.4%	24.6%
Heritage centre/ museum	<b>52.8%</b>	75.7%	24.3%
Visitor centre	<b>44.1%</b>	73.0%	27.0%
Environmentally themed activities	<b>41.9%</b>	80.6%	19.4%
Organised activities for children and families	<b>41.6%</b>	75.2%	24.8%
Guided tour/ talks	<b>38.1%</b>	71.3%	28.7%
Horticultural activities & learning about horticulture	<b>37.8%</b>	76.0%	24.0%
Lectures	<b>37.2%</b>	81.5%	18.5%
Courses	<b>28.7%</b>	70.7%	29.3%
Educational school learning & college visits	<b>28.1%</b>	72.2%	27.8%
Private hire (community uses)	<b>27.8%</b>	65.2%	34.8%
Parties	<b>24.1%</b>	66.2%	33.8%
Weddings	<b>20.0%</b>	65.6%	34.4%
Production of promotional literature, exhibition & interpretation panels	<b>14.1%</b>	73.3%	26.7%
Other	<b>9.7%</b>	67.7%	32.3%

Table 1: % breakdown of those events people would like to see at the barn

### Other suggested uses

Respondents were given the opportunity to comment on any other activities or uses which would encourage them to use the WMB site.

A range of comments were given, with the most popular idea being having a farmers market held at the site.

The most frequently suggested topics were:





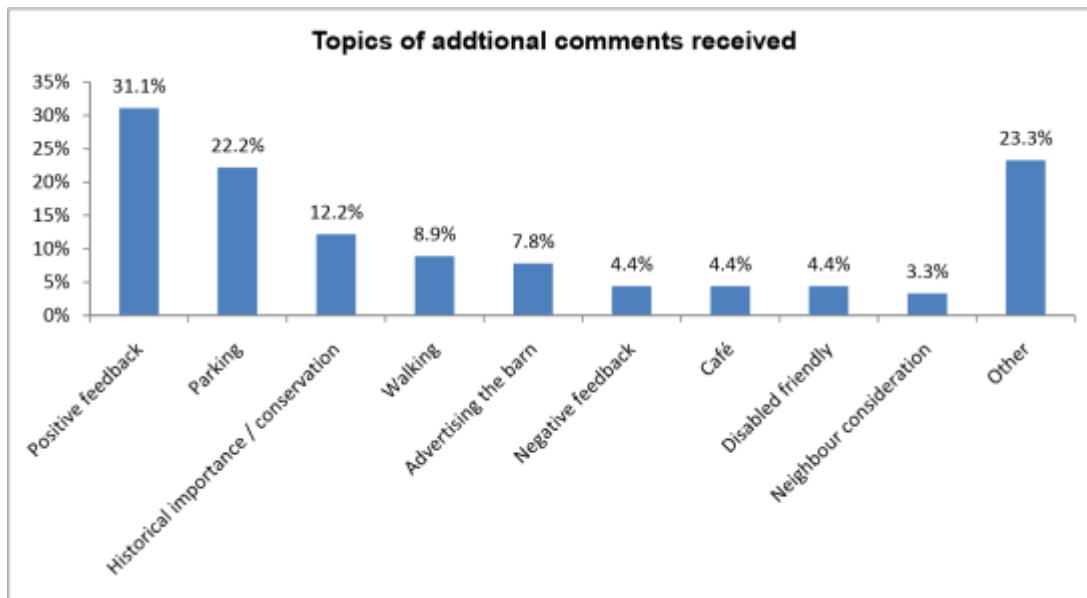


Figure 9: Topic of additional comments received

Positive general comments:

- The work so far has been outstanding
- Conservation of barn is to be commended
- Such projects are important to the local area and community
- Positive praise of the WMBT

Car parking:

- A lack of car parking for activities
- The lack of car parking will put people off
- A field nearby should be acquired to aid activities

History and conservation:

- Structure, feature and character of the barn needs to be retained
- The conservation of the barn is important especially relating to the local heritage
- The barn has a lot of historical importance

Walking to the barn:

- Narrow road is dangerous for walking

- Long walk for older people from the village
- Need to consider travel to WMB – encouraging walking and cycling

Advertising and promotion of the barn:

- Events are poorly publicised and often are too late notice
- Boards advertising events are not in obvious locations
- Need to promote events in local journals/papers and online

Café:

- Winterbourne lacks a café where the community can meet and could draw people to the other events and activities there
- Café could be the factor that builds awareness and investment

Disabled friendly:

- Large scale use of gravel, straw and other surfaces make the barn inaccessible
- Parking spaces for disabled people should be set aside close to the barn

Negative comments:

- Grant of £2 million could be better used in other areas of community

Other comments:

- Charm of the barn should be retained
- Child related activities would be good
- Central point needed for activities
- Should be more accessible to locals at a low cost
- It would make a good wedding venue

### **Comments received from the open evening**

A number of comments were received from those who attended the open evening at the barn (which are not part of the demographic analysis):

- Long term regeneration of local rural crafts (cider; willow)
- A significant local resource- good to bring history and earlier communities to the knowledge of current and future generations
- Need to gain interest of younger members of the community, especially gardening/ horticulture

Positive remarks about the work being carried out by WBMT

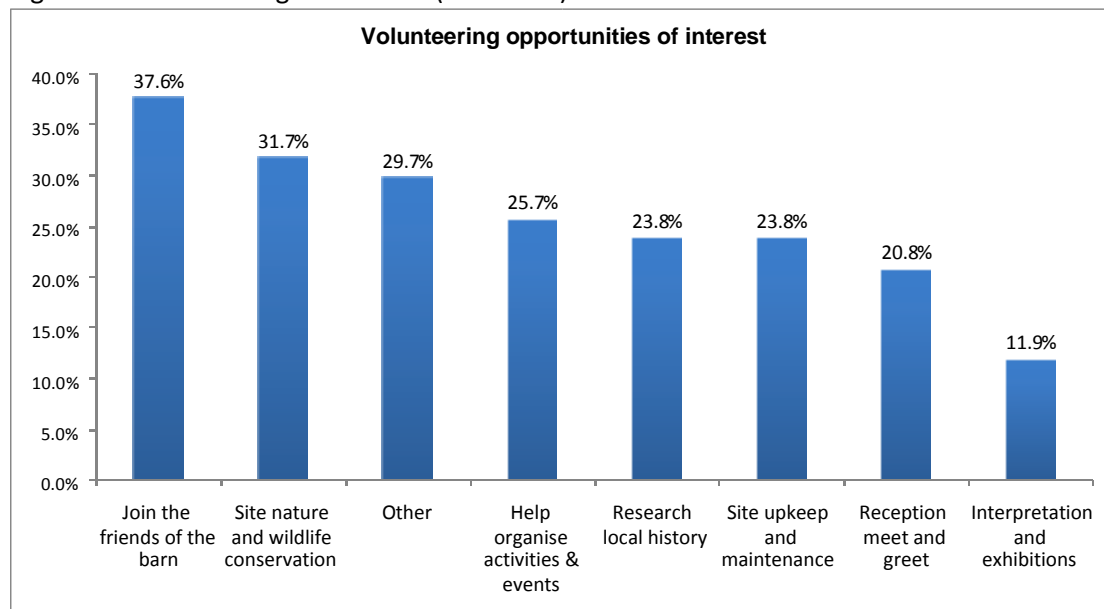
### Volunteering opportunities at the barn

One question focussed on the wish to increase volunteering opportunities at the barn and asked which of the opportunities listed were of interest to respondents.

Of the 267 who responded to this question, 166 respondents (62.2%) were not interested in volunteering. Of those who were interested, the volunteering opportunities which people would most like to partake would be through joining the friends of the barn (37.6), site nature and wildlife conservation (31.7) and helping to organise activities and events (25.7%).

Many of the 'other' comments received indicated that several respondents were already involved; many had too many other commitments or suggested they may be able to offer some assistance in the future.

Figure 10: Volunteering at the barn (Base: 101)



## Respondent Demographics

### Age of Respondents

Over 35% of respondents were between the ages of 45-64. 22.5% of respondents were between the ages of 65-74, whilst 21.3% of respondents were between the ages of 25-44.

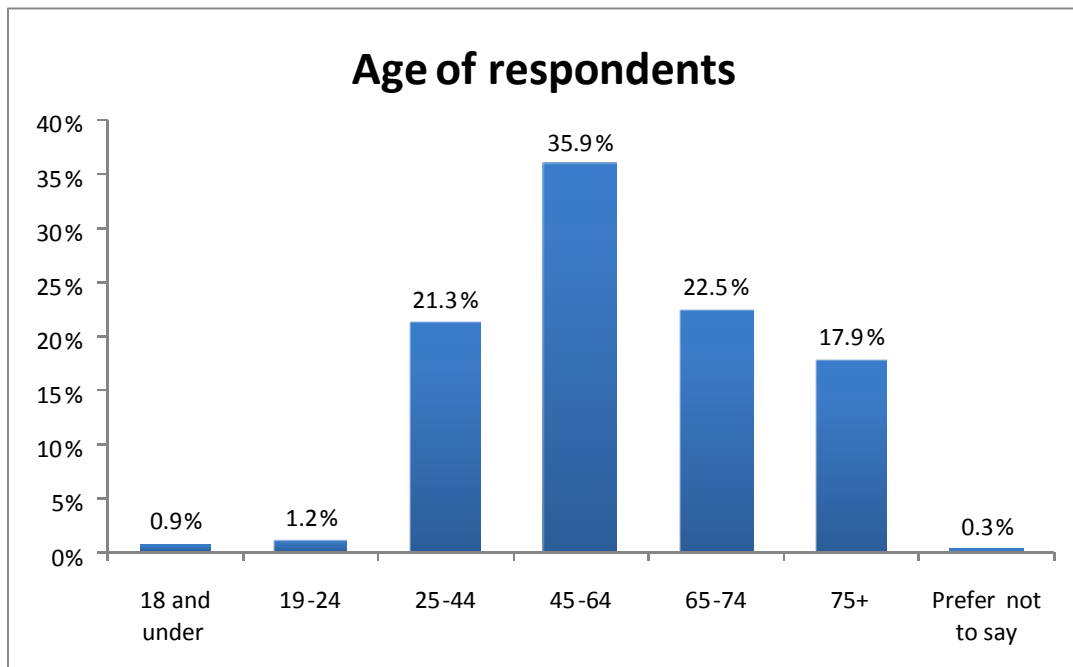


Figure 11: Age of respondents (Base: 329)

### Gender

A larger proportion of respondents were female (62.7%) than male (36.6%).



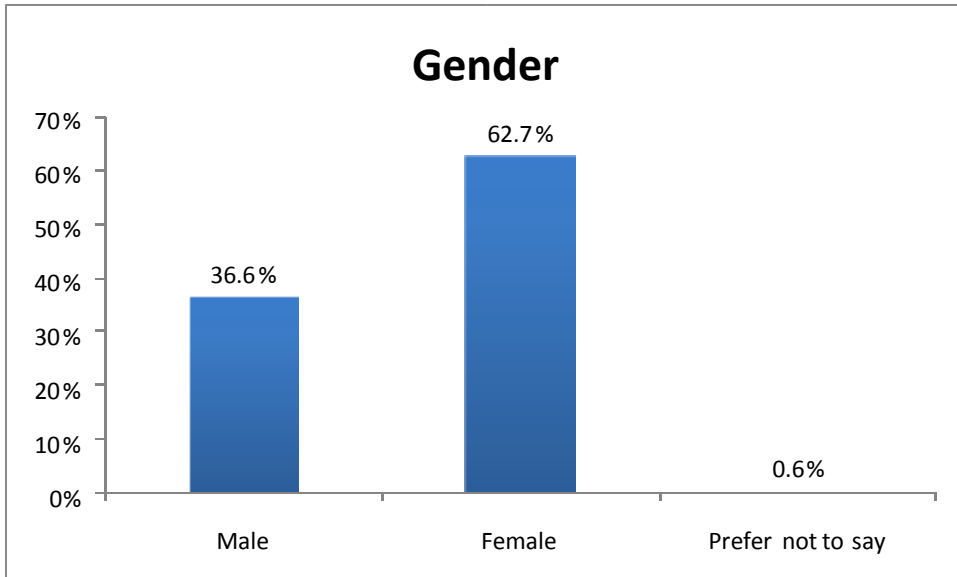


Figure 12: Gender of Respondents (Base: 322)

### Disability

Out of 325 who answered the question, 89.2% did not consider themselves to be disabled. Just over 8% of respondents did consider themselves to be disabled and 2.5% preferred not to say.

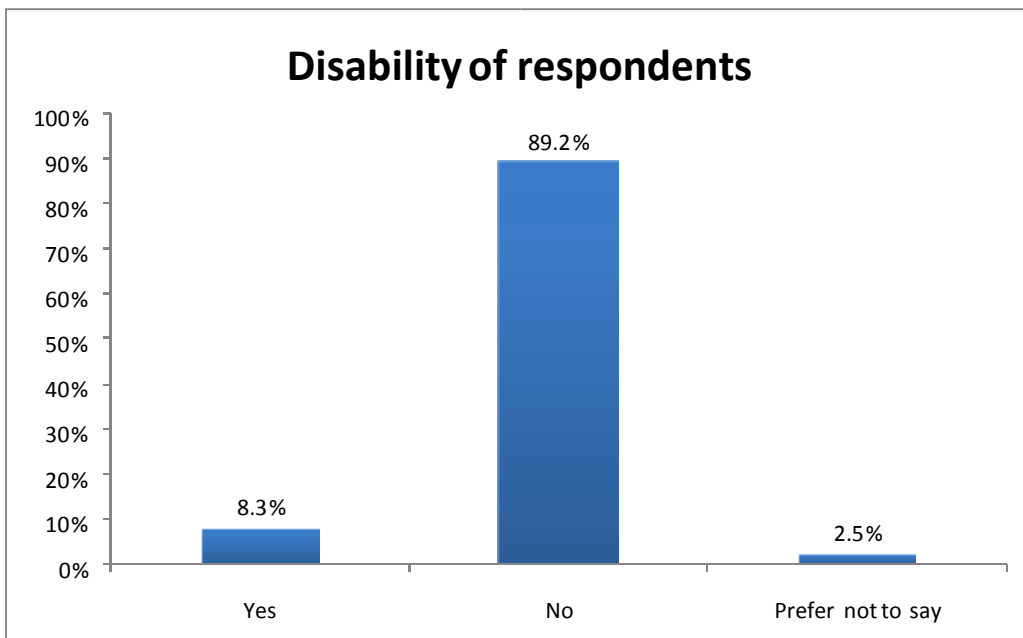


Figure 13: Disability of respondents (Base: 325)

### Ethnicity

95.3% of respondents were from a White – English/ Welsh/ Scottish/ Northern Irish/ British background. Four percent were from a ‘white–other’ ethnicity whilst White Irish and ‘other ethnic group’ were 0.4% each.

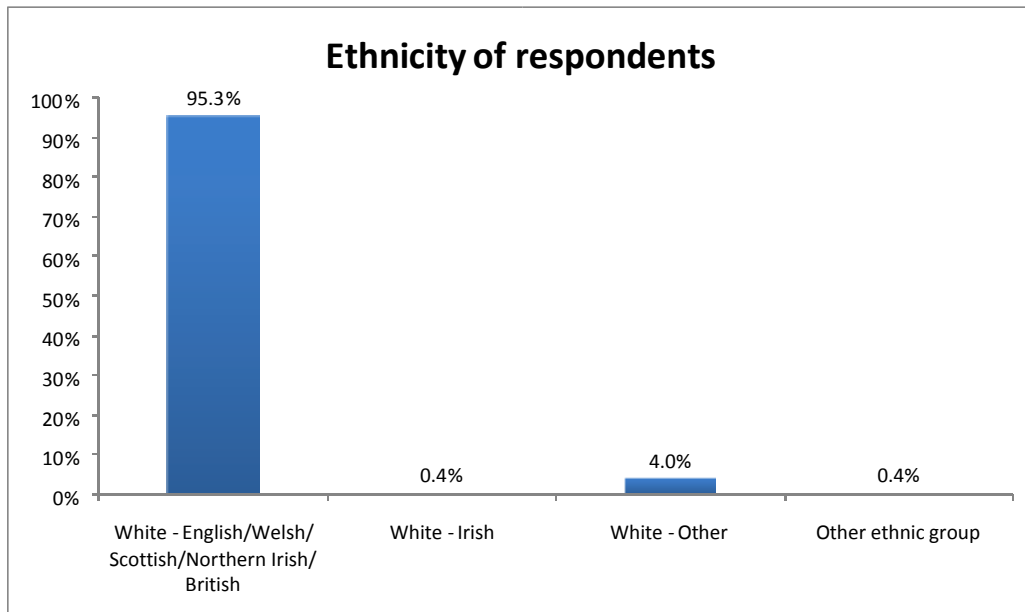


Figure 14: Ethnicity of respondents (Base: 277)