



Public Knowledge
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Ard Ghaoth Wind Farm Community Survey Report



Computer Assisted Telephone Interviews

Prepared for Banks Renewables

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1. Executive Summary

In September 20011, independent market research company, Public Knowledge, were commissioned by Banks Renewables to undertake a community survey to evaluate opinions of the proposed Ard Ghaoth wind farm, north east of Drymen. In total 458 computer assisted telephone interviews were conducted with individuals living in the rural communities nearest to the proposed site, in addition to 101 interviewers at a council level from those living in Stirling.

Respondents in the rural areas (79%) were significantly more likely to be aware of the wind farm proposal than those in Stirling (30%). Within the rural sample, respondents in Drymen (93%) and Gartmore (100%) were also significantly more aware, while those in Killearn (65%) were significantly less likely to be aware.

Amongst those interviewed in the rural communities, there were almost equal levels of opposition (35%) and support (34%), while 26% had no real opinion and 5% gave the response 'don't know'. In comparison, respondents in Stirling were significantly less likely to object to the wind farm proposal (23%), with 39% in favour.

The visual impact was most commonly given as the reason for opposition to the wind farm proposal (76% rural, 70% Stirling). In the rural areas respondents also made reference to the wind farm not being a viable source of energy (43%), the height and/or size of the turbines (24%) and potential damage to the environment (22%).

When asked about investment as a result of the wind farm using an open question, there were a huge range of responses but most common were facilities for youth/young people (13% rural and 12% Stirling) and community benefits/projects (12% rural and 27% Stirling). When prompted, those in the rural areas felt that investment in local community facilities was most important (65%), followed by investment in the creation of jobs and education opportunities (62%) and in local sustainability and renewable energy initiatives (56%).

Over one-third (38%) of those interviewed in the rural sample said they lived in Loch Lomond National Park and a further 30% visit once a week or more. By far the most popular activity undertaken in the park was walking (88% rural, 87% Stirling), followed by wildlife watching, cycling, golf and camping. Respondents were most likely to travel to the National Park by car (87% rural, 98% Stirling) and were most likely to enter the park from the East (54% rural, 83% Stirling).

2. Background and Methodology

In September 2011, independent market research company, Public Knowledge, were commissioned by land development company, Banks Renewables, to undertake a community survey to evaluate opinions of the Ard Ghaath wind farm proposal. This proposal outlines plans for up to 20 turbines in the area north east of Drymen, near Stirling. The plans are subject to ongoing consultation with communities with this survey being conducted prior to the submission of an application.

To evaluate opinions within the communities nearest to the proposed site, data was collected using a computer assisted telephone interview (CATI) methodology. Interviews were conducted by our experienced CATI staff in line with the MRS code of conduct from our CATI facility at our head office in Hexham, Northumberland. Data was collected between Friday 23rd September and Wednesday 28th September at both evenings and weekends in order to best target a sample of residents. All interviewers were fully briefed prior to data collection, which ensured that they were knowledgeable about the wind farm proposal and with regards to the aims and objectives of the research.

A 5-6 minute questionnaire was designed by Public Knowledge in collaboration with Banks Renewables to assess awareness and opinions of the proposal, views on investment and use of nearby Loch Lomond National Park. An opt-in was also included at the end to allow other members of the household to complete the survey to try to increase response rates. For reference, a copy of the final questionnaire is provided in the appendices.

Contact data for individuals living in the seven villages nearest to the proposed site was purchased from data supplier UK Changes using maps supplied by Banks Renewables. In total, data for 1,450 households was supplied and from this 458 complete surveys were obtained as detailed further in Table 1. In the rural sample this included 22 people who opted in as the second householder.

Table 1: Contact data purchased and response rates

	Number of households	Number of records available	Number of completes	Response rate
Gartmore	216	96	39	41%
Killlearn	860	408	110	27%
Balfrom	740	413	121	29%
Drymen	433	239	82	34%
Bucklyvie	316	167	61	37%
Croftamie	144	42	15	36%
Milton of Buchanan	245	85	30	35%
Total	2,954	1,450	452	31%

As shown, there was an overall conversation rate of 31% from the data purchased, with the highest conversation rate in Gartmore (41%) and the lowest in Killlearn (27%) and Balfron (29%).

At the 99% confidence level a sample of 458 interviews offers at margin of error of +/- 5.54 when based on the number of households in these areas (2,954) and a margin of error of +/- 5.83 based on the total population (7,220). Data from the individual villages should be interpreted with caution due to low base sizes but still provides an indication of variation in opinion within these areas.

In addition to the rural communities, data was also purchased for 1,000 contacts across Stirling from which a further 101 completed interviews were obtained (including three who opted in as the second householder).

Within both samples (rural vs. Stirling), quotas were imposed on age and gender, but issues were experienced obtaining completes from younger respondents and males and priority was given to obtaining as many completes as possible from the limited data available. Table 2 summarises the data obtained according to age and gender.

Table 2: Summary of data collected by age and gender

Demographic Characteristics		Rural	Stirling
Gender	Male	42%	41%
	Female	58%	59%
Age	18-24 years	1%	1%
	25-34 years	4%	8%
	35-44 years	19%	28%
	45-54 years	22%	29%
	55-64 years	21%	23%
	65 years and above	32%	12%

As shown, there is a bias towards female respondents which is commonly observed in market research and the majority of data was also drawn from those aged between 35 and 64 years with a third (32%) of the sample in rural areas drawn from those of retirement age.

Table 3 below summarises the responses obtained from the contact data supplied by UK Changes for the rural areas at the end of the project. The system was set to call people a maximum of five times after which the contact was automatically set as failed.

Table 3: Responses from the data purchases from UK Changes

Data logged as:	Number
Data supplied by UK Changes	1450
Interviews achieved	428
Remaining data circulating*	270
Failed	752
No tone	115
Answering machine	185
Engaged	4
No answer	50
Refusals	258
Not in target**	32
Appointments	85
Quotas reached	3
Fax	7
Duplicate	10
Hang up	3

**While this may appear like a lot of remaining circulating data in the system, all respondents will have been called on a number of occasions (but less than 5 times - after which the contact is marked as failed). Appointments may also have been set for outside the period allocated for fieldwork.*

***Not in target data results from the use of named contact data e.g. the named contact no longer lives at that address – this would not be applicable if we spoke to anyone answering the phone.*

3. Data Processing and Analysis

Throughout the report the research findings have been illustrated using easy to read colour charts, which provide an immediately accessible graphical overview of the answers given by respondents. The charts are clearly labelled and the corresponding question from the questionnaire included at the bottom of each chart for ease of reference, in addition to the 'base' or sample size for each question.

Within this report any mention of 'significance' refers to statistical significance. Statistical significance is used to refer to a result that is unlikely to have occurred by chance and in this case is tested using Pearson's chi-square. Significance can be calculated to different percentages, with higher percentages representing more noteworthy responses. In line with commonly accepted research norms, only responses with a confidence level of 95% or 99% are commented on.

This data was processed as two separate sets – one for the rural areas and one for Stirling. The data has been assessed for statistical significance according to the following variables:

- Age
- Gender
- Opinion of the wind farm – support, oppose, neutral
- Location within the rural sample

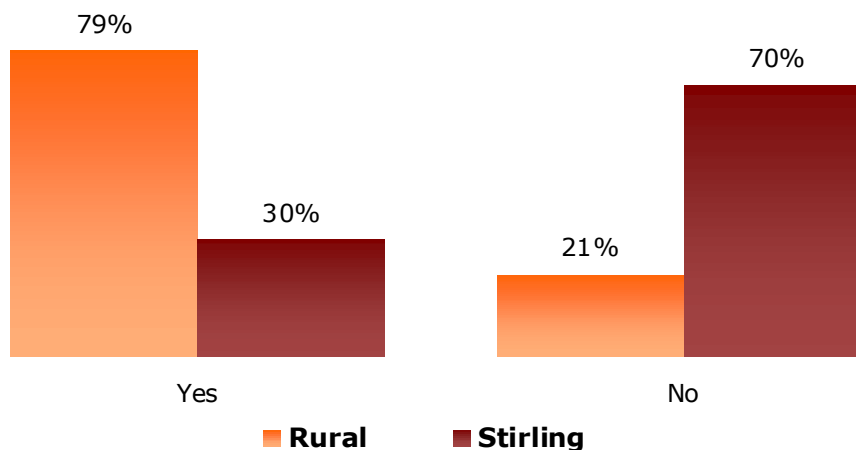
Please note that this report is accompanied by data tables and raw data files in Excel format where further detail can be found, if required.

4. Main Findings

4.1. Awareness and Opinions of the Proposal

The first question asked respondents whether they were aware of the proposal for up to 20 wind turbines at Ard Ghaoth, North East of Drymen (Figure 1).

Figure 1: Awareness of the Ard Ghaoth wind farm proposal



Q1. Are you aware of the proposed planning application for up to 20 wind turbines at Ard Ghaoth, located North East of Drymen?

Base: All respondents. Rural - 458, Stirling - 101

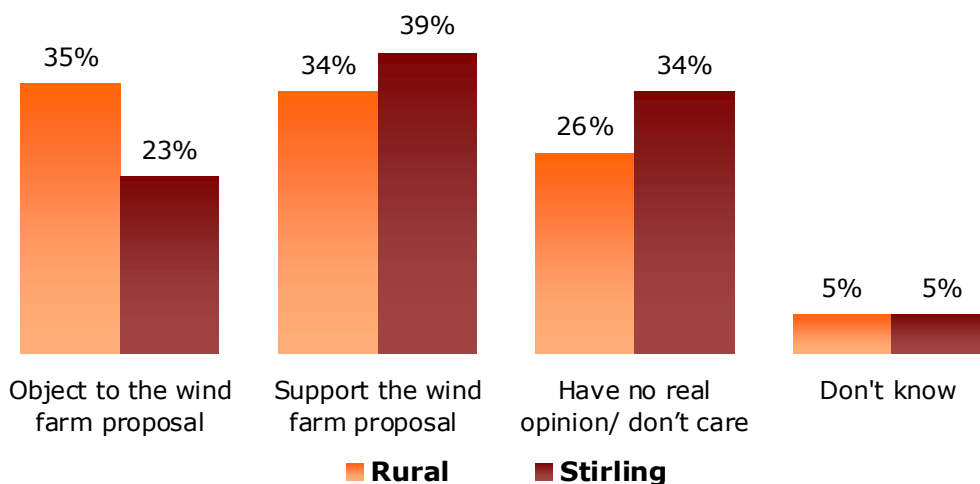
As shown, respondents in the rural areas (79%) were significantly more likely to be aware of the Ard Ghaoth wind farm proposal than those interviewed in Stirling (30%).

Within the rural sample, respondents in Drymen (93%) and Gartmore (100%) were significantly more likely to be aware of the proposal, while in contrast, those in Killlearn (65%) were significantly less likely to be aware.

In the rural sample, female respondents (83%) were significantly more likely to be aware of the proposal than were males (73%), but there was no gender difference apparent in the data for Stirling.

The next question in the survey asked respondents if they supported or objected to the wind farm proposal; 'don't care' and 'don't know' responses were also permitted as shown in Figure 2.

Figure 2: Opinions of the wind farm proposal



Q2. Based on your understanding of the proposal, do you support the wind farm proposal, have no real opinion, or object to the wind farm proposal?

Base: All respondents. Rural - 458, Stirling - 101

As shown, in the rural areas there were almost equal levels of opposition (35%) and support (34%) for the proposal by around one third of the sample in both cases. A quarter (26%) had no real opinion and the remainder (5%) gave the response 'don't know'. Within the rural sample, respondents in Gartmore were significantly more likely to object to the wind farm (64%) while those interviewed in the combined areas of Buchlyvie, Crofemie and Buchanan were significantly more likely to be supportive (42%).

In comparison, respondents in Stirling were significantly less likely to object to the wind farm proposal (23%) with a greater proportion in favour of the wind farm (39%) than in the rural areas.

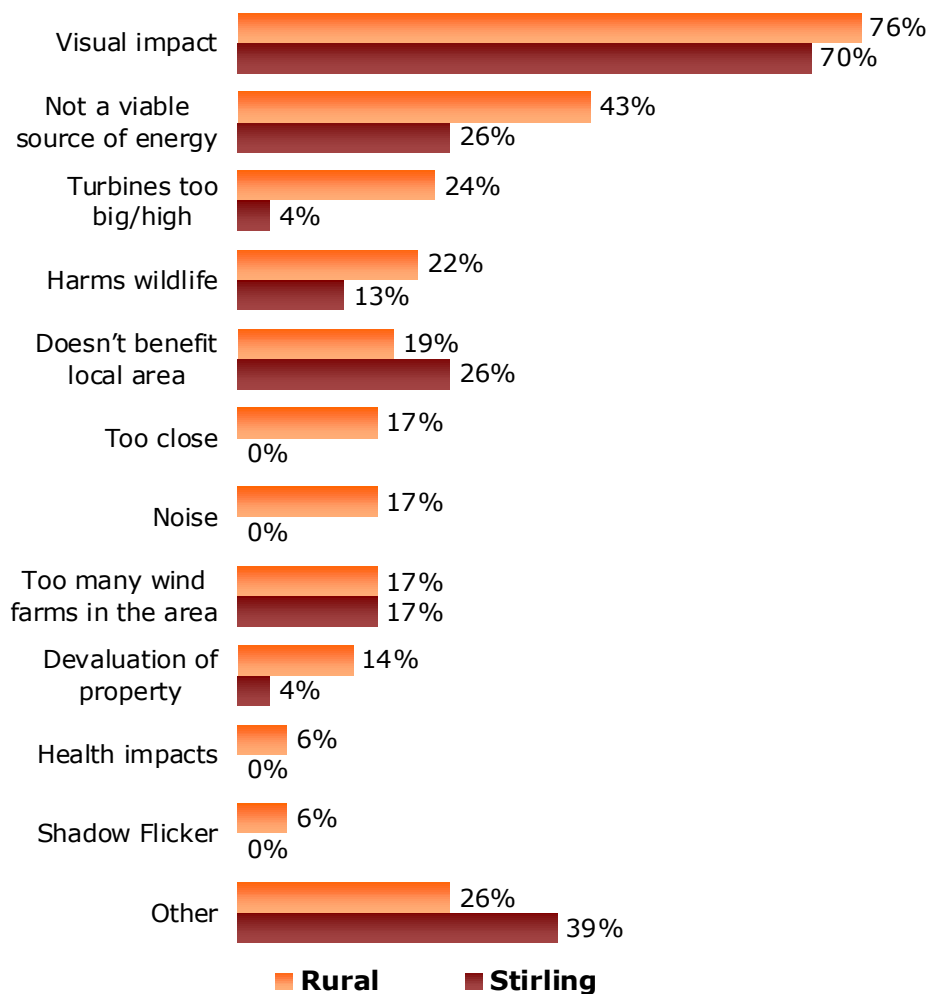
Amongst rural areas, 18-34 year olds were significantly more likely to support the Ard Ghaoth wind farm proposal (57%), while those aged 65 years and above were significantly more likely to object (43%).

Additional analysis of this data also provides evidence that the second respondent interviewed in the household is more likely to hold a negative view. Amongst the first respondent interviewed there was 32% opposition to the proposal, but in the second

respondent this increased to 52% (NB – this is based on a sample of only 25 interviewed as the second respondent in the household and should be treated as indicative only).

Respondents who objected to the wind farm were asked to explain why this was using an open question. Responses were coded by the interviewers into a code frame supplied by Banks Renewables in advance and the data obtained is shown in Figure 3.

Figure 3: Reasons for opposition to the wind farm proposal



Q2a. Can you say why you object to the wind farm proposal?

Base: All respondents who object to the wind farm proposal. Rural - 161, Stirling - 23

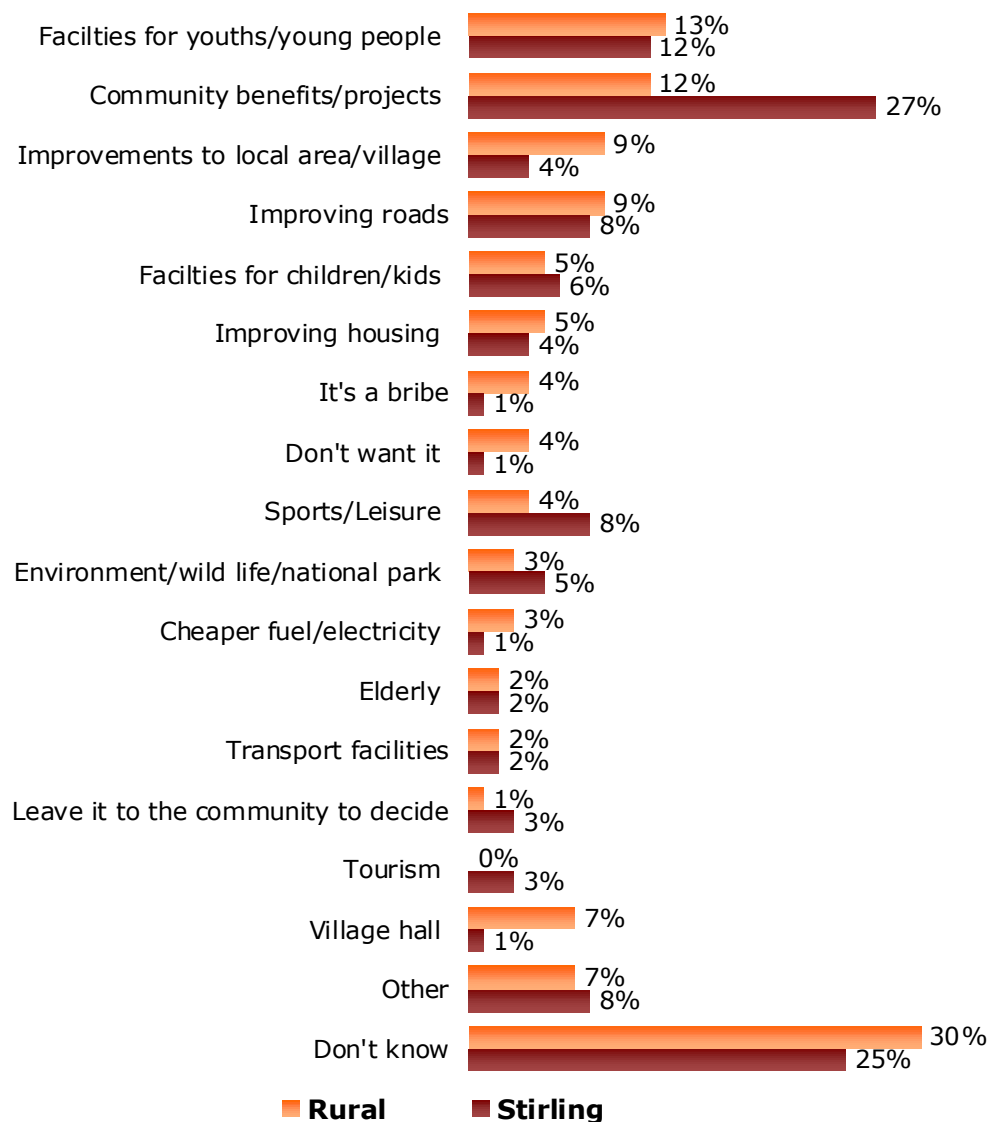
WARNING LOW BASE SIZES

As shown, the visual impact was most commonly given as the reason why respondents object to the wind farm proposal in both the rural areas (76%) and in Stirling (70%). Amongst those interviewed in the rural communities, respondents also made reference to the wind farm not being a viable source of energy (43%), the height and/or size of the turbines (24%) and potential damage to the environment (22%).

4.2. Investment

Using an open question format, respondents were then asked the following: *If the proposed wind farm at Ard Ghaoth near Drymen gets planning permission, what would you like to see the community's share of the annual revenue invested in?* Coded responses are shown in Figure 4 below.

Figure 4: Investment as a result of the wind farm



Q3. If the proposed wind farm at Ard Ghaoth near Drymen gets planning permission, what would you like to see the community's share of the annual revenue invested in?

Base: All respondents. Rural - 458, Stirling - 101

As shown, a huge range of responses were received although most common was facilities for youths/young people (13% rural, 12% Stirling), community benefits/projects (12% rural, 27% Stirling). Improvements to the local area or village (9% rural, 4% Stirling), improving roads (9% rural, 8% Stirling), facilities for children (5% rural, 6% Stirling) and improving housing (5% rural, 4% Stirling) were also commonly mentioned.

Some of the verbatim comments received from respondents are given below:

"Insulation of all the properties." BALFRON

"Foot paths for walkers and road maintenance." BUCHANAN

"Too many variables in the question such as how much money so I don't know, we need more information." KILLEARN

"Benefit the community, refurbishing the village halls and churches, rather than give it to the council." BALFRON

"Any scheme should involve investing in local tourism." STIRLING

"For the young people, like youth clubs and also our local church is in need of money for repair." BALFRON

"Creating more opportunities for the young people and get back to work schemes." BUCHLYVIE

"There are loads of things to do such as building a new village hall and setting up archives of the area for the future, we need storage places and computers to do this." KILLEARN

"I have a little one so children would be great, also the elderly, and people without a lot of income, people who need assistance with money." BUCHLYVIE

"Obviously towards the youth to keep them off the roads, perhaps regeneration of the scouts." BALFRON

"Sports faculties at the school. An all weather football pitch and tennis court." DRYMEN

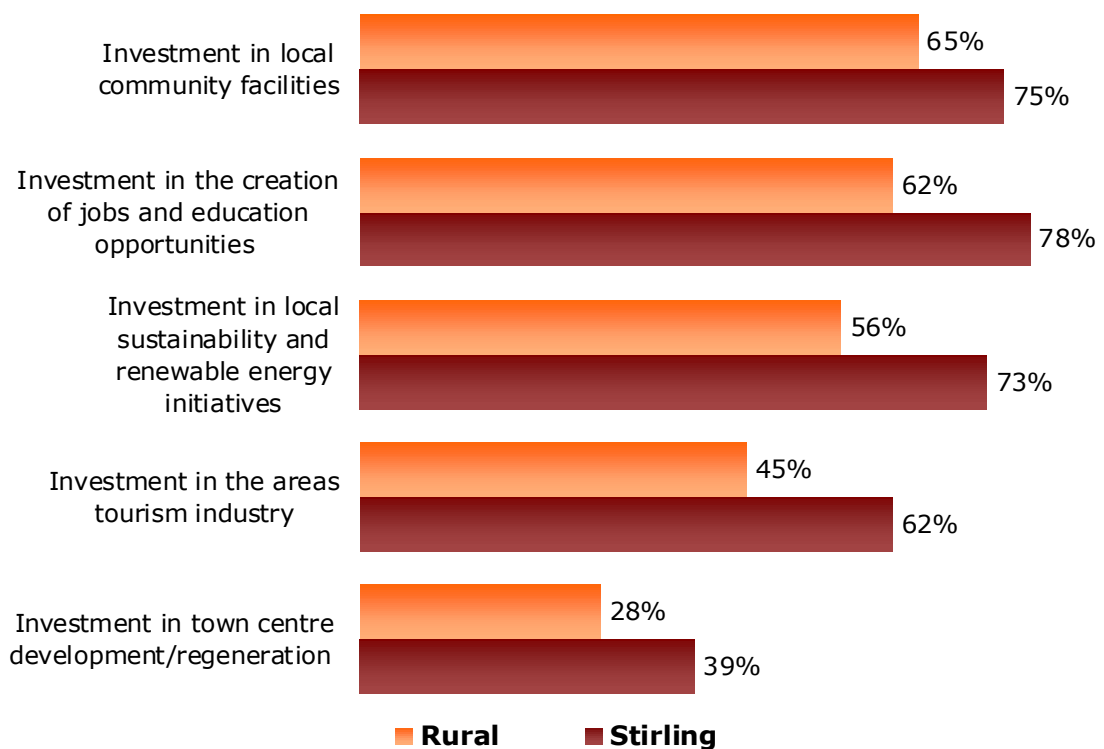
"The village hall needs money spent on it, kid's theme park needs a cleanup, and there is a wee bit of land behind the main street needs to be drained and could be used." BUCHLYVIE

"Supporting local businesses, putting more money into the library and the leisure centre and Belfron high school." BALFRON

"General facilities of the town, general appearance, maintenance of the square." DRYMEN

The next question asked respondents to rate the importance of various potential streams of investment as a result of the wind farm and Figure 5 shows the proportion of 'important' and 'very important' response only.

Figure 5: Interest in investment as a result of the wind farm - important and very important responses



Q4. On a scale of 1 to 5, where 1 is not at all important and 5 is very important, how important are each of the following potential investment options as a result of the Ard Ghaoth wind farm?

Base: All respondents. Rural - 458, Stirling - 101

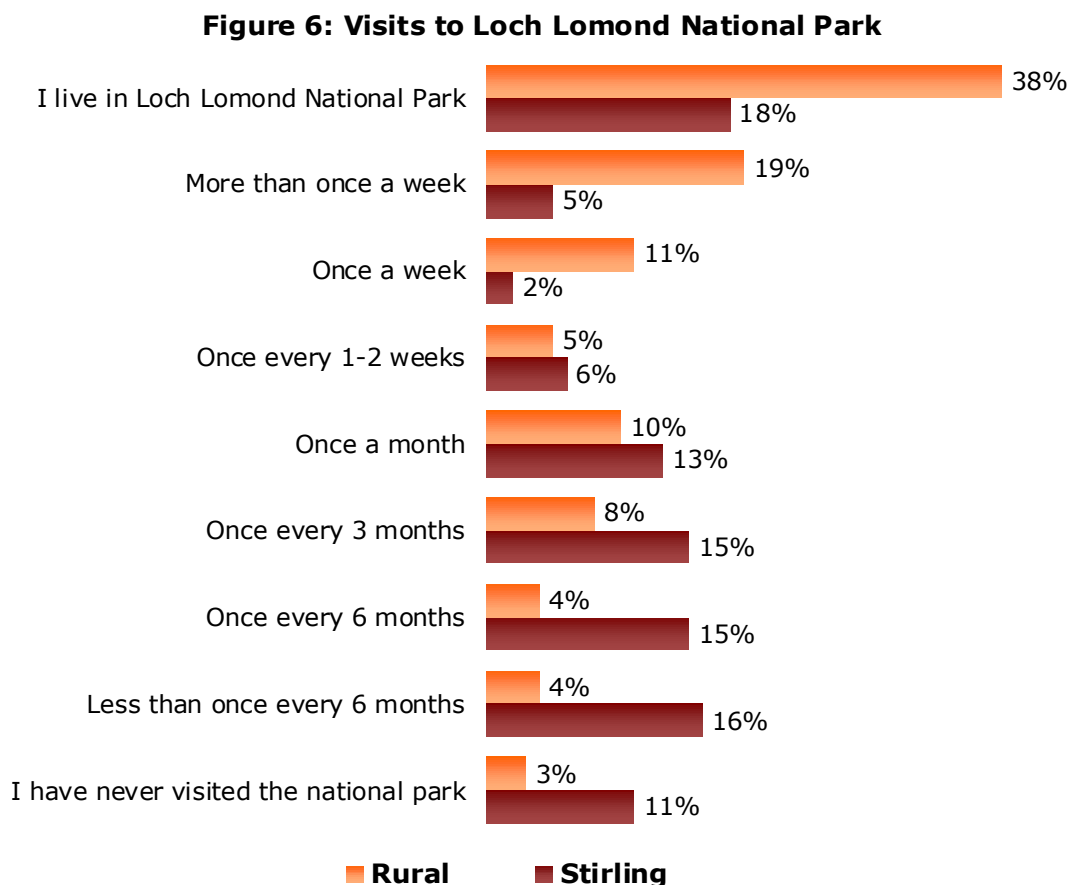
Within the rural communities interviewed, investment in local community facilities was rated the most important (65%), closely followed by investment in the creation of jobs and education opportunities (62%) and in local sustainability and renewable energy initiatives (56%). Only 28% of respondents in the rural sample agreed that investment or regeneration within the town centre was important, despite this being commonly referred to in the previous question.

Interestingly, respondents in Stirling were significantly more likely to rate each of the potential investment streams as important.

Respondents aged 18-24 were significantly more likely to feel that investment in the creation of jobs and education opportunities was an important factor with 85% of this group giving this a rating of 'important' or 'very important' while those aged 65 years or above were significantly less likely to give the response 'important'.

4.3. Use of Loch Lomond National Park

The next set of questions asked about respondent's use of Loch Lomond National Park, firstly how often they visit (Figure 6).



Q5. Which of the following best describes how often you visit Loch Lomond national park?

Base: All respondents. Rural - 458, Stirling - 101

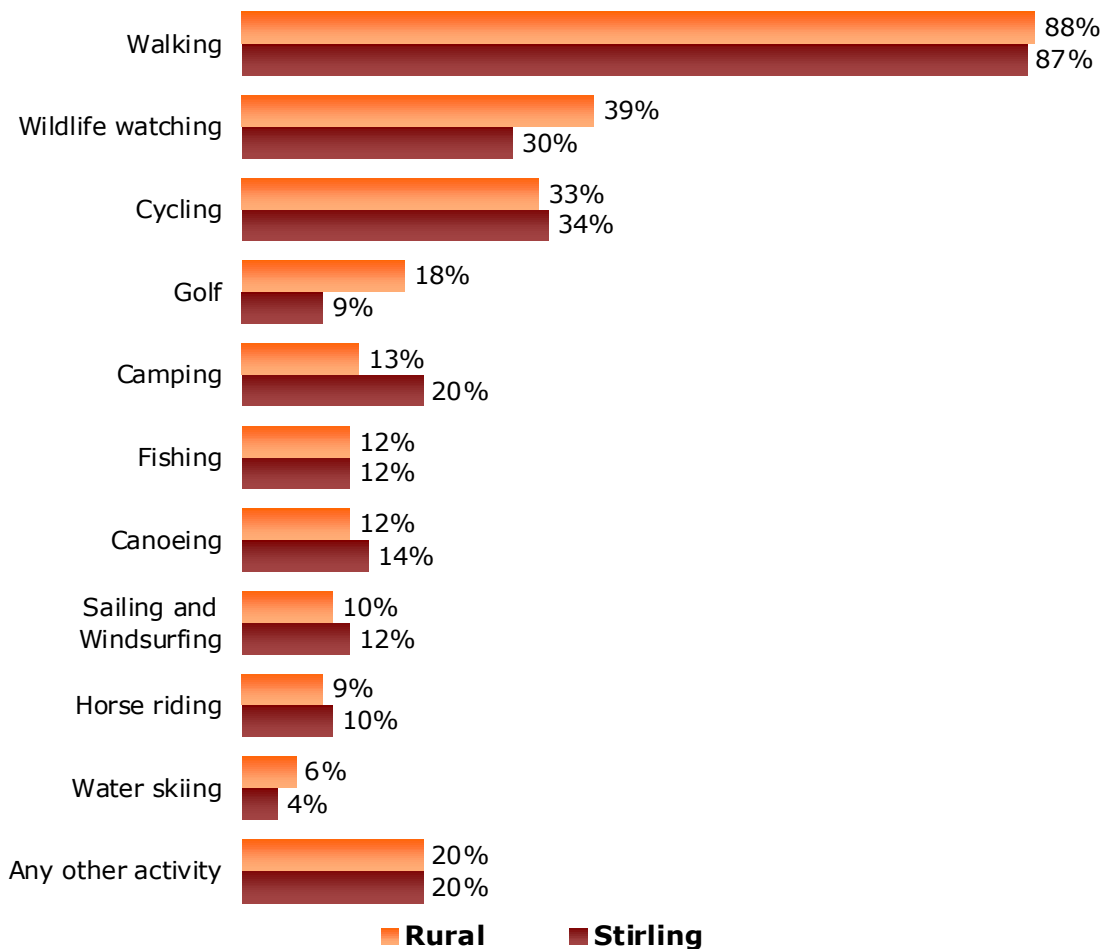
Over one-third (38%) of those interviewed in the rural sample said that they lived in Loch Lomond National Park, primarily those in Drymen (79%) and Gartmore (82%). A further 30% visit Loch Lomond once a week or more illustrating how well the National park is utilised within the rural sample.

As would be expected, respondents in Stirling were much less likely to say they live in the National Park and they use Loch Lomond with much less frequency.

Interestingly, respondents who said they live in the National park were also significantly more likely to object to the Ard Ghaath wind farm proposal.

Figure 7 shows the responses when people were asked specifically what they use Loch Lomond national park for.

Figure 7: Use of Loch Lomond National Park



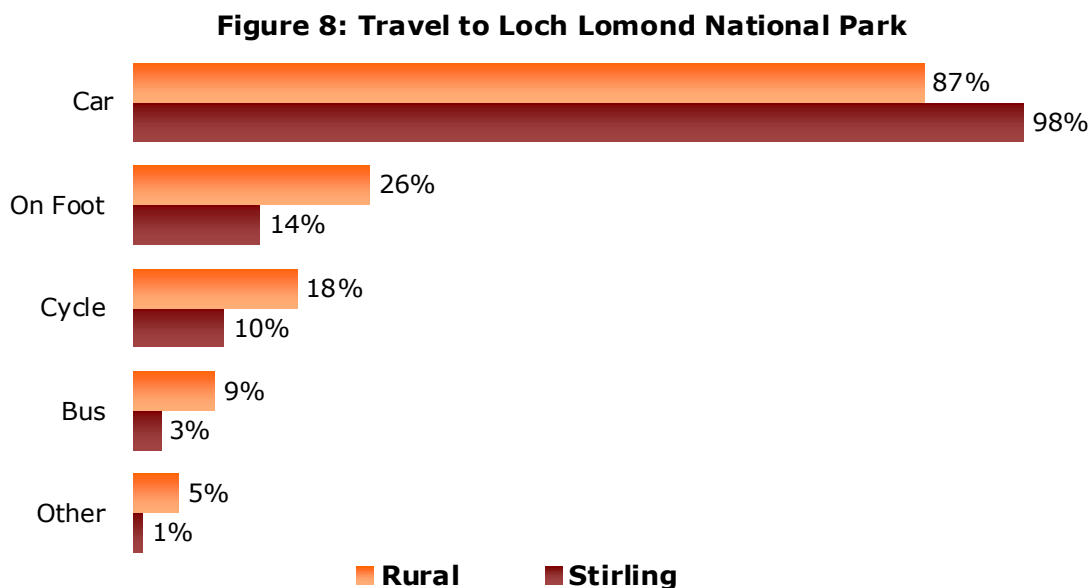
Q6. Which of the following do you use the national park for?

Base: All respondents who have visited Loch Lomond National Park. Rural - 446, Stirling - 90

As illustrated, walking was by far the most popular activity undertaken in the park by 88% of those in the rural sample and 87% of those in Stirling. Wildlife watching, cycling, golf and camping were also popular activities.

One in five respondents also named an 'other' activity and these included running, visiting friends, visiting restaurants, picnicking, working, driving, shopping, tennis and skating.

Respondents were then asked which modes of transport they use to travel to the National Park (Figure 8).



Q7. Which of the following do you use to travel to the national park?

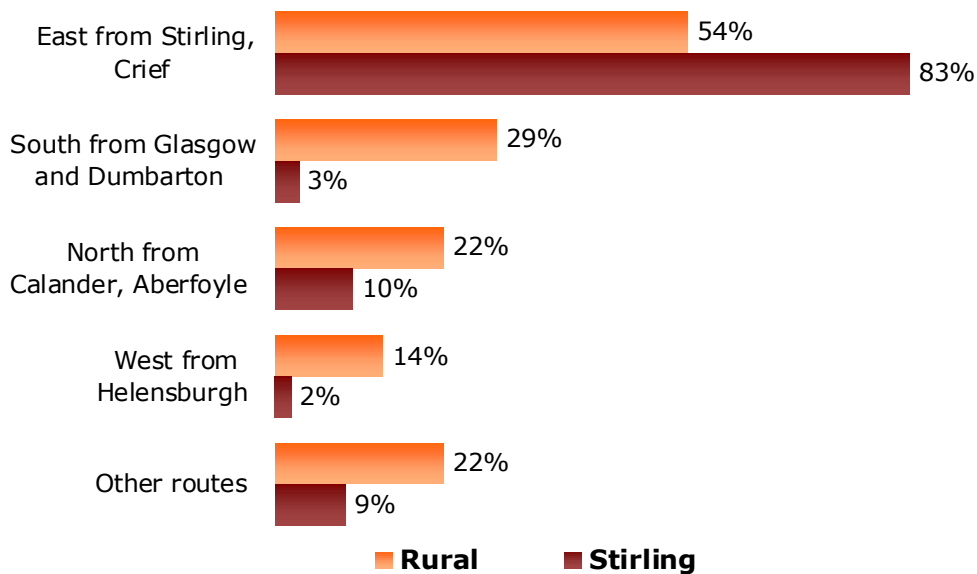
Base: All respondents who have visited Loch Lomond National Park. Rural - 446, Stirling - 90

Respondents were significantly more likely to travel to Loch Lomond National Park by car and this was particularly so amongst those within the Stirling sample (87% rural, 98% Stirling).

As might be expected, those in the rural sample were significantly more likely to travel to the National park on foot (26%), or by cycle (18%) than those in Stirling.

Respondents were then asked which routes they use to travel into the National Park as shown in Figure 9.

Figure 9: Routes into Loch Lomond National Park



Q8. Which of the following routes do you use to enter the national park? Select all that apply

Base: All respondents who have visited Loch Lomond National Park. Rural - 446, Stirling - 90

Within the rural sample, respondents entered the park using a variety of different routes but most commonly from the East (54%). As would be expected, this was also the route used most frequently amongst those interviewed in Stirling (83%).

5. Conclusions

There are high levels of awareness of the Ard Ghaoth wind farm proposal within the rural communities surveyed (79%), particularly in Drymen (93%) and Gartmore (100%). Amongst this rural group, mixed opinions of the proposal are apparent, with 35% in opposition, 34% in support, 26% with no real opinion and a small proportion (5%) giving the response 'don't know'. There is clear age variation apparent in opinion and 18-34 year olds were significantly more likely to support the proposal (57%), while those aged 65 years and above were significantly more likely to object (43%)

There are also significant differences in the level of support obtained from villages that are similar distances from the proposed wind farm site and this is likely to be the result of different levels of understanding of the proposal and the visual impact of the proposal on the villages. Only in Gartmore is there a majority who oppose the 20 turbine wind farm proposal (64%) but in all cases if the 'don't care' responses are included in the support camp, as is reasonable in this type of survey, there is a majority in favour of the proposal.

The level of support is also significantly greater at the council level than at the local level and although respondents interviewed in Stirling were less likely to be aware, they were more likely to support the proposal (39%).

Respondents typically use Loch Lomond National Park heavily, with a substantial proportion who live within the National Park itself, and as such, concerns about the wind farm tend to focus on the visual impact. Additionally, some people do not believe that wind farms are a viable source of energy and refer to cases where it has been 'too windy' to generate electricity and how communities have been directly penalised as a result.

It is clear that there is a need to provide more information about the proposed wind farm, particularly on design details and the amount of compensation that the communities would receive as illustrated by the comments below:

"I want to know how much compensation will we get as a community? More concrete information is needed." GARTMORE

"There is a lack of information about the wind farm, in terms of construction, disruption and increases in traffic during construction." GARTMORE

The provision of additional information will help to address community concerns and help to tackle negative perceptions and misconceptions about the proposal.

Although, as discussed, there were some concerns about the wind farm apparent within the communities surveyed, many respondents recognise the benefits that could entail from community investments as a result of the proposal. Specifically, investment in local community facilities was rated the most important (65%), closely followed by investment in the creation of jobs and education opportunities (62%).

It should be noted that the wind farm proposal is still being developed and this survey is based on the assumption of a 20 turbine scheme which may be altered. It would be beneficial to further address opinions of the proposed Ard Ghaoth wind farm within the community once the details of the proposal have been finalised, to increase the proportion of views from young people who are under-represented within this survey and to address the gender imbalance apparent within the sample.

6. Appendices – Questionnaire

Ard Ghaoth, Near Drymen, Stirlingshire Community Phone Survey

Good Morning/Afternoon,

My Name is xxxx and I am calling on behalf of an independent market research company on behalf of Banks Renewables Limited.

We are speaking to people in the local area today regarding a proposed planning application to be submitted at the end of this calendar year for up to 20 wind turbines at the Ard Ghaoth site. (INFO IF REQUIRED: Ard Ghaoth is North East of Drymen in Stirlingshire, pronunciation – **ARD GWAY, DRIMEN**).

The survey will only take around 5 minutes and your views would really be appreciated.

Please note this call may be recorded for quality and verification purposes.

INTERVIEWER – ONLY IF ASKED FOR CLARIFICATION AS TO WHAT THIS MEANS
– This means that if the way the question is asked is challenged by any respondent in the future we will be able to access individual responses to ascertain if this is so. Responses will not automatically be passed back to the client and are anonymous.

Do you have time to undertake this survey at the moment?

IF YES CONTINUE

APPOINTMENT MADE HERE IF APPROPRIATE

D1. Which of the following age bands do you fall into?

- Under 18 – THANK AND CLOSE
- 18-24 – QUOTA 10%
- 25-34 – QUOTA 10%
- 35-44 – QUOTA 20%
- 45-54 – QUOTA 20%
- 55-64 – QUOTA 20%
- 65 plus – QUOTA 20%

D2. Gender – Interviewer code gender. DO NOT ASK

- Male – QUOTA 50%
- Female – QUOTA 50%

Q1. Are you aware of the proposed planning application for up to 20 wind turbines at Ard Ghaoth, located North East of Drymen?

- Yes
- No

Q2. Based on your understanding of the proposal, do you support the wind farm proposal, have no real opinion or object to the wind farm proposal.

- Support the wind farm proposal – GO TO Q3 (ALSO ASK Q8)
- Have no real opinion/don't care – GO TO Q3
- Object to the wind farm proposal – GO TO Q2a

IF OBJECT AT Q2

Q2a. Can you say why you object to the wind farm proposal? INTERVIEWER DO NOT READ OUT LIST, PLEASE CODE RESPONSES INTO LIST BELOW. *Select all that apply.*

- Visual impact
- Not a viable source of energy
- Noise
- Shadow Flicker
- Devaluation of property
- Too close
- Turbines too big/high
- Too many wind farms in the area
- Harms wildlife
- Doesn't benefit local area
- Health impacts
- Other – please specify at Q2ai

Q2ai. Other – please specify

Banks Renewables is proposing to submit a planning application to Stirling Council toward the end of the 2011 calendar year. If the proposed wind farm gets planning permission – the surrounding communities will be granted a percentage share of the annual revenue for the life of the wind farm. This money will be directly available to communities surrounding the wind farm to invest in projects they decide upon.

Q3. If the proposed wind farm at Ard Ghaoth near Drymen gets planning permission, what would you like to see the community's share of the annual revenue invested in?

Q4. On a scale of 1 to 5, where 1 is not at all important and 5 is very important, how important are each of the following potential investment options as a result of the Ard Ghaoth wind farm?

	1 – Not at all important	2	3 - Neutral	4	5 – Very important	Don't know DO NOT READ OUT
Investment in local community facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Investment in the creation of jobs and education opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Investment in town centre development/regeneration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Investment in local sustainability and renewable energy initiatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Investment in the areas tourism industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q5. Which of the following best describes how often you visit Loch Lomond national park?
Read list and select one option only.

- More than once a week
- Once a week
- Once every 1-2 weeks
- Once a month
- Once every 3 months
- Once every 6 months
- Less than once every 6 months
- I have never visited the national park - GO TO Q8 IF SUPPORTER AT Q2 OR THANK AND CLOSE

ALL WHO USE THE NATIONAL PARK

Q6. Which of the following do you use the national park for? *Read list and select all that apply.*

- Walking
- Cycling
- Horse riding
- Golf
- Camping
- Wildlife watching
- Canoeing
- Sailing and Windsurfing
- Fishing
- Water skiing
- Any other activity specify at Q6ai

ASK ALL WHO SAY 'OTHER' AT Q6

Q6a. What else do you use the national park for?

ALL WHO USE THE NATIONAL PARK

Q7. Which of the following do you use to travel **to** the national park? *Read list and select all that apply.*

- Car
- Cycle
- On Foot
- Bus
- Other

ALL WHO USE THE NATIONAL PARK

Q8. Which of the following routes do you use to enter the national park? *Select all that apply*

- South from Glasgow and Dumbarton
- East from Stirling, Crief
- West from Helensburgh
- North from Calander, Aberfoyle
- Other routes

IF SUPPORT WIND FAM PROPOSAL AT Q2

Q8. At the start of the survey you said you supported the wind farm proposal. Would you be prepared to sign a letter of support or a petition to be presented to Stirling Council and if so are you happy for a representative from Banks Renewables to contact you to arrange this?

- Yes - GO TO Q8a
- No - GO TO Q9

Q8a. Thank you. Could you provide some contact details?

Name

Address

Email address

Phone number

ASK ALL

Q9. Is there anyone else in your household who may be willing to take part in this survey?

- Yes - GO TO Q9a
- No - THANK AND CLOSE

Q9a. Thank you. Could you provide some contact details for this person?

Name

Address

Phone number

This is the end of the survey, so thank you very much for your participation.

If you wish to check the validity of this survey, or if you have any further questions about the research, you may call Public Knowledge on the following freephone number 0800 195 1842.

If you have any further questions about the wind farm proposal you may contact Banks Renewables on 0191 3786100 or further information about the scheme can be found on Banks' website, www.banksgroup.co.uk



Public Knowledge

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