



**South Staffordshire Viewpoint  
South Staffordshire District Council  
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Because people matter.

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# 1 Introduction

## 1.1 Background

- 1.1.1 In January 2005, South Staffordshire Council commissioned BMG Research to develop a circa 1,000 strong residents' panel that would be representative of South Staffordshire as a whole. This report presents the results of the third survey, conducted in September 2005.
- 1.1.2 The third survey covers a number of varied policy areas for the Council. The main focus of the survey is on green spaces, and how respondent perceptions may relate to the Green Space Strategy, but other investigations have been undertaken into environmental services, local services, the fear of crime, housing and homelessness, employment, and Internet access and the Council website.

## 1.2 Method

- 1.2.1 A questionnaire and letter was sent out to all 963 panel members and a reminder letter and questionnaire was sent to panel members that had not returned their questionnaire in the initial mailing window. In addition to the questionnaire and letter, panel members received a copy of South Staffordshire's Aims and Objectives to help them answer the questions.
- 1.2.2 In total, 600 questionnaires were completed and returned to BMG, representing a response rate of 62%.
- 1.2.3 A sample of 600 is subject to a maximum standard error of  $\pm 4.00\%$  at the 95% confidence level on an observed statistic of 50%. Thus, we can be 95% confident that if the whole population had responded and a census had been conducted, the actual figure would lie between 46% and 54% respectively.
- 1.2.4 The data collected has been subsequently weighted by ward and by demographic factors such as age; gender and economic status in order to ensure that the data is broadly representative of South Staffordshire as a whole. The exact profile of the data can be reviewed in the accompanying data report and a summary later in this introduction.

## 1.3 Report contents

- 1.3.1 The report summarises the main findings drawn from the third survey.
- 1.3.2 Throughout the report area analysis has been used. Wards have been grouped together into five Environmental Action Groups (EAG) as supplied by the Council. They are:

**EAG 1** – Bilwood, Brewood and Coven and Codsall;

**EAG 2** – Cheslyn Hay, Essington, Featherstone and Brinsford, Great Wyrley, Saredon and Sharesill;

**EAG 3** – Bobbington, Enville, Himley, Kinver, Lower Penn, Swindon, Trysull and Seisdon and Wombourne.

**EAG 4** – Pattingham and Palshull and Perton; and

**EAG 5** – Acton Trussell, Bednall and Teddersley Hay, Blymhill and Western Under Lizard, Dunston with Coppenhall, Hatherton, Huntingdon, Lapley, Stretton and Wheaton Aston and Penkrudge.

- 1.3.3 Where tables and graphics do not match exactly to the text in the report this occurs due to the way in which figures are rounded up (or down) when responses are combined. Results that differ in this way should not have a variance that is any larger than 1%.

## 1.4 Respondent profile

- 1.4.1 The following table highlights the demographic profile of those who responded to third Viewpoint Panel Survey.

**Respondent profile (All respondents)**

	Number of respondents	Weighted percentage of total sample
	N	%
Total	600	100
EAG Area 1	106	17
EAG Area 2	139	28
EAG Area 3	165	24
EAG Area 4	78	13
EAG Area 5	112	18
Male	309	45
Female	291	55
16-44 years old	147	42
45-64 years old	292	35
65+	159	22
Has A Disability / Long Standing Illness	110	15
White	591	98
Non White	6	1
In Employment	341	62
Owner Occupiers	532	89
Social renters	56	7
Other	10	3

## 2 Executive summary

### 2.1 The Green Space Strategy

2.1.1 Two-thirds of respondents (67%) have used local green spaces in the past twelve months. Usage decreases by respondent age.

2.1.2 Amongst users of green spaces:

- The main facilities used are the Perton Play Area (8%), Baggeridge Country Park (8%), Codsall Village Park (7%), Cannock Chase Parkland (7%), Kinver Edge (7%) and Wombrook (7%).
- Almost all users travel to one or more of these facilities on foot (85%), although 31% also use the car. Over nine in ten (91%) take up to ten minutes to reach the location.
- The majority visit on a weekly basis at least (55%), with one in five visiting daily (20%).
- The key reasons for visiting green spaces are for walking (60%), to relax (49%), to experience nature (36%), to visit the children's play area (36%), or for peace and quiet (35%).
- When asked to rate the overall quality of the green space they visit most frequently on a scale of one to ten, 12% attribute a very high rating of 9-10, whilst the majority (51%) give a rating of at least 7/10. However, there is some concern that the overall quality of green spaces is deteriorating, with 20% feeling that they have worsened in quality over the past three years, contrasting with 16% who feel that they have improved.
- In order to improve green spaces, 23% would like to see less litter, 19% controls on dog fouling, 18% more children's play areas and facilities, and 18% better maintenance of the landscape.

2.1.3 Amongst non-users of green spaces:

- A feeling of lack of safety (32%), a lack of time (31%), age or disability (29%), and dog fouling (24%) represent the key barriers to visiting green spaces.
- Of those respondents who cite a fear of safety as a barrier, 86% attribute this to young people hanging around, 63% to young people drinking, and 44% to vandalism and graffiti.

2.1.4 Amongst users and non-users of green spaces:

- 71% feel that there are insufficient outdoor facilities in green spaces for teenagers and young people, and 53% that there is a lack of children's play areas. This may contribute in part to a perception that these facilities are difficult to access, particularly so with regards to facilities for teenagers and young people, which 51% of respondents state are poor in terms of access potential.
- Despite the perception that there are insufficient facilities for teenagers or children, such facilities are only likely to be used by a minority. When asked to rate the importance of different types of green space, natural green space (38%) and open space, recreation grounds and parks (26%)

were most likely to be ranked as the most important facilities.

- Overall levels of satisfaction with different types of green space vary. Whilst the majority are satisfied with natural green space (60%) and open space, recreation grounds and parks (54%), one-half indicate that they are *dissatisfied* with facilities for teenagers and young people (50%).
- Respondents attach a high level of importance to having green space near the areas where they live, and in particular to having safe (94%) and good quality (90%) green spaces.
- Approaching three in five respondents (59%) would be prepared to pay more money to buy or rent a house that was close to a good quality, interesting and safe open green space, although this figure falls amongst those in rented accommodation.
- 9% of respondents have contacted the Council in the past with regards to green spaces. Of these, 28% were satisfied with the response they received, contrasting with 31% who were dissatisfied.
- 62% of respondents would know how to contact the Council were they to need advice on issues related to green spaces.

## 2.2 Environment Services

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2.2.1 Within this section, respondents had to rank seven specified environmental services according to the following three criteria: importance to them and their family; the services that most need improving; the services that the Council should attach the greatest level of priority to. The key two services for each are:

- **Important:** waste collection (67% ranked in top-three); street cleansing (67%).
- **Most needs improving:** street cleansing (60% ranked in top-three); cleansing of other Council land (56%).
- **Greatest Council priority:** waste collection (score of 43.9 on a 100-point priority scale); street cleansing (34.2).

2.2.2 For all three aspects, the provision of recycling facilities scores lowest.

2.2.3 Satisfaction levels with individual elements of the kerbside recycling collection service are positive; amongst those who state that the services are available locally, 79% are satisfied with the green garden waste, 69% the Blue Bag, and 64% the green Box collections.

2.2.4 Respondents attach a high degree of importance to the maintenance of the built and natural environment; 92% state that it is important for the Council to protect wildlife sites and create new habitats; 91% that it is important for the Council to protect the historic environment.

## 2.3 Local Services

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2.3.1 Respondents are most likely to find it easy to access local shops and post offices (80%), doctors, chemists and dentists (78%), places of worship (76%), and community centres and libraries (76%) within their local communities.

2.3.2 Access difficulties are most likely to be encountered with regards to hospitals

(28%) and leisure facilities (16%).

## 2.4 Transport Services

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- 2.4.1 Respondents attach a high level of importance to individual aspects of transport services within the district, but particularly to traffic volume and speed issues (87% and 86% respectively). Other areas of key importance to the panel include the local bus services (86%), and walking facilities (81%).
- 2.4.2 The overriding feeling is that individual aspects of transport services have changed for the worse over the past twelve months. Again, traffic is the key concern, with 60% disagreeing that there is less traffic congestion, and 52% that traffic speeds have reduced. A further 45% feel that it is more difficult to park.
- 2.4.3 In order to facilitate more cycling or walking, respondents are most likely to indicate that more cycle paths (17%) or footpaths (5%) should be installed.

## 2.5 Fear of Crime

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- 2.5.1 Unsurprisingly, respondents are generally more positive with regards to their safety during the day, particularly their level of safety at home, where 89% of the sample indicate that they feel safe.
- 2.5.2 Respondents are least likely to feel safe walking alone in their local neighbourhood at night (39%), and the feeling of safety diminishes amongst females, and also as respondent age decreases.
- 2.5.3 Examples of crime and anti-social behaviour, which are perceived to be particular problems in local neighbourhoods, include speeding cars (86%), vandalism (75%), being out alone in the dark (71%), and disturbance from young people (70%).
- 2.5.4 These also tend to be the issues most likely to adversely affect respondents' quality of life: speeding cars (83%); vandalism (65%); and disturbance from young people (64%).
- 2.5.5 Overall, 9% of respondents have contacted the Council in the past with regards to community safety issues. Amongst these respondents, 44% were satisfied with the response they received, contrasting with 35% who were dissatisfied. Three in five respondents (60%) would know how to contact the Council were they to need advice on community safety issues.

## 2.6 Housing Issues

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- 2.6.1 South Staffordshire Council represents the key source from which panel members would obtain advice or information about homelessness or other housing issues (59%). A further one in eight mention a Citizens' Advice Centre (12%).
- 2.6.2 Overall, 7% of respondents have contacted South Staffordshire Council to obtain advice about housing, whilst 2% have done so with regards to homelessness issues. Of those respondents who have ever contacted the Council with regards to housing or homelessness advice, levels of satisfaction with the service received is high, with 78% of relevant respondents indicating that they are satisfied with the advice on homelessness, and 71% that they are satisfied with the advice received on housing.

- 2.6.3 Were they to require advice on housing or homelessness issues in the future, 61% of all respondents indicate that they would know how to contact the Council to obtain housing, and 53% to obtain homelessness advice.
- 2.6.4 When asked to rate the importance of four housing-related issues concerned with the provision of new housing stock, and the type and quality of any new builds, 94% of respondents indicate that it has to respect the character and local distinctiveness of villages, and 90% that new housing requires good standards of layout and design in new development.
- 2.6.5 There is no clear consensus on the use of brownfield sites for housing development. Whilst a larger proportion of respondents support this action (47%), there is also a sizeable minority who disagree with brownfield sites being used in this way (32%).

## 2.7 Employment

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- 2.7.1 A clear majority of respondents (83%) think that it is important for the Council to maintain current employment sites, and over three-quarters (77%) that it is important for them to create new employment opportunities.
- 2.7.2 However, the creation of new opportunities should not be at the expense of the business community expanding into rural areas – 52% disagree with this, although 80% do agree that farm based employment schemes should be allowed in the countryside to support the local economy.

## 2.8 Internet Access

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- 2.8.1 Overall, 78% of respondents access the Internet from one or more locations, with the majority of these (67% of all respondents) having home access to this facility. Notable minorities also access the Internet from work (43%), and/or at the library (31%).
- 2.8.2 Whilst 35% of respondents have visited the Council website, this figure rises significantly to 45% of those who *currently* have access to the Internet.
- 2.8.3 Amongst those respondents who have visited the website, accessing local information was the key reason for doing so (75%), although viewing planning applications (20%), and/or contacting members of the Council staff (13%) were other notable citations. Overall, 67% of these respondents were satisfied with the quality of the website.
- 2.8.4 The majority of respondents would like to use the website in the future to access local information (63%). Others would like to report incidents (38%), track reported incidents (35%), book tickets for cultural events (35%), and/or book the use of sporting facilities (34%).
- 2.8.5 One in eight respondents (12%) have contacted the Council in the past with regards to its website or online services. Amongst these respondents, 73% were satisfied with the response they received, contrasting with 19% who were dissatisfied.
- 2.8.6 Approaching two-thirds of respondents (64%) would know how to contact the Council were they to need advice on their website or online services.

## 2.9 The Local Development Framework

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- 2.9.1 Overall, 7% of respondents have contacted the Council in the past with regards to the Local Development Framework. Of these respondents, 35% were satisfied with the response they received, contrasting with 37% who were dissatisfied.
- 2.9.2 Overall, 54% of respondents would know how to contact the Council were they to need information or advice on the Local Development Framework in the future.

## 3 Green Spaces

### 3.1 Users of green spaces

#### Who uses green spaces?

- 3.1.1 Two-thirds of respondents (67%) have used *local*<sup>1</sup> green spaces within the past twelve months. Whilst there is no notable difference in the proportion of users when analysed by respondent gender, there is a significant downturn in use as respondent age increases, ranging from 81% of those aged 16-44, to 61% of those aged 45-64 and 48% of those aged 65+.

#### Which green spaces are used?

- 3.1.2 Unsurprisingly, given the large geography involved, and hence the large number of different green spaces present within the South Staffordshire locality, the results in terms of the green spaces used are fairly disparate, with no individual facility being used by more than one in twelve green space users.
- 3.1.3 Amongst the named facilities used, the Perton Play Area, Baggeridge Country Park, Codsall Village Park, Cannock Chase Parkland, Kinver Edge and Wombrook are the key mentions.

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<sup>1</sup> i.e. those within a ten to fifteen minute walk of their home

**Green spaces used (Users of green spaces)**

	%		%
Perton Play Area / Park / Lake	8	Northycote Farm / Lane	1
Baggeridge Country Park	8	Shoalhill Common	1
Codsall Village Park / Green	7	Marsh Playing Fields	1
Cannock Chase Parkland	7	Kingswinford Railway Walk	1
Kinver Edge	7	Wombourne Railway Walk	1
Wombrook	7	South Stafford Railway Walk	1
Bratch Park	4	Forest Of Mercia	1
Himley Hall / Park	4	Shropshire Union Canal	1
Essington Pools	3	Mary Steven Park	1
Great Wyrley Park / Village Play Area	2	Stepping Stones Park	1
Blue Bell Woods	2	Terysail Playing Fields	1
Pattingham Park / Playing Fields	2	Twentyman Playing Fields	1
Oaken Lane Fields	2	Chillington Woods	1
Cheslyn Hay Park	2	Smith Rough	1
Horsefair	2	Joey's Lane	<0.5
The Bronte	2	Brickbridge Lane Playing Fields	<0.5
Monkton Recreation Ground	2	Open Space (Unspecified)	18
The Avenue	1	Canal Tow Path / Walk (Unspecified)	13
Staffordshire Worcester Channel	1	Railway Walk (Unspecified)	11
Pankridge Park	1	Park (Unspecified)	5
Recreation Ground (Unspecified)	1	Bridle Walk / Path (Unspecified)	1
Homley Railway Walk	1	Play Area (Unspecified)	1
Featherstone Community Centre	1	Woodlands (Unspecified)	1
Bishop Wood Park	1	Other	25
Bantock Park	1	Not Provided	10
Highgate Common	1		

Sample base = 384. Multiple response

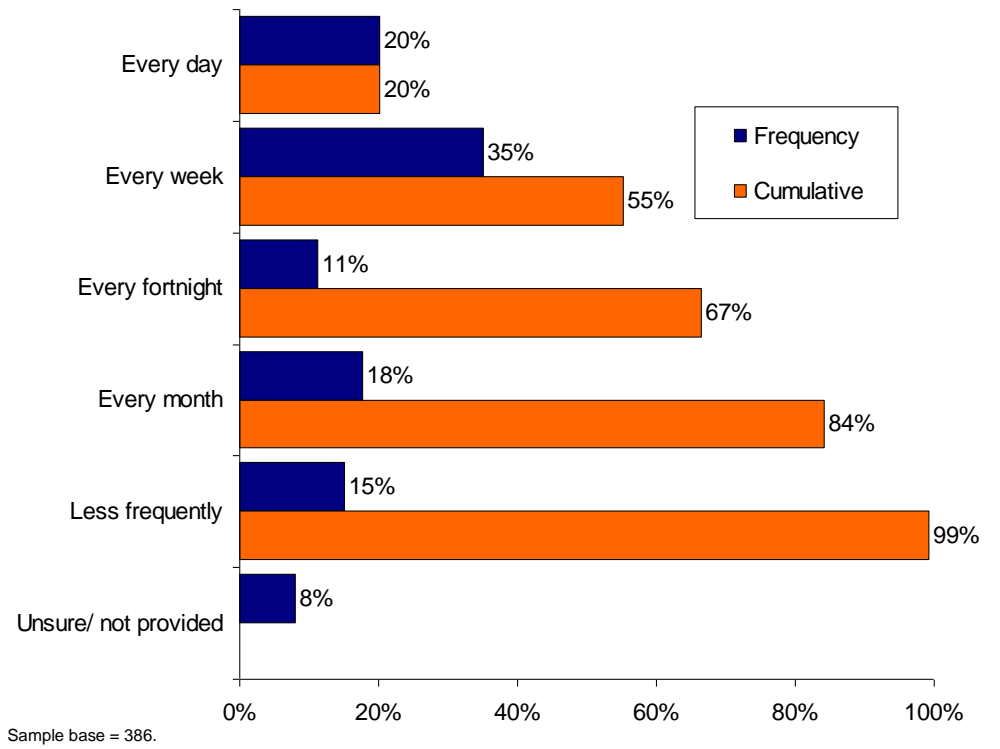
**Travel to green spaces**

- 3.1.4 Given that the focus is on the use of *local* green spaces within easy walking distance, it is unsurprising that the majority of green space users travel to open green spaces on foot, 85% of the relevant sample in total.
- 3.1.5 However, there is a notable minority (31%) who travel to one or more green spaces by car. Smaller proportions cycle (4%).
- 3.1.6 Travel times tend to be short, with 91% of park and open spaces visitors taking up to fifteen minutes to get to their location.

### Times and frequency of visits to green spaces

3.1.7 Overall, one in five park visitors go to the park or open space they visit most frequently on a daily basis at least, whilst the majority visit at least weekly.

**Frequency of visiting the park they use most frequently - prompted  
(Users of local parks and open spaces)**



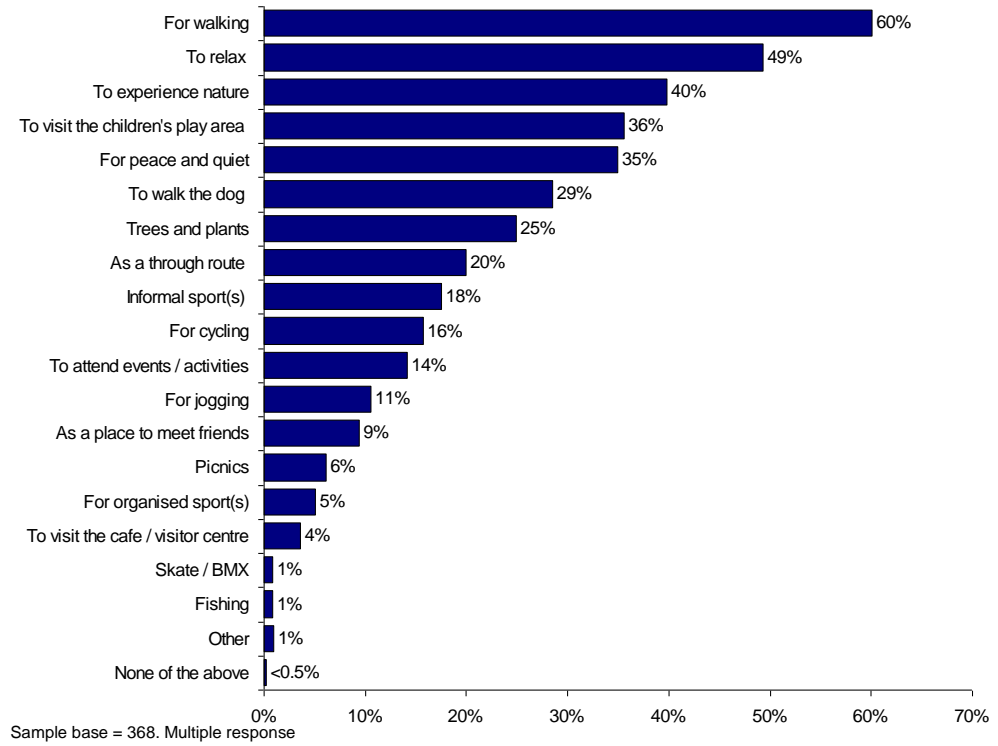
3.1.8 The proportion of visitors attending local open spaces and parks on a weekly basis at least falls away slightly amongst the older age group: 59% of those aged 16-44; 56% aged 45-64; 43% aged 65+.

3.1.9 The majority of park visitors attend at the weekend (68%), although a sizeable minority (47%) go during the week. In terms of the time of day of visits, the afternoon is most common (51%), although again, large minorities visit in the evenings (41%) or mornings (36%).

### Functions of green spaces

3.1.10 Thinking about the park or open space they use most often, respondents were asked to indicate why they or their family visited this site. The majority cites one reason, walking, although sizeable minorities also mention relaxation, experiencing nature, visiting the children, and peace and quiet.

**Reasons for visiting the park they use most frequently - prompted  
(Users of local parks and open spaces)**



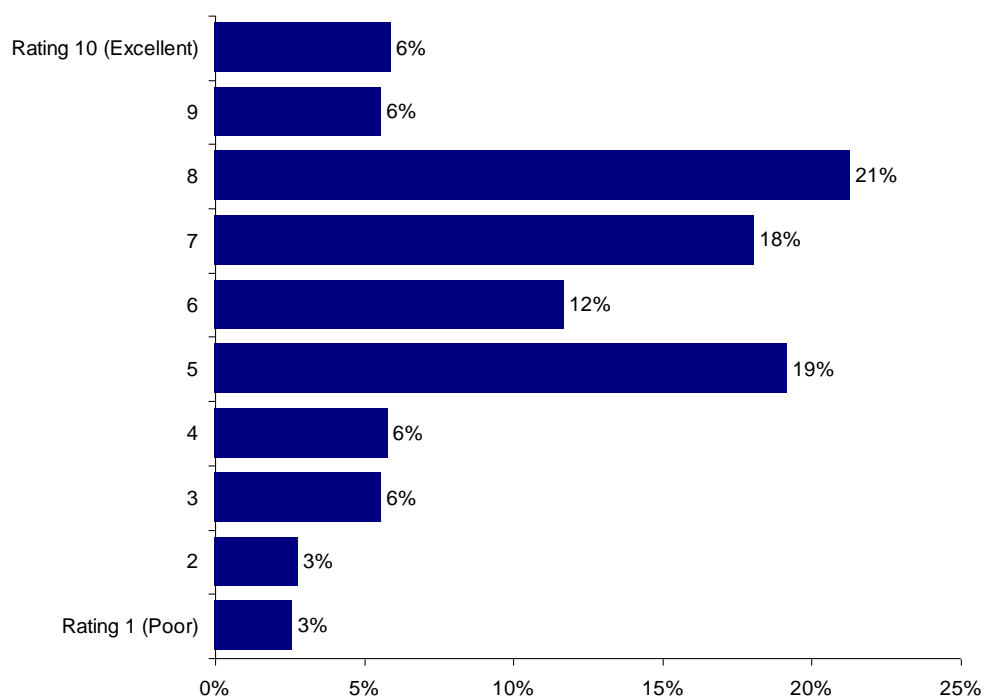
## Quality of green spaces

3.1.11 Users of parks and open spaces were asked to rate the quality of the facility they use most frequently. All ratings are given on a ten-point scale, with the full breakdown presented in the following graph. However, to simplify analysis, the following breakdowns have also been employed:

- Very high quality (rating 9-10); 12%.
- High quality (rating 7-8); 39%.
- Average quality (rating 5-6); 31%.
- Poor quality (rating 3-4); 11%.
- Very poor quality (rating 1-2); 5%.

3.1.12 From this it can be seen that the perceived quality of local open spaces and parks is high, with the majority of respondents (51%) giving a rating of seven or more.

### Quality of the park they use most frequently - prompted (Users of local parks and open spaces)



Sample base = 386.

3.1.13 Drilling down to the parks that are used most frequently:

- 94% give a rating of 7+ Wombrook (base of 17 respondents).
- 87% give a rating of 7+ to Kinver Edge (base of 55 respondents).
- 76% give a rating of 7+ to the Perton Play Area (base of 25 respondents).
- 69% give a rating of 7+ to Cannock Chase Parkland (base of 16 respondents).
- 57% give a rating of 7+ to Codsall Village Park (base of 21 respondents).

3.1.14 Despite the overall positive score in terms of quality ratings for parks, there is

still a minority of users who express a degree of concern about the quality of their facility overall. This is further reinforced when respondents are asked to indicate how the quality of the open space they use most frequently had changed in quality over the past three years. Whilst the majority feel that the overall quality has remained the same (57%), where respondents do notice a change, they are more likely to point to an overall deterioration in the quality of the open space rather than an improvement (20% and 16% respectively).

### **Improving green spaces**

3.1.15 Users of parks and open spaces were asked to suggest ways to improve the quality of the facility they use most often. The key responses mentioned by at least one in ten users include:

- Less litter / regular maintenance of areas (23%).
- Prohibit / control dog fouling / more dog waste bins (19%).
- More children's play areas / facilities and equipment (18%).
- Better maintenance of landscape (grass cutting, trees, etc) (18%).
- More seating / benches (13%).
- More rubbish bins (12%).

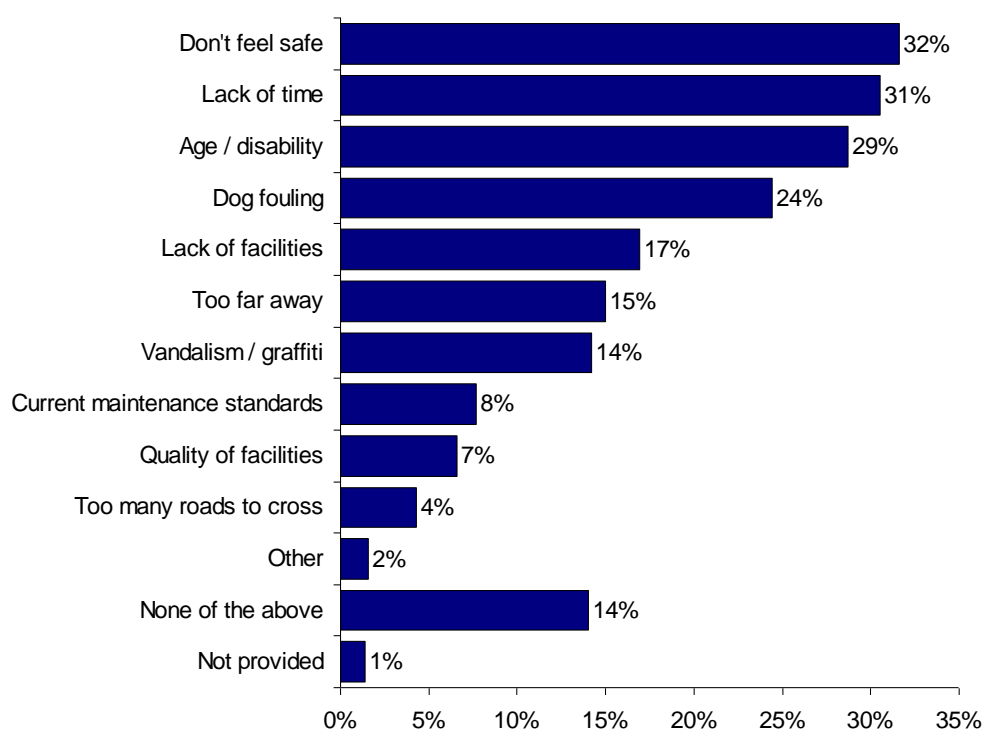
## 3.2 Non-users of green spaces

3.2.1 As reported in paragraphs 3.1.1, 67% of respondents have used local green spaces within the past twelve months. This following section concentrates on the remaining 33% of respondents who have not. Recalling the pattern of use across age groups, it was observed that non-users represent a significantly larger proportion of older respondents, 52% of those aged 65+ in all, contrasting with 39% of those aged 45-64 and 19% of those aged 16-44.

### Barriers to using green spaces

3.2.2 There is no single overwhelming factor which is preventing non-users from using parks or open spaces in the local area; instead, a number of factors are highlighted by sizeable minorities, including safety fears, a lack of time, and age or disability.

#### Reasons why respondents do not visit local parks or open spaces - prompted (Non-users of local parks and open spaces)



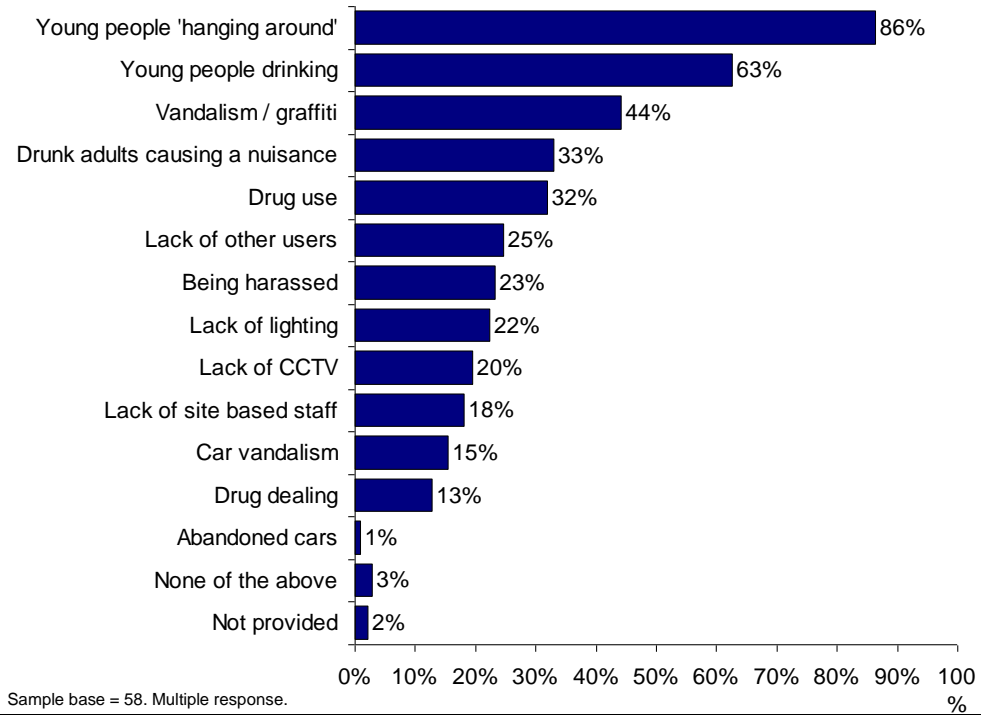
Sample base = 213. Multiple response.

3.2.3 Some key points to note when examining the response across respondent sub-groups is that:

- The proportions mentioning a lack of safety do not vary to any significant degree across respondent gender or age groups.
- Distance (too far away) is a far greater consideration for those in Environmental Area Group 5 (28%).
- The majority of those aged 65+ (60%) or of those with long-term illnesses or disabilities (58%) mention age or disability as a barrier. For both groups, this represents the main barrier to use.
- Those in employment are twice more likely than those who are not working to mention a lack of time (40% and 21% respectively).

3.2.4 Those respondents who mentioned a lack of safety as a barrier to visiting open spaces or parks were further asked to provide reasons or examples for why they do not feel safe in these locations. Here, it is mainly problems with young people that are cited, be it young people hanging around or drinking.

**Reasons why respondents do not feel safe in local parks or open spaces – prompted (Respondents who do not visit local parks or open spaces due to a lack of feeling of safety)**



### 3.3 Overall perceptions of green spaces

#### Sufficiency of green space

- 3.3.1 All respondents, regardless of their use of green space, were asked to indicate whether they thought that the amount of specified outdoor spaces in South Staffordshire sufficed, or whether there was too much or too little.
- 3.3.2 For each of the four types of outdoor space in question, the proportion stating that there was **too much** space amounts to at most 0.2% (equating to one respondent). The focus is therefore on areas where respondents generally perceive there to be insufficient provision, and as the following table indicates, this is centred mainly around outdoor facilities for teenagers and young people and children's play facilities.

#### Sufficiency of specified types of open spaces in South Staffordshire (All respondents)

		Too much	About right	Too little	Unsure / not provided
Open spaces, recreation grounds and parks	%	0	54	37	8
Children's play facilities	%	<0.5	29	53	18
Outdoor facilities for teenagers / young people	%	<0.5	12	71	17
Natural green space e.g. woodland, riverside	%	<0.5	60	31	9

Sample bases = 600

- 3.3.3 Between users and non-users of open spaces, attitudes towards the availability of specified types of outdoor space tend to be fairly similar – the greatest degree of divergence is reported with regards to the provision of natural green space, of which 44% of non-users of open spaces think there is insufficient, compared to 33% of users.

#### Access to green space

- 3.3.4 All respondents were further asked to rate how good or poor they thought that their access was to specified types of green space in their locality. The responses here reinforce the previous answers in 3.3.2, that there is a perceived lack of facilities for teenagers and young people and to a lesser degree for children, given that for both types of open space, only a minority think that local provision is good. Indeed, in the case of facilities for teenagers and young people, the majority of respondents state that provision is poor.
- 3.3.5 Against this however, access to open spaces and natural green space is viewed more positively, with a majority of respondents in either case stating that access is good.

**Rating of the access to specified types of open spaces  
(All respondents)**

	<b>Open spaces, recreation grounds and parks</b>	<b>Children's play facilities</b>	<b>Outdoor facilities for teenagers/ young people</b>	<b>Natural green space</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Very good	17	5	3	18
Fairly good	43	26	6	38
Neither good nor poor	18	22	16	19
Fairly poor	10	17	29	13
Very poor	6	9	23	5
<b>Total good</b>	<b>59</b>	<b>31</b>	<b>10</b>	<b>56</b>
<b>Total poor</b>	<b>15</b>	<b>26</b>	<b>51</b>	<b>18</b>
Unsure/not provided	7	21	23	7

Sample bases = 600

3.3.6 Non-users of parks tend to be less positive about access to open spaces than park users. This is most strongly demonstrated with regards to open space, recreational ground and park access, to which 24% of park non-users think access is poor in comparison to 10% of users<sup>2</sup>.

<sup>2</sup> Although this should be balanced against 3.2.2, which indicates that distance, or crossing roads do not represent the main barriers to park use amongst non-users. The access problem should not be overstated.

## Importance of green spaces

- 3.3.7 All respondents were asked to rate how important specified types of green space were to them and their family by ranking in order the four types of facility mentioned previously in this sub-section.
- 3.3.8 In terms of the most important facility, natural green space is mentioned by the largest proportion (38%), followed by open spaces, recreational grounds and parks (26%). However, taking the first two preferences into account, it is the latter (open spaces, recreation grounds and parks) that is highlighted by the largest proportion (63%).
- 3.3.9 Facilities such as children’s play areas or facilities for teenagers and young people tend to be ranked lower in terms of importance, likely due to the limited number of households in the sample that contain potential users of these facilities.

### Ranked importance of specified types of open space to the respondent and their family (All respondents)

	Open spaces, recreation grounds and parks	Children’s play facilities	Outdoor facilities for teenagers/ young people	Natural green space
	%	%	%	%
1 <sup>st</sup> most important	26	14	12	38
2 <sup>nd</sup> most important	37	19	15	15
3 <sup>rd</sup> most important	18	24	31	14
4 <sup>th</sup> most important	7	30	29	21
<b>Ranked 1<sup>st</sup>/2nd</b>	<b>63</b>	<b>33</b>	<b>27</b>	<b>53</b>
Sample bases = 600				

## Satisfaction with green spaces

3.3.10 Respondents were further asked to rate how satisfied they were with the provision of the four specified types of outdoor space in their local area. Here, the majority of respondents indicate that they are satisfied with the natural green space (60%), and/or with open spaces, recreation grounds and parks (54%).

3.3.11 However, for the remaining two facilities, an overall net level of dissatisfaction emerges, with respondents more likely to indicate that they are dissatisfied rather than satisfied with the provision in question. In terms of net satisfaction scores, these range from +43% for natural green space, to +36% for open spaces, recreation grounds and parks, to –6% for children’s play areas, and –42% for facilities for teenagers and young people.

3.3.12 Part of this dissatisfaction for children’s and teenagers’ is likely to stem from a lack of sufficiency in terms of provision or access problems reported previously in this section, rather than to dissatisfaction with the quality of the facilities that are already in place. A further key point is that the lowest levels of satisfaction are recorded for those facilities which have a relatively low level of importance to the respondent and their family.

### Satisfaction with specified types of open spaces in the local area (All respondents)

	Open spaces, recreation grounds and parks	Children’s play facilities	Outdoor facilities for teenagers/ young people	Natural green space
	%	%	%	%
Very satisfied	8	4	2	18
Fairly satisfied	46	21	6	43
Neither satisfied nor dissatisfied	20	21	18	16
Fairly dissatisfied	11	20	25	11
Very dissatisfied	7	12	25	6
<b>Total satisfied</b>	<b>54</b>	<b>25</b>	<b>8</b>	<b>60</b>
<b>Total dissatisfied</b>	<b>18</b>	<b>31</b>	<b>50</b>	<b>17</b>
Unsure/not provided	7	23	24	7

Sample bases = 600

3.3.13 For all facilities excepting those for teenagers and young people<sup>3</sup>, park users are far more positive than non-users in terms of their level of satisfaction with specified offerings:

- Open spaces, recreation grounds, and parks: 62% of park users satisfied;

<sup>3</sup> Where 8% of park users *and* non-users indicate that they are satisfied with the facilities available.

30% of non-users.

- Children’s play facilities: 31% of park users satisfied; 14% of non-users.
- Natural green space: 68% of park users satisfied; 38% of non-users.

### The importance of open green spaces in making somewhere a good place to live

3.3.14 Respondents were asked to rate the level of importance of having open spaces with three specified attributes when choosing a place to live, these being: good quality, interesting, and safe open spaces and parks. Respondents place a high degree of importance on these considerations, but particularly for the safety and good quality attributes, where at least 90% rate either or both as important.

#### The importance of having open spaces with specified attributes in making somewhere a good place to live (All respondents)

	Good quality open spaces and parks	Interesting open spaces and parks	Safe open spaces and parks
	%	%	%
Very important	56	42	78
Fairly important	34	42	16
Neither important nor unimportant	5	10	2
Fairly unimportant	1	1	<0.5
Very unimportant	<0.5	<0.5	<0.5
<b>Total important</b>	<b>90</b>	<b>84</b>	<b>94</b>
<b>Total unimportant</b>	<b>1</b>	<b>2</b>	<b>1</b>
Not provided	4	5	3
Sample bases = 600			

3.3.15 There is a slight disparity between park users and non-users in terms of the proportions ranking each attribute as important, with non-users tending to be slightly less committal (i.e. more likely to be unsure, or failing to provide a response). In itself, this may point to a small section of the sample for whom open green spaces does not represent a particularly vital issue, although overall, for each of the three attributes, an overwhelming majority of non-park users still perceive the issues as being important.

3.3.16 Approaching three in five respondents (59%) would be prepared to pay more money to buy or rent a house that was close to a good quality, interesting and safe open green space. This is certainly more a consideration for owner-occupiers (61%) than those in RSL accommodation (37%).

### 3.4 Contact with the Council regarding green spaces

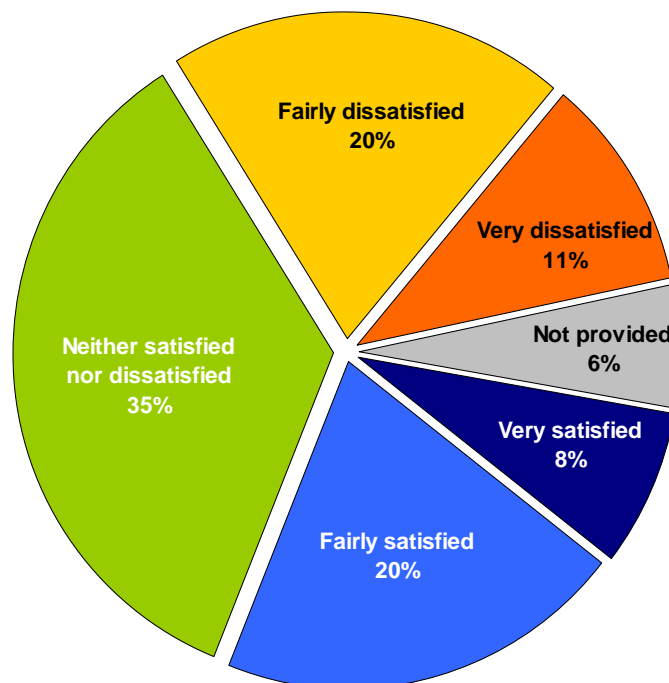
#### Whether the respondent has contacted the Council with regards to green spaces

3.4.1 Overall, 9% of respondents have contacted the Council in the past with regards to green spaces; this proportion does not change significantly across key respondent profile groups.

#### Satisfaction with the advice received

3.4.2 Amongst those respondents who have contacted the Council with regards to green spaces, 28% were satisfied with the response they received, contrasting with 35% who were neither satisfied nor dissatisfied, and 31% who were dissatisfied.

#### Satisfaction with the contact about green spaces (Respondents who have contacted the Council with regards to green spaces)



Sample base = 53

#### Future contact over green spaces

3.4.3 Overall, 62% of respondents would know how to contact the Council were they to need advice on issues related to green spaces. This proportion does not vary significantly by respondent gender or age.

## 4 Environmental Services

### 4.1 Importance of environmental services

- 4.1.1 From a prompted list of seven environmental services, respondents were asked to indicate which three they consider to be most important to them and their family.
- 4.1.2 As the following table indicates, two services are key priorities for panel members, with at least seven in ten including street cleanliness and/or waste collection services within their ‘top-three’ services in terms of importance. This is unsurprising given that these are *universal* services that all households use or benefit from; other services, such as recycling, which are either unavailable (in the case of kerbside recycling collection in certain wards), or require active participation on the part of the resident (such as travelling to recycling facilities), feature less strongly as priority issues.
- 4.1.3 Whilst waste collection and street cleansing services are equal in terms of their cumulative importance (i.e. ranked in the top three), respondents tend to attach the highest level of importance overall to the former, with 37% ranking this as the most important service to them and their family.

#### Importance of environmental services (All respondents)

		Most important			Cumulative score
		Ranked 1st	Ranked 2nd	Ranked 3rd	
Waste collection services	%	37	18	13	67
Street cleanliness	%	26	23	18	67
Cleanliness of other land controlled by the Council	%	5	15	13	33
Provision of street lighting	%	7	11	14	32
Kerbside recycling facilities	%	5	10	10	25
Hygiene and safety in local restaurants, shops etc.	%	7	6	9	22
Provision of local recycling facilities	%	2	4	9	15
Not provided	%	13	13	14	-
Sample bases = 600					

## 4.2 Improvements to environmental services

### Which services most need improving

- 4.2.1 Based on the same list of issues reported in section 4.1, respondents were further asked to rank the three environmental services that they consider most need improving.
- 4.2.2 In this instance, the cleanliness of both streets and other land controlled by the Council represents the key concern for panel members, with the majority ranking either service as one of the ‘top-three’ most in need of improvement.
- 4.2.3 There is however a far less emphatic result in terms of the *one single* service that respondents perceive to most need improving (i.e. the service ranked first), with no individual service highlighted by more than one-quarter of respondents.

### Environmental services that most need improving (All respondents)

		Most needs improving			Cumulative score
		Ranked 1st	Ranked 2nd	Ranked 3rd	
Street cleanliness	%	21	20	19	60
Cleanliness of other land controlled by the Council	%	17	26	12	56
Waste collection services	%	21	8	11	41
Kerbside recycling facilities	%	11	9	11	31
Provision of street lighting	%	7	9	12	28
Hygiene and safety in local restaurants, shops etc.	%	7	7	11	25
Provision of local recycling facilities	%	5	6	7	17
Not provided	%	11	15	18	-

Sample bases = 600

### How services could be improved

- 4.2.4 Those respondents who ranked an individual service within the top three with regards to most requiring improvement, were further asked to highlight methods through which this could be achieved. The key responses are presented below.
- 4.2.5 For the key areas of improvement, i.e. cleansing, answers centre around reactive measures to clean up the problem, or penalise those that litter. Pro-active measures to prevent the problem occurring in the first place are less likely to be cited.
- To improve **street cleanliness** (base of 348 respondents): more frequent street cleansing (38%); more litter bins (7%); address dog fouling [stricter control; more dog fouling bins] (6%); imposition of fines for littering (3%);

better maintenance of paths (2%); more park cleaners (1%); better maintenance of gutters and drains (1%).

- To improve the **cleanliness of other land controlled by the Council** (base of 327 respondents): more regular maintenance (27%); more regular inspections (8%); removal of fly tipping (6%); more litter bins (5%); landscaping (5%); dog fouling patrols/penalties (4%); action to prevent fly tipping (3%); more dog waste bins (2%).
- To improve **waste collection services** (base of 229 respondents): return to the weekly collection (46%); more frequent collection generally (13%); improve the paper bag system (2%); provide appropriately-sized bags (2%); clear up spillage after refuse collection (1%); have all collections on the same day (1%).
- To improve **kerbside recycling services** (base of 162 respondents): weekly collection (16%); increase the range of items that can be recycled (16%); larger, more robust bins (10%); more facilities required (10%); provision for recycling plastics (5%); separate bins for different materials (3%); should be available for all households (2%).
- To improve **street lighting** (base of 166 respondents): install more street lighting (29%); upgrade existing street lighting (15%); better maintenance and repairs (5%).
- To improve **hygiene and safety in local restaurants, shops and other public service areas** (base of 151 respondents): more frequent spot checks on premises (23%); stopping youths hanging about (9%).
- To improve **local recycling facilities** (base of 111 respondents): more facilities required (34%); more frequent emptying of the facilities (14%); provide facilities for cardboard recycling (11%).

## 4.3 Priority issues

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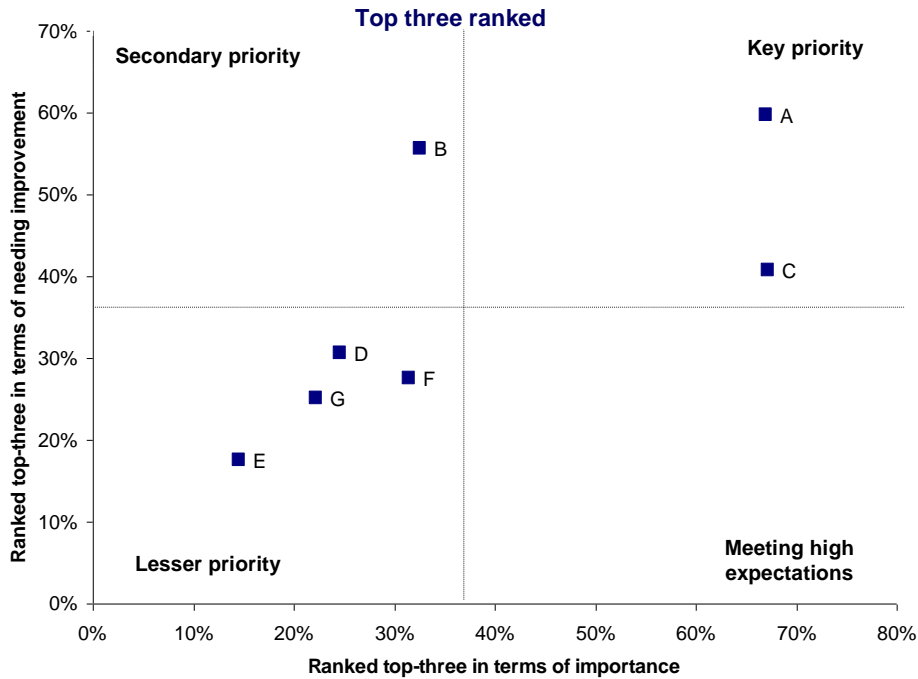
### Matrices of importance against required improvement

- 4.3.1 The matrices overleaf compare the responses from sections 4.1 (importance of environmental services) and 0 (required improvements to environmental services) to ascertain whether there is any clear correlation between the two sets of responses.
- 4.3.2 Each matrix is divided into four quadrants<sup>4</sup>, which can be broadly classified as follows:
- **Key priority** (top right): above-average in terms of importance, but also services that are more likely to require improvement;
  - **Secondary priority** (top left): below-average in terms of importance, although more likely to require improvement;
  - **Meeting high expectations** (bottom right): above average in terms of importance, but less likely to require improvement, indicating a high level of satisfaction with the provision of a key service.
  - **Lesser priority** (bottom left): below average in terms of importance, but also less likely to need improvement. This may indicate that service levels are being met, or that there is a higher degree of indifference towards the service in question.
- 4.3.3 It is important to note however, that these services are classified against the other seven environmental services only. Whilst providing a general guide to service areas that the Environmental Services Department might concentrate on, within a wider context, it is not possible within the scope of this survey to determine how these services compare against those offered by other Council units. Therefore, it should not be assumed that services described as key priorities are necessarily areas of weakness for the Council.
- 4.3.4 Firstly, comparing the two sets of scores according to those services ranked within the top-three according to importance and the need for improvement, the following highlights waste collection (C), but particularly street cleansing (A) services as those that require the greatest level of focus from the Council. To stress again however, it is these services that respondents are most likely to access or benefit from on a regular basis, thereby possessing a greater degree of familiarity.
- 4.3.5 The pattern is repeated below when examining the services ranked the single-most importance or in need of improvement.

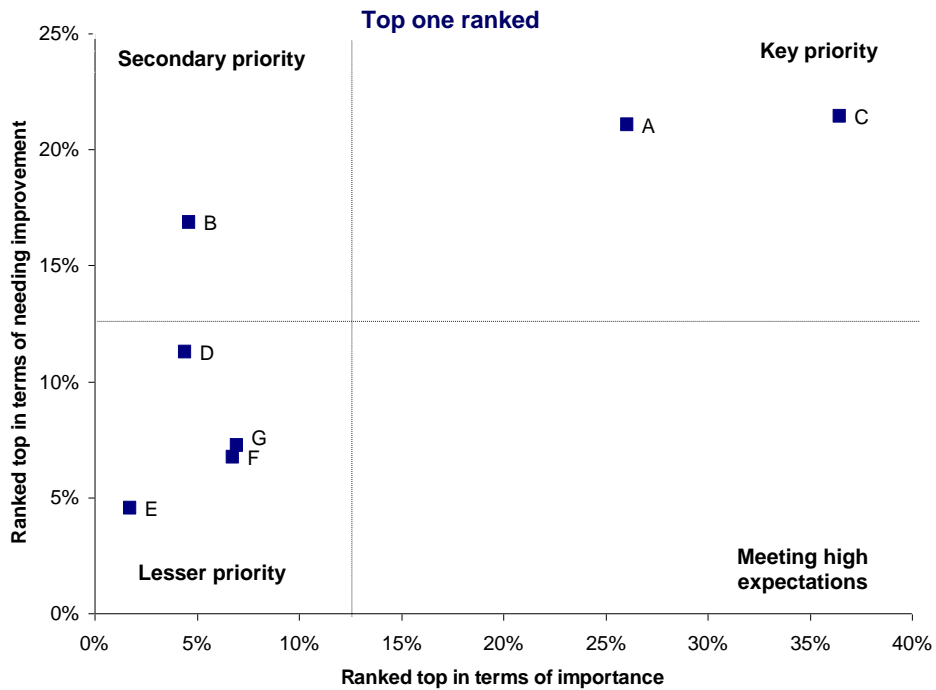
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<sup>4</sup> The average percentage for each question determines the quadrant dividing lines.

**Priority environmental services: those that are most important against those that most need improving (All respondents)**



Sample bases = 600. Multiple response



Sample bases = 600.

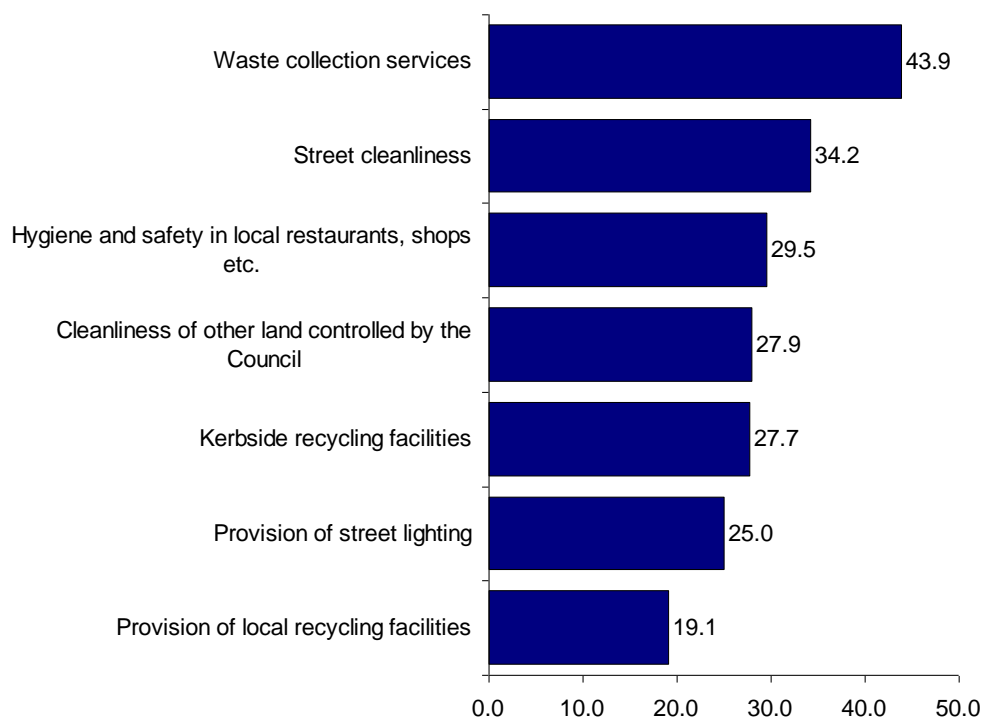
Key

- |   |   |   |   |
|---|---|---|---|
| A | How clean the streets are                           | E | Provision of local recycling facilities                                       |
| B | Cleanliness of other land controlled by the Council | F | Provision of street lighting  |
| C | Waste collection services                           | G | Hygiene and safety in local restaurants, shops and other public service areas |
| D | Kerbside recycling facilities                       |   |   |

## One-hundred score rating

- 4.3.6 In order to assess the priority of the seven specified environmental services, respondents were further asked to rate where they think priorities should be set using a one hundred-point scoring system. For example, were only one service to have important to an individual respondents, they would have attributed a score of one hundred to this, and zero to the other six. However, if an individual respondent wished to apply equal priority to five of the seven services, scores of twenty points would have been distributed amongst the five.
- 4.3.7 This innovative way of examining priorities will help the Council by adding weight to each aim using the average score. This was calculated by multiplying the number of panel members who answered the question by 100 to get our total score, in this instance 56,800 (568 panel members \* 100). Then the total score for each aim was calculated from which the mean score was worked out.
- 4.3.8 Using this method, the following graph indicates that the priority services for the panel are waste collection, achieving a mean score of 44 points, and street cleansing, with a mean score of 34.

**Priority environmental services: mean scores attributed to each service according to the one hundred-point scoring system (All respondents)**



Sample base = 56,800.

- 4.3.9 Contrasting this with the matrices reported previously in paragraphs 4.3.1 to 4.3.5, serves to reinforce that waste collection and street cleansing services are those issues of the utmost importance to the sample, and those that represent the key priorities for the Council.
- 4.3.10 Conversely, the provision of recycling facilities achieves a low score both in terms of the hundred-point system, and when depicted within a matrix.
- 4.3.11 Analysis across Environmental Action Group Area does indicate wide

fluctuations in terms of the one-hundred point priority score, particularly with regards to the following three areas of provision:

- Waste collection: a greater priority within EAG 1 than EAG 3;
- Street lighting: a lesser priority within EAG 4;
- Hygiene and safety in restaurants et all: a lesser priority within EAG 4.

**Priority environmental services: mean scores attributed to each service according to the one hundred-point scoring system (All respondents)**

	EAG 1	EAG 2	EAG 3	EAG 4	EAG 5	All
	%	%	%	%	%	%
How clean the streets are	33.18	35.60	34.91	33.18	32.07	<b>34.15</b>
Cleanliness of other land controlled by the council	25.94	27.75	31.12	29.25	22.27	<b>27.91</b>
Waste collection services	<b>54.68</b>	45.95	30.79	48.78	34.71	<b>43.91</b>
Kerbside recycling facilities (where available)	28.37	21.40	31.86	31.29	26.80	<b>27.69</b>
Provision of local recycling facilities (e.g. bottle banks)	14.63	18.19	20.60	13.81	24.55	<b>19.10</b>
Provision of street lighting	25.83	23.61	32.91	<b>17.58</b>	20.43	<b>25.02</b>
Hygiene and safety in local restaurants, shops and other public service areas	32.52	26.86	35.94	<b>19.21</b>	26.41	<b>29.49</b>
Sample bases	9900	13200	15700	7400	10600	<b>56800</b>

## 4.4 Kerbside recycling services

4.4.1 From section 4.3 it was reported that kerbside recycling facilities ranked as one of the less important environmental services offered by South Staffordshire Council<sup>5</sup>. It is nevertheless important to stress that these services are not available to all households within the sample, and that the provision is uneven in terms of the individual service components provided. To illustrate, 20% of respondents indicate that they do not have a green box for the collection of glass tins and plastic, 12% that they receive no garden waste collection services, and 9% that they receive no green bag for paper recycling.

4.4.2 In geographical terms, it is respondents in Environmental Action Group Areas Three and Four, where kerbside collection appears to be most limited in scope.

- 38% of those in EAG 3 have no Green Box; 31% no green garden waste collection facility; 14% no Blue Bag collection;
- 36% of those in EAG 4 have no Green Box; 22% no Blue Bag collection.

<sup>5</sup> Ranked fifth of seven services according to the one-hundred point priority scoring system.

4.4.3 The following analysis, which examines satisfaction with individual components of the kerbside recycling service excludes those respondents who are non-service recipients. As the following table shows, levels of satisfaction with the three services in question are high, but particularly so with regards to the collection of garden waste.

4.4.4 Whilst the majority of users indicate that they are satisfied overall with the Blue Bag and Green Box services, there is nevertheless small minorities expressing dissatisfaction with these services, indicating some scope for improvements to service delivery. As indicated in paragraph 4.2.5, bin capacity, collection frequency, and the range and scope of items that can be recycled would potentially be the key drivers to increase satisfaction.

**Satisfaction with specified kerbside recycling facilities  
(Where the facility is available)**

	<b>Green garden waste</b>	<b>Blue Bag</b>	<b>Green Box</b>
	<b>%</b>	<b>%</b>	<b>%</b>
Very satisfied	47	35	34
Fairly satisfied	31	34	30
Neither satisfied nor dissatisfied	9	10	9
Fairly dissatisfied	5	7	12
Very dissatisfied	4	9	11
<b>Total satisfied</b>	<b>79</b>	<b>69</b>	<b>64</b>
<b>Total dissatisfied</b>	<b>8</b>	<b>17</b>	<b>23</b>
Not provided	4	5	4
Sample bases	527	545	479

## 4.5 The built and natural environment

- 4.5.1 Respondents were asked to rate the level of importance to them of individual aspects of the built and natural environments, namely, that the Council should protect the historic environment, and that they should protect wildlife sites and create new habitats.
- 4.5.2 Overall, respondents perceive these to be key areas of importance for the Council, with at least nine in ten respondents for either statement indicating that they think protection to be an important issue. Indeed, for each statement, a majority of respondents consider conservation to be a very important issue.

### Importance of protecting the built and natural environments (All respondents)

	Protect the historic environment	Protect wildlife sites and create new habitats
	%	%
Very important	62	72
Fairly important	29	20
Neither important nor unimportant	5	4
Fairly unimportant	1	2
Very unimportant	1	1
<b>Total important</b>	<b>91</b>	<b>92</b>
<b>Total unimportant</b>	<b>1</b>	<b>2</b>
Not provided	3	2
Sample bases = 600		

## 5 Local Services and Access

### 5.1 Access to local community services

5.1.1 Respondents were asked to rate the extent to which they find it difficult to access specified services. The individual services are sub-divided into five general service areas: healthcare facilities; services for children and young people; services for older people; recreational facilities; and community facilities. The following sub-sections examine each of these service groups separately.

#### Healthcare facilities

5.1.2 Generally, respondents have less difficulty in accessing general healthcare, such as doctors, dentists or chemists, with over three-quarters of respondents indicating that they find this easy, contrasting with one in eight whom experience difficulties.

5.1.3 Whilst at least half of respondents still indicate that that they find it easy to access more specialised services such as hospitals, opticians or chiropodists, clearly there is a deficit in terms of access to these facilities in comparison to more general medical practices.

5.1.4 That respondents are most likely to experience difficulty in accessing a hospital is unsurprising given the relative scarcity of these facilities in comparison to other healthcare establishments.

#### Ease of accessing specified healthcare facilities (All respondents)

	Doctors/ dentists/ chemists %	Opticians/ chiropodists %	Hospitals %
Very easy	46	21	8
Fairly easy	32	38	42
Neither easy nor difficult	8	19	19
Fairly difficult	8	9	20
Very difficult	5	5	9
<b>Total easy</b>	<b>78</b>	<b>59</b>	<b>50</b>
<b>Total difficult</b>	<b>12</b>	<b>14</b>	<b>28</b>
Unsure/not provided	2	9	3
Sample bases = 600			

## Services for children and young people

- 5.1.5 When examining ease of access to specified childcare facilities, it is evident from the high level of non-response (i.e. unsure or not provided), that these services are likely to be applicable to a minority of panel members only.
- 5.1.6 Despite this however, the data suggests a positive level of response amongst those who provide a rating; for each of the three named facilities, respondents are more likely to consider access to be easy rather than difficult. This is particularly the case for playgroups and nurseries, where few respondents highlight difficulties.
- 5.1.7 Where any improvements could be addressed is in the supply of holiday play schemes, for which 15% of respondents consider access to be difficult.

### Ease of accessing specified services for children and young people (All respondents)

	Holiday play schemes	Playgroups and nurseries	Breakfast / after-school clubs
	%	%	%
Very easy	5	11	7
Fairly easy	15	20	12
Neither easy nor difficult	13	12	12
Fairly difficult	10	3	5
Very difficult	5	<0.5	3
<b>Total easy</b>	<b>20</b>	<b>31</b>	<b>20</b>
<b>Total difficult</b>	<b>15</b>	<b>4</b>	<b>8</b>
Unsure/not provided	53	54	60

Sample bases = 600

## Services for older people

- 5.1.8 With regards to facilities and services for older people, there is again a high level of non-response, suggesting a lack of awareness about the services offered. However, where respondents offer a rating, the outcome is again positive, with the proportion finding access easy to be more than twice that who finds access difficult.
- 5.1.9 Older respondents aged 65+ provide a more emphatic response, both in terms of being more likely to find access easy in comparison to the overall sample, but conversely also more likely to find access difficult. Whether this points to potential mobility problems or otherwise to a lack of service offering in the locality is not explicit within the survey.

**Ease of accessing services and facilities for older people  
(All respondents)**

	People aged 65+ %	All respondents %
Very easy	8	6
Fairly easy	26	17
Neither easy nor difficult	21	14
Fairly difficult	6	6
Very difficult	9	4
<b>Total easy</b>	<b>34</b>	<b>23</b>
<b>Total difficult</b>	<b>15</b>	<b>10</b>
Unsure/not provided	30	54
Sample bases	159	600

**Recreational facilities**

5.1.10 For each specified type of leisure facility, a majority of respondents find access to be easy rather than difficult to achieve. This is particularly the case for sports or social clubs and pubs, for which two-thirds of the sample indicates easy access.

**Ease of accessing recreational facilities (All respondents)**

	Sports, social clubs, pubs %	Leisure facilities %
Very easy	25	16
Fairly easy	41	42
Neither easy nor difficult	15	15
Fairly difficult	5	11
Very difficult	2	6
<b>Total easy</b>	<b>67</b>	<b>58</b>
<b>Total difficult</b>	<b>7</b>	<b>16</b>
Unsure/not provided	11	11
Sample bases = 600		

## Community facilities

- 5.1.11 The final grouping of local facilities over which respondents indicate ease of access, community facilities, is on the whole, the type of facility that respondents are most likely to find easy to access. The actual scope of the community facilities in question is varied, ranging from places of worship to local shops and post offices.
- 5.1.12 Overall, results for local shops/post offices and community centres/libraries are roughly similar; respondents are slightly more likely to consider it easy to access shops and post offices however.
- 5.1.13 The comparatively high level of non-response (15%) with regards to access to places of worship suggests a lower user base overall, but in contrast to other community facilities, it is places of worship that respondents are least likely to encounter access difficulties.

### **Ease of accessing specified community facilities (All respondents)**

	<b>Faith centres / places of worship</b>	<b>Local shops / post offices</b>	<b>Community centres / libraries</b>
	<b>%</b>	<b>%</b>	<b>%</b>
Very easy	39	44	38
Fairly easy	38	36	38
Neither easy nor difficult	7	8	10
Fairly difficult	1	5	6
Very difficult	1	5	4
<b>Total easy</b>	<b>76</b>	<b>80</b>	<b>76</b>
<b>Total difficult</b>	<b>1</b>	<b>10</b>	<b>10</b>
Unsure/not provided	15	2	4
Sample bases = 600			

## 5.2 Tourism facilities

- 5.2.1 All respondents were asked to rate their level of satisfaction with three aspects of local tourist offices and tourism services available. The three components of this question include: satisfaction with access to tourist information sites, the quality of information available, and the quality of tourist facilities overall.
- 5.2.2 It is clear from the following table that there is a net level of dissatisfaction<sup>6</sup> with each of the three aspects of tourism services. Generally, attitudes

<sup>6</sup> Respondents being more likely to indicate that they are dissatisfied rather than satisfied with the aspect in question.

towards each of the three elements are similar, net satisfaction scores ranging from –4% (access to TICs and overall tourist facilities), to –2% (the quality of the information available).

- 5.2.3 Also evident from this data is the high level of neutral response, i.e. respondents who are neither satisfied nor dissatisfied. Added to the high levels of non-response (unsure/not provided), this suggests that at best, local residents may only have a passive knowledge of the services available, and are therefore unable to provide definitive ratings.

**Satisfaction with specified aspects of the local tourism services  
(All respondents)**

	<b>Access to Tourist Information Centres</b>	<b>Quality of information available</b>	<b>Tourist facilities overall</b>
	<b>%</b>	<b>%</b>	<b>%</b>
Very satisfied	3	3	2
Fairly satisfied	15	18	15
Neither satisfied nor dissatisfied	26	24	28
Fairly dissatisfied	13	15	15
Very dissatisfied	8	8	6
<b>Total satisfied</b>	<b>18</b>	<b>21</b>	<b>17</b>
<b>Total dissatisfied</b>	<b>22</b>	<b>23</b>	<b>21</b>
Unsure/not provided	34	33	34
Sample bases = 600			

## 6 Transport Services

### 6.1 Importance of transport issues locally

- 6.1.1 Respondents attach a high level of importance to individual aspects of transport services within the district; as the following table indicates, when asked to rate how important seven named elements of transport services were, a majority of respondents in each instance gave an affirmative response.
- 6.1.2 Most notably, issues surrounding traffic, be it volume or speed, represent the key concerns for panel members, although bus services and walking facilities are other key considerations. That respondents are less likely to view rail services as important is likely to point to a lower overall level of usage, and thereby a lower level of dependency on such services.
- 6.1.3 What is clear from these results however is that future transport planning must encompass multiple strategies to address issues surrounding private transport use (such as tackling congestion issues), as well as providing workable alternatives, be it public transport, or walking/cycling routes. The issues of walking and cycling are covered in more detail in 6.3 below.

#### Importance of specified transport issues for South Staffordshire (All respondents)

	Level of traffic congestion	Traffic speeds	Car parks	Local bus service	Local rail service	Walking facilities	Cycling facilities
	%	%	%	%	%	%	%
Very important	57	59	32	54	30	43	33
Fairly important	30	27	39	32	33	38	35
Neither important nor unimportant	6	7	18	7	18	12	19
Fairly unimportant	2	2	5	1	5	2	5
Very unimportant	1	1	1	<0.5	3	1	2
<b>Total important</b>	<b>87</b>	<b>86</b>	<b>71</b>	<b>86</b>	<b>63</b>	<b>81</b>	<b>67</b>
<b>Total unimportant</b>	<b>2</b>	<b>3</b>	<b>6</b>	<b>1</b>	<b>8</b>	<b>3</b>	<b>7</b>
Unsure/not provided	5	4	5	6	12	5	7

Sample bases = 600

## 6.2 Changes to transport services

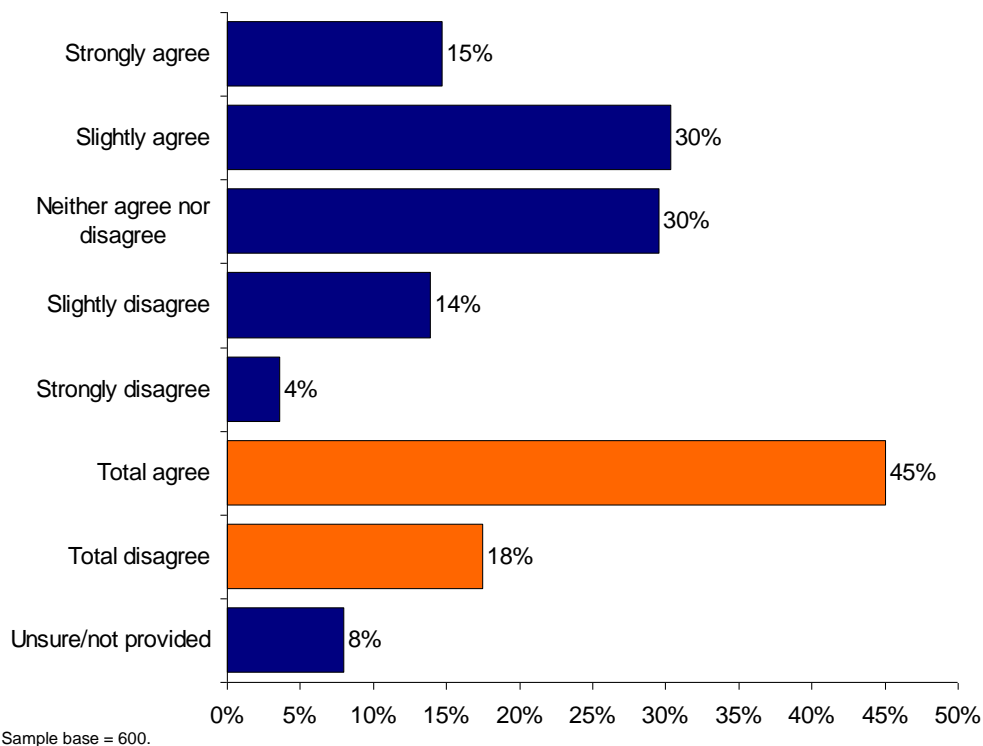
- 6.2.1 Respondents were asked to compare how aspects of local transport services had changed over the previous twelve months. To do so, they were asked to rate their level of agreement with seven specified statements which relate to the seven transport aspects reported in section 6.1.
- 6.2.2 These statements are generally worded to ascertain whether respondents feel that a *positive* change has occurred. However, one statement, that *it is harder to park* points to a negative change; this statement will therefore be treated separately.
- 6.2.3 Looking at the inherently positive statements, it is clear from the table below that respondents hold a pessimistic view with regards to changes in transport services and provision. In each case, an overall net level of disagreement (i.e. respondents are more likely to disagree than agree with the statement) results. Particularly of note are attitudes towards traffic volume and congestion; for both of these aspects, a majority of respondents disagree that positive change has occurred.
- 6.2.4 Also important to note are the differing levels of non-response (i.e. unsure/not provided), particularly with regards to change in public transport. This is likely to indicate a comparatively high degree of non-use.

### Agreement with specified statements regarding changes to transport services within the past twelve months (All respondents)

	There is less traffic congestion	Traffic speeds have reduced	Local bus service has improved	Local rail service has improved	It is safer and more pleasurable to walk	It is safer and more pleasurable to cycle
	%	%	%	%	%	%
Strongly agree	1	2	1	0	1	1
Slightly agree	8	16	6	5	14	7
Neither agree nor disagree	24	24	31	28	40	30
Slightly disagree	34	32	18	13	26	25
Strongly disagree	26	20	15	11	10	11
<b>Total agree</b>	<b>9</b>	<b>18</b>	<b>7</b>	<b>5</b>	<b>15</b>	<b>8</b>
<b>Total disagree</b>	<b>60</b>	<b>52</b>	<b>33</b>	<b>24</b>	<b>35</b>	<b>36</b>
Unsure/not provided	7	6	30	43	10	26
Sample bases = 600						

6.2.5 For the remaining statement, that it is harder to park, results also point no a negative shift in the situation to that from one year ago. Overall, 45% of respondents agree that it is more difficult to park, which is more than double the proportion that registers disagreement with the statement (18%).

**Agreement that it is more difficult to park than one year ago (All respondents)**

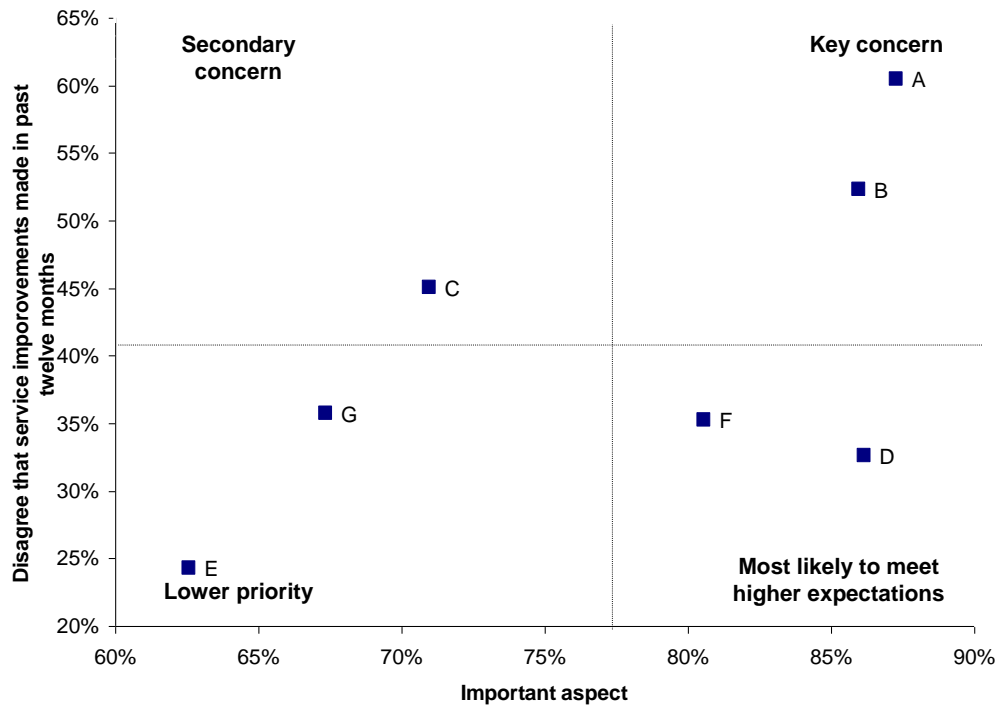


6.2.6 Whilst respondents clearly attach a high level of importance to traffic issues, and furthermore are most likely to perceive these to be problem areas, to support this view, the following matrix correlates the results from sections 6.1 and 1.1 in order to identify key priority areas for the Council.

6.2.7 The matrix is split into four quadrants, divided by the average percentage to the questions that individual services are important, and that respondents disagree that improved service provision has occurred in the past twelve months<sup>7</sup>. This serves to confirm the assertion that traffic speeds and congestion are the key issues for the district. Both of these issues fall into the top-right quadrant, indicating that respondents attach a higher level of importance, but are also most likely to feel that negative service change has occurred.

<sup>7</sup> Note that for six of the seven aspects, this indicates that respondents disagree that positive change has occurred, in the case of car parking, that respondents agree that the situation has become more difficult.

**Importance of specified transport issues against the perceived deterioration in service provision over the past year (All respondents)**



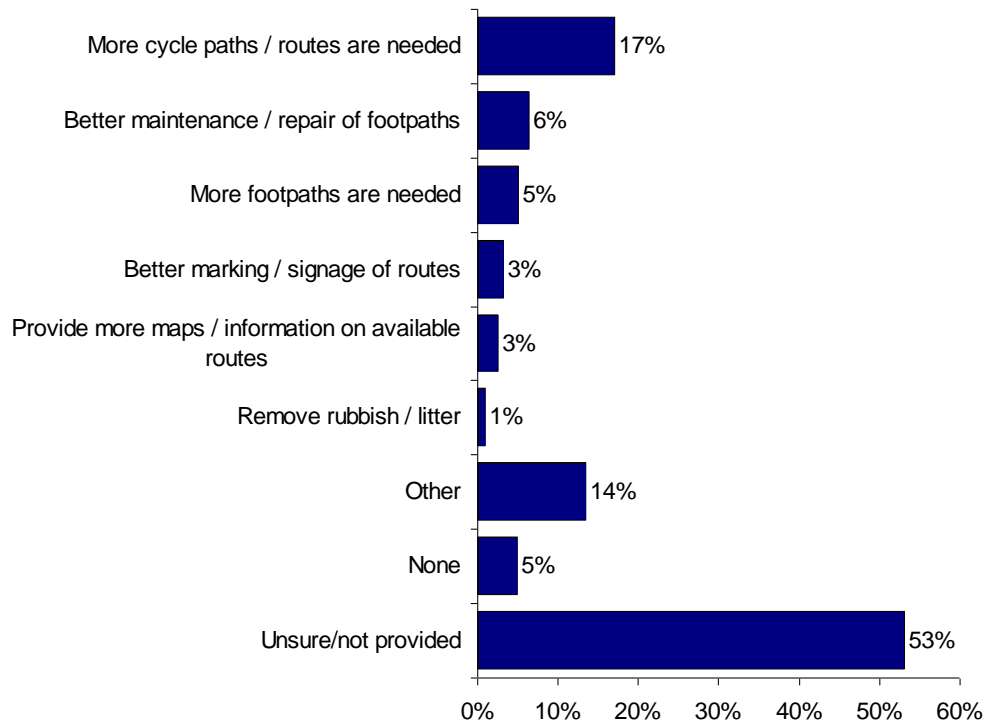
Sample bases = 600.

Key	
Importance	Perception
A Traffic congestion	Disagrees that there is less traffic congestion
B Traffic speeds	Disagrees that traffic speeds have decreased
C Car parks	Agrees that it is harder to park
D Bus services	Disagrees that bus services have improved
E Rail services	Disagrees that rail services have improved
F Walking facilities	Disagrees that is safer and more pleasurable to walk
G Cycling facilities	Disagrees that is safer and more pleasurable to cycle

### 6.3 Improvements to walking/cycling routes

6.3.1 In order to encourage greater use of non-motorised forms of transport, principally walking or cycling, respondents were asked to indicate ways in which supporting facilities for either activity could be improved. Here, only a minority (52%) are able to recommend possible improvements, and these centre mainly on increasing the number of routes available for cycling (17% - more cycle lanes) or walking (5% - more footpaths).

**Improvements that could be made to existing walking or cycling facilities - unprompted (All respondents)**



## 7 Fear of Crime

### 7.1 Feeling of safety

7.1.1 Respondents were asked how safe they felt in four specified situations; either being alone at home or walking in their local neighbourhood both during the day and at night.

7.1.2 Unsurprisingly, respondents are generally more positive with regards to their safety during the day, particularly their level of safety at home, where 89% of the sample indicate that they feel safe. There is a fall with regards to safety at night, but this is far more marked with regards to walking alone in the neighbourhood, where 39% of respondents feel safe, less than half the proportion that feels safe in a similar situation during daylight hours. Indeed, for safety at night in the neighbourhood, the proportions feeling safe against those that feel unsafe are approximately equal.

#### Extent to which respondents feel safe in specified situations (All respondents)

	At home during day	At home at night	Walking in neighbourhood during day	Walking in neighbourhood at night
	%	%	%	%
Very safe	38	24	30	8
Fairly safe	50	52	53	31
Neither safe nor unsafe	7	12	10	18
Fairly unsafe	3	7	4	26
Very unsafe	1	3	1	12
<b>Total safe</b>	<b>89</b>	<b>76</b>	<b>83</b>	<b>39</b>
<b>Total unsafe</b>	<b>3</b>	<b>10</b>	<b>5</b>	<b>38</b>
Unsure/not provided	1	2	2	5

Sample bases = 600

7.1.3 When analysing feelings of safety across key respondent sub-groups they key measure to examine here is the comparative feelings of safety whilst walking in the local neighbourhood at night. The headline result indicates a net feeling of safety on +1% (the percentage unsafe subtracted from the percentage safe). However, this net feeling of safety varies considerably by:

- Gender (+11% male; -7% female);
- Age (+7% those aged 16-44; -1% aged 45-64; -5% aged 65+);
- Housing type (+4% for owner-occupiers; -27% for those in RSL accommodation).

## 7.2 Problems of crime and anti-social behaviour

### Extent to which crime and anti-social behaviour is a problem in the local area

- 7.2.1 Respondents were asked to indicate the extent to which eleven examples of crime, anti-social behaviour, or unfamiliar experience were a problem in their local neighbourhood.
- 7.2.2 Reflecting concerns over traffic issues previously noted in section 1.1, the following table indicates that speeding cars represent a problem for local residents, mentioned by 86% of respondents. Further, a number of other issues are cited as being slight or serious problems for the majority, namely vandalism, being afraid of being out alone in the dark, disturbance from young people, and/or theft of cars or property.
- 7.2.3 It is important to stress at this juncture that perceptions of crime levels do not always correlate with actual experience of crime. Other factors such as adverse media reporting may influence respondents' thinking into overestimating the scale of a problem. Nevertheless, it is of concern that such high proportions of respondents do highlight more 'serious' crimes such as theft of cars/property or drug abuse and dealing as problem areas.

### Extent to which crime and anti-social behaviour is a problem in the local neighbourhood (All respondents)

		Is a problem	Serious problem	Slight problem	Not a problem	Unsure/ NP
Speeding cars	%	<b>86</b>	39	47	<b>11</b>	<b>3</b>
Vandalism	%	<b>75</b>	22	53	<b>20</b>	<b>5</b>
People being afraid of being out alone in the dark	%	<b>71</b>	21	50	<b>23</b>	<b>7</b>
Disturbance from young people	%	<b>70</b>	27	44	<b>26</b>	<b>4</b>
Theft of cars/property	%	<b>66</b>	16	50	<b>20</b>	<b>14</b>
Drug abuse	%	<b>50</b>	22	28	<b>23</b>	<b>27</b>
Drug dealing	%	<b>41</b>	20	21	<b>28</b>	<b>31</b>
Anti-social behaviour caused by children going to and from school	%	<b>41</b>	9	32	<b>47</b>	<b>12</b>
Noisy or antisocial neighbours	%	<b>40</b>	5	35	<b>57</b>	<b>3</b>
Different people moving in and out of the area	%	<b>26</b>	7	19	<b>55</b>	<b>20</b>
Arson	%	<b>11</b>	1	10	<b>78</b>	<b>12</b>

Sample bases = 600

## Extent to which crime and anti-social behaviour affects respondents' quality of life

7.2.4 When asked to rate the extent to which specified types of anti-social behaviour or crime affect their quality of life, as with the previous question looking at the extent to which specified issues are a problem, the key areas of concern are speeding cars and vandalism.

7.2.5 Notably, for each of the eleven items, respondents are more likely to indicate that an issue is a problem than they are to state that their quality of life is affected by it. Indeed, only one issue affects more than one in five respondents to a large extent, and that is speeding cars (32%). This suggests that direct personal experience of crime or anti-social behaviour is not the only driver that is boosting fear of crime.

### Extent to which crime and anti-social behaviour affects the respondent's quality of life (All respondents)

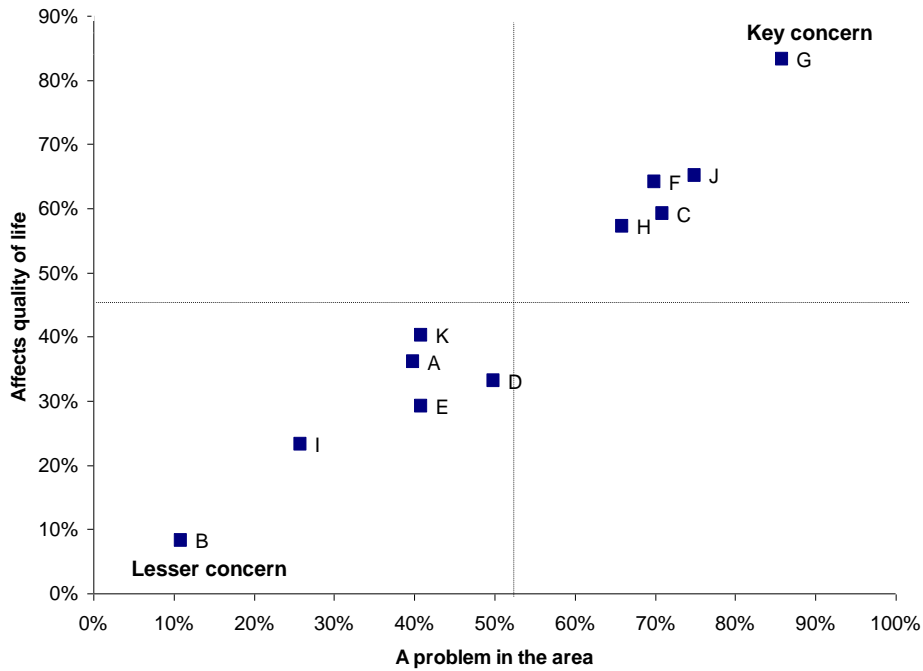
		Does affect	Affects a lot	Affects a little	Does not affect	Unsure / NP
Speeding cars	%	<b>83</b>	32	51	<b>14</b>	<b>3</b>
Vandalism	%	<b>65</b>	16	50	<b>29</b>	<b>6</b>
Disturbance from young people	%	<b>64</b>	17	47	<b>32</b>	<b>4</b>
People being afraid of being out alone in the dark	%	<b>59</b>	14	46	<b>35</b>	<b>5</b>
Theft of cars/property	%	<b>57</b>	11	46	<b>31</b>	<b>12</b>
Anti-social behaviour caused by children going to and from school	%	<b>40</b>	9	31	<b>51</b>	<b>9</b>
Noisy or antisocial neighbours	%	<b>36</b>	8	27	<b>62</b>	<b>3</b>
Drug abuse	%	<b>33</b>	8	25	<b>50</b>	<b>17</b>
Drug dealing	%	<b>29</b>	9	20	<b>51</b>	<b>20</b>
Different people moving in and out of the area	%	<b>23</b>	5	18	<b>63</b>	<b>15</b>
Arson	%	<b>8</b>	2	6	<b>84</b>	<b>8</b>

Sample bases = 600

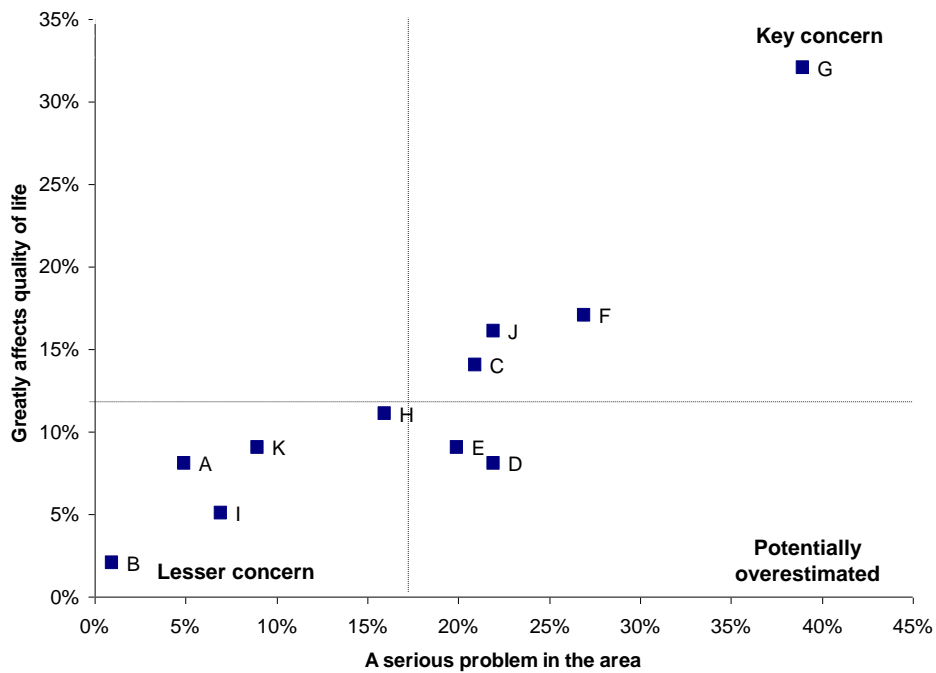
7.2.6 Making a clearer comparison between crime and anti-social behaviour on the one hand, and the negative effect that this has on respondents' quality of life on the other, the following matrix contrasts the two questions. The first matrix contrasts the proportion of respondents who considered an individual issue to be a problem (of any level) against the proportion who felt the issue to affect their quality of life (to any extent). From this, two categories of crime and anti-social behaviour emerge, namely **key concerns** (speeding cars, vandalism, disturbance from young people, people being afraid to be out alone in the dark, and theft of cars/property), and **lesser concerns** (drug abuse and dealing, noise/anti-social behaviour from neighbours or children, people moving in and out of the area, and arson).

7.2.7 However, when re-drawing the matrix to incorporate the extreme responses only (i.e. respondents who think an issue is a major problem, or think that their quality of life is greatly affected as a result of this), a third category emerges, namely problems that are potentially overestimated. These are where respondents rank an issue as one of the main problems, but in actuality are far less likely to be adversely affected by it. Looking at the lower of the two matrices overleaf, this includes drug abuse and drug dealing.

**Extent to which specified crime and anti-social behaviour is a problem in the area against whether it affects the respondents' quality of life (All respondents)**



Sample bases = 600.



Sample bases = 600.

Key

- |  |   |
|--|---|
| A Noisy or antisocial neighbours                     | G Speeding cars   |
| B Arson  | H Theft of cars/property  |
| C People being afraid of being out alone in the dark | I Different people moving in and out of the area                    |
| D Drug abuse   | J Vandalism   |
| E Drug dealing                                       | K Anti-social behaviour caused by children going to and from school |
| F Disturbance from young people                      |   |

7.2.8 Overall, 72% of respondents feel that the fear of crime affects the quality of their life in some way, with 22% indicating that it has a large effect, and 51% a small effect. Notably, the aggregate proportion affected by fear of crime does not vary significantly by gender, age or housing tenure.

### 7.3 Contact with the Council regarding community safety issues

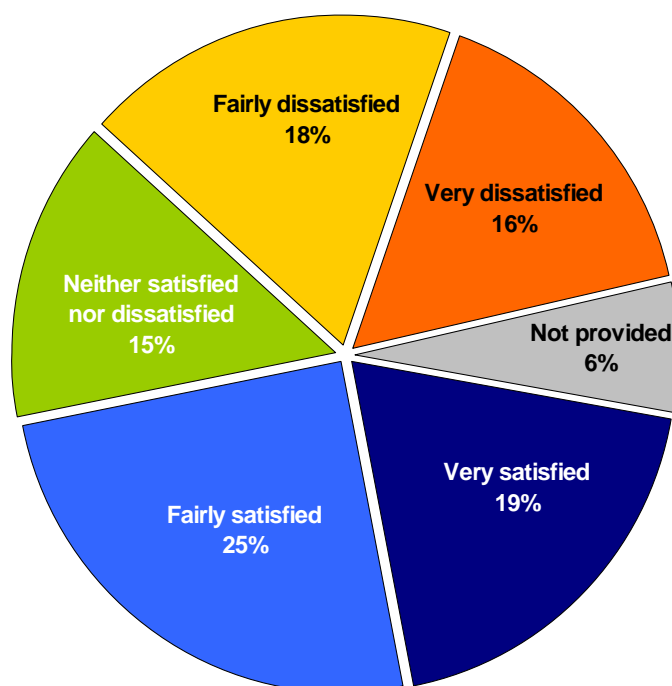
#### Whether the respondent contacted the Council over community safety issues

7.3.1 Overall, 9% of respondents have contacted the Council in the past with regards to community safety issues; this proportion does not change significantly across key respondent profile groups.

#### Satisfaction with the advice received

7.3.2 Amongst those respondents who have contacted the Council with regards to community safety issues, 44% were satisfied with the response they received, contrasting with 15% who were neither satisfied nor dissatisfied, and 35% who were dissatisfied.

#### Satisfaction with the contact about community safety (Respondents who have contacted the Council with regards to community safety)



Sample base = 54

#### Future contact over community safety advice

7.3.3 Overall, 60% of respondents would know how to contact the Council were they to need advice on community safety issues. This proportion does not vary significantly by respondent gender or age.

## 8 Housing Issues

### 8.1 Sources of advice on housing issues

- 8.1.1 For panel members, South Staffordshire Council represents the key source from which they would obtain advice or information about homelessness or other housing issues. A further one in eight mention a Citizens' Advice Centre.
- 8.1.2 Those respondents in social rented accommodation are generally more evenly split between those who would approach the Council against those who would approach a Housing Association. Approaches to Housing Associations would be far less likely amongst owner-occupiers.

#### Who the respondent would approach for information or advice about homelessness or housing issues (All respondents, multiple response)

	Owner- occupiers %	RSL tenants %	All %
South Staffordshire Council	59	38	56
Citizens Advice Centre	12	10	13
Social Services	6	2	6
A Housing Association	7	39	10
Other	1	0	1
Unsure/not provided	16	12	15
Sample bases = 600	532	56	600

### 8.2 Contact with the Council regarding homelessness and housing advice

#### Whether the respondent contacted the Council over housing or homelessness advice

- 8.2.1 Overall, 7% of respondents have contacted South Staffordshire Council to obtain advice about housing, whilst 2% have done so with regards to homelessness issues. In both instances, amongst those in social rented accommodation, the proportion increases considerably.

**The proportion of respondents who have contacted the Council with regards to specified issues (All respondents)**

	<b>Owner-occupiers</b>	<b>RSL tenants</b>	<b>All</b>
	<b>%</b>	<b>%</b>	<b>%</b>
Housing	5	28	7
Homelessness	1	13	2
Sample bases = 600	532	56	600

8.2.2 There are no other notable differences in response across key respondent profile groups.

**Satisfaction with the advice received**

8.2.3 Of those respondents who have ever contacted the Council with regards to housing or homelessness advice, levels of satisfaction with the service received is high, with 78% of relevant respondents indicating that they are satisfied with the advice on homelessness (including 93% of those in RSL accommodation), and 71% that they are satisfied with the advice received on housing (although ranging from 83% of RSL tenants down to 62% of owner-occupiers).

**Satisfaction with the advice received from the Council on housing or homelessness issues (All respondents)**

	<b>Housing</b>	<b>Homelessness</b>
	<b>%</b>	<b>%</b>
Very satisfied	32	34
Fairly satisfied	39	44
Neither satisfied nor dissatisfied	18	0
Fairly dissatisfied	4	0
Very dissatisfied	6	9
<b>Total satisfied</b>	<b>71</b>	<b>78</b>
<b>Total dissatisfied</b>	<b>10</b>	<b>9</b>
Unsure/not provided	2	14
Sample bases	46	11

## Future contact over housing and homelessness advice

- 8.2.4 Were they to require advice on housing or homelessness issues in the future, 61% of all respondents indicate that they would know how to contact the Council to obtain housing, and 53% to obtain homelessness advice.
- 8.2.5 Those respondents in RSL accommodation are more likely than owner-occupiers to know how to obtain advice from the Council on housing (74% and 60% respectively). Such a disparity does not occur when analysing awareness of homelessness advice however.

## 8.3 Importance of housing issues

- 8.3.1 All respondents were asked to rate the importance of four housing-related issues, primarily concerned with the provision of new housing stock, and the type and quality of any new builds.
- 8.3.2 The key point here is that new housing development should be sympathetic to the character of South Staffordshire towns and villages; overall 94% of respondents agree with this statement. Questions of housing design are also paramount (90% important).

### Importance of issues surrounding housing development (All respondents)

	Provision of the right type, mix and choice of housing to meet local needs	Provision of small-scale housing schemes in rural areas to help sustain local services	Good standards of layout and design in new development	Respecting the character and local distinctiveness of our villages
	%	%	%	%
Very important	50	35	59	80
Fairly important	36	38	31	14
Neither important nor unimportant	5	12	5	2
Fairly unimportant	4	7	1	1
Very unimportant	1	4	2	1
<b>Total important</b>	<b>85</b>	<b>73</b>	<b>90</b>	<b>94</b>
<b>Total unimportant</b>	<b>5</b>	<b>11</b>	<b>2</b>	<b>2</b>
Unsure/not provided	4	4	3	2
Sample bases = 600				

## 8.4 Development of brownfield sites

- 8.4.1 There is no clear consensus on the use of brownfield sites for housing development. Whilst a larger proportion of respondents support this action (47%), there is also a sizeable minority who disagree with brownfield sites being used in this way. Those in social rented accommodation provide an even less categorical response.

### Agreement that brownfield sites should be used for new housing development (All respondents)

	Owner- occupiers	RSL tenants	All
	%	%	%
Strongly agree	24	27	24
Slightly agree	24	10	23
Neither agree nor disagree	12	15	12
Slightly disagree	17	16	16
Strongly disagree	16	13	16
<b>Total agree</b>	<b>48</b>	<b>36</b>	<b>47</b>
<b>Total disagree</b>	<b>33</b>	<b>29</b>	<b>32</b>
Unsure/not provided	8	20	9
Sample bases	532	56	600

## 9 Employment

- 9.1.1 Respondents were asked to rate the importance of the Council undertaking two specified issues to encourage stability in the local employment market, and to potentially bolster the existing provision.
- 9.1.2 Firstly, in order to maintain current opportunity, respondents were asked to rate the importance of retaining existing employment sites. Here, an overwhelming proportion of respondents agree that this is an important course of action for the Council to take (83%), and this proportion rises even further amongst those respondents actually in employment<sup>8</sup>.

### Importance of the Council retaining existing employment sites (All respondents)

	Employed respondents %	All %
Very important	48	49
Fairly important	39	35
Neither important nor unimportant	10	10
Fairly unimportant	1	1
Very unimportant	<0.5	1
<b>Total important</b>	<b>87</b>	<b>83</b>
<b>Total unimportant</b>	<b>2</b>	<b>2</b>
Unsure/not provided	2	5
Sample bases	341	600

<sup>8</sup> Note also that four respondents are not working but economically active – i.e. working students and unemployed claimants. All of these consider this action to be important.

9.1.3 Whilst an overwhelming majority of respondents feel that it is important for the Council to develop new employment opportunities, this result is slightly less emphatic in comparison to the retention of existing employment sites. Again however, those in employment are slightly more positive, and all of those economically active respondents not in employment again feel that this is an important task for the Council.

**Importance of the Council creating new employment opportunities  
(All respondents)**

	<b>Employed respondents</b>	<b>All</b>
	<b>%</b>	<b>%</b>
Very important	40	41
Fairly important	39	36
Neither important nor unimportant	14	12
Fairly unimportant	5	4
Very unimportant	2	2
<b>Total important</b>	<b>79</b>	<b>77</b>
<b>Total unimportant</b>	<b>7</b>	<b>6</b>
Unsure/not provided	1	5
Sample bases	341	600

- 9.1.4 Potentially, the creation of new employment opportunities could lead to a higher requirement for industrial sites. With this in mind, respondents were asked to register their level of agreement with specified site being used to create new opportunities.
- 9.1.5 The result here is clear – whilst there is a high level of support behind the reuse of existing brownfield sites or in stimulating opportunity within farm-based communities, encroachment of businesses into rural sites is not generally encouraged by the panel. Indeed, for this suggestion, a majority (52%) reject this as a suitable course of action.

**Agreement that specified sites or opportunities should be used to encourage business and employment (All respondents)**

	<b>Redundant employment sites should be used for housing or other uses</b>	<b>Businesses should be allowed to expand in rural areas</b>	<b>Farm based employment schemes should be allowed in the countryside to support the local economy</b>
	<b>%</b>	<b>%</b>	<b>%</b>
Strongly agree	27	4	27
Slightly agree	42	19	52
Neither agree nor disagree	18	21	13
Slightly disagree	6	29	2
Strongly disagree	3	23	1
<b>Total agree</b>	<b>69</b>	<b>23</b>	<b>80</b>
<b>Total disagree</b>	<b>9</b>	<b>52</b>	<b>2</b>
Unsure/not provided	5	4	5
Sample bases = 600			

## 10 Internet Access and the Council Website

### 10.1 Access to the Internet

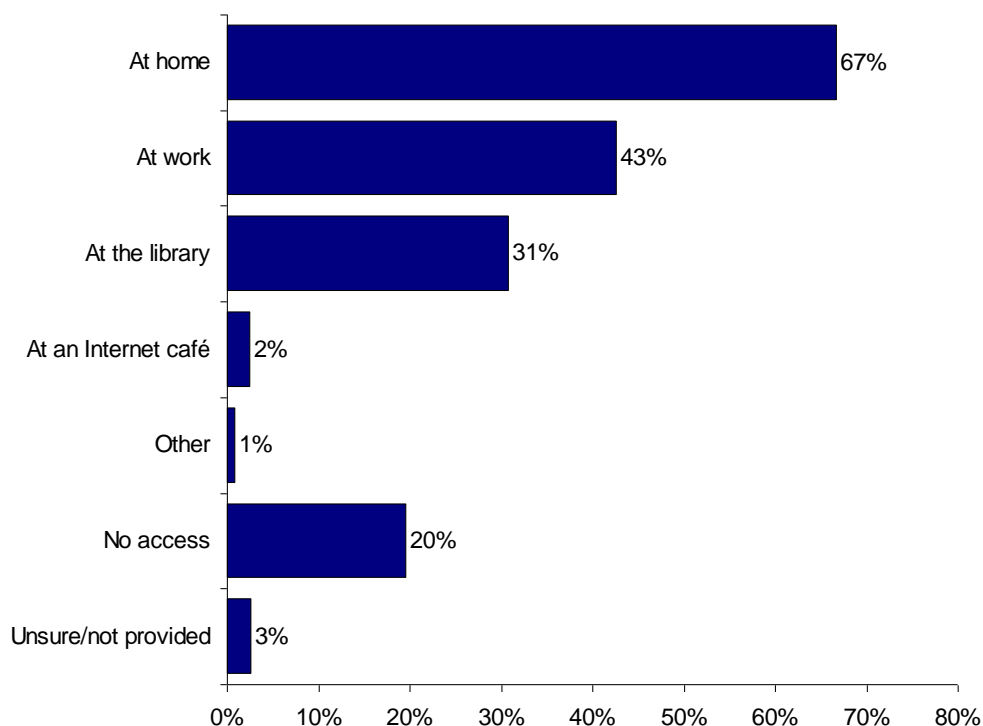
10.1.1 Overall, 78% of respondents highlight one or more locations from which they access the Internet.

10.1.2 This figure does not vary to any significant degree by respondent gender, although does decrease as respondent age increases: 90% of those aged 16-44; 84% of those aged 45-64; 43% of those aged 65+. It is important to consider in the following subsection with regards to the Council website that respondents may previously have been able to access the Internet (and visited the site), even though they do not currently have access.

10.1.3 Whilst 90% of those who are economically active have access to the Internet, this figure falls sharply to 58% of inactive respondents.

10.1.4 Home, work and the library represent the three key Internet access points.

#### Where respondents access the Internet (All respondents)



## 10.2 The Council website

### Visits to the Council website

10.2.1 Just over one-third of respondents (35%) have previously visited the South Staffordshire Council website at [www.southstaffs.gov.uk](http://www.southstaffs.gov.uk). This includes 45% of those with current Internet access, as opposed to 2% of those without current access.

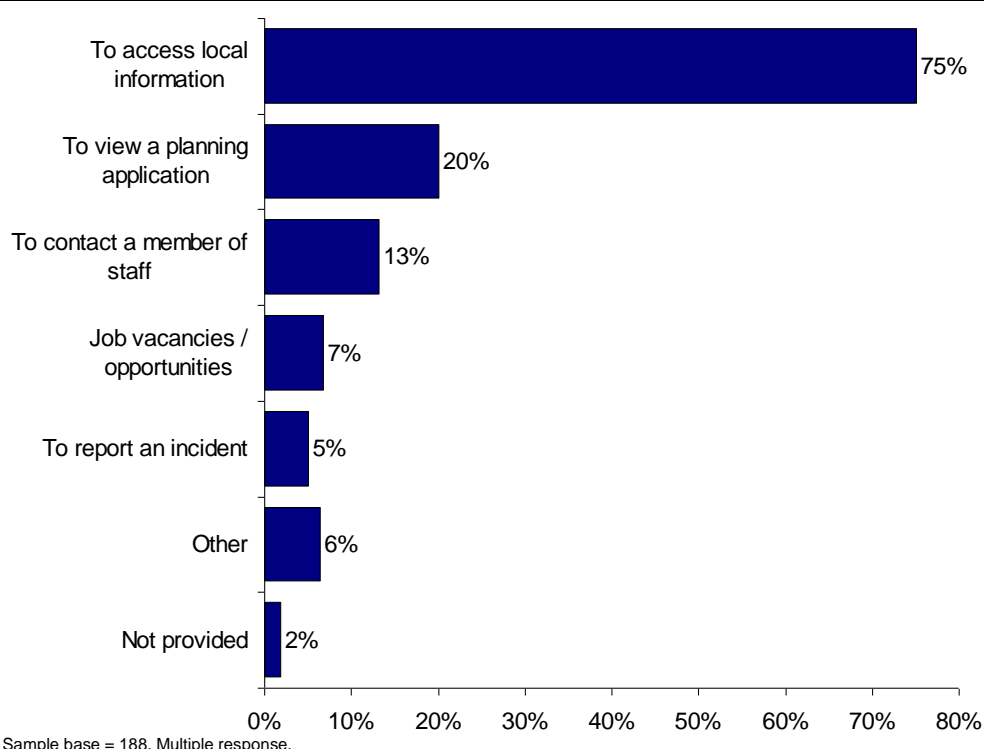
10.2.2 The proportion of visitors decreases sharply as respondent age increases, from 49% of those aged 16-44 and 36% of those aged 45-64 to only 7% of those aged 65+.

10.2.3 Economic activity is another key consideration, and reflecting the low overall levels of Internet access, it is unsurprising that the economically-inactive are three times less likely to have accessed the Council website than active respondents (15% and 47% respectively).

### Use of the Council website

10.2.4 Two questions were asked with regards to the use of the Council website. Firstly, those respondents who had visited the site were asked what they used it for. A clear majority did so in order to access local information, although a further one in five viewed a planning report.

#### What respondents used the Council website for – prompted (Respondents with Internet access)



10.2.5 Further, all respondents, regardless of whether they have previously seen the site, were asked what they would like to use the site for in the future. In this instance, respondents were presented with a wider range of alternatives, and overall, 74% of respondents suggest a potential website use for them.

10.2.6 Again however, accessing local information appears as the main potential use

of the website, highlighted by approaching two-thirds of respondents. A further two in five would use the website to report an incident.

10.2.7 Those respondents with Internet access have a far clearer idea of what they would like to use the website for, 86% suggesting a possible use, contrasting with only 34% of those without Internet access. For both sub-sets however, accessing local information and reporting an incident represent the key potential uses.

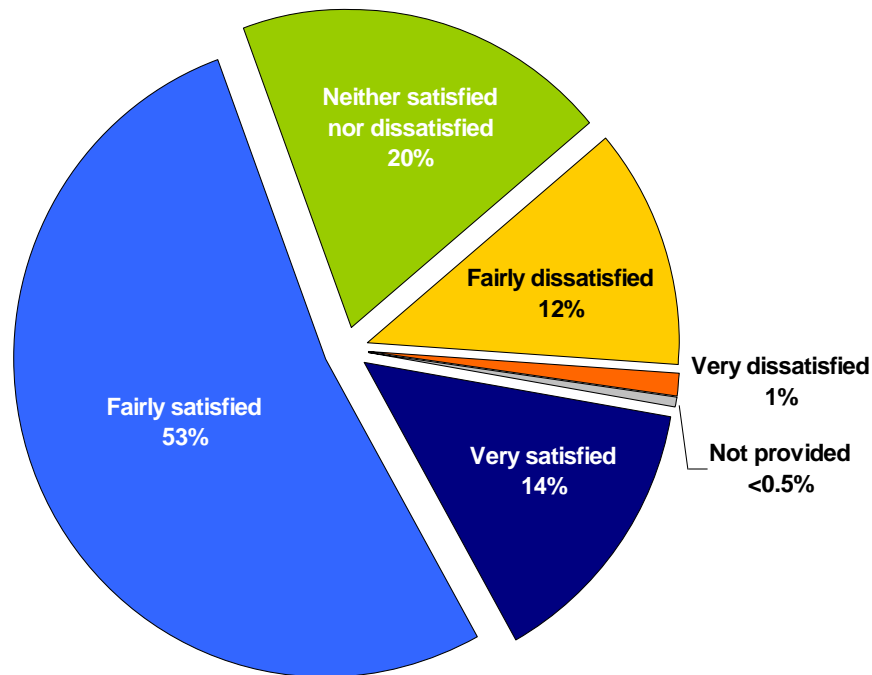
**What respondents would like to use the Council website for – prompted  
(All respondents)**

	<b>Have Internet access</b>	<b>Do not have Internet access</b>	<b>All respondents</b>
	<b>%</b>	<b>%</b>	<b>%</b>
To access local information	74	24	63
To report an incident	46	12	38
To track an incident already reported	42	10	35
To book tickets for a cultural event	43	9	35
To book the use of a sports facility	41	9	34
To contact a member of staff	39	8	32
To pay a bill	30	10	25
To make a planning application	30	6	25
To make a licensing application	11	1	9
Other	<0.5	0	<0.5
None of the above	0	1	<0.5
Unsure/not provided	15	65	26
Sample bases	465	135	600

## Satisfaction with the Council website

10.2.8 Amongst those respondents who have visited the Council website, overall levels of satisfaction are high, with 67% of respondents recording that they were satisfied with the website, 20% that they were neither satisfied nor dissatisfied, and 13% that they were dissatisfied.

### Satisfaction with the Council website (Respondents with Internet access)



Sample base = 188

## 10.3 Contact with the Council regarding website and online services

### Whether the respondent has contacted the Council with regards to website or online services

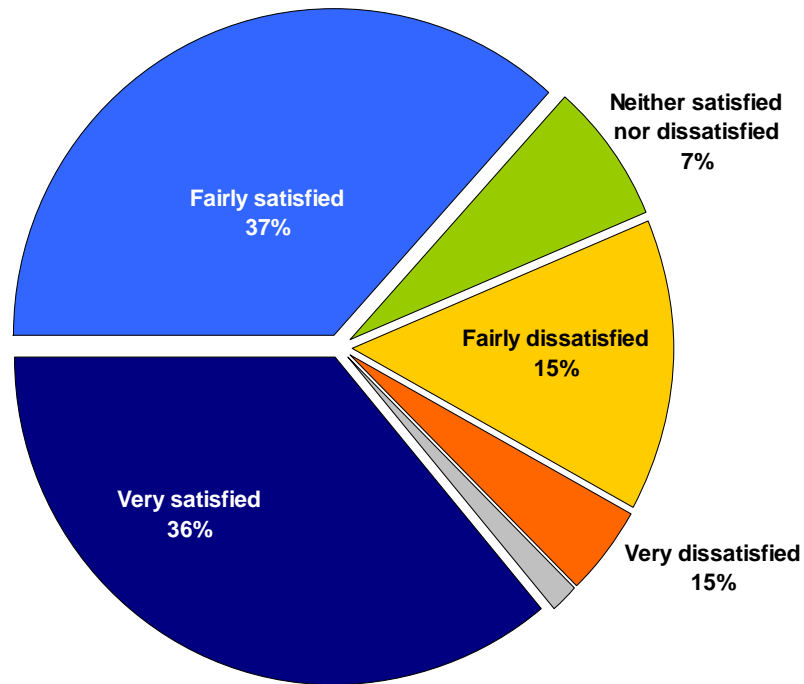
10.3.1 Overall, 12% of respondents have contacted the Council in the past with regards to website and online services, rising to 15% of those who currently have Internet access.

10.3.2 Furthermore, contact with the Council over this issue decreases significantly as respondent age increases, from 17% of those aged 16-44 and 12% of those aged 45-64, to only 2% of those aged 65+.

## Satisfaction with the advice received

10.3.3 Amongst those respondents who have contacted the Council with regards to website or online services, 73% were satisfied with the response they received, contrasting with 7% who were neither satisfied nor dissatisfied, and 19% who were dissatisfied.

### **Satisfaction with the contact about the Council's website/online services (Respondents who have contacted the Council with regards to online services)**



Sample base = 67

## Future contact over the website and online services

10.3.4 Overall, 64% of respondents would know how to contact the Council were they to need advice on their website or online services. Those respondents with Internet access are more than twice as likely as those without to be able to do so (72% and 35% respectively).

10.3.5 As seen in previous sub-sections, awareness levels of online services are lower amongst older respondents, and these would be less likely to know how to contact the Council with regards to these services: 44%, compared to 72% of those aged 16-44, and 67% of those aged 45-64.

## 11 The Local Development Framework

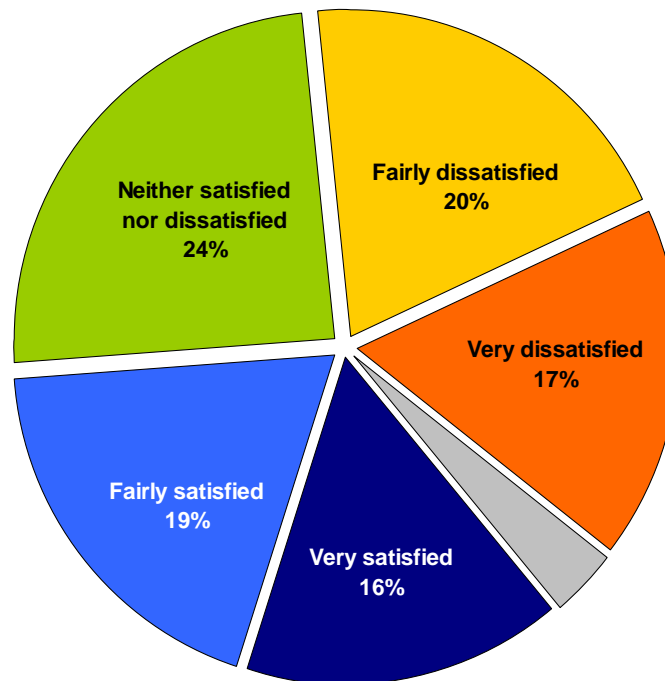
### Whether the respondent has contacted the Council with regards to the framework

11.1.1 Overall, 7% of respondents have contacted the Council in the past with regards to the Local Development Framework. This figure does not vary substantially across key respondent sub-groups.

### Satisfaction with the response received

11.1.2 Amongst those respondents who have contacted the Council with regards to the Local Development Framework, 35% were satisfied with the response they received, contrasting with 24% who were neither satisfied nor dissatisfied, and 37% who were dissatisfied.

#### **Satisfaction with the contact about the Local Development Framework (Respondents who have contacted the Council with regards to the Local Development Framework)**



Sample base = 38

### Future contact over the framework

11.1.3 Overall, 54% of respondents would know how to contact the Council were they to need information or advice on the Local Development Framework in the future.