



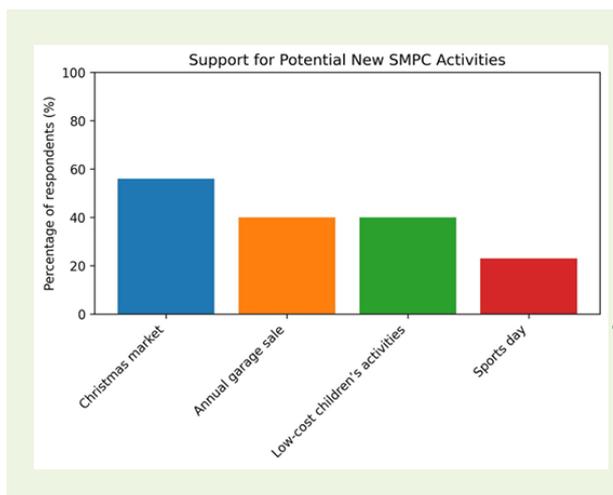
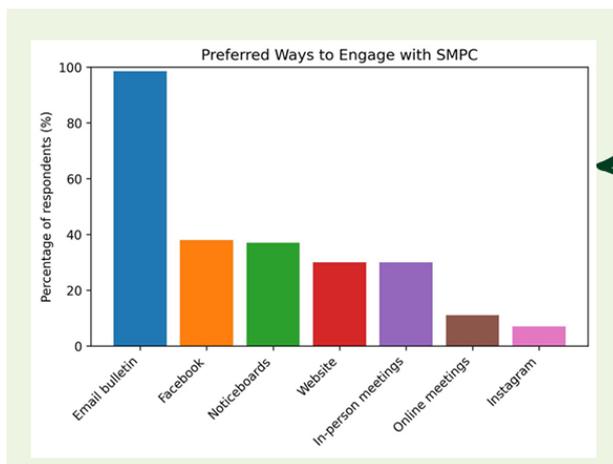
Stratfield Mortimer Parish Council Report

Date 22/01/2026

Community Committee Meeting

Appendix 25/060 5 Village Questionnaire

The focus of the questionnaire was the methods by which the village wanted us to communicate with them and to promote the idea of the e bulletin. About 250 questionnaires were returned, mainly online with a few hardcopies. The results for the preferred methods of communication and the support for possible new activities were published in the December ebulletin



The free format questions were harder to analyse. As is the way of such things many people didn't write anything and some used them for things we hadn't intended! Below is a summary of the themes which did emerge.

What would help engagement with SMPC?

- Social Media Just use village FB
- put meeting dates on FB
- Seeing more social media engagement from councillors which in turn will make them feel more approachable
- more on line interaction
- multiple issues of news as I may miss it
- Email
Lots of support for e bulletin. Some requests to keep newsletter as well

In-person types of meeting

- 3 or 4 /yr public update meetings on particular topics
- more in person meetings
- Drop in sessions at The Library at regular times
- More open meetings on specific issues affecting the village as the one in the Community Centre on 25th October which BTW was conducted and delivered brilliantly. The team came across as being very knowledgeable of the process and challenges ahead, conveyed information clearly and in a balanced way that was refreshing to see.
- public meeting twice p.a.
- I am disabled and cannot attend surgeries without transport
- perhaps the occasional weekend coffee morning?
- surgery wasn't helpful, I look at noticeboards

Other information needed

- To know the forward programme of SMPC projects
- More and timely information of matters of importance to the village and its immediate surroundings and the easy opportunity to provide thoughts and opinions on any topics so identified and raised.
- Knowing precisely what the parish council is responsible for
- Regular(quarterly) updates of the council membership and their responsibilities
- Making it clear what SMPC do.
- Plain English, short statements, clear design-led presentation of headline information.
- Making the individual councillors known

Non social media online ideas

- I travel a lot for work, so online sessions with recordings would be helpful.
- Live stream your meetings
- Meetings being recorded and ability to watch back when best for me.
- A stand at the fun day with representatives from the council (!)
- Short webinars on what they do and some pre recorded stuff that we can listen to

Other

We raised concerns about the Give Way sign from Hammonds Heath onto The Street and the splays from The Avenue into the Street and whilst our concerns were listened to we have not had any feedback or action. I would be easier if we could feel confident that concerns are progressed after consultation

Shortcomings/Achievements

There was a reasonable amount of general praise, but also...

Things which need SMPC attention

- overgrown hedges
- bus to station
- Mortimer West End Development. Speeding and traffic control.
- Walking routes to schools.
- Potholes
- Speed of traffic through the village especially West End Road and Victoria Road.
- Kids >12 yr old struggle to find thing to do or places to go which is a prelude to them messing around. There is plenty of space in the park to accommodate everyone.
- Too much advertising at the methodist church with too many banners too often
- Traffic Better footpaths and attention to hedges
- Petty crime that the police are too stretched to investigate. Some sort of scheme to engage kids in activities and a more robust way to report and support victims.
- Lack of speed cameras on the street, not just by the schools but up and down the hill
- Coordinating events with MVP to provide a range of events throughout the year.
- Can you influence the issue of parking at the station?
- Would like to see SMPC pushing for a solution to drop off/pick up parking problem at St Mary's School.
- Car parking for pharmacy, doctors surgery
- On individual topics I am unsure that the cycle path to Burghfield Common is a good idea as I do not feel that it will be used as intended. I certainly wouldn't want to use it during the winter at school times. I know work is being done on speeding within the village which is very welcome but parking is also an issue. The amount of parking on the side of all roads makes driving very difficult at times.
- Stopping 350 development
- lack of teeth to stop west berks council making decions without local representaion
- Comms
I feel your comms is targeted at the middle aged Facebook user. I am middle aged (!) but not a fan of Facebook and to increase engagement I think you need to communicate to the younger and older generations who don't use Facebook
- Believing that all the village are online!

- Communication, with full information, in terms that can be understood by most, if not all, people
- Urgent or more important answers to queries
- Some resistance to stopping the paper newsletter

Involvement

- Mobilise residents to support them
- At the risk of turning everything into a committee, it would be good if local residents were more actively employed in groups that were involved in how our tax is spent i.e. local projects, the social events etc.
- Getting more people involved?!
- Engaging young people
- How to get out to the masses and make sure we feel the sense of urgency- use video updates as well as prose
- Make the meetings less formal and more in touch with the ordinary people of the village who may not be used to public speaking yet still have valuable things to say.
- Engaging with younger, pre-retirement members of the community

Other

- The Parish Council have few noticeable shortcomings and are generally effective. Their ability to liaise with and exert influence on West Berkshire Council could possibly be improved IF WBC Council paid more attention to its rural centres.

Other Ideas for New Events etc

- Classical music event
- Open air theatre Firework display
- The Mortimer Film Club was a wonderful monthly event but wasn't financially viable. Maybe it would have survived if it had had the backing of the Parish Council. Could the Film Club be resurrected - would also assist for the "occasional film shows" for children.
- Traditional May Day event
- Wellbeing festival
- Christmas light trail (like Scarecrow Trail)
- A Halloween/Christmas/summer party or BbQ
- Free or low cost music and arts events
- Community cinema
- Weekly market on Fairground
- updating the parks facilities as well, the football pitch can be lethal if you fall and balls keep flying everywhere
- Farming community engagement such as charity Tractor runs. Vintage fayres/transport cars, motorcycles, bicycles, tractors and steam
- A village sports day a few years ago, which was really popular.
- annual literary / arts festival - a mini eisteddford

- car boot sales
- Other inexpensive sporting events especially for children and youth
- A regular village market (maybe monthly or quarterly) where local businesses (especially food and drink) can promote their goods - a bit like Silchester does
- Music advents ie for all ages from country/Irish pop and Jazz
- How about trialing a 'speakers corner' on the fairground. Perhaps 2/3 times in summer periods
- A youth forum
- Summer marquee events
- Beer fest
- Craft market
- Walk to school days

Cllr D Morsley

22/01/2025