

# Hollywood Transition Town

## Apple Orchard survey for people of Hollywood and environs

Hollywood Transition Town would like to begin a local apple orchard renaissance. We aim to bring traditional apple tree varieties to Hollywood to plant on both public land (where people could access the fruit for free) and in private gardens. Meanwhile, we think that many Hollywood people have apple trees in their gardens whose fruit they never manage to eat or that they are unsure how to maintain. Hollywood Transition Town plans to set up a juicing service and provide advice on apple storage and apple tree maintenance. Why? Because if we have enough apple trees, know how to care for them and how to store the fruit plus have access to a local juicing facility, we will be able to eat more local food and cut our carbon footprint.

### Section 1: Spending Habits

1. Where do you usually purchase fresh fruit? (Please tick all that apply)

I don't buy fresh fruit  Green Grocer

Supermarket  Farmer's Market

Farm Shop

Other (Please specify)

2. If any, what other forms of fruit do you purchase? (Please tick all that apply)

Frozen  Dried

Tinned  Pickled

Other (Please specify)

3. On average, what does your household spends on fresh fruit per week?

£0 - £4.99  £10 - £14.99

£5 - £9.99  £15 +

4. Please indicate your level of agreement with the statements about fresh fruit below by circling the appropriate answer. 1=strongly agree 2=agree 3=neither 4=disagree 5 = strongly disagree

'In season' or 'out of season' has a strong bearing on what fresh fruit I select 1 2 3 4 5

It is important to me that the fresh fruit I buy is locally produced 1 2 3 4 5

Price is not important to me when selecting 1 2 3 4 5

**P.T.O**

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fresh fruit

It is important to me that the fresh fruit I buy is organically produced

1 2 3 4 5

Appearance of the fruit is not important to me when selecting fresh fruit.

1 2 3 4 5

## Section 2: Local Fruit Production

5. Please indicate how you would feel about the development of a scheme to plant apple trees around public and private land for the Hollywood community by circling the appropriate number. A scheme to produce fruit for the Hollywood community would be

Important	7	6	5	4	3	2	1	Unimportant
Helpful	7	6	5	4	3	2	1	Unhelpful
Convenient	7	6	5	4	3	2	1	Inconvenient
Environmentally Friendly	7	6	5	4	3	2	1	Environmentally Detrimental
Healthy	7	6	5	4	3	2	1	Unhealthy
Productive	7	6	5	4	3	2	1	Unproductive
Sustainable	7	6	5	4	3	2	1	Unsustainable
Attractive	7	6	5	4	3	2	1	Unattractive

6. Please tick as many of the following as are relevant

- I am a private individual who would like to have a new apple tree in my garden
- I work at a school/church which would be interested in seeing apple trees planted there
- I am interested in more apple trees on public land in Hollywood that I could pick for free
- I am interested in learning how better to maintain my apple tree
- I would like to bring apples to be juiced
- I would be keen to buy locally produced apple juice
- I would like to know how to store apples for longer

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## Section 3: About You - Please circle the relevant information

1. Are you                      Male?    Female?
  
2. What is your age?    18-24      25-34      35-44      45-54      55-64      65+
  
3. What type of dwelling do you live in?  
                                 Detached    Semi-Detached  
                                 Apartment/Flat    Terrace  
                                 Other (Please specify)
  
4. Do you own or rent the home in which you live?    Own  
                                 Housing Executive    Rent  
                                 Other (Please specify)
  
5. What do you have around your dwelling?  
                                 Grass/flowerbeds/landscaped    Concrete/paving/gravel/tarmac  
                                 Decking    Uncultivated  
                                 Other (Please specify)
  
6. How many people live at your address?      \_\_\_ adults      \_\_\_ children

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**Please provide your details if you are interested in becoming involved**

Name	
Address	
Telephone	
Email	

Do you have any final thoughts on the development of a scheme to produce fruit for the Hollywood community?

Thank you for completing the survey Please hand in at the till!

Hollywood Transition Town was established in 2008 by a group of people from in and around Hollywood. The group aims to act as a catalyst to find practical ways for Hollywood to prepare for a life with much less available oil and a changing climate. We were the first Northern Ireland member of a network of Transition Town communities across the world.

Ask for another copy or an electronic copy of this survey or find out more about Hollywood Transition Town from: Sacha Workman M:077 10 58 5876 or [sw@meenacahan.co.uk](mailto:sw@meenacahan.co.uk)

**P.T.O**