BMG Research Report

South Staffordshire Residents' Panel
South Staffordshire District Council
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Because people matter.

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1.0 Key Findings

This section highlights the key findings extrapolated from the main summary report. It shows the headline figures for each area of the survey. Where further analysis has been conducted the results of this are shown in detail in the main body of the report.

Aim 1: A Council which Celebrates & Improves South Staffordshire's Distinctive Environment

Living in a Conservation Area

Less than a fifth of respondents (16%) reported that they live in a conservation area. Almost half (48%) indicated that they do not live in a conservation area whilst over a third (35%) reported they did not know.

Amongst respondents who indicated that they did live in a conservation area, more than two thirds (68%) reported that it was an important factor when deciding to move into their property, whilst less than one in ten (6%) reported it was unimportant.

Special Architectural and Historical Interest in the Area

The main two characteristics which respondents feel make a lot of contribution where they live are green spaces around the buildings (68%) and buildings with a variety of ages (51%).

Measures to Enable Conservation Areas to Work

The overwhelming majority of respondents (87%) agreed with the measures with almost half (45%) strongly agreeing. In contrast, only 3% of respondents disagree with the measures.

Environmental Problems

Most concern (98%) was expressed about the state of the street scene (e.g. fly-tipping, litter, dog fouling etc.,) with almost three quarters of respondents (70%) stating they are very concerned. Similarly high levels of concern (94%) were expressed about building developments/loss of open space with more than two thirds (68%) stating they are very concerned about this environmental problem.

Recycling – Being a 'Green' District

Almost all panel members (97%) think recycling the rubbish they produce in their home is important with four fifths (80%) stating it is very important. Conversely, only 2% of respondents think recycling the rubbish they produce in their home is unimportant.

Recycling Food/Kitchen Waste in Green Recycling Bins

More than two thirds of respondents (72%) would, given the opportunity, recycle food/kitchen waste in their green recycling bin. Only one fifth of panel members (20%) stated that they would not recycle food/kitchen waste in their green recycling bin whilst less than one tenth (8%) either didn't know or did not provide a response.

The intention to recycle is highest amongst respondents in EAG Area 2 (76%). Younger respondents (80% aged 44 and under) and female respondents (80%) are more likely to recycle food/kitchen waste in their green recycling bin.

Using a standard sized wheeled bin for recyclables

Almost half (49%) suggested they would prefer to use a standard size wheeled bin for their recyclables as opposed to the recycling box. Slightly under a third (32%) would prefer to use the recycling box whilst less than a one in two panel members (16%) had no preference.

More than one third of respondents (36%) indicated they would be prepared to make a one-off payment of £15.00 for a wheeled bin for recyclables. Further analysis reveals that economically active respondents are significantly more likely to pay than economically inactive respondents (40% and 28% respectively).

Just under half of respondents (49%) report that they would not be prepared to make a one-off payment of £15.00 for a wheeled bin for recyclables and approximately one in seven (15%) either didn't know or would not provide a response. Further analysis reveals that respondents in EAG 3 are more likely to make a one-off payment of £15.00 for a wheeled bin for recyclables (44%) than respondents in other EAG areas.

Obtaining or Receiving Information about South Staffordshire's Recycling Service

Almost nine in ten respondents (87%) have obtained or received a kerbside recycling booklet and calendar, whilst well over half (61%) obtained or received information from the South Staffordshire Review newspaper. Only 3% of respondents have not obtained or received information about South Staffordshire's recycling service whilst 2% either didn't know or did not provide a response.

Aim 2: A Healthy and Safe District in which to live, work and visit

Council Priorities for Ensuring Health and Safety

More than one third of respondents (38%) stated that the top priority for the Council to ensure the health and safety of people living and working in South Staffordshire should be unannounced visits to assess compliance with legal requirements by local businesses premises, providing advice and taking enforcement action, where necessary.

Introducing a Scheme which Publicises Levels of Compliance with Food Safety Requirements

More than four fifths (85%) of respondents indicated that the Council should introduce a scheme that makes public the levels of compliance with food safety requirements by local food businesses with less than one in ten (6%) indicating they should not. Approximately one in ten respondents (9%) were ambivalent or did not provide an answer.

Where the Scheme should be Publicised

One fifth of respondents (23%) indicated the scheme should make public the level of compliance at the premises, whilst less than one in ten suggested it should be on the Council's website (7%). Interestingly, three fifths of respondents suggested that the scheme should make public the level of compliance at both the premises and on the Council's website (60%). One in ten respondents (10%) were ambivalent or did not provide an answer.

Staying Safe

Younger respondents (those 44 years and younger) were more likely to state that groups of people gathering in the street was the problem that is of biggest concern to them and their neighbourhood than their older counterparts (23% and 16% respectively).

Living, Working and Visiting South Staffordshire

Taking Visiting Friends/Family Out and About in South Staffordshire

The overwhelming majority of respondents (92%) indicate that when they have friends or relative's staying / visiting they would take them out and about in South Staffordshire during their visit. Only 4% of respondents suggested they would not take them out and about in South Staffordshire during their visit and similarly whilst 4% of respondents did not know.

Respondents who indicated that when they have friends or relative's staying / visiting they would take them out and about in South Staffordshire during their visit were then asked where they would take them. The three most commonly stated destinations were to a restaurant/public house (95%), to an attraction (77%) and/or out walking (75%).

Finding Out About Places to Take Friends/Relatives

The most commonly stated ways in which respondents find out about places they could take their friends/relatives were local newspaper (80%), word of mouth (76%) and/or poster and leaflets (59%). Other ways in which respondents find out about places they could take their friends/relatives but at lower levels include council newspaper (24%), local radio (17%) and/or council website (13%).

Importance of tourism to South Staffordshire's economy

More than four fifths (81%) of respondents think that tourism is important to the South Staffordshire economy with over one third (34%) indicating it is very important. Conversely, only 3% believe it is not important whilst 2% either didn't know or didn't provide an answer.

Attractions in South Staffordshire

Slightly more than one fifth of respondents (21%) indicated that they do think South Staffordshire is missing out on some kind of attraction. However, almost half (47%) indicated that they don't think South

Staffordshire is missing out on some kind of attraction whilst one third (33%) either didn't know or did not provide an answer.

The most commonly stated attractions were water park (11%), adventure/theme park (11%) and/or leisure centre (10%). Other attractions respondents who indicated that they do think South Staffordshire is missing out on some kind of attraction actually think is missing but at lower levels include a park (9%), a cinema (9%) and/or a swimming pool (8%).

Aim 3: A Prosperous District with Thriving Communities

Lack of Affordable Housing

Almost half of respondents (45%) suggested they are worried about the lack of affordable housing in their village with one fifth (20%) indicating they are very worried. Conversely, slightly more than one fifth of respondents (21%) are not worried about the lack of affordable housing in their village whilst 2% indicated that they don't know or didn't provide an answer.

Shortfall of Affordable Housing by Various Groups

A similar range of responses was reported by respondents worried about the shortfall of affordable housing in their village for various groups of people including young people (45%), older people (44%), single people/couples (43%) and families (40%).

Benefit to the village of affordable housing

Approximately one fifth of respondents (21%) agreed that there village would benefit from more social rented housing whilst almost half (46%) disagreed.

Further analysis reveals that more than a third of respondents (36%) agreed that their village would benefit from more intermediate housing and a similar amount (35%) agreed that there village would benefit from a mixture of both social rented and more intermediate housing.

Conversely, more than one quarter (28%) disagreed that their village would benefit from more intermediate housing and a third (33%) disagreed that there village would benefit from a mixture of both social rented and more intermediate housing.

Housing Advice

Three quarters of respondents (75%) agree that the Council should provide good quality housing advice to help all of its customers to maximise their housing options. Conversely, only 3% disagree and 4% either don't know or didn't provide an answer.

Almost half of respondents (48%) agreed that the Council should use their resources to provide an enhanced housing advice service rather than maintaining the current housing register of people waiting to be housed with more than one in ten (14%) strongly agreeing. In contrast, slightly more than one in ten (13%) disagreed whilst 7% either did not know or did not provide a response.

Access to Services – The Internet

Using the Internet During the Past 12 Months

Respondents more commonly used the internet during the past 12 months to make a job application (9%) and view/comment on a recent planning application. Almost three quarters of respondents (73%) did not use the internet during the past 12 months for the activities/services identified in the table below.

Using the Internet in the Next 12 Months

The main services/activities respondents think they will use the internet for in the next 12 months will be to find out when their bin is collected (13%), request additional bins/recycling boxes (12%) and report incidents to the council (e.g. street scene benefit fraud) (11%). More than two thirds of respondents (68%) either didn't know or reported no to all responses.

Using the Internet in the Next 12 Months – Additional Services

More than two fifths of respondents (42%) indicated that they would be interested in accessing the internet in the next 12 months to find out where their nearest Doctor/Dentist/Pharmacy etc., is based on a map. Further analysis reveals that more than one third (35%) would be interested in using the internet to book leisure facilities whilst three tenths (30%) would log and track enquiries to the Council.

Access to Services – Information Point/Kiosk at a Leisure Centre

More than four fifths (83%) of respondents indicated that they are able to get to a leisure centre in South Staffordshire without difficulty. In contrast, one in ten (11%) reported that they are not able to get to a leisure centre in South Staffordshire without difficulty whilst 6% either didn't know or did not provide a response.

Usefulness of Accessing Council Services from an Information Point/Kiosk at a Leisure Centre

Two fifths of respondents (40%) indicated that they would find it useful to be able to access other Council services from an information point / kiosk at a leisure centre. Conversely, less than a quarter (24%) reported that they would not find it useful whilst 11% either did not know or did not provide a response.

The three most commonly stated services panel members who indicated that they would find it useful to be able to access other Council services from an information point / kiosk at a leisure centre would like to be able to access in this way are:

- Reporting incidents to the council e.g. street scene, benefit fraud (58%);

- Where's my nearest (doctor, dentist, pharmacy etc) map based information (54%); and

- To book leisure facilities (54%).

Location for an Information Point/Kiosk

Almost two thirds of respondents (64%) think post offices would be a good location for information points / kiosks to be placed whilst three fifths of respondents (60%) suggested Libraries.

Interest in Receiving Council Related Information by Text Alerts

Almost nine in ten respondents (88%) indicated that they would not be interested in receiving council related information by text alerts on their mobile phone. Conversely, only 4% of respondents stated they would be interested whilst 8% either did not know or did not provide an answer.

Two thirds of respondents (66%) indicated that they would not be interested in being able to send a message to the Council reporting a problem using a text message. In contrast, slightly more than one quarter (26%) suggested they would be interested whilst 7% either did not know or did not provide an answer.

Aim 4: A District which Encourages and Promotes Lifelong Learning Opportunities

Encouraging and Promoting Lifelong Learning Opportunities

The three most important services respondents feel the Council should provide are:

- Community activities for children and young people – local leisure activities currently provided at local venues, including parish halls and schools (96%) with more than half (58%) stating it is very important;

- Leisure centre provision for children and young people – sports facilities including fitness suites, swimming pools, sports halls including lessons, coaching and general hire of facilities (92%) with two thirds stating that it is very important; and

- Leisure centre provision for adults and older people (92%) with more than half (56%) stating that it is very important.

Aim 5: A Well Managed Council and Community Leader

Receiving Summarised Details of the Council's Finances

Less than one third (30%) indicated that they would be interested in receiving summarised details of the Council's finances, whilst almost three fifths reported that they would not be interested (58%). Slightly more than one in ten respondents either did not know or did not provide an answer (12%).

2.0 Background and Methodology

In June 2006, South Staffordshire Council commissioned BMG Research to develop a circa 1,300 strong residents' panel that would be representative of South Staffordshire as a whole. This report presents the results of the summer survey conducted amongst panel members between June and July 2006.

2.1 Introduction

To inform and prioritise their future service delivery, South Staffordshire Council undertook this survey, the 'Priority Challenge' in order to address the five key aims of the corporate strategy these are:

- To be a council which celebrates and improves South Staffordshire's distinctive environment;
- To be a healthy and Safe District in which to live, work, and visit;
- To be a prosperous District with thriving communities;
- To be a District which encourages and promotes lifelong learning opportunities; and
- To be a well managed council and community leader.

These key aims were developed by the Council following consultation with residents and partners. The Council's Corporate Strategy defines the Council's overall vision and the direction in which we will focus our services in order to meet the needs of all the residents of South Staffordshire.

During June 2006, BMG Research worked closely alongside the client in developing the questions for the sixth panel survey. The questionnaire is broken down into five aims:

- Aim 1: A Council which Celebrates & Improves South Staffordshire's Distinctive Environment
- Aim 2: A Healthy and Safe District in which to live, work and visit
- Aim 3: A prosperous District with Thriving Communities
- Aim 4: A District which encourages and promotes lifelong learning opportunities
- Aim 5: A well managed Council and Community Leader

2.2 Methodology

A questionnaire and letter was sent out to all 1,273 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 total, 687 questionnaires were completed and returned to BMG, representing a response rate of 54%.

A sample of 687 is subject to a maximum standard error of ± 4.0% 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 46.0% and 54.0% respectively.

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 within the final section of this written report.

2.3 Report contents

The report summarises the main findings drawn from the sixth panel survey. 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 Shareshill;

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 Penkridge.

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 which is any larger than 1%.

2.4 Data reporting

A separate data report is available, which presents the data as a whole and broken down by the following cross-tabulations:

- Area
- Gender

- Age
- Ethnicity
- Disability
- Economic Status
- Economic Activity
- Household tenure
- Conservation Area
- Importance of Recycling Rubbish
- Worried about affordable housing
- Ability to access leisure centre

3.0 Aim 1: A Council which Celebrates & Improves South Staffordshire's Distinctive Environment

3.1 Introduction

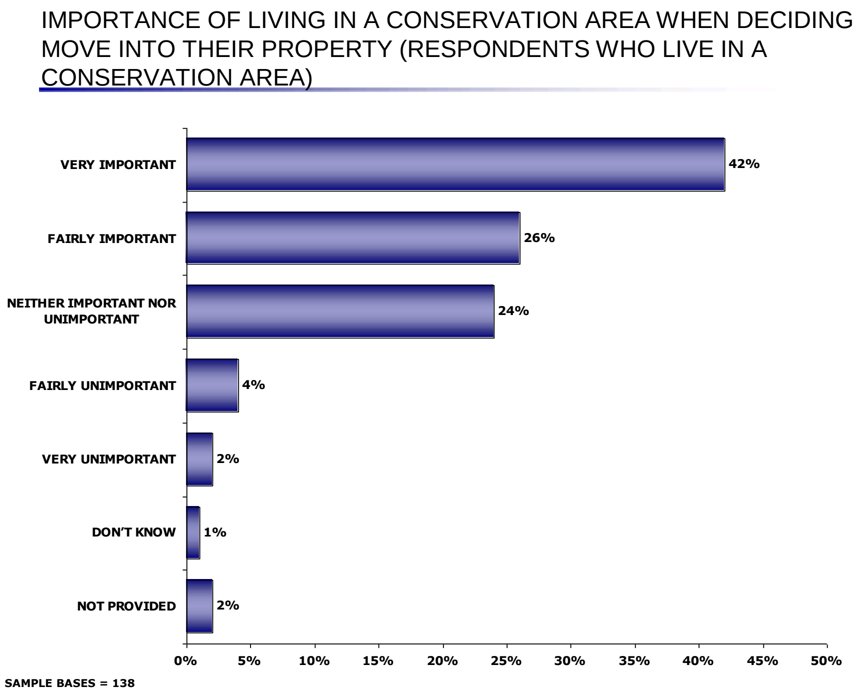
This first section looks at panel member's views on conservation and wider environmental issues. In particular, questions were asked around the importance of conservation, the contribution special architectural or historically interesting elements in the area contribute to its character and more broadly, concern for environmental problems and recycling activities.

3.2 Living in a Conservation Area

All panel members were asked whether they live in a conservation area. Less than a fifth of respondents (16%) reported that they live in a conservation area. Almost half (48%) indicated that they do not live in a conservation area whilst over a third (35%) reported they did not know.

Amongst respondents who indicated that they did live in a conservation area, more than two thirds (68%) reported that it was an important factor when deciding to move into their property, whilst less than one in ten (6%) reported it was unimportant.

Figure 1



3.2.1 Special Architectural and Historical Interest in the Area

All panel members were asked to think of the area where they live and indicate how much of a contribution various special architectural or historical interest elements make to its character.

As the following table illustrates, amongst all panel members, the main two characteristics which respondents feel make a lot of contribution where they live are green spaces around the buildings (68%) and buildings with a variety of ages (51%).

Table 1

HOW MUCH OF A CONTRIBUTION DO EACH OF THE FOLLOWING MAKE TO THE CHARACTER OF WHERE YOU LIVE (ALL RESPONDENTS)					
		A LOT	A LITTLE	NONE	DON'T KNOW/NOT PROVIDED
BUILDINGS WITH A VARIETY OF AGES	%	51	34	10	5
NO, OR FEW BUILDINGS THE SAME	%	25	39	23	13
THE IRREGULAR PLACEMENT OF BUILDINGS	%	28	40	20	12
THE GAPS BETWEEN THE BUILDINGS	%	38	38	15	9
GREEN SPACES AROUND THE BUILDINGS	%	68	24	5	4
THE DIFERENT MATERIALS THE BUILDINGS ARE MADE FROM	%	35	45	14	6
DECORATIVE FEATURES ON BUILDINGS	%	31	42	19	7
OLD BUILDINGS CONVERTED TO NEW USES	%	28	44	20	8
UNWEIGHTED BASE – 687					

3.2.2 Measures to Enable Conservation Areas to Work

All panel members were asked whether they agreed or disagreed with the measures used to enable conservation areas to work, namely by controlling demolition and placing certain restrictions upon what owners can do to their houses without planning permission. The overwhelming majority of respondents (87%) agreed with the measures with almost half (45%) strongly agreeing. In contrast, only 3% of respondents disagree with the measures.

3.3 Environmental Problems

In this section all panel members were asked how concerned they are about certain environmental problems. Prior to being asked these questions, all panel members were provided with the following statement:

"The natural environment of the District is highly valued as a recreational resource by residents. The Countryside provides a wide range of quiet leisure and recreational activities and important areas include Kinver Edge, Highgate Common, and Shoal Hill Common. There are also Baggeridge Country Park, and the South Staffordshire Railway Walk."

Most concern (98%) was expressed about the state of the street scene (e.g. fly-tipping, litter, dog fouling etc.,) with almost three quarters of respondents (70%) stating they are very concerned. Similarly high levels of concern (94%) were expressed about building developments/loss of open space with more than two thirds (68%) stating they are very concerned about this environmental problem.

Table 2

HOW CONCERNED ARE YOU ABOUT THE FOLLOWING ENVIRONMENTAL PROBLEMS (ALL RESPONDENTS)						
	VERY CONCERENED	FAIRLY CONCERNED	NEITHER	NOT VERY CONCERNED	NOT AT ALL CONCERNED	DON'T KNOW
	%	%	%	%	%	%
CLIMATE CHANGE/GLOBAL WARMING	43	44	7	4	2	*
BUILDING DEVELOPMENT/LOSS OF OPEN SPACE	68	26	4	1	*	*
THE STATE OF THE STREET SCENE	70	28	2	*	*	*
AIR POLLUTION	47	43	7	1	*	*
WASTE PRODUCTION AND LOSS OF NATURAL RESOURCES	54	37	7	1	*	1
POLLUTION OF WATERCOURSES	61	32	6	1	0	*
UNWEIGHTED BASE – 687 * DENOTES <0.5% - ROW PERCENTAGES						

Looking at this issue in more depth, the following table highlights the differences in the proportions of respondents who are 'very concerned and 'fairly concerned' about various environmental problems across the five EAG areas.

Further analysis reveals that respondents in all EAG areas expressed a similar amount of concern for the various environmental problems stated in the table below. However, respondents in EAG 4 were less concerned than respondents in other EAG areas about waste production and loss of natural resources (83%).

Table 3

CONCERN FOR ENVIRONMENTAL PROBLEMS (RESPONDENTS WHO ARE FAIRLY OR VERY CONCERNED)						
	TOTAL	EAG 1	EAG 2	EAG 3	EAG 4	EAG 5
	%	%	%	%	%	%
CLIMATE CHANGE/GLOBAL WARMING	87	89	86	88	88	86
BUILDING DEVELOPMENT/LOSS OF OPEN SPACE	94	96	96	94	90	91
THE STATE OF THE STREET SCENE	97	97	97	97	99	98
AIR POLLUTION	90	87	92	91	91	91
WASTE PRODUCTION AND LOSS OF NATURAL RESOURCES	91	96	92	91	83	91
SAMPLE BASES	**687**	**120**	**194**	**166**	**87**	**121**

3.4 Recycling – Being a 'Green' District

In this section panel members were asked a series of questions about recycling. Prior to being asked these questions, all panel members were provided with the following statement:

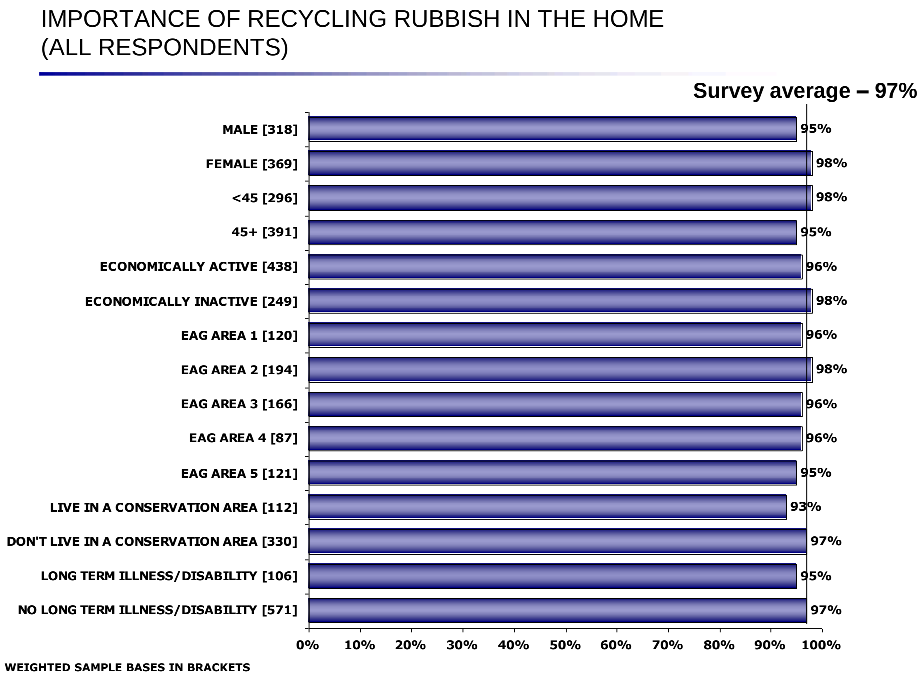
"Over the last 25 years the economy of93% of South Staffordshire's population is now served by a kerbside collection of recyclables. However efforts now need to be concentrated on encouraging and enabling residents to reduce, re-use or recycle waste and thus minimise the amount of waste, which is disposed via landfill or incineration."

Firstly, all panel members were asked how important they think it is to recycle the rubbish they produce in their home.

Almost all panel members (97%) think recycling the rubbish they produce in their home is important with four fifths (80%) stating it is very important. Conversely, only 2% of respondents think recycling the rubbish they produce in their home is unimportant.

The following figure illustrates in more detail panel members who think recycling the rubbish they produce in their home is important. Further analysis reveals that female respondents are significantly more likely to think recycling the rubbish they produce in their home is important than their male counterparts (98% and 95% respectively).

Figure 2



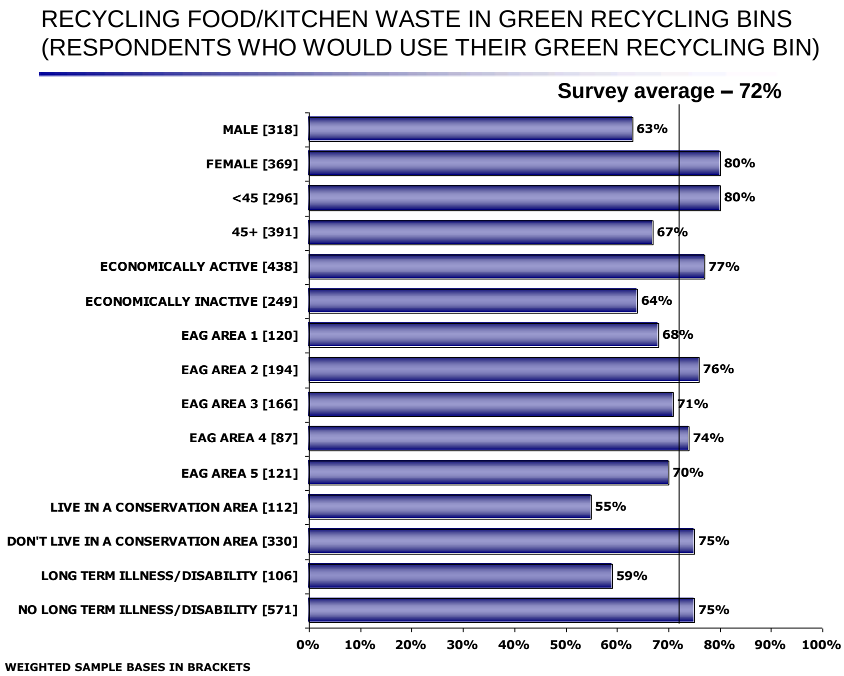
3.4.1 Recycling Food/Kitchen Waste in Green Recycling Bins

All panel members were then asked if given the opportunity, would they recycle food/kitchen waste in their green recycling bin.

More than two thirds of respondents (72%) would, given the opportunity, recycle food/kitchen waste in their green recycling bin. Only one fifth of panel members (20%) stated that they would not recycle food/kitchen waste in their green recycling bin whilst less than one tenth (8%) either didn’t know or did not provide a response.

The following figure illustrates in more detail panel members who would recycle food/kitchen waste in their green recycling bin. The intention to recycle is highest amongst respondents in EAG Area 2 (76%). Younger respondents (80% aged 44 and under) and female respondents (80%) are more likely to recycle food/kitchen waste in their green recycling bin.

Figure 3



3.4.2 Using a standard sized wheeled bin for recyclables

All panel members were asked whether they would prefer to use a standard size wheeled bin for their recyclables as opposed to the recycling box. Almost half (49%) suggested they would prefer to use a standard size wheeled bin for their recyclables as opposed to the recycling box. Slightly under a third (32%) would prefer to use the recycling box whilst less than a one in two panel members (16%) had no preference.

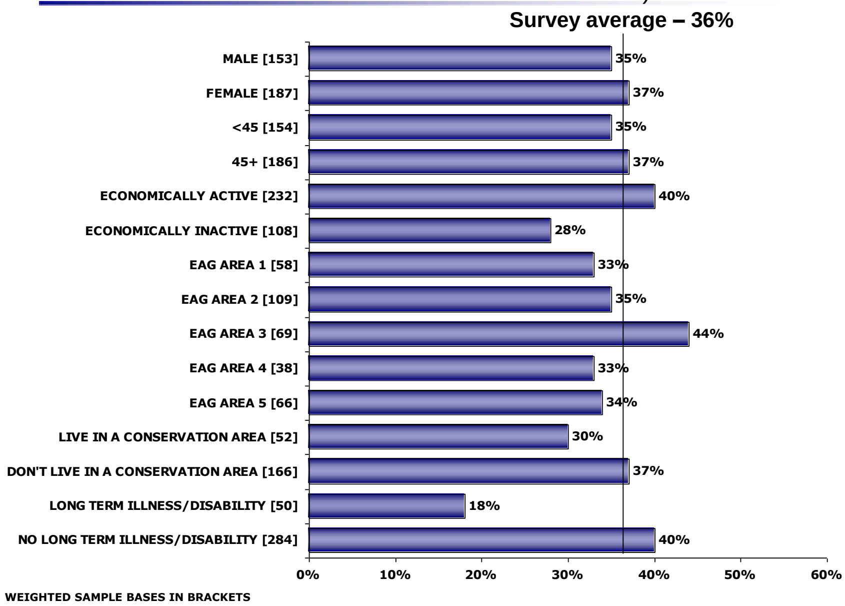
Respondents who indicated they would prefer to use a standard size wheeled bin for their recyclables as opposed to the recycling box were then asked whether they would be prepared to make a one-off payment of £15.00 for a wheeled bin for recyclables.

More than one third of respondents (36%) indicated they would be prepared to make a one-off payment of £15.00 for a wheeled bin for recyclables. Further analysis reveals that economically active respondents are significantly more likely to pay than economically inactive respondents (40% and 28% respectively).

Just under half of respondents (49%) report that they would not be prepared to make a one-off payment of £15.00 for a wheeled bin for recyclables and approximately one in seven (15%) either didn't know or would not provide a response. Further analysis reveals that respondents in EAG 3 are more likely to make a one-off payment of £15.00 for a wheeled bin for recyclables (44%) than respondents in other EAG areas.

Figure 4

PAYING A ONE-OFF PAYMENT OF £15.00 FOR A WHEELED BIN FOR RECYCLABLES (RESPONDENTS WHO WOULD PREFER TO USE A STANDARD SIZE WHEELED BIN FOR RECYCLABLES)

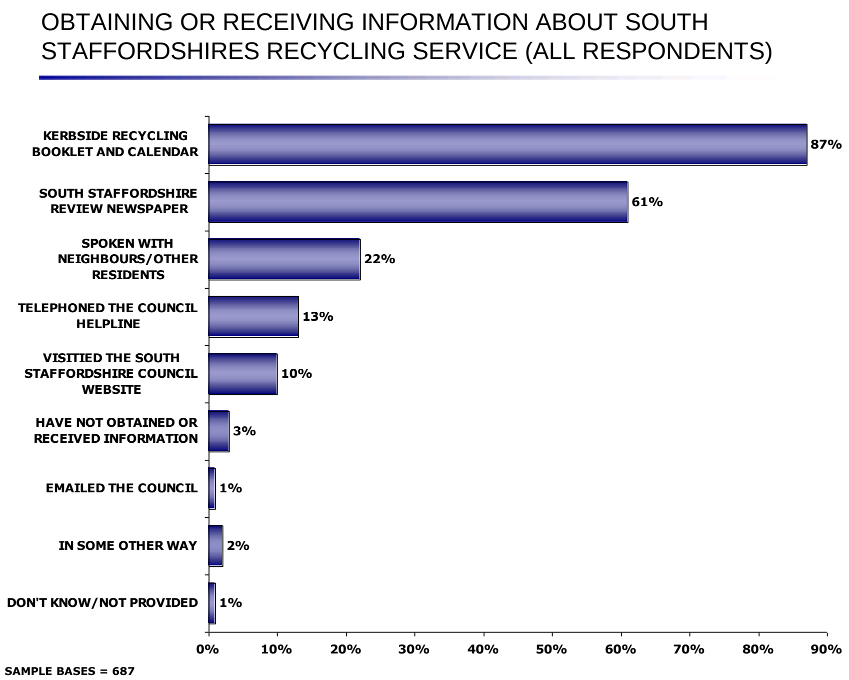


3.4.3 Obtaining or Receiving Information about South Staffordshire's Recycling Service

All panel members were asked in which ways they have obtained or received information about South Staffordshire's recycling service.

Almost nine in ten respondents (87%) have obtained or received a kerbside recycling booklet and calendar, whilst well over half (61%) obtained or received information from the South Staffordshire Review newspaper. Only 3% of respondents have not obtained or received information about South Staffordshire's recycling service whilst 2% either didn't know or did not provide a response.

Figure 5



4.0 Aim 2: A Healthy and Safe District in which to live, work and visit

4.1 Introduction

This section looks at panel member's views on the Council's priorities for ensuring health and safety, staying safe, and living, working and visiting South Staffordshire. Prior to answering these questions panel members were provided with some additional information about the general health of South Staffordshire and the role the Council is playing in support of this.

4.2 Council Priorities for Ensuring Health and Safety

All panel members were asked to rank in order of priority, what the council's priorities for ensuring the health and safety of people living and working in South Staffordshire should be from five priorities.

As can be seen in the following table, more than one third of respondents (38%) stated that the top priority for the Council to ensure the health and safety of people living and working in South Staffordshire should be unannounced visits to assess compliance with legal requirements by local businesses premises, providing advice and taking enforcement action, where necessary.

Further analysis amongst respondents who stated that the top priority for the Council to ensure the health and safety of people living and working in South Staffordshire should be unannounced visits to assess compliance with legal requirements by local businesses premises, providing advice and taking enforcement action, where necessary revealed:

- Males were significantly more likely to rank unannounced visits to assess compliance with legal requirements by local businesses premises, providing advice and taking enforcement action, where necessary as their top priority than females (45% and 32% respectively).

- Across all EAG areas, respondents in EAG area 5 were more likely to rank unannounced visits to assess compliance with legal requirements by local businesses premises, providing advice and taking enforcement action, where necessary as their top priority than other areas with almost half (43%) of respondents in this area ranking it as their top priority. Conversely, less than one third of respondents in EAG area 2 rated unannounced visits to assess compliance with legal requirements by local businesses premises, providing advice and taking enforcement action, where necessary as their top priority, the lowest amongst all areas.

Table 4

COUNCIL'S PRIORITIES FOR ENSURING THE HEALTH AND SAFETY OF PEOPLE LIVING AND WORKING IN SOUTH STAFFORDSHIRE (ALL RESPONDENTS)						
	PRIORITY RANK					DON'T KNOW/ NOT PROVIDED
	1	2	3	4	5	
UNANNOUNCED VISITS TO ASSESS COMPLIANCE WITH LEGAL REQUIREMENTS BY LOCAL BUSINESSES PREMISES, PROVIDING ADVICE AND TAKING ENFORCEMENT ACTION, WHERE NECESSARY	38%	11%	6%	15%	22%	8%
PROVIDING FOOD/OCCUPATIONAL HEALTH AND SAFETY TRAINING COURSES FOR LOCAL BUSINESS OPERATORS AND THEIR EMPLOYEES	14%	18%	19%	24%	16%	8%
PROVIDING SEMINARS FOR LOCAL BUSINESS OPERATORS TO KEEP THEM INFORMED OF CHANGES IN THE LAW AND REQUIREMENTS FOR SAFE AND HYGIENIC OPERATING PRACTICES	11%	26%	14%	22%	17%	10%
PROMOTING FOOD HYGIENE AND SAFETY IN THE HOME THROUGH INITIATIVES AIMED AT SCHOOL CHILDREN, RESIDENTS OF SHELTERED ACCOMMODATION AND OTHER COMMUNITY GROUPS	11%	23%	24%	18%	14%	10%
PARTICIPATING IN INITIATIVES AIMED AT PROMOTING HEALTHY LIFESTYLES THROUGH ADDRESSING SUCH MATTERS AS HEALTHY FOOD CHOICES, HELPING PEOPLE TO STOP SMOKING AND IMPROVEMENTS IN THE CONTROL OF STRESS AND OTHER ADVERSE CONDITIONS CAUSED BY WORK ACTIVITIES	17%	11%	26%	11%	23%	11%
UNWEIGHTED BASE – 687						

4.2.1 Introducing a Scheme which Publicises Levels of Compliance with Food Safety Requirements

All panel members were asked whether the Council should introduce a scheme that makes public the levels of compliance with food safety requirements by local food businesses.

More than four fifths (85%) of respondents indicated that the Council should introduce a scheme that makes public the levels of compliance with food safety requirements by local food businesses with less than one in ten (6%) indicating they should not. Approximately one in ten respondents (9%) were ambivalent or did not provide an answer.

4.2.2 Where the Scheme should be Publicised

All panel members were then asked where the scheme should make public the level of compliance.

One fifth of respondents (23%) indicated the scheme should make public the level of compliance at the premises, whilst less than one in ten suggested it should be on the Council's website (7%). Interestingly, three fifths of respondents suggested that the scheme should make public the level of compliance at both the premises and on the Council's website (60%). One in ten respondents (10%) were ambivalent or did not provide an answer.

4.3 Staying Safe

All panel members were asked to rank in order of priority, key problems affecting people's neighbourhoods. Prior to being asked the question, all panel members were read the following statement:

"*South Staffordshire, when compared nationally with other Community Safety Partnerships, is amongst the 25% of authorities with the lowest levels of crime (90th out of a total of 376). However, perception of crime, specifically vehicle and burglary crime, which are perceived by residents to be high, are not reflected in police statistics. South Staffordshire residents see community safety and living without fear of crime as high priorities and an important factor in "what makes a good place to live."*

As can be seen in the following table, respondents stated that groups of people gathering in the street was the problem that is of biggest concern to them and their neighbourhood (19%). Further analysis amongst respondents who stated that groups of people gathering in the street was the problem that is of biggest concern to them and their neighbourhood revealed:

- Younger respondents (those 44 years and younger) were more likely to state that groups of people gathering in the street was the problem that is of biggest concern to them and their neighbourhood than their older counterparts (23% and 16% respectively).

Table 5

KEY PROBLEMS AFFECTING PEOPLE'S NEIGHBOURHOODS (ALL RESPONDENTS)								
	PRIORITY RANK							
	1	2	3	4	5	6	7	NP*
GROUPS OF PEOPLE GATHERING IN THE STREET	19%	13%	13%	11%	8%	10%	12%	13%
DISTURBANCE OF YOUNG PEOPLE	12%	17%	9%	11%	14%	15%	5%	16%
CRIMINAL DAMAGE, ABUSE OR GRAFFITI	16%	14%	16%	14%	13%	7%	3%	17%
SALE OF ILLEGAL DRUGS	11%	10%	10%	13%	9%	11%	18%	19%
LITTER OR DOG FOULING ON ROADS & PAVEMENTS	7%	8%	8%	6%	13%	9%	28%	20%
CONSUMPTION OF DRUGS/ALCOHOL	3%	10%	14%	13%	13%	19%	8%	21%
THEFT OF CARS OR DANGEROUS DRIVING	14%	11%	11%	13%	12%	10%	8%	21%
UNWEIGHTED BASE – 687 *NP = NOT PROVIDED								

4.4 Living, Working and Visiting South Staffordshire

The following section asks panel members a series of questions around having friends/family visiting, attractions/places to visit and tourism more generally. Prior to being asked these questions, all panel members were provided with the following statement:

"Over the last 25 years the economy of South Staffordshire has undergone a significant transformation. Primary industries such as coal mining and agriculture used to be significant employers at the start of the 1990s but now there are no coalmines and less than 0.7% of the jobs in South Staffordshire are in agriculture. The predominant employment sector in South Staffordshire is now provided by the service sector with well over 50% of all jobs. There are approximately 27000 jobs provided in South Staffordshire however a greater number of our resident's jobs are provided outside of South Staffordshire most notably in Birmingham and the Black Country.

South Staffordshire also has some fantastic tourism products making it an attractive tourist destination.

With Stately homes, historic houses, attractive villages, walking routes, canals, garden centres, museums, restaurants, pubs and accommodation providers here in plenty. South Staffordshire is an appealing place to visit and entertain visiting family and friends."

4.4.1 Taking Visiting Friends/Family Out and About in South Staffordshire

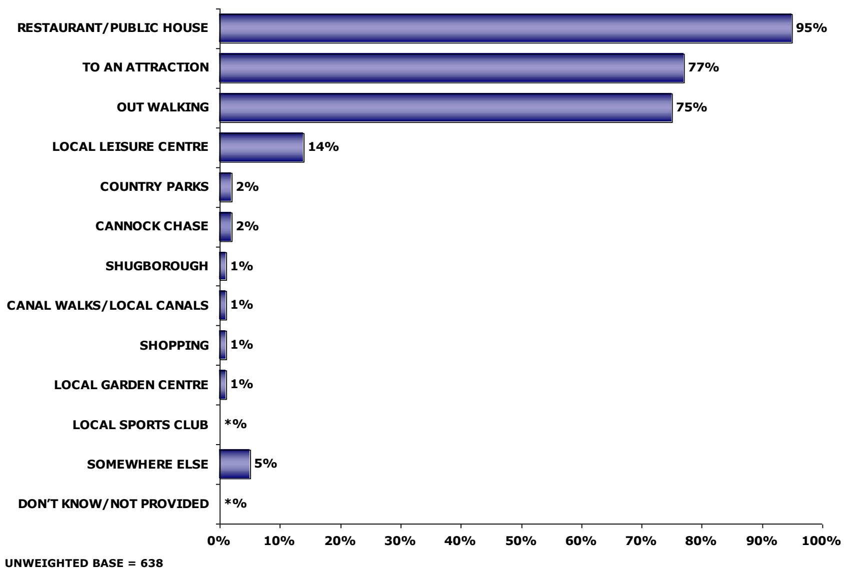
All panel members were asked when they have friends or relative's staying / visiting would they take them out and about in South Staffordshire during their visit.

Unsurprisingly, the overwhelming majority of respondents (92%) indicate that when they have friends or relative's staying / visiting they would take them out and about in South Staffordshire during their visit. Only 4% of respondents suggested they would not take them out and about in South Staffordshire during their visit and similarly whilst 4% of respondents did not know.

Respondents who indicated that when they have friends or relative's staying / visiting they would take them out and about in South Staffordshire during their visit were then asked where they would take them. The three most commonly stated destinations were to a restaurant/public house (95%), to an attraction (77%) and/or out walking (75%).

Figure 6

WHERE ARE FRIENDS/RELATIVES TAKEN OUT & ABOUT IN SOUTH STAFFORDSHIRE (RESPONDENTS WHO WOULD TAKE FRIENDS/RELATIVES STAYING/VISITING OUT AND ABOUT IN SOUTH STAFFORDSHIRE)

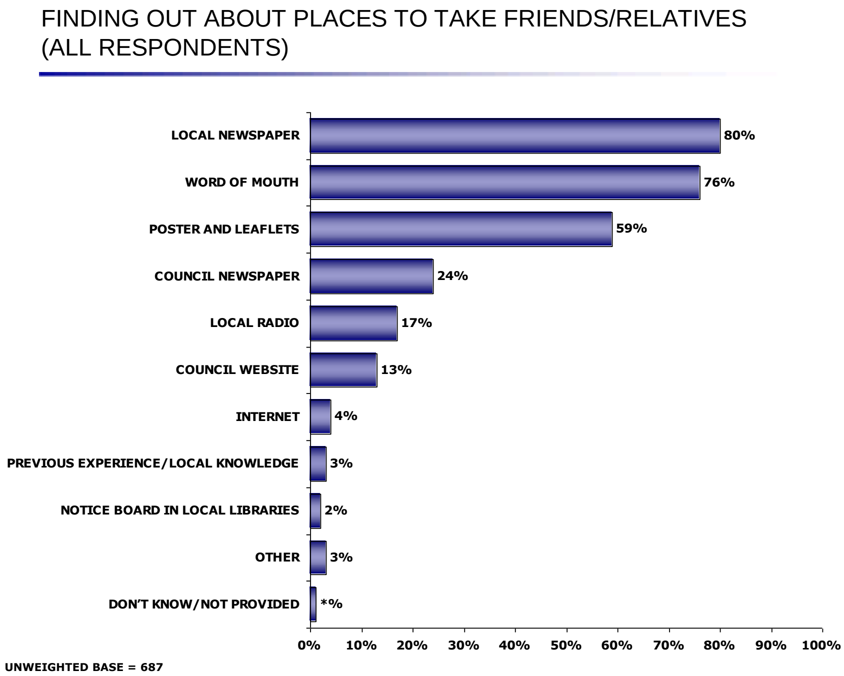


4.4.2 Finding Out About Places to Take Friends/Relatives

All panel members were asked how they would find out about places they could take their friends/relatives.

The most commonly stated ways in which respondents find out about places they could take their friends/relatives were local newspaper (80%), word of mouth (76%) and/or poster and leaflets (59%). Other ways in which respondents find out about places they could take their friends/relatives but at lower levels include council newspaper (24%), local radio (17%) and/or council website (13%).

Figure 7



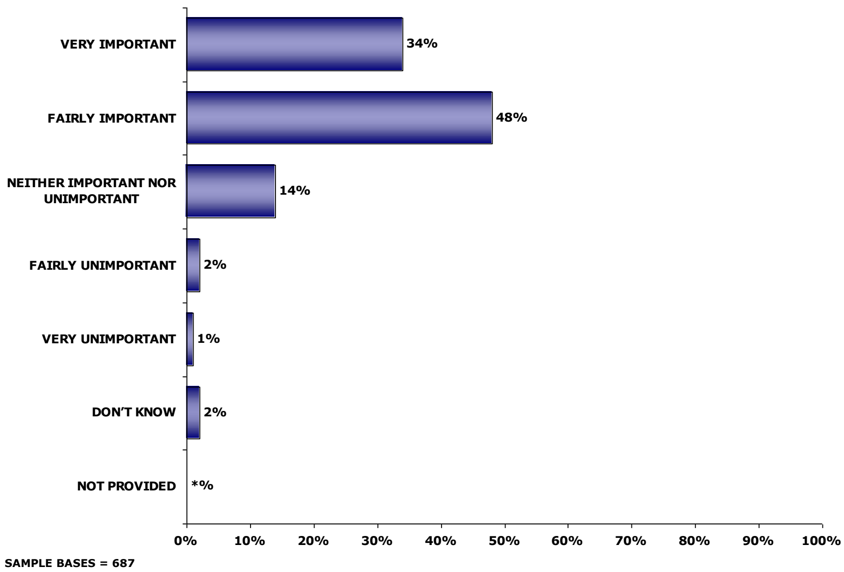
4.4.3 Importance of tourism to South Staffordshire's economy

All panel members were asked how important they think tourism is to South Staffordshire's economy.

More than four fifths (81%) of respondents think that tourism is important to the South Staffordshire economy with over one third (34%) indicating it is very important. Conversely, only 3% believe it is not important whilst 2% either didn't know or didn't provide an answer.

Figure 8

IMPORTANCE OF TOURISM TO SOUTH STAFFORDSHIRE'S ECONOMY
(ALL RESPONDENTS)



4.4.4 Attractions in South Staffordshire

All panel members were asked whether they think South Staffordshire is missing out on any kind of attraction.

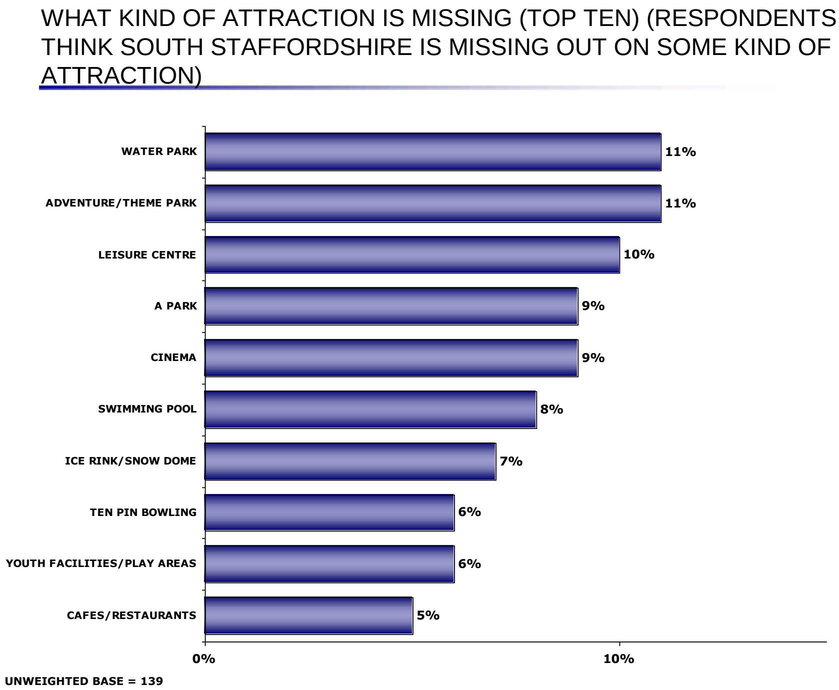
Slightly more than one fifth of respondents (21%) indicated that they do think South Staffordshire is missing out on some kind of attraction. However, almost half (47%) indicated that they don't think South Staffordshire is missing out on some kind of attraction whilst one third (33%) either didn't know or did not provide an answer.

Panel members who indicated that they do think South Staffordshire is missing out on some kind of attraction were then asked what kind of attraction they think is missing.

The following figure illustrates the top ten attractions respondents who indicated that they do think South Staffordshire is missing out on some kind of attraction actually think is missing.

The most commonly stated attractions were water park (11%), adventure/theme park (11%) and/or leisure centre (10%). Other attractions respondents who indicated that they do think South Staffordshire is missing out on some kind of attraction actually think is missing but at lower levels include a park (9%), a cinema (9%) and/or a swimming pool (8%).

Figure 9



5.0 Aim 3: A Prosperous District with Thriving Communities

5.1 Introduction

The following section looks at panel member's views on affordable housing and access to services.

5.2 Affordable Housing

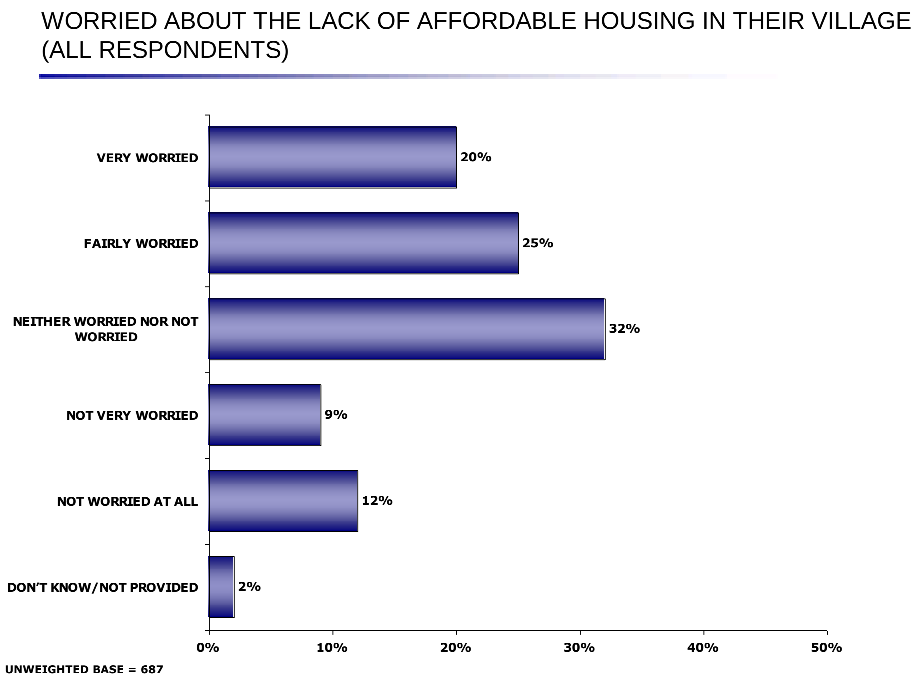
Prior to answering these questions panel members were provided with some additional information about affordable housing in South Staffordshire.

5.2.1 Lack of Affordable Housing

All panel members were asked how worried they are about a lack of affordable housing in their village.

Almost half of respondents (45%) suggested they are worried about the lack of affordable housing in their village with one fifth (20%) indicating they are very worried. Conversely, slightly more than one fifth of respondents (21%) are not worried about the lack of affordable housing in their village whilst 2% indicated that they don't know or didn't provide an answer.

Figure 10



5.2.2 Shortfall of Affordable Housing by Various Groups

All panel members were then asked how worried they are about the shortfall of affordable housing in their village for various groups of people (incl. single people, families, older people, young people).

As the following table illustrates, a similar range of responses was reported by respondents worried about the shortfall of affordable housing in their village for various groups of people including young people (45%), older people (44%), single people/couples (43%) and families (40%).

Table 6

WORRY ABOUT SHORTFALL IN AFFORDABLE HOUSING BY VARIOUS GROUPS (ALL RESPONDENTS)						
	VERY WORRIED	FAIRLY WORRIED	NEITHER	NOT VERY WORRIED	NOT WORRIED AT ALL	DON'T KNOW
	%	%	%	%	%	%
SINGLE PEOPLE/COUPLES	19	24	30	10	10	7
FAMILIES	14	27	32	10	11	6
OLDER PEOPLE	16	28	27	13	10	7
YOUNG PEOPLE	18	28	27	9	10	8
UNWEIGHTED BASE – 687						

5.2.3 Benefit to the village of affordable housing

All panel members were asked the extent to which they agree or disagree that their village would benefit from more social rented[1], intermediate[2] or a mixture of both types of housing.

Approximately one fifth of respondents (21%) agreed that there village would benefit from more social rented housing whilst almost half (46%) disagreed.

[1] Housing provided by a Housing Association or other Registered Social Landlord
[2] Housing at prices or rents above those of social rent but below market prices. For example shared equity products where properties are bought on a part rent – part buy basis. These properties are aimed at those who may earn an insufficient amount to get onto the property ladder but may be able to afford a subsidised version of home-ownership.

Further analysis reveals that more than a third of respondents (36%) agreed that their village would benefit from more intermediate housing and a similar amount (35%) agreed that there village would benefit from a mixture of both social rented and more intermediate housing.

Conversely, more than one quarter (28%) disagreed that their village would benefit from more intermediate housing and a third (33%) disagreed that there village would benefit from a mixture of both social rented and more intermediate housing.

Table 7

BENEFITS TO VILLAGE OF DIFFERENT TYPES OF HOUSING (ALL RESPONDENTS)						
	STRONGLY AGREE	AGREE	NEITHER	DISAGREE	STRONGLY DISAGREE	DON'T KNOW
	%	%	%	%	%	%
MORE SOCIAL RENTED HOUSING	8	13	20	24	23	12
MORE INTERMEDIATE HOUSING	9	26	23	14	14	13
A MIXTURE OF BOTH	14	21	21	17	15	12
UNWEIGHTED BASE – 687						

5.2.4 Housing Advice

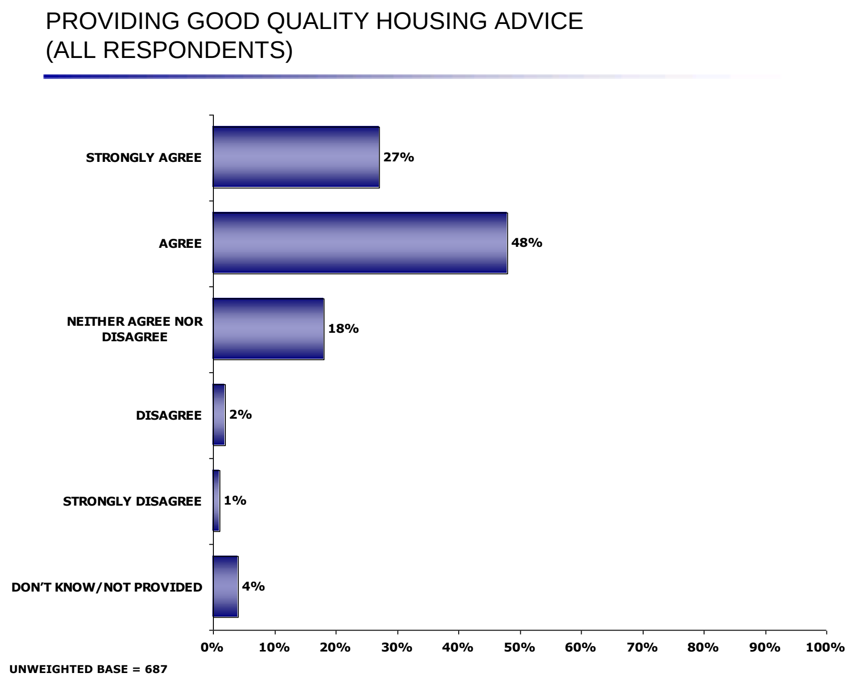
All panel members were asked a series of questions about housing advice the council should provide. Prior to being asked these questions, all panel members were provided with the following statement:

"Although South Staffordshire Council no longer owns its own housing stock, we do have a responsibility around the prevention of homelessness. At present we offer advice to residents at risk of becoming homeless and maintain a waiting list for re-housing."

Firstly, all panel members were asked the extent to which they agree or disagree that the Council should provide good quality housing advice to help all of its customers to maximise their housing options.

Three quarters of respondents (75%) agree that the Council should provide good quality housing advice to help all of its customers to maximise their housing options. Conversely, only 3% disagree and 4% either don't know or didn't provide an answer.

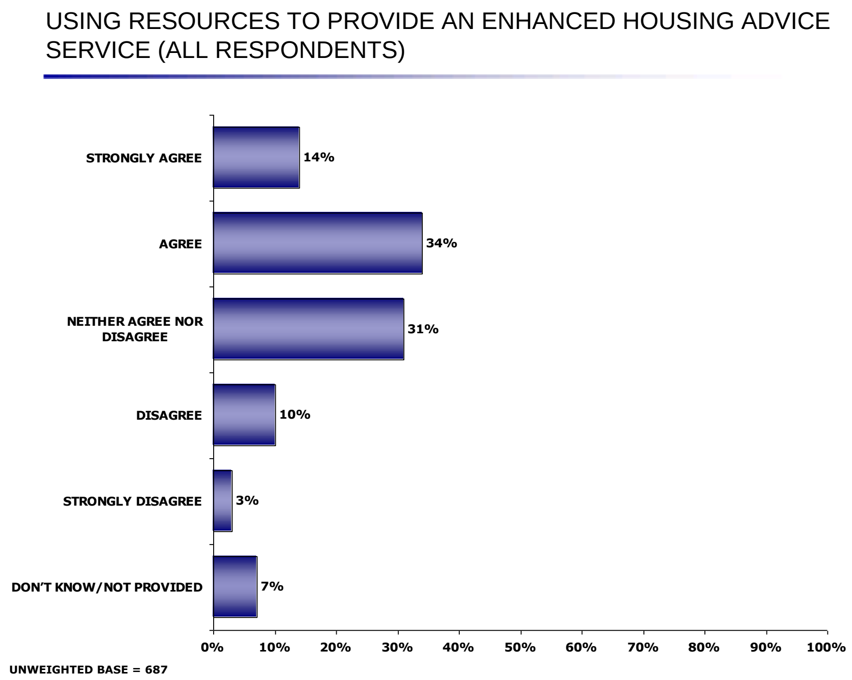
Figure 11



All panel members were then asked the extent to which they agree or disagree that the Council should use their resources to provide an enhanced housing advice service rather than maintaining the current housing register of people waiting to be housed.

Almost half of respondents (48%) agreed that the Council should use their resources to provide an enhanced housing advice service rather than maintaining the current housing register of people waiting to be housed with more than one in ten (14%) strongly agreeing. In contrast, slightly more than one in ten (13%) disagreed whilst 7% either did not know or did not provide a response.

Figure 12



5.3 Access to Services – The Internet

All panel members were asked a series of questions about accessing the Council's services. Prior to being asked these questions, all panel members were provided with the following statement:

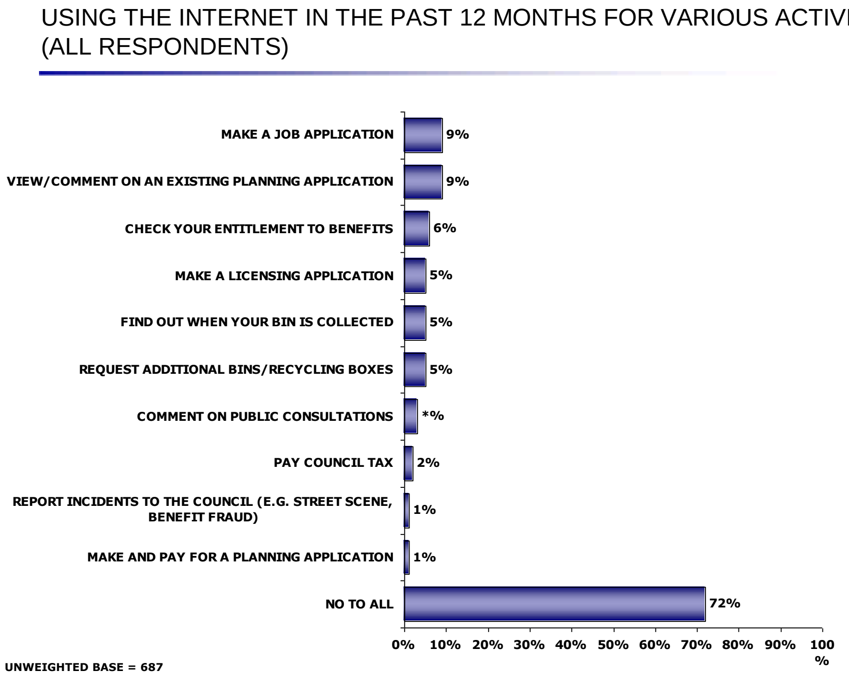
"The Council is under pressure from the Government to make as many of their services as possible available on-line."

5.3.1 Using the Internet During the Past 12 Months

All panel members were asked whether they have used the internet to do various activities associated the Council during the past 12 months.

Respondents more commonly used the internet during the past 12 months to make a job application (9%) and view/comment on a recent planning application. Almost three quarters of respondents (73%) did not use the internet during the past 12 months for the activities/services identified in the table below.

Figure 13

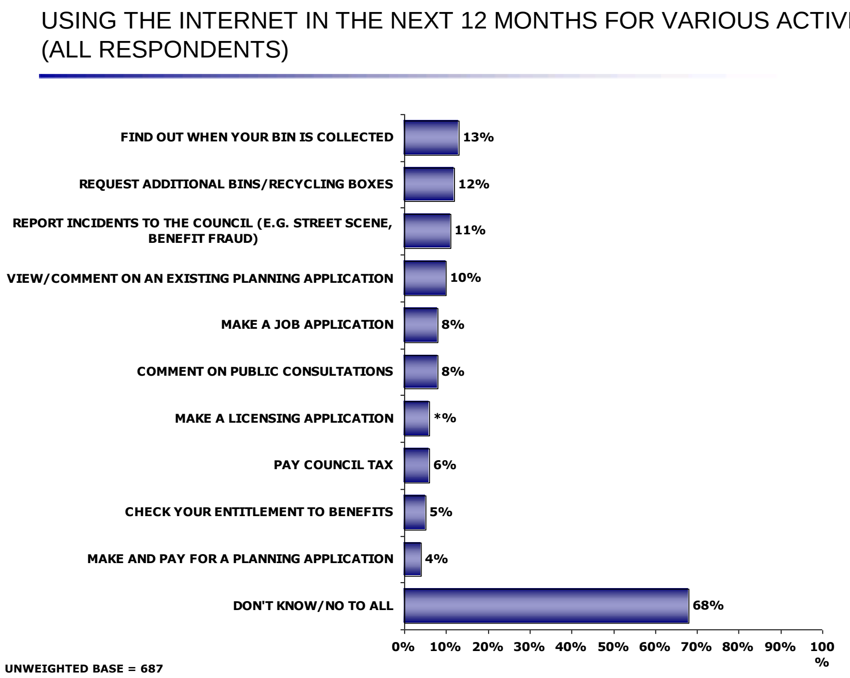


5.3.2 Using the Internet in the Next 12 Months

All panel members were then asked whether they think they will use the internet to do various activities associated the Council during the next 12 months.

The main services/activities respondents think they will use the internet for in the next 12 months will be to find out when their bin is collected (13%), request additional bins/recycling boxes (12%) and report incidents to the council (e.g. street scene benefit fraud) (11%). More than two thirds of respondents (68%) either didn't know or reported no to all responses.

Figure 14



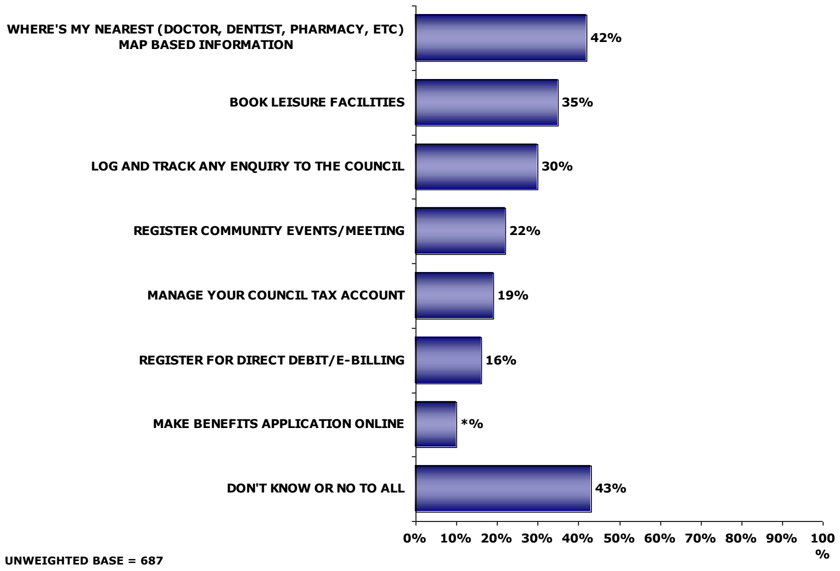
5.3.3 Using the Internet in the Next 12 Months – Additional Services

All panel members were then asked which of a range of additional services that the Council could make available on the internet would they be interested in accessing in the next 12 months.

More than two fifths of respondents (42%) indicated that they would be interested in accessing the internet in the next 12 months to find out where their nearest Doctor/Dentist/Pharmacy etc., is based on a map. Further analysis reveals that more than one third (35%) would be interested in using the internet to book leisure facilities whilst three tenths (30%) would log and track enquiries to the Council.

Figure 15

USING THE INTERNET IN THE NEXT 12 MONTHS – ADDITIONAL SERVICES (ALL RESPONDENTS)



5.4 Access to Services – Information Point/Kiosk at a Leisure Centre

All panel members were asked whether they are able to get to a leisure centre in South Staffordshire without difficulty. Prior to being asked this question, all panel members were provided with the following statement:

"Information points/ kiosks can provide electronic access to services like the above from remote locations; the following questions explore how useful they would be to the residents of South Staffordshire."

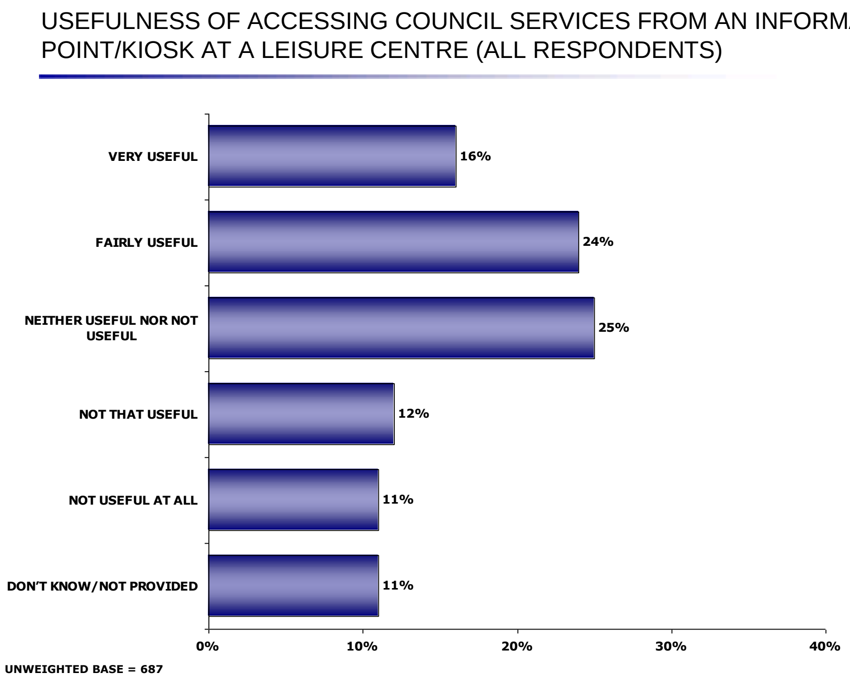
More than four fifths (83%) of respondents indicated that they are able to get to a leisure centre in South Staffordshire without difficulty. In contrast, one in ten (11%) reported that they are not able to get to a leisure centre in South Staffordshire without difficulty whilst 6% either didn't know or did not provide a response.

5.4.1 Usefulness of Accessing Council Services from an Information Point/Kiosk at a Leisure Centre

All panel members were asked how useful it would be to be able to access other Council services from an information point / kiosk at a leisure centre.

Two fifths of respondents (40%) indicated that they would find it useful to be able to access other Council services from an information point / kiosk at a leisure centre. Conversely, less than a quarter (24%) reported that they would not find it useful whilst 11% either did not know or did not provide a response.

Figure 16



Panel members who indicated that they would find it useful to be able to access other Council services from an information point / kiosk at a leisure centre were then asked which of the services outlined in the following table would they like to be able to access in this way.

The three most commonly stated services panel members who indicated that they would find it useful to be able to access other Council services from an information point / kiosk at a leisure centre would like to be able to access in this way are:

- Reporting incidents to the council e.g. street scene, benefit fraud (58%);
- Where's my nearest (doctor, dentist, pharmacy etc) map based information (54%); and
- To book leisure facilities (54%).

Other services panel members who indicated that they would find it useful to be able to access other Council services from an information point / kiosk at a leisure centre would like to be able to access in this way but at lower levels are to request additional bins/recycling boxes (40%), find out when your bin is collected (37%) and/or view/comment on an existing planning application (36%).

Table 8

SERVICES RESPONDENTS WOULD LIKE TO BE ABLE TO ACCESS FROM AN INFORMATIN POINT/KIOSK AT A LEISURE CENTRE (RESPONDENTS WHO INDICATED THAT THEY WOULD FIND IT USEFUL TO BE ABLE TO ACCESS OTHER COUNCIL SERVICES FROM AN INFORMATION POINT / KIOSK AT A LEISURE CENTRE)	
	%
REPORT INCIDENTS TO THE COUNCIL E.G. STREET SCENE, BENEFIT FRAUD	58
WHERE'S MY NEAREST (DOCTOR, DENTIST, PHARMACY ETC) MAP BASED INFORMATION	54
BOOK LEISURE FACILITIES	54
REQUEST ADDITIONAL BINS/RECYCLING BOXES	40
FIND OUT WHEN YOUR BIN IS COLLECTED	37
VIEW/COMMENT ON AN EXISITING PLANNING APPLICATION	36
REGISTER COMMUNITY EVENTS/MEETINGS	30
LOG AND TRACK ANY ENQUIRY TO THE COUNCIL	30
COMMENT ON PUBLIC CONSULTATIONS	29
MAKE A JOB APPLICATION	24
HOUSING ADVICE	24
CHECK YOUR ENTITLEMENT TO BENEFITS	22
PAY COUNCIL TAX	21
MAKE AND PAY FOR A PLANNING APPLICATION	17
MANAGE YOUR COUNCIL TAX ACCOUNT	17
MAKE A LICENSING APPLICATION	14
NONE OF THE ABOVE/NOT PROVIDED	14
REGISTER FOR DIRECT DEBIT/E-BILLING	13
UNWEIGHTED BASE – 272	

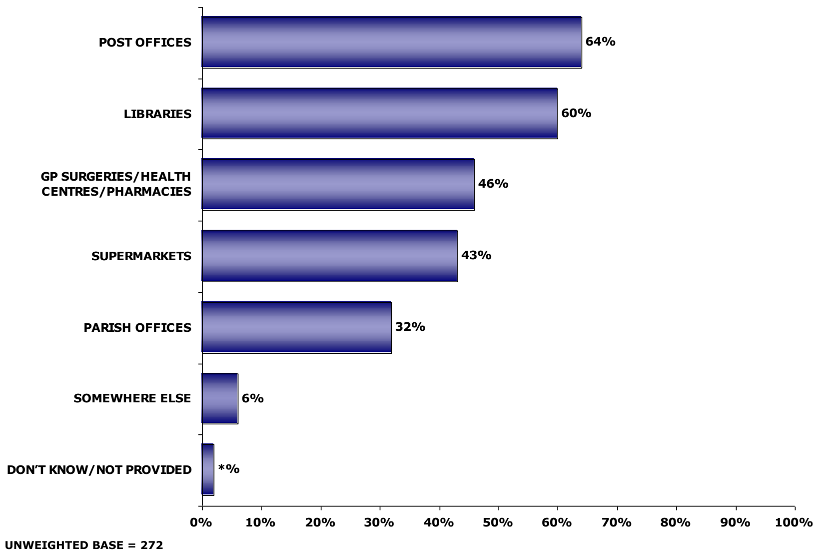
5.4.2 Location for an Information Point/Kiosk

Panel members who indicated that they would find it useful to be able to access other Council services from an information point / kiosk at a leisure centre were then asked which other locations do they think it would be a good idea for information points / kiosks to be placed.

Almost two thirds of respondents (64%) think post offices would be a good location for information points / kiosks to be placed whilst three fifths of respondents (60%) suggested Libraries.

Figure 17

GOOD LOCATIONS FOR INFORMATION POINTS/KIOSKS (RESPONDENTS WHO WOULD FIND IT USEFUL TO ACCESS OTHER COUNCIL SERVICES FROM AN INFORMATION POINT / KIOSK AT A LEISURE CENTRE



5.4.3 Interest in Receiving Council Related Information by Text Alerts

All panel members were asked whether they would be interested in receiving council related information by text alerts on their mobile phone. Almost nine in ten respondents (88%) indicated that they would not be interested in receiving council related information by text alerts on their mobile phone. Conversely, only 4% of respondents stated they would be interested whilst 8% either did not know or did not provide an answer.

All panel members were then asked whether they would be interested in being able to send a message to the Council reporting a problem using a text message.

Two thirds of respondents (66%) indicated that they would not be interested in being able to send a message to the Council reporting a problem using a text message. In contrast, slightly more than one quarter (26%) suggested they would be interested whilst 7% either did not know or did not provide an answer.

6.0 Aim 4: A District which Encourages and Promotes Lifelong Learning Opportunities

6.1 Introduction

This section looks at panel member's views on encouraging and promoting lifelong learning opportunities (incl. community activities, leisure centre provision, countryside services, training and education). Prior to being asked these questions, all panel members were provided with the following statement:

"The Council's Leisure Services currently provide services directly to the public, e.g. our leisure centres. The service also offers support to local organisations and voluntary groups, in the form of training, education, guidance, advice (capacity building) and funding."

6.2 Encouraging and Promoting Lifelong Learning Opportunities

All panel members were asked how important they think it is that the Council provides services such as community activities, leisure centre provision, countryside services, training and education.

The three most important services respondents feel the Council should provide are:

- Community activities for children and young people – local leisure activities currently provided at local venues, including parish halls and schools (96%) with more than half (58%) stating it is very important;

- Leisure centre provision for children and young people – sports facilities including fitness suites, swimming pools, sports halls including lessons, coaching and general hire of facilities (92%) with two thirds stating that it is very important; and

- Leisure centre provision for adults and older people (92%) with more than half (56%) stating that it is very important.

The following table illustrates respondent's levels of importance in more detail.

Table 9

CONCERN ABOUT ENVIRONMENTAL PROBLEMS (ALL RESPONDENTS)						
	VERY IMPORTANT	**FAIRLY IMPORTANT**	**NEITHER**	**FAIRLY UNIMPORTANT**	**VERY UNIMPORTANT**	**DON'T KNOW**
COMMUNITY ACTIVITIES FOR **CHILDREN AND YOUNG PEOPLE** – LOCAL LEISURE ACTIVITIES CURRENTLY PROVIDED AT LOCAL VENUES, INCLUDING PARISH HALLS AND SCHOOLS	58%	38%	3%	1%	1%	3%
COMMUNITY ACTIVITIES (INCLUDING ADVICE AND GUIDANCE TO LOCAL ORGANISATIONS) FOR **ADULTS AND OLDER PEOPLE**	47%	42%	6%	1%	*%	3%
LEISURE CENTRE PROVISION FOR **CHILDREN AND YOUNG PEOPLE** – SPORTS FACILITIES INCLUDING FITNESS SUITES, SWIMMING POOLS, SPORTS HALLS INCLUDING LESSONS, COACHING AND GENERAL HIRE OF FACILITIES	66%	26%	3%	1%	1%	4%
LEISURE CENTRE PROVISION FOR **ADULTS AND OLDER PEOPLE**	56%	36%	4%	1%	*%	3%
COUNTRYSIDE SERVICES – PROVISION AND MANAGEMENT OF BAGGERIDGE COUNTRY PARK AND SOUTH STAFFORDSHIRE RAILWAY WALK	44%	39%	10%	1%	*%	5%
TRAINING AND EDUCATION FOR SPORTS COACHES AND OFFICIALS	24%	41%	23%	4%	2%	5%
TRAINING AND EDUCATION FOR **LOCAL CREATIVE BUSINESSES**	16%	40%	30%	7%	2%	5%
COMMUNITY GRANT AID – SPORTS AND ARTS GRANT AID FOR INDIVIDUALS AND ORGANISATIONS	25%	42%	21%	6%	2%	5%
GENERAL CULTURAL SERVICES ADVICE AND GUIDANCE TO LOCAL GROUPS AND ORGANISATIONS	16%	42%	29%	7%	3%	5%
WALKING / HEALTH PROMOTION ACROSS ALL AGE GROUPS	43%	39%	10%	4%	1%	3%
UNWEIGHTED BASE – 687 * DENOTES <0.5% - ROW PERCENTAGES						

7.0 Aim 5: A Well Managed Council and Community Leader

7.1 Introduction

This section looks at panel member's views on receiving summarised details of the Council's finances, providing value for money, spending more money to improve the quality of services and areas where the Council should spend less money.

Prior to being asked these questions, all panel members were provided with the following statement:

"South Staffordshire Council prides itself on providing high quality services at the lowest possible cost. In user satisfaction surveys residents place us in the upper quartile of all authorities for general user satisfaction. The Audit Commission categorised us as a 'Fair' authority in their last inspection and our aim is to be judged as an 'Excellent' Council in future inspections."

7.2 Receiving Summarised Details of the Council's Finances

All panel members were asked whether they would be interested in receiving summarised details of the Council's finances.

Less than one third (30%) indicated that they would be interested in receiving summarised details of the Council's finances, whilst almost three fifths reported that they would not be interested (58%). Slightly more than one in ten respondents either did not know or did not provide an answer (12%).

Further analysis reveals that older panel members (those 45 years and over) are significantly more interested in receiving summarised details of the Council's finances than their younger counterparts (35% and 22% respectively).

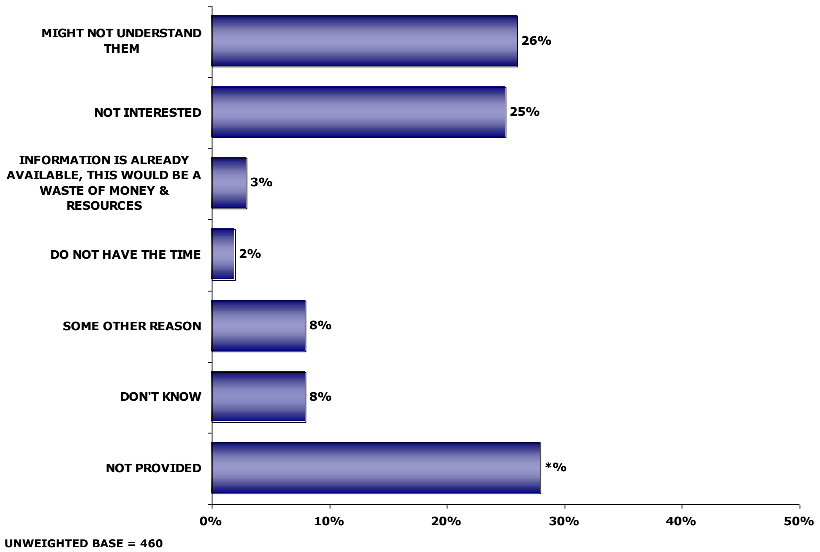
Respondents who indicated that they would not be interested in receiving summarised details of the Council's finances were then asked why they said that.

More than one quarter (26%) suggested that they would not be interested in receiving summarised details of the Council's finances because they might not understand them. Similarly, one quarter (25%) reported that they are not interested.

Further analysis reveals that younger respondents (those 44 years and below) are significantly more likely to suggest that they would not be interested in receiving summarised details of the Council's finances because they are not interested in them than their older counterparts (33% and 18% respectively).

Figure 18

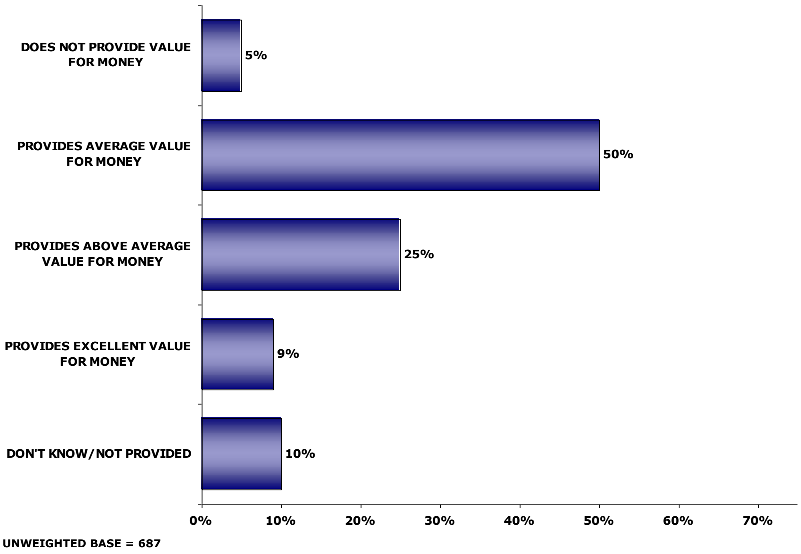
NO INTEREST IN RECEIVING SUMMARISED DETAILS OF THE COUNCILS FINANCES (RESPONDENTS NOT INTERESTED IN RECEIVING SUMMARISED DETAILS OF THE COUNCILS FINANCES)



7.3 Providing Value for Money

All panel members were asked, which from a series of statements best describes their views on whether the Council provides value for money. Whilst half of respondents (50%) reported that the Council provides average value for money, more than one third (34%) suggest that the Council provides above average or excellent value for money.

SOUTH STAFFORDSHIRE COUNCIL PROVIDES VALUE FOR MONEY (ALL RESPONDENTS)



7.4 Spending More Money to Improve the Quality of Services

All panel members were asked which areas, if any, the Council should spend more money to improve the quality of the service it delivers. This was an open response question and the most commonly stated responses can be seen in the following table.

Table 10

AREAS WHERE THE COUNCIL SHOULD SPEND MORE MONEY TO IMPROVE THE QUALITY OF SERVICE IT DELIVERS (ALL RESPONDENTS)			
	%		%
POLICING OF STREETS	12%	TOURISM	1%
FACILITIES / ACTIVITIES FOR YOUTHS	10%	PROVISION OF AFFORDABLE HOUSING	1%
STREET CLEANING / LITTER CONTROL	9%	PROTECTION OF GREEN BELT LAND	1%
MAINTENANCE OF ROADS / PAVEMENTS	7%	PROBLEM NEIGHBOURS / ANTI-SOCIAL BEHAVIOUR	1%
MAINTENANCE OF GRASS VERGES / BUSHES	6%	PARKS / OPEN SPACES	1%
REFUSE COLLECTION	5%	PARKING FACILITIES	1%
RECYCLING	5%	HOUSING REPAIRS	1%
LEISURE / SPORTS FACILITIES	4%	HEALTH SERVICES	1%
PUBLIC TRANSPORT	3%	GRAFFITI	1%
DOG FOULING	3%	FLY-TIPPING	1%
TRAFFIC MANAGEMENT / LEVELS OF TRANSPORT	2%	ENVIRONMENT	1%
SPEEDING TRAFFIC	2%	CLAMPING DOWN ON UNDERAGE DRINKING	1%
PROVISIONS FOR THE ELDERLY / DISABLED	2%	CEMETERY	1%
EDUCATION / SCHOOLS	2%	ALL AREAS / SERVICES	1%
WARDEN SERVICES	1%	ADVERTISING LOCAL EVENTS / ATTRACTIONS	1%
SAMPLE BASE – 687			

7.5 Areas where the Council should spend less money

All panel members were asked which areas, if any, the Council should spend less money. This was an open response question and the most commonly stated responses can be seen in the following table.

Table 11

AREAS WHERE THE COUNCIL SHOULD SPEND LESS MONEY (ALL RESPONDENTS)			
	%		%
COUNCIL EMPLOYEES / EMPLOYEE BENEFITS	3%	FIRE SERVICE	*%
COUNCILLORS EXPENSES	2%	GRANT AID	*%
ADMINISTRATION	2%	SIGNAGE	*%
BUREAUCRACY	2%	OVER-GRITTING OF ROADS	*%
TRAFFIC CALMING MEASURES	2%	CIVIC FUNCTIONS / DINNERS	*%
ROAD IMPROVEMENTS /MAINTENANCE	2%	HELPING SINGLE PARENTS	*%
SURVEYS	1%	UNEMPLOYED PEOPLE	*%
POLICING	1%	SCHEMES FOR MINORITY GROUPS	*%
PARISH COUNCIL	1%	CYCLE LANES	*%
COUNCIL OFFICES / BUILDINGS	1%	NEW HOUSING DEVELOPMENTS	*%
ADVERTISING / LEAFLET DROPS	1%	ARTS / CRAFTS EVENTS	*%
RECYCLING	1%	NONE	5%
COUNCIL MEETINGS / SEMINARS	1%	OTHER	9%
PEOPLE ON BENEFITS	1%	DON'T KNOW	6%
HOUSING	1%	NOT PROVIDED	59%
SAMPLE BASE – 687 * DENOTES <0.5% - ROW PERCENTAGES			

8.0 Profile of the Panel

The following table highlights the demographic profile of respondents.

Table 12

Demographics & Profile	Actual Number Of Interviews Completed	Unweighted Percentage	Weighted Percentage
Total			
EAG Area 1	136	20%	17%
EAG Area 2	159	23%	28%
EAG Area 3	197	29%	24%
EAG Area 4	83	12%	13%
EAG Area 5	112	16%	18%
Male	365	53%	46%
Female	322	47%	54%
16-44 years old	155	23%	43%
45-64 years old	337	49%	35%
65+	192	28%	22%
Have A Disability / Long Standing Illness	124	18%	15%
White	680	99%	99%
Non White	4	1%	1%
In Employment	387	56%	64%
Owner Occupiers	614	89%	89%
Social renters	57	6%	6%