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*CREATIVE RESEARCH*

# **Marlborough Link Research Summary of Research Findings**

# Marlborough Link Research

## Summary of Research Findings

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# Table of Contents

	Page
<b>1 INTRODUCTION</b> .....	<b>1</b>
1.1 BACKGROUND .....	1
1.2 METHODOLOGY AND SAMPLE .....	2
1.2.1 <i>Quantitative Methodology</i> .....	2
1.2.2 <i>Quantitative Sample</i> .....	3
1.2.3 <i>Qualitative Methodology and Sample</i> .....	4
<b>2 MANAGEMENT SUMMARY</b> .....	<b>6</b>
2.1 AWARENESS OF THE LINK.....	6
2.2 IMPACT OF THE LINK.....	6
2.3 RESPONSE TO CONCEPT OF A LINK BETWEEN OTHER TOWNS IN ENGLAND WITH COMMUNITY IN POORER COUNTRY .....	8
<b>3 QUANTITATIVE FINDINGS</b> .....	<b>10</b>
3.1 GENERAL ATTITUDES TOWARDS POVERTY REDUCTION .....	10
3.2 UK SPEND ON POVERTY REDUCTION.....	11
3.3 AFRICAN COUNTRIES IN NEED OF AID .....	13
3.4 QUESTIONS SPECIFICALLY FOR THE MARLBOROUGH SAMPLE.....	16
3.5 QUESTION SPECIFICALLY FOR THOSE IN THE 'CONTROL TOWNS'.....	23
<b>4 QUALITATIVE FINDINGS</b> .....	<b>28</b>
4.1 INTRODUCTION .....	28
4.2 PERCEIVED ROLE OF THE LINK .....	28
4.3 PERCEIVED IMPACT OF LINK .....	28
4.3.1 <i>Impact of the link on the Gunjar community</i> .....	29
4.3.2 <i>Impact of the Link on Marlborough</i> .....	30
4.4 CONCEPT OF A LINK IN CONTROL TOWNS .....	33
<b>5 APPENDIX</b> .....	<b>34</b>

## Figures

Figure 1: Awareness of Marlborough Relationship with a Poorer Overseas Country.....	17
Figure 2: Awareness of the Country with which Marlborough has a Relationship.....	18
Figure 3: Approval Ratings of Marlborough's Link .....	18
Figure 4: Perceived Impact of the Relationship .....	19
Figure 5: Has the Relationship Benefited the Residents of Marlborough? .....	20
Figure 6: Those who have been Personally Involved in the Relationship .....	22
Figure 7: Should Other Towns Develop a Relationship with Community in Poorer Country? .....	23
Figure 8: Approval of Marlborough's Relationship with Gambia .....	24
Figure 9: Should Other Towns Develop a Relationship with a Community in a Poorer Country? .....	25

## Tables

Table 1: Breakdown of interviews by location.....	3
Table 2: Demographics.....	4
Table 3: How concerned would you say you are with poverty in countries overseas?.....	10
Table 4: How important would you say it is for the UK to spend money to help tackle poverty in poorer countries?.....	11
Table 5: What difference do you feel money the UK spends on poverty reduction actually makes to the countries that receive it? .....	11
Table 6: Of the money from the UK that goes to help combat poverty in poorer countries and provide disaster relief in other parts of the world, who do you think spends the most on this? .....	12
Table 7: For every £1 the UK Government spends in total, how much of this do you think goes towards reducing poverty in poorer countries and providing disaster relief in other parts of the world?.....	12
Table 8: Please tell me which of the following African countries, if any you feel you know something about? .....	14
Table 9: Which of these African countries do you feel is in the greatest need of overseas aid?.....	15
Table 10: To what extent do you agree with the statement; 'I feel I have a reasonably good understanding of the issues facing people from poorer countries in Africa.' .....	15
Table 11: To what extent do you agree with the statement; 'I feel I have a personal connection with people from poorer countries in Africa.' .....	16
Table 12: To what extent do you agree or disagree with the following statements: .....	21
Table 13: To what extent do you agree or disagree with each of the following statements: .....	27

# **1 Introduction**

## **1.1 Background**

- Over the past 26 years, the town of Marlborough has developed close links with Gunjar, a community in Gambia. The idea to set up the link between the two communities was inspired by the 'Brandt Report' published following an investigation, headed up by Willy Brandt chairman of the Independent Commission on International Developments, into the disparity in wealth between the Northern and Southern hemispheres. This report prompted several residents of Marlborough town to set up the 'Marlborough Brandt Group' (MBG), and to set themselves the following objectives:
  - to educate themselves about issues around poverty and international development
  - to bring those issues to a wider constituency through lectures, work in schools, and through the media
  - to work with local, national and international politicians
  - to form a partnership link with a community in a developing country.
- The latter objective was seen to be key and, following contact with a number of High Commissions in London, MBG decided to form a link with the Gunjar community. The intention was that this should primarily be a cultural link and, as part of this, it should involve exchange visits between the two communities.
- DFID is currently producing its third White Paper and is interested in gathering material about effective development contributions from the UK. As part of this, DFID commissioned research to explore the impact Marlborough's link with Gambia has had on the inhabitants of the town in terms of perceptions towards Gambia and international aid in general.

## **1.2 Methodology and Sample**

- A dual methodology consisting of quantitative and qualitative research was felt to be the most appropriate approach.
- In summary, this consisted of:
  - 501 x 10 minute in-street interviews
  - 3 x 30-40 minute depth interviews.

### **1.2.1 Quantitative Methodology**

- A quantitative approach was necessary to provide statistically robust data, and to explore the views of a large cross-section of people.
- In order to determine the impact of Marlborough's link with Gunjar we needed to compare the views of Marlborough residents with a control group. For this reason, the research was conducted across five control towns in addition to Marlborough which are *similar in nature* to Marlborough but *not linked* with a community in a developing country. This allowed us to compare results across the six towns to identify differences that demonstrate what impact the link is having in Marlborough, compared to control towns with no such link. The control towns chosen for the research were; Alton, Cirencester, Rugby, Oswestry, and Tewkesbury. Like Marlborough, these are all reasonably small towns, with prestigious colleges or schools.
- A sample of 500 interviews allowed us to spread the research across these six locations, whilst still ensuring a large enough sample size in both Marlborough and the control towns (combined) for the data to be statistically robust. The intention was to conduct approximately 250 interviews in Marlborough, and a total of approximately 250 across the control towns. As the table below shows, the total number of interviews conducted in Marlborough was 237 and the total number across the control towns was 264, bringing the total sample size to 501.

**Marlborough Link Research  
Summary of Research Findings**

Table 1: Breakdown of interviews by location

Location	Number of interviews
Marlborough	237
Control Towns	
Alton	64
Cirencester	65
Oswestry	44
Rugby	47
Tewkesbury	44

- Two versions of the questionnaire were developed, one for use in Marlborough and the other for use in the control towns. A copy of the questionnaire is provided in the appendix.

1.2.2 *Quantitative Sample*

- We set quotas to ensure that the sample includes a **broad mix of demographics**, where we aimed for;
  - a 50/50 split of those aged 18-45 years old and those aged over 45 years old
  - a 50/50 split between men and women
  - a 50/50 split of those that were ABC1 social grade and those that were C2DE social grade.
- However, as we did not know the exact demographic make-up of the towns these quotas were somewhat flexible as otherwise this might have made recruitment difficult, especially given the short timeframe in which the research needed to be conducted, and may have made the sample interviewed less representative of the town. The demographic split of the final sample is summarised in Table 1 below. Across the sample there was a fairly even split between those aged between 18-45 and those aged 46 and over. In terms of gender, the total sample was weighted towards females (58%) compared to males (41%). Social grade was weighted towards ABC1 grade (56%) compared to those that were C2DE social grade (44%). There were no statistically significant differences (at 95% level) between Marlborough and the control towns in terms of age, sex and social grade.

**Marlborough Link Research  
Summary of Research Findings**

Table 2: Demographics				
		<b>Total</b>	<b>Marlborough</b>	<b>Control Towns</b>
<b>N =501</b>		501	237	264
		%	%	%
<b>Age</b>				
	<b>18-45</b>	50	51	49
	<b>46+</b>	49	49	51
<b>Sex</b>				
	<b>Male</b>	41	37	45
	<b>Female</b>	58	62	55
<b>Social Grade</b>				
	<b>ABC1</b>	56	59	54
	<b>C2DE</b>	44	41	46

- There were no quotas for ethnicity or religion. The vast majority of the population in each town is predominantly white and, indeed, most of those interviewed (93%) classified themselves as White British. With regard to faith, over two thirds (67%) said they were Christian, almost a quarter (24%) said they were not part of any of the mainstream religions listed on the showcard, and only a very small proportion said they belonged to other religions.
- We also set a quota that all respondents must live and/or work within a 5 mile radius of the town where the interview is taking place, to ensure that they were not tourists or people that happened to be visiting the town on any of the interviewer days.
- All interviews were conducted between Saturday 10<sup>th</sup> June and Monday 19<sup>th</sup> June.

### 1.2.3 *Qualitative Methodology and Sample*

Three depth interviews of 30-40 minutes in length were conducted with people who had higher levels of awareness of the impact the link between the two communities is having. Conducting in-depth interviews with these people helped to generate a more thorough understanding of perceptions, which the quantitative interviews can not produce, and insights that may prove useful for the White Paper.



## **Marlborough Link Research Summary of Research Findings**

These interviews were conducted with;

- a senior member of the Marlborough Brandt Group, who is also a director of a charity that promotes 'links' between towns in the UK and communities in poorer countries
  - a volunteer 'trip leader' who led a trip out to Gambia, consisting of ten other pupils (from Marlborough College and St.John's Comprehensive School) last year and is due to lead another this summer
  - a retired medical dispenser, who is an active volunteer in the Marlborough Brandt Group.
- All qualitative interviews were conducted on Wednesday 21<sup>st</sup> June.

## **2 Management Summary**

- The research findings are based on 500 face-to-face interviews, with a cross section of residents across six towns, and three individual interviews with people who had a high level of awareness of what the link between the two communities entails.

### **2.1 Awareness of the Link**

- The quantitative findings indicate that there is a reasonably high level of awareness of the link, between the town of Marlborough and the community in Gambia, amongst Marlborough residents. When questioned, almost two thirds (65%) of Marlborough residents said they were aware that the town had developed a relationship with a community in a poorer country. When these respondents were asked with which country they felt this link had been developed, without being prompted with any suggestions as to what this might be, over four fifths (83%) said they felt the relationship was with Gambia. The qualitative findings support this, as the three individuals with a higher level of understanding of the link also felt that levels of awareness would be reasonably high. They suggested some reasons for this, such as the fact that there are signs at either end of the town that inform those entering by road that Marlborough is linked with Gunjur, in the Gambia. They also pointed out that awareness was likely to be high amongst those associated with either of the two schools in the town, as both have a high level of involvement with the exchange programme between the two communities.

### **2.2 Impact of the Link**

- Almost a third (62%) of the Marlborough sample said they felt the link was having a positive impact, to some extent, on the community in Gambia, whereas only 3% said they felt it was having a negative impact. When those who felt it had a positive impact were asked for reasons for their response, most said they felt the link was improving living standards in the overseas community in some way (such as through the reduction of poverty or improved health). During the qualitative interviews, the respondents with a

## **Marlborough Link Research Summary of Research Findings**

higher level of understanding of what the relationship entails also expressed the view that the link had improved living standards in Gunjar and gave a number of examples of programmes and projects that had been carried out to achieve this, such as a renovating a school and creating a clean water well. These three respondents felt that in addition to this the link had also had a positive cultural impact on Gunjar in a number of ways, such as helping achieve greater equality between men and woman.

- The findings indicate that almost half (49%) of those interviewed in Marlborough felt that the link is also benefiting the residents of Marlborough too. When questioned further on this, the main reasons given by most (91%) was that it was raising awareness or increasing understanding in some way. Only a small proportion, (18%) said they felt the link was not benefiting Marlborough.
- As might be expected given the above points, there was also a high level of approval of the link. The majority of Marlborough residents (81%) indicated that they approved, to some extent, of the idea of a link between Marlborough and a community in Gambia and, of these, almost half (49%) indicated that they strongly approved.
- However, it is hard to be certain about the degree to which the link is having an impact on Marlborough residents' understanding of the issues or culture in Gambia or their sense of connection with Gambian people. Just over a third of Marlborough residents (34%) showed agreement, to some extent, with the statement; 'I feel I have a reasonably good understanding of the issues facing people from Gambia'. However, 42% disagreed, to some extent, with this statement. Compared to this, there was slightly less agreement with the statement; 'I feel I know something about the culture of Gambia' with 28% agreeing to some extent and 48% disagreeing to some extent. Compared to both of the above statements, there was less agreement with 'I feel I have a personal connection with people from Gambia' with only 16% agreeing to some extent and 70% disagreeing, to some extent. The qualitative findings help to shed some light on this as those involved in the MBG expected that although awareness of the link might be reasonably high, it may not be having

a significant impact on some sections of the community in Marlborough. It was pointed out that when Gambians come to visit Marlborough, as part of the exchange programme, they have a high level of involvement with the two schools in the town, but less so with the wider community.

- Despite this, there is evidence that the link may be having a ‘spill over’ effect in that it seems to be impacting on Marlborough residents’ general understanding, and attitudes towards, poorer overseas countries. When asked which African countries, from a list of eight, they felt they knew something about, for almost every country a higher proportion of Marlborough residents claimed to know something about each compared to residents in the ‘control towns’. The findings indicate that more Marlborough residents (66%) said they felt some degree of concern with poverty in overseas countries, than those in the control towns (60%). Furthermore, only 2% of Marlborough residents indicated that they were not concerned at all, compared to 6% of those in the control towns – and this difference is statistically significant. A similar picture emerges in terms of how important respondents considered it is for the UK to spend money to help to tackle poverty in poorer countries. 61% of the Marlborough sample implied that they felt this was important compared to a smaller proportion (56%) of residents in the other towns that felt this. Interestingly, whereas one in ten respondents in the control towns said they felt it was ‘not important at all’, only 4% said this in Marlborough – and this difference is also statistically significant.

### **2.3 Response to Concept of a Link between Other Towns in England with Community in Poorer Country**

- When Marlborough residents were asked if other towns should develop a link with a community in a poorer country, similar to that Marlborough has with Gunjar, the vast majority (77%) indicated that they felt it was a good idea, compared to only 7% said they did not. Interestingly, when participants in the other towns were asked if they thought this was a good idea, 69% indicated that they felt it was, and only 9% said they felt it was not. Thus, there is strong support for the idea of other towns following Marlborough’s example.

- Those interviewed during the qualitative interviews were highly in favour, as might be expected, of other towns in England developing a link with community in a poorer overseas country. These respondents felt such a relationship can be hugely beneficial to both parties. However, it was pointed out that this should not be entered into lightly, and that it was important that both communities involved had a clear understanding of what the relationship would entail right from the outset, so that neither has unrealistic expectations of the other.

#### **2.4 General Attitudes towards Poverty Reduction**

- A majority of respondents (63%) were concerned about poverty in overseas countries and a similar proportion (59%) felt it was important for the UK to spend money on tackling such poverty.
- Nearly two thirds (65%) of the total sample believed that money spent on poverty reduction in overseas countries is having a positive impact. Interestingly, most people (61%) feel that the general public make the biggest contribution to this through donations, while less than a quarter (23%) saw the UK government as the main contributor. Having said this, the majority of respondents (55%) overestimated the proportion of government money that goes towards poverty reduction in overseas countries.

## **3 Quantitative Findings**

- In this section we explore the main findings from the quantitative survey. Where there are tables that compare data from Marlborough with that of the 'control towns' we have highlighted any differences that are statistically significant at the 95% level, by marking these numbers with an asterisk (\*).

### **3.1 General Attitudes towards Poverty Reduction**

- When questioned about how concerned they were about poverty in overseas countries, just less than two thirds (63%) of the total sample, indicated that they had some level of concern, by choosing 4 or 5 on a scale of 1-5, where 1 is 'not concerned at all' and 5 is 'very concerned'. In Marlborough, the proportion of those who chose option 4 or 5, indicating they felt they had some level of concern, was slightly higher (66%). Only 2% of the Marlborough sample chose option 1, implying they were 'not concerned at all' which was statistically significantly lower than those in the control towns that chose this (6%).

Table 3: How concerned would you say you are with poverty in countries overseas?			
N =501	Total	Marlborough	Control Towns
	501	237	264
	%	%	%
<b>1 – Not concerned at all</b>	4	2*	6*
<b>2</b>	10	9	11
<b>3</b>	22	22	22
<b>4</b>	37	41	33
<b>5 – Very Concerned</b>	26	25	27
<b>Don't know</b>	0	0	0

\* denotes significant difference between Marlborough and control towns

- The table below shows that 59% of the total sample said that they felt it was important for the UK to spend money to help tackle poverty in poorer countries, by choosing 4 or 5 on a scale of 1-5, where 1 is 'not important at all' and 5 is 'very important'. In Marlborough this was slightly higher with 61% of respondents selecting 4 or 5 on the scale. 4% of the Marlborough sample chose option 1, implying they felt it was 'not important at all' which was statistically significantly lower than those in the control towns that chose this option (10%). There was a strong correlation between level of concern with

## Marlborough Link Research Summary of Research Findings

poverty overseas and the degree to which it was seen to be important for the UK to spend money to help tackle poverty. Of those that had chose 4 or 5 on the scale when answering the question on concern with poverty overseas, 81% also chose 4 or 5 on the scale of how important they felt it was for the UK to spend money to tackle poverty overseas.

	Total	Marlborough	Control Towns
<b>N =501</b>	501	237	264
	%	%	%
<b>1 – Not important at all</b>	7	4*	10*
<b>2</b>	9	7	11
<b>3</b>	24	27	21
<b>4</b>	32	34	29
<b>5 – Very important</b>	27	27	27
<b>Don't know</b>	1	1	2

\* denotes significant difference between Marlborough and control towns

- Across the total sample, the majority of respondents felt that the money the UK spends on poverty reduction has a positive impact, as 65% chose either 'it makes a huge positive impact' or 'it does some good' from the list of options (see table 5). One in ten Marlborough participants said they felt it 'makes a huge positive impact' which was statistically significantly higher than those that chose this option (5%) in the control towns, although significantly more Marlborough participants also felt it has a slight negative impact.

	Total	Marlborough	Control Towns
<b>N =501</b>	501	237	264
	%	%	%
<b>1 It makes a huge positive impact</b>	7	10*	5*
<b>2 It does some good</b>	58	57	60
<b>3 It makes no difference</b>	22	19	24
<b>4 It has a slight negative impact</b>	5	7*	3*
<b>5 It has a huge negative impact</b>	2	1	3
<b>Don't know</b>	6	7	5

\* denotes significant difference between Marlborough and control towns

### 3.2 UK Spend on Poverty Reduction

- As table 6 shows, the majority (61%) of the total sample felt that it is the public, through donations, that spends the most in the UK to help combat poverty in poorer countries and provide disaster relief in other parts of the

**Marlborough Link Research  
Summary of Research Findings**

world. 23% of the total sample felt that the UK Government was spending the most on this. In Marlborough, about two thirds (66%), felt that the public was donating the most, which was statistically significantly more than those in the control towns who felt this (56%). (It is possible that this perception may be due, to some extent, to the active role that the Marlborough Brandt Group - a non-government organisation - plays in Marlborough).

Table 6: Of the money from the UK that goes to help combat poverty in poorer countries and provide disaster relief in other parts of the world, who do you think spends the most on this?

	Total	Marlborough	Control Towns
<b>N =501</b>	501	237	264
	%	%	%
<b>1 The public, through donations (e.g. to charities)</b>	61	66*	56*
<b>2 Big Businesses</b>	6	5	6
<b>3 The UK Government</b>	23	20	26
<b>4 Don't Know</b>	10	8	13

\* donates significant difference between Marlborough and control towns

- For one of the questions in the survey, respondents were shown a showcard with four options that are listed in Table 7 below. When asked what proportion of every £1 spent by the UK Government would go towards reducing poverty in poorer overseas countries a fifth of the total sample selected the correct option 'less than 1p'. A slightly higher proportion, 24% of the total sample, said that they did not know, or could not give a response. 19% of the Marlborough sample said that they 'don't know' which was lower than in the 'control towns' where 29% said they did not know. This difference is statistically significant.

Table 7: For every £1 the UK Government spends in total, how much of this do you think goes towards reducing poverty in poorer countries and providing disaster relief in other parts of the world?

	Total	Marlborough	Control Towns
<b>N =501</b>	501	237	264
	%	%	%
<b>1 Less than 1p</b>	20	21	19
<b>2 1p</b>	26	28	25
<b>3 5p</b>	17	21	14
<b>4 10p</b>	12	12	13
<b>5 Don't know</b>	24	19*	29*

\* donates significant difference between Marlborough and control towns



### **3.3 African Countries in Need of Aid**

- Without being prompted with a list of countries to choose from, respondents were asked which African countries they felt the UK spends the most on to help tackle poverty. The country that was mentioned by the largest proportion of respondents (18% of the total sample) was Ethiopia. After this, the countries mentioned most frequently were Uganda (6%), Sudan (5%) and Somalia (4%). Interestingly, Gambia which was mentioned by 8% of those in the Marlborough sample, but not by anyone from the 'control towns'.
- Respondents were shown a list of African countries, which are listed in table 8 below, and asked which they felt they knew something about. The country that most respondents felt they knew something about was Ethiopia, with just over half (51%) saying they knew something about this country. For almost all the African countries listed, a higher proportion of Marlborough participants said that they felt they knew something about each of these than those from the 'control towns'. It may be that the link Marlborough has with Gunjar has had a 'spill over' effect in that it has led residents of Marlborough to feel an increased understanding of other African countries too. 61% of those in Marlborough said that they knew something about Ethiopia, which was statistically significant compared to 43% of those that said they knew something about this country in the control towns. 43% of the Marlborough sample said they knew something about Uganda, compared to 32% of those in the control towns, which was also a statistically significant difference. Interestingly, almost half (48%) of the participants in Marlborough said they knew something about Gambia, compared to only 19% in 'control towns' – which, again, is also a statistically significant difference. Also, less than a fifth (19%) of those in Marlborough said they felt they did not know something about any of the countries, whereas not nearly half (45%) of those in the control towns said this. This was also a statistically significant difference.

**Marlborough Link Research  
Summary of Research Findings**

Table 8: Please tell me which of the following African countries, if any you feel you know something about?			
	<b>Total</b>	<b>Marlborough</b>	<b>Control Towns</b>
<b>N =501</b>	501	237	264
	%	%	%
<b>1 Ethiopia</b>	51	61*	43*
<b>6 Uganda</b>	37	43*	32*
<b>2 Gambia</b>	32	48*	19*
<b>7 Zambia</b>	21	22	20
<b>3 Ghana</b>	20	20	20
<b>4 Malawi</b>	15	16	14
<b>5 Namibia</b>	15	16	14
<b>8 Zanzibar</b>	10	11	9
<b>9 None of these</b>	33	19*	45*

\* *donates significant difference between Marlborough and control towns*

- Respondents were then asked which of these African countries they felt were in greatest need of overseas aid. Respondents were able to select as many of the countries, listed in Table 9 below, as they wished. Across the total sample, the country which the largest proportion of respondents said was in greatest need of overseas aid was Ethiopia with over half the sample (56%) saying this, followed by Uganda with a significantly lower proportion (25%). For each country in the list, a higher proportion of people in Marlborough said that they felt the country was in greatest need of overseas aid. About two thirds (66%) of those in Marlborough, said that they felt that Ethiopia was in greatest need, compared to 47% of those in the control towns, which is a statistically significant difference. Interestingly, a quarter of those in Marlborough (25%) felt that Gambia was in greatest need of overseas aid compared to only 8% of those in the control towns, which was a statistically significant difference. There was also a statistically significant difference between those in Marlborough who felt Zambia was in greatest need (14%) and those (7%) in the control towns who felt this. 17% of Marlborough respondents felt Malawi was in greatest need, compared to only 8% in the control towns, which again, was significant. There was also a statistically significant difference between those in Marlborough that said they felt none of these were in greatest need (17%), compared to 29% of those in the control towns.

**Marlborough Link Research  
Summary of Research Findings**

Table 9: Which of these African countries do you feel is in the greatest need of overseas aid?			
	<b>Total</b>	<b>Marlborough</b>	<b>Control Towns</b>
<b>N =501</b>	501	237	264
	%	%	%
<b>1 Ethiopia</b>	56	66*	47*
<b>6 Uganda</b>	25	26	23
<b>2 Gambia</b>	16	25*	8*
<b>7 Zambia</b>	10	14*	7*
<b>3 Ghana</b>	9	12	7
<b>4 Malawi</b>	12	17*	8*
<b>5 Namibia</b>	10	11	9
<b>8 Zanzibar</b>	8	10	6
<b>9 None of these</b>	23	17*	29*

\* *donates significant difference between Marlborough and control towns*

- Respondents were asked to what extent they agree or disagree, on a scale of 1-5 where 1 is 'strongly disagree' and 5 is 'strongly agree,' with the statement; 'I feel I have a reasonably good understanding of the issues facing people from poorer countries in Africa'. Of the total sample, just over half (51%) chose 4 or 5 in response to the question, indicating that they felt they had a good understanding of issues facing poorer people from countries in Africa. A slightly smaller proportion (49%) of those in Marlborough, chose 4 or 5 on the scale than those who chose either of these options in the 'Control Towns' (52%). However, this difference is not statistically significant.

Table 10: To what extent do you agree with the statement; 'I feel I have a reasonably good understanding of the issues facing people from poorer countries in Africa.'			
	<b>Total</b>	<b>Marlborough</b>	<b>Control Towns</b>
<b>N =501</b>	501	237	264
	%	%	%
<b>1 – Strongly disagree</b>	7	8	5
<b>2</b>	19	20	18
<b>3</b>	22	22	22
<b>4</b>	34	33	34
<b>5 – Strongly agree</b>	17	16	18
<b>Don't Know</b>	1	0*	2*

\* *donates significant difference between Marlborough and control towns*

- Respondents were then asked to what extent they agree or disagree, on the same scale, with the statement; 'I feel I have a personal connection with people from poorer countries in Africa'. Compared with the above question, a far smaller proportion of the total sample rated 4 or 5 on the scale to agree with this statement (22%). Of those in Marlborough, 26% agreed with the

**Marlborough Link Research  
Summary of Research Findings**

statement to some extent, by rating 4 or 5 on the scale, compared to a smaller 18% of those in the control towns. Interestingly, just less than a third (32%) of those in Marlborough chose 1 on the scale to imply that they ‘strongly disagree’ with the statement compared to a higher proportion of 44% in the control towns who chose 1 this. There is a statistically significant difference between these. There was a strong correlation between those that agree with the previous question, implying that they felt they had a reasonably good understanding of issues facing people from poorer countries and those that feel said they felt they had a personal connection. Indeed, of those that said they strongly agree with the statement; ‘I feel I have a reasonably good understanding of the issues facing people from poorer countries in Africa’, 63% said they strongly agree with the statement; ‘I feel I have a personal connection with people from poorer countries in Africa.’

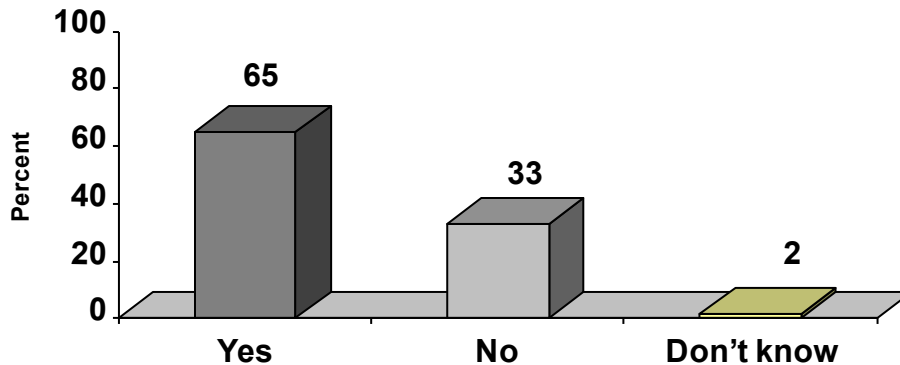
Table 11: To what extent do you agree with the statement; ‘I feel I have a personal connection with people from poorer countries in Africa.’			
	Total	Marlborough	Control Towns
<b>N =501</b>	501	237	264
	%	%	%
<b>1 – Strongly disagree</b>	39	32*	44*
<b>2</b>	23	25	22
<b>3</b>	14	16	13
<b>4</b>	14	17	11
<b>5 – Strongly agree</b>	8	9	7
<b>Don't Know</b>	1	0*	3*

\* denotes significant difference between Marlborough and control towns

### 3.4 Questions Specifically for the Marlborough Sample

- In this section we explore responses to questions that were only asked specifically of Marlborough residents.
- Respondents in Marlborough were read the following statement; ‘Over the past 26 years, the town of Marlborough has developed a relationship with a community in a poorer overseas country. As part of this, some Marlborough residents have visited this overseas community and people from the overseas community have come to visit Marlborough. Donations have also been made to the overseas community, from the people of Marlborough. They were then asked if they were aware of this relationship and, as Figure 1 below shows, almost two thirds (65%) said that they were.

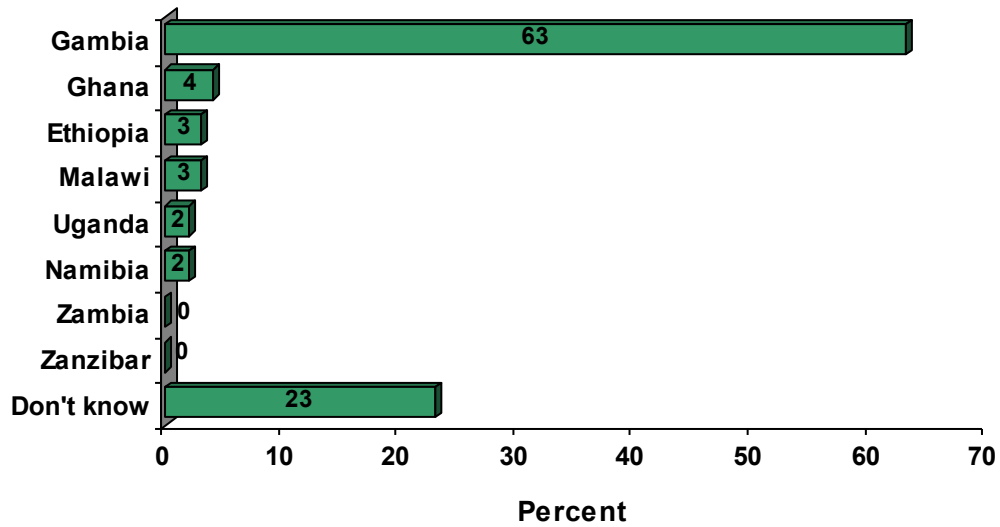
**Figure 1: Awareness of Marlborough Relationship with a Poorer Overseas Country**



Base = 237

- Those respondents that said they were aware of the relationship were then asked if they knew which country Marlborough has developed the relationship with. Over four fifths (83%) of these said that they felt the relationship had been developed with Gambia. The country that had the second highest number of mentions from these respondents was Ghana, with just 2%.
- Following on from this, respondents were shown the same list of African countries they were shown previously, and asked which one of these they felt Marlborough might have developed the relationship with. As can be seen in Figure 2 below, almost two thirds of respondents (63%) said that they felt Marlborough had developed the relationship with Gambia, as indeed it has. Interestingly, the results indicate a marked difference between age groups. Whereas just over half (52%) of respondents aged 18-45 said that they felt the relationship had been developed with Gambia, almost three quarters (74%) of those aged 46 and above felt the relationship had been developed with this country.

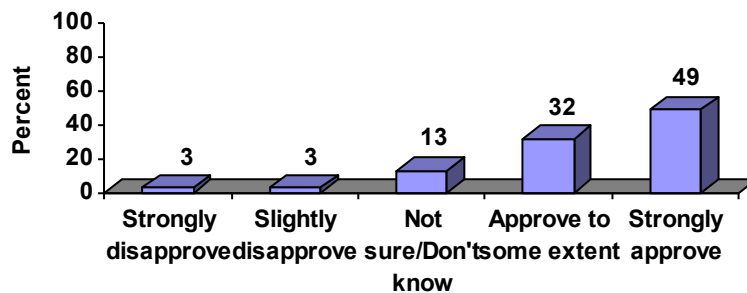
**Figure 2: Awareness of the Country with which Marlborough has a Relationship**



Base = 237

- Having gained responses to the previous questions, the interviewer then informed respondents, or confirmed with those that already knew, that the relationship Marlborough had developed was with a community in the Gambia and asked if they approved of the idea of this. Figure 3 below shows that the vast majority, 81%, either 'strongly approved' (49%) or 'approved to some extent' (32%). As might be expected, of those that said they 'strongly approve,' significantly more of these (57%) were in social classes ABC1 than those that were in grades C2DE (36%).

**Figure 3: Approval Ratings of Marlborough's Link**

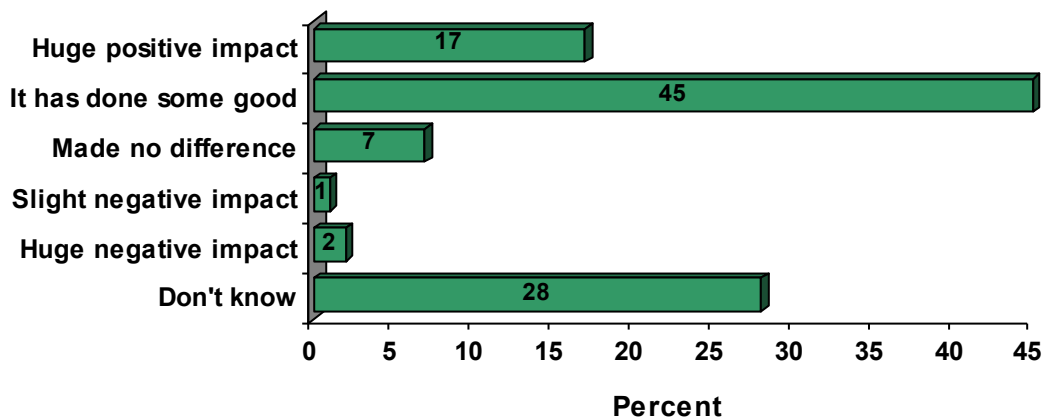


Base = 237

**Marlborough Link Research  
Summary of Research Findings**

- Respondents were then asked what impact they felt the relationship has had on the community in Gambia, and were given a number of options on a showcard to choose from. As the Figure 4 shows, 62% felt that the relationship had either a huge positive impact (17%) or had done some good (45%). Interestingly, of those who had claimed to be aware of the relationship earlier in the questionnaire, 23% felt that it had a 'huge positive impact' on the community in Gambia which is statistically significantly higher than those who felt this that were not aware of the relationship (6%).

**Figure 4: Perceived Impact of the Relationship**



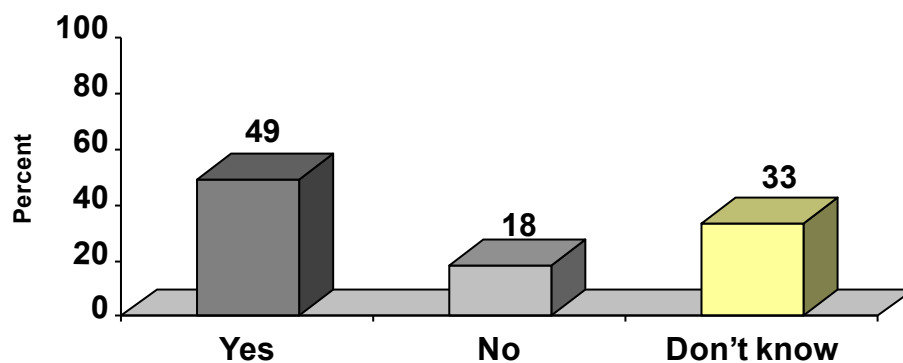
Base = 237

- Respondents were then asked to explain their response to the previous question, and were encouraged to give as many reasons as they wished. Of those that felt it had either a 'huge positive impact' or 'it has done some good', just over a third (34%) said they felt it that it had improved living standards in some way (such as through improved health or reduction of poverty). Just over a quarter (27%) felt that the relationship would offer cultural and educational benefits, of some sort, to the community in Gambia. Of those that felt the relationship has had either a 'slight' or 'huge' negative impact, or has 'made no difference', the majority (53%) felt that money raised would be misused, wasted or would not reach those it was intended for.
- Respondents were asked if they felt the relationship benefited the residents of Marlborough in any way. As Figure 5 shows nearly half (49%), said that they

## Marlborough Link Research Summary of Research Findings

felt that it did benefit the residents, in some way, compared to 18% who felt it did not, and 33% that said that they did not know. Of those that felt it benefited Marlborough, significantly more of these (56%) were in social grade ABC1 than those that were in social grade C2DE (38%). Once again, those respondents who were aware of the relationship were significantly more likely to say it has benefited the residents of Marlborough (63% compared to just 23% of those who were unaware of the relationship).

**Figure 5: Has the Relationship Benefited the Residents of Marlborough?**



Base = 237

- Those that felt the relationship benefited Marlborough in some way, by answering 'yes,' were asked to briefly explain why they felt this, and were encouraged to give as many reasons as they wished. The vast majority (91%) mentioned that they felt it raised awareness or increased understanding in some way. The next most mentioned reason, amongst only 6%, was that it was beneficial for the town to help others, in what ways it could.
- Respondents were then read out three statements, in turn, and for each were asked to say how much they agree or disagree with each, on a scale of 1-5, where 1 is 'strongly disagree' and 5 is 'strongly agree.' As table 12 below shows, 34% of Marlborough respondents indicated that they agreed, to some extent, with the statement; 'I feel I have a reasonably good understanding of the issues facing people from Gambia', by rating 4 or 5 on the scale. 42% of respondents indicated they disagreed, to some extent, with the statement by



**Marlborough Link Research  
Summary of Research Findings**

rating 1 or 2 on the scale. There was slightly less agreement with the statement; 'I feel I know something about the culture of Gambia,' as 28% indicated they agreed to some extent, by rating 4 or 5, whereas 48% disagreed, by rating 1 or 2. There was more marked disagreement still with the statement, 'I feel I have a personal connection with people from Gambia' with only 16% agreeing with this, by rating 4 or 5 on the scale, and 70% saying they disagree by rating 1 or 2.

- Two statements, similar to two of the three statements shown in the table below, had been used in an earlier question about 'people from Africa' (see tables 10 and 11). It is interesting to note that respondents agreed more strongly with these statements when asked about 'people from Africa' than when asked about 'people from Gambia.' This is despite the relationship. This probably reflects the fact that more people feel they have some understanding of the issues facing Africa as a whole (not surprising given the media coverage).

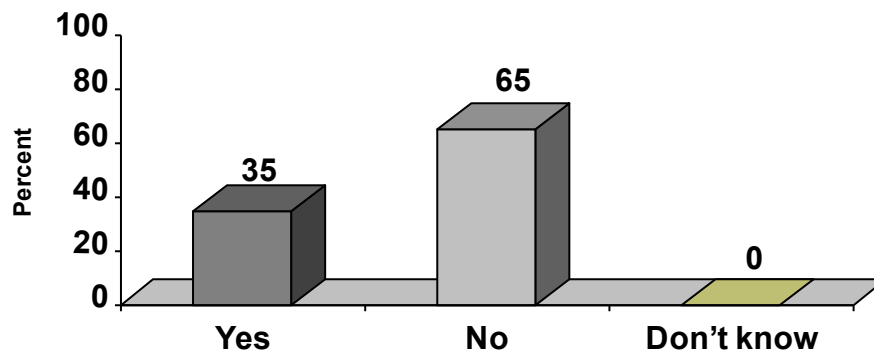
Table 12: To what extent do you agree or disagree with the following statements:

	<b>I feel I have a reasonably good understanding of the issues facing people from Gambia</b>	<b>I feel I know something about the culture of Gambia</b>	<b>I feel I have a personal connection with people from Gambia</b>
<b>N =237</b>	237 %	237 %	237 %
<b>1 – Strongly disagree</b>	19	21	38
<b>2</b>	23	27	32
<b>3</b>	22	21	12
<b>4</b>	24	20	11
<b>5 – Strongly agree</b>	10	8	5
<b>Don't Know</b>	1	1	1

- Respondents were asked if they have been personally involved in the relationship between the two towns in any way. As Figure 6 indicates, 65% said that they have not been involved, although over a third (35%) said they had. The main way in which respondents said they had been involved was by making a donation, with 26% of the Marlborough sample claiming to have done this. 8% of the sample said they had helped to raise money, 5% said they had helped to raise awareness and 7% said they had been involved

through 'other' ways; which included meeting Gambians that have come over on the exchange programme or being involved, directly or indirectly, with the Marlborough Brandt Group. Respondents in the qualitative part of the study pointed out that although the link was primarily cultural in nature, the Marlborough Brandt Group does occasionally raise money from the local community to help partially fund exchange programmes, which may explain why just over a quarter of participants in the survey claimed to have made a donation.

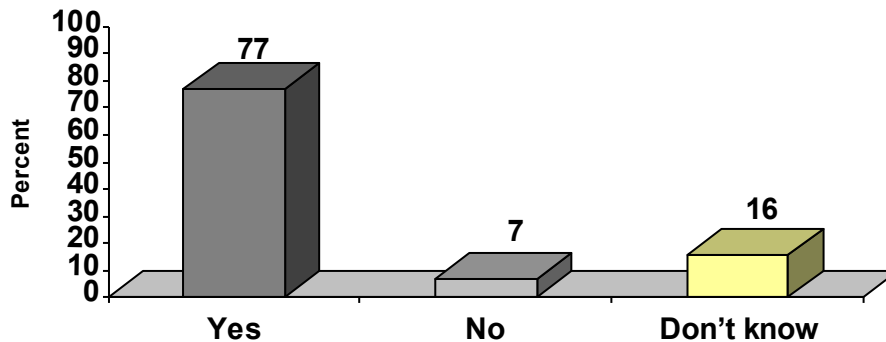
**Figure 6: Those who have been Personally Involved in the Relationship**



Base = 237

- Respondents were then asked whether they feel other towns should be encouraged to develop a relationship with a community in a poorer country, similar to the one Marlborough has with the community in Gambia. As Figure 7 shows, over three quarters (77%) said that they felt other towns should be encouraged to do this, whereas just 7% said that they should not. As might be expected, of those that said they were concerned with overseas issues, towards the start of the questionnaire, 83% felt other towns should be encouraged to develop a relationship of this nature, which was significantly higher than those that had indicated that they were not concerned with poverty in overseas countries – only 65% of those felt other towns should develop a relationship of this nature.

**Figure 7: Should Other Towns Develop a Relationship with Community in Poorer Country?**



Base = 237

- Respondents were then asked to explain their answer to the previous question, and were encouraged to give as many reasons as they wished. Of those that felt control towns should be encouraged to develop a relationship with a community in a poorer country, 72% felt said that this would help raise awareness of issues. The next highest mention amongst these respondents was that it would help tackle poverty (17%). Of those that said 'no' or 'don't know' in response to the previous question, the concern mentioned most, by 27% of these respondents, was that it would not make a difference and would be a waste of money. After this, the comment mentioned most, among 9% of these respondents, was that charity efforts should 'begin at home' in the UK.

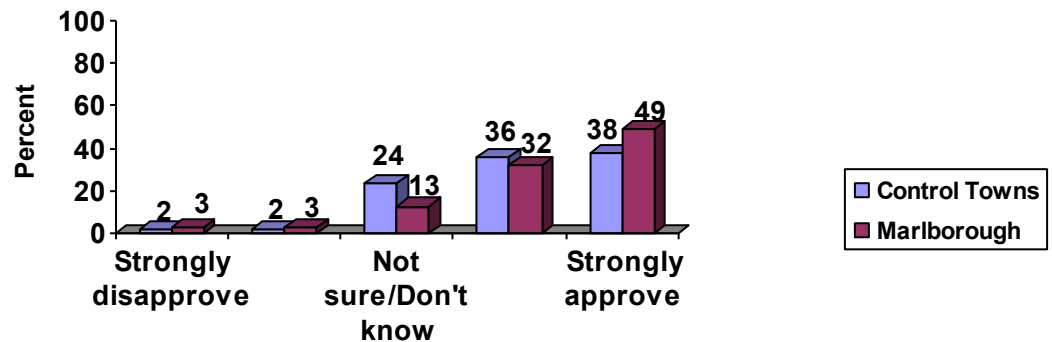
### **3.5 Question Specifically for those in the 'Control Towns'**

- In this section we explore responses to questions that were only asked specifically to those from the 'control towns' (i.e. Alton, Cirencester, Oswestry, Rugby, Tewkesbury).
- Respondents in the control towns were read the following description; '*Over the past 26 years, the town of Marlborough has developed a relationship with a community in Gambia. Gambia is a country in Africa. As part of this, some Marlborough residents have visited the overseas community and people from the overseas community have come to visit Marlborough. Donations have also been made to the overseas community from the people of Marlborough.*'

## Marlborough Link Research Summary of Research Findings

Respondents were then asked whether they approve of the idea that Marlborough has developed this relationship, by choosing one of the statements listed in the table below. Almost three quarters (74%) said that they 'approved to some extent' (36%) or 'strongly approve' (38%) of the relationship, compared to only 4% that said they disapprove, either slightly or strongly, with the relationship.

**Figure 8: Approval of Marlborough's Relationship with Gambia**

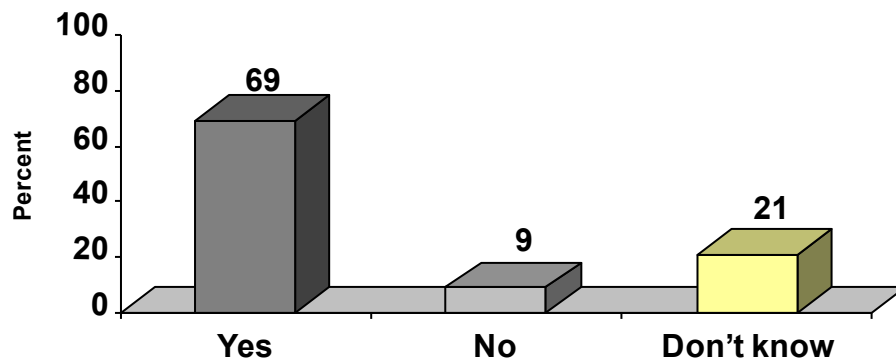


Base = 264 (for control towns)

- To check that there was no existing relationship between the control towns and a community in a poorer country, respondents were asked a question to confirm whether or not this was the case. The vast majority of these respondents (95%), when asked if they felt such a relationship existed, said 'no' (70%) or 'don't know' (25%). The remaining 5% that said 'yes', were asked to explain which country they felt the relationship might exist with. Most mentions were of 'Western' countries, such as France and Holland, rather than communities in developing countries. This helps to confirm that there is not a relationship, similar to that Marlborough has with Gunjar, between any of the 'control towns' and a community in a poorer country.
- All respondents in the 'control towns' were then asked if they felt it would be a good idea for other towns in England to develop a relationship with a community in a poorer country, similar to that Marlborough has with a community in Gambia. As figure 9 below shows, 69% replied 'yes' implying that they thought it was a good idea, and only 9% said 'no'. Interestingly, of those that had said earlier in the questionnaire that they felt it was important

for the UK to spend money on tackling poverty overseas, 82% of these said they thought it was a good idea for control towns to develop a relationship with a community in a poorer country. This was statistically significantly higher than those who did not feel it was important for the UK to spend money overseas, but even among this group a majority (53%) felt it was a good idea.

**Figure 9: Should Other Towns Develop a Relationship with a Community in a Poorer Country?**



Base = 264

- Respondents were then asked to explain their answers to the previous question, and were encouraged to give as many reasons as they wished. Of those that said that they did think it was a good idea for other towns in England to develop a relationship with communities in poor countries, 93% felt that it helps to raise awareness or build relationships. 15% felt that it can help to tackle poverty and improve people's lives. Of those that said that they did not think it was a good idea, or said they 'don't know', the majority (59%) did not provide a reason when prompted to do so by the interviewer. The main concern offered, by 21% of these respondents, was that they felt it would not make a difference or that they could not see the point of it. The next most mentioned reason for being opposed or uncertain, about the idea, amongst 15%, was that they felt charity 'begins at home'.
- Respondents in the 'control towns' were then read three statements, in turn, which are shown in the table 13. For each they were asked to say how much they agree or disagree with the statement by giving a score on a scale of 1-5,

## **Marlborough Link Research Summary of Research Findings**

where 1 is 'strongly disagree' and 5 is 'strongly agree'. 69% agreed to some extent, by rating 4 or 5, with the statement 'I feel I would develop a reasonably good understanding of the issues facing people in the poorer community', compared to only one in ten (10%) that disagreed with this, to some extent, by rating 1 or 2. There was slightly less agreement with the statement 'I feel I would get to know something about the culture of the poorer country.' A little less than a third (62%) agreed with this statement to some extent, and 16% disagreed to some extent. Compared to responses to the other two statements, there was less agreement with 'I feel I would develop a personal connection with people from the poorer country,' as just less than half (47%) implied they agreed, to some extent, with this whereas over a quarter (28%) indicated that they disagreed, to some extent.

- There was a higher level of agreement amongst participants in 'control towns' with these three statements than amongst Marlborough participants in response to the three statements shown in table 12 earlier in the report. However, it would not be fair to directly compare the responses as participants in the 'control towns' would have based their responses on what they *expect* rather than what they have experienced first-hand in their town. Indeed, some respondents in the 'control towns' may be inclined to assume, as they are unlikely to have much understanding of what such a link would entail, that it may have more of a significant impact upon their perceptions than it actually would do. Nevertheless, the important point is that such a relationship is expected to have a positive impact on people's understanding.

**Marlborough Link Research  
Summary of Research Findings**

Table 13: To what extent do you agree or disagree with each of the following statements:			
	<b>I feel I would develop a reasonably good understanding of the issues facing people in the poorer country</b>	<b>I feel I would get to know something about the culture of the poorer country</b>	<b>I feel I would develop a personal connection with people from the poorer country</b>
<b>N =264</b>	237 %	237 %	237 %
<b>1 – Strongly disagree</b>	3	5	8
<b>2</b>	7	11	20
<b>3</b>	15	16	19
<b>4</b>	38	31	26
<b>5 – Strongly agree</b>	31	31	21
<b>Don't Know</b>	6	5	6

## **4 Qualitative Findings**

### **4.1 Introduction**

- In this section we explore the qualitative findings from the depth interviews we conducted with three individuals that have a more thorough understanding of the impact the link between the two communities is having on the residents of Marlborough. This helps to give further depth and context to the research findings.

### **4.2 Perceived Role of the Link**

- The link is seen to be primarily cultural in nature, which involves people from Marlborough going out and staying with families in Gunjar, and people from Gunjar coming to visit the UK, and staying with families in Marlborough. Some placements have also been arranged for Gambians to partake in education/skills courses in the UK, and work placements. The link was not designed as a way to raise money for the people of Gunjar, and the intent is that both communities should benefit from this cultural link.

*“We do not see this primarily as being about the transfer of resources from the rich to the poor, we see this primarily has about mutual learning, mutual understanding ...based on the exchange of the people between the communities.”*

*“It is about mutuality, it is about reciprocal relationships, reciprocal visits and so on, it is about mutual learning and respect and humility and all those things.”*

- That said, the MBG has received funding from certain bodies, such as the National Lottery Charities Board, which has made it possible for the group to further assist Gunjar with its development by financing a number of projects and programmes – such as health and education programmes.

### **4.3 Perceived Impact of Link**

- Amongst these three respondents, who are more heavily involved in the relationship, the link is seen to have a significant impact on both the residents of Gunjar and Marlborough.



4.3.1 *Impact of the link on the Gunjar community*

- The three respondents felt that there is particularly high awareness of the link amongst residents in Gunjar. Indeed, one respondent mentioned that a survey had been carried out in Gunjar several years ago, by a Ph.D. student who is not associated with the MBG, which indicated that the majority of people in Gunjar were aware of the link that their community has with Marlborough town.
- The link is felt to significantly benefit Gunjar, and to have a wide-reaching, positive impact throughout the community. The MGB has funded a number of projects and programmes, some of which have involved volunteers from Marlborough and some of which have not, which have directly benefited those living in Gunjar. A few examples include:
  - health programmes, which include education on how to prevent diseases and the provision of essential resources (such as mosquito nets)  
  
*“The other impact I suppose the link has had is from people like myself and people like doctors, nurses, teachers seeing things that are missing in the (Gunjar) community , like health education...little children were dying, at quite a high rate, we were able to go out and stress the importance of mosquito nets.”  
(2)*
  - initiatives to provide clean, safe water
  - education programmes, such as showing women how to count coins and tell the time.
- Respondents also expressed the view that the link was having a positive cultural impact on the people of Gunjar, in several ways. Firstly, the relationship was seen to have dispelled many of the negative perceptions that the Gambians had of the ‘white man’ - such as that white people would be hostile to them. It was also felt that the link had encouraged the residents of Gunjar to question some ways of life seen to be less acceptable in ‘Western’

countries. The notable example given was that many men in Gunjar had begun to re-think the way they relate and interact with women

*“The relationship between men and women (in Gunjar) has changed out of all recognition, not because we have said in Marlborough ‘we really think you treat your women outrageously’ but through a process of reflection... many women and girls in Marlborough have been to live in the Gunjar, many men have come from Gunjar to live with us in Marlborough and (have seen) silly things like the fact that I help my wife with the washing up or do the hoovering or whatever...”*

- Those from Gunjar that have been able to visit the UK and stay in Marlborough were felt to have benefited hugely from this, having had enjoyable and educating experiences, which were expected to have a lasting effect. The link had also made it possible for several Gunjar students to undertake courses in the UK, which has helped them in their careers. An example was given of one who had returned to Gunjar to set up his own business as a mechanic, having learnt key skills to make this possible while in England.
- Although the link was seen to be hugely beneficial to the community of Gunjar, there was some concession from one respondent, when prompted, that some Gambians believe it is easier to earn a living in the UK and that this may make them more eager to live and work in England rather than in Gunjar. However, the link was also seen to actively address this, so that Gambians, and in particular those that visit Marlborough, understand that life is not ‘easy’ in the UK either.

*“I think some have this kind of image that you sort of come over here and work and that somehow money grows on trees...I think one of the things that the link has been quite good at doing is trying to break that down...”*

#### 4.3.2 *Impact of the Link on Marlborough*

- Despite the disparity in wealth between the two communities, the relationship between the two is felt to significantly benefit the residents of Marlborough, as well as those in Gunjar. The three respondents felt it to be of particular value for those Marlborough residents that have had the opportunity to visit Gunjar,

## **Marlborough Link Research Summary of Research Findings**

as part of the volunteer trips to the community. Examples were given of highly positive feedback from volunteers who said they had thoroughly enjoyed the experience and developed a greater appreciation of life in Gambia which had, in turn, enriched their understanding of development issues, *per se*. One respondent also pointed out how his own visit to the Gunjar community, and appreciation of their culture, had encouraged him to reconsider what is really important in his own life.

*“It certainly changed my outlook when I came back....you are so immersed when you are out there.”*

- The same respondent also pointed out that some volunteers had become such advocates of the exchange trips that they had re-contacted MBG, years after their initial visit, to offer to lead future groups of volunteers out to Gunjar.
- In addition to this, respondents felt that volunteers have relayed the positive experiences and learnings to friends, family and peers in Marlborough, which has helped others develop an appreciation of the Gunjar community, as well as encouraging them to think about international development issues.

*“I think everybody who goes out, when they come back...they tell their group of friends. And I think because Marlborough is so tiny everybody knows someone who has been so everybody has talked to someone who has come back.”*

*“Anyone who goes (to Gunjar), comes back with a far greater understanding of the culture there...they spread that and tell people that when they bring that understanding back.”*

- Respondents also commented on the fact that a number of Marlborough residents, particularly those associated with the schools, such as pupils, parents, and teachers, had been able to meet and interact with the Gambians that have visited Marlborough as part of the exchange programme. Marlborough College and St.John’s comprehensive school had encouraged their visitors to give talks to the pupils and some families had also had the opportunity to host them in their homes, during their stay. Respondents felt that this high level of involvement with the local schools has allowed people in Marlborough, and children in particular, to learn about the Gunjar community

## **Marlborough Link Research Summary of Research Findings**

and African life in general. Indeed, children were seen to be ‘spreading the news’ about what they had learnt.

*“A good way of getting things through is with the children. When the young (Gambian) people come in a large group through the schools and maybe spend a day in the school, well then that young (British) child goes home and tells their parents what has been going on.”*

*“...when children are making up their minds about what the world is, and how they should react to the world, how they should treat the world....I think it is really, really important to have that knowledge (of other cultures).”*

- The involvement of both Marlborough College and St.John’s school, which historically have showed some rivalry, is seen to have brought the two schools closer together.

*“We always wanted to encourage the relationship between Marlborough College at one end of the street and the comprehensive school at the other, because traditionally two schools will come together and thump each other on a Saturday night on the back alleys of Marlborough but through this international relationship it has been an opportunity to encourage social cohesion within the community of Marlborough.”*

*“We are trying to link the two schools a little bit more...bring them together a little bit.”*

- However, there was some uncertainty as to the impact the link is having on the wider community in Marlborough. Respondents expected that the link was having some impact. For example, several pointed out that visitors from Gunjar were often encouraged to interact with the wider community for example by selling a small selection of products, from their own country, in the local market, to raise ‘pocket money’ to spend during their stay. It was also pointed out that, because of the link, each year a ‘Marlborough Lent Lecture’ is held around Easter time which involves speakers giving talks at a venue in Marlborough on current international development issues. These have attracted some high-profile speakers, such as Mark Malloch Brown, Deputy Secretary General of the UN, who spoke at the lecture earlier this year and attracted a large audience of around 800 people.

- Despite this, there was some uncertainty as to what degree the relationship has had an impact on the wider community in Marlborough. There was some feeling that awareness of the link may be reasonably high, especially as there is a road sign outside the town that informs those passing through that Marlborough is twinned with Gunjar, in the Gambia. However, respondents are uncertain to what extent the wider community understand what the relationship entails, and to what extent they have benefited from the relationship. Indeed, respondents felt that MBG could do more to generate understanding and interest amongst the wider community, so that they might gain more from the relationship.

#### **4.4 Concept of a Link in Control towns**

- When asked about the concept of control towns developing a link with a poorer overseas community, similar to that Marlborough has developed with Gunjar, respondents were highly enthusiastic about this. It was felt that control towns in the UK would hugely benefit from a relationship of this nature as well as being able to contribute, to some extent, to the development of an overseas community. Indeed, one respondent who is highly involved in a charity with a core role to actively promote links between towns in the UK and developing communities was adamant that relationships of this nature can be highly beneficial to both parties. However, this respondent was also quick to point out how important it is not to 'enter lightly' into a relationship of this nature, and that careful planning and consideration was necessary beforehand. He pointed out that some harm may be done if a UK town attempted to build a relationship which broke down after just a few years, and left the overseas community without the support it was expecting. In addition to this, he stressed the need to be clear on what the relationship should entail and even suggested that an agreement should be drafted between the two parties, which is important so that each party does not have unrealistic expectations of the other.

**5 Appendix**

- Two questionnaires were used in the research; one for use in Marlborough and one for use in each of the 'control towns' (Alton, Cirencester, Oswestry, Rugby, and Tewkesbury). The questionnaire below shows the questions that were asked to all respondents (q1 – 11), those asked only to Marlborough participants (q12 - 22) and those asked only to those in the control towns (q23 – 27).

Link Research

**INTERVIEW COVER SHEET**

<b><u>Respondent details:</u></b>
<u>Respondent Name:</u> _____
<u>Address:</u> _____ _____
<u>Tel No.:</u> _____

Occasionally, once a project is completed we may need to re-contact people who take part in a research study either to follow up something that has arisen or to invite them to participate in some research on a new topic. Would you be willing for us to contact you in the future, should the need arise?

YES	1	Record contact details below
NO	2	Explain that you need to record the respondent's contact details so that they can be contacted for quality control procedures. Reassure respondents that this information will <b>only</b> be used for these purposes.

I certify that this interview is a true record of the information collected and accords with the Codes of Conduct of the Market Research Society.

Name: \_\_\_\_\_ Int. No.: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Questions 1 – 11 were asked to all respondents:

**Marlborough Link Research  
Summary of Research Findings**

Link Research  
Respondent Serial No:

**Quotas & Classification**

**Q1a Enter town where interview is taking place**

Alton .....       Marlborough .....       Rugeley .....   
Cirencester .....       Oswestry .....       Tewkesbury .....

**Q1b Check that respondent lives and/or works within a 5 mile radius of [name of town].**

Lives within 5 miles of [name of town] .....  GO TO Q2  
Works within 5 mile radius of [name of town] .....  GO TO Q2  
Lives and works within 5 mile radius of [name of town] .....  GO TO Q2  
Neither .....  THANK & CLOSE

**Q2a Code Gender**

Male .....       Female .....

**Note: Check Quotas - Aim for 50/50 split**

**Q2b Code Age (Show Card A)**

Under 18...  THANK & CLOSE      18 - 25 .....       46 - 55 .....   
.....       26 - 35 .....       56 - 65 .....   
.....       36 - 45 .....       65+ .....

**Note: Aim for a 50/50 split of those aged 18 - 45 and those aged 46+. Aim for a mix of ages within these bands**

**Establish occupation of head of household. Ask the following five questions to clarify head of household information:**

*If retired, ask for previous occupation, if private pension received*

*If self-employed or managerial, ask for number of employees responsible for*

*If Local Authority worker or civil service or armed forces. Ask grade/rank*

*Ask for details of training/qualifications*

*Industry*

**Q2c Now code social class**

ABC1 .....       C2DE .....

**Note: Check Quotas - Aim for 50/50 split**

**Marlborough Link Research  
Summary of Research Findings**

- Q2d Show Card B. Which ONE of these statements best describes your own situation?**
- Age 18 - 35, student, no children .....
  - Aged 18 - 35, no children .....
  - Aged 18+, with one or more children aged 0 - 10 living with you; no children older than 10.....
  - Aged 18+, with one or more children aged 0 - 16 living with you; and at least one aged over 11.....
  - Aged 36 - 65, not retired, no children/all children aged 17+ .....
  - Retired .....

**Note: No quota**

- Q2e Show Card C. Which one of the following best describes your ethnicity?**
- |  |  |  |
|--|--|--|
| White British ..... <input type="checkbox"/> | Other Asian ..... <input type="checkbox"/>         | White and Black African ... <input type="checkbox"/> |
| White Irish ..... <input type="checkbox"/>   | Chinese ..... <input type="checkbox"/>             | White and Asian ..... <input type="checkbox"/>       |
| White Other ..... <input type="checkbox"/>   | Caribbean ..... <input type="checkbox"/>           | Other Mixed ..... <input type="checkbox"/>           |
| Indian ..... <input type="checkbox"/>        | African ..... <input type="checkbox"/>             | Other Ethnic Group ..... <input type="checkbox"/>    |
| Pakistani ..... <input type="checkbox"/>     | Other Black ..... <input type="checkbox"/>         | Refused ..... <input type="checkbox"/>               |
| Bangladeshi ..... <input type="checkbox"/>   | White & Black Caribbean . <input type="checkbox"/> |  |

**Note: No quota**

- Q2f Show Card D. What is your religion/faith (if any)?**
- |   |  |  |
|---|--|--|
| Buddhism ..... <input type="checkbox"/>     | Islam ..... <input type="checkbox"/>   | Other ..... <input type="checkbox"/>         |
| Christianity ..... <input type="checkbox"/> | Judaism ..... <input type="checkbox"/> | None of these ..... <input type="checkbox"/> |
| Hinduism ..... <input type="checkbox"/>     | Sikhism ..... <input type="checkbox"/> | Refused ..... <input type="checkbox"/>       |

**Note: No quota**



## Marlborough Link Research Summary of Research Findings

### MAIN QUESTIONNAIRE

Introduction: I would like to ask you some questions on your views about poverty in overseas countries.

**Q3 Show Card E. On a scale of 1 - 5, where 1 is 'not concerned at all' and 5 is 'very concerned', how concerned would you say you are with poverty in countries overseas?**

1 *Not at all concerned*                      2                      3                      4                      5 *Very concerned*                      *Don't know*

**Q4 Show Card F. On a scale of 1 - 5, where 1 is 'not important at all' and 5 is 'very important', how important would you say it is for the UK to spend money to help tackle poverty in poorer countries?**

1 *Not important at all*                      2                      3                      4                      5 *Very important*                      *Don't know*

**Q5 Show Card G. What difference do you feel money the UK spends on poverty reduction actually makes to the countries that receive it?**

*It makes a huge positive impact*.....

*It does some good* .....

*It makes no difference*.....

*It has a slight negative impact*.....

*It has a huge negative impact*.....

*Not sure / don't know* .....

**Q6 Show card H. Of the money from the UK that goes to help combat poverty in poorer countries and provide disaster relief in other parts of the world, who do you think spends most on this?**

*The public, through donations (e.g. to charities)*.....

*Big businesses*.....

*The UK Government*.....

*Don't know* .....

**Q7 Show Card I. For every £1 the UK Government spends in total, how much of this do you think goes towards reducing poverty in poorer countries and providing disaster relief in other parts of the world?**

*Less than 1p*.....

*1p*.....

*5p*.....

*10p*.....

*Don't know* .....

**Q8 Which African countries do you feel the UK spends the most on to help tackle poverty? Prompt: Any more? (Record all mentioned)**

**Marlborough Link Research  
Summary of Research Findings**

**Q9 Show Card J. Please tell me which of the following developing African countries, if any, you feel you know something about? Prompt: Any more?**

Ethiopia .....	Malawi .....	Zambia .....
Gambia.....	Namibia .....	Zanzibar .....
Ghana .....	Uganda.....	None of these.....

**Q10 Show Card J. Which of these African countries do you feel is in the greatest need of overseas aid? Prompt: Any more?**

Ethiopia .....	Malawi .....	Zambia .....
Gambia.....	Namibia .....	Zanzibar .....
Ghana .....	Uganda.....	None of these.....

**Q11 Show Card K. I am going to read out some statements other people have said and I'd like you to tell me how much you agree or disagree with each on a scale of 1 - 5 where 1 is 'strongly disagree' and 5 is 'strongly agree'**

	1 <i>Strongly disagree</i>	2	3	4	5 <i>Strongly agree</i>	<i>Don't know</i>
I feel I have a reasonably good understanding of the issues facing people from poorer countries in Africa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel I have a personal connection with people from poorer countries in Africa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Following, questions 12-22, were asked only to Marlborough residents:

**Marlborough Link Research  
Summary of Research Findings**

**Q12** Over the past 26 years, the town of Marlborough has developed a relationship with a community in a poorer overseas country. As part of this, some Marlborough residents have visited this overseas community and people from the overseas community have come to visit Marlborough. Donations have also been made to the overseas community, from the people of Marlborough. Were you aware of this relationship before today?

- Yes .....  GO TO Q13  
 No .....  SKIP TO Q14  
 Don't know .....  SKIP TO Q14

Ask Q13 only to those that answered 'Yes' at Q12

**Q13** Do you know which country Marlborough has developed this relationship with? (record response)

**Q14** Show Card L. I am going to read out a list of African countries. Which ONE of the following do you feel Marlborough might have developed this relationship with?

- |                |               |                 |
|----------------|---------------|-----------------|
| Ethiopia ..... | Malawi .....  | Zambia .....    |
| Gambia.....    | Namibia ..... | Zanzibar .....  |
| Ghana .....    | Uganda.....   | Don't Know..... |

**Q15** Show Card M. The relationship Marlborough has developed is with a community in Gambia. Do you approve of the idea that Marlborough has developed this relationship?

- 1 Strongly disapprove .....   
 2 Slightly disapprove.....   
 3 Not sure / don't know .....   
 4 Approve to some extent .....   
 5 Strongly approve.....

**Q16** Show Card N. What impact do you feel this relationship has had on the community in Gambia?

- 1 It has had a huge positive impact .....   
 2 It has done some good .....   
 3 It has made no difference .....   
 4 It has a slight negative impact.....   
 5 It has had a huge negative impact .....   
 Don't know .....

**Q17** Please explain why you feel this

**Marlborough Link Research  
Summary of Research Findings**

**Q18 Do you feel this relationship has benefited the residents of Marlborough in any way?**

Yes (please briefly explain - record in box below).....

No .....

Don't know .....

**Q19 Show Card O. I am going to read out some statements other people have said and I'd like you to tell me how much you agree or disagree with each one.**

	1 <i>Strongly disagree</i>	2	3	4	5 <i>Strongly agree</i>	<i>Don't know</i>
I feel I have a reasonably good understanding of the issues facing people from Gambia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel I know something about the culture of Gambia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel I have a personal connection with people from Gambia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q20 Have you personally been involved in this relationship in any way? (E.g. donating to this cause, helping raise money, raising awareness of the relationship between the two communities, etc.)**

No .....

Yes, donating .....

Yes, helping raise money .....

Yes, raising awareness .....

Other (write in) .....

**Q21 Do you feel other towns should be encouraged to develop a relationship with a community in a poorer country, similar to that Marlborough has with the community in Gambia?**

Yes .....  No .....  Don't know .....

**Q22 Why do you feel this way? (Record response)**

**Marlborough Link Research  
Summary of Research Findings**

**The Following, questions 23-27, were asked only to participants in the  
'Control Towns'**

Show Card P. Over the past 26 years, the town of Marlborough has developed a relationship with a community in Gambia. Gambia is a country in Africa. As part of this, some Marlborough residents have visited the overseas community and people from the overseas community have come to visit Marlborough. Donations have also been made to the overseas community from the people of Marlborough.

**Q23 Do you approve of the idea that Marlborough has developed this relationship with a community in Gambia?**

- 1 Strongly disapprove .....
- 2 Slightly disapprove.....
- 3 Not sure / don't know .....
- 4 Approve to some extent .....
- 5 Strongly approve.....

**Q24 As far as you are aware, is there a similar relationship between this town (i.e. the town we are in now) and a poorer overseas country?**

- Yes .....  GO TO Q25
- No .....  SKIP TO Q26
- Don't know .....  SKIP TO Q26

**Note: Ask Q25 only to those who answered 'Yes' to Q24**

**Q25a What is the name of this country?**

**Q25b How long has the relationship been in place?**

**Q25c What does the relationship involve?**

**Note: Ask ALL**

**Q26 Do you feel it would be a good idea for other towns in England to develop a relationship with a community in a poor country, similar to that Marlborough has with a community in Gambia?**

- Yes.....       No.....       Don't know .....

**Q27 Please explain why you feel this (record response)**