

WHO, WHEN & HOW DID WE ENGAGE

7,000 interactions...

Here's a breakdown of the interactions we recorded for this project:

Engagement Method	Interactions
Outreach Events (x4)	2775
'Change is Coming' Survey	642
Festival Feedback Survey	254
Pebble Polls	816
<i>Let's Go Wild!</i> film - The Cast	87
<i>Let's Go Wild!</i> film - Audience Numbers	585
<i>Let's Go Wild!</i> film - Audience Feedback	69
Youth Group Q&A	12
Purbeck Goes Wild - Engagement Event	36
Wild Woodbury - Engagement Event	22
Facebook Polls	1644
Community Leaders/Influencers Interviews	22
Total Recorded Interactions	6964

Demographic 1: Age

Purbeck’s community reflects a broad range of age demographics, and we were able to capture this information from many of the Change is Coming survey respondents, youth group engagement, and those surveyed at the *Let's Go Wild!* film screenings.

Across these methods, we gathered 855 valid responses from participants, broken down as follows:

Table 1 - Age breakdown on survey respondents

Age Range	% of total survey responses contributed
0-16	9
16-24	2
24-34	6
35-44	15
45-54	12
55-64	23
65+	34

This breakdown vividly illustrates a significant leaning towards older age groups, with those aged 55 and above comprising 57% of the total responses. This does not illustrate the age breakdown across the entire Purbeck community – the ONS population estimates in 2021 show more young people, and fewer older people, than were represented in our survey responses (see Table 2).

Table 2 - Ages of survey participants compared to the estimated Purbeck population overall

Age Range	Purbeck Population (%)	Survey Participants (%)
0-15 years	15.9	8.7
16-64 years	57.8	57.8
65 years +	26.3	33.5

This distribution is indicative of a predominantly older participant base, suggesting that Planet Purbeck is engaging older members of the community more than younger members with regards to survey response style feedback. It may be that these members are also more receptive to the engagement methods we used, such as surveys and outreach events. In future, further tailored engagement strategies should be used to better capture the voices of younger residents and ensure a more balanced representation in future surveys is clear based on this sample of participants.

This tailored engagement strategy is to some extent underway already. As part of our adaptive approach to community engagement, we were able to engage with almost 400 school age children through our specific school screening tour of the 'Let's Go Wild' film as well large numbers of under 16's at several events e.g. the carnival. The challenge is now to capture their views in a comparable way to the survey responses received from older members of the community.

Furthermore, we recognise that the 16-34 age group are underrepresented when compared to the local population. However, whilst age demographics were not directly captured through our Facebook surveys, we feel it likely that more of this particular demographic's voice was evident through this insight - with almost 25% of all Facebook users in the UK in 2024 falling within this exact range¹. Despite this, future community engagement should be mindful of how to best capture, and identify the voice of this key demographic.

Demographic 2: Gender

Purbeck's reported ONS male/female gender split is almost equal – 49.6% male and 50.4% female in 2021. There aren't specific figures for Purbeck regarding those reporting a different gender identity other than the sex registered at birth, but the ONS reported in 2021 that across Dorset, 0.9% reported this demographic.

Our respondents don't quite reflect this. There were significantly more women than men responding to our survey or engaging with our in-person activity - 61.5% versus 38% - and 0.5% of those we engaged with identified as non-binary/different gender identity than at birth.

We are keen to explore this skew in order to tailor future engagement strategies. It may be that the topic is perceived as more relevant to women as opposed to men, that within our community women are overall more engaged with community and/or nature issues, or that there's a response bias reflecting women being more likely to participate in our surveys.

¹ <https://www.statista.com/statistics/1401021/uk-social-media-users-by-age/>

Demographic 3: Socio-Economic Classification

The socio-economic classification of survey participants further enriches our understanding of the community's composition. Purbeck's population comprises a diverse representation across various employment sectors. We have used the National Statistics Socio-economic Classification² to provide some insight into the breakdown of the voices we have engaged with.

Across some categories, such as higher managerial, administrative and professional occupations (L1,L2 and L3), unemployed (L14) and full-time students (L15), our respondents broadly reflect the Dorset average.

However, we do see underrepresentation from respondents across lower supervisory and technical occupations (L10, L11) and overrepresentation across lower managerial, administrative, intermediate and professional occupations (L4, L5, L6, L7) as well as small employers (L8, L9).

Future work is needed to fully understand these insights and develop engagement strategies to reach the demographics we are currently underrepresenting, in order for further reports to feel accurate and representative of all community members.

When & How

Early Feb. 2023:

Planet Purbeck, along with speakers from the Dorset National Landscape (formerly the AONB), RSPB Arne, National Trust and Natural England, hosted an event called 'Purbeck Goes Wild'. This event brought together a selection of community leaders in order to better inform them of the [Wild Purbeck Partnership](#)³ vision for Purbeck's nature recovery. The dual purpose of this event was to gather their views on how best to share that vision with the wider community.

An energetic land drain smashing event followed later that month at Dorset Wildlife's Wild Woodbury site, Bere Regis - we used this as a test event where we shared more about what happened at the session above. Combined, these 2 events were the catalyst for our community insight project. We needed our finger on the pulse, in terms of the community's true priorities, concerns and aspirations.

Late July 2023:

We launched our Change is Coming online survey.

² <https://www.ons.gov.uk/methodology/classificationsandstandards/otherclassifications/thenationalstatistics socioeconomicclassificationnssecrebasedonsoc2010>

³ <https://dorset-nl.org.uk/project/wild-purbeck/#:~:text=The%20Wild%20Purbeck%20Partnership%20was,governmental%20and%20local%20government%20organisations>

Summer 2023:

We swiftly followed the survey launch by showing up at some key events in Purbeck's summer calendar - Wareham Carnival, Swanage Carnival, Harman's Cross Fete and the Beside The Seaside event at our festival. Our simple gazebo fronted by a free giveaway 'spin-the-wheel' game gave us a wonderful opportunity to have 2700+ conversations.

During a couple of these events we also set up a poll asking people to vote on their hopes and fears for Purbeck by plonking a pebble in a jar! We achieved 800+ votes.

Sept. 2023:

Sue Western produced a remarkable film to be shown at the Celebration of Purbeck event at our festival, featuring the views of over 80 local people, including over 50 primary school children.

The film attracted an audience of 350+ on the night of its premier and we've since shown it in 7 of Purbeck's primary schools reaching a further 580+ adults and young children. During these school visits we also used a quick survey to gather people's hopes and fears.

Gathering insights from so many different sources and sections of our community became addictive and we adapted our methods to reach out to more and more people.

In the lead up to our festival we conducted polls across 5 community groups on Facebook - with a staggering 1600+ votes received plus 300+ comments as well (that we, for a reason we've since forgotten, didn't include in the figures above!).

Our festival in (Sept 2023) saw a total of 3,400+ people attending over 50 events across 10 days. It must be noted that we've only counted around 2,000 those attendees in the figures above as being directly engaged in sharing their hopes and fears with us. Those that we've counted as interactions either talked with us at the Beside The Seaside event, voted in a pebble poll or responded to our festival feedback survey. We're confident the other 1,400 attendees also got to hear about the Change is Coming project!

Autumn 2023 to early 2024:

Saw us reach out to 20 local community influencers and leaders and conduct interviews, many of them running well beyond 2 hours.

Early 2024:

We held a really informative question and answer session with an enthusiastic local youth club attended by secondary school aged children aged 11 to 17.

More details on the results of our insight project can be found in the Change is Coming document or the Full Report - both available on our [website](#).