



CITIZENS' PANEL RESULTS

WINTER 2009

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May 2009

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Stratford-on-Avon District Council Citizens' Panel: Winter 2009 Results

1. Introduction

The Council has a Citizens' Panel, which contains a representative sample of people living in the District of Stratford-on-Avon. By surveying this Panel, it is possible to obtain views and opinions broadly representative of local residents. The following results are from the Winter 2009 Panel survey.

2. Methodology

521 questionnaires were returned from the middle of February to the start of March 2009. 1257 were originally mailed, with 29 returned "not known at address, no longer interested" etc. This represents a response rate of 42.4%.

By area, the breakdown was: -

	NOS
West	169
Central	209
East	140
Not Known	3
TOTAL:	(521)

West area is around Alcester, Bidford, Henley-in-Arden, and Studley.

Central area is around Stratford and Shipston.

East area is around Southam, Wellesbourne, and Kineton.

By locality, the breakdown of responses was: -

	NOS
Alcester/Bidford	92
Henley/Studley	77
Shipston	78
Southam	71
Stratford	131
Wellesbourne/Kineton	69
Not Known	3
TOTAL:	(521)

Results were analysed and within the report, where appropriate, results where they were statistically significant by area and locality have been included.

3. Summary of Results

Sustainable Community Strategy

- Commenting on key challenges for the District to 2026 in order to maintain and improve the current quality of life, over two thirds (68%) believed an ageing population to be a key challenge, more than a half (52%) stated crime and our fear of it and just under a half quoted an economy under pressure.
- Respondents were asked to state which of four given priorities relating to children and young people they felt should have the greatest priority. Over two thirds (67%) stated increase activities for children and young people, six out of ten quoted improve children and young people's physical and emotional health and over a third (38%) cited increase children and young people's positive contribution.
- Participants were requested to indicate which priorities relating to stronger communities should have the greatest priority. Over half (55%) said give residents more influence over decisions, just over half (51%) stated improve access to services / facilities and 45% quoted increase the number of affordable homes in rural areas.
- Residents were asked to choose up to three out of seven given priorities relating to safer communities. Over three quarters said reduce anti-social behaviour, 44% cited reduce the level of crime and over a third (36%) quoted reduce violent crime.
- Residents were asked to state which were their greatest priorities relating to healthier communities and older people. Eight in ten said support older and vulnerable people to live independently. 43% quoted improve access to healthcare and 42% cited encourage and support healthier lifestyles.
- Respondents were requested to name their greatest priority relating to economic development and enterprise. Over half (53%) stated encourage economic growth and change and over a third (34%) cited improve qualifications and skills.
- Residents were asked to state up to three priorities relating to climate change and environment that they felt should have the greatest priority. Six out of ten of those surveyed cited cut the amount of waste we send to landfill and almost a half (48%) said preserve the District's distinctive character.

Air Quality

- Respondents were asked to comment overall on how they rated the air quality of where they live: half stated very good and 45% fairly good.
- Residents were requested to specify all the times of the day and the week they felt that the air quality in their area was at its worst: seven out of ten of those surveyed claimed it was rush hours only.
- Respondents indicated which were more and which were less important contributors to air quality problems in their area. Over three quarters (77%) believed pollution from local industry to be a less important contributor as opposed to almost a quarter (23%) who believed it to be a more important contributor. Eight out of ten felt pollution from traffic was a more important contributor unlike the two in ten who stated it was a less important contributor. Just less than a third (32%) stated smells, for example, from agriculture, cooking, etc. were a more important contributor, versus seven in ten respondents who cited they were a less important contributor.
- Residents were asked to state, how affected, they felt various groups of people were by poor air quality in the Stratford District: over half (53%) believed people travelling in

motor vehicles were slightly affected. Half of respondents felt cyclists and motorcyclists were slightly affected by poor air quality in the Stratford District and 43% believed them to be badly affected. Almost half of those surveyed (47%) considered pedestrians were badly affected by poor air quality and 46% thought they were slightly affected. So far as children were concerned, almost half (48%) thought they were slightly affected and 44% said they were badly affected.

- Respondents were asked to indicate all the groups to which they belonged. Nine out of ten claimed to be motorists and interestingly only seven in ten confirmed they were pedestrians. Just over half of those surveyed (52%) said they were pensioners. A third of residents claim to be public transport users. Three in ten respondents are cyclists. Just over a fifth (21%) are asthmatic or hay fever sufferers. 14% of those surveyed are parents of young children. One in ten respondents are outdoor workers.

Workforce Skills

- Respondents were asked to indicate which, from a list of qualifications supplied, was the highest level that they have achieved. A fifth stated professional qualifications, 18% cited degree or degree level nursing or teaching qualification, and 12% said postgraduate level. A further 12% of respondents stated GCE O levels and 7% quoted City & Guilds Craft, RSA Diploma or other trade qualifications / apprenticeship at level 2.

Rural Cinema

- The survey questioned residents as to whether they had heard of "Moving Pictures". Over half (53%) said they had not.
- All residents were asked whether they had access to a rural cinema in their town or village. Six in ten confirmed they did.
- Residents were asked to state whether it was easier for them to access a cinema in their village rather than go to their nearest town. 61% confirmed it was easier to access a cinema in their village.
- 87% of residents said they had not attended the rural cinema run by SDC.
- Respondents were asked if they did not have a rural cinema in their village, did they think there would be a need for one: over half (55%) said not.
- Respondents were asked to comment on the value for money they felt the rural cinema represented: over two thirds (68%) stated that it was very good value for money and just over a quarter (29%) believed it to be fairly good value for money.
- Residents were then asked to indicate where and how they would like to receive information about future screenings: a third of respondents stated that they would like to receive information about future screenings in the press / free papers. Just over a fifth (21%) said village hall / village hall notice board and 19% stated parish newsletter / magazine. 16% quoted email and 13% cited Council website / online. Only 12% of those surveyed claimed they would like to receive information by post and nobody indicated schools and libraries.

Affordability

- The survey asked residents if they continually struggled throughout the year to pay their electricity and heating fuel bills: almost a third (32%) said this was the case.
- Respondents were asked to indicate approximately what proportion of their monthly income and benefits are used to pay for electricity and heating fuel bills: a third stated between 6% to 10%, 28% of residents cited between 11% to 20%, and just under a quarter (23%) claimed the proportion paid was 5% or lower. 12% of those surveyed said they paid between 21% to 30% of their monthly income and benefits on electricity and heating fuel bills.
- The survey informed residents that research carried out by the Council indicated that many people are concerned about the impact that household debt may have on their housing situation in the future, and then it asked if this was something that was worrying them. A quarter actually said it was, as opposed to three quarters who said it was not.
- Four in ten respondents stated heating / fuel as a type of debt that gave them cause for concern. A third cited Council tax charges and just over a quarter (26%) named cost of mortgage as a concern.
- All residents were asked if they knew who to approach for advice to ensure that their home is not at risk and for help in prioritisation and management of debts: four in ten respondents said that they did not.
- Respondents who had stated they knew who to approach for advice were then asked to list the organisations they would approach: over three quarters (79%) named the Citizen's Advice Bureau, over a quarter (26%) said the bank / building society and 15% cited Council offices / SDC / WCC.

4. Results in Detail

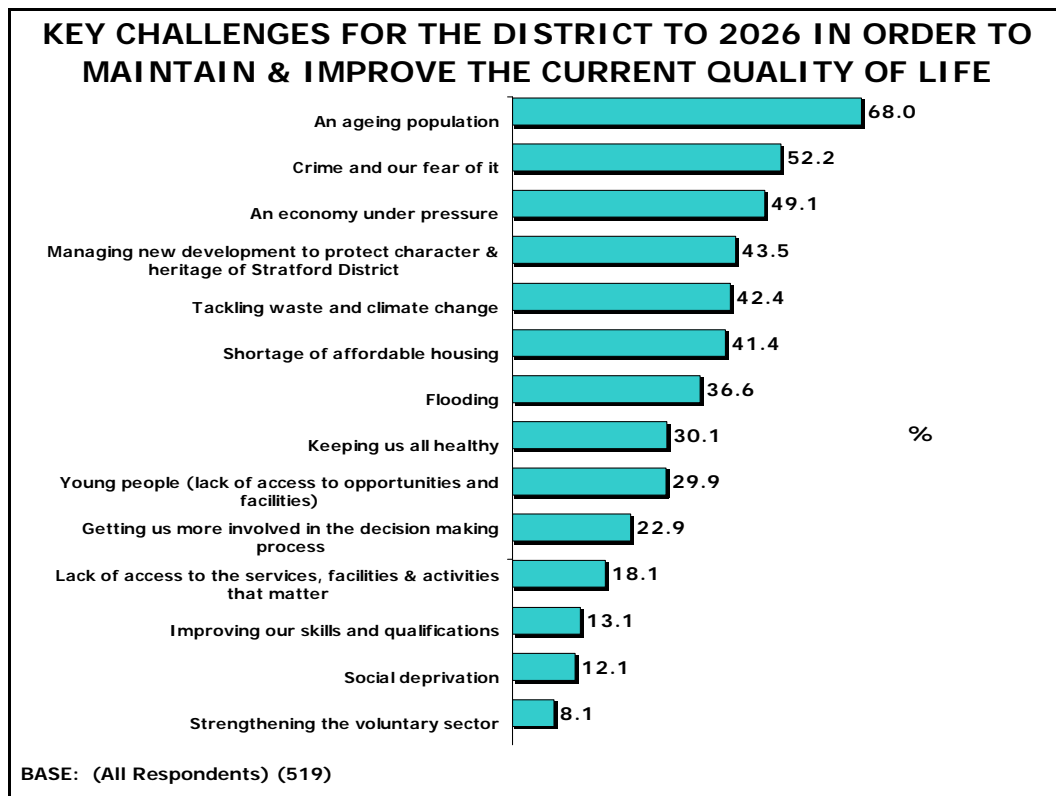
4.1 Sustainable Community Strategy

Key challenges for the District to 2026 in order to maintain and improve the current quality of life

Residents were asked to comment on what they felt were the key challenges for the District to 2026 in order to maintain and improve the current quality of life.

In general, over two thirds (68%) believed an ageing population to be a key challenge, more than a half (52%) stated crime and our fear of it and just under a half quoted an economy under pressure. Four in ten respondents remarked on managing new development to protect character and heritage of Stratford District, tackling waste and climate change, shortage of affordable housing, and flooding. Less than one in ten (8%) claimed strengthening the voluntary sector was a key challenge to the District.

Chart 1:



By area, almost half (49%) of those living in the East believed shortage of affordable housing was a key challenge for the District, compared to just 37% of those living in the West believing likewise.

Crime and our fear of it was a key challenge for over half (57%) of those living in the West, as opposed to only 46% of those living in the Central area.

Managing new development to protect character and heritage of Stratford District was a key challenge for 57% of those living in the Central area and 43% of those living in the West, however only a quarter of those living in the East felt the same way.

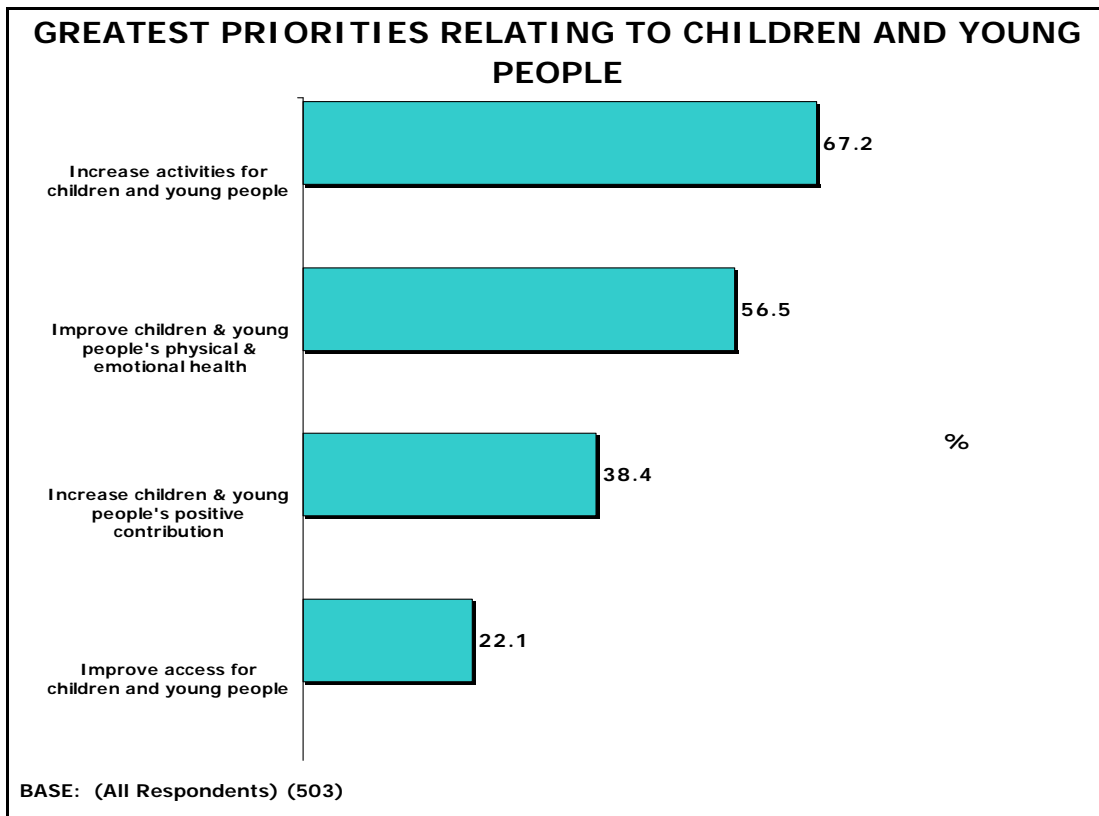
Table 1: Area results: Residents' thoughts overall on what they feel are the key challenges for the District

	West	Central	East
	%	%	%
An ageing population	66	68	71
Shortage of affordable housing	37	39	49
Lack of access to the services, facilities and activities that matter	15	20	19
An economy under pressure	54	46	48
Keeping us all healthy	34	28	29
Improving our skills and qualifications	13	14	12
Crime and our fear of it	57	46	55
Young people (lack of access to opportunities and facilities)	27	30	33
Managing new development to protect character and heritage of Stratford District	43	57	25
Tackling waste and climate change	42	40	48
Flooding	41	35	34
Getting us more involved in the decision making process	21	26	19
Strengthening the voluntary sector	10	10	4
Social deprivation	10	12	15
Base:	(168)	(209)	(139)

Children and Young People: By 2026, our young people will be active, involved and physically and emotionally fitter.

Respondents were then asked to state which of four given priorities relating to children and young people they felt should have the greatest priority. Over two thirds (67%) of those surveyed stated increase activities for children and young people, six out of ten quoted improve children and young people’s physical and emotional health and over a third (38%) cited increase children and young people’s positive contribution.

Chart 2:



By area, seven out of ten residents living in the Central area, two thirds of those living in the East and 64% of those living in the West, thought to increase activities for children and young people was the greatest priority relating to children and young people. Six in ten residents from the West felt to improve children and young people’s physical and emotional health was a priority, as did just over a half (56%) of Central residents and 53% of East area residents. Almost a third (31%) of those living in the East believed to improve access for children and young people, compared to just 18% of those living in the West and Central areas. 42% of those living in the West felt to increase children and young people’s positive contribution was an important priority, as did 37% of those living in the East and 36% of those living in the Central area.

Table 2: Area results: Residents’ thoughts overall on what they feel are the greatest priorities relating to children and young people

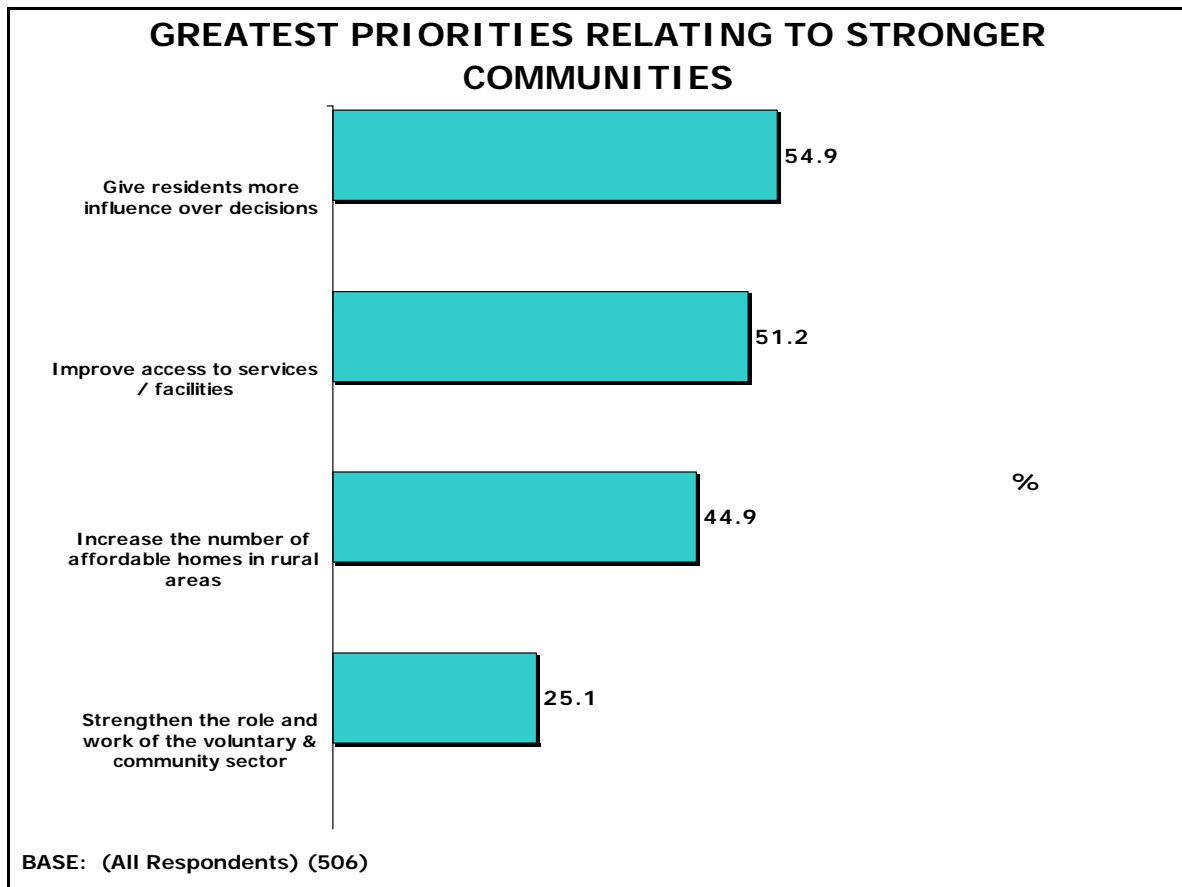
	West	Central	East
	%	%	%
Increase activities for children and young people	64	71	66
Improve children and young people’s physical and emotional health	61	56	53
Improve access for children and young people	18	18	31
Increase children and young people’s positive contribution	42	36	37
Base:	(166)	(204)	(133)

Stronger Communities: By 2026, everyone will have access to first-class services and amenities, and more influence over decisions affecting them.

The questionnaire then went on to ask participants to state which priorities relating to stronger communities should have the greatest priority.

In general, over half (55%) said give residents more influence over decisions, just over half (51%) stated improve access to services / facilities and 45% quoted increase the number of affordable homes in rural areas.

Chart 3:



By area, six out of ten Central residents, as opposed to 47% of those from the East, opted to give residents more influence over decisions.

Increase the number of affordable homes in rural areas was selected by 58% of those living in the East, compared to 41% of those living in the West and 39% of those living in the Central area.

Strengthen the role and work of the voluntary and community sector was chosen by a third of residents from the West, versus 22% of those from the Central area and just one fifth of those living in the East.

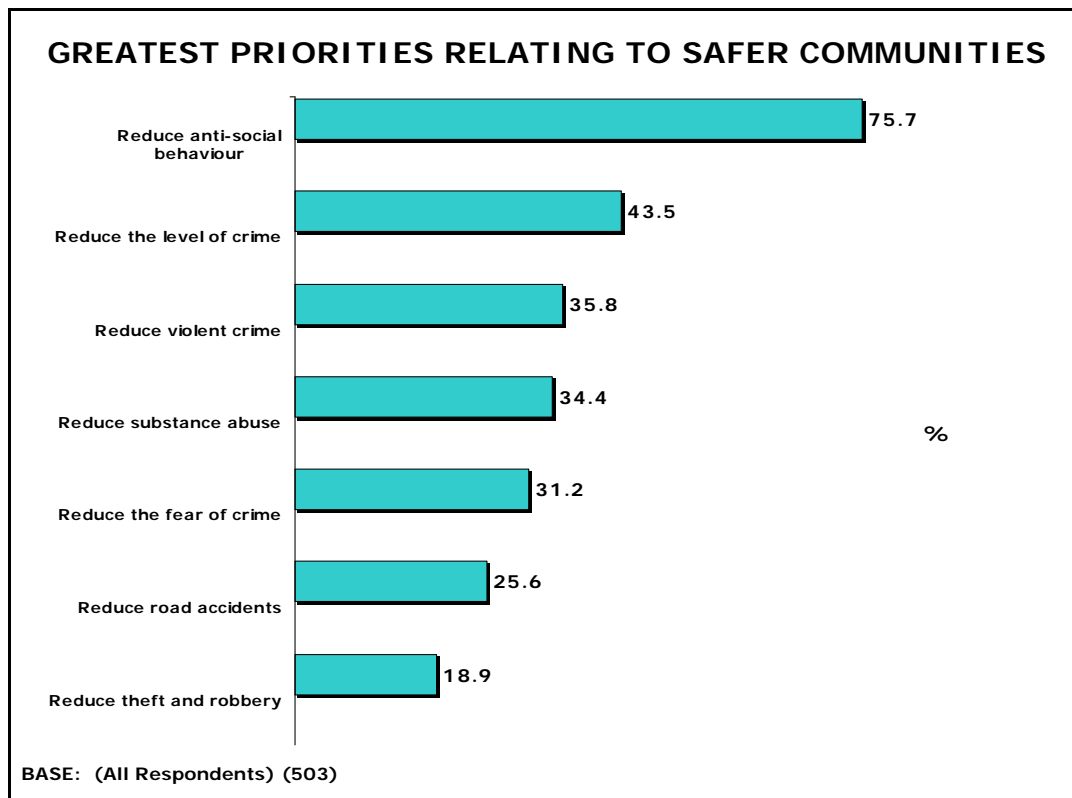
Table 3: Area results: Residents' thoughts overall on what they feel are the greatest priorities relating to stronger communities

	West	Central	East
	%	%	%
Improve access to services / facilities	49	52	53
Give residents more influence over decisions	55	60	47
Increase the number of affordable homes in rural areas	41	39	58
Strengthen the role and work of the voluntary and community sector	33	22	20
Base:	(166)	(204)	(133)

Safer Communities: By 2026, we will feel safer, and be safer.

Residents were then asked to choose up to three out of seven given priorities relating to safer communities. Over three quarters said reduce anti-social behaviour, 44% cited reduce the level of crime and over a third (36%) quoted reduce violent crime.

Chart 4:



By area, almost half (47%) of those living in the Central area felt to reduce the level of crime was one of the greatest priorities relating to stronger communities, as did 43% of those in the West and 40% of those in the East. Over three quarters (77%) of Central area residents and exactly three quarters of East and West residents said to reduce anti-social behaviour was a great priority relating to stronger communities. Four in ten residents from the West and East regarded reducing violent crime as a priority. Over a third (37%) of those living in the Central area considered reducing substance abuse a priority. A third of East area residents quoted reducing the fear of crime as a priority relating to stronger communities.

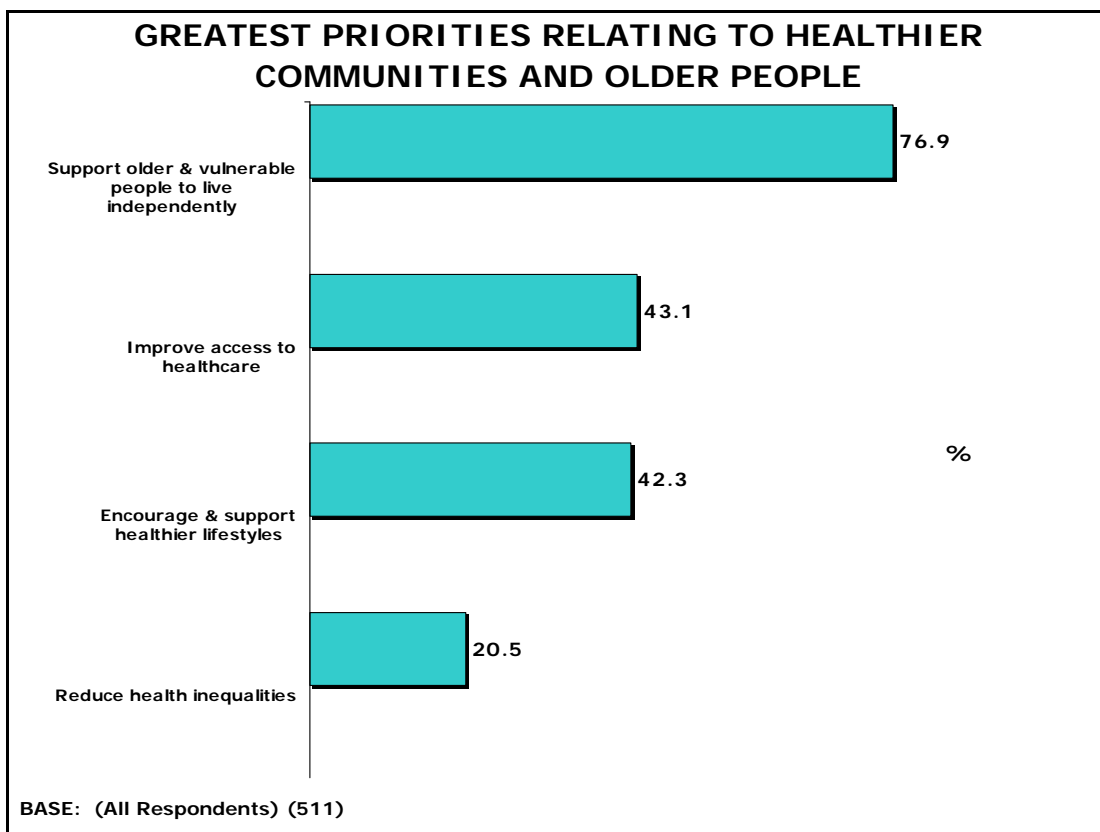
Table 4: Area results: Residents' thoughts overall on what they feel are the greatest priorities relating to stronger communities

	West	Central	East
	%	%	%
Reduce the level of crime	43	47	40
Reduce anti-social behaviour	75	77	75
Reduce violent crime	40	32	36
Reduce substance abuse	33	37	31
Reduce theft and robbery	22	18	18
Reduce the fear of crime	29	32	33
Reduce road accidents	27	23	28
Base:	(163)	(203)	(134)

Healthier Communities and Older People: By 2026, we will be encouraged to lead healthier lifestyles, and older people will be supported to live independently.

Residents were then asked to state which were their greatest priorities relating to healthier communities and older people. Eight in ten said support older and vulnerable people to live independently. 43% quoted improve access to healthcare and 42% cited encourage and support healthier lifestyles.

Chart 5:



By area, 45% of residents living in the East and 42% of those living in the West and Central areas felt improve access to healthcare was an important priority relating to healthier communities and older people. 83% of those from the West considered support older and vulnerable people to live independently was the greatest priority relating to healthier communities and older people, as did three quarters of those from the Central area and 73% of those from the East. Four in ten residents from all three areas felt to

encourage and support healthier lifestyles was a priority and two in ten residents from all areas quoted to reduce health inequalities.

Table 5: Area results: Residents' thoughts overall on what they feel are the greatest priorities relating to healthier communities and older people

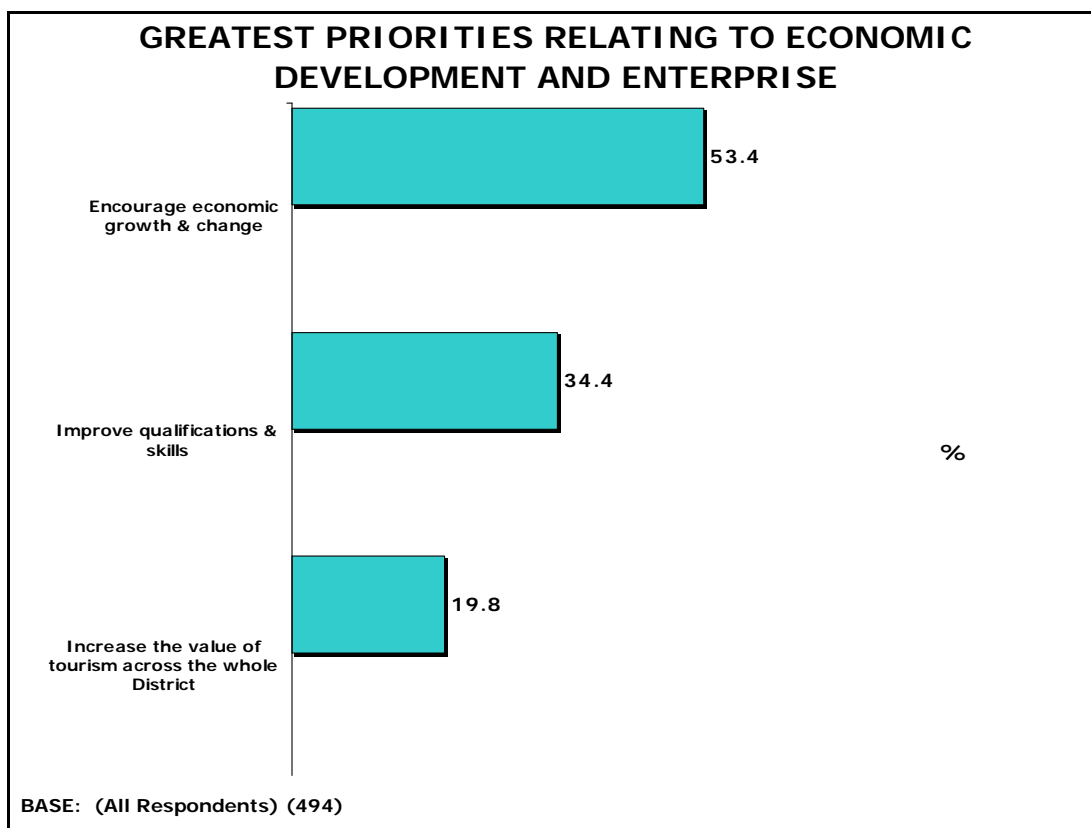
	West	Central	East
	%	%	%
Improve access to healthcare	42	42	45
Support older and vulnerable people to live independently	83	75	73
Encourage and support healthier lifestyles	40	44	43
Reduce health inequalities	20	22	19
Base:	(165)	(207)	(136)

Economic Development and Enterprise: By 2026, all sectors of the local economy will be thriving throughout the District.

The survey continued by asking respondents to name their greatest priority relating to economic development and enterprise.

In general, over half (53%) stated encourage economic growth and change, over a third (34%) cited improve qualifications and skills and a fifth said increase the value of tourism across the whole District.

Chart 6:



By area, six in ten residents living in the West, compared to 55% of those living in the Central area and only 43% of those living in the East, selected encourage economic growth and change.

46% of those living in the East, as opposed to 32% of those living in the Central area and only 29% of those living in the West, opted to improve qualifications and skills.

Table 6: Area results: Residents’ thoughts overall on what they feel are the greatest priorities relating to economic development

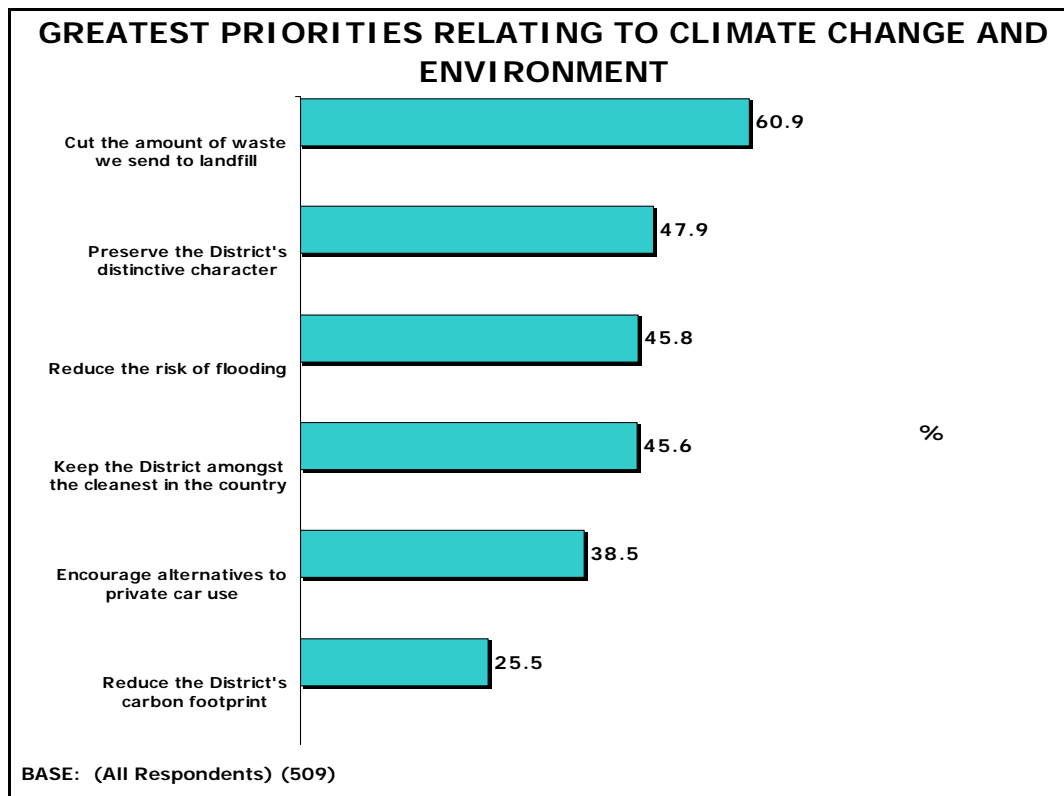
	West	Central	East
	%	%	%
Encourage economic growth and change	60	55	43
Increase the value of tourism across the whole District	21	21	18
Improve qualifications and skills	29	32	46
Base:	(163)	(194)	(134)

Climate Change and Environment: By 2026, we will have created less waste, used less energy and cut our carbon footprint.

Residents were then asked to state up to 3 priorities relating to climate change and environment that they felt should have the greatest priority.

Overall, six out of ten of those surveyed cited cut the amount of waste we send to landfill and almost a half (48%) said preserve the District’s distinctive character. Just over a quarter (26%) cited reduce the District’s carbon footprint.

Chart 7:



By area, a third of residents living in the East opted to reduce the District’s carbon footprint, compared to only a fifth of those living in the West.

Reduce the risk of flooding was selected by over half (52%) of those living in the West, as opposed to only 41% of those living in the Central area.

Preserve the District's distinctive character was chosen by 57% of those living in the Central area, versus 49% of those living in the West and just 34% of those living in the East.

Table 7: Area results: Residents' thoughts overall on what they feel are the greatest priorities relating to economic development

	West	Central	East
	%	%	%
Reduce the District's carbon footprint	20	25	33
Cut the amount of waste we send to landfill	65	56	64
Encourage alternatives to private car use	34	42	38
Reduce the risk of flooding	52	41	45
Keep the District amongst the cleanest in the country	43	43	51
Preserve the District's distinctive character	49	57	34
Base:	(166)	(203)	(137)

Using the list of priorities shown above, all residents were asked to comment on what they thought the public services should do to achieve them. Please refer to the Appendix for a full list of the 337 responses obtained.

The Panel survey then went on to ask residents to suggest any other priorities they felt the public services should consider that were not included in previous questions. Over a quarter (26%) responded by stating council to cut costs / lower council tax / less bureaucracy / back to basics / less political correctness... One in ten of those surveyed gave the following priorities: traffic congestion / heavy lorries / more cycle lanes / mention of bridges; improve highways / pavements / roads / more pedestrianisation; and poor planning department management of projects / mentions of World Class project.

Table 8: Other priorities residents suggest public services should consider

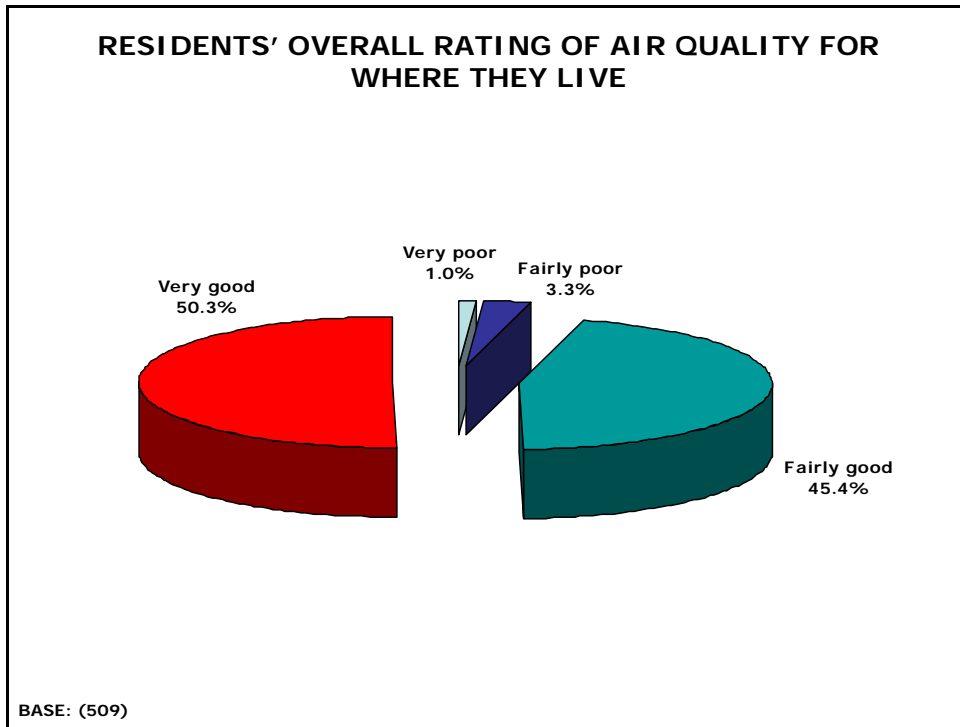
Mentions 5% or more	%
<i>Council to cut costs/lower council tax/less bureaucracy/back to basics/less political correctness</i>	26.2
<i>Traffic congestion/heavy lorries/more cycle lanes/mention of bridges</i>	10.3
<i>Improve highways/pavements/roads/more pedestrianisation</i>	10.3
<i>Poor planning dept. management of projects/mentions of "World Class" project</i>	10.3
<i>More support for elderly/disabled..</i>	7.5
<i>Control building/ugly developments/Eco New Town</i>	7.5
<i>Litter issues/graffiti</i>	6.5
<i>Free parking/parking problems</i>	6.5
<i>Derelict buildings/shops/lower rents/rates</i>	5.6
<i>More activities/access to arts/cheaper gyms</i>	5.6
<i>Transport services/better rail connections</i>	5.6
<i>Keep S.O.A traditional/maintain local villages</i>	5.6
Base:	(107)

4.2 Air Quality

Residents' overall rating of air quality for where they live

Respondents were asked to comment overall on how they rated the air quality of where they live. Half stated very good, 45% fairly good, 3% said fairly poor and 1% claimed it was very poor.

Chart 8:



Times air quality at its worst

Residents were then requested to specify all the times of the day and the week they felt that the air quality in their area was at its worst. Seven out of ten of those surveyed claimed it was rush hours only, 8% stated it was at all times in the week, 5% said all times at weekends and over a quarter (27%) cited other specific times.

Table 9: The times of the day and week which residents think air quality in their area is at its worst

	%
Rush hours only (8am to 9am, 5pm to 6pm)	69.9
All times in the week	7.5
All times at weekends	5.3
Other specific times	27.1
BASE:	(399)

Important contributors to air quality problems

The survey continued by asking for views on which residents felt were more and which were less important contributors to air quality problems in their area.

In general, over three quarters (77%) believed pollution from local industry to be a less important contributor as opposed to almost a quarter (23%) who believed it to be a more important contributor. Eight out of ten felt pollution from traffic was a more important contributor unlike the two in ten who stated it was a less important contributor. Just less than a third (32%) stated smells, for example, from agriculture, cooking, etc. were a more important contributor, versus seven in ten respondents who cited they were a less important contributor.

66 residents quoted other contributors to air quality problems and these are listed in the Appendix.

Table 10: Respondents views on which they feel are more and which are less important contributors to air quality problems in their area

	Base	More important contributor	Less important contributor
Pollution from local industry	(312)	23.4%	76.6%
Pollution from traffic	(411)	82.2%	17.8%
Smells, e.g. from agriculture, cooking	(333)	31.8%	68.2%

By locality, four out of ten Southam residents felt pollution from local industry was a more important contributor, as opposed to just 13% of residents from Shipston, Henley and Studley.

Table 11: Locality results: Whether residents feel pollution from local industry is a more or less important contributor

	Alcester - Bidford	Henley - Studley	Shipston	Southam	Stratford	Wellesbourne - Kineton
More important contributor	27	13	13	39	26	20
Less important contributor	73	87	87	61	74	80
Base:	(60)	(45)	(47)	(41)	(77)	(40)

90% of residents from Stratford, Wellesbourne and Kineton believed pollution from traffic to be a more important contributor, versus 74% of those from Alcester and Bidford, and just 69% of those from Shipston.

Table 12: Locality results: Whether residents feel pollution from traffic is a more or less important contributor

	Alcester - Bidford	Henley - Studley	Shipston	Southam	Stratford	Wellesbourne - Kineton
More important contributor	74	81	69	86	90	90
Less important contributor	26	19	31	14	10	10
Base:	(69)	(62)	(58)	(56)	(115)	(48)

Almost half (45%) of those living in Shipston and 39% of those living in Alcester, Bidford and Southam felt that smells, e.g. from agriculture, cooking, etc. was a more important contributor, compared to just 14% of those living in Stratford.

Table 13: Locality results: Whether residents feel smells e.g. from agriculture, cooking, etc. is a more or less important contributor

	Alcester- Bidford	Henley - Studley	Shipston	Southam	Strat- ford	Welles- bourne - Kineton
	%	%	%	%	%	%
More important contributor	39	32	45	39	14	29
Less important contributor	61	68	55	61	86	71
Base:	(66)	(44)	(56)	(46)	(78)	(42)

How affected certain groups of people are by poor air quality

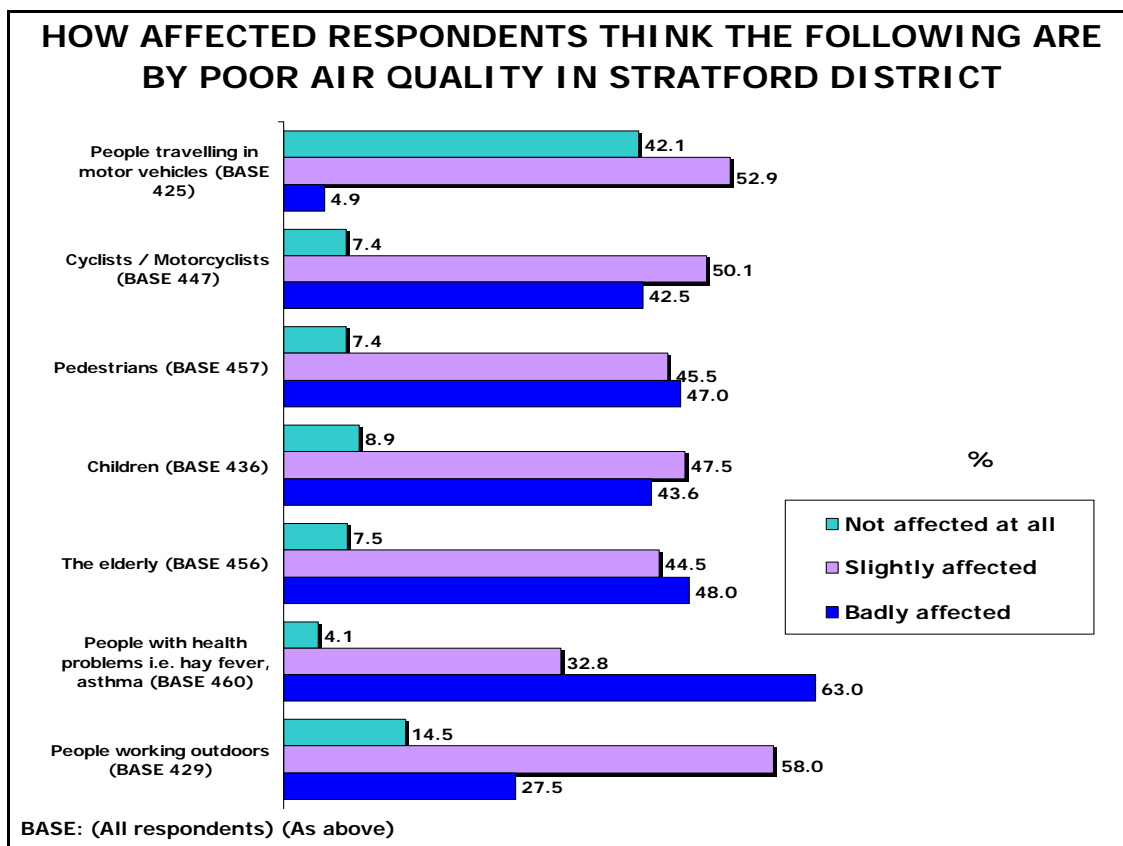
Residents were asked to state, how affected, if at all, they felt various groups of people were by poor air quality in the Stratford District.

In general, over half (53%) believed people travelling in motor vehicles were slightly affected, 5% felt they were badly affected and four in ten did not think they were affected at all. Half of respondents felt cyclists and motorcyclists were slightly affected by poor air quality in the Stratford District, 43% believed them to be badly affected, with just 7% stating they were not affected at all. Almost half of those surveyed (47%) considered pedestrians were badly affected by poor air quality, with a similar percentage (46%) thinking they were slightly affected. Again, just 7% believed this group to be not affected at all.

So far as children were concerned, almost half (48%) thought they were slightly affected, 44% said they were badly affected and one in ten stated they were not affected at all. Almost half (48%) claimed the elderly were badly affected by poor air quality in the District, 45% felt they were slightly affected and only 8% thought that they were not affected at all.

Almost two thirds of those surveyed (63%) believed people with health problems, i.e. hay fever, asthma, etc. were badly affected by poor air quality, a third considered this particular group slightly affected, unlike just 4% of respondents who claimed they were not affected at all. Six out of ten respondents believed people working outdoors to be slightly affected by poor air quality, just over a quarter (28%) stated they were badly affected and 15% thought they were not affected at all.

Chart 9:



By locality, six in ten Stratford residents believed children were badly affected by poor air quality in the Stratford District, as opposed to 35% of those living in Shipston and just three in ten residents from the Henley and Studley areas feeling the same way.

Table 14: Locality results: Whether residents believe children were not affected at all, slightly affected or badly affected by poor air quality in the Stratford District

	Alcester-Bidford	Henley - Studley	Shipston	Southam	Stratford	Wellesbourne - Kington
	%	%	%	%	%	%
Not affected at all	9	17	8	10	5	10
Slightly affected	50	53	58	46	38	48
Badly affected	41	30	35	44	57	42
Base:	(78)	(60)	(66)	(63)	(108)	(59)

Over three quarters (77%) of those living in Stratford, compared to 56% of those living in Alcester and Bidford and just 51% of those living in Shipston, believed people with health problems, i.e. hay fever, asthma, were badly affected.

Table 15: Locality results: Whether residents believe people with health problems were not affected at all, slightly affected, or badly affected by poor air quality in the Stratford District

	Alcester-Bidford	Henley - Studley	Shipston	Southam	Stratford	Wellesbourne - Kington
	%	%	%	%	%	%
Not affected at all	4	3	4	5	3	8
Slightly affected	40	39	45	35	20	26
Badly affected	56	58	51	60	77	66
Base:	(80)	(62)	(74)	(65)	(115)	(62)

39% of those living in Stratford and Southam, versus just 12% of those living in Shipston, believed that people working outdoors were badly affected.

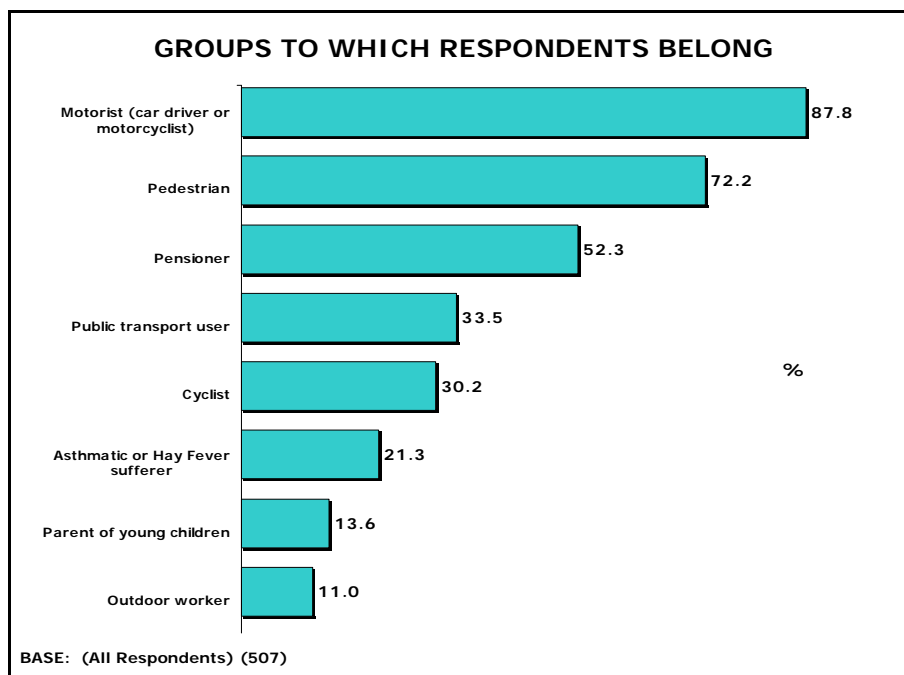
Table 16: Locality results: Whether residents believe people working outdoors were not affected at all, slightly affected, or badly affected by poor air quality in the Stratford District

	Alcester-Bidford	Henley - Studley	Shipston	Southam	Stratford	Wellesbourne - Kington
	%	%	%	%	%	%
Not affected at all	19	14	20	15	9	14
Slightly affected	61	68	68	47	53	56
Badly affected	20	19	12	39	39	31
Base:	(79)	(59)	(65)	(62)	(104)	(59)

Groups to which respondents belong

Respondents were asked to indicate all the groups to which they belonged. Nine out of ten claimed to be motorists and interestingly only seven in ten confirmed they were pedestrians. Just over half of those surveyed (52%) said they were pensioners. A third of residents claim to be public transport users.

Chart 10:



4.3 Workforce Skills

Highest level of qualifications achieved

Stratford DC's Corporate Strategy has an aim "improving the skills of the local population". To help determine the level of qualifications existing within the Citizens' Panel a series of questions were asked to do with workforce skills.

Initially, respondents were asked to indicate which, from a list of qualifications supplied, was the highest level that they have achieved. A fifth stated professional qualifications, 18% cited degree or degree level nursing or teaching qualification and 12% said postgraduate level. A further 12% of respondents stated GCE O levels and 7% quoted City & Guilds Craft, RSA Diploma or other trade qualifications / apprenticeship at level 2. The table below lists all the responses.

Table 17: Highest level of qualification that respondents have achieved

	%
Professional Qualifications	20.3
Degree / Degree Level Nursing or Teaching Qualification	18.0
Postgraduate Level	11.9
GCE O Levels	11.5
City & Guilds Craft, RSA Diploma or other trade qualifications/apprenticeship at Level 2	7.4
BTEC HNC / HND	6.1
City & Guilds Advanced Craft, RSA Advanced Diploma or other Advanced trade qualification / apprenticeship at NVQ Level 3	5.0
GCE A Levels	4.3
GCSEs (at A*-C)	4.1
NVQ or SVQ Level 2 / GNVQ Intermediate / School Certificate/ Matriculation	2.5
BTEC National Diploma / National Certificate / OND / ONC	2.5
CSEs	1.6
NVQ or SVQ Level 3 / GNVQ Advanced / NNEB	1.6
BTEC First Diploma / First Certificate	1.1
NVQ or SVQ Level 4 / RSA Higher Diploma / Foundation Degree	1.1
NVQ or SVQ Level 1 / GNVQ Foundation	0.9
NVQ or SVQ Level 5	0.2
BASE:	(444)

The survey continued by asking residents if in the next 12 months they were planning to study for further qualifications: nine in ten said not, however, one in ten said yes they were.

Table 18: Whether respondents planned to study for further qualifications in the next 12 months

	%
No	90.4
Yes	9.6
BASE:	(114)

Those residents who planned to study in the next 12 months were asked to outline which qualifications they were planning to study for. Nine people responded to this question and their responses are listed in the Appendix.

Barriers to further qualifications

A total of 67 residents replied to the question regarding what are the barriers in the past and in the future, for them to gaining further qualifications and a full list of responses is listed in the Appendix.

4.4 Rural Cinema

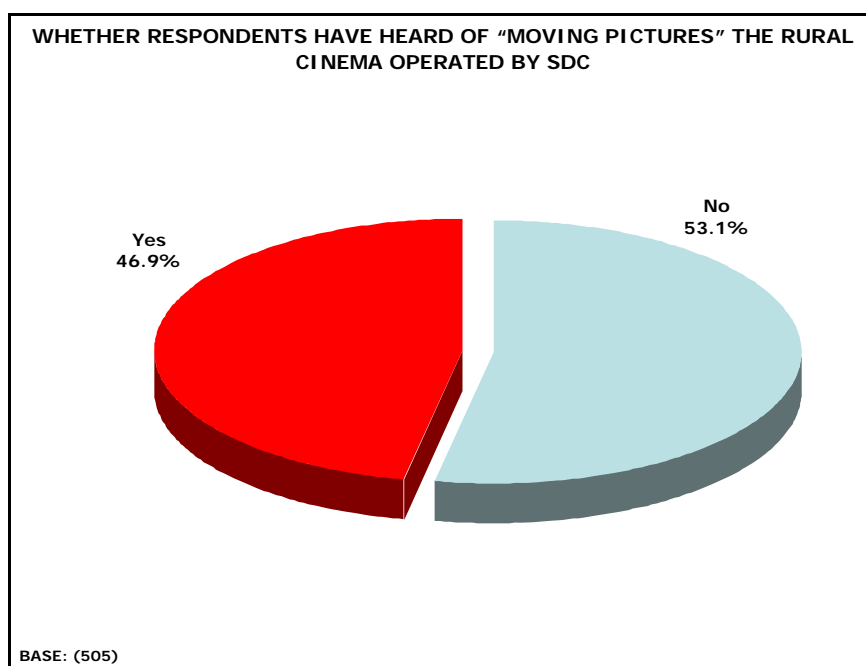
Moving Pictures

SDC's rural cinema scheme "Moving Pictures" aims to provide a high quality cinematic experience to people living in areas of rural isolation, and increase the use, value and sustainability of community venues throughout the District. Moving Pictures, funded by Warwickshire County Council, Screen West Midlands and "The Rural Cinema Group" aims to reduce vehicular travel, provide activities that support community aspirations and develop skills and knowledge in the community on cinema and associated screening technology.

The survey questioned residents as to whether they had heard of "Moving Pictures".

In general, over half (53%) said they had not, however, 47% said they had.

Chart 11:



By area, 56% of those living in the East, as opposed to 44% of those in the Central area and 43% of those living in the West, said yes they had heard of "Moving Pictures".

Table 19: Area results: Whether residents have heard of "Moving Pictures"

	West	Central	East
	%	%	%
Yes	43	44	56
No	57	56	44
Base:	(164)	(204)	(135)

By locality, seven in ten residents from Stratford, Henley and Studley, compared to 36% of those living in Southam and just 31% of Shipston residents, stated no they had not heard of "Moving Pictures".

Table 20: Locality results: Whether residents have heard of "Moving Pictures"

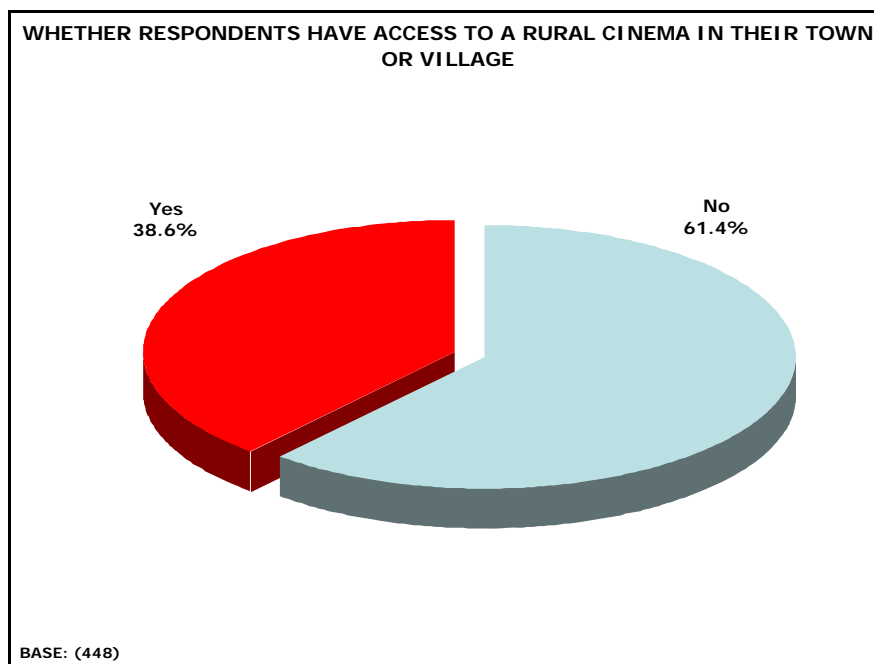
	Alcester - Bidford	Henley - Studley	Shipston	Southam	Stratford	Wellesbourne - Kington
Yes	53%	32%	69%	64%	28%	49%
No	47%	68%	31%	36%	72%	52%
Base:	(89)	(75)	(77)	(67)	(127)	(68)

Access to Cinemas

All residents were asked whether they had access to a rural cinema in their town or village.

Overall, six in ten confirmed they did have access to a rural cinema as opposed to four in ten who did not.

Chart 12:



By area, 43% of those living in the East and 42% of those living in the Central area, stated yes they did have access to a rural cinema, as opposed to just 31% of those living in the West.

Table 21: Area results: Whether residents have access to a rural cinema in their town or village

	West	Central	East
Yes	31%	42%	43%
No	69%	58%	57%
Base:	(153)	(165)	(129)

By locality, over three quarters (78%) of residents from Henley and Studley said no they did not have access to a rural cinema, compared to 48% of Southam residents and 47% of Shipston residents stating no.

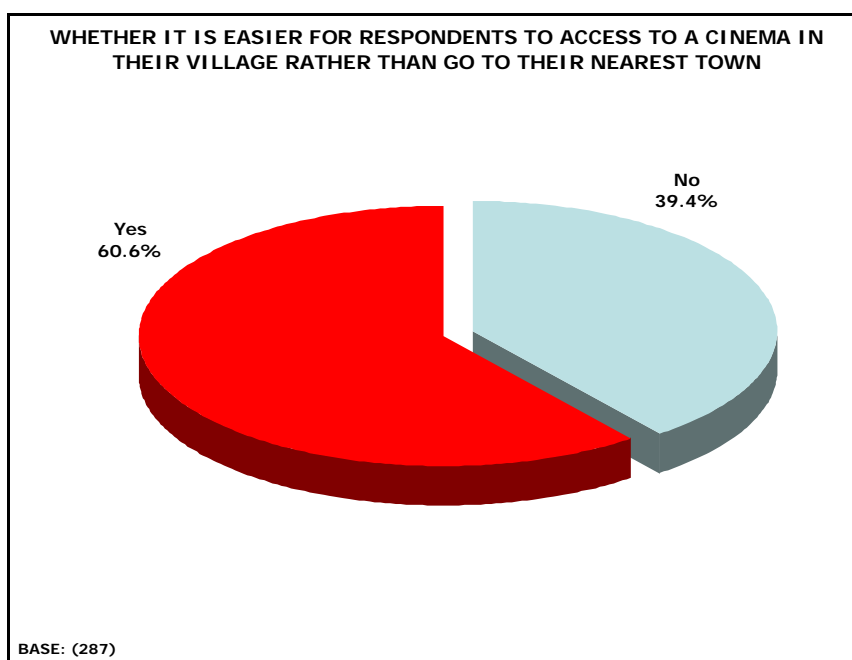
Table 22: Locality results: Whether residents have access to a rural cinema in their town or village

	Alcester-Bidford	Henley - Studley	Shipston	Southam	Stratford	Wellesbourne - Kington
	%	%	%	%	%	%
Yes	38	23	53	52	33	35
No	62	78	47	48	67	65
Base:	(82)	(71)	(75)	(64)	(90)	(65)

The survey then questioned residents as to whether it was easier for them to access a cinema in their village rather than go to their nearest town.

Overall, 61% confirmed it was easier to access a cinema in their village, unlike 39% who said it was not.

Chart 13:



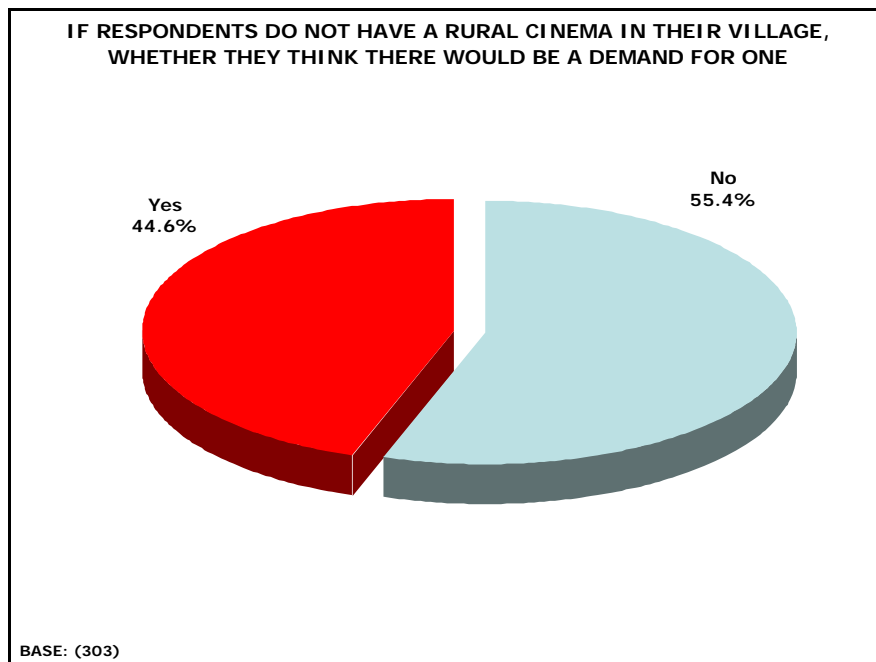
By locality, almost three quarters (74%) of those living in Southam and 65% of those living in Shipston, Alcester and Bidford, stated yes it was easier for them to access a cinema in their village, compared to just 38% of those living in Stratford.

Table 23: Locality results: Whether residents find it easier to access to a rural cinema in their village than go to their nearest town

	Alcester-Bidford	Henley - Studley	Shipston	Southam	Stratford	Wellesbourne - Kington
	%	%	%	%	%	%
Yes	65	56	65	74	38	57
No	35	44	35	26	62	43
Base:	(60)	(41)	(60)	(46)	(37)	(42)

Respondents were asked if they did not have a rural cinema in their village, did they think there would be a need for one. Over half (55%) said not, although 45% thought there would be a need for one.

Chart 14:

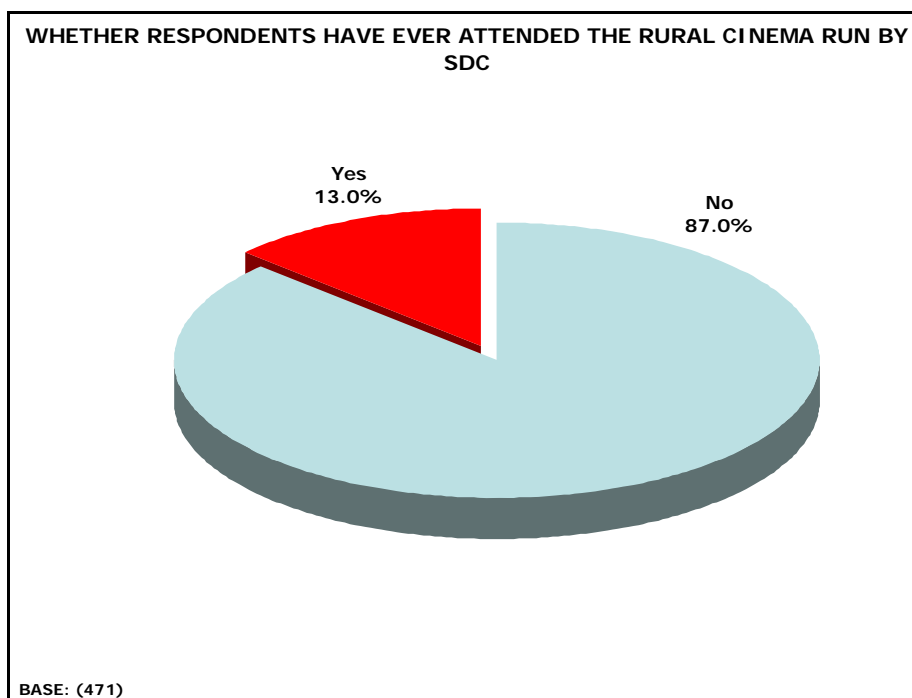


Attendance, Value for Money, Information

The survey then asked residents to state whether or not they had ever attended the rural cinema run by SDC.

In general, 87% said they had not attended the rural cinema run by SDC and 13% said they had.

Chart 15:



By locality, over one fifth (21%) of those living in Alcester and Bidford, and 18% of those living in Shipston, as well as 16% of those from Southam, Wellesbourne and Kineton, stated yes they had attended the rural cinema. This was in contrast to only 7% from Stratford and 1% from Henley and Studley who confirmed they had done likewise.

Table 24: Locality results: Whether residents had ever attended the rural cinema run by SDC

	Alcester-Bidford	Henley - Studley	Shipston	Southam	Stratford	Wellesbourne - Kineton
Yes	21	1	18	16	7	16
No	79	99	82	84	93	84
Base:	(86)	(71)	(73)	(67)	(105)	(67)

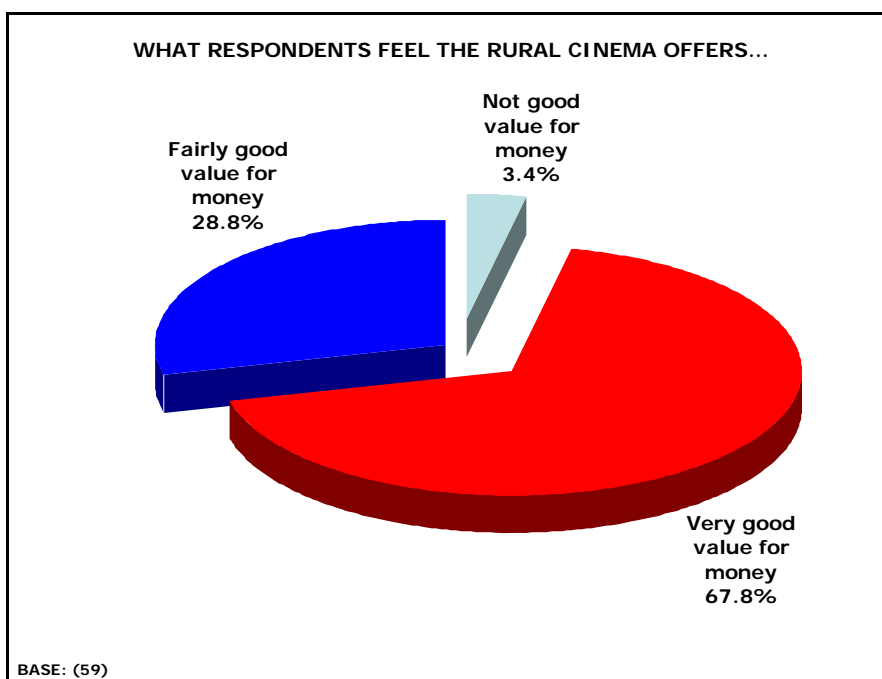
Those residents who confirmed they had attended the rural cinema were then asked to state how many times they had done so. A third had been one and a further third had been twice.

Table 25: How many times those attending the rural cinema had been

	%
One	33.3
Two	35.0
Three	11.7
Four	13.3
Five	0.0
Six	8.3
Seven or more	1.7
BASE:	(60)

Respondents were then asked to comment on the value for money they felt the rural cinema represented. Over two thirds (68%) stated that it was very good value for money, just over a quarter (29%) believed it to be fairly good value for money and only 3% said it was not good value for money.

Chart 16:



Residents were then asked to indicate where and how they would like to receive information about future screenings. 104 people responded and results can be seen in the table below.

A third of respondents stated that they would like to receive information about future screenings in the press / free papers. Just over a fifth (21%) said village hall / village hall notice board and 19% stated parish newsletter / magazine. 16% quoted email and 13% cited Council website / online. Only 12% of those surveyed claimed they would like to receive information by post and interestingly nobody indicated schools and libraries.

Table 26: Where and how residents would like to receive information about future screenings

	%
In press / free papers	32.7
Village hall / village hall notice board	21.2
Parish newsletter / magazine	19.2
E-mail	16.3
Council website / online	12.5
By post	11.5
On a large notice board / poster	8.7
By leaflet	7.7
Local advertising	7.7
Parish Council	4.8
Post Office	3.8
Local Shop	1.9
SMS	1.0
Touch FM	1.0
Village Co-ordinator	1.0
Local Residents Association	1.0
Community Care	1.0
Local Cinema	1.0
Already use	1.0
Didn't know about it	1.9
BASE:	(104)

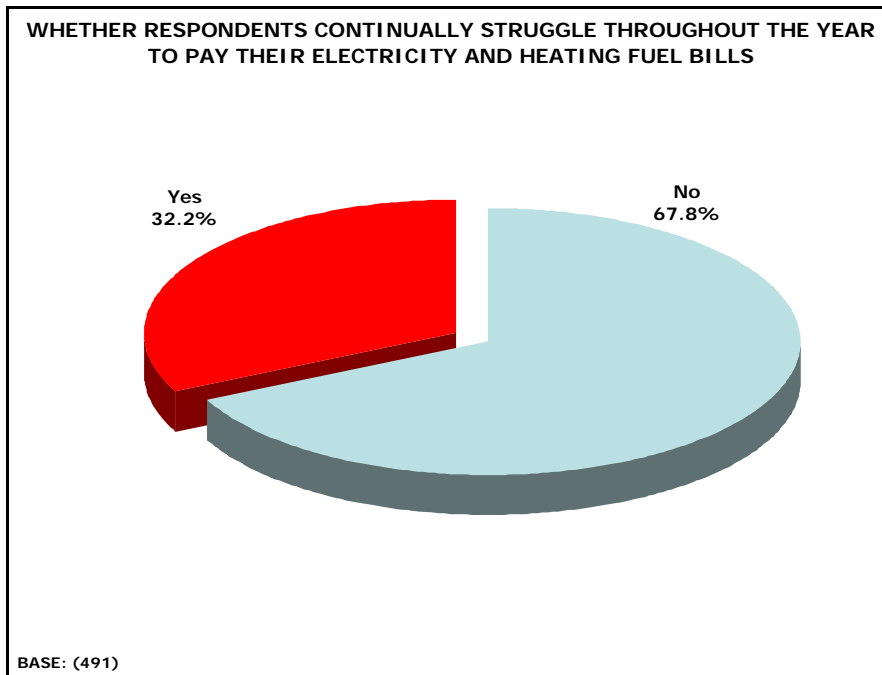
4.5 Affordability

Fuel Bills and Household Debt

SDC is aware of difficulties of vulnerable people paying increased fuel bills when their income, specifically their pension, is a fixed amount.

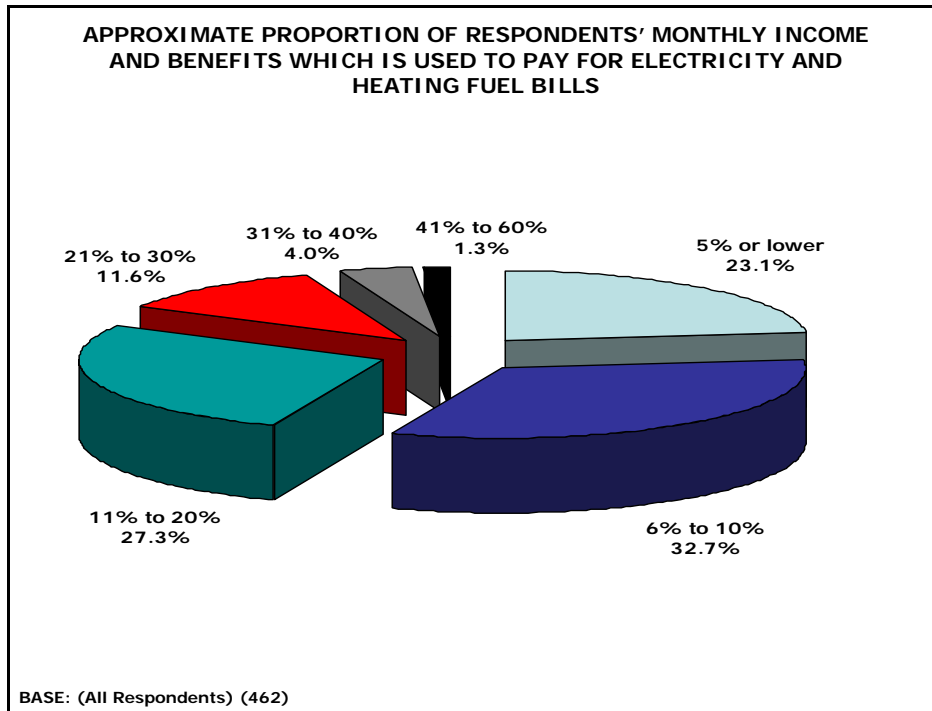
The survey asked residents if they continually struggled throughout the year to pay their electricity and heating fuel bills. Almost a third (32%) said this was the case, as opposed to 68% who said not.

Chart 17:



Respondents were then asked to indicate approximately what proportion of their monthly income and benefits are used to pay for electricity and heating fuel bills. A third stated between 6% to 10%, 28% of residents cited between 11% to 20%, and just under a quarter (23%) claimed the proportion paid was 5% or lower. 12% of those surveyed said they paid between 21% to 30% of their monthly income and benefits on electricity and heating fuel bills.

Chart 18:



The survey informed residents that research carried out by the Council indicated that many people are concerned about the impact that household debt may have on their housing situation in the future, and then it asked if this was something that was worrying them. A quarter actually said it was, as opposed to three quarters who said it was not.

Table 27: Whether respondents were worried about the impact that household debt may have on their housing situation in the future

	%
No	74.3
Yes	25.7
BASE:	(498)

Those residents who were worried about the impact that household debt may have on their housing situation in the future were then asked to indicate the types of debt that may give them cause for concern. Results are shown in the table below. Four in ten respondents stated heating / fuel as a type of debt that gave them cause for concern. A third cited Council tax charges and just over a quarter (26%) named cost of mortgage as a concern. 14% of those surveyed cited cost of living and one in ten respondents said credit cards.

Table 28: Types of debt that may give residents cause for concern

	%
Heating / fuel	42.1
Council tax charges	32.5
Cost of mortgage	26.3
Cost of living	14.0
Credit cards	10.5
Food / groceries	5.3
Rent	5.3
Poor interest rates / savings fall	4.4
Bank loan / overdraft	3.5
High prices / inflation / generally	2.6
Loss of pension / if spouse died / pensions generally	2.6
House repairs	1.8
Interest rates on bills	0.9
Negative equity / falling house prices	0.9
Everything	4.4
Other	10.5
BASE:	(114)

All residents were asked if they knew who to approach for advice to ensure that their home is not at risk and for help in prioritisation and management of debts. Four in ten respondents said that they did not know as opposed to six in ten who did.

Table 29: Whether respondents know who to approach for advice to ensure that their home is not at risk and help in prioritisation and management of debts?

	%
Yes	59.4
No	40.6
BASE:	(483)

Respondents who had stated they knew who to approach for advice were then asked to list the organisations they would approach. Results are shown in the table below. Over three quarters (79%) named the Citizen's Advice Bureau, over a quarter (26%) said the bank / building society and 15% cited Council offices / Stratford DC / Warwickshire County Council.

Table 30: Organisations which residents would approach for advice

	%
Citizen's Advice Bureau	78.5
Bank / Building Society	26.3
Council Offices / SDC / WCC	14.7
Mortgage Provider	10.4
Financial Adviser	8.4
Age Concern	7.6
Help the Aged	5.2
Debt Advice – general	3.6
Internet generally	2.8
Accountant	2.8
Solicitor	2.4
Social Services	1.6
Creditor	1.6
National Debt Line	1.2
Government backed bodies	1.2
Utility Companies	0.8
Trade Union	0.8
Housing Association	0.8
Debt Advisory Centre	0.8
Friends and Family	0.8
STT	0.4
DWP	0.4
PayPlan	0.4
ORBIT	0.4
SWHA	0.4
Insurance	0.4
South Warwickshire Credit Union	0.4
CCCS	0.4
Shelter	0.4
TOP	0.4
Debt Advice Centre	0.4
Martin's Money Saver website	0.4
Finance Provider	0.4
SSAFA	0.4
SCAN	0.4
Other	7.6
BASE:	(251)

APPENDICES

Appendix 1: Other contributors to air quality problems: 65 comments.

- Spraying
- M40
- Again, if we don't have the data - what is the point?
- The firm in Masons Road servicing cranes with noise here and seeing all the cranes sticking in the air.
- Parents waiting around schools areas running car engines for 30mins. Pollution and danger to elderly resident (and children!).
- None
- Garden bonfires that smoulder for days.
- Exhaust fumes are probably the major culprit locally.
- Traffic 2) Rapeseed.
- The gas sub station on A435 at Kings Coughton. When travelling in car, there is always a strong smell of gas.
- Some contribution from cars used by teachers and pupils to and from school.
- I would not like to live near a takeaway!
- Traffic pollution in the town centre from all the coaches is not good.
- Too many restaurants.
- Occasional smell from fertilization of local farmland. Minor nuisance only.
- Air traffic from Wellesbourne airfield.
- Local use of wood burning/open fires in homes, but this is not a problem.
- Farming chemicals. Traffic standing still with engine running - due to too many traffic lights - I have waited up to 5 minutes at some junctions - when lights fail I can get into town in 5 minutes!! This can't be right!
- Works and drains.
- There is not a problem
- Bonfires in gardens
- Sewers in old town area
- Chicken farm ?dead animals in lorry along local roads, very bad
- No issue
- Bonfires
- Septic tank occasionally.
- No real problems
- I live in a rural area with little traffic or industry so only occasional farm smells
- Again, no problem only when muck spreading is being done
- Illegal fires
- Yes, the cockerels that roams freely in. make an awful noise which disturbs what's left of any peace and quiet in a rural community
- Dust from building works
- I'm luck I live in a village 4 miles out of Stratford
- Don't put agriculture and cooking in the same class
- None are applicable0except when muck spreading
- Bonfires and wood burners
- Though not really a problem
- Walk down high street at night
- Not applicable
- Bonfires
- Agricultural chemicals which run into the drainage systems and then into the rivers.
- Bonfires
- Not bad at all
- Stratford's planners and local authority wish to encourage even more factories and industry
- This is only when fires are burning might not be farmers. This is Blackwell
- Don't know but guess traffic more important
- Street drainage cleaning
- no problem

- Someone should come up with a better chimney out of our fish and chip shop, it is all correct but needs to be better.
- the tip sometimes creates a problem when it catches fire.
- No problem love the country smells
- Huge amounts of spring onion trimmings that rot in designated fields during summer
- Not sure about Severn Trent plant ?
- Agricultural smells are integral to rural life but some farmers are less responsible than they should be in the cleanliness of their premises.
- Aviation fuel smells from Wellesbourne airfield farm smells
- Lorries from local cement works
- Traffic jams for people going to Long Marton. and also getting into Stratford in the morning rush hour
- People smiling in the streets
- Restart cooking smells in SOA is sometimes bad
- Sill sewage smells occur in the Evesham road access areas
- Bonfires
- Don't know enough facts to reply
- ? and much spreading but only very occasionally
- Smoldering bonfires which include plastic
- People smoking? destruction of or reduction of trees and hedges

Appendix 2: Qualifications respondents are planning to study for in the next 12 months: 9 comments.

- NVQs Level 3 Teaching Assistant
- I would like to do a foreign language course and computer studies.
- NVQ Level 2
- Foundation course-access to university
- Film work based course. NVQ level senior management.
- On line pension course with TUC.
- Maths
- May need to retrain to gain employment so marketing might be an option
- Not sure at this time-depends on circumstances

Appendix 3: The barriers in the past and in the future for respondents to gaining further qualifications: 67 comments.

- Age.
- Cost of courses on offer.
- Age
- In the past, too busy working and raising the family. In the future - age.
- My age
- In the past, none in particular - effort and self desire are needed, if not then this is a barrier.
- I am 60 years old and do not consider it necessary to study for any further qualifications.
- Dyslexia and health problems stopped me from gaining degree level nursing and degree in 2001.
- Age. Different responsibilities and time.
- Not enough time to do anything other than my work.
- I have studied in the past over many years. My age (84) is not a barrier, but makes it more difficult.
- At the moment, lack of quality time.
- Now too old, earlier raising a family and working full time.

- Lack of finance. Would love to study for a degree
- Age!
- Cost, time, availability
- Family circumstances/age
- Retired
- I've got enough for my current employment
- Lack of self confidence then and now. I do not have a computer and therefore could not go to college. Even if I went it is too late for me to take exams as they would be of no use to a pensioner
- Past-lack of transport. Now-Age
- As a pensioner I don't need further qualifications, I got those during my working life
- I was unsure what I wanted to do as a teenager/young adult to know or decide what further education to do. I then drifted into a job, I have since completed a project management course where I obtained a qualification
- Pensioner aged 84
- None
- Age
- Alas-Age and mobility
- Too old at 75
- No barriers-I married at 21 then stayed at home to raise a family which is now grown up and I don't need to work therefore don't need further qualifications
- None- I am an OAP
- Having to work to support a family
- Working full time. Too costly for courses travelling and time to fit in with lifestyle
- None
- Retired and do not wish to further my education
- Regular for TA service for 47 years. Now past it-enjoying retirement.
- Not needed
- Too late
- No barriers it is just up to me. I am very busy.
- Accessibility to college and open university or any training establishment.
- None
- Retirement
- I have not needed to gain any further qualifications to do the job that I do and haven't the time or the money to further my education at the moment. Maybe when I retire I will do something but it is likely to be recreational rather than educational.
- Running my own business and now age.
- Age and necessity
- Time and money
- Unable to study for university via A level due to need to earn money
- Accessibility
- Don't need them in the post. Too old now
- At my age I don't want to study for qualifications
- Have completed 3 years with open university but have decided not to continue as too old to make use of the degree now.
- Lack of time
- Money/courses available
- No barriers in the past and now retired
- I am reclusive and a bit of a loner. Find groups and schools/colleges places I avoid due to abuse as a result of my being different. I also have mental health problems and am afraid of crowds etc. Also I am on benefits and fear losing everything due to my problems with crowds etc.
- Pensioner happy with ample leisure activities and interests
- Age
- Age!
- In the past none, RAF training and self taught. In this future to old, let the young have any jobs that are left
- Too old

- Old age!
- I don't need any higher qualification for the job I do
- No
- None but old age
- No barriers. Finding time for courses
- Age I am 87
- Mainly cost
- No day release from work post 18 and no encouragement from work to get better qualified e.g. university qualification