

Sustainable Warminster Community Survey Results

What respondents told us about awareness, involvement, and the barriers to getting more people active in the group's work

**Overview prepared from the Community Survey
responses report**

32 people responded to the survey

Support for environmental action is strong; but it isn't yet turning into activity or active volunteers

20

of 32 respondents

say local environmental action is very important to them, and that they want to be part of it

Only 1 respondent said it isn't currently a priority

1

Interest is high, involvement is lower

Respondents care and want to help, but that support hasn't fully converted into hands-on participation.

2

Awareness of activities is uneven

A few well-known projects dominate attention while much of the group's other work is relatively unknown.

3

Purpose and 'routes in' aren't always clear

People value the group, but say membership benefits, volunteer roles and how to get started aren't obvious.

What we know about those who responded

Length of time living in/around Warminster

- More than 15 years: **20**
- 2–5 years: **5**
- 6–10 years: **3**
- 10–15 years: **3**
- Under 2 years: **1**

The group is overwhelmingly long-term residents; 20 of 32 have been here more than 15 years.

Age range

- 65+: **12**
- 56–64: **8**
- 36–44: **6**
- 25–35: **3**
- 45–55: **3**
- 16–24: **0**

20 of 32 respondents are 56+, and no respondents under 25.

Current membership status

- Members: **21**
- Not members: **11**

How they first heard about Sustainable Warminster

- Word of mouth: **14**
- Social media: **11**
- Local news or website: **5**
- Poster or flyer: **1**
- Hadn't heard of it before this survey: **1**
- Local/community event or one of the group's events: **0**

The respondent base is mostly existing members, long-term residents, 56+.

The survey results under-represent younger residents and newer arrivals to the area.

What people would do

Interest is strongest in practical, visible, ‘low-barrier’ activity



People want straightforward ways they can get involved

Hands-on, occasional and visible activities draw by far the most interest. Governance-style roles (planning/strategy) and specialist-skill offers are less attractive.

Only 5 of 32 said they don't want to get involved at all; most are open to taking part in a way that works best for them.

Barriers to Getting Involved

Time

the #1 barrier reported

Work

Childcare

Caring responsibilities

Other community
commitments



Health & mobility

Tiredness, ongoing health issues and mobility limit participation for some.



Confidence

Discomfort in groups and uncertainty about how to join hold others back.

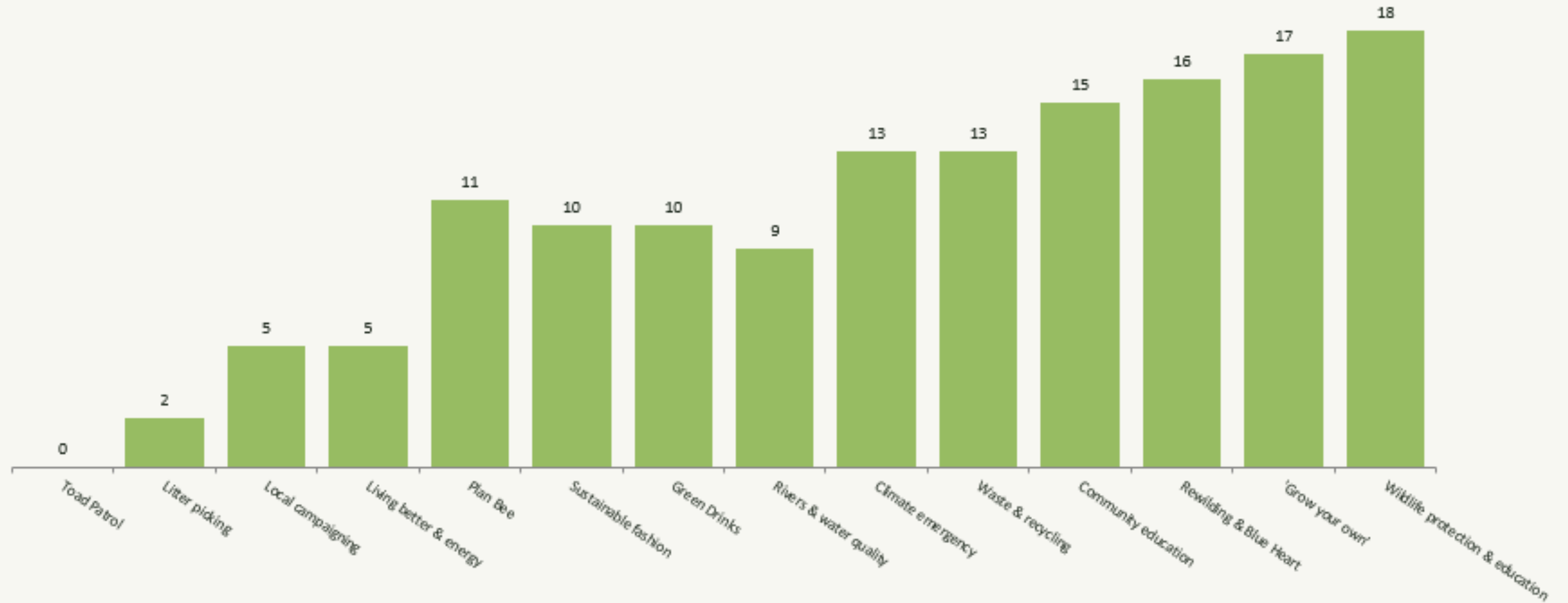


Lack of notice

Activities not being promoted far enough in advance limits planning around other commitments.

Awareness is uneven

Respondents who said they “**weren't aware**” of each activity (out of 32)



Most known about projects or activities

Based on awareness levels (respondents who'd "heard of it" or "been involved," out of 32), the most widely known activities were:

1. **Toad Patrol** — 100% awareness (25 heard of it, 7 been involved, 0 unaware). Universally recognised.
2. **Litter picking** — 94% awareness (17 heard, 12 been involved, only 2 unaware).
3. **Local campaigning** (planning/development issues affecting the town) — 84% awareness (21 heard, 6 been involved, 5 unaware).
4. **Living better & energy advice / renewable energy** — 84% awareness (18 heard, 8 been involved, 5 unaware).

After the above, there is a fairly sharp drop-off:

- Rivers & water quality monitoring and Sustainable fashion and Green Drinks sit around **70% awareness**.
- Everything below that: Plan Bee, climate emergency awareness, waste & recycling, community education, rewilding & Blue Heart, "grow your own," and wildlife protection & education falls between **44–66%**; meaning roughly half or more of respondents hadn't heard of these at all.

The main message from the survey is that people strongly associate the group with Toad Patrol and litter picking, but many don't know about the rest of our work. More than half of those surveyed were unaware of activities such as wildlife protection and education, even though these may be a central aspect of the group's mission.

How people describe and understand the group

- Before taking the survey, 18 of 32 respondents said they'd **describe** Sustainable Warminster as "a broad environmental group (climate, energy, waste, nature)" versus only 3 who saw it as "mainly a wildlife and nature group."
- That's a notable contrast with the qualitative comments (and the "Toad People" nickname) suggesting people mentally associate the group with wildlife projects specifically.
- 5 respondents weren't sure how to describe it at all.

- On a 1 (poor) to 5 (good) scale for "**how well do we communicate what we actually do,**" responses skewed **low**: 1: 4 | 2: 10 | 3: 8 | 4: 7 | 5: 3
- **22 of 32 respondents (69%) rated communication 3 or below.**
- Only 3 gave it top marks.

What would make it easier to get involved?

- One-off activities rather than ongoing commitments: **19**
- Clearer information about what's happening: **15**
- Options to help online: **7**
- More flexible timing (evenings/weekends): **5**
- Family-friendly activities: **3**
- Nothing — already involved/happy to join: **6**

Where people actually go for local information

- Local news websites: **22**
- Town/Wiltshire Council websites: **17**
- Facebook groups/pages: **13**
- Community noticeboards/posters: **13**
- Friends, neighbours, colleagues: **12**
- Newsletters: **7**
- Instagram/other social: **5**
- Volunteer-matching sites: **0**

This is useful because it doesn't fully match where the group currently concentrates its effort (social media). Local news sites and council websites outrank Instagram by a wide margin.

Respondents are most interested in volunteering when it's **easy to fit into their lives** and doesn't require a long-term commitment. **One-off volunteering opportunities** were more appealing than any of the other options they were asked about.

What would help?

Clearer communication and identity, plus more flexible ways to get involved

Communication & identity

A clearer, top-level mission statement

Consistent branding, or a light rebrand

Regular email updates alongside social media – about all work / projects not just a few

Practical guidance hosted on the website

Partnership information

Volunteer spotlights

Wider routes into involvement

One-off events, not just standing/ongoing commitments

Promoting activities further in advance

Smaller, interest-based groups

Support for people who are new or less confident

Opportunities to contribute independently or from home

Greater visibility of all activities and opportunities not just a few

Strongest priorities

What the responses point to doing first

- 1 State the group's overall mission clearly, and show how projects connect to it
- 2 Publish clear, current routes into membership, volunteering and interest groups
- 3 Offer flexible, one-off or home-based and accessible/inclusive opportunities, with more advance notice
- 4 Create smaller, interest-based groups for those who lack time and/or confidence at big meetings/events
- 5 Keep updating the website as an 'information hub', backed by regular updates elsewhere (email, social media, local news)
- 6 Make all the group's overall work feel connected to the group; tell stories beyond toads and bees
- 7 Share practical guidance as well as regular progress updates on local wildlife and habitats
- 8 Balance wildlife projects with wider priorities: planning, air quality, waste, energy etc.

Conclusion

People are interested in getting involved, but many are unaware of the group's wider work and activities. Increasing awareness is likely to be the biggest opportunity for attracting more volunteers.

The opportunity

Many people already think positively about the group. By having a strategy and better communications plan for its lesser-known activities, the group could encourage more people to get involved and help people understand the full range of work Sustainable Warminster does.