Slapton Line Partnership Residents' Survey Autumn 2007





tel: 01364 654485 • fax: 01364 654664

email: anna-marie@marketingmeans.co.uk • web: www.marketingmeans.co.uk



Summary

Background

This survey was conducted by Marketing Means on behalf of the Slapton Line Partnership in October / November 2007. The Slapton Line Partnership needed to gather baseline information to feed into the project, particularly the communications strategy. The method had to be capable of replication at regular intervals.

The sample consisted of 408 replies from the 'tight' Slapton area, and 207 replies from the wider area

Results

Of the respondents from the 'tight' Slapton area, 60% used the roads regularly (21% 'daily', 15% '4 or 5 times a week', 24% '2 or 3 times a week'), while 15% from the wider area used the roads regularly.

The most common reasons for using the Slapton coast road were 'travelling to shops' (29%), 'to get to leisure activities elsewhere' (26%) and 'to get to leisure activities in Slapton' (15%). Only 1% of respondents within the sample area said that they have a business in the area.

41% of the respondents said that the road being temporarily closed would disrupt their routines to 'a great extent', 24% said their routines would be disrupted 'a fair amount', while 53% of those from the Slapton area indicated that their routines would be disrupted compared to 19% of those from the wider area.

82% of respondents said that they had no plans in anticipation of future road closures.

The survey found that 91% of respondents were fully aware that the Slapton coast road was threatened by erosion, with 5% saying they were partially aware of this. Only 17% were fully aware that advanced planning permission had been obtained for any realignment work needed, with a further 7% indicating they were partially aware.

With the exception of the aspect of the road being threatened by coastal erosion, those respondents from the Slapton area were far more likely to be aware of all aspects of the Slapton coast road situation.

30% of respondents said that they would reconsider their plans in light of the information they had been given.

Only 5% of respondents thought that their views were being taken into account to 'a great extent' with regards the future of the Slapton coast road, and 20% 'a fair amount'. However, those from the Slapton area were more likely to feel their views were taken into account to 'a great extent' (6% vs. 3%) and 'a fair amount' (25% vs. 11%).

The top concerns respondents had with regards to loss of the Slapton coast road were that businesses in the local area would be adversely affected (29%), that they would lose the drive to appreciate the view (12%) and that they would have to consider alternative places for shopping and other services (11%).

68% of respondents could see no advantages to the long-term closure of the Slapton coast road.

9% of respondents felt they had been given 'a great deal' of information regarding the Slapton coast road, with 36% saying they had been given 'a fair amount'. Respondents from the Slapton area (11% and 38%) were more likely than those from the wider area (5% and 31%) to say they had been given 'a great deal' or 'a fair amount' of information.





The most frequently chosen channel of communication (which was not originally a choice, but recoded from 'other') was 'local newspapers, magazines and media' (47%) with 'leaflets by post' (28%) and 'newsletters by post' (21%) also being popular.

58% of respondents said they were 'very supportive' of the current plans to tackle the threat of coastal damage to the Slapton coast road, with a further 25% saying they were 'fairly supportive'. There were slightly lower levels of support overall amongst Slapton area respondents than those from the wider area (81% vs. 88%).





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1.0 Introduction

1.1 Background and objectives

This survey was conducted by Marketing Means on behalf of the Slapton Line Partnership in October and November 2007. The Slapton Line Partnership was formed to decide how best to deal with the future erosion of the Slapton Line and its effects on the road, the environment, and the community. The partnership is made up of English Nature, Devon County Council, South Hams District Council, Whitely Wildlife Conservation Trust, the Slapton Ley Field Centre, the Environment Agency, and DEFRA.

The Slapton Line Partnership needs to gather baseline information to feed into the project, particularly the communications strategy. The information needs to be reviewed over the period of the project, which is funded from 2007 to 2010 to measure project outcomes. The method, therefore, had to be capable of replication at regular intervals.

1.2 Method

This was a telephone survey of adults living in the 'tight' Slapton area and wider areas that currently use the road and are likely to be affected by the on-going repairs and future realignments.

Interviewers were conducted using CATI (Computer Assisted Telephone Interviewing) with the telephone numbers generated using stratified random digit dialling to produce the two quotas required (400 in the 'tight' Slapton area and 200 in the wider area including Kingsbridge and Dartmouth).

A maximum of 10 call-backs were made at different times of the day on different days during the fieldwork period. Interviews were carried out between October 27th and November 1st 2007, and a total of 615 responses were achieved – 408 from the areas defined as 'the Slapton area' and 207 from areas defined as 'the wider area'.

Data was analysed by Marketing Means using the SPSS statistical computer package.

1.3 Acknowledgements

Marketing Means wishes to thank Alan Denbigh and James Spencer for all their help with this survey.

1.4 Author and publication

Marketing Means produced this report in November 2007.

Any press release or publication of the findings of this survey requires the approval of the author/Marketing Means. Approval would only be refused if it were felt that the intended use was inaccurate or a misrepresentation.





1.5 About reading this report

Rounding

Figures for graphs and most tables have been rounded and may not add up to 100%.

Confidence intervals

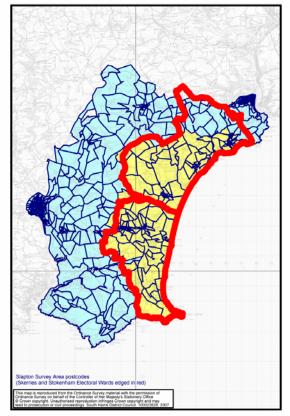
Confidence intervals have not been stated for proportions using the guidelines.

A confidence interval is a measure of the reliability of the results from the sample compared to the wider population. Overall, the survey has a CI of +/-4% @ 95%. This means that any proportion given could in reality be 4% higher or lower in the wider population. However, this is somewhat misleading as this is a stratified sample, with greater weight being given to those who are more likely to be directly affected by the Slapton Line situation. The overall CI for the 'tight' Slapton area is +/-5% @ 95%, with the overall CI for the wider area being +/-7% @ 95%

2.0 Response

The map below shows the boundaries of the two sampling areas used (as defined by the Slapton Line Partnership), with the 'tight' Slapton area within the red border.

This sample comprised 408 replies from the 'tight' Slapton area and 207 from the wider area.







3.0 Results

3.1 How often respondents currently use the Slapton coast road

"How often do you currently use the Slapton coast road?"

44% of respondents to the questionnaire (14% 'daily', 12% '4 or 5 times a week', 18% '2 or 3 times a week') were very regular users of the Slapton coast road, with a further 18% using the road '1 or 2 times a week', and 12% using it '1 or 2 times a fortnight'.

2% said that they 'never' use the Slapton coast road, with 13% saying they 'occasionally' use it, and 11% saying that they use it 'monthly'.

Differences

No significant differences were seen by gender or age group amongst respondents.

Very significant differences were seen by area, with 60% from the 'tight' Slapton area within the sample indicating they use the road regularly (21% 'daily', 15% '4 or 5 times a week', 24% '2 or 3 times a week') compared with 15% from the wider area (2% 'daily', 6% '4 or 5 times a week', 7% '2 or 3 times a week')

(Appendix 2: Table 1)



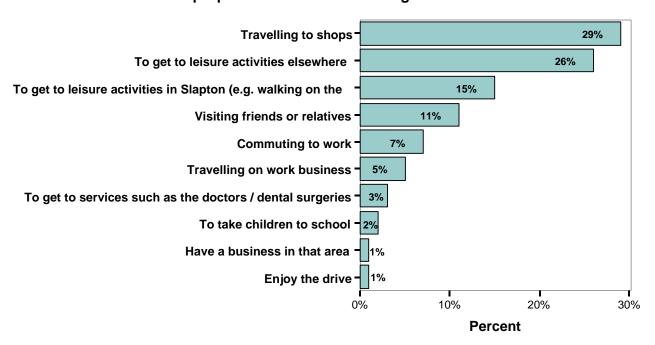


3.2 Main purpose that respondents use the Slapton coast road

"What is the main purpose that you use the Slapton coast road for?"

The most common reasons respondents gave for using the Slapton coast road were 'travelling to shops' (29%), 'to get to leisure activities elsewhere' (26%) and 'to get to leisure activities in Slapton' (15%). Only 1% of respondents within the sample said that they have a business in the area.

Main purpose of Coastal Road usage



Differences

Some differences were identified by gender or age group amongst respondents. Women (33% vs. 23%) were more likely to say they were 'travelling to shops' and men were slightly more likely to say (29% vs. 23%) they used the road 'to get to leisure activities elsewhere'.

Those in the age groups under 55 were more likely to say they used the road for 'commuting to work', and 'travelling on work business' with those in the age groups over 65 being the most likely to say their main reason for using the road was 'travelling to shops'.

Very significant differences were seen by area, with 34% from the Slapton area saying their main purpose for using the road was 'travelling to shops', compared with 18% from the wider area. Those from the wider area were more likely to say that they used the road 'to get to leisure activities elsewhere' (38% vs. 20%).

(Appendix 2: Table 2)





3.3 Extent to which routines would be disrupted if the Slapton coast road was temporarily closed.

"To what extent would you say your normal routines would be disrupted if the Slapton coast road was to be temporarily closed?"

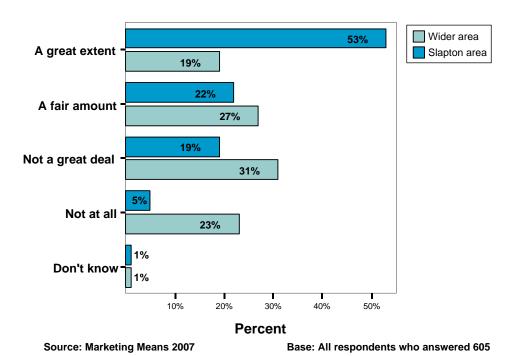
41% of respondents said that the road being temporarily closed would disrupt their routines to 'a great extent', with a further 24% saying that their routines would be disrupted 'a fair amount'.

Differences

No significant differences were identified by age or gender with regards this question.

But differences were seen by area, with 53% of those from the Slapton area of the sample indicating that their routines would be disrupted compared with 19% of those from the wider area, whereas only 5% from the Slapton area said their routines would not be disrupted at all, compared with 23% from the wider area.

Extent that routines would be affected by Coastal Road closure



(Appendix 2: Table 3)





3.4 Plans made in anticipation of future road closures

"And what plans have you made in anticipation of future road closures?"

Of the respondents, 82% said they had no plans in anticipation of future road closures, 14% said they had considered alternative routes to work or school, and 3% said they had considered going elsewhere for leisure activities.

Differences

No differences were seen by gender. However, those under 45 were slightly more likely to have considered alternative routes than older age groups.

No overall difference was identified with regards to area except that those from Slapton were slightly more likely to have considered alternative routes to work or school (15% vs. 11%), and respondents from the wider area were slightly more likely to say that they had considered going elsewhere for leisure activities (6% vs. 2%).

(Appendix 2: Table 4.0)





3.5 Awareness of aspects of the Slapton coast road situation

"To what extent were you aware, before this questionnaire, about the following aspects of the Slapton coast road situation:"

91% of respondents were fully aware that the Slapton coast road was threatened by erosion, with 5% saying they were partially aware of this. A high awareness was also evident that the road would be lost in the long term, with 64% saying they were fully aware of this, and 21% saying they were partially aware. About 70% knew to some extent that independent studies had been conducted, with 43% saying they were fully aware of this with 68% having some level of awareness of the Slapton Line Partnership (53% fully aware, 15% partially aware).

Much lower awareness levels were seen with regard to other aspects of the Slapton coast road situation. Only 17% were fully aware that advanced planning permission had been obtained for any realignment work needed, with a further 7% indicating they were partially aware. 68% of respondents were not aware at all that this had happened.

59% said that they aware to some extent of the plans for managed realignment of the road, although only 38% said they were fully aware of this aspect, and 53% said they knew to some extent that the Parish Councils were part of the consultation process (39% fully aware, 14% partially aware).

Road threatened by coastal **%5**% 91% processes 15% 53% Slapton Line Partnership exists 14% 39% 40% 8% Parish Councils are consulted Independent studies have **19%** 27% 43% happened Current plan includes the 9% 21% 38% managed realignment Advanced planning permission 68% 7% 9% 17% approved Road will be lost in long term 21% 6% 64% 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100% ■ Not aware at all ■ Not very aware ■ Partially aware ■ Fully aware

Awareness of aspects of the Slapton coast road situation

Differences

Generally, few differences were seen between men and women, although women appeared to be more likely to know that the road would be lost in the long run compared to men (68% vs.58%).

Respondents over 55 were more likely to be fully aware of all aspects of the Slapton coast road situation except that advanced planning permission had been obtained; with those under 35 being the least likely to say they were fully aware.

With the exception of the aspect of the road being threatened by coastal erosion, those respondents from the Slapton area were far more likely to be aware of all aspects of the Slapton coast road situation.

(Appendix 2: Table 5)





3.6 Whether respondents will reconsider plans

Bearing in mind this information, do you think that you might reconsider your plans to cope with any future road closures?

30% of respondents said they would reconsider their plans in light of the information they had been given.

Differences

Women appeared more likely to say they would reconsider their plans in light of the information (33% vs. 26%).

Respondents over 75 were the least likely to indicate they would reconsider their plans (16%), with the two groups below under 35 appearing to be the most likely to say they would reconsider.

Respondents from the Slapton area were slightly more likely to say they would reconsider their plans compared with those from the wider area (32% vs. 25%).

(Appendix 2: Table 6)





3.7 Extent to which respondents feel their views are being taken into account

"To what extent do you feel that your views are being taken into account with regards to future plans for the Slapton coast road?"

Only 5% of respondents thought their views were being taken into account to 'a great extent' with regards the future of the Slapton coast road, and 20% said 'a fair amount'.

16% said they 'didn't know' whether their views were being taken into account. 38% said their views were not being taken into account at all, with 22% saying that 'not a great deal' of notice was being taken of their views.

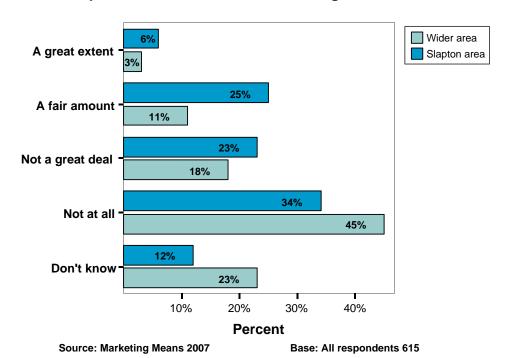
Differences

Men (43%) were more likely than women (34%) to say that their views were not being taken into account at all, and less likely to think that they were being taken into account 'a fair amount' (17% vs. 22%).

No significant differences were identified by age group with regards to whether respondents feel their views were taken into account.

Those from the Slapton area were more likely to feel their views were taken into account to 'a great extent' (6% vs. 3%) and 'a fair amount' (25% vs. 11%).

Extent respondents feel their views are being taken into account



(Appendix 2: Table 7)





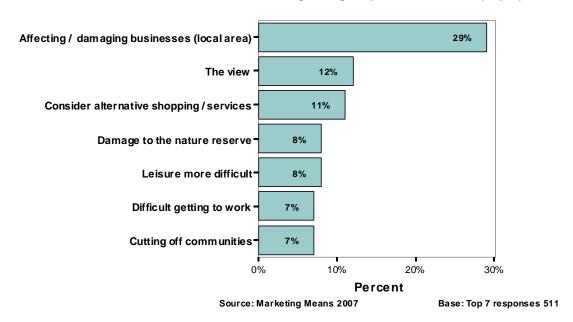
3.8 Concerns regarding the future of the Slapton coast road

"What is your main concern regarding the future of this stretch of road?"

The main concerns respondents had with regards to the loss of the Slapton coast road were that businesses in the local area would be adversely affected (29%), that they would lose the drive to appreciate the view (12%), and that they would have to consider alternative places for shopping and other services (11%).

Apart from damage to local businesses, which was also the top secondary concern (22%), respondents' top secondary concerns were access to the area's leisure facilities (16%), and damage to the nature reserve (14%).

Main concerns regarding Slapton Coast Road (Top 7)



Differences

No significant differences were seen by gender with regards to main concerns.

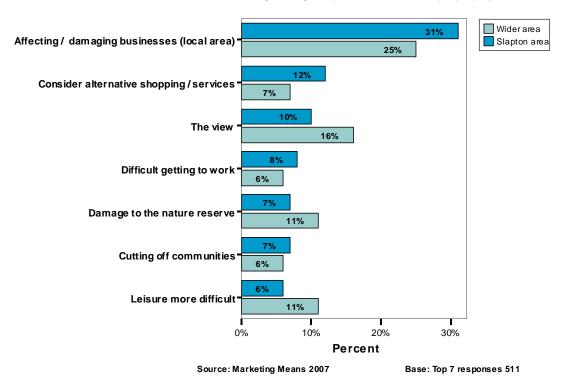
Respondents under 35 appeared to be less concerned than other age groups about the effects of losing the road on local businesses, and more concerned that they would have to consider alternatives for shopping and local services.

Respondents from Slapton (31%) appeared more concerned about the effects on local businesses than those from the wider area (25%), who appeared more concerned about damage to the nature reserve (11% vs. 7%), loss of the views afforded by the road (16% vs. 10%), and making leisure more difficult (11% vs. 6%). See chart.





Main concerns regarding Slapton Coast Road (Top 7) by area



(Appendix 2: Table 8)



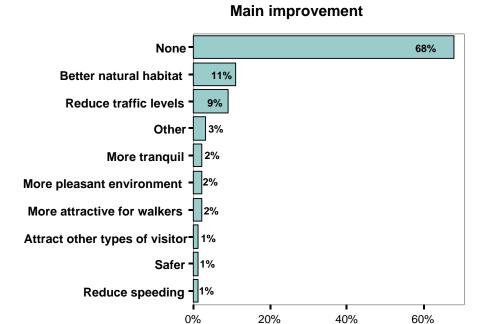


3.9 Any improvements with long-term closure of the Slapton coast road

"Whilst there would be issues with the long-term closure, can you see any things that might possibly improve with closure?"

68% of respondents could see no advantages to long-term closure of the Slapton coast road.

Of those who could see an improvement associated with long-term closure, the two most popular categories were having a 'better natural habitat' (11%) and 'reduction of traffic levels' (9%).



Source: Marketing Means 2007 Base: All who answered 525

Percent

Differences

No differences were seen by gender regarding this question, but those aged under 35 were more likely to consider benefits to road closure.

No significant differences were seen by area.

(Appendix 2: Table 9)





3.10 Amount of information respondents feel they are provided with

"How much information do you feel you are provided with regarding the Slapton coast road?"

9% of respondents felt they had been given 'a great deal' of information regarding the Slapton coast road, with 36% saying they had been given 'a fair amount'.

33% of respondents said they had 'not a great deal of information' with 22% saying 'not much at all'.

Differences

No significant differences were seen by gender as to the level of information respondents felt they had been given.

Those in age groups over 55 were more likely than younger age groups to feel that they had been given 'a great deal' or a 'fair amount' of information about the Slapton coast road situation.

Respondents from the Slapton area (11% and 38%) were more likely than those from the wider area (5% and 31%) to say they had been given 'a great deal' or 'a fair amount' of information.

(Appendix 2: Table 10)





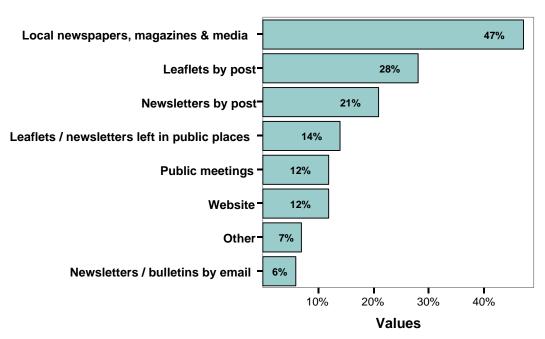
3.11 How respondents would like to be kept informed

"How would you like Slapton Line Partnership to keep you informed about developments with regard to the Slapton coast road?" This was a multi-choice question, allowing respondents to choose more than one option.

The most frequently chosen channel of communication (which was not originally a choice, but recoded from 'other') was 'local newspapers, magazines and media' (47%).

'Leaflets by post' (28%) and 'newsletters by post' (21%) were the other most popular options for future communication about the Slapton coast road.

Channels of communication



Source: Marketing Means 2007 Base: All respondents 615

Differences

Men were more likely than women to say that they would like a website (15% vs. 9%) and less likely to want leaflets by post (24% vs. 31%).

Those over 65 were significantly less likely to want a website giving them information and more likely to want public meetings.

Respondents from the wider area were more likely than those from the Slapton area to want information from the 'media' (56% vs. 43%) rather than any other direct communications channels.

(Appendix 2: Table 12)





3.12 Level of support for plans to tackle the threat of coastal damage to the Slapton coast road

"And taking everything into account, to what extent would you say that you are supportive or not supportive of the current plans to tackle the threat of coastal damage to the Slapton coast road?"

58% of respondents said they were 'very supportive' of the current plans to tackle the threat of coastal damage to the Slapton coast road, with a further 25% saying they were 'fairly supportive'.

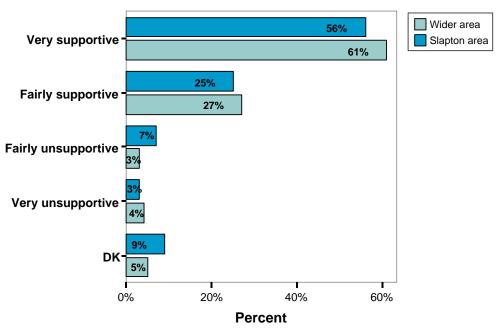
Only 4% said they were very unsupportive of the current plans.

Differences

No significant differences were seen by gender or age regarding levels of support for the current plans.

Slightly lower levels of support were identified overall amongst Slapton area respondents than those from the wider area (81% vs. 88%).

Level of support for the current plans



Source: Marketing Means 2007 Base: All respondents 615

(Appendix 2: Table 8.0)





Appendix 1: Questionnaire





Slapton Line Partnership Residents' Survey

Current Usage & Adapting

Q1 How often do you currently use the Slapton coast road?

(IVR: Also known as the A379)

Daily

4 or 5 times a week

2 or 3 times a week

1 or 2 times a week

1 or 2 times a fortnight

Monthly

Occasionally

Never

Q2 What is the MAIN purpose that you use the Slapton coast road for?

Commuting to work

Travelling on work business

Have a business in that area

Travelling to shops

Visiting friends or relatives

To get to leisure activities in Slapton (e.g. walking on the beach)

To get to leisure activities elsewhere

To get to services such as the doctors / dental surgeries

To take children to school

Enjoy the drive

Q3 To what extent would you say your normal routines would be disrupted if the Slapton coast road was to be temporarily closed?

A great extent

A fair amount

Not a great deal

Not at all

Don't know





Q4 And what plans have you made in anticipation of future road closures?

TICK ALL THAT APPLY

Considered alternative routes to work/school

Considered changing doctors / dentists and other services

Go elsewhere for leisure activities

Considered changing (or have) jobs / school

Considered moving (or have) house

None

Other changes

Oth	Other write in								

Awareness of plans for the Slapton Coast Road

Before asking you the next short set of questions, I need to give you some background regarding the Slapton coast road which you may or may not be aware of.

The Slapton coast road is built on a shingle ridge that separates the sea from the Slapton nature reserve. This ridge has been naturally eroded over time but more recently this erosion has sped up and the road has become threatened.

In 2001 the road was closed for a short time due to storm damage. As a result the Slapton Line Partnership was formed from local authorities and interested organisations to help develop plans for local people who use the road.

In 2006 an independent study concluded that the coast road would be increasingly vulnerable to storm damage and temporary closures. The Slapton Line Partnership responded by committing to the preservation of the road for as long as possible. A number of means would be used, including road realignment. The report concluded, however, that the road will naturally be claimed by the sea in the long term.

The partnership has secured Government funding to help follow through these recommendations. The focus is to help residents and businesses limit the impact of future road closures.



Not aware at all



Q5 To what extent were you aware, BEFORE this questionnaire, about the following aspects of the Slapton coast road situation:

Fully aware Partially aware Not very aware

The Slapton coast road is threatened by natural coastal processes

The Slapton Line Partnership exists Local Parish Councils are part of the Slapton Line Partnership consultation process

Detailed independent studies have been undertaken to conclude the best way forward for the area

The current plan includes the managed realignment of the road to delay the road loss

Advanced planning permission has been approved for realigning part of the road

The road will be lost in the long term

Q6 Bearing in mind this information, do you think that you might reconsider your plans to cope with any future road closures?

Yes

No

Don't know

Contact regarding plans

Q7 To what extent do you feel that your views are being taken into account with regards to future plans for the Slapton coast road?

A great extent

A fair amount

Not a great deal

Not at all

Don't know





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The same of the same and the sa	Main Concern	Secondary concern
Loss of road making it more difficult to get to work		
Having to consider alternative schools for children		
Having to consider alternative places for shopping and / or services		
Loss of road affecting / permanently damaging businesses in the local area		
Loss of road making use of the area for leisure more difficult		
Traffic chaos, particularly in the summer		
Damage to the nature reserve		
Impact on property prices		
Loss of the road to drive along and appreciate the view		
Other concern		
Other write in		
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	uch information do you feel you are provided with regarding the Slapton coast road? A great deal
	A fair amount
	Not a great deal
	Not much at all
	ould you like Slapton Line Partnership to keep you informed about developments with regard to oton coast road?
TICK A	MAXIMUM OF 2
	Leaflets by post
	Leaflets / newsletters left in public places
	Newsletters by post
	Newsletters / bulletins by email
	Website
	Public meetings
Other wr	Other
	ing everything into account, to what extent would you say that you are supportive or not
	tive of the current plans to tackle the threat of coastal damage to the Slapton coast road? Very supportive Fairly supportive Fairly unsupportive Very unsupportive DK
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13 Finally, section	Very supportive Fairly supportive Fairly unsupportive Very unsupportive DK Demographics I just need to collect some information about yourself to ensure we are speaking to a cross of the population. It, which of the following age bands do you fall into?
13 Finally, section So first	Very supportive Fairly supportive Fairly unsupportive Very unsupportive DK Demographics I just need to collect some information about yourself to ensure we are speaking to a cross of the population. It, which of the following age bands do you fall into?
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13 Finally, section So first	Very supportive Fairly supportive Fairly unsupportive Very unsupportive DK Demographics I just need to collect some information about yourself to ensure we are speaking to a cross of the population. I, which of the following age bands do you fall into? OUT 16 - 24 25 - 34 35 - 44



75+ Refused



	RD GENDER - DO NOT ASK Male
	Female
⊋15 Are yo	u a permanent resident of the South Hams or a second home owner Permanent Resident
	Second home owner
Q16 And ho	ow long have you lived in the area? Less than 2 years
	2-5 years
	5 to 10 years
	More than 10 years
ગુ17 What is	s the working status of the chief wage earner in your household?
PROBE	E AS PER PRE-CODES - SINGLE CODE Working full time
	Working part time
	Student
	Retired
	Unemployed
	House wife/husband
	(Refused)
Q18 Thank	you very much for taking the time to complete the survey, please be assured that all answers are
confide	you very much for taking the time to complete the survey, please be assured that all answers are ential and you will not be individually identified. er there are plans for future research on this topic - would you be interested in taking part?
confide	ential and you will not be individually identified.
confide	ential and you will not be individually identified. er there are plans for future research on this topic - would you be interested in taking part?
Thanky Slaptor	er there are plans for future research on this topic - would you be interested in taking part? Yes No You, I will need to take some contact details. These, but not your answers, will be passed onto the Line Partnership who may contact you in the future.
Thanky Slapto IMPOR	er there are plans for future research on this topic - would you be interested in taking part? Yes No You, I will need to take some contact details. These, but not your answers, will be passed onto the Line Partnership who may contact you in the future.
Thanky Slaptor IMPOR	er there are plans for future research on this topic - would you be interested in taking part? Yes No You, I will need to take some contact details. These, but not your answers, will be passed onto the Line Partnership who may contact you in the future. ETANT - MUST SAY THE FOLLOWING AT THIS POINT: If formation will be held by the Slapton Line Partnership. It will be used for research purposes only
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Thanky Slaptor IMPOR This in and wi	er there are plans for future research on this topic - would you be interested in taking part? Yes No You, I will need to take some contact details. These, but not your answers, will be passed onto the Line Partnership who may contact you in the future. ETANT - MUST SAY THE FOLLOWING AT THIS POINT: If ormation will be held by the Slapton Line Partnership. It will be used for research purposes only the held securely at all times.
Thanky Slaptor IMPOR This in and wi Q19 What is Title First Name	er there are plans for future research on this topic - would you be interested in taking part? Yes No You, I will need to take some contact details. These, but not your answers, will be passed onto the Line Partnership who may contact you in the future. ETANT - MUST SAY THE FOLLOWING AT THIS POINT: If ormation will be held by the Slapton Line Partnership. It will be used for research purposes only to be held securely at all times.
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Thanky Slaptor IMPOR This in and wire Title First Name Family Name	er there are plans for future research on this topic - would you be interested in taking part? Yes No You, I will need to take some contact details. These, but not your answers, will be passed onto the Line Partnership who may contact you in the future. ETANT - MUST SAY THE FOLLOWING AT THIS POINT: If ormation will be held by the Slapton Line Partnership. It will be used for research purposes only the held securely at all times.
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Q21 What is your address?								
Add1								
Add2								
Add3								
Postcode		_						
E-mail		╛						

